

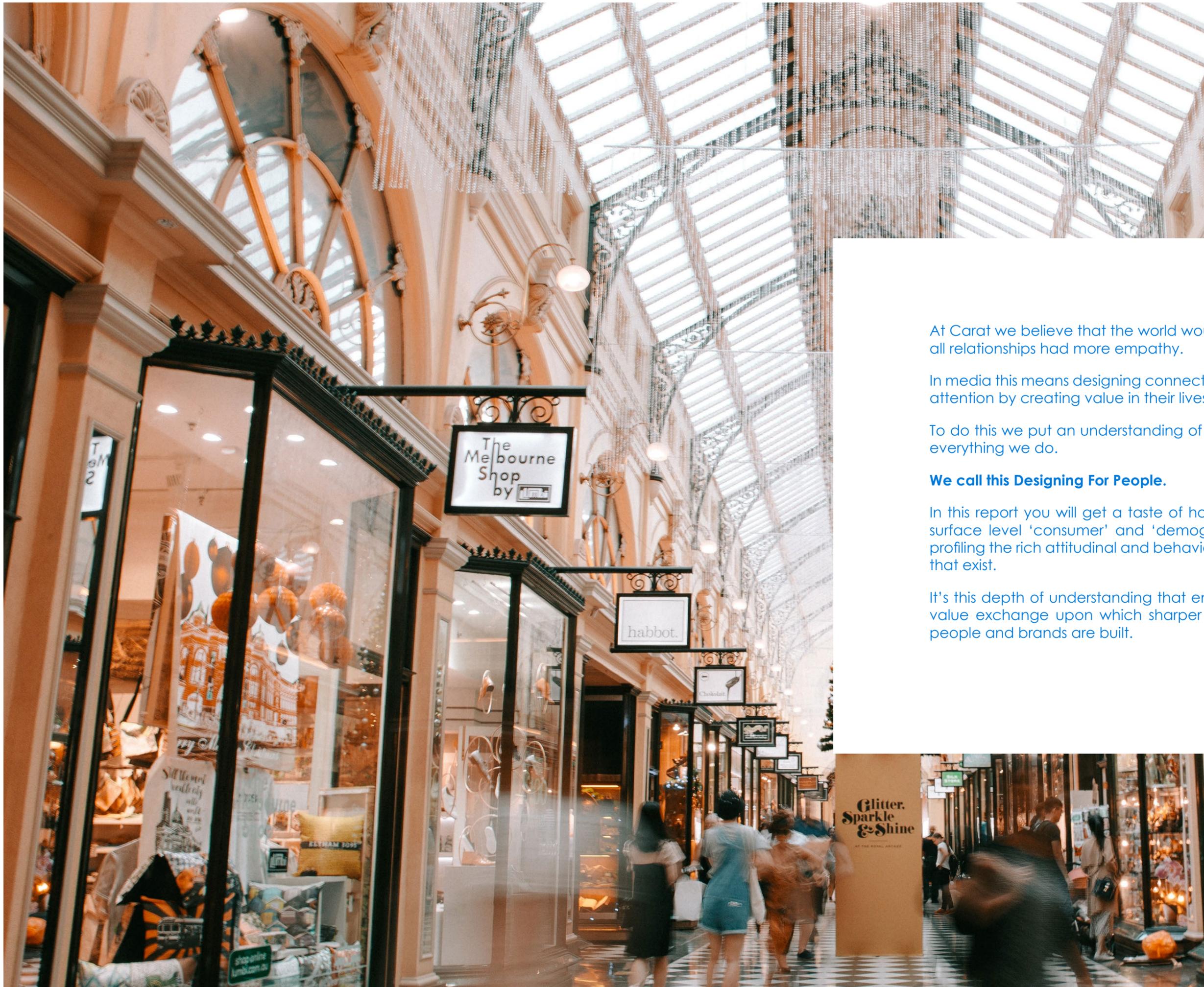
CARAT

Designing for People

FMCG & Retail
in view

a dentsu company





At Carat we believe that the world would be a better place if all relationships had more empathy.

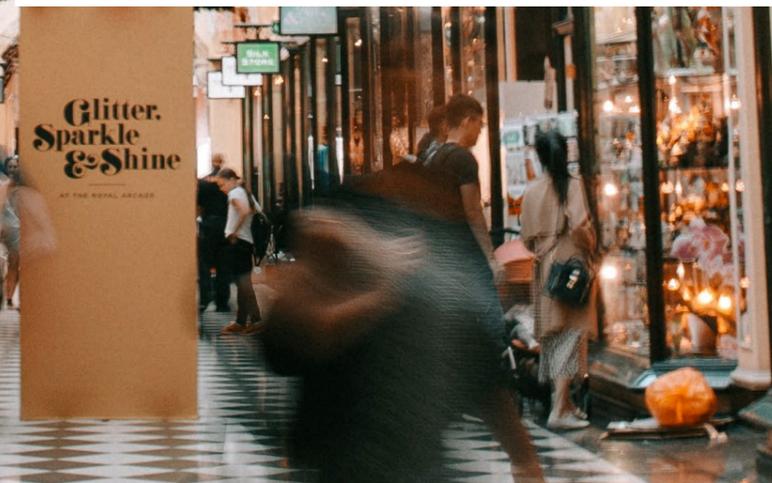
In media this means designing connections that earn people's attention by creating value in their lives.

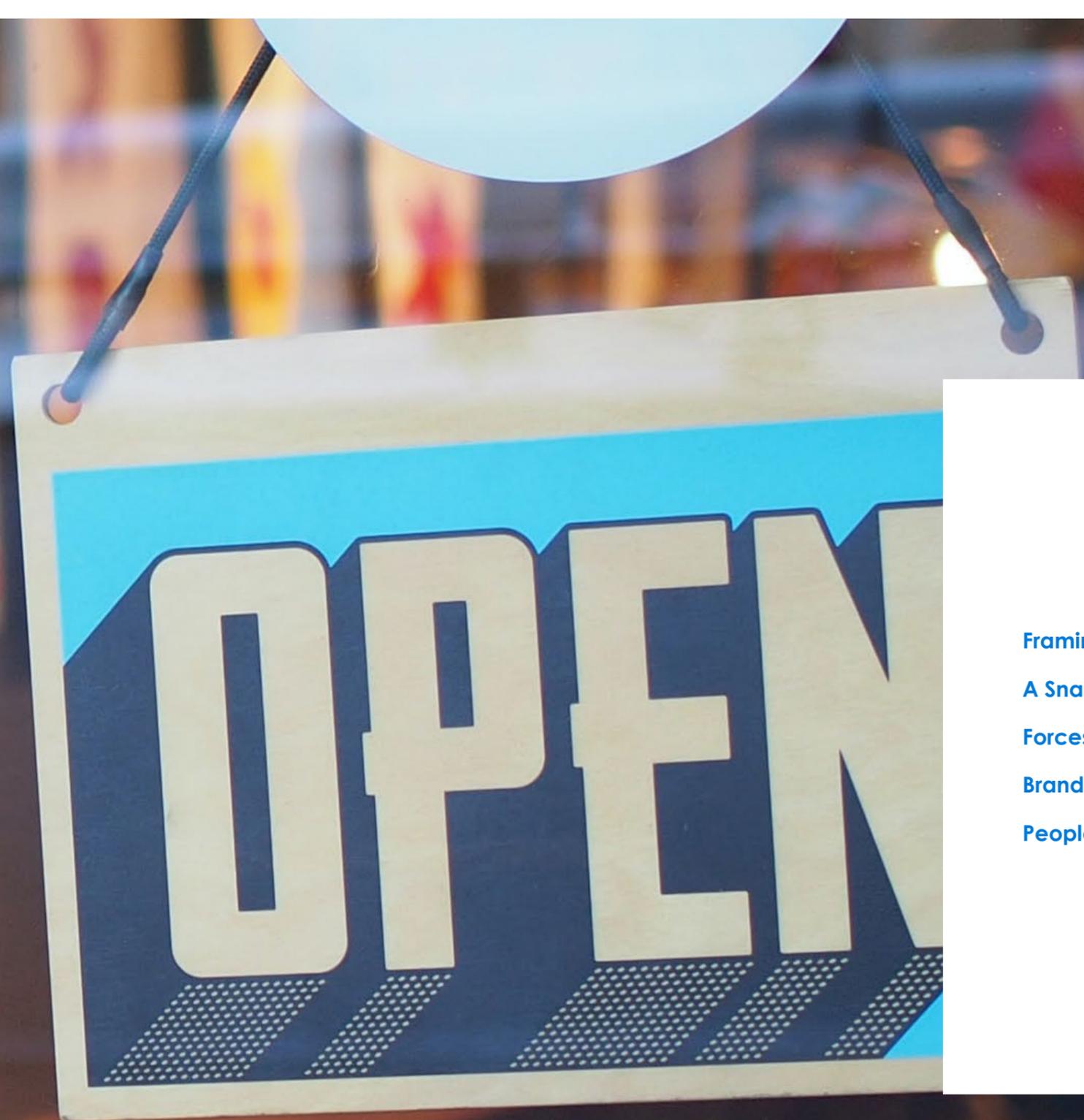
To do this we put an understanding of people at the heart of everything we do.

We call this Designing For People.

In this report you will get a taste of how Carat goes beyond surface level 'consumer' and 'demographic' traits and into profiling the rich attitudinal and behavioural cohorts of people that exist.

It's this depth of understanding that enables us to unlock the value exchange upon which sharper connections between people and brands are built.





SHOP

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Framing our view on FMCG & retail

FMCG and retail are extremely broad categories, comprised of many different subcategories and brands.

Rather than attempting to capture the nuances of each and every layer, the purpose of this whitepaper is to instead help marketers understand the key trends affecting all shoppers, so they can navigate their brand through the coming years.

We start with a snapshot of the market, examining the macro impacts of the past year from COVID to online shopping.

We then explore seven specific forces of change affecting FMCG and retail, from transparency to localism to private label.

We profile three different brands each at unique points in their journey, to understand how they are growing their businesses in a changing landscape.

Finally we turn our focus to the different types of people who shop FMCG and retail, leveraging our proprietary research panel, Consumer Connections System (CCS) consumer connections system, or CCS.

CCS is the world's largest single source consumer survey, available in 65 countries including Australia.

We were the first agency group globally to invest in this type of panel data and we've been investing annually every year for over 20 years.

This custom database provides us at dentsu with unique consumer insights and the ability to perform in depth consumer segmentation.

Using CCS, we have segmented FMCG and retail shoppers into four cohorts, examining their demographic and psychographic differences and defining the rules of engaging with them.





A Snapshot

Adversity in 2020 challenged FMCG & retail, but bred opportunity

The past twelve months have been testing for most FMCG and retail brands.

Consumer shopping behaviours were quickly disrupted by COVID.

