



2010 SHANGHAI AWARENESS AND PERCEPTIONS OF AUSTRALIAN MADE LOGO

Australian Made, Australian Grown Campaign has been attempting to increase awareness of their logo as a symbol of consumer goods produced in Australia. In Shanghai, 300,000 bags with the AMAG logo were distributed at the World Expo 2010 which ran for 6 months, May - October. AMAG has also promoted the logo through various trade shows in Shanghai.

Research was conducted by Horizon Consumer Science in Shanghai, to determine the current awareness of the AMAG campaign as well as whether the AMAG logo is the most suitable for promoting Australian products.

200 respondents were surveyed through intercept interviews outside three City Shop grocery stores in Shanghai in a post-test only design in early October, 2010.

Respondents were screened to ensure they were:

- Regular shoppers of the store (at least every two weeks);
- Aged 18 or over;
- The primary grocery shopper for their household or shared that responsibility; and
- Had purchased imported goods recently.

Summary of findings:

- Awareness of the logo and AMAG's recent promotion was high with 78% aided awareness of the logo (and 38% aided in-store awareness of the logo) and 60% aided awareness of promotion (unaided awareness also high at 37%).
- The AMAG logo is considered the most recognized symbol for Australia (49%) followed by the Australian flag.
- Respondents believe the AMAG logo communicates a number of positive attributes about Australian products including high quality (71%), good design (65%), reliability (64%), produced with great care and craftsmanship (65%), pure & natural (50%), good value for money (49%) and finally innovation (57%).

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.