



KANTAR

FINDING FINANCIAL
FREEDOM

Re-balancing the equation to build and
strengthen Australia's mental wealth

December 2024
www.kantaraustralia.com

EXECUTIVE SUMMARY

Australia is in a financial confidence crisis

Financial stress, fuelled by the rising cost of living and complex financial landscape, is chipping away at the self-esteem of Australians. This isn't just a social issue – it's a wake-up call for financial marketers who are at risk of losing customers to unregulated sources of financial guidance. Over one-third (35 per cent) of Australians say their financial situation has worsened in the last year, and they feel that there is little hope for a brighter financial future. Feeling it worse are females, Millennials, and those with kids and/or a lower self-rated financial knowledge. The need to close the gap is now critical.

Cost-of-living is not going away and 7 in 10 of us are feeling negative about the current economic climate (68 per cent, up 4 per cent since 2023). The dramatic shift witnessed since the onset of the pandemic in the language used and conversations had around money and its relationship with mental wellbeing is far from stabilising. It's not surprising given all five ABS-measured Living Cost Indexes rose between 3.7-6.2 per cent over the 12 months to June 2024. And the main contributors were insurance and financial services, and food and non-alcoholic beverages¹.

A fundamental part of financial well-being is financial resilience – “the ability to cope with negative financial shocks”² – and in this, our fourth annual Finding Financial Freedom state-of-the-nation study capturing the aspirations, and financial attitudes and behaviours of Australians, we learn that 7 in 10 don't feel optimistic about their financial future (69 per cent). This is slightly lower than 2023 (72 per cent), but still a staggering majority, which is a reality that we must wake up to as we emerge to the mid-point of a troubling and fast-evolving decade. Depending on their current situation, Australians resilience levels range from simply surviving to totally thriving.

WE'RE DRIVEN TO IMPROVE FINANCIAL LITERACY BUT STILL FACE BARRIERS

With many recent studies revealing that financial literacy levels are declining in Australia, and with women and girls still disproportionately affected; communicating complex financial concepts to a broad audience with varying levels of financial literacy is hard. In fact, more than half (52 per cent) still feel that financial services brands don't make information easy to understand.

From product complexity to feeling overwhelmed, 43 per cent of Australians are solely seeking unregulated sources (compared to just 20 per cent using regulated sources only) that they should conceivably be able to trust for financial advice and guidance. This is partly driven by cost, and now, similar to how people self-medicate in healthcare by consulting 'Doctor Google', people are turning to alternative sources for financial advice.

The ongoing crush on Australia's 'mental wealth' – which encompasses self-esteem and the balance of a person's confidence, resilience and understanding of how to create a sustainable financial future – needs a rebalancing of the equation. If this doesn't happen soon, it will have far-reaching consequences beyond the financial services sector eventually infiltrating all products and services.

BRANDS MUST RE-BALANCE THE EQUATION TO UNLOCK AUSTRALIA'S MENTAL WEALTH

The disparity is evident in our financial understanding and inequality, but the scales are tipped further when we add in the challenges around digital financial literacy and AI. Clear, accurate and appropriate communication to all Australians is urgently needed to help re-balance the path to financial freedom – in whatever form it is craved by every individual.

Consciously or unconsciously, we are continually balancing the equation of 'financial reality' versus desired 'standard of living'. And this emotive tussle is fuelling the trade-offs we make, decisions we take and how we behave. The alternatives people are seeking all point towards the human need to live a quality life and this is evident in a growing desire for escapism through travel and other experiences. However, for many, the strive for a desired standard of living is at the cost of social and mental health. This imbalance needs to be addressed.

Empathy is the new ROI. And in a world of unregulated noise and algorithmic coldness, the human touch is more valuable than ever. Financial brands that prioritise empathy, education and clear communication will not only build trust and customer loyalty but also contribute to Australia's overall financial well-being in both the short and long term. Because, in the battle for financial guidance in an accelerating AI universe, the most relatable and empowering voice will win.

¹ Australian Bureau of Statistics, Selected Living Cost Indexes, Australia, June 2024, released 7 August 2024, accessed 4 November 2024
² OECD, OECD/INFE 2023 international survey of adult financial literacy, 2023, accessed 4 November 2024

About the study: Finding Financial Freedom is a nationally representative online study of 2,500 Australians conducted between 1-16 July 2024, capturing the story of Australian's aspirations, financial attitudes and behaviours.

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STATE-OF-THE-NATION

This is Australia today...



The rollercoaster journey towards financial freedom is filled with concerns and struggles. Despite the ongoing challenge for many Australians to balance staying afloat with planning for their financial future, hope remains.

9 IN 10 AUSTRALIANS HAVE CONCERNS ABOUT THEIR FINANCES

We're most worried about cost-of-living, inflation, healthcare costs, and our overall standard of living.

58%

had life plans impacted
(up 5%)

61%

don't feel they are living their
desired lifestyle

69%

feel negative about the current economic
climate (up 5%)

29%

had already spent more than their budget
for 2024 by early July

35%

have been in a situation where their income
didn't cover their living expenses (down 3%)

40%

have been in a situation where they've run
out of money before their next pay or are
living pay-to-pay with little/no savings

93%

have actively made at least a few life
changes in response to the rise in cost-of-living

31%

feel optimistic about their financial future
(up 2%)

34%

feel that their financial situation has
improved in the past 12 months
(up 6%)

32%

think that the cost of living situation will
improve in the next 12 months

29%

think that the interest rate situation will
improve in the next 12 months

48%

think that stability in cost of goods &
services will help improve their
financial situation

MOST ARE CONTINUING TO MAKE LIFE CHANGES TO COUNTER THEIR COST-OF-LIVING

93 per cent have actively made at least a few life changes in response to the current cost-of-living.