Fluctuations in both supply and demand brought additional challenges to navigate.

Bricks and mortar stores took a hit, especially during the immediate lockdown.

But online sales boomed for many, and those already on their digital transformation journey were best positioned to leapfrog the competition.

FMCG generally fared well, particularly with panic buying and more time spent at home.

Ultimately there have been myriad experiences for brands. Ongoing uncertainty around COVID and the economy suggests the landscape will continue to fast evolve – those with foresight will be rewarded.



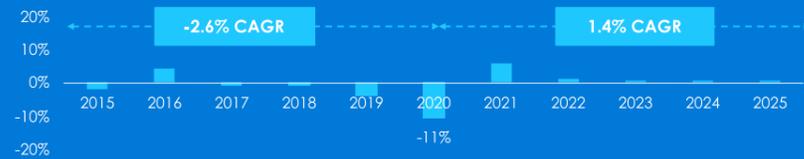
In 2020 there were winners and losers across the board

Major CPG stores were impacted

Clothing and electronics retailers were among those most affected as people pulled back spend on non-essential items.

Bigger brands however have been insulated by their online capabilities, but must adapt to competition from thriving eCommerce specialists.

Revenue growth, Consumer goods retailing

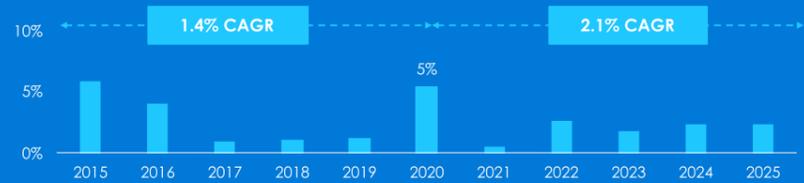


Supermarkets were a rare success

COVID boosted grocery demand and supermarkets handled it well, with Woolies and Coles seen as the top performing brands in dentsu's Consumer Intelligence Study.

Price competition softened as brands shifted their focus to profit margins, eCommerce and loyalty programs.

Revenue growth, Supermarkets & grocery stores

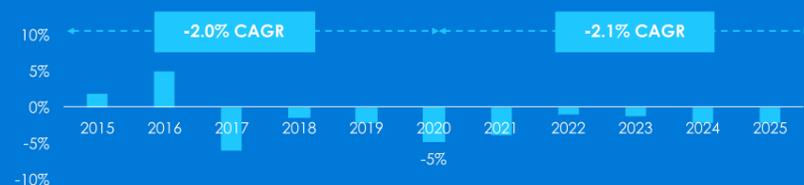


Ongoing challenges for department stores

Many temporarily closed their doors during lockdowns, and tough conditions have forced brands to rationalise their store networks.

That said, many enjoyed huge crowds upon reopening, and capabilities are improving fast to tackle online players like Amazon and Catch.

Revenue growth, Department stores



Source: IBIS World

eCommerce is a notable force for growth

People embrace online shopping

eCommerce accounts for 11% of total retail sales – however this is on the rise, accelerated by the pandemic, growing by 44% from Jan 2020 to Jan 2021.

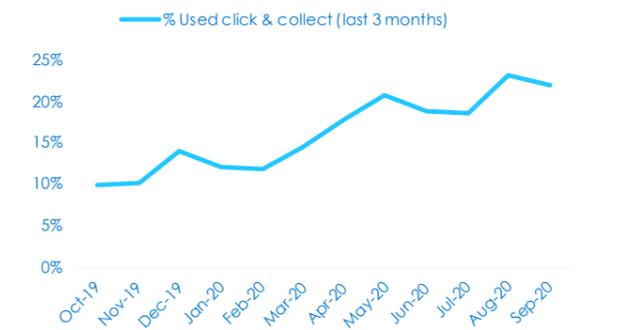
The number of online shoppers is up and the value of their shops has also increased as perceptions shift in line with increased familiarity and convenience.



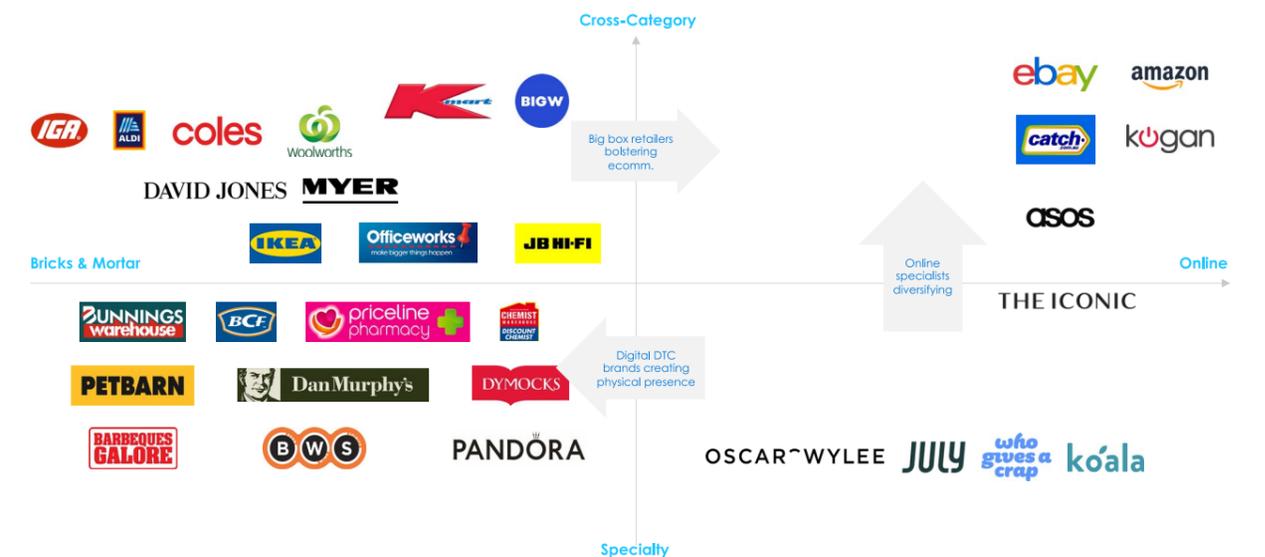
Click & Collect also thrives

Rates of usage have doubled since October 2019, with a surge for Christmas 2019 and then again during COVID lockdowns. Many retailers have added the capability, improved it, and are now talking about it above the line.

We are also seeing increased demand for frictionless customer experiences like BORIS (Buy Online Return In Store).



Australia's biggest retailers are bolstering their online capabilities, and online specialists are diversifying



Source: IBISWorld, ABS, AusPost, eMarketer





Forces of Change

The FMCG and retail landscape is complex, affected by both fast and slow forces of change, some scaled and others emerging.

This next section explores seven specific forces of change.

Brands are rethinking the role of physical stores and payment platforms as digital technology quickly evolves.

Consumers are expecting greater transparency from traditional brands, and expecting them to offer new ways to pay like online marketplaces, subscriptions and buy-now, pay-later.

Australians are also placing greater importance on local as they become increasingly community-conscious.

Private labels are enjoying growth as many shoppers tighten their wallets after a tough year.

And mainstream brands are future-proofing themselves by borrowing tactics from direct-to-consumer brands.

Retail

Rethinking physical stores

OBSERVATION

While eCommerce soars, physical retail is suffering from reduced traffic, rent wars and store closures – but it's far from dead.

IMPACT

Nordstrom (USA) is standing out from online-only competitors by introducing smaller, merchandise-free 'Local' outlets which offer key services like online pickups, style advice, tailoring and beauty.

Burberry (China) has used its WeChat app to enhance the in-store experience. Shoppers can book appointments, interact with displays, play music in fitting rooms, and unlock their personal 'rewards' avatar.

Online specialists like Casper (mattresses) and Harry's (razors) are partnering with Target (USA) to create in-store pop-ups to reach new audiences and let them see and feel their products.

IMPLICATION

Physical retail is immensely valuable for traditional and new online brands, and should be designed to work in tandem with eCommerce.

Discovery & payment platforms converge

OBSERVATION

Lower-funnel channels are evolving – they're looking beyond sales and proving they're often valuable spaces for discovery too.

IMPACT

Afterpay and Klarna are two fast-growing examples; both prefer to be defined as holistic marketing solutions, not just BNPL (Buy Now Pay Later) services.

They enable brands to reach new audiences via their apps (users can browse retailers, share wish-lists, and access deals) and via retail events (like Afterpay Day) – an attractive proposition when two million Australians use BNPL, a number that's expected to double by 2023.

Facebook (and Instagram) can perform a similar role. Its rollout of the 'Shops' capability transforms it into a payment platform with huge scale, but it retains its value as a discovery environment.

IMPLICATION

Think of marketing platforms as partners not just as payment solutions and storefronts, but as instruments for reaching new audiences and driving consideration.

Transparency goes mainstream

OBSERVATION

Major brands are taking transparency seriously in all its various guises, from ethical supply chains to sustainability commitments.

IMPACT

Purpose-led brands (like Patagonia, Everlane) have long touted transparency, and it's gaining traction amongst mainstream brands as a way to win competitive advantage, safeguard against reputational risks, and earn higher prices. For example, an MIT study suggested people would pay 2% to 10% more for products with greater supply chain transparency.

IKEA is a standout example: suppliers must agree to IWAY, its "way of responsibly procuring products, services, materials and components"; its marketing and labels prominently feature its commitment to sustainable materials, and it resells used IKEA furniture in-store.

Other brands are acquiring B Corp certification to prove their transparency to consumers. B Corps make an ongoing commitment to work toward "reduced inequality, lower levels of poverty, a healthier environment, stronger communities, and the creation of more high quality jobs with dignity and purpose," and pay an annual fee. Over 250 Australian brands are B Corps, including Bank Australia, Aesop, T2 Tea, and Koala, and the number is growing; Australia saw a 12% increase in submissions in 2020.

IMPLICATION

Brands should be looking to be as transparent as possible, however, this must start with the business and its internal practices first for risk of backlash (e.g. Everlane's lofty brand purpose only amplified its recent workplace culture scandal).

New ways to pay

OBSERVATION

There are more ways than ever for people to pay for the things they want, thanks to new retail and digital payment technologies reinventing old approaches.

IMPACT

People are making purchases on online marketplaces (like Gumtree and Facebook), via subscriptions (like Amazon Prime), buy-now-pay-later—'BNPL'—schemes (like Afterpay) and contactless POS systems.

The principles behind many of these trends aren't new. People have long bought furniture second hand, paid subscriptions for cable TV and phone bills, and used legacy BNPL schemes.

But technology has scaled them, made them even more convenient, and made them feel more modern than credit or lay-by.

IMPLICATION

Test alternative modes of purchase and offer a range of options to your customers; don't give people a reason not to choose to purchase your brand.

Source: Mazo and HBR



FMCG

People choose local

OBSERVATION

A tough year has brought Australian communities closer together, prompting them to think more about where they spend their money.

