



***DISCOVERING
THE DIAMONDS***

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DISCOVERING THE DIAMONDS

Consumer State of Play 2023:

Why brands need to capture hearts and minds and drive meaningful change?





CULTURAL CONVERSATION SERIES
the value
Σquation
Powered

FUTURE OF SPORT

WORLD SOCIETY OF SPORTS
YOUR HOME OF SPORT

CONSUMER PULSE

powered by:

idea xchange

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THE RISE OF THE
SUPER CONSUMER

BEYOND THE DEMOGRAPHIC BLINDSPOT





ABC Business

+ Follow

Did the Reserve Bank's interest rate hikes put Australia's economy on a 'knife-edge'? A major consulting firm thinks so

The Drum / By David Taylor

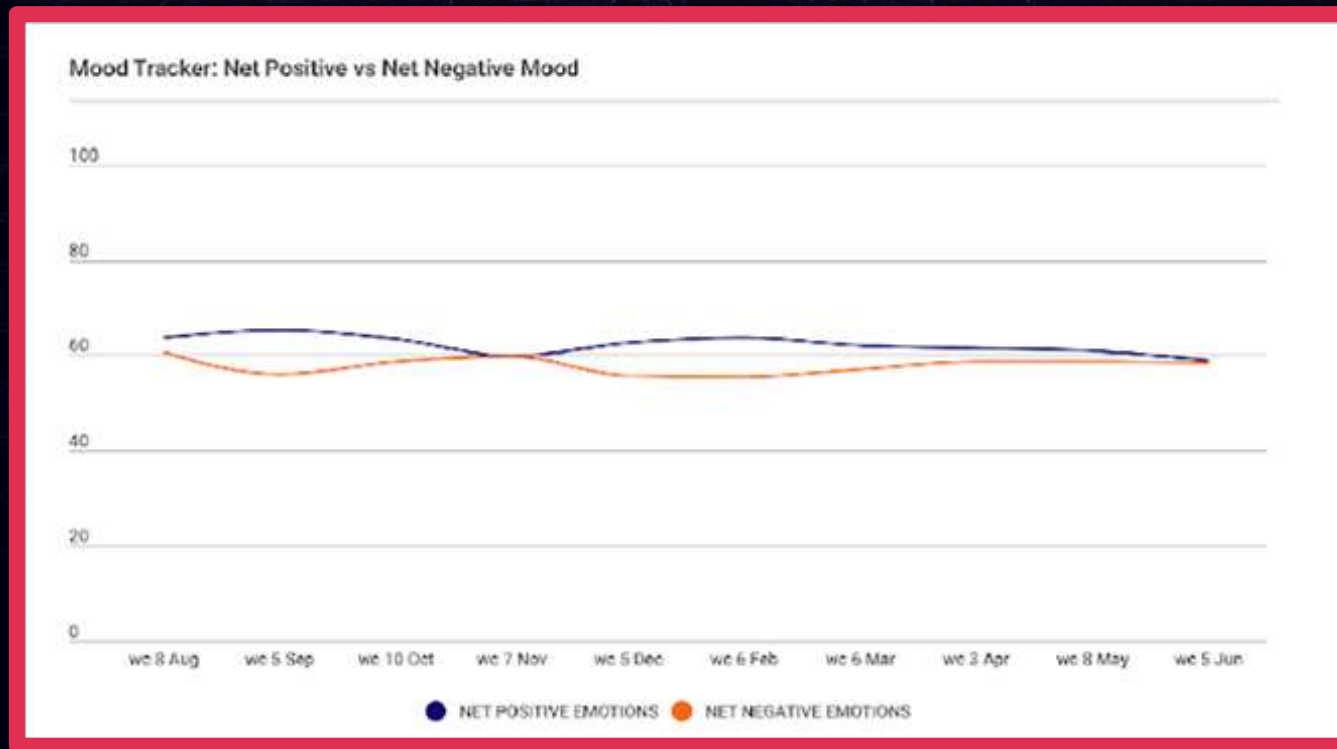
“We expect inflation in Australia to be higher than we'd like for longer than we'd like. This inflation problem in the global economy and in our own economy is a persistent one.”