56%

changed their behaviours

51%

made cutbacks

38%

found additional income streams

30%

set shopping lists/limits

22%

signed up for loyalty/rewards programs

19%

borrowed or dipped into savings

11%

sought help from charities or companies

AND WANT FINANCIAL BRANDS TO HELP THEM TAKE CONTROL OF THEIR FINANCIAL FREEDOM

Two-thirds value financial services brands that help them take control of their finances (64%)

66%

don't think financial companies have a good understanding of what is important to people like me

66%

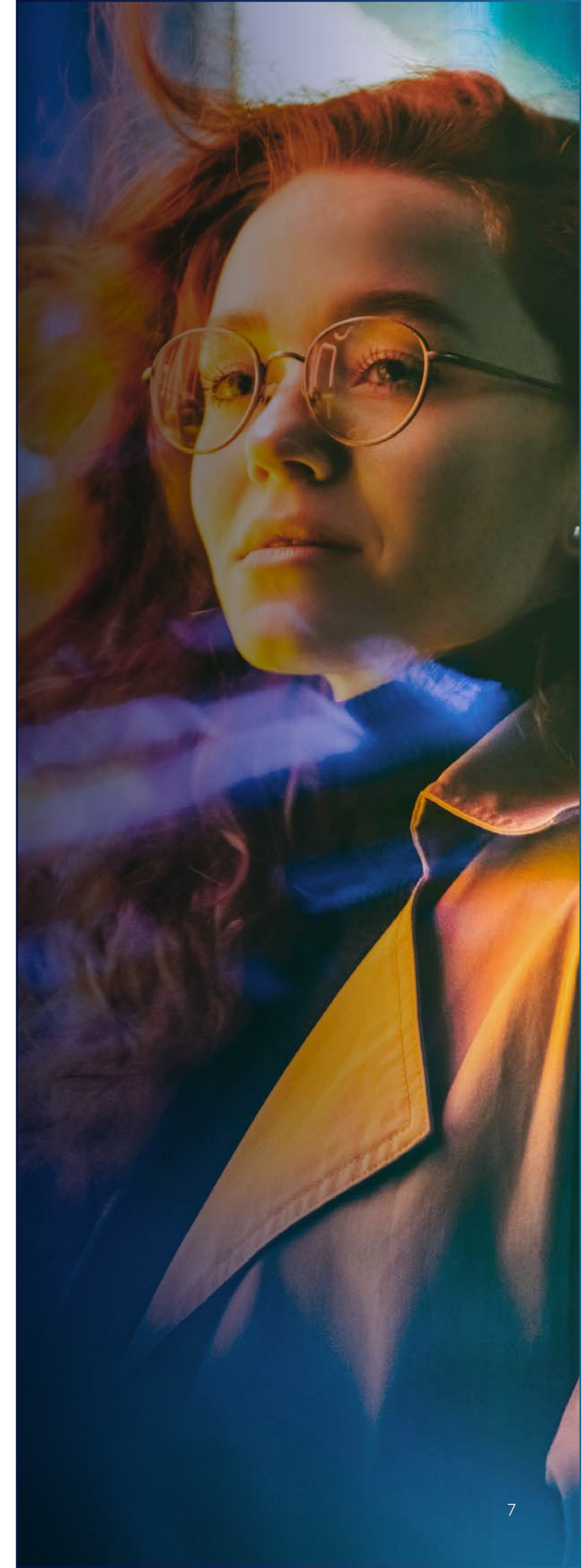
don't think financial brands are actively working to educate Australians on financial matters

55%

do trust themselves as a good financial decision maker

59%

would like to be more confident in their understanding of financial matters



SHE'LL BE RIGHT, MATE –
THE ART OF BALANCE IN A POLY-CRISIS WORLD



Poly-crisis is the impact of multiple crises hitting us all at once and this is making modern life incredibly challenging with significant impacts on our wellbeing. For Australia, soaring inflation, the cost-of-living crisis, climate change and adverse weather events, mental health, social inequality, domestic violence and public safety are among the current headlines in our poly-crisis society.

**FOUR WAYS TO DRIVE GREATER
MEANINGFUL DIFFERENCE WITH
AUSTRALIANS**

01

LEADERSHIP

demonstrate that we can offer a greater sense of order and control.

02

DISTINCTIVENESS

stand out as a beacon, a lighthouse guiding the way.

03

EMOTIONAL CLARITY

provide a deep emotional connection for people.

04

FUNCTIONAL BENEFIT

provide a clear and category defining functional performance.

All are easier said than done, but with clear analysis of the equity you have and the behaviour of your users, you can define what way forward will best suit you. Then by aligning the key products, actions and messages of the brand and business you can own a point of meaningful difference.

Humans are programmed by evolution to search for what they perceive is in short supply. In a poly-crisis world a sense of control is in short supply and health and wellbeing is a tangible and measurable tool to achieve a sense of control. Deliver greater control through health and wellbeing and you have a shortcut to help people resolve the stress they feel in a poly-crisis world.



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This is an excerpt from 'Cultivating the well-being of Australians in a poly-crisis world' by Mark Kennedy published exclusively in WARC – [READ IT HERE](#)

STANDARD-OF-LIVING

Only 2 in 5 Australians feel they are living their desired lifestyle

For more than half of Australians, it is a constant balancing act to pursue their desired standard-of-living. While the cost-of-living has been an ongoing focal point for consumers, brands and governments alike, when asked about their financial concerns, two-thirds of Aussies are still worried about the 'cost-of-living' (63 per cent) while 40 per cent are concerned about their 'standard of living'. The kicker is that almost three-quarters (72 per cent) cite concerns about both. And even among the affluent (earning \$156,000+), just over half agree (57 per cent).

