



2006 US AWARENESS AND PERCEPTIONS OF AUSSIE PRODUCTS

The Australian Made logo was promoted in Los Angeles' West (Santa Monica, Westwood, Beverley Hills) between May and July 2006.

The campaign featured wild postings, mobile billboards, street teams, media pitching and an internet give away of Australian goods.

Following the promotion, more than 350 people over 18 who lived or worked in the area were interviewed by Horizon Research Corporation to find out how the promotional campaign had effected their awareness of the logo and Australian products.

The report was the second part of a three-year study tracking the effectiveness of the promotional campaign.

Key findings:

- The level of awareness of the Australian Made Campaign, from public relations tactics to the logo, rose significantly from 11% in 2005 to 16% In 2006
- Almost two in ten respondents felt Australian products were described "completely" as unique, compared to less than one in ten last year
- Three times as many people reported that Australian products were completely described by the word "reliable"
- Almost two in five consumers believed Australian products were made with craftsmanship, verses one in five in 2005
- 29% of respondents felt that Australian products were of good value, up 12% from last year
- The number of respondents who felt Australian products could only be described as slightly or not at all of the highest quality fell from 15% to just 4%
- 4% of respondents felt Australian products could only be described as slightly or not at all innovative, down 13% from last year
- The number of consumers who believed Australian products could be somewhat, slightly, or not at all described as "pure and natural" dropped from 39% to 24%
- 7% of respondents felt Australian products were slightly or not at all well designed compared to 18% last year
- Only 2% of respondents felt Australian products were not at all a good deal in 2006, verses 7% in 2005

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.