Conscious Consumerism is now mainstream

25 March 2021

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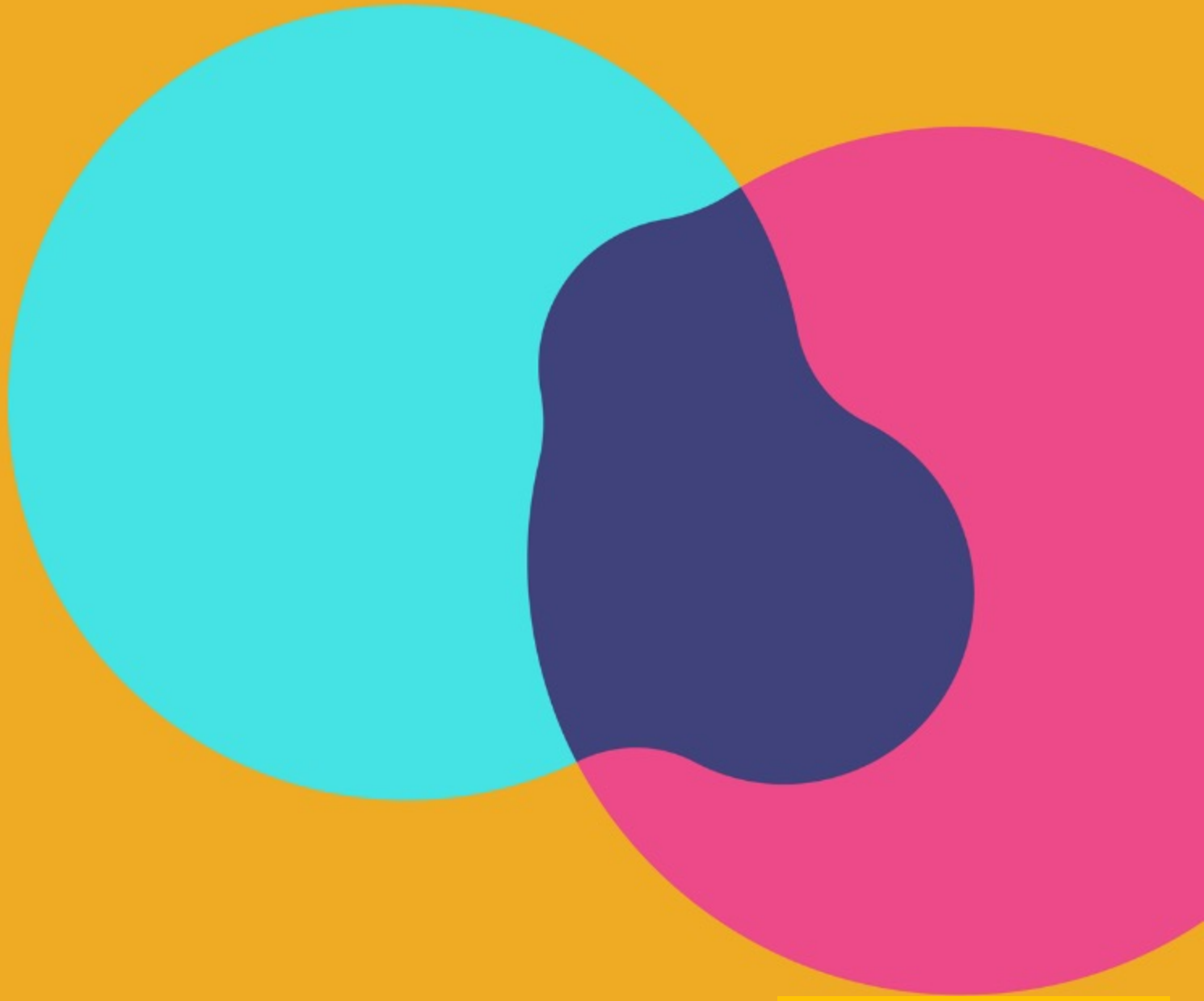
What we promised you



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Consumer demand = corporate behaviour

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Statistics

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Q&A

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Resources

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Bonus takeaways

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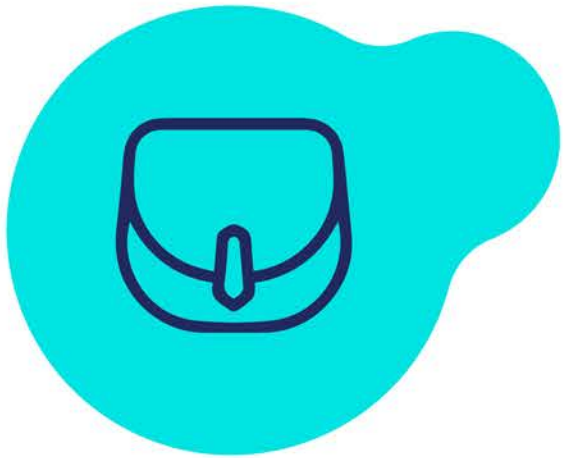
The Four Purses