IMPACT

Love of local is everywhere. Australian Made has asked us to choose local businesses; Grassroots movements like Buy From The Bush and Empty Esky echoed these calls; and the Prime Minister told businesses to show "patriotism" and support Australian workers.

89% of Australians now agree that more essential products should be made locally, and brands are signalling their provenance to meet demand. eBay created an 'Australian Made' hub to make it easier for local manufacturers in all categories to grow their online business.

IMPLICATION

Local is an important facet of the value equation for many consumers, and local brands shouldn't be afraid to shout about their provenance, or that of the brands they stock.

Brands take on private labels

OBSERVATION

Private labels have been steadily winning share in recent years, and COVID-induced frugality is driving even greater growth.

IMPACT

Many FMCG categories have low rates of loyalty and differentiation which has made them a ripe target for private labels.

Aldi is one brand underpinned by strong private label execution; its 'phantom' brands mimic popular brands, capitalising on their familiarity and training consumers to think less about the brand name they want, and more about the product they need.

IMPLICATION

Despite the success of private labels, consumers still prefer brands, so they should continue to invest and build equity in their assets to extend their advantage. The most familiar brands ultimately get chosen most.

The influence of DTC brands

OBSERVATION

Direct-to-consumer brands have thrived by cutting out the middleman and traditional FMCG brands are taking notice.

IMPACT

57% of FMCG brands claim they are exploring DTC capabilities, by testing new distribution approaches (like subscriptions), acquiring DTC brands (like Unilever and Dollar Shave Club, and P&G and Native deodorant), and launching pop-up experiences (like July luggage).

There are many potential benefits for brands; new distribution channels can bypass wholesale relationships (creating greater margins) and they can win a closer relationship with their customers and their data. Nevertheless, they must be wary to preserve their own traditional brands, and their relationships with retailers too.

IMPLICATION

Take the time to study DTC entrants and their business models – traditional brands may have opportunities to future-proof their distribution and better communicate with their customers.

Source: Roy Morgan, Campaign and Deloitte





Brands in Focus

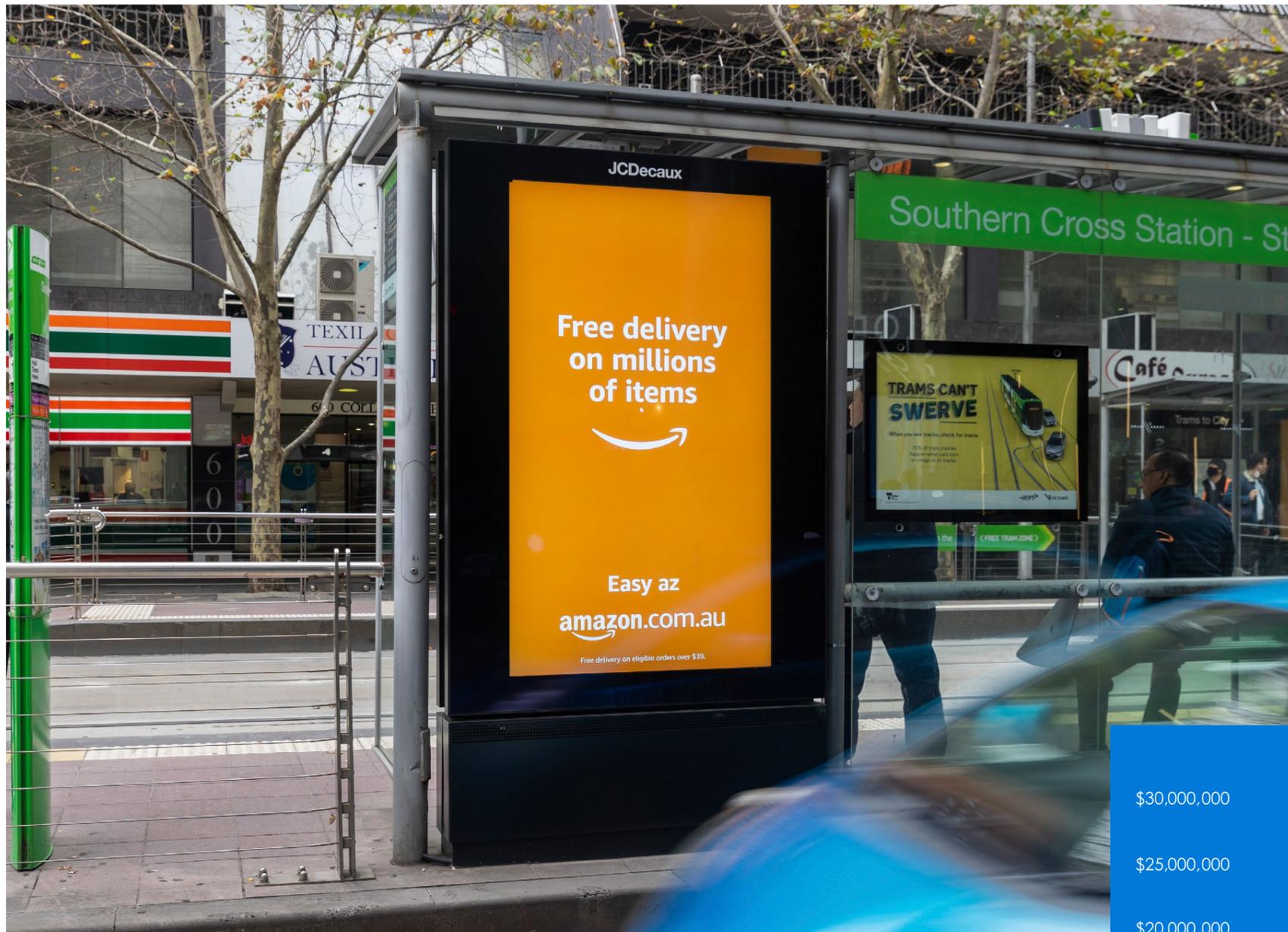
Different types of FMCG and retail brands are reacting to these forces of change in unique ways.

In this section we look at three such brands and their approaches in media.

The eCommerce giant **Amazon**, making a big play in broadcast channels as they look to grow their footprint in Australia.

The big-box retailer **Officeworks**, augmenting their digital transformation with heavy investment in brand messaging.

And the local fast-growing mattress brand **Koala**, building their audience with a combination of cheeky messaging, savvy partnerships, and traditional media.



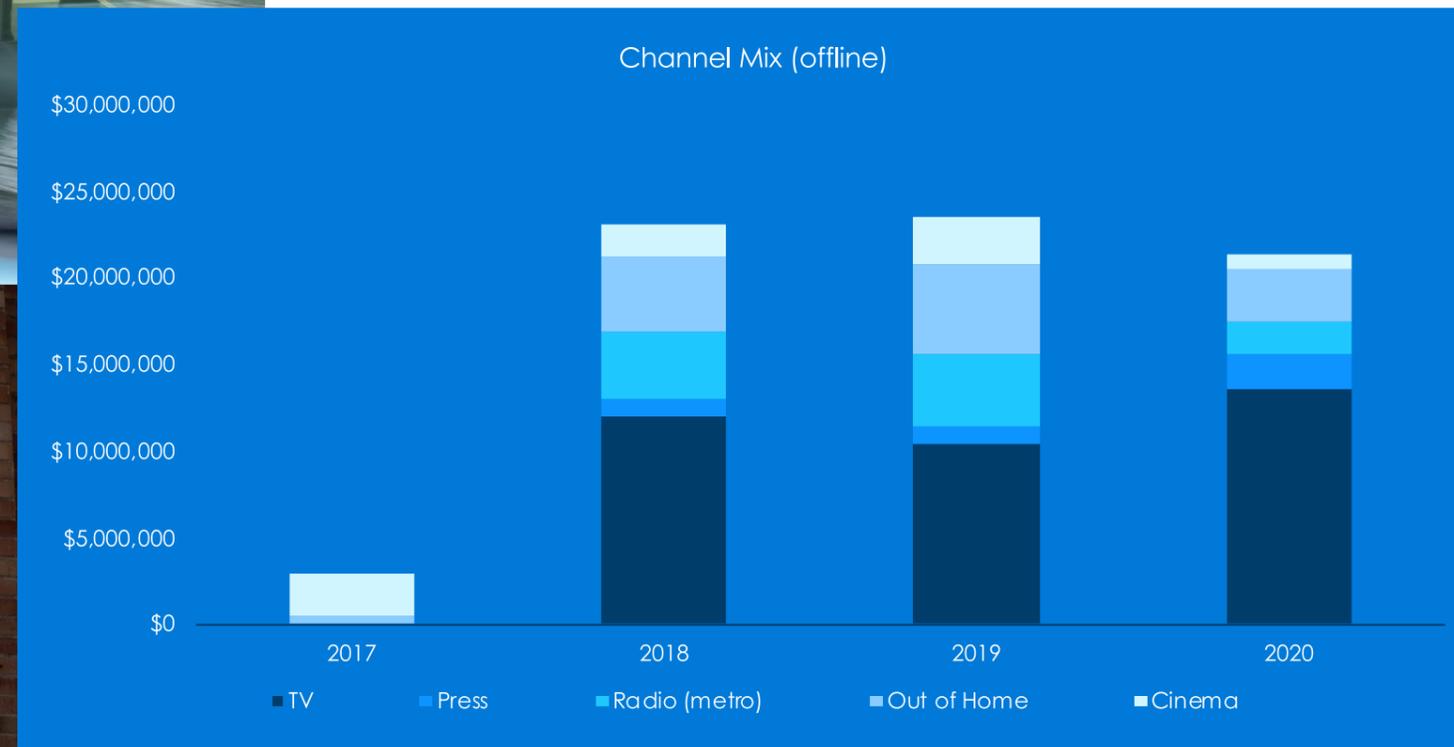
Amazon is increasing their investment in 'traditional' channels

Three years after entering the Australian market, Amazon hasn't grown as fast as many first anticipated. But sales doubled in 2020, totalling more than \$1b, and it has cemented its status as a serious competitor to retailers in a huge variety of categories.

In media the brand remains committed to spending heavily and consistently in broadcast channels. A near-constant presence in TV speaks to acquisition messages ("free delivery on your first eligible order"), major retail moments like Christmas, and its own retail events like the annual Mid-Year Sale and Amazon Prime Day.

These same messages regularly appear in radio, press, out-of-home, and cinema, with creative that is always light-hearted and often comedic, giving the foreign retailer a more Australian feel. Online performance media accounts for even more spend, and on top of that, the retail brand benefits from Amazon Prime's ubiquitous advertising.

FMCG brands should watch its growth closely, as its selling and advertising opportunities become ever more appealing as its audiences and capabilities grow.



