

ARE YOU ENGAGING WITH THE 1.5 MILLION “CONSUMERS WHO CARE”?

1.5 million New Zealanders are part of a growing global trend that is seeing consumers taking an increasing interest in how companies are behaving socially, environmentally and culturally.

These “Consumers who Care” form an attractive and challenging marketing proposition as they are bound together by a common behaviour; they will actively support companies that are making a positive difference in society.

These consumers see it as part of a company’s responsibility is to support charities and worthy causes and the returns for the company are:

- They think more highly of these companies.
- They feel more loyal to these companies.
- They buy products and services from them.

And

- They will pay more for the products and services.

As we see greater coverage and interest in understanding the issues around the sustainability of our businesses and society, companies increasingly need to consider marketing and communications campaigns that tell stories on how they are making a difference.

The planning and placement of these campaigns has now taken a big step forward with recently updated “Good is Gold” service.

Plan Your Communications Using “Good is Gold”: A Unique Marketing and Communications Service

The “Good is Gold” service was set up in consultation with the Robin Hood Foundation to deliver information on how consumers view corporate social responsibility and sustainability linked with product and service consumption and most importantly media usage and engagement. It also includes their support for types of charities and worthy causes.

As part of Nielsen Media Research Panorama, which is then licensed to Nick Jones & Associates Ltd, “Good is Gold” provides a unique marketing and communications planning service for corporates and not for profits alike.

Research to Support Your Social Stance

The following three charts show a summary of the “Good is Gold” information in terms of:

- The numbers of people
- The percentage of the population
- The age profile

These summaries are a snapshot of the service which provides *customised “consumer who cares profiles”* that can include:

- Demographics including age, gender, income, region, household composition
- Lifestage
- Geo-demographics
- Lifestyle
- Attitudes and aspirations

And the *unique overlays* of:

- Product consumption
- Service usage
- Media consumption

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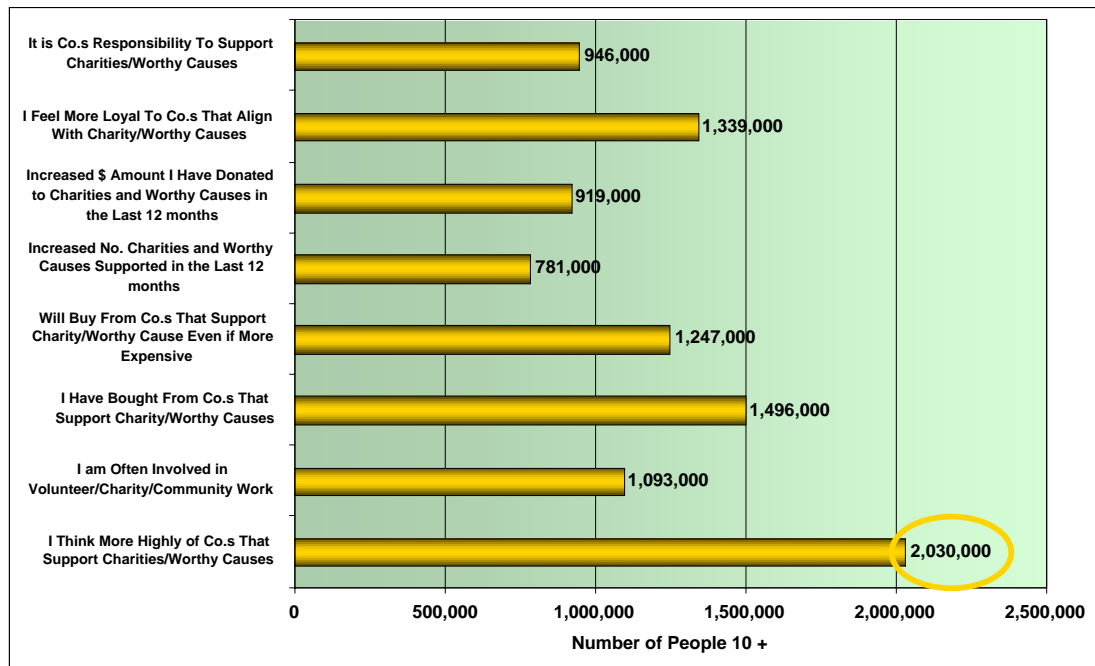
Source: Nielsen Media Research Panorama January to December 2005/Nick Jones & Associates Ltd

How Big is the Market?

"Good is Gold" Summary February to December 2005 Numbers of People

All people 10 years and over (10+): Sample size 15,000

Source: Nielsen Media Research Panorama January to December 2005/Nick Jones & Associates Ltd



The information is interpreted as follows:

