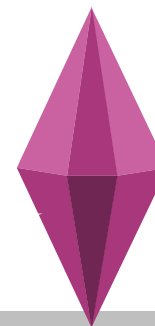
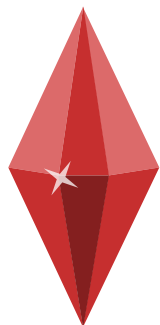




CUSTOMER INSIGHT;

JOURNEY OR DESTINATION

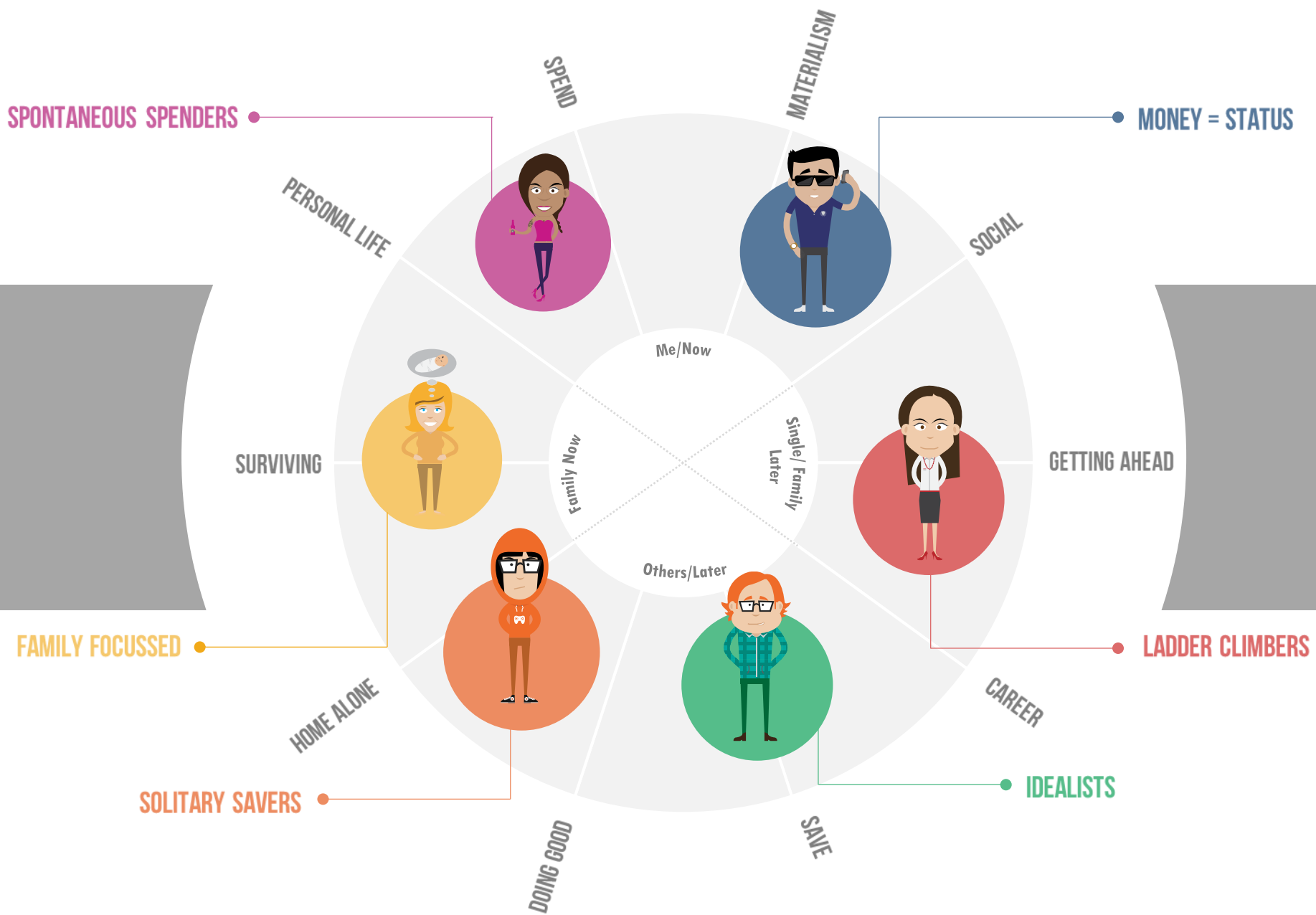


**GETTING
TO KNOW**

**YOUR
CUSTOMER**

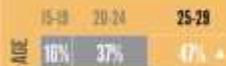
LET'S HAVE SOME FUN

Today's Youth are...?





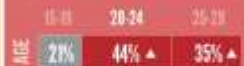
FAMILY FOCUSED



- Job is a small part of who they are
- Buy supermarket owned brands
- Spend most free time at home
- Like the idea of being a parent before 25
- Don't go to bars/clubs/cafes



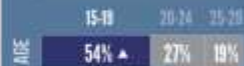
LADDER CLIMBERS



- Making sacrifices in personal life to get ahead in career
- Buy what they want regardless of whether on sale
- Spend free time out and about
- New World, Countdown, Nosh, Farno
- Access internet on smartphone constantly



MONEY = STATUS



- They are defined to their friends by their career
- Money is everything
- Buy clothes that follow the latest fashion
- Only date attractive people
- Asian skew



IDEALISTS



- Looking for a job where they can make a difference
- Save up for things they want to buy
- Favorite pastime involves others
- Don't let friends drive drunk
- They'd like to spend less time on the internet



SPONTANEOUS SPENDERS



- They let others take responsibility at work
- They spend 'now' to have a good time
- They drink so they can have fun with friends
- Enjoy celebrity gossip
- They watch whatever is on TV






SOLITARY SAVERS



- They don't know where they'll be and what they'll be doing tomorrow
- They save up for the future
- They don't drink
- They spend most of the time playing games alone
- They have little or no social contact with any of their workmates

SEGMENT SIZE/KEY DEMOGRAPHICS

	% OF SAMPLE	GENDER		AGE		
		♂	♀	15-19	20-24	25-29
 Family Focused	15	36	64 ▲	16	37	47 ▲
 Ladder climbers	16	54	46	21	44 ▲	35 ▲
 Money=status	17	72 ▲	28	54 ▲	27	19
 Idealists	21	52	48	55 ▲	27	18
 Spontaneous spenders	14	39	61 ▲	54 ▲	32	14
 Solitary Savers	17	44	56	63 ▲	28	9
AVERAGE		50	50	45	32	23



FAMILY FOCUSED

% OF SAMPLE	GENDER		AGE		
	♂	♀	15-19	20-24	25-29
15	36	64 [▲]	16	37	47 [▲]

- Females
- 22 years+
- Less from Auckland
- Young couples or have pre-schoolers
- Middle income groups
- Financial decision-makers
- Have debts
- Have KiwiSaver
- Have smartphones, vehicles (some houses)



ASPIRATIONS AND GOALS

- Drifted into career path by chance
- Job is a small part of whom I am
- Focused on life in NZ
- Put personal life before career
- Looking forward to having a family
- Inspired by friends/family



MEDIA

- Communicate with people electronically
- Talk about own ideas online
- When watching TV do other things
- On Facebook/Pinterest, not Twitter
- Choose cheaper mobile network
- Visit Trade Me
- Listen to the radio daily (The Rock, Classic Hits)



MONEY

- Only buy things on sale
- Buy things I want on HP/layby
- Buy supermarket owned brands
- Purchase drinks at supermarket
- Shop for clothes at the mall
- Buy clothes that represent me/my style



RELATIONSHIPS

- Like the idea of being a parent before 25
- In a serious relationship
- Personality is more important than looks
- Spend most time with partner
- If in trouble call partner/best friend
- Have little social contact with workmates
- Prefer relationship with few close friends



FREE TIME

- Don't care about sports
- Spend most free time at home
- Avoid activities where could get hurt
- Friends and I hang out at someone's house