Source: AQX (2017-2020), excluding media for Prime and Amazon Web Services. Note: pay TV and most digital spend (incl. social, search video) aren't captured. AFR <https://www.afr.com/companies/retail/amazon-australia-sales-exceed-1b-20210208-p570ii>



Officeworks continues to focus on brand led communications

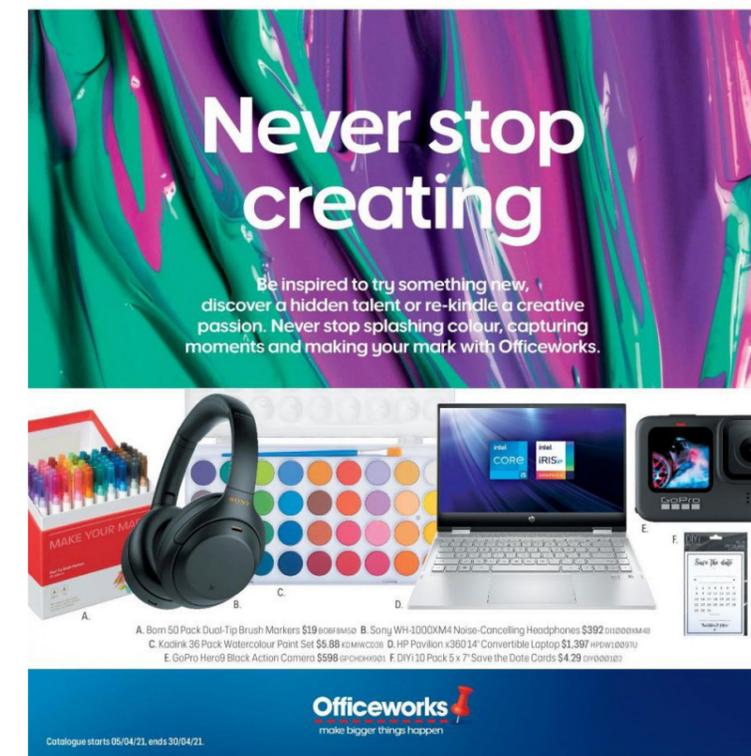
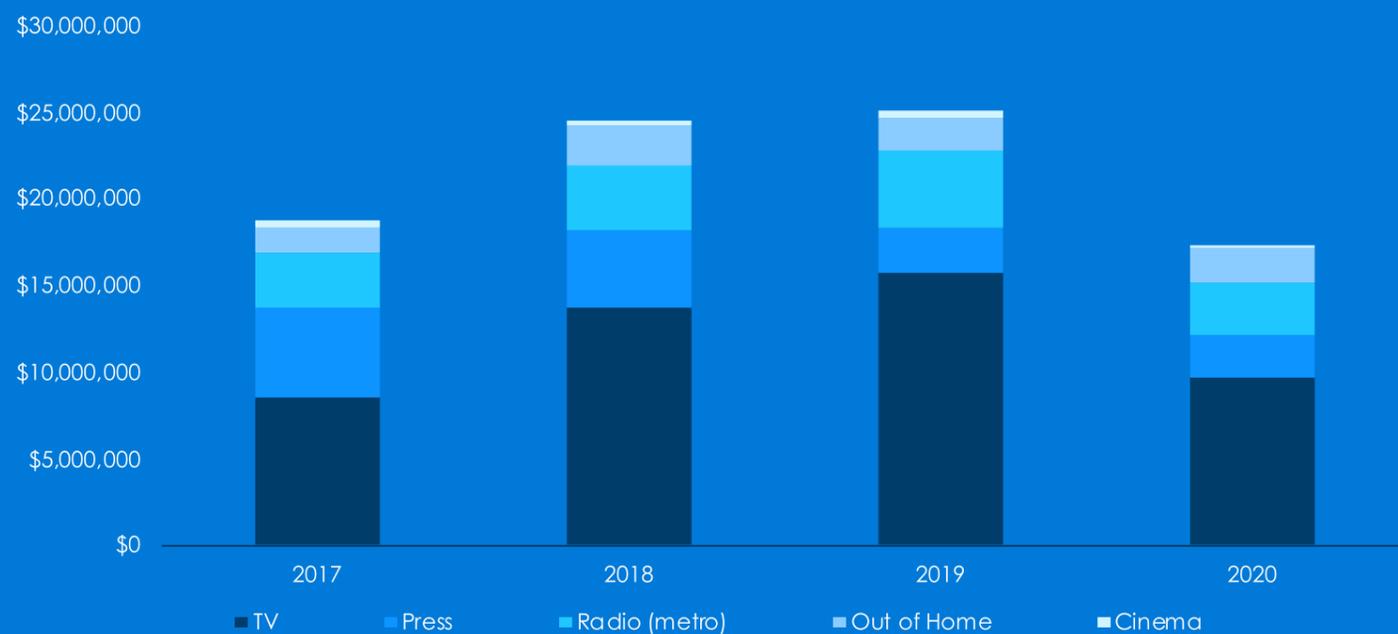
Officeworks spent less than usual on media in 2020 – like many retailers did, due to COVID – but has retained its focus on brand comms including the “Never Stop Creating” platform, which encourages kids and adults alike to get creative, and the “Mind Grown” campaign for its education range.

These are emotive, distinct, and backed by heavy investment in screens, much like its campaigns for seasonal occasions like Christmas and back-to-school. The latter has helped cement its leadership of that occasion, when complemented by comms with functional proof points (like school list services) and key products at competitive prices.

Officeworks is also a great example of a big retailer taking genuine steps to become more sustainable. It collects e-waste via the Bring It Back program; plants trees to offset paper consumption via the Restoring Australia program; promotes recycling via a partnership with Garage Sale Trail; and helps customers find products that are recycled, refillable, compostable, plastic-free and more via its Greener Choices vertical.

These actions are communicated in owned channels like social and eDM, and often above-the-line in TV and radio, setting an example for other retailers who are doing their own sustainable acts.

Channel Mix (offline)



Source: AQX (2017-2020) Note: pay TV and most digital spend (incl. social, search video) aren't captured





Koala continues to evolve its brand identity and presence

In recent years the online retailer that is "fixing the furniture industry" has behaved like the archetypal challenger brand and found great success in edgy online marketing and stunts, satirising competitors like IKEA.

Now, Koala is turning to traditional media, looking for a wider audience as it widens its own range beyond mattresses and into pillows, tables, sofas, and sheets. While digital marketing remains the priority, it invests a growing amount in TV, radio, and out-of-home.

The CMO claims the brand is "taking a more mature tone in its advertising" while "trying to retain its cheeky spirit," and so far, the brand is navigating this transition with great success.

Koala is also raising consumer expectations for retailers when it comes to social responsibility. It believes that diverse casting in advertising needs to be "table stakes," which is well reflected in its own creative. It is one of Australia's most prominent B Corps and a member 1% For The Planet, donating 1% of its annual sales to the environment. Each of these commitments are proudly communicated on its website, social channels, and products, which signals its purposeful, challenger positioning to consumers.

B Impact Report



Koala

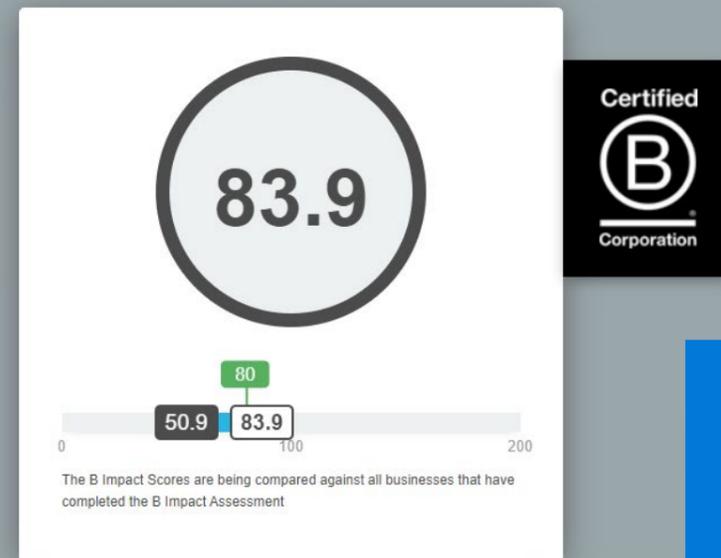
Mattress, sofa, bed base, sheets, pillows

Certified Since: April, 2018

Location: Alexandria, New South Wales, Australia

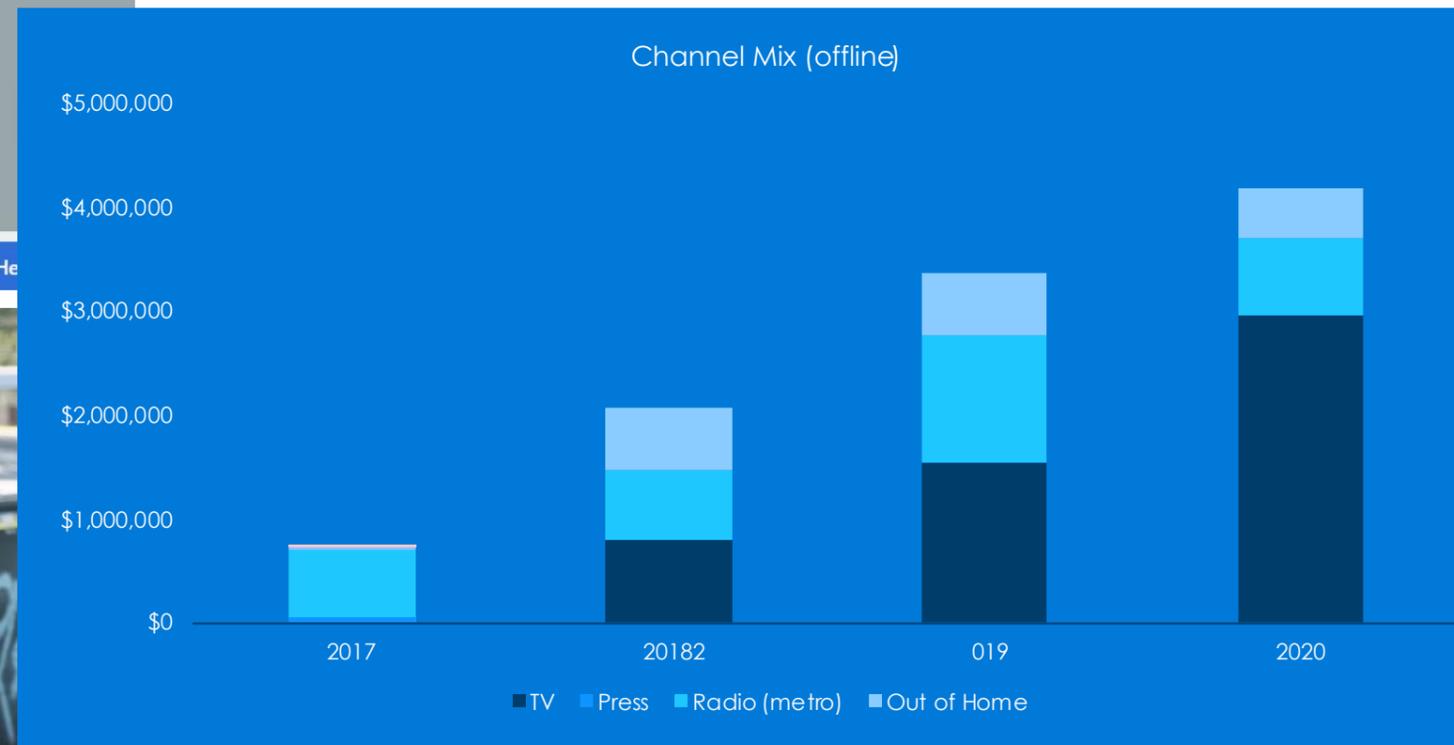
Sector: Wholesale/Retail

Overall B Impact Score [ⓘ]



KOALA.COM

Get He



Source: AQX (2017-2020) Note: pay TV and most digital spend (incl. social, search video) aren't captured





People in Focus

In our final section we turn our attention from brands to people.

