



2010 SINGAPORE AWARENESS OF AUSTRALIAN MADE LOGO AND PRODUCTS

In Singapore, Australian Made promotions were run at the FairPrice Stores during the last two weeks of October 2010. There was also a launch promotion event at FairPrice Triple One Somerset Finest Store.

Research was conducted by Horizon Consumer Science in Singapore 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.

202 respondents were surveyed through intercept interviews outside two FairPrice grocery stores in Singapore during the latter half of October.

Respondents were screened to ensure they were:

- Regular FairPrice 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:

- Awareness of AMAG's promotion and the logo was high with 70%+ recalling having seen the logo as part of a promotion or in general.
- 39% recalled having seen the promotion without any prompts, while 85% recalled the AMAG promotion after being prompted.
- A very high percentage of respondents, 71%, believe they saw the logo during a recent shopping trip. This figure is much higher than for other country logos such as USA (34%), China (20%), Canada (18%) and Mexico (5%).
- The AMAG logo is by far (74%) considered the most recognised symbol for products that are Australian.
- Respondents believe the AMAG logo communicates high quality (69%), good design (65%), reliability (65%), produced with great care and craftsmanship (65%), pure & natural (56%), good value for money (56%) and finally innovation (56%).

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.