1. Human Resources Purse

2. Philanthropic Purse

3. CSR (Corporate Social Responsibility) Purse

4. Marketing Purse

Brand-aligned partnerships
Sponsorships
Cause Related Marketing

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‘7 benefits of a corporate partnership’ infographic

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Partnering in a recession

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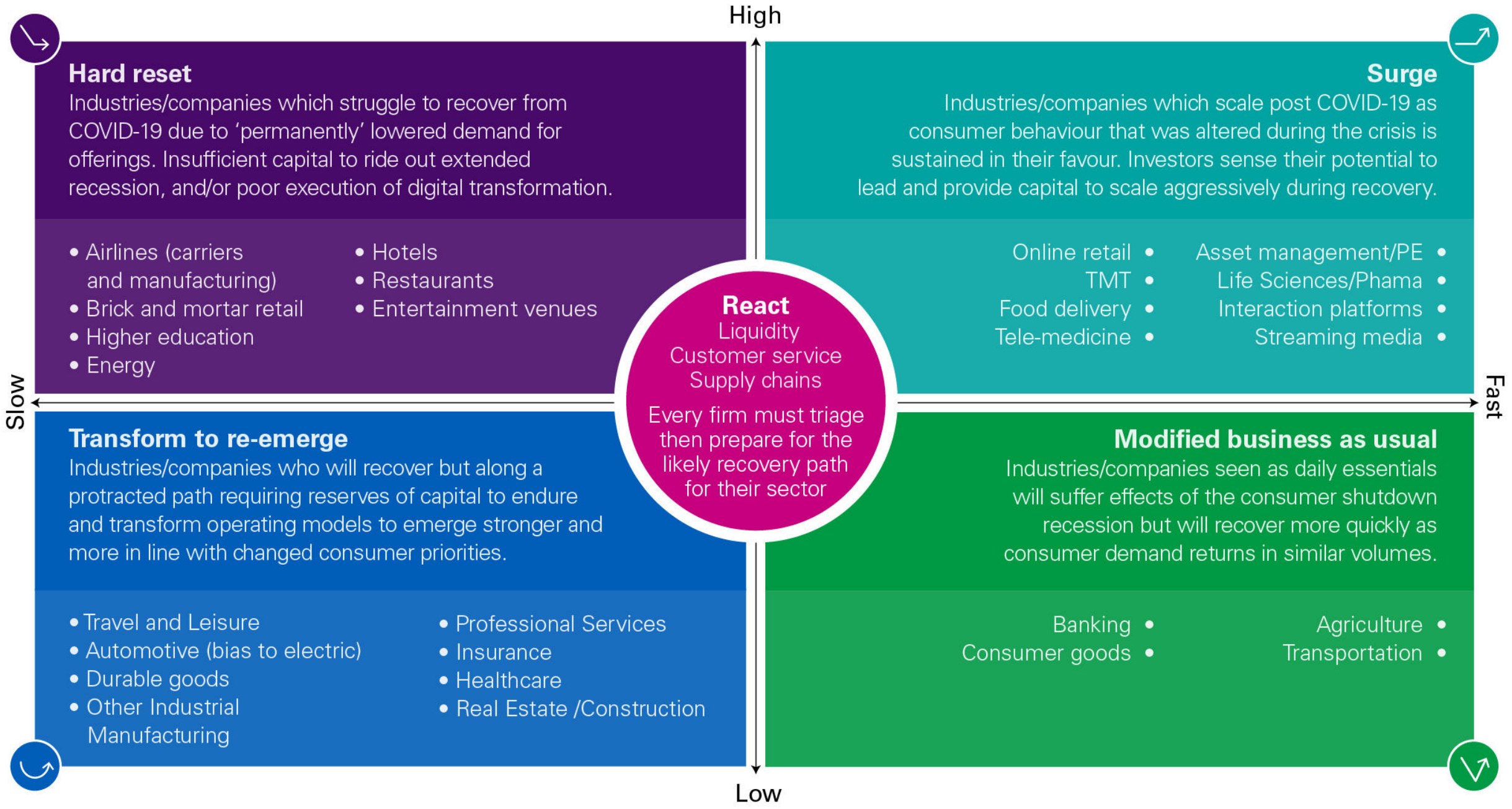
KPMG consumers & the new reality, June 2020



What will compel corporates to partner in a recession?