The value equation for each shopper is complex; priorities vary from price to quality to convenience to provenance, and more.

Using a wide range of shopping attitudes and behaviours in CCS we have identified four distinct cohorts for FMCG and retail brands to consider.

They are –

The Eager Beavers, an enthusiastic bunch who seek out the latest products, deals, and experiences.

The Sheepish Shoppers, reluctant shoppers who try to make the process as fast and easy as possible, usually led by price.

The Brandicoots, liberal spenders who prioritise quality and big-name brands.

And the **Old-School Koalas**, savvy shoppers who prefer shopping in-person and supporting local.

The four cohorts vary little by age – Eager Beavers are the youngest, an average 42 years old, and Old-School Koalas are oldest, an average 51 years old – and their media consumption is, generally speaking, very similar.

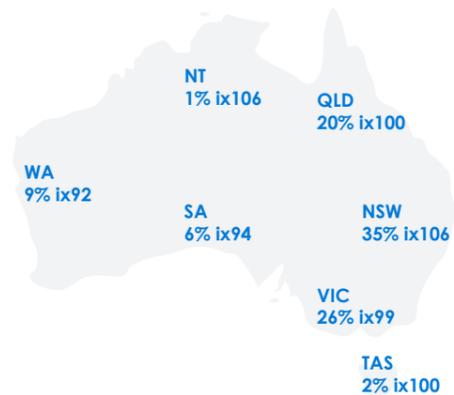
But their approach to shopping is very different, so brands hoping to connect with them should consider unique 'rules of engagement' for each.

Eager Beavers:

The hard data

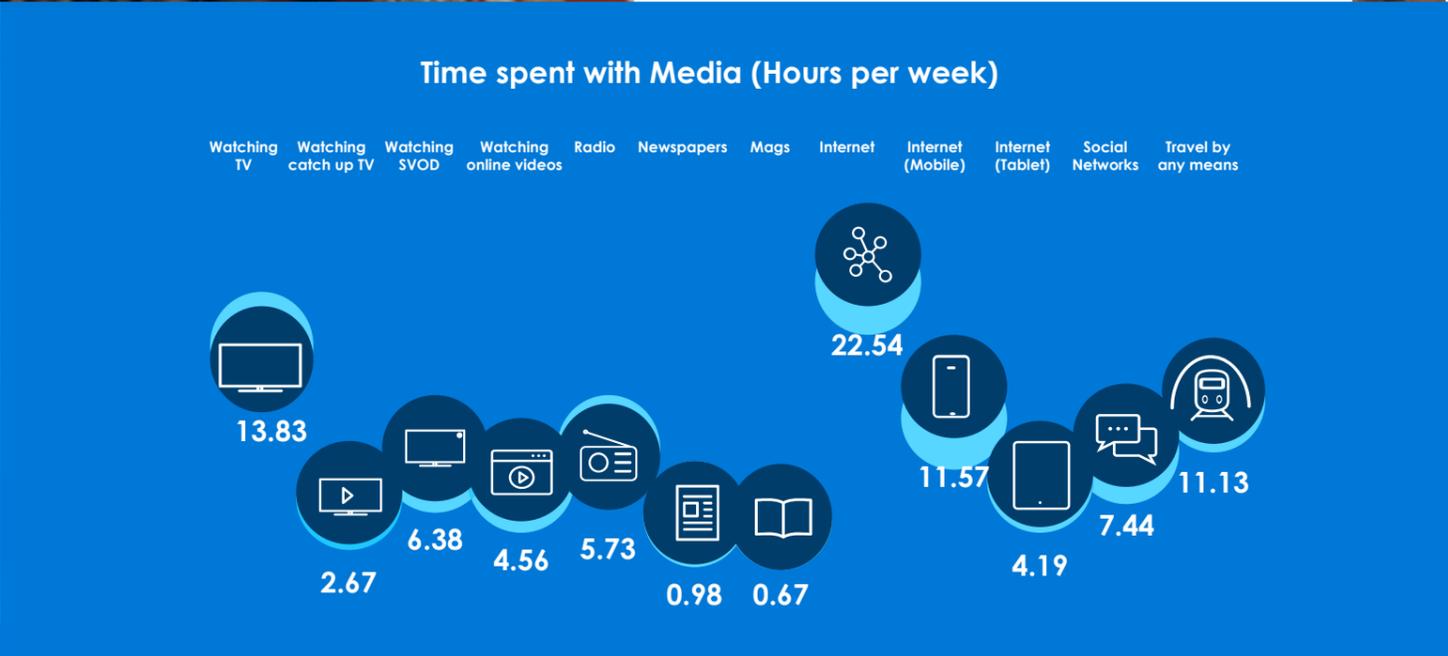
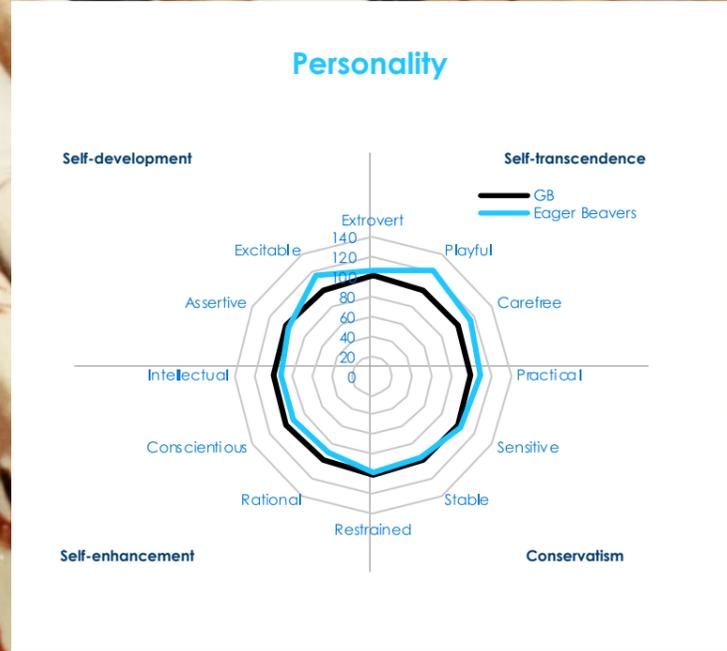
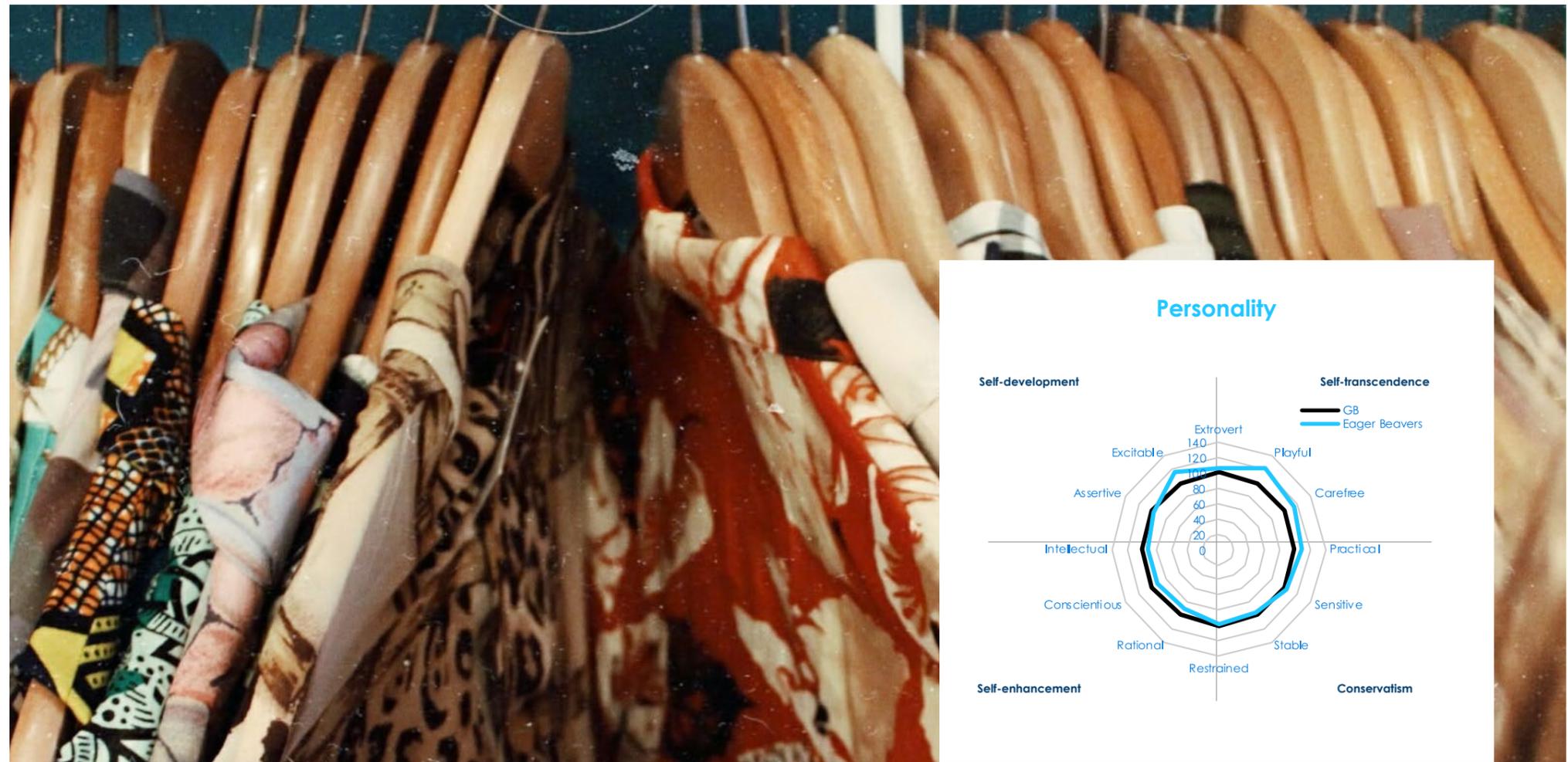
The Basics