OVER HALF ARE MAKING LIFESTYLE TRADE-OFFS BECAUSE OF THE COST-OF-LIVING

These trade-offs come in various forms for e.g. doing less or more of some things, revisiting priority lists, changing behaviour to avoid stopping something altogether.

	Do/buy less of	Do/buy the same
 Going on domestic holidays	49%	45%
 Buying treats when grocery shopping	47%	48%
 Getting a takeout or dining out	52%	42%
 Using Buy Now Pay Later for all shopping	41%	48%
 Going on international holidays	55%	39%
 Shop for new clothes and personal accessories	53%	42%
 Buying more premium grocery products	56%	39%
 Using credit card for all shopping	39%	52%





QUALITY OF LIFE IS INTRINSICALLY LINKED TO OUR MENTAL WEALTH

Our desire for freedom of choice along with financial and lifestyle desires drives the pursuit of financial independence. Financial desires are strongly intertwined with emotional desires and underpin the foundation of mental wealth for all Australians. Standard of living is a measure of our quality of life and of the 28 financial desires captured in the survey, three-quarters (76%) are seeking financial and lifestyle desires that express quality of life.

THE FINANCIAL AND LIFESTYLE DESIRES AUSSIES WANT TO ACHIEVE IN THE NEXT 12 MONTHS

46%

want to be healthy

39%

want to have enough money in savings for a rainy day

34%

want to be able to 'travel where I want'

32%

want to be financially independent

24%

want to have time for hobbies

21%

want to make improvements in and around the house

20%

want to pay off all debt

19%

want to upgrade their car

18%

want to 'ensure my family is looked after financially in the event something might happen to me'

WE ALSO SEEK 'LITTLE LUXURIES' TO AMPLIFY OUR STANDARD-OF-LIVING

Escapism, lifestyle enhancements and smaller luxuries – mostly driven by 'What will help me with my standard of living now or today?' – are seeping into the Aussie consciousness. This is a post-pandemic 'freedom trait' that will fit our personal desires and budgets augmented by cost-of-living pressures.

If we could afford it, we would travel more (31 per cent would book an international holiday and 21 per cent a domestic holiday), 1 in 5 would buy a new car (21 per cent) or shop for new clothes and accessories (17 per cent) while 15 per cent would dine out at least once a week.



SAVVY AUSSIES SEEK BEST RATES AND BEST VALUE – NOT THE BEST BRAND

Back in 2021, 59 percent Australians preferred using one service provide to consolidate all their financial products - this has declined to just 39 per cent in 2024.

Our quest for best rates, best value, best for me is creating opportunities for further category disruption. This suggests that we are all trying to find that object or experience that makes us happy, brings us hope and optimism.

This is why we continue to see examples of 'funflation' (think 'Swiftnomics') and the 'lipstick effect' (the demand for lipstick and recreational activities has picked up) loud and clear in 2024. So, to connect with Australians in a meaningful way, brands must understand:

- our desires, aspirations, attitudes and category motivations
- the value-action gap driving financial resilience (cost-of-living pressures compounded by declining financial understanding and confidence).

// Innovation is the lifeblood of sustainable brand growth, but it requires a balance of curiosity, courage, and a deep connection to your brand's core identity. By questioning assumptions, being bold yet thoughtful and persistently learning from each attempt, brands can navigate the complexities of innovation and emerge stronger. //

DR NICKI MORLEY
Head of Behavioural Science and
Innovation Expertise
Kantar

DISCOVER OUR INNOVATION EXPERTISE >>

FINANCIAL INDEPENDENCE

Financial independence is critical to self-esteem and mental wealth

Finances continue to impact the mental health of nine in ten Australians. It is no surprise then that the impact of economic pressures is top of mind for almost every one of us. We're most worried about the cost-of-living (63 per cent), inflation (41 per cent), our standard of living (40 per cent), healthcare costs (30 per cent) and our personal finances (24 per cent). And less than half of Australians are confident in retirement planning (48 per cent) dropping to 41 per cent of Gen X.

Self-esteem plays a critical role in forming the lens through which we view the world, impacting the choices we make, and how we make them. Gender, age, income, education and level of financial knowledge all skew for higher below-average self-esteem.

FREEDOM OF CHOICE EQUATES TO FINANCIAL INDEPENDENCE AND IS DRIVEN BY...

62%

having sufficient money in savings

62%

being able to pay for necessities

55%

being able to support myself without help

51%

not having to think about everything I spend

51%

not worrying about the future

50%

being able to travel/ have holidays

46%

afford my healthcare without worry

44%

living where I want

42%

being able to pursue my hobbies/passions

42%

being able to provide for my family

BUT, OVERWHELMINGLY, FINANCE IS EMOTIONAL

And when we deal with financial anxiety, it influences how we see the world around us, and in:

- how we do or don't interact with financial products
- how we respond to financial communications and advertising
- the types of experiences that motivate or demotivate us.

With over two-thirds of us feeling negative about the current economic climate (68 per cent) compared to just one in five experiencing positivity (19 per cent); stress, anxiety and worry are spearheading our collective 'mental wealth'. Notably, we are also now more bored, frustrated and depressed (+2 points since 2023). This increases among females overall, Gen X, Baby Boomers and those with a mid-to-low-income. Overall, just three in 10 of us are 'really optimistic' about our financial future (31 per cent).