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The Conscious Consumer

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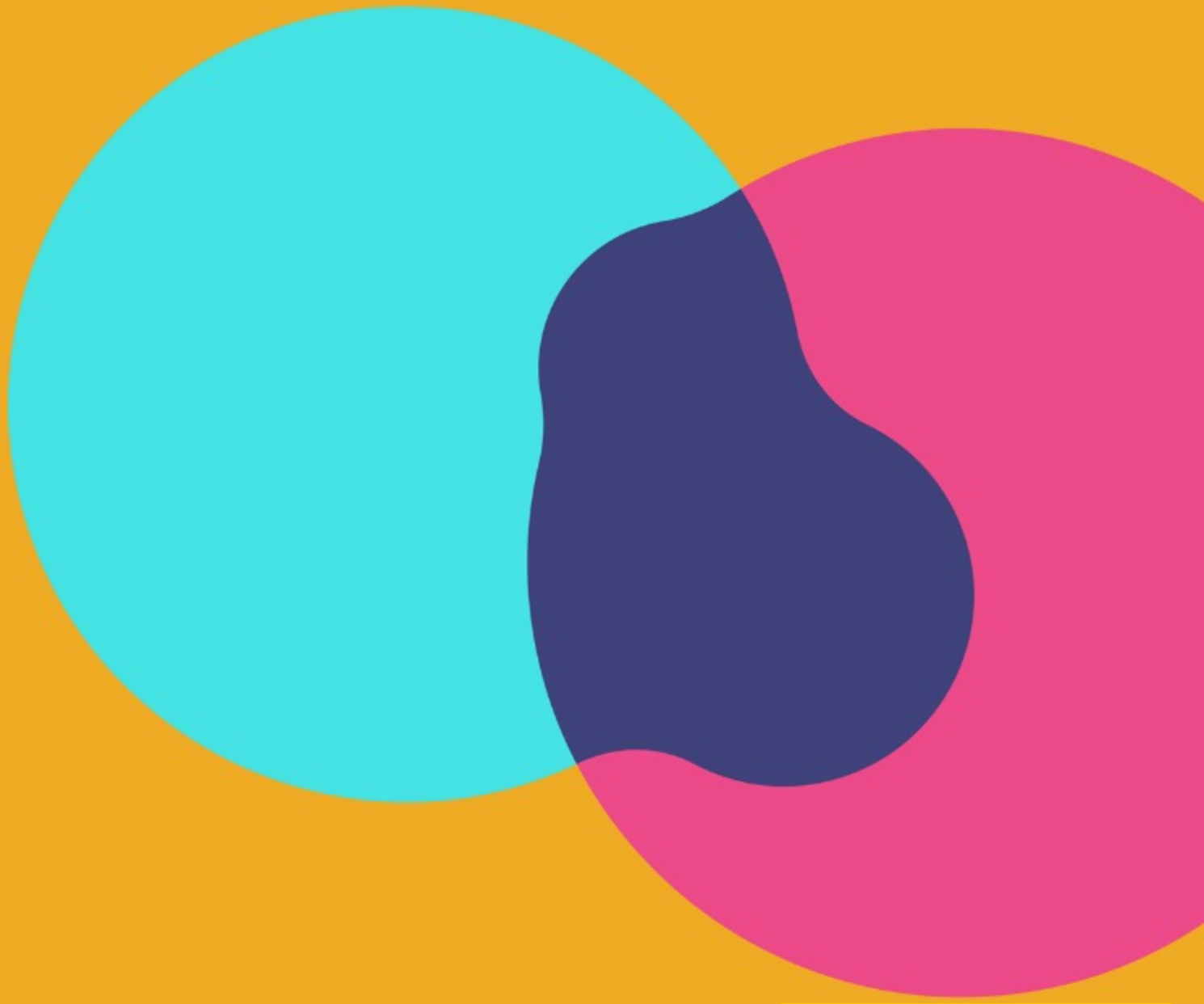
X, Y and Z?