- Female** 62% ix104
- Engaged** 2.3% ix139
- LGBTQI+** ix121
- Live with Partner and Children** 38% ix115
- Employed Full-Time** 43% ix107
- Metro | Regional** 67% ix100 | 33% ix100
- University educated** 41% ix115
- Speak language other than English** 26% ix115



Attitudes & Interests

- TECH ADOPTERS:** 'I go out of my way to learn everything about new technology' 36% ix114
- HOLIDAY ORGANISERS:** 'I sometimes organise holidays on behalf of my family and friends' 32% ix117
- BRAND DRIVEN:** 'I only buy well known brands' 77% ix188
- BARGAIN HUNTERS:** 'I'll go out of my way in search of a bargain' 69% ix149
- EXPERIENCE SEEKERS:** 'I look for new experiences every day' 39% ix123
- ENTERTAINERS:** 'I do a Lot of entertaining at home' 34% ix117



Source: ICCS June 2019 | Eager Beavers compared to GB



Eager Beavers:

Rules of engagement

01. Novelty to win attention

Eager Beavers are an enthusiastic bunch who enjoy keeping track of the latest products, and they are more open to new experiences. They have a keener eye than other cohorts and will be most excited by new and different products, making them a great target for surprise and delight experiences.

02. Value drives action

They love the feeling of getting a bargain, and will spend time shopping around for great value. Ensure that prices and proof points are competitive because this audience are most likely to do their research, online and in-person, to inform their decision-making.

03. Socially proof your brand

This cohort is about more than just a good deal – they prefer to buy well-known brands and are more likely to trust those endorsed by a professional. Seeing others using products will give them the confidence to buy, so marketers should aim to get their brands in the hands of trusted tastemakers, strive for strong reviews, and leverage positive word-of-mouth.

04. Constantly evolve CX

As keen shoppers, Eager Beavers are familiar with lots of brands and have higher expectations of them. They will subconsciously compare the experience of a small brand with that of the online giants and big-box retailers, so brands should aim high and find ways to differentiate their own CX. Don't be afraid to take inspiration from other categories.

05. Encourage the entertainers

This audience love hosting, and they have a lot to celebrate – they are most likely be in the midst of big life events like weddings, babies, new houses and new businesses. Give them inspiration and show how your brand can elevate each of these big occasions, as well as the smaller, more regular entertaining moments too.

Source: iCCS June 2019 | Eager Beavers



Sheepish Shoppers:

The hard data

The Basics

Male
44% ix108

Single
25% ix109

LGBTQI+
ix84

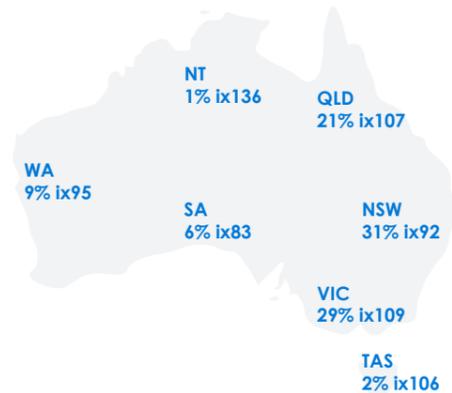
Share housing
19% ix122

Unemployed (inc. retired) 38% ix105

Metro | Regional
67% ix100 | 34% ix100

University educated
37% ix93

Speak language other than English
27% ix114



Attitudes & Interests

STICK TO WHAT THEY KNOW: 'I buy the same food every week' 41% ix104

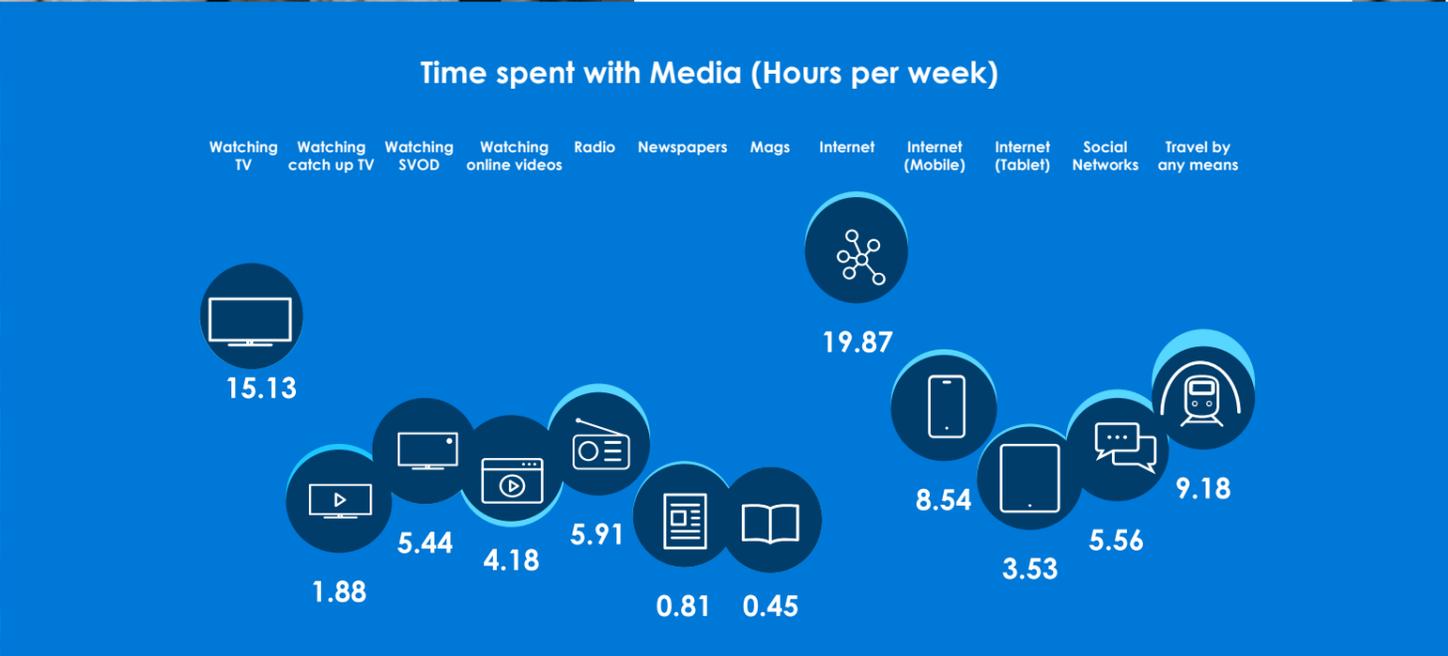
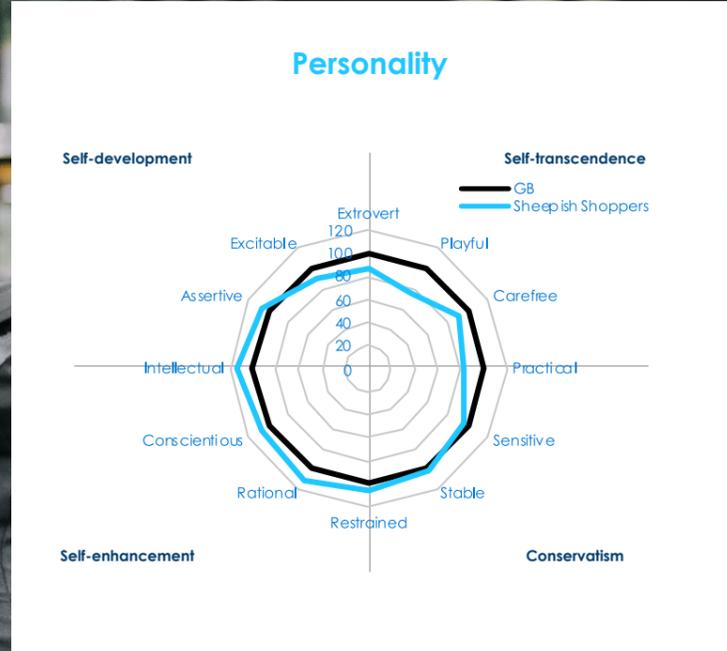
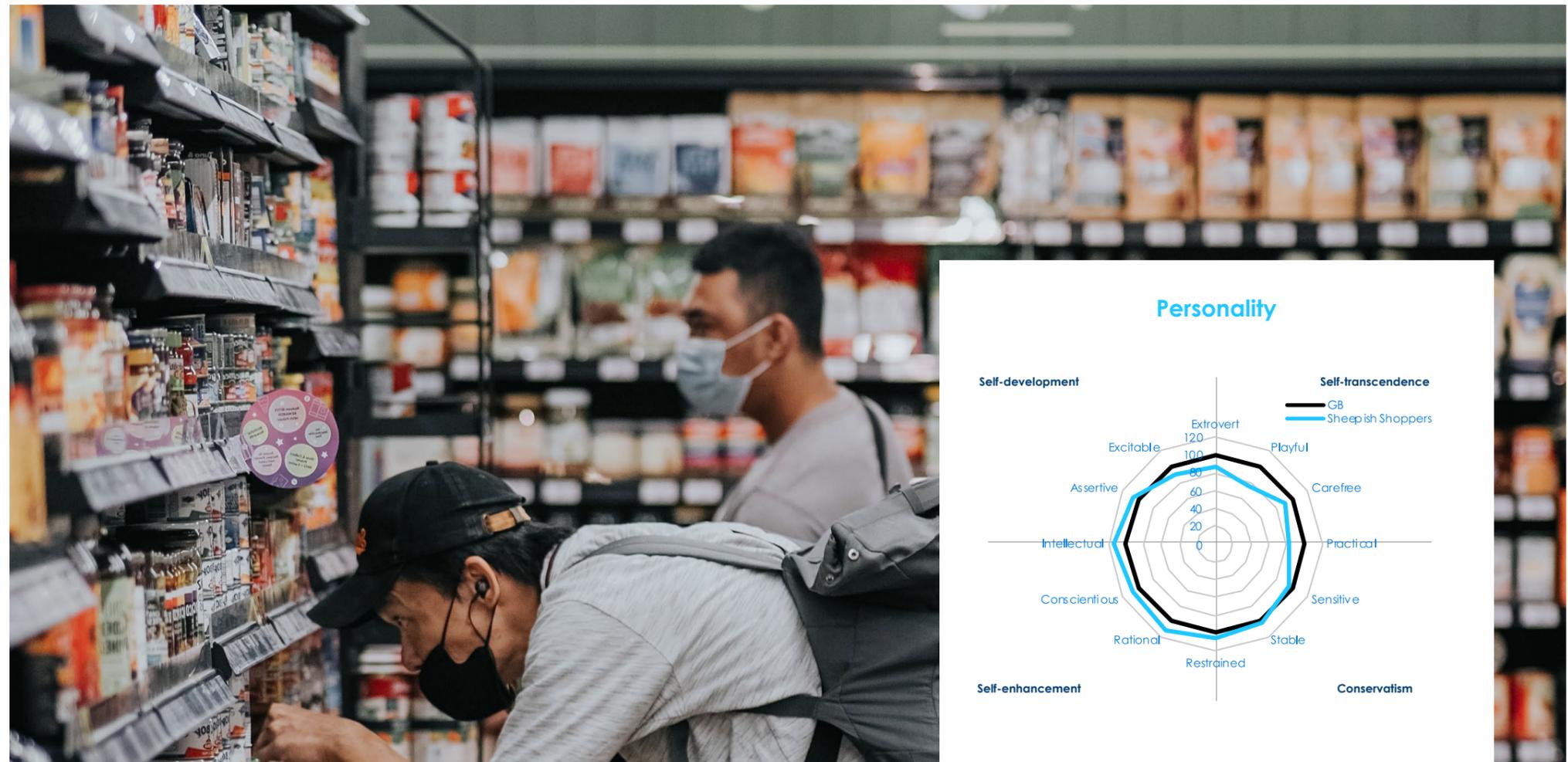
PREFER DELIVERY OVER PICK UP: 'I prefer delivery when I order online' 68% ix102

