



2010 USA AWARENESS OF AUSTRALIAN MADE LOGO AND PRODUCTS

In the past the Australian Made Campaign has conducted promotions in Los Angeles and New York highlighting Australian products with the purpose of increasing awareness and sales:

- The most recent promotion in Los Angeles was run in January, 2009
- The most recent promotion in New York was run in January, 2010

These promotions were run in two high-end grocery chains that specialize in gourmet foods targeted to high-end consumers:

- The Food Emporium stores in New York City
- Bristol Farms in Los Angeles

Research was conducted by Horizon Consumer Science in Los Angeles and New York, December 2010 to determine the current awareness of the AMAG campaign and any promotions as well as whether the AMAG logo is the most suitable for promoting Australian products.

A total of 407 respondents were surveyed through intercept interviews outside grocery stores:

- 206 interviews conducted at two Bristol Farms locations in Los Angeles.
- 201 interviews conducted outside The Food Emporium Bridgemarket store in New York City.

Key findings include:

- Awareness of AMAG promotions, aided (33%) and unaided (24%), was much higher in New York - where more recent promotions had been held - than Los Angeles.
- An analysis of Los Angeles research only supports the unsurprising findings that the more recent a promotion, the more likely it is that respondents remember the promotion.
- Awareness of the logo was similar in both locations with 14% of shoppers in Los Angeles and 15% of New Yorkers aware of the logo.
- When comparing awareness of the logo to that of other country of origin labels, the AMAG logo is generally lower than labels from the USA, Canada and Mexico; the USA's closest neighbours. However in Los Angeles, the awareness of the AMAG logo is on par with the Canadian country of origin label.
- The AMAG logo is perceived by Los Angeles shoppers to communicate good design (58%), innovation (44%), quality (42%), care & craftsmanship (39%), reliability (37%), pure & natural (35%) and good value (25%).
- In New York, the logo is perceived to relay: quality (32%), pure and natural (26%), design (25%), care & craftsmanship (20%), reliability (20%), innovation (9%) and value for money (6%).

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.