ONE-THIRD OF AUSTRALIANS NOW PERCEIVE FINANCE AS A 'SCARY' SUBJECT (34%)

There's a very real relationship between financial understanding and mental wealth. Our insights continue to solidify the role of financial independence as the most significant contributor to self-esteem. And this is true irrespective of age or gender identity.

OF THE 5 CONTRIBUTORS OF SELF-ESTEEM, FINANCIAL INDEPENDENCE IS THE BIGGEST DRIVER FOR ALL AUSSIES



Accessibility and visibility of role models

9% (stable)



Financial independence and autonomy

38% (+1%)



Self-esteem

Social Connections and Networks

17% (-1%)



Freedom of Expression

18% (-2%)



Body and Sexual Autonomy

18% (stable)



WE MUST BE BUILDING MENTAL WEALTH FOR A SUSTAINABLE FINANCIAL FUTURE

There's still a concerning level of lack of understanding of wealth-building products including super. Many Aussies have dipped into their super on compassionate grounds or through the pandemic – but at what long-term cost? Nearly 2 in 5 Gen Z and Millennials say they would access their super for non-essential things if given an option. Overall, Australians are:

- **investing in simple savings accounts**
 - our investment portfolios continue to be dominated by simple savings accounts (36 per cent) while 19 per cent save their cash at home or in their wallet. In fact, many still don't grasp the concept of being an investor through their super. It is critical to rebalance the role of super in their future against other investment avenues for their broader aspirations.
- **have low confidence in retirement planning** – less than half (48 per cent) of us overall (and just 41 per cent of Gen X) feel confident ahead of retirement. Overall, just 43 per cent think they will draw on super to support their retirement. 'Meaningful Differentiation' has a powerful role to play in driving retention and acquisition through super. The fact that 30 per cent of us nationally and 47 per cent of Millennials feel they're better off investing money elsewhere than super signals that financial services is not immune to losing customers to other wealth building avenues.



DIGITAL FINANCIAL LITERACY

Diagnosis digital – the new financial literacy inequality



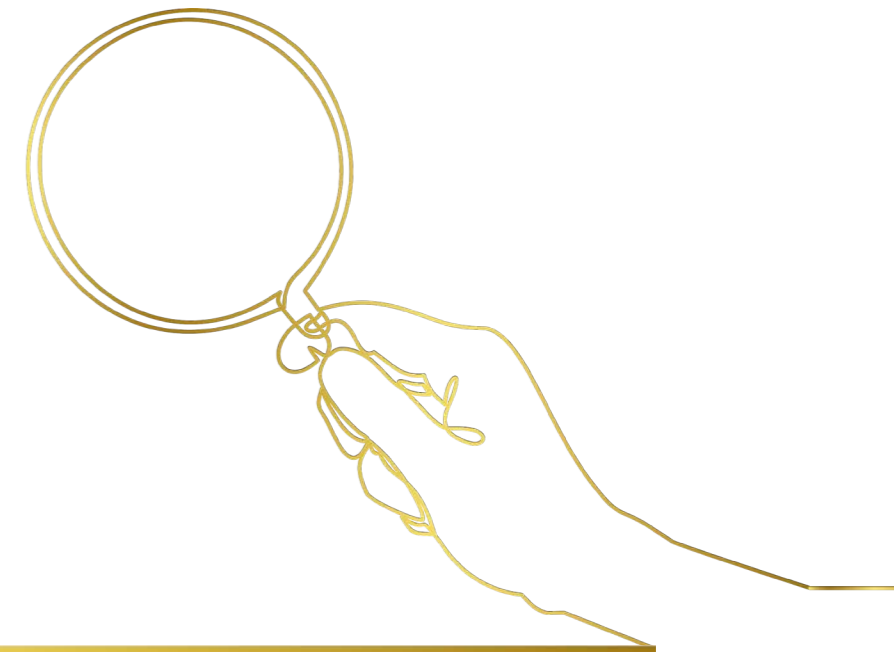
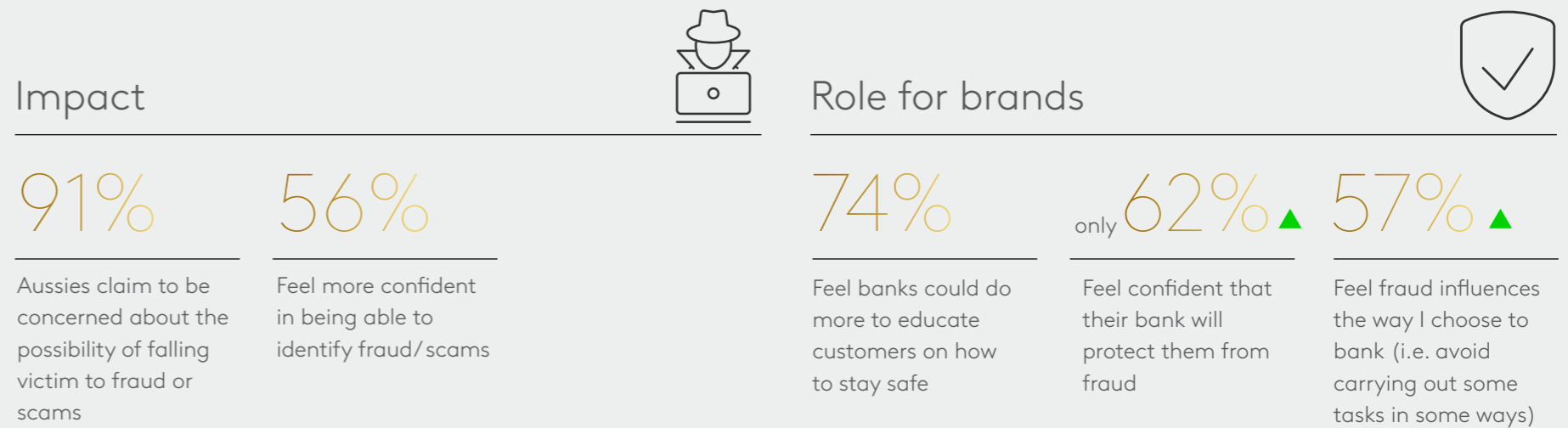
Digital financial literacy... is likely to become an increasingly important aspect of education for the digital age. The development of the 'gig' economy means that individuals will become more responsible for their own financial planning. Individuals will need to manage their own retirement savings and pensions... Consumers will need to have a higher-level of financial sophistication to make effective use of financial technology (fintech) products and services and avoid fraud and other costly mistakes. These developments point to the need to develop digital financial education programs to improve digital financial literacy, with a focus on skills likely to be critical for those participating in the digital economy.