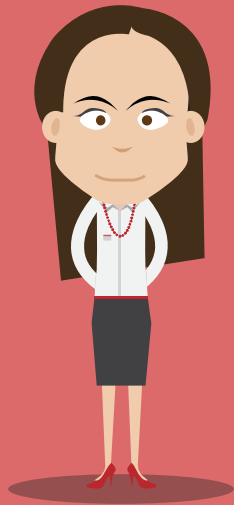
SHOPPING

- Shop at Pak 'n Save or Countdown
- The Warehouse, K-Mart (not Farmers)
- Hardware stores, butchers
- Don't go to bars/clubs/cafes



CONSUMPTION

- Drink coffee, milk, not spirits
- Eat crackers, chocolate blocks
- More smokers



LADDER CLIMBERS

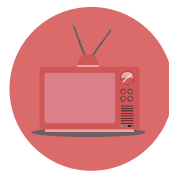
% OF SAMPLE	GENDER		AGE		
	♂	♀	15-19	20-24	25-29
16	54	46	21	44 ^	35 ^

- Males and females
- 21 years +
- Metro centres
- Flating or young couples
- High incomes
- Financial decision-maker
- Have iphones, vehicles, tablets, savings
- Regular socialising/party goes
- Happy with work/life at the moment



ASPIRATIONS AND GOALS

- Taking steps to achieve career goals
- Working to build career
- Making sacrifices in personal life to get ahead in career
- Not ready for kids
- Seek out information/guidance to achieve career goals
- Know where I'll be/what doing in 5 years
- Prefer to work for someone else



MEDIA

- Talk to people in person
- Look online for info to discuss with friends
- Seek product info from consumer reviews
- Can't live without Facebook (also on LinkedIn)
- Do other things when watching TV
- Influenced by WOM
- Access internet on Smartphone constantly
- Like the convenience of online shopping
- Pay attention to outdoor advertising
- Read newspaper/go to news sites
- Less TV time



MONEY

- Buy what I want regardless of whether on sale
- Save up for things I want
- Monthly contract for phone
- Buy well-known brands
- Buy latest gadgets as soon as hit shelves
- Happy to pay premium prices when drinking out
- Shop for clothes at boutiques, specialty stores



RELATIONSHIPS

- Will have kids when a lot older
- Most are in relationships/spend time with partner (but would date a stranger)
- Seek advice on important matters from friends/family
- Family knows all about me
- Workmates are friends
- Stay true to who I am
- Control Facebook profile



FREE TIME

- Share music with friends
- Favourite pastime involves others
- Spend free time out and about
- Drink for fun with friends
- Usually go out with friends
- Don't care about sports



SHOPPING

- New World, Countdown, Nosh, Farro
- Liquorland/Glengarry/Farmers



CONSUMPTION

- Drink bottled water & coffee
- All types of alcohol



MONEY=STATUS

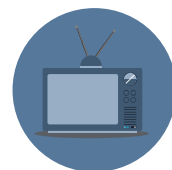
% OF SAMPLE	GENDER		AGE		
	♂	♀	15-19	20-24	25-29
17	72 [▲]	28	54 [▲]	27	19

- Mainly males
- More are 15-17 years
- Metro city dwellers
- Asian skew
- Average household income
- Less are financial decision-makers
- Care about what others think, important to fit in social group



ASPIRATIONS AND GOALS

- Look for a job where they can earn a lot of money
- More have a similar career to their friends
- Have a chosen career that their parents wanted for them
- Seek a job that impresses people
- They are defined by their career
- Looking for an opportunity to run their own business



MEDIA

- Happy that the internet is an integral part of everyday routine
- Can't live without Facebook
- Look for news/info from short, fast, informal sources
- Read online magazines
- Downloading music is a modern convenience



MONEY

- Money is everything
- Buy latest gadgets as soon as they hit the shelves
- Buy popular brands
- Buy clothes that follow the latest fashion
- Prefer to own their own house



RELATIONSHIPS

- Only date attractive people
- Don't mind dating a stranger
- Happily single
- Spend most time hanging out with friends
- Make decisions on their own
- Enjoy being part of a big group of friends that hang out together
- Surround themselves with people
- Do their best to fit in with the group they're with
- Get out of a relationship when going bad
- Accept all Facebook friends requests — more have an open profile



FREE TIME

- Play to win
- Keen sports follower — participate in physical/extreme sports



SHOPPING

- Regular shoppers (excluding grocery)
- Liquor stores
- Appliance/furniture stores
- Fast food outlets



CONSUMPTION

- Sports drinks, energy drinks, flavoured milk
- Beer
- Potato chips/corn chips
- Ice cream
- Cakes
- Not coffee; milk



IDEALISTS

% OF SAMPLE	GENDER		AGE		
	♂	♀	15-19	20-24	25-29
21	52	48	55 ^	27	18

- Aged 15-18yrs
- Males and females
- Still living with parents
- Less iPhones
- Happy with self/life/looks
- Avoid unhealthy foods
- Less financial decision-makers
- Less debts
- Have savings accounts



ASPIRATIONS AND GOALS

- Have actively chosen their career path
- Take charge of the situation at work
- Looking for a job where they can make a difference
- Planning to travel the world
- Taking steps to achieve career goals
- Working to build career
- Making sacrifices in personal life to get ahead in career
- Inspired by friends/family
- Have always known what I wanted



MEDIA

- I avoid celebrity gossip
- When I need financial advice or help I talk to somebody about it
- I'd like to spend less time on the internet
- I look for news and information from official/considered sources
- I'm getting sick of Facebook
- I choose the mobile network that's cheaper
- I access the internet occasionally via my smartphone



MONEY

- Having to work for money makes me think more about how I will spend it
- Save up for things I want to buy
- Money doesn't define people
- Pay in full for what I want
- Manage to make my pay last
- Buy brands that are a bit different
- Buy clothes that represent me and my style
- Save up for the future
- Only buy things on sale
- The way my money lasts depends on me



RELATIONSHIPS

- Personality is more important than looks
- I'm happily single
- I have friendships with all different kinds of people
- I spend most of my time hanging out with friends
- I count my workmates among my friends
- Don't let friends drive drunk
- I am true to who I am and don't change for anyone
- I actively seek a resolution to conflict
- I try to solve other people's problems
- I like to maintain relationships even during hard times



FREE TIME

- Prefer team sports
- Keen sports followers/players
- Favourite pastime involves others
- Always busy with sports
- Participate in physical /extreme sports



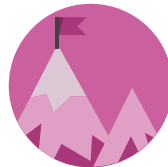
SHOPPING

- Fish Shops
- Butchers (not fast food outlets)



CONSUMPTION

- Sports drinks — less soft/energy drinks



ASPIRATIONS AND GOALS

- I'm working to earn money to buy something that I want
- I put my personal life before my career
- I haven't even thought about my career goals
- I let others take responsibility at work
- I'm planning to travel the world as soon as I can
- People who are famous inspire me
- I don't know how to realise my career goals
- I don't know where I'll be and what I'll be doing tomorrow



MONEY

- I spend now to have a good time
- My money doesn't last long
- I don't think too much about how I spend my money when it is given to me
- A mortgage is too much commitment
- I have no idea where my money goes
- I am always running out of money before pay day
- I pay my bills when I have to



FREE TIME

- I don't have anything planned for my free time
- I avoid activities where I could get hurt
- I drink so I can have fun with friends



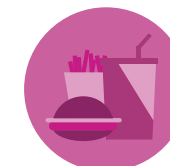
SHOPPING

- Pak n Save, Liquorland, Life Pharmacy, The Warehouse, Fast food outlets (not restaurants)



RELATIONSHIPS

- I'm happily single
- I spend most time hanging out with my friends
- I only share certain things about myself with my family