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Builders – *Aged 74+ (in 2020), born 1946 or before*

Baby Boomers – *Aged 56-73 (in 2020), born 1946-1964*

Gen X – *Aged 40-55 (in 2020), born 1965-1980*

Gen Y (Millennials) – *Aged 25-39 (in 2020), born 1980-1994*

Gen Z – *Aged 10-24 (in 2020), born 1995-2009*

Gen Alpha – *Aged 10 and under (in 2020) Born 2010 and after*

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THE GENERATIONS

EVERYTHING YOU NEED TO KNOW ABOUT GEN X, Y, Z & BOOMERS KIPPERS, PUMCINS & MILLENNIALS

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[BePartnerReady.com® Research]

3. Snapshot

> "A fundamental truth is that regardless of circumstances, people will always seek meaning. Never is that more true than now. It will manifest in the way people view themselves, their environment, and also in how others act. This report is reassuring and provides the best 'business case' for corporates to listen up. Whether they indeed step up, only time will tell."
> Karl Tischler, Founder, Marlin Communications

- 2/3 Australian consumers believe corporates' societal performance should be measured alongside financial results
- Almost half of Australian consumers feel let down by corporates in relation to meeting their societal obligations
- 2 in 3 Australian consumers believe corporates should be doing more to solve societal problems, especially in tough times
- Almost ¾ of Australian consumers believe corporates should partner with charities to solve social problems, in the coming year
- Almost 2 in 3 consumers believe Australian corporations are not truly committed to CSR; it's just PR spin
- Over half of Australian consumers believe that corporates only care about profit and will do anything to get it
- Over 1 in 3 have actively boycotted a company or brand in the past year, due to its poor social responsibility
- Just under 2/3 believe Corporate Australia (of all the institutions) has the greatest potential to solve societal problems
- Over ¼ **have** actively switched brands, because of its support of a charity, in the past year
- Almost half say they **will** switch brands supporting a charity, in the coming year
- The top 5 most motivating causes to prompt brand switching are medical research, environmental protection & conservation, healthcare & disease prevention, disaster response & relief in Australia, and mental health services

Conscious Consumerism has reached a tipping point; it is now a mainstream attitude driving consumer behaviour, with consistent agreement across the most active consumer generational segments (Z, Y, X and Baby Boomers).

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Cavill + Co Research Report

b) Partner with non-profits to enact Social Good

The pandemic has impacted everyone, but especially vulnerable Australians. Financial instability, unemployment, social isolation, mental health distress, and disproportionate youth unemployment have been but a few of the terrible consequences. The result will mean increased and immense pressure on the for-purpose sector – the non-profits serving those Australians most severely impacted.

This is not the time for companies and brands to just look inward, focusing purely on adapting and surviving. Consumers are calling for companies and brands to step up and play a central role in solving societal problems, to help get Australia back on its feet – not just the economy, but society. Now is the time to do it – and those showing leadership will have a clear competitive advantage.

Search for non-profits that are innovative, professional, and adaptable and forge mutually beneficial partnerships that will make your company shine in the eyes of customers, employees, stakeholders, and the community. Or let us find one for you.

Ensure the cause resonates with your customers and reflects your company's personality and purpose. Start small if need be, but do start. Focus on something and do it well. Identify the genuine impact you're making, before you go public with window-dressing.

Consider the gifts and resources that you can offer to a non-profit – your expertise, your people, your knowledge, your profit, and your immense reach. Forge partnerships that build resilience and which allow your partners to emerge stronger and more adaptable, fully capable of tackling the societal issues they confront.

"How do we as a company succeed? The world has to do well."

Satya Nadell, CEO Microsoft

"Corporates and brands have the greatest potential because they're agile, innovative and they are developing technology that can be used to benefit society"
~ Martin, Gen Y

3. Snapshot

- **2/3 Australian consumers believe corporates' societal performance should be measured alongside financial results**
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"I want my grandchildren to grow up in a world like I grew up in – it was fun, minimalist, not too many things. Now they've got too much, it's all about material things, 'keeping up with the Joneses'. I really want my grandkids to learn wh we need to do to help the planet survive."
~ Zori, Baby Boomer

"A fundamental truth is that regardless of circumstances, peopl will always seek meaning. Never is that truer than now. It will manifest in the way people view themselves, their environment, and in how others act. This report is reassuring and provides a solid business case for corporates to listen up. It's time to step u because doing good is no longer just good for business, it's cruci

CAVILL+Co
doing good. better.

The Conscious Consumer Era Arrives.

Conscious Consumerism & the COVID effect

What it means for CSR & Marcoms professionals within Corporates, companies & brands and the opportunity to reshape the role of business in society

Let’s jump in to the juicy stats

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THE ROLE OF CORPORATES / CHANGING ROLE OF CORPORATES IN SOCIETY

Q *"I believe the performance of Australian Corporates should be measured in terms of their societal performance as well as their financial performance."*

- **68%** AGREE
- **7%** DISAGREE

Unusually, Baby Boomers and Gen X are a little ahead of the average (71% and 70%) of their Millennial counterparts (67%).

To provide some context, this differs to the Deloitte Millennial study of 2018, where a higher proportion of Millennials