



## 2010 DUBAI AWARENESS OF AUSTRALIAN MADE LOGO AND PRODUCTS

Australian Made has been promoting their logo over the past three years at trade shows in Dubai, but have not yet run any store promotions. Research was conducted by Horizon Consumer Science in Dubai, December 2010 to determine the current baseline awareness of the AMAG campaign and promotions among Dubai customers.

202 respondents were interviewed in Dubai in early October outside Choithram stores.

Respondents were screened to ensure they were:

- Regular Choithram shoppers (at least once every two weeks);
- Aged 18 or over ; and
- The primary grocery shopper for their household or shared that responsibility.

### Summary of findings:

- One in five shoppers recall a promotion and the same percentage recall having seen the logo when prompted.
- 13% of shoppers feel they have seen the logo in a store recently. This figure is higher than recall of country of origin labels from Mexico (9%) and Canada (6%), but lower than China (24%) and the USA (42%).
- Respondents agree that the AMAG logo clearly reflects positive attributes of Australian products. They strongly agree that the logo communicates high quality (93%), good design (77%), reliability (84%), produced with great care and craftsmanship (80%), pure & natural (83%), good value for money (73%) and finally innovation (85%). It is interesting to note that while innovation is generally not rated highly in international surveys, Dubai shoppers give this aspect the second highest ranking.

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## 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.