CONSUMPTION

- Energy drinks, ready to drinks, potato chips, chocolate, sweets, smokers, instant noodles



MEDIA

- Enjoy celebrity gossip
- When need financial help or advice, find it online
- Look for news/info from short, fast informal sources
- I choose the mobile network that most of my friends/family are on
- Downloading music is a modern convenience
- I watch whatever is on TV
- Visit YouTube
- I buy hard copy/print magazines
- Regular internet/Facebook/other social media usage — less news sites
- Watch TV for longer

SPONTANEOUS SPENDERS

% OF SAMPLE	GENDER		AGE		
	♂	♀	15-19	20-24	25-29
14	39	61 [▲]	54 [▲]	32	14

- Mainly females
- Range of ages
- Skew to Maori/Pacific Islanders
- Below average income
- Not financial decision-makers
- Less savings accounts
- Less vehicles/houses/tablets
- Less happy with looks/life
- Don't avoid unhealthy foods



SOLITARY SAVERS

% OF SAMPLE	GENDER		AGE		
	♂	♀	15-19	20-24	25-29
17	44	56	63 [^]	28	9

- More females
- 15-19 years
- Live in provincial regions
- Live at home
- Phone is android or standard/internet enabled
- Not financial decision-makers
- Less assets (cars/houses) and debts
- Less going to bars/cafes/restaurant



ASPIRATIONS AND GOALS

- I prefer to work for someone else
- I don't know where I'll be and what I'll be doing tomorrow
- When I was a kid I had no idea what I wanted to do
- I let others take responsibility at work
- I'm working to earn money to buy something that I want
- I'm not ready for kids



MONEY

- I save up for the future
- The way my money lasts depends on me
- I save up for the things I want to buy
- I pay for the things I want in full
- I have a pre-pay phone
- I buy well-known brands
- I manage to make my pay last till next pay
- I know how much money I have



FREE TIME

- I don't care about sports
- I prefer individual sports
- My favourite pastimes are the ones I can do alone
- I don't have anything planned for my free time
- I spend most of my free time at home
- I avoid activities where I could get hurt
- My friends aren't interested in the things I like
- I don't drink



MEDIA

- I spend most of time playing games alone
- I'm getting sick of Facebook/ spend less time on Facebook
- I access the internet occasionally via my smartphone
- I never notice outdoor advertising
- Watch TV



RELATIONSHIPS

- I prefer to date someone I know well
- I'm happily single
- When I'm in trouble I call my parents
- I have little or no social contact with any of my workmates
- I prefer a relationship with just a few really close friends
- I like to have some time alone just for me
- I avoid conflict
- I stay out of other people's battles



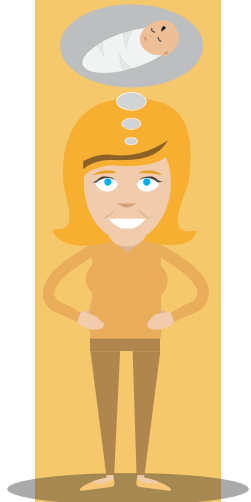
SHOPPING

- Less service stations, liquor stores, pharmacies, butchers, fast food outlets

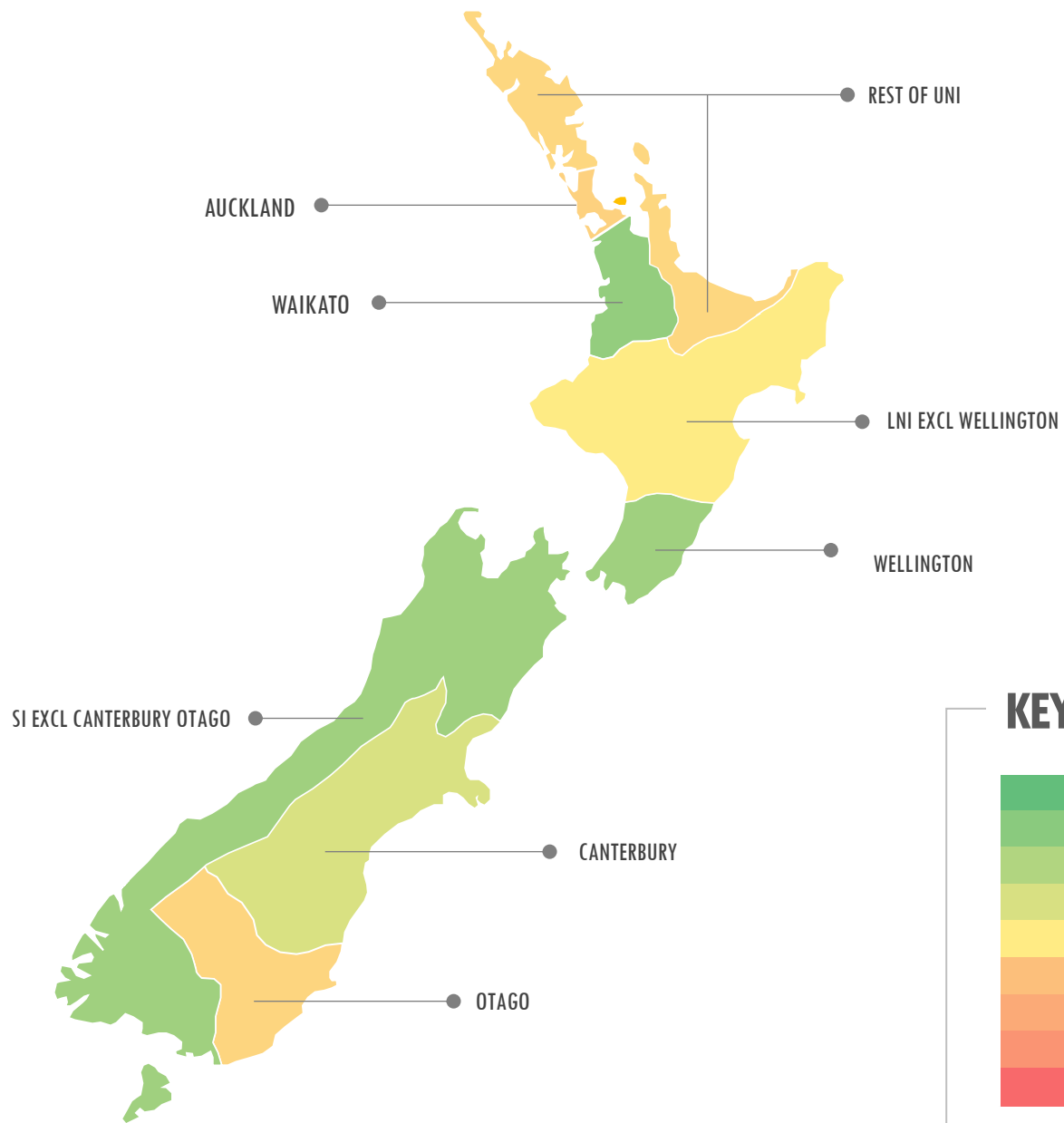


CONSUMPTION

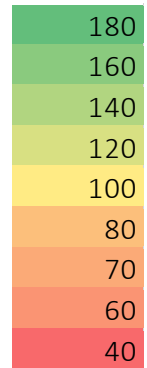
- Less energy/sports drinks, water, flavoured milk, coffee, fresh milk, beer, wine, spirits, potato chips, crackers, ice cream, easy meals