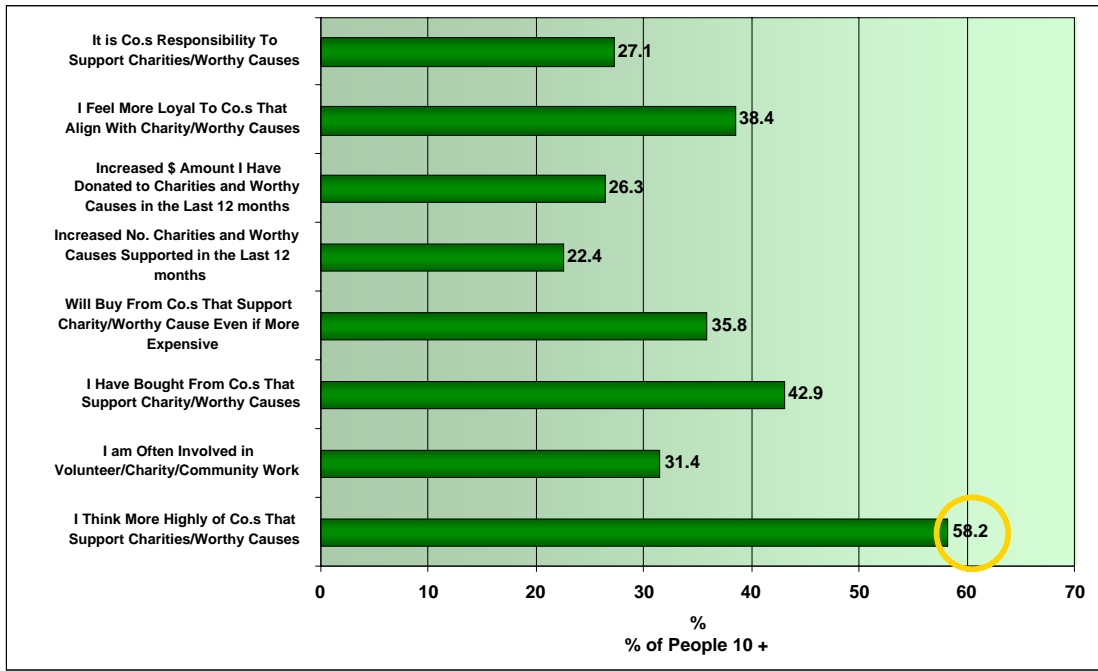
2,030,000 people aged 10 years and over agree with the statement "I think more highly of companies that support charities/worthy causes"

What Proportion of the Population Do They Make Up?

"Good is Gold" Summary February to December 2005 % of Population

All people 10 years and over (10+): Sample size 15,000

Source: Nielsen Media Research Panorama January to December 2005/Nick Jones & Associates Ltd



The information is interpreted as follows:

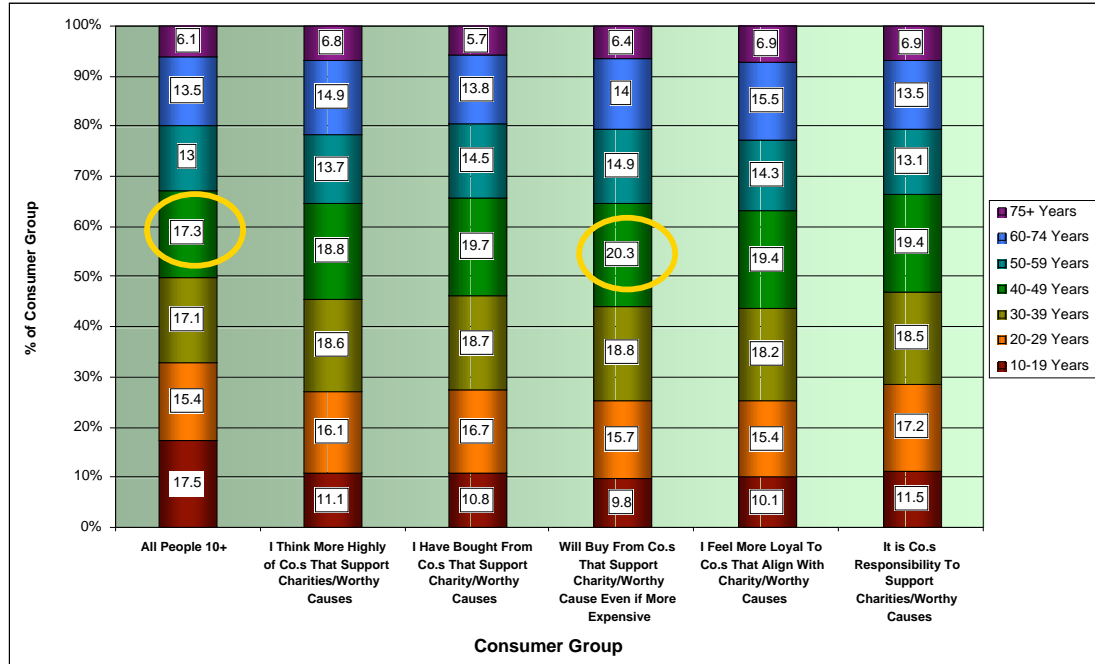
58.2% of people aged 10 years and over agree with the statement "I think more highly of companies that support charities/worthy causes"

Who Are They? Age Profile

"Good is Gold" Summary February to December 2005

All people 10 years and over (10+): Sample size 15,000

Source: Nielsen Media Research Panorama January to December 2005/Nick Jones & Associates Ltd



The information is interpreted as follows:

40-49 year olds are a key group to consider when marketing products and services that support a charity or worthy cause because they make up 17.3% of the population 10 years and over but 20.3% of people aged 10 years and over who agree with the statement "I will buy products and services from a company that supports charity/worthy causes even if it is slightly more expensive"

If you are a company engaged in Corporate Social Responsibility and want to understand and communicate with the "Consumer who Cares" contact Nick Jones & Associates Ltd at info@njassociates.co.nz