BEER LOVERS: 'I prefer beer to wine' 29% ix110

OPEN TO OWNED BRANDS: 'I trust well known brands better than the stores' own' 6% ix15

OFTEN BORED: 'I am often bored' 32% ix105

LESS ENVIRONMENTALLY CONCERNED: 'I like to buy products from brands which have a social and environmental commitment' 35% ix79



Source: ICCS June 2019 | Sheepish Shoppers compared to GB





Sheepish Shoppers:

Rules of engagement

01. Highlight convenience

Sheepish Shoppers are reluctant consumers who try to make the process as fast as possible, making them ideal targets for any capabilities that make shopping easier and more convenient, like simpler payment or delivery options. Brands can't assume that this cohort will actively search out such capabilities, so they should shout out loud about their latest offerings. People need constant reminding.

02. Advertise owned brand options

This cohort are much less likely to choose big brands, so retailers should consider them the ripest target for cheaper alternatives and private label. Big brands should be conscious that this audience is tougher to win over – demonstrate the RTBs that make their product worth choosing, or be forced to compete on price.

03. Show ease of repurchase

This cohort tend to stick to the products they know, often buying the same food each week, and are less interested in new experiences than others. Make it easy for them to find what they want – eCommerce technology can help them easily repurchase their favourite products.

04. Limit lofty and environmental messaging

Sheepish Shoppers are generally indifferent to buying local or green – price usually wins out. They are more likely to be sceptical of such messaging than a typical shopper, and less likely to engage with it. Brands should instead focus on engaging other audiences, at least initially. This cohort will gradually follow them in the future as eco-consciousness becomes more pervasive.

05. Provide light touches of inspiration

Despite their preference for simplicity and ease, there is still room for this cohort to broaden their horizons and expand their repertoire. Brands can serve them soft nudges to try different products or use existing ones in new ways, without jeopardising their preference for price and ease.

Source: ICCS June 2019 | Sheepish Shoppers

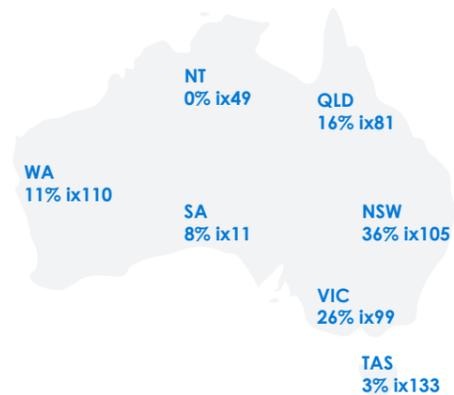


Brandicoots:

The hard data

The Basics

- Female** 62% ix103
- Employed Full-Time** 45% ix112
- Married/De Facto** 63% ix106
- Metro | Regional** 70% ix105 | 30% ix89
- LGBTQI+** ix94
- University educated** 47% ix121
- Live with partner and children** 29% ix115
- Speak language other than English** 20% ix85



Attitudes & Interests

PICK UP: 'I shop at retailers where I can shop online and pick up in-store' 34% ix110

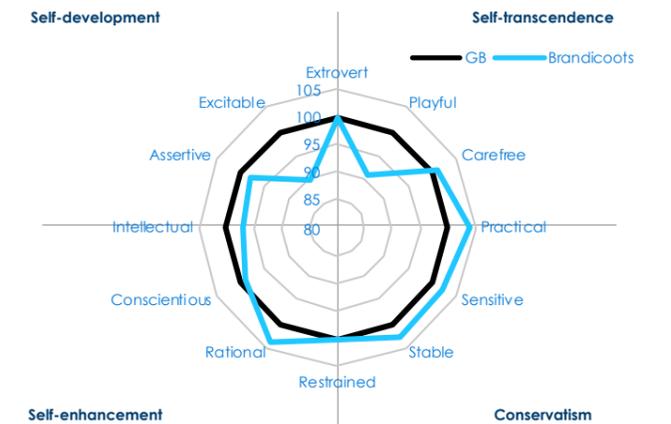
BRAND FOCUSED: 'I trust well known brands better than store owned' 88% ix226

CULTURAL: 'I like to learn about art and culture' 56% ix111

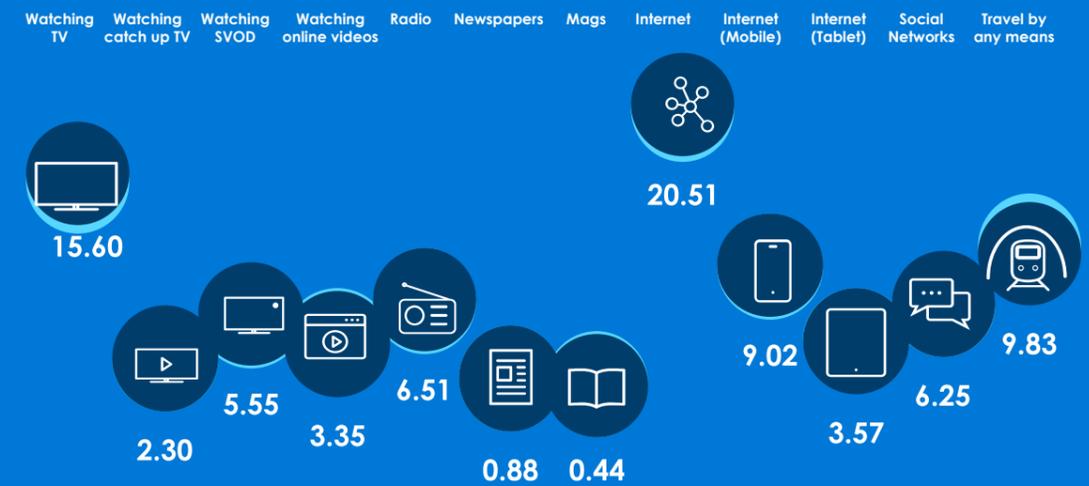
SOCIAL CONSCIOUS: 'I like to buy products from brands with social and environmental commitments' 55% ix124

CHARITY: 'I favour brands that are involved in charity' 50% ix113

Personality



Time spent with Media (Hours per week)



Source: ICCS June 2019 | Brandicoots compared to GB



Brandicoots:

Rules of engagement

01. Build brand through social proof and reputation

Brandicoots are big spenders who prioritise well-known and quality brands. They're the most educated segment, enjoying the highest household incomes and happy to pay a premium for what they want. Brands need to maintain quality credentials, positive word-of-mouth, and clear emotional benefits to justify a higher price.

02. Solve for and highlight convenience and remove friction

Of the four cohorts, Brandicoots are the biggest online shoppers and index highly for click and collect. Brands should strive to offer the latest capabilities for smooth discovery, purchase, and delivery – and showcase these in comms. Strong CX is crucial for this cohort because, like the Eager Beavers, they will have higher expectations than the average shopper.

03. Walk the walk, and talk the talk, behind CSR

This cohort are more likely to favour brands with social, environmental, and other charitable commitments. Brands should therefore design their CSR comms with this cohort in mind, but be conscious that they will be more discerning – all talk must be underpinned by genuine action.

04. Help them keep their finger on the pulse

This cohort are more likely to be interested in art and culture, from fashion and luxury goods to film and history. Feed their curiosity by showing them the latest trends and innovations from Australia and around the globe – they enjoy the feeling of discovery and will choose brands that help them stay ahead of the curve.

05. Support with rational RTBs to help them validate choice

Despite their brand-centric shopping behaviour, Brandicoots are still conscious of price and convenience and other rational RTBs. Brands who showcase and win on these can help this cohort narrow their consideration set and get chosen.