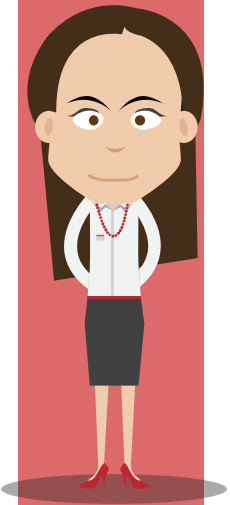


FAMILY FOCUSED

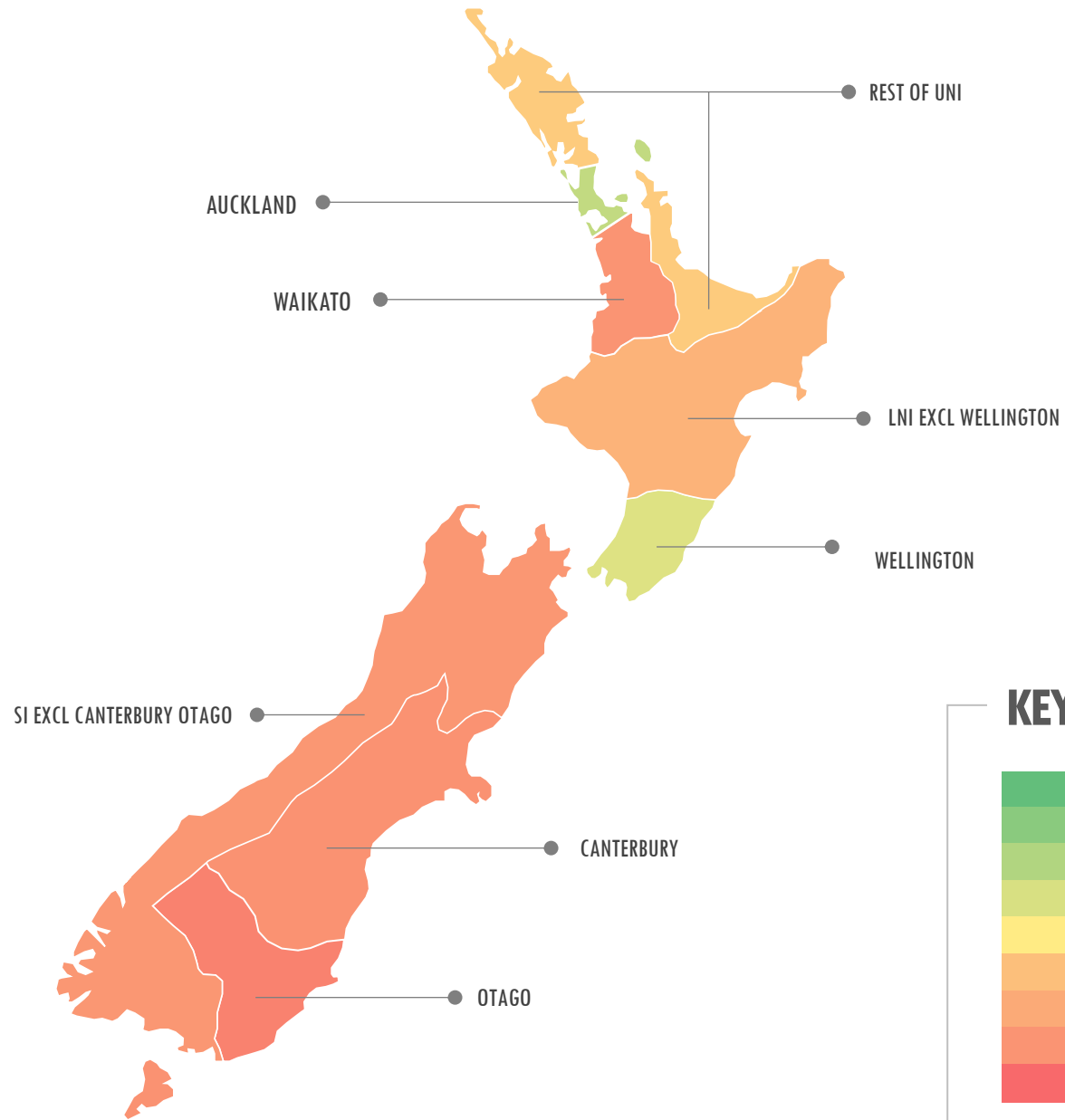


KEY



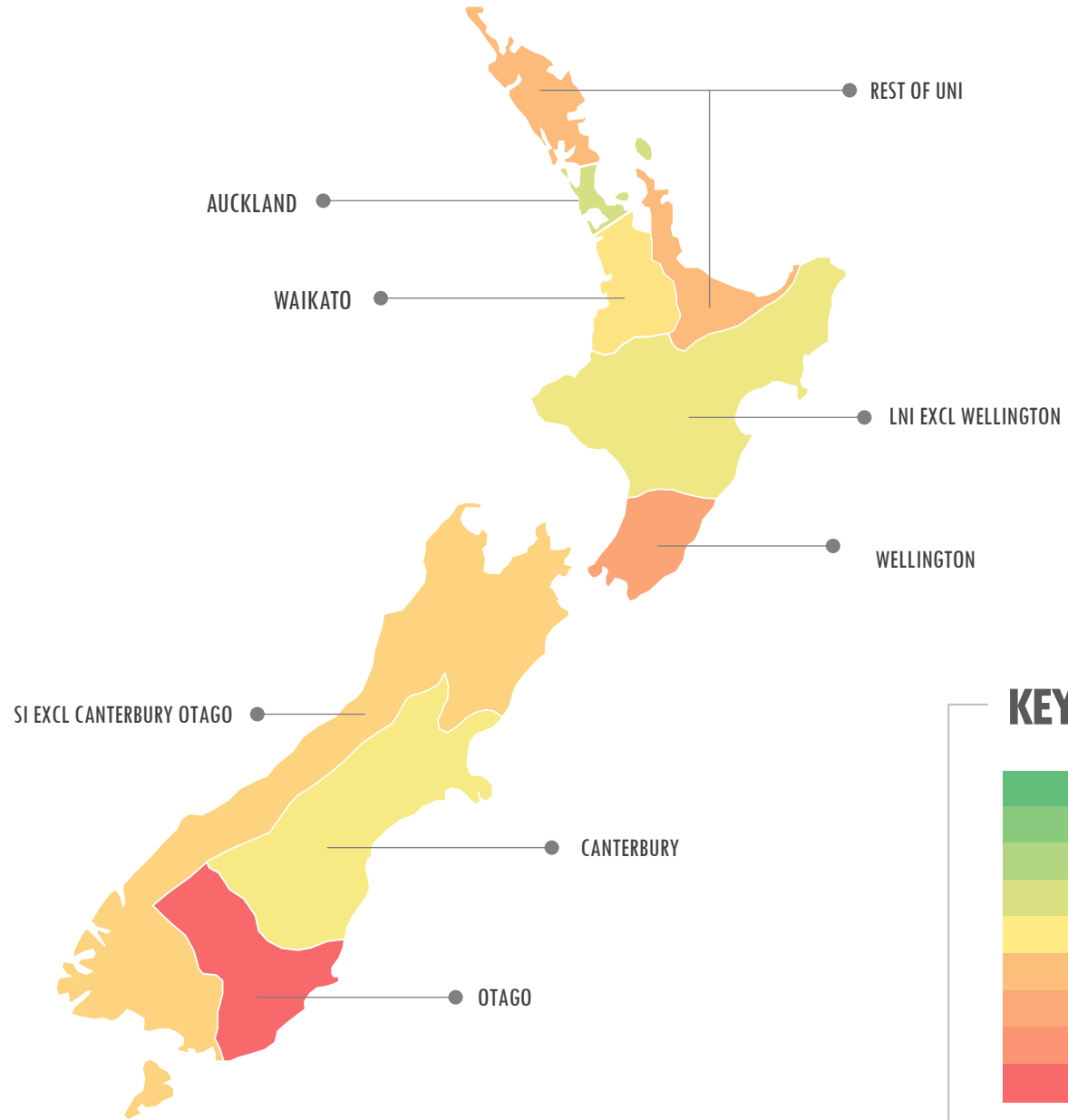


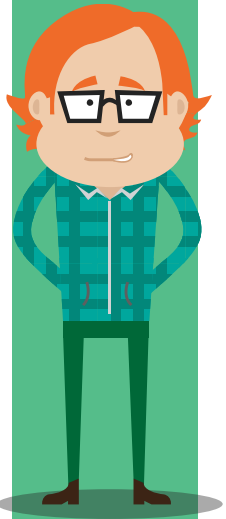
LADDER CLIMBERS



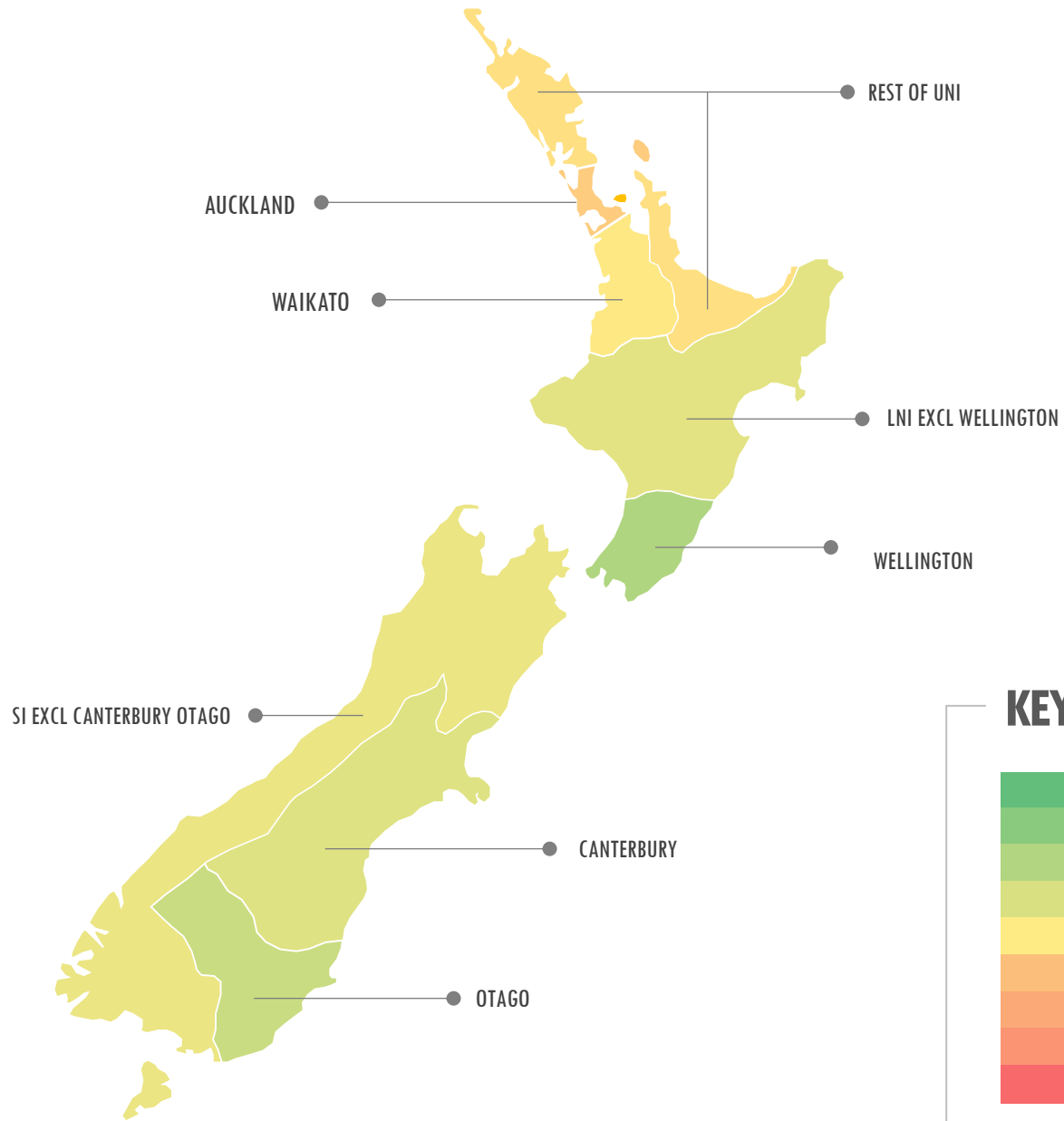


MONEY=STATUS



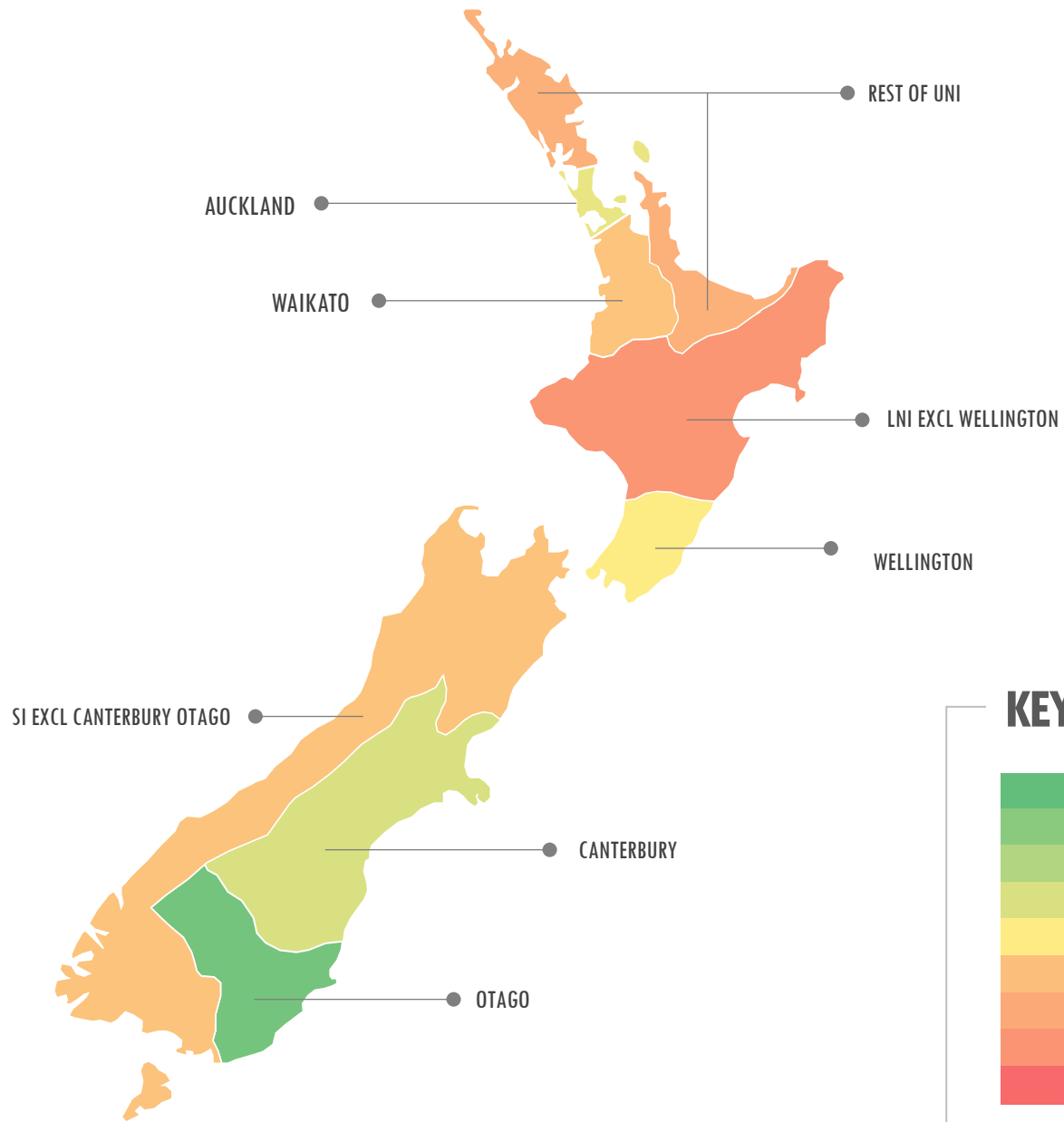


IDEALISTS



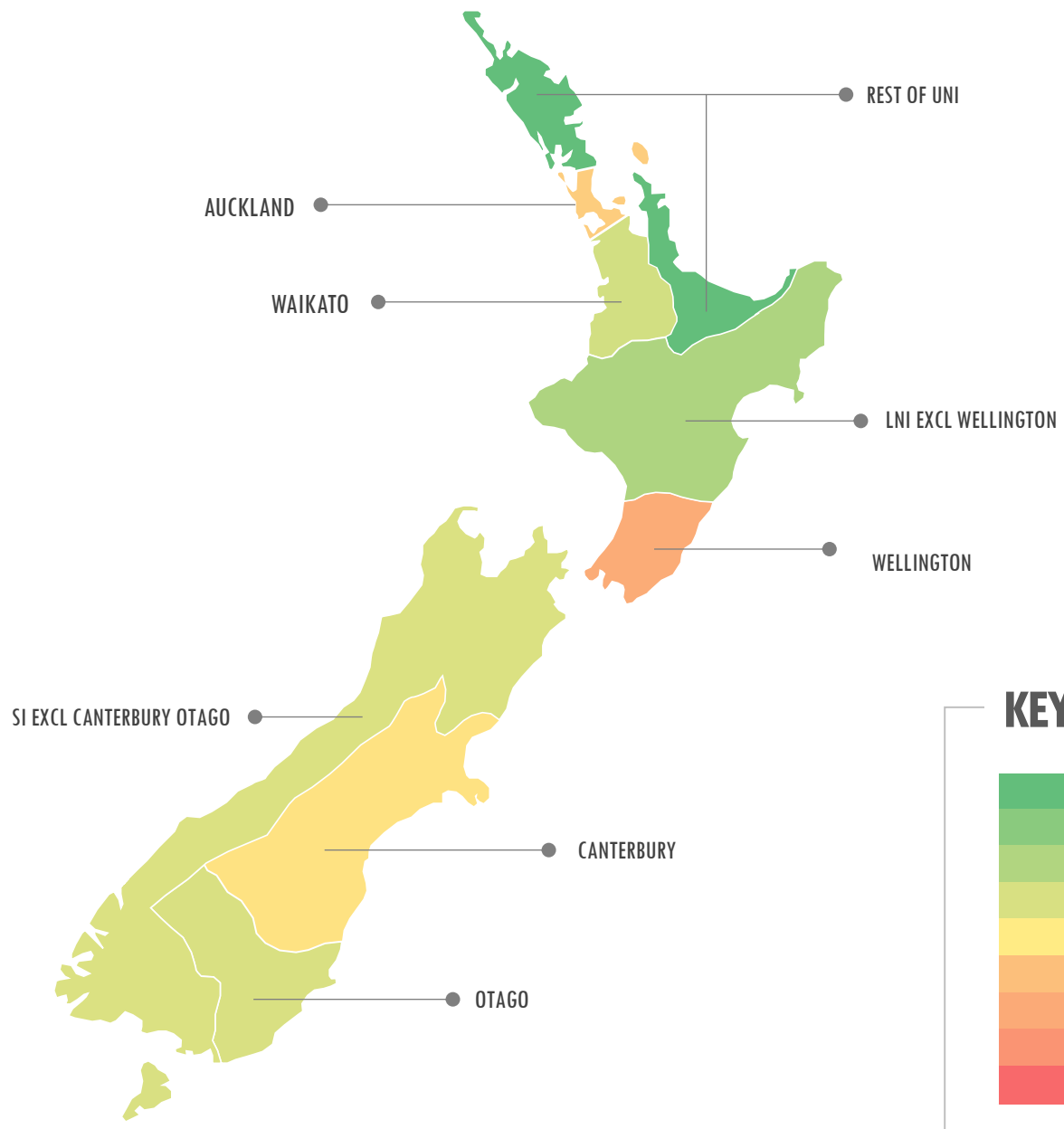


SPONTANEOUS SPENDERS

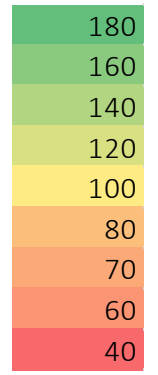




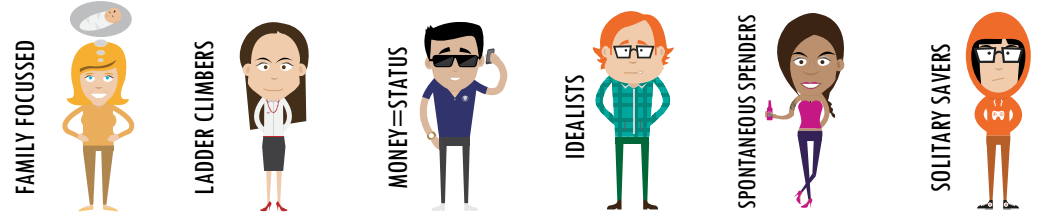
SOLITARY SAVERS