The [OECD](#) define digital financial literacy as “a combination of knowledge, skills, attitudes and behaviours necessary for individuals to be aware of and safely use digital financial services and digital technologies with a view to contributing to their financial well-being”. Notably, they warn that “digital financial literacy levels may not be sufficient in light of the opportunities and risks posed by digital financial services.”³

The question then becomes, is just providing tools, having financial wellbeing content or having 'SIMPLE' financial products enough to empower all Australians to be confident in their digital financial literacy. Add in the complexity of AI, bots and the like and it's an incredibly nuanced, complex and unbalanced new world.

THE RISING CYBERSECURITY THREAT IN A DIGITAL AGE, AND BRANDS COLLAPSING IN A TOUGH ENVIRONMENT, ARE FUELLING DISTRUST – MAKING IT IMPERATIVE FOR A DIGITAL BRAND TO SHOWCASE CREDENTIALS IN A DISTINCTIVE WAY (THINK THE 'FALCON')



**IT'S TIME TO SHIFT
LANGUAGE AND FOCUS FROM
'FINANCIAL LITERACY' TO
'FINANCIAL ENABLEMENT'**

The last few years have brought about a dramatic shift in the language and conversations by brands and media around financial literacy which then morphed into generic financial wellbeing.

Do we just leave the focus of 'financial literacy' to creating awareness or is it time to focus on 'financial enablement'? Financial enablement takes a more holistic view to building financial resilience.

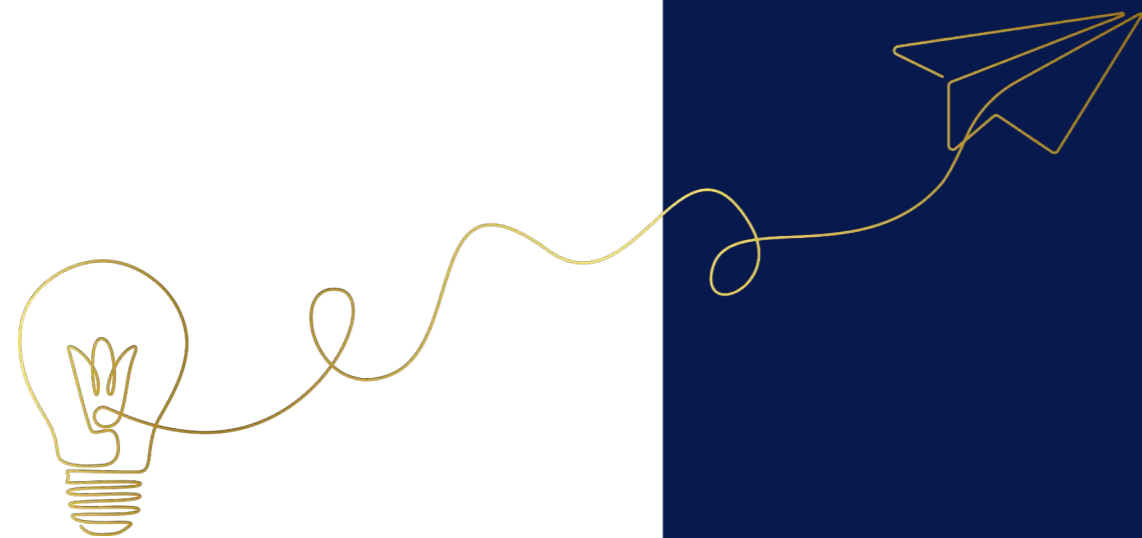
For example, in the context of females, financial enablement would contribute to empowering:

- younger females to decide where and how many days a week they work or leave an unfulfilling relationship.
- older females to afford healthcare and spend without having to worry too much.

More Aussies now value brands that will help them with financial empowerment (64 per cent at a national level) and this sentiment is stronger among younger females (GenZ and Millennial). In fact, as many as 6 in 10 Australians still don't think brands understand them or are actively working to educate them.

Nearly half feel financial services don't make information easy to understand – an imperative when considering communications strategies.

It's not about ease of access to information but rather about simplifying communication.



AI

Generation finAInce – the new world of advice

It's no secret that Generative AI is already proliferating our lives in everything from holiday planning and diets to learning new skills and productivity – and it's infiltrating our financial freedom too as we seek its guidance in developing wealth building plans and product advice.

When it comes to AI and finance though, there's a word of warning. Aussies don't think that financial services companies have a good understanding of what is important to 'people like me' (66 per cent) and don't make information easy to understand (52 per cent). This means the same equation applies to the existing digital content that AI will also tap into, facing the same challenges. Just as Dove ran a campaign to teach AI what real beauty looks like – the task for financial services brands is to ensure that AI is taught the language of financial enablement. Because while brands are focussed on tapping into AI for improving personalisation and operational efficiencies, Australians see it as a financial empowerment tool.