Source: iCCS June 2019 | Brandicoots

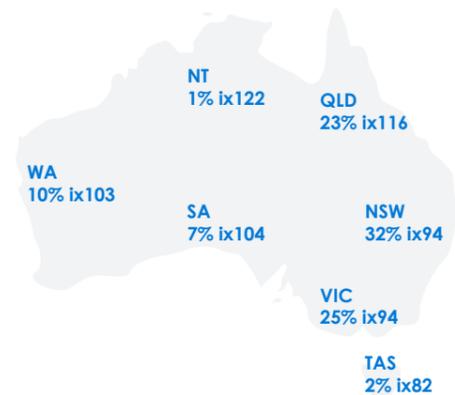


Old School Koalas:

The hard data

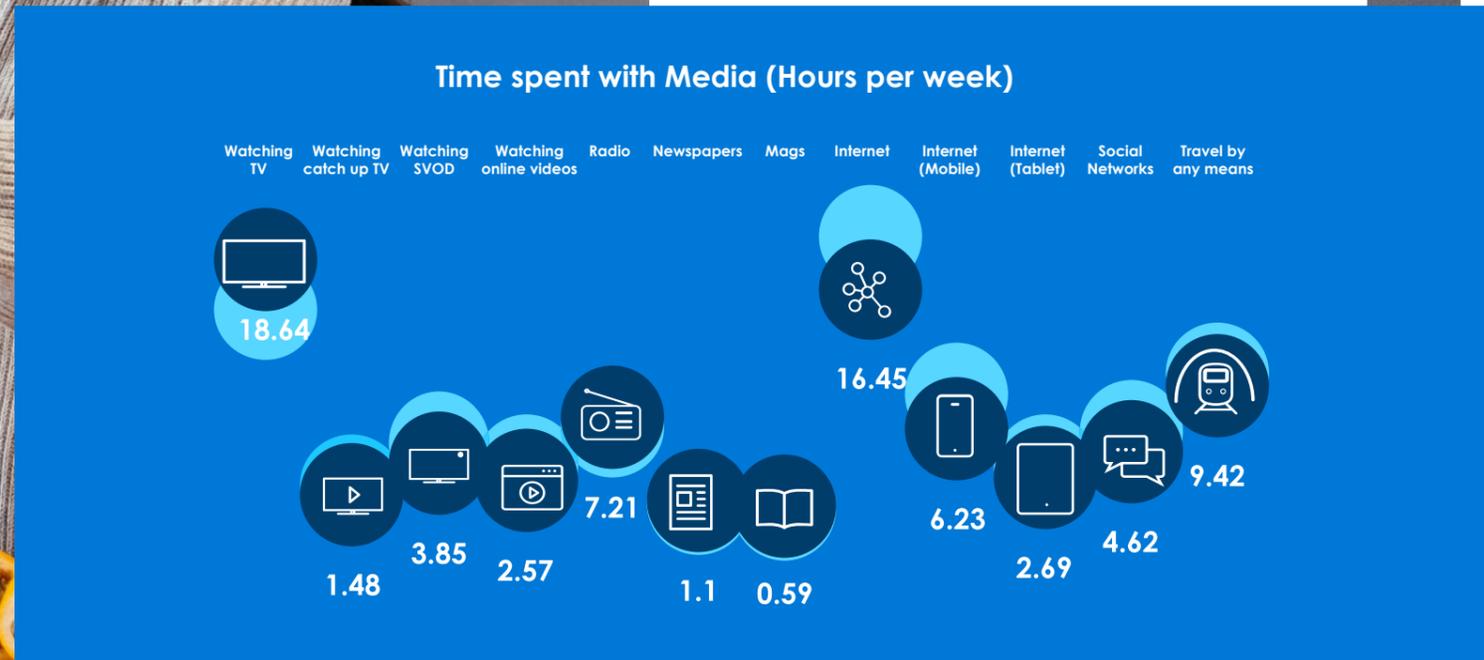
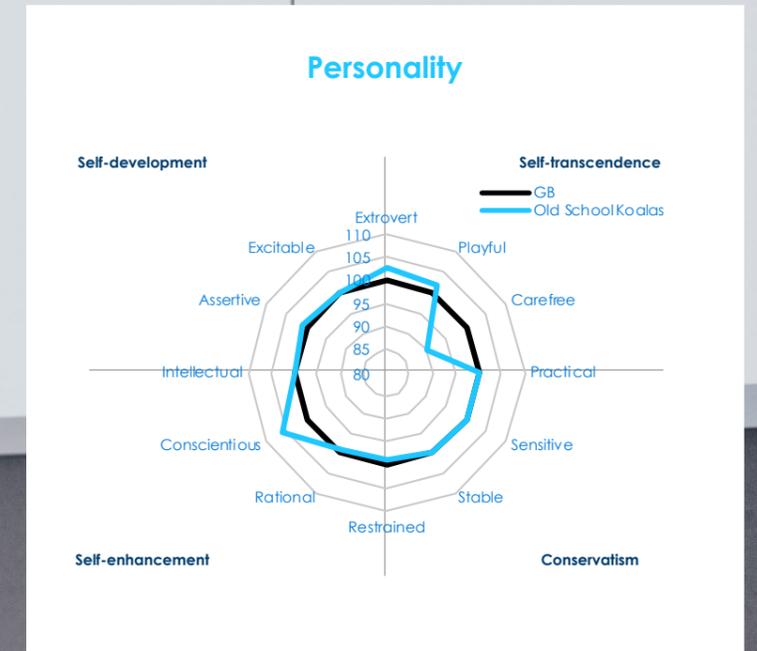
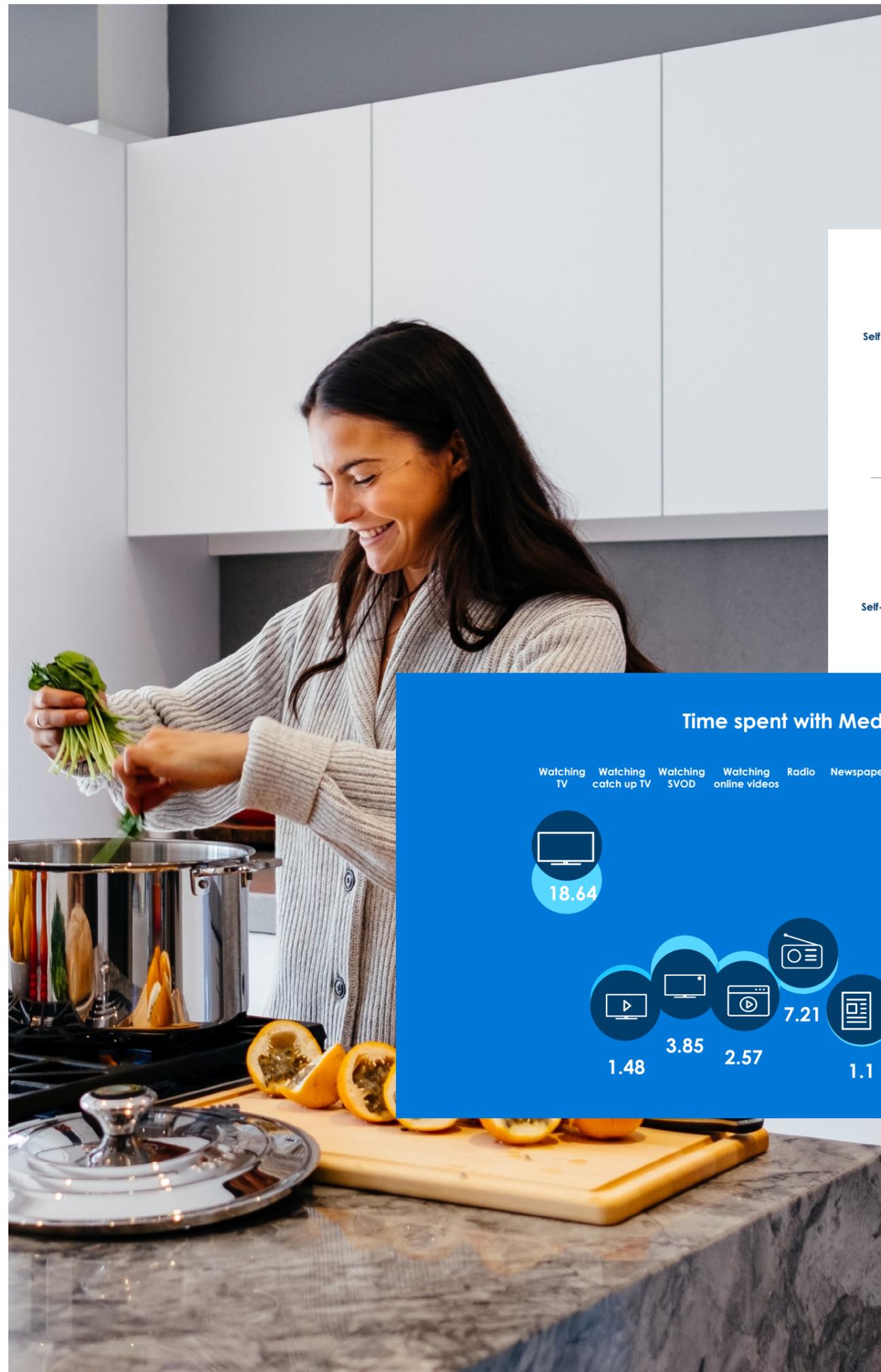
The Basics

- Male**
42% ix106
- Retired**
27% ix160
- Divorced**
10% ix126
- Metro | Regional**
62% ix105 | 38% ix113
- LGBTQI+**
ix94
- University educated**
29% ix74
- Live Alone**
16% ix132
- Speak language other than English**
20% ix87



Attitudes & Interests

- COMFORT OVER STYLE:** 'I buy clothes for comfort not style' 74% ix107
- DON'T LIKE CHANGE:** 'There is too much change going on these days' 54% ix124
- AUSTRALIA FIRST:** 'I try and buy Aussie made products' 89% ix125
- INSTORE OVER ONLINE:** 'I'd rather go to the shops than order goods online' 84% ix154
- FOOD CONSCIOUS:** 'I always think of the number of calories in the food I'm eating' 29% ix113
- BARGAIN HUNTERS:** 'I'll go out of my way in search of a bargain' 59% ix128



Source: ICCS June 2019 | Old School Koalas compared to GB



Old School Koalas:

Rules of engagement

01. Focus on the in-store experience

Old-School Koalas are nostalgic for the shopping experience of days gone by. They are resistant to change, less technology literate than other cohorts, and much prefer shopping in-person. Brands should be careful not to shepherd them towards new ways of shopping that could frustrate them; instead, ensure the traditional in-store experience is welcoming, easy, and rewarding.

02. Fuel their need for value

Shoppers in this segment are savvy spenders who look for low prices and prefer to stick to their favourite brands. Ensure that comms and owned assets clearly signify where they can find the value they want. And despite their lower adoption of online shopping, penetration is growing so aim to personalise their experience with their trusted brands.

03. Prioritise local Australian options

This cohort are patriotic shoppers who prefer to buy Australian when they can. This attitude is born from a desire to support local communities, which has only intensified during the pressures of 2020. Brands should aim to call out provenance where possible, hero local suppliers and ingredients, and show the impact of community action.

04. Cater to practical needs

Old-School Koalas claim to prefer comfort over style – function comes first – and tend to be sceptical of 'purposeful' commitments from brands. Brands should speak to the rational benefits of products, especially product efficacy. Third-party voices can help perform this job via sponsorships, trusted partners and talent.

05. Call out health proof points

Health is a key topic for this cohort – they are more likely to be conscious of calories, choose a low-fat or low-carb diet, buy additive-free food, and participate in sports for exercise. Brands should make sure to flaunt any relevant product RTBs as this cohort will be more receptive than most.

Source: iCCS June 2019 | Old School Koalas



Where to from here?

Across Carat and dentsu, we have many products and services that can help your brand overcome the barriers to effective communications with this cohort.

dentsu

Data Consciousness Project

Understand how this audience feels about sharing their data.



Understand how you can build trust with this audience.

dentsu intelligence

Identify who the most valuable Boomers are for your brand.

CARAT strategy

Design experiences that earn their attention and deliver results.

the story lab

Amplify your brand story by connecting with media partners and influential voices in culture.

dentsu programmatic

Identify how you can reach this audience with precision.

Chat to us

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