Jim Chalmers
Federal Treasurer





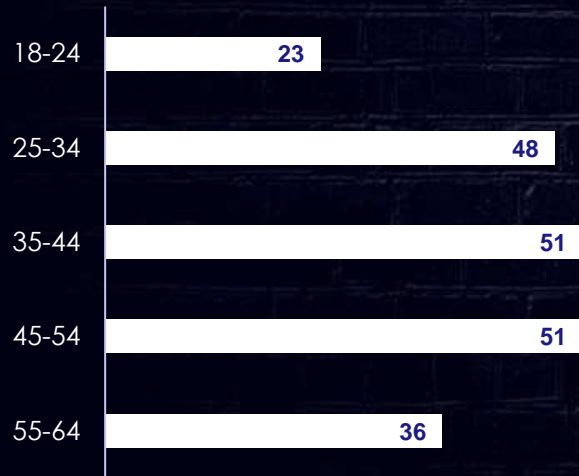
CONSUMER PULSE: MOOD OF THE NATION



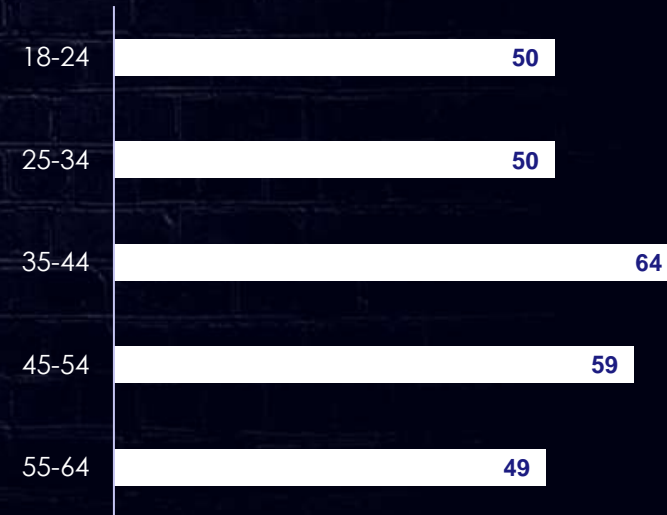


COST OF LIVING

Concerned with cost of living (%)

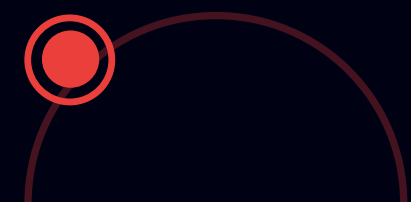
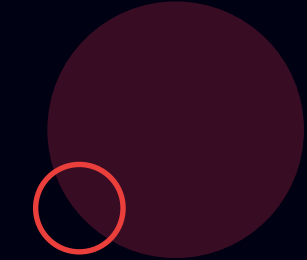


6-12 months: Anticipate Increased concern with cost of living (%)



