



## 2005 US SURVEY OF PERCEPTIONS OF LOGO AND AUSSIE PRODUCTS

In October-November 2005, Horizon research Corporation conducted a series of surveys investigating the awareness and perception of the AMAG logo to establish opportunities to promote the logo—and the products carrying it—as well as set benchmarks.

Key findings include:

- Overall, 11% of the respondents have either been exposed to the Australian Made logo through purchase or to advertising or promotions about the country's products
- Currently there is a low level of awareness of Australian products and their inherent qualities, and generally a low level of awareness about Australia beyond what is shown in popular culture
  - This causes consumers to be unwilling to commit to strong opinions about Australian products
  - Those who have purchased Australian products in the past, however, are much more willing to commit to positive opinions
  - “Pure and natural” and “Unique” are the two strongest attributes of Australian products in the eyes of consumers – both with those familiar with Australian products and those who are not
- Products most commonly associated with Australia are ones that are advertised the most or just guesses based on popular culture
  - Fosters beer, Outback Steakhouse, Boomerangs, Yellowtail wine, Subarus
- The qualities of Australia having the biggest positive impact on respondents relate to either the environment of Australia (well documented on television) or to commonly known attributes (stereotypes) of its people, such as their sense of humor and open-mindedness
- The Australian Made logo communicates very few negative connotations to respondents (3%), however some (11%) are confused about what it means, and many (44%) believe it just means that the product is made in Australia and little else
  - Over a third (36%) believe it communicates something positive, such as efficiency or uniqueness
- Respondents are slightly warm to the “Australian made, global quality” tagline, with 38% saying that it captures their positive feelings about Australia
  - As the strongest qualities of Australia with consumers are the environment and the attitudes of its people, there is a disconnect with “global quality” – it seems it is more of a manufacturing term. That could be leading to the lukewarm response.
  - In general, around half of respondents believe the “Australian made, global quality” slogan communicates that the products are of good quality, meet global standards, or that the slogan generally communicates that they can be confident in what they buy

## ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.