KEY



MONEY BEHAVIOUR (SHARES/INDICES)



ASSETS

	FAMILY FOCUSED	LADDER CLIMBERS	MONEY = STATUS	IDEALISTS	SPONTANEOUS SPENDERS	SOLITARY SAVERS
Share of Debts	25% 165 ▲	23% 144 ▲	15% 89	16% 76 ▼	12% 90	9% 51 ▼
Share of Savings/investments	15% 100	19% 121 ▲	18% 108	21% 101	10% 74 ▼	16% 92
Share of Income	17% 110	20% 129 ▲	18% 107	23% 108	10% 72 ▼	12% 69 ▼
Share of Spending (FMCG)	16% 106	17% 107	19% 112	20% 94	15% 104	13% 79 ▼
	MILK CHOC BLOCKS RYO	COFFEE BEER WINE	SOFT DRINKS ENERGY DRINKS	SPORTS DRINKS	ENERGY DRINKS RTDS CIGS/TOBACCO	-
Car	158 ▲ 24%	140 ▲ 22%	96 16%	87 19%	69 ▼ 10%	56 ▼ 10%
House	218 ▲ 33%	182 ▲ 29%	92 15%	64 ▼ 14%	31 ▼ 4%	29 ▼ 5%
Smartphone	110 17%	118 ▲ 19%	101 17%	95 20%	96 17%	83 ▼ 14%
iPhone	94 14%	168 ▲ 27%	102 17%	70 ▼ 15% ▼	115 16%	65 ▼ 11%
Android	118 18%	60 10%	107 18%	100 21%	110 15%	105 18%
Other Mobile	83 13%	54 ▼ 9%	90 15%	117 25%	112 16%	135 ▲ 23%
Tablet	131 ▲ 20%	137 ▲ 22%	100 17%	86 18%	53 ▼ 7%	94 16%
Laptop	112 17%	109 17%	91 15%	93 20%	98 14%	100 17%