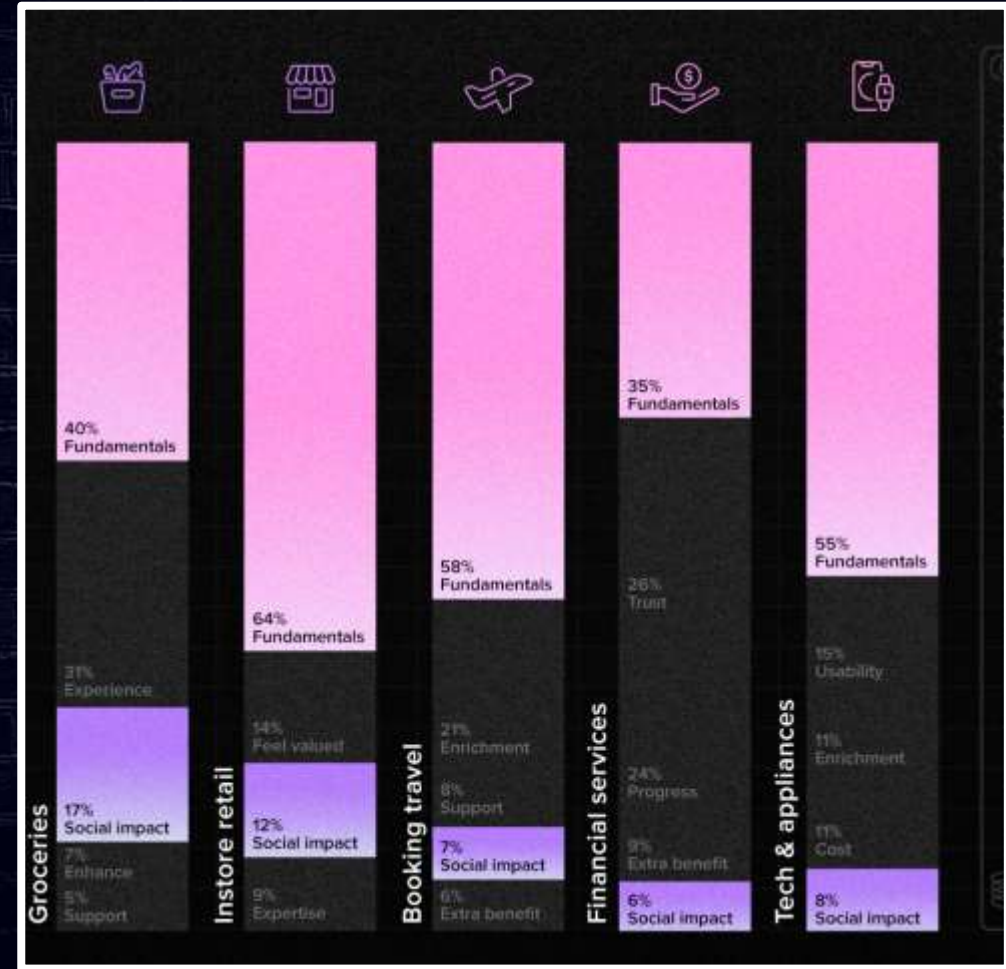


WHERE ARE THE DIAMONDS?



How do brands deliver value to Australian consumers?

“Fundamentals” and “social impact” appear as key criteria across major categories





Australians are clear on where they believe brands can deliver impact

63%

CLIMATE
CHANGE

80%

SOCIAL
EQUALITY
(gender equality,
indigenous rights,
LGBTQIA+ rights)





Consumer expectations on internal policies are high

87%

EXPECT
ETHICAL
OPERATIONS

83%

EXPECT SOCIAL
RESPONSIBILITY

82%

EXPECT ACTION
ON WORKPLACE
INEQUALITY





**Media (inc. advertising) has
a responsibility to create more positive
conversations about issues in sport**

69%

Total

79%

Sports fans



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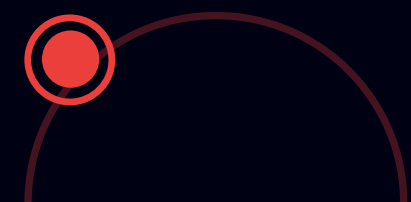
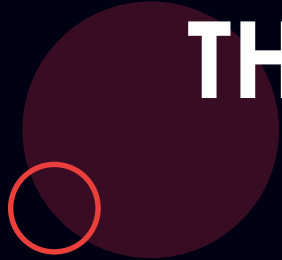
**HOW DO
CONSUMERS
WANT BRANDS
TO SHOW UP?**



THE CONSCIENCE REVOLUTION

“An activist is someone who see wrong in society and is prepared to make it clear how they feel, and try to mobilise others to bring about change”

FEMALE 55+





TAKING A STAND

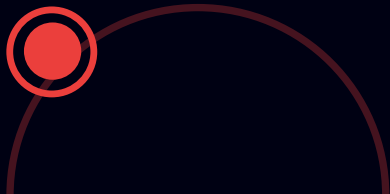
RAISING
AWARENESS



THROUGH
PRODUCTS &
SERVICES



GOING
BEYOND CORE
BUSINESS





BRANDS AS ACTIVISTS



ACTIVIST BY
DESIGN



IMPACT BEYOND
BOTTOM LINE



ASSUMED
ACTIVISM





STEPS TO BEING PART OF MEANINGFUL CHANGE

1.

REVIEW INTERNAL
POLICIES:
PROGRESS, NOT
PERFECTION

2.

ALIGN CHANGE
WITH CONSUMER
VALUES:
NOW OR IN
THE FUTURE

3.

ALIGN CHANGE
WITH BRAND
VALUES