AND THIS AI EDUCATION IS CRITICAL TO ADDRESS NOW

Half of Australians (48 per cent) are actively seeking out financial guidance or advice and are now turning to unregulated information sources (51 per cent) to try to comprehend financial services and products by talking to friends and family (22 per cent), using personal experience or search engines (20 per cent), social media (15 per cent), financial wellness platforms (7 per cent) and Gen AI tools (five per cent). News and digital media are also prevalent such as podcasts (eight per cent), online financial communities (nine per cent), news articles (12 per cent) and financial videos (seven per cent).

65% of Gen Z & Millennials and 38% Gen X and Boomers

have sought financial advice or guidance in the past year

34% of Australians

have sought out product specific or personal financial advice

51% of Australians

have sought this advice from unregulated channels – especially Gen Z (70%), Millennials (70%), Gen X (49%) and Boomers (29%)

TWO-THIRDS OF AUSSIES VALUE BRANDS THAT HELP EMPOWER THEM FINANCIALLY (64%)

Financial independence means different things to different generations and gender identities



Gen Z

FREEDOM



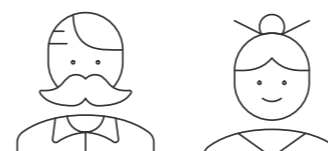
Millennials

RESPONSIBILITY



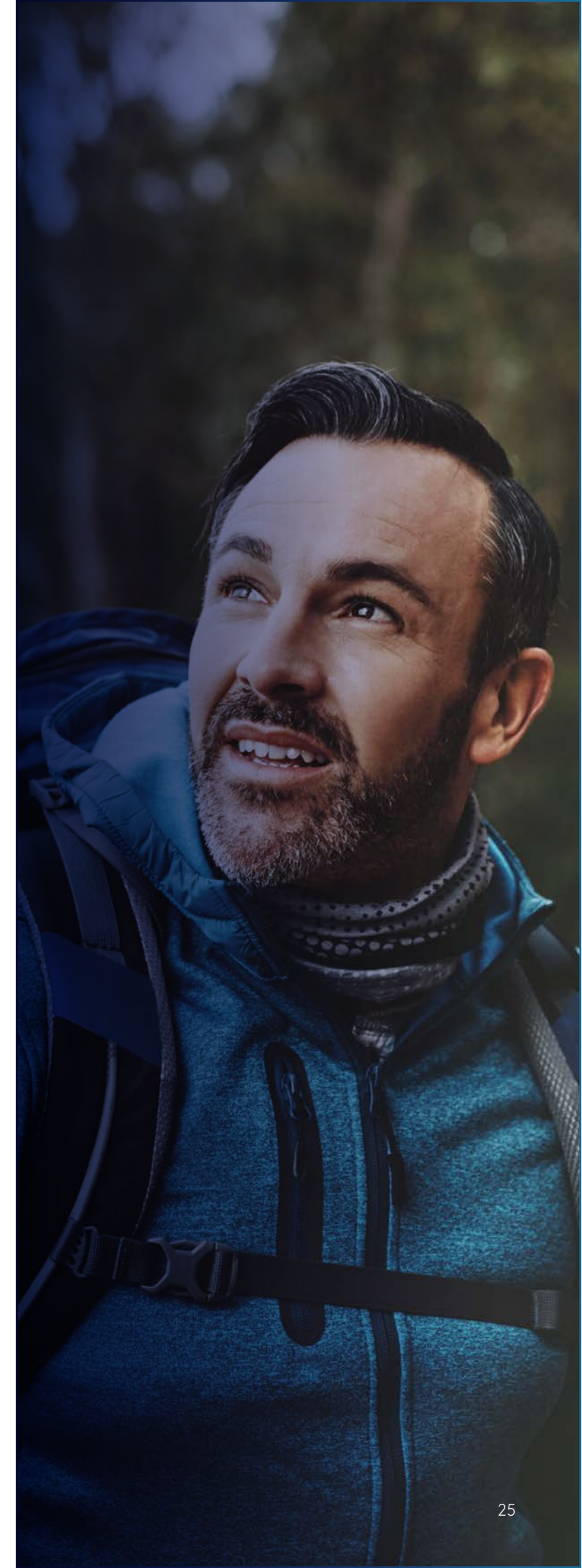
Gen X

PEACE OF MIND



Baby Boomers

JOY





REBUILDING TRUST THROUGH HUMAN CONNECTION

Generative AI is helping to make finance feel more 'human', giving Australians the personalised guidance and empowerment they desire to make everyday decisions.

If financial marketers continue to prioritise jargon and impersonal interactions, AI – despite its inhuman nature – may become the trusted adviser for financial decisions due to its perceived clarity, personalised learning and ease of use.

AI can be a powerful tool, but it cannot replace human empathy. While the age of AI-powered information is upon us, there is a powerful counter-force – self-esteem built on financial literacy.

By empowering customers, marketers will not only earn their trust but also cultivate a loyal community around your brand. This has implications for product and services communications, and the delivery of experiences and content.

Financial institutions have a golden opportunity to reclaim their role as trusted financial partners – as two thirds of Australians wish that brands would give them the guidance and tools they need to make informed decisions (64 per cent). They value brands that help with financial empowerment and allow people to be in control of their finances – an increase of +20 per cent since 2022.

