

http://www +17 million internet users



11 million internet subscribers



95% of connections are broadband

Internet browsing time is now on par with TV viewing time, with ConsumerTrack™ - The Digital Environment showing us that internet penetration rates in Australia are at 80% and rising. Digital is a reality and understanding it is key to your business.

86% of online consumers say they interact with brands online. Digital is a necessary medium for brands looking to build consumer equity. Comprehensive insight into the digital consumer will enable your business to make better informed decisions and optimize your return on investments in this space.

Australian Digital Marketing Insights

Marketing Tactic Effectiveness

% consumers who have purchased a product in the past 12 months due to...

Coupon Redemption	51%
Sampling	49%
Digital Coupon	27%
Branded Viral Video	13%

✓ **DO:** Understand how consumers utilize digital mediums differently depending on what stage of the purchase process they are in

✗ **DON'T:** Use a digital medium as a blanket strategy assuming it will deliver the right message at the right time

Digital's Role in the Purchase Process

% of Australians who stated that the following media played a role in each stage of the purchase process.

Stage	Media Example	%
Awareness	Online Customer Reviews	21
Comprehension	Retailer Website	33
Interest & Engagement		
Consideration		
Trial	TV ad	30
Purchase	TV ad	14
Recommendation	Brand Website	8



Australian Digital Marketing Insights

Site type that more Australians visit - sports, news sites or retailer websites

Retailer Websites

For those taking part, hours per week spent reading online news articles

2.5

For those using online when purchasing personal care products, how online is most frequently used -

Check for Deals

% of 25 - 34 year olds who are at least somewhat likely to click on the ad at the bottom of a streaming video

25%

Age group least likely to have interacted with a brand online

45 - 54

% of 13 - 18 year olds who agree that they get the majority of their information online

66%

ConsumerTrack™ - The Digital Environment Report

Readers will understand;

- Australian digital consumers' usage and attitudes toward the digital environment
- The role and impact of the digital environment within the purchase decision
- The influence of social media and brand interaction
- The potential of Word of Mouth amplification

Such information with help you to;

- Segment the Australian digital consumer to optimize your brand's target efficiency
- Identify key digital interactions leading to greater influence on breakthrough, impact and brand health
- Optimize word of mouth amplification with digital brand activations



Australia's Digital Environment includes

- A comprehensive PowerPoint report
- Optional workshop with key stakeholders (extra cost)
- This ensures the findings can be integrated quickly into the business and leveraged for decision making

Study Details

- 1200 Australians interviewed
- 15+ case studies of brand digital campaigns
- 2 waves of interviewing in Q4 2010 & Q3 2011

Contact Us

Talk to IMI International for further details on this study:

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Brand Interaction

Information is key in online consumer-brand interaction, 44% of Australians are less likely to purchase if they are not able to find product information online.

Where do brands & consumers meet online?

Website	68%
While looking up product info or entering promotions	39 - 55%
Banner ads/entertainment content/social media	7 - 13%

What do consumers want from online?

Price Discounts	49%
Price Information	48%
Product Service Information	34%
Product Coupons	32%

- ✓ **DO:** Make sure consumers are deriving value or WIFM (What's in it for me?) from your digital presence
- ✗ **DON'T:** Use trendy or flashy elements in place of content pertinent to consumers

Word Of Mouth: Digital Leads to Expanding Networks

Size of Network		Why Recommendations Are Made Online	
	Regular Basis	Infrequent	
Face to face	15.2	20.4	#1 Easier
facebook	14.9	30.5	#2 Faster
twitter	7.9	11.3	#3 Tell more people
SMS	9.5	11.6	

- ✓ **DO:** Take advantage of consumer's expanding network by tailoring messaging/interactions to why recommendations are made online
- ✗ **DON'T:** Force or push sharing too hard on your consumer – provide them with the necessary tools

Media Lend Themselves to Category Recommendations

How would you recommend these products?



- ✓ **DO:** Understand that the willingness to use a medium as a recommendation channel will vary by category
- ✗ **DON'T:** Assume that consumers will treat all the products within your portfolio the same when both searching and recommending



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% of online Australians who have interacted with a brand over social media **33%**

% of 13 – 18 year olds who agree that the more people they have in their online social networks, the better they feel **33%**

% of those 50 – 64 who agree that people are too reliant on technology **69%**

Do more Australians feel out of the loop when it comes to new technologies or make an effort to learn how to use these technologies? **Make an Effort to Learn**

Top mechanism to generate social media interaction **Informative Content**

About ConsumerTrack™

- Syndicated quantitative studies (10+ annually)
- Conducted consistently in Canada, USA, Australia and UK since 2004
- 40+ topics, 80+ categories and 20+ countries studied to-date
- Key insights across consumer demographics and purchase segments

About IMI International

- Full-service marketing ROI consultancy leveraging consumer research
- Proprietary database of 10,000+ case studies
- 23 proprietary products to measure and evaluate brand activations
- Offices in Canada, USA, Australia and the UK

Other Syndicated Reports Available from IMI International:

- Social Media | Mobile Marketing | Health Marketing | Environmental Marketing | Cause-related Marketing
- ShopperPulse™ – Shopper Insights
- EventPulse™ – Sponsorship Evaluations