BEVERAGES — INDICES/ SHARES

FAMILY FOCUSED



LADDER CLIMBERS



MONEY=STATUS



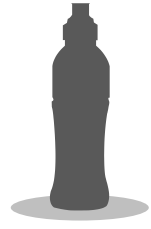
IDEALISTS



SPONTANEOUS SPENDERS



SOLITARY SAVERS



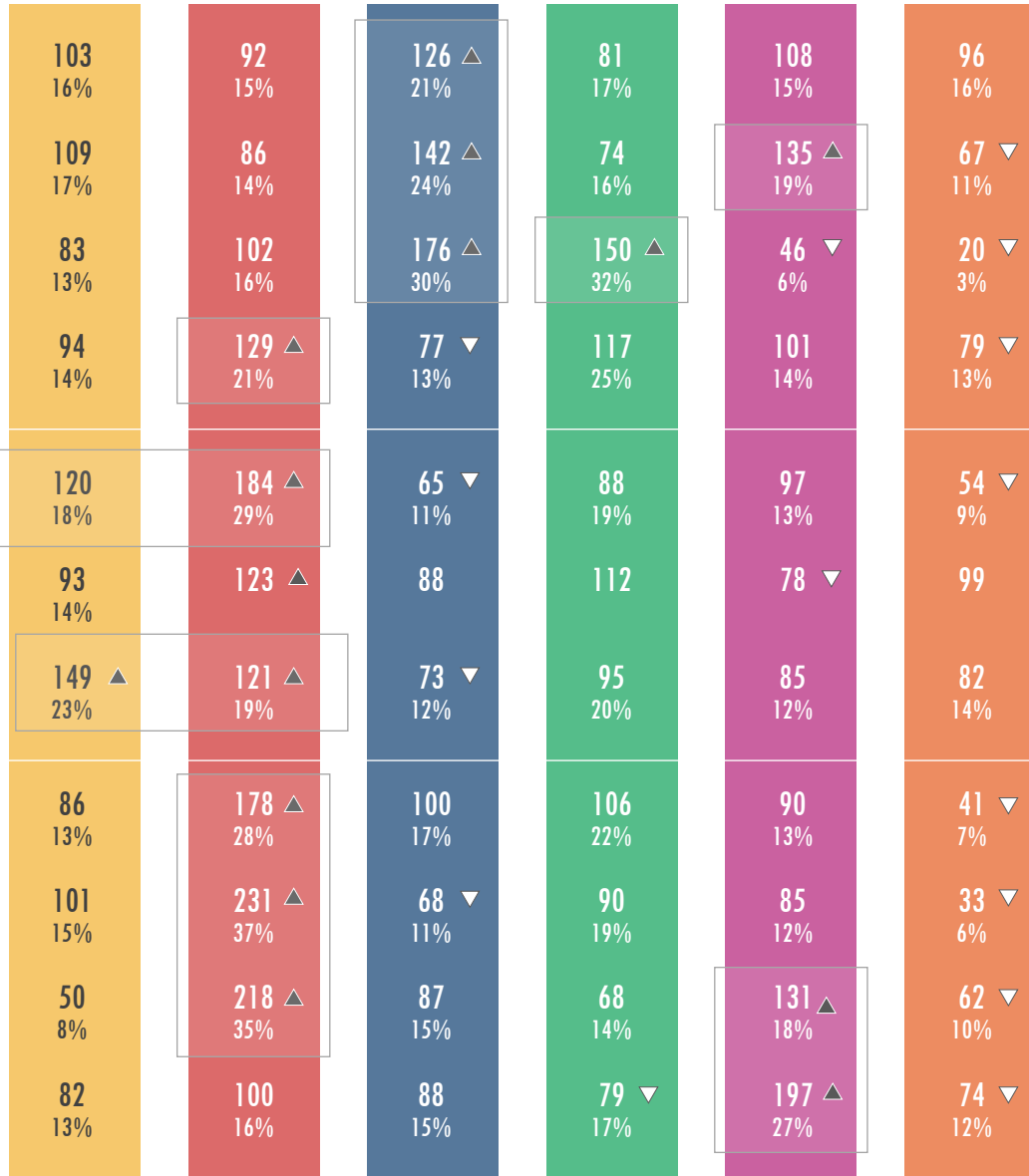
Soft Drinks
Energy Drinks
Sports Drinks
Bottled Water



