

# CONSUMER BEHAVIOUR NOTES

## CASE 1 – ALLIAZ:

### CONNECTING ALLIANZ TO THE MOMENTS AUSTRALIANS NEED INSURANCE

#### CHALLENGES

##### The Product – Insurance

- No one really wants to buy it, but everyone knows they **need** it
- Engagement is infrequent

##### The Market

- Tough competition
- Low barrier to entry
- Highly advertising driven

##### The Brand – Allianz (before 2012)

- Not yet a market leading brand (3<sup>rd</sup> or 4<sup>th</sup>)
- Not an Australian brand like NRMA or AAMI
- Prior campaign was successful, but ...

#### OBJECTIVES

##### Phase 1 – Q1 2012

- Sales - increase 2012 Q1 new business sales by 15%
- Quotes – generate 111, 600 quotes in Q1 2012, an increase of 28%
- Ad recall – Achieve normative scores of advertising recall at 38%
- Unaided brand awareness – achieve normative level of 30%

##### Phase 2 – 2013-14

- Sales – sustain 2012 new business sales level
- Marketing efficiency – reduce the overall cost per action (or pay per action) by 7% on 2011
- Sustain brand awareness above 45%
- Grow faster than market with marketing expenditure growing at or below the rate of growth for the industry marketing as a whole. E.g. profitable growth

#### SOME THOUGHTS FROM MARKETERS

##### Consumer research shows:

- People couldn't pronounce Allianz
- The brand is high quality, professional, safe and secure (+)
- The brand is also premium, clinical and inaccessible (-)

##### Need to motivate consumers

- Low motivation associated with insurance products
- Advertising driven

##### Brand operates across all insurance segments

- Stretch from retail to high end corporate – purely-price-based campaigns not an option

##### Three objectives

1. Help consumers to remember and correctly pronounce the brand name
2. Make Allianz more familiar and Australian
3. Move brand perception to accessible mid-market, rather than premium

# CONSUMER BEHAVIOUR NOTES

## THE BIG IDEA

*Tie the brand name to the exclamation people make when something goes wrong: **Ahh!!!***  
*When it comes to insurance, just say "**Ahh-Allianz**"*

## WHY WOULD IT WORK?

- The idea is relatable, funny and unique to Allianz
- What's one word that automatically comes out of a consumer's mouth when they have an accident?

## WHAT THEY DID?

### TV 2012-2015

- Multiple everyday Australian stores of having an Ahh moment

### Radio

- Reinforcing the link of Ahh and Ahh-Allianz
- Area-specific savings messages
  - With car insurance Ahh moments playing in the background

**Outdoor** e.g. on the back of taxi/bus

**Youtube** – Be OK button videos

**Online Banner** – “are you being hit by car insurance prices?” “save with Allianz” “some of the best NSW prices”

### Offer-led direct mail

- Delivering targeted savings offers to most competitive neighbourhoods

### Sponsored Segments

- Ahh-Moments in Sport on various TV channels
- Breakfast radio where people phoned in to share their best Ahh-moments

### Social Media

## OUTCOMES

Sales: Exceeded plan by 25.8%, increase of 45% YOY

Quotes: Exceeded plan by 23.9%, increase of 58% YOY

Ad recall: 59% against norm of 38% for ad recognition

Brand Link: 62% compared to the norm of 52%

The marginal return on investment was \$12.78

## LESSONS LEARNED

Competitive markets with low consumer motivation

- Is about **strong front-of-mind awareness**
- Requires a **robust branding device** that facilitates consistent recall
- Requires **monitoring consumer reactions** to the campaign

Campaigns need correct brand attribution

- Link the creative idea to the brand so they are **inseparable**
- Do so in an **entertaining** and **engaging** way

# CONSUMER BEHAVIOUR NOTES

## CASE 2 – ALDI

### BE THE SUPERMARKET OF CHOICE FOR THE MASSES

#### BACKGROUND

##### Aldi is different

- Almost only store brands
- A grocery meets variety store
- German origin
- High novelty factors

##### Still not the norm

- Becoming many consumers' monthly shopping routines
- Woolworths and Coles owned the weekly shop

##### When asked, haters would tell you:

- Lack of range
- Unfamiliar brands
- Doubts about quality
- Not Aussie made

##### The trouble:

- A lot of work (in store, catalogue, on TV, PR, partnership, etc.) directly addressing these concerns didn't work!

THE SINGLE OBJECTIVE - TO BE THE SUPERMARKET OF CHOICE FOR THE MASSES!

#### THOUGHTS FROM MARKETERS

Further qualitative studies showed:

*"my mother in law raves about it, her house is full of Aldi stuff. I just tune out when she talks about it... it's for her then it's definitely not for me!"*

An example of prior Ads

- Warm shoppers
- Already loved Aldi
- Obsessive passion
- Not all consumers

**The problem was NOT hate of ALDI. The problem was hate of Aldi love.**

Reactance bias: the reactance bias tells us that humans have the urge to do the opposite of what someone wants you to do, out of a need to resist a perceived attempt to constrain your freedom of choice.

#### THE BIG IDEA

**Supermarket Switch Challenge** - Aldi lovers see if they can convert their doubting friends through a series of Aldi experiences and experiments

# CONSUMER BEHAVIOUR NOTES

## WHY IT WOULD WORK

### A fresh message that

- Went beyond warm shoppers
- Penetrated the doubters and their biases

### More specific:

- Let lovers and doubters play the story out, all at once
- Literally challenge the doubters' barriers
- Be true to ALDI quirk whilst normalising not marginalising

## OUTCOMES

- Aldi's most effective campaign to date
- Delivering 9.8% revenue growth
- An ROI of 220%
- 661k new households shopping at ALDI

## LESSONS LEARNED

- Consumer insights are not easy to get
- Consumer motivation is important (why and why not?)
- Making the doubter and hate front and centre (risky but fruitful)
- Multiple channels worked together
- The dark side of too much loving