Financial institutions need to ditch the jargon and focus on building trust. By prioritising financial enablement and emotional well-being, they can empower Australians to save, invest and gain more control over their financial future, thereby helping to win back their loyalty in the face of the AI revolution.

For example, one of the most searched terms online by Australians is “best for me” in “insert your category here” – this means they are not necessarily seeking the cheapest. They are looking for the ‘best for me’ because they want a customised solution that will best meet their needs. So, if people are looking to AI for financial or investing advice or guidance, as they become more comfortable with AI helping them, it will play the role that should rightfully be owned by brands.

In a world of unregulated noise and algorithmic coldness, the human touch is more valuable than ever. The marketer who fosters financial confidence and empowerment will be the one who thrives.

Financial institutions that prioritise empathy, education and clear communication will not only build trust and customer loyalty but also contribute to Australia’s overall financial well-being in both the short and long term.

In the battle for financial guidance, the most relatable and empowering voice will win. Don’t let AI become the therapist Australians need – be the human guide who helps them build financial self-esteem.

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This is an excerpt from ‘Financial well-being and the human touch: What brands can do for Australians vs AI’ by Carolyn Reid published exclusively in WARC –

[READ IT HERE](#)

GenAI: Fusing data and expertise to supercharge your insights

How proprietary data combines with industry-specific knowledge to unlock GenAI capabilities for deeper nuance and competitive advantage.

The fusion of GenAI, proprietary data, and industry expertise is reworking how brands uncover actionable insights, fuel innovation, and carve out decisive competitive advantages.

According to our Kantar 2024 Global Trends Report, 57% of marketing professionals now consider AI-driven insights essential for understanding consumer behaviour, with 62% expecting to increase their investment in artificial intelligence technologies to stay competitive.

Consider the following steps to begin harnessing GenAI enhanced insights for your brand:

1. Infrastructure Assessment: Evaluate and prepare your technology infrastructure to support AI integration, ensuring it can handle data processing and application deployment.

2. Data Preparation: Curate diverse, clean datasets representing various industry scenarios that align with your objectives.

3. AI Application Selection: Choose a GenAI application based on your use case, dataset size, training data, and performance metrics.

4. Infusing Domain Knowledge: Enhance the GenAI application with proprietary data and expert insights via prompt engineering and retrieval-augmented generation. This step is where your organisation's value proposition comes into play and differentiates your AI-driven insights from generic AI ones.

5. Iterative Testing: Continuously evaluate against industry benchmarks and refine based on feedback.

6. Ethical Safeguards: Ensure adherence to industry standards and regulations, maintaining data privacy and fairness in AI-driven decision-making.

UNPARALLELED COMPETITIVE EDGE AND BRAND GROWTH

It's now commonplace to leverage GenAI for insights. But it's the strategic integration of proprietary data and industry expertise that's delivering the market-leading insights fuelling innovation and unparalleled competitive edge. This is the deciding factor in who leads and who follows in the AI-driven future of market research and brand growth.

Learn more about how Kantar's AI-powered solutions can support your brand growth ambitions.

AI POWERED SOLUTIONS >>



COMMUNICATION

Brands must really listen to Australians

They must tune into our collective and individual financial anxiety, aspirations and realities, before determining how to best communicate

34%

of Aussies find finance and banking a 'scary subject' (+1%)

59%

want to be more confident about understanding of financial matters (+4%)

64%

value financial services brands that allow them to be in control of my finances (+1%)

52%

think financial services companies don't make information easy to understand (no change)

35%

say their financial situation is worse than 12 months ago (-4%)

91%

are worried about fraud (-2%)

52%

have an active wealth building focus (investments or savings) (-2%)

34%

think financial companies have a good understanding of what's important to 'people like me' (unchanged)

CONTINUE TO REVIEW COMMUNICATIONS, EXPERIENCES AND CONTENT

Advertising is one of the factors that helps to build, reinforce or change brand associations, resulting in increased predisposition towards the brand and ultimately contributing to sales. Personalisation is critical. But to really contribute to longer term equity gains, your brand must differentiate from the competition and have a meaningful message that either fulfils the need or builds brand affinity. Distinctive advertising can create brand differentiation when this becomes part of what the brand is famous for but this needs to be a deliberate part of the strategy.

It is important to balance the seriousness of your message and the way in which the content attracts attention to make sure the ad doesn't leave people with overly negative views – as the risk is we leave the wrong kind of impressions about the brand. Triggering the right amount of emotional engagement can work really well to drive cut through – even when the ad is not seen to be particularly distinctive.

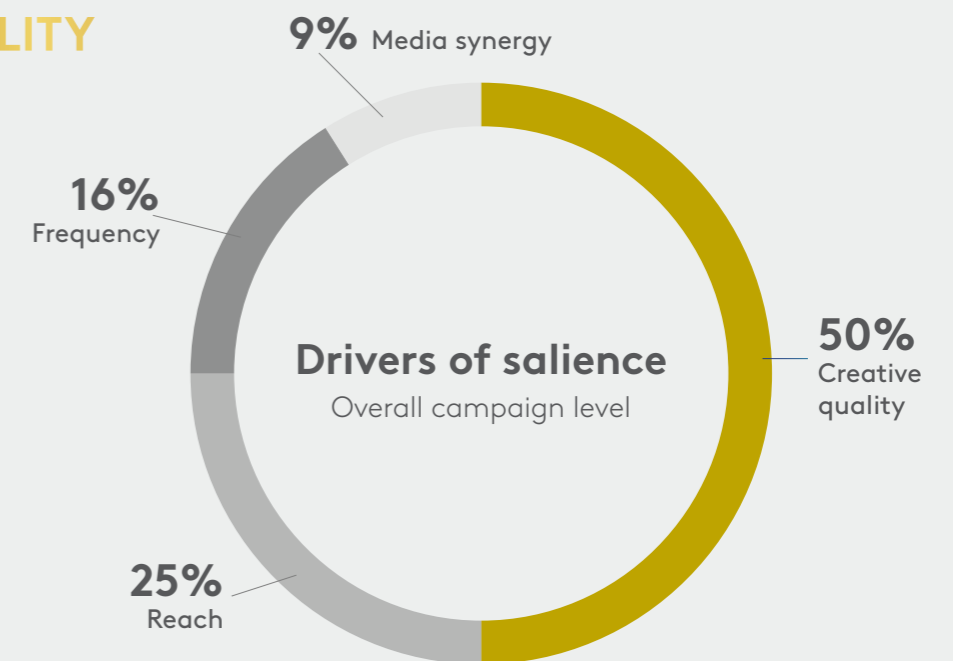
Advertising associations, images and memories help define the brand and shape consumer interactions. If these associations are not maintained and kept vibrant, then the relationship between the brand and the consumer is put at risk.

STRONG COMMUNICATIONS ACCELERATE BRAND GROWTH, EVEN IN A CRISIS

Advertising can increase a financial brand's saliency and set up expectations that will condition the attitudes that customers form from the brand experience, providing differentiation in an otherwise commoditised category.



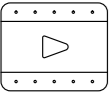

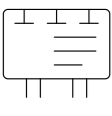
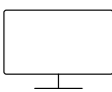
CREATIVE QUALITY

is the single biggest driver that explains growth on brand exposure



**MAXIMISING EVERY DOLLAR:
IDENTIFYING HIGH-ROI CHANNELS
IN TODAY'S ECONOMIC CLIMATE**

RELATIVE COST EFFECTIVENESS*

	Finance	All categories
 Social Media	180	133
 Online Video	165	140
 Online Display	118	134
 Radio	94	113
 OOH	85	81
 TV	40	55

**THE AUSSIE APPETITE
FOR VARIETY IN FINANCIAL
ADVERTISING IS
SUFFICIENTLY SATIATED**

The difference they demonstrate is in their methods and techniques of storytelling to inspire, transform, and assure our Aussie lives. The brands that drive difference and stand out are the ones that are breaking free from the traditional definers of 'what to say' and 'how to say it', experimenting with making new connections with Australians. And they are the ones that will go laughing to the bank (pun intended) given creative effectiveness generates four times the profit. Definitely something to bank on for driving success.

IRENE JOSHY
 Head of Creative
 Kantar Australia
irene.joshy@kantar.com

This is an excerpt from 'Financial services creative effectiveness is growth in realness' by Irene Joshy published exclusively in AdNews – [READ IT HERE](#)



Mission critical strategies for advertisers in the age of AI

We stand on the cusp of a momentous change in the advertising landscape, driven by the rapid ascent of artificial intelligence. This transformation may feel overwhelming, especially for those who deeply value the human touch in advertising. Through a careful analysis of Kantar data, we have discovered three vital strategies to empower you to thrive in this new era of AI-led content creation:

- Unlock the secrets to successful advertising and uncover how to capture attention, deliver a message that resonates, and support your brand's goals
- Master the three strategies to achieve your mission, laying the groundwork for meaningful difference and predisposing more people to your brand
- Learn from the best and see how the world's top advertisers create winning campaigns and exceptional creative

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KANTAR

MEDIA REACTIONS 2024

Campaigns are seven times more impactful among a receptive audience.

Discover the best media environments for your ads and the top-ranking media channels and brands in 2024.

Brands maximise growth by predisposing more people to think they are the right choice. This is done by building salience and a positive mental perception in the minds of both clients and non-clients. Understanding the media landscape is one of the cornerstones of this journey.

Kantar Media Reactions is our annual study that explores the evolving media landscape and shows you how to navigate it. It offers essential guidance for media decisions with unique advertising insights into the top media channels and media brands consumers and marketers prefer. The study this year is informed by the opinions of around 18,000 consumers covering 384 brands in 27 markets and 1,000 senior marketers around the world.

Discover the top-ranking media brands and channels and how to navigate today's complex media environment.

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You are done waiting...

...for the market to correct itself. The state of the economy is, admittedly, a strong growth force and, equally, a stubborn impediment. But then again, so are the weather and seasonality and all three are outside of our control.

What remains well within a marketer's influence is directing the brand's true, sustainable, long-term growth through product, distribution, price, and advertising. And then the question that remains to answer is: do you know the right and wrong way to do things in marketing?

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MASTERING: MARKETING EFFECTIVENESS

Evidence-based insights to support sustainable long-term growth in Australia

Including a 2024 Australian state-of-the-industry overview in collaboration with WARC

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Help Australians on the path to finding financial freedom today

Speak to your Kantar representative about the following offers:

1. A state-of-the-nation report providing key insights on:

- the current state of Australia's mental and financial wellbeing
- emerging trends and behaviours that brands must pay attention to
- building connection while the market goes through resilience phases

2. Key product specific insights and opportunities:

- for example, borrowing, investment and insurance

3. An insight-led tailored engagement session:

- highlighting specific opportunities for your category
- evaluating the impact of your current products, experience designs and communications building financial confidence and resilience

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About Kantar

Kantar is the world's leading marketing data and analytics business and an indispensable brand partner to the world's top companies, including 96 of the world's 100 biggest advertisers. We combine the most meaningful attitudinal and behavioural data with deep expertise and technology platforms to track how people think and act. We help clients develop the marketing strategies that shape their future and deliver sustainable growth.

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