Coffee
Tea
Milk



Beer
Wine
Spirits
RTDs



SNACKS — SHARES/INDICES

FAMILY FOCUSED



LADDER CLIMBERS



MONEY=STATUS



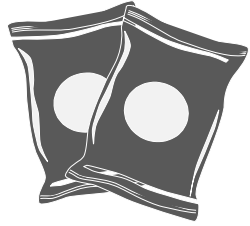
IDEALISTS



SPONTANEOUS SPENDERS



SOLITARY SAVERS



Potato Chips

112
17%

88
14%

119
20%

94
20%

121 ▲
17%

73 ▼
12%

Corn Chips

109
17%

79 ▼
13%

145 ▲
24%

89
19%

93
13%

87
15%

Corn Snacks

132 ▲
20%

130 ▲
21%

72 ▼
12%

68 ▼
14%

104
14%

108
18%

Chocolate Biscuits

123
19%

55 ▼
9%

140 ▲
23%

101
21%

111
15%

73 ▼
12%

Sweet Plain Biscuits

167 ▲
26%

70 ▼
11%

126 ▲
21%

92
19%

69 ▼
10%

76 ▼
13%

Crackers

143 ▲
22%

124 ▲
20%

91
15%

94
20%

96
13%

58 ▼
15%

Chocolate Blocks

141 ▲
22%

78
12%

99
17%

83
17%

111
15%

97
16%

Chocolate Bars

87
13%

102
16%

112
19%

93
20%

104
15%

102
17%

Other Chocolate

47 ▼
3%

55 ▼
9%

124
21%

149 ▲
31%

74 ▼
10%

127 ▲
21%

Sweets

100
15%

83
13%

111
19%

104
22%

118
17%

85
14%

Ice Cream

97
15%

95
15%

125 ▲
21%

94
20%

117
16%

76 ▼
13%

Cakes

86
13%

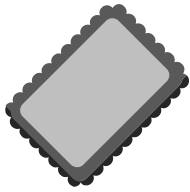
78 ▼
12%

186 ▲
31%

114
24%

63 ▼
9%

62 ▼
10%



MEDIA — TIMES/ INDICES



TV Hours/day

2.87

2.99
104

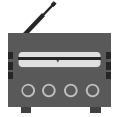
2.44
85

3.02
105

2.53
88

3.13
109

3.22
112



Radio Hours/day

1.36

1.61
118 ▲

1.38
102

1.33
98

1.28
94

1.42
104

1.30
95

THE ROCK
THE SOUND

GEORGE

THE EDGE

MORE FM

-

OTHER



Read Newspaper

44%

41%
93

55%
125 ▲

42%
95

46%
106

34%
78 ▼

36%
82 ▼



Facebook Time/day

2.49

2.51
101

2.36
95

2.64
106

2.43
98

2.97
119 ▲

2.11
85 ▼



Visit Twitter Daily

22%
65

35%
102

39%
115

31%
91

42%
123 ▲

37%
109

YouTube

81 ▼

86

109

105

114

103

Trade Me

132 ▲

82 ▼

103

94

106

88

Stuff

120 ▲

138 ▲

94

94

75 ▼

81 ▼

NZ Herald

107

173 ▲

120

53 ▼

79 ▼

83 ▼

FAMILY FOCUSED



LADDER CLIMBERS



MONEY=STATUS



IDEALISTS



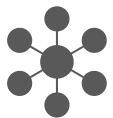
SPONTANEOUS SPENDERS



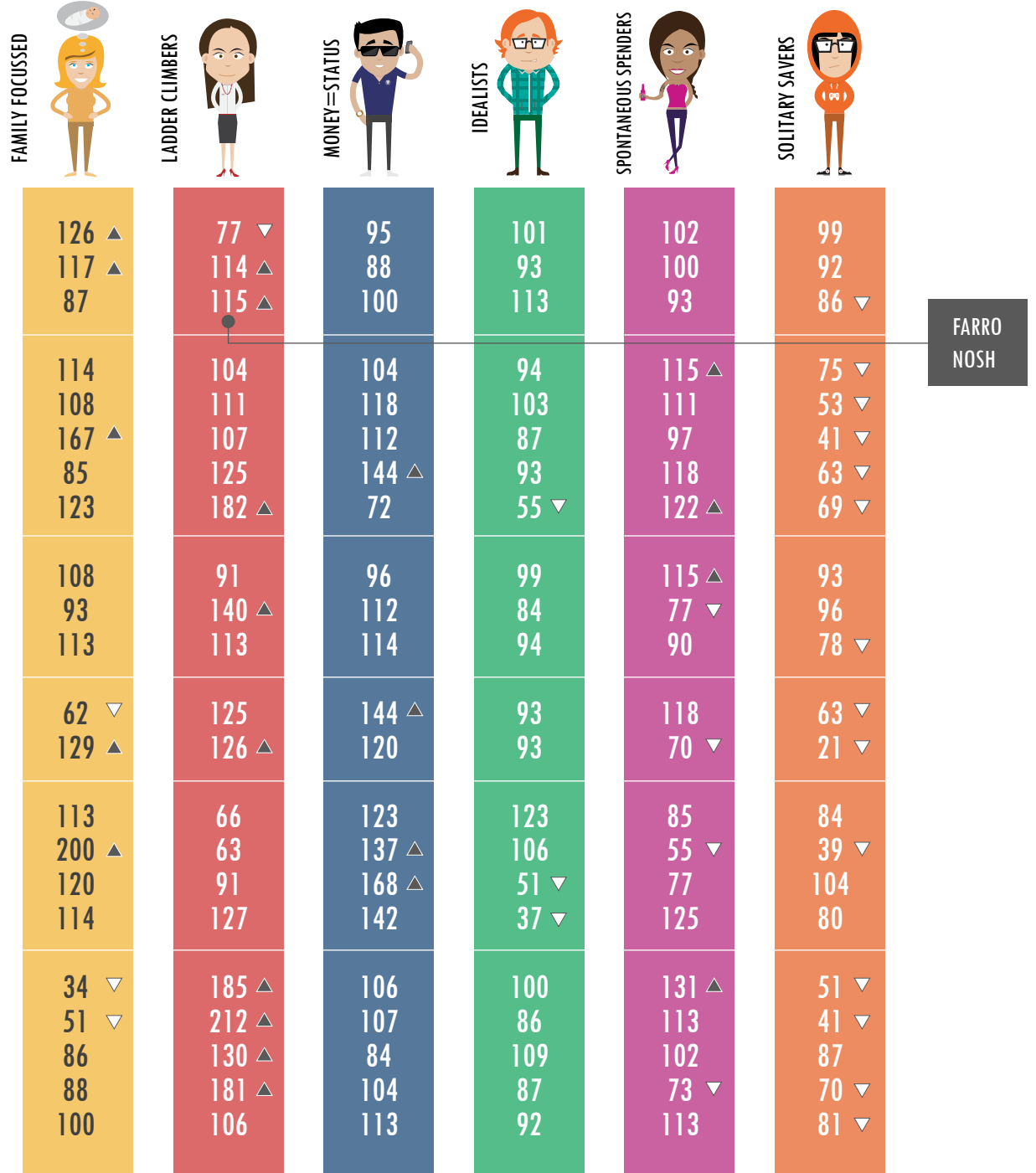
SOLITARY SAVERS



WEBSITES



SHOPPING HABITS - INDICES



FARRO
NOSH

ONE MORE...

A typical kiwi bloke...?

A tension between the world of the past where the measure of men was more easily defined and today where the social boundaries and role definitions are being re-written. What does man hold on to from his past, what lessons from his forefathers are still relevant? Who am I supposed to be?

YESTERDAY
(Expectation?)



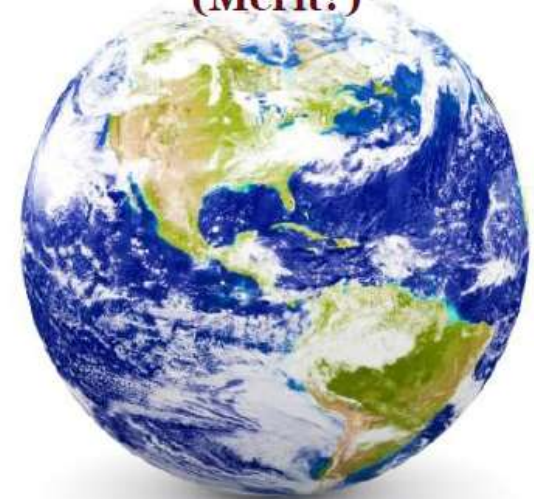
Strength
Hunter gatherer, provider
Disciplinarian
Authority figure
Figure head of the house
Gender expectations



Some of both apply
but what, how
much and when?



TODAY
(Merit?)



Emotional intelligence
Partnerships
Mentor
Leadership
Shared responsibilities
Negotiation

SYMBOLISM AND THE MAN MARKETING TRAP

The symbols or 'things' men often refer to when describing what represents kiwi males are actually more indicative of things we aspire to define us rather than the reality of what describes us as men, and these images are often the image we had of our fathers

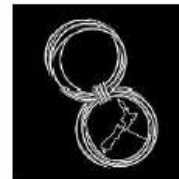
However, men struggle to articulate what the typical man of today looks like, and question whether he actually exists at all and whether his reliance on the past is relevant

In a vacuum of not knowing what the typical male actually is, men will revert back to what they grew up thinking the typical man to be

When this crutch is played back to them via marketing, it annoys them



"Not sure if there is such a thing as a "typical" man these days, people are much more comfortable not fitting in to a stereotype."



**Rugged, true, honest, no BS,
strong, get it done, give it a go, ready,
hardworking, self-opinionated,
innovative, dependable**

ITS NOT THE PERSON



THE ACTION,



THE ACHEIVEMENTS

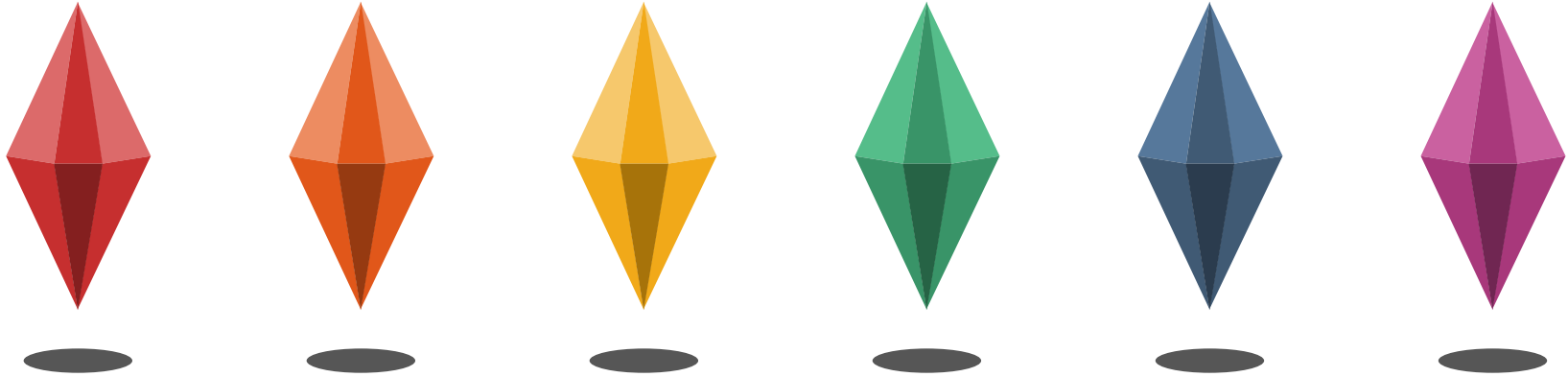
IS THE ROLE MODEL,

NOT THE PERSON

**So it's a journey to understand
the customer**

**But its up to you to decide
what role you play?**

**Remain curious, always
listen**



THANK YOU

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**Colmar
Brunton**
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