

Price: the forgotten 'P' of Marketing

BRAND IS KING but as we open our pandemic purses with a return to spending in most categories, Aussies seek value and are paying more attention to price and products on sale.

2 in 5

tried different brands that they'll continue to buy in 2021

Kantar Australia Consumer Sentiment Survey
22 February -1 March 2021 (n=150)

64%

look at price more than pre-pandemic

Kantar Australia Consumer Sentiment Survey
22 February -1 March 2021 (n=150)

72%

now prefer to physically visit shops

Kantar Australia Covid-19 Barometer,
16-19 April 2021 (n= 501)

65%

believe physical stores have better selections

Kantar Australia Covid-19 Barometer,
16-19 April 2021 (n= 501)

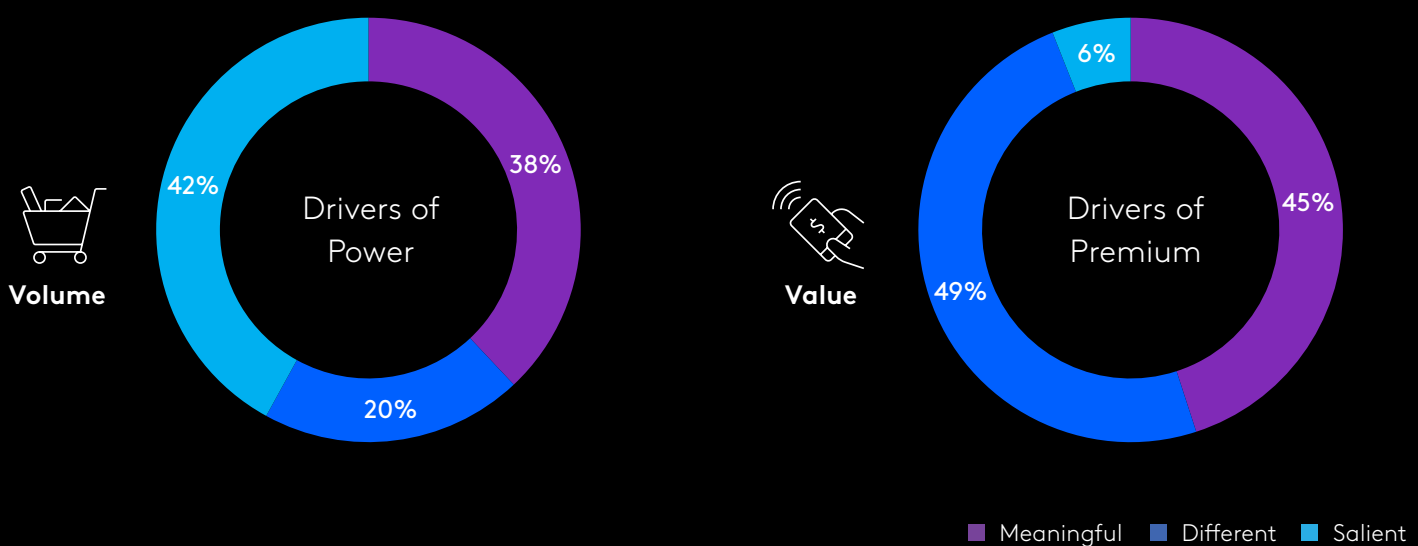
CONSUMERS DO PAY MORE FOR HIGH PREMIUM BRANDS

Actual price paid from loyalty card data (index to average)



Single source equity survey data and purchase data (Shopcom and FlyBuys loyalty card data, merged at a respondent level)

KEY DRIVERS OF A BRAND'S PREMIUM



THE 10 STRONGEST PREMIUM INDEX BRANDS IN AUSTRALIA

(Relative to their category)

- 1 Apple
- 2 IKEA
- 3 Samsung
- 4 Chadstone
- 5 Dan Murphy's
- 6 Tim Tam
- 7 Nike
- 8 Netflix
- 9 Coca-Cola
- 10 Vegemite

MAXIMISING THE IMPACT OF THE FORGOTTEN 4TH 'P' OF MARKETING

- Justify your price point
- Brand building drives stronger margins
- Don't prioritise short-termism at the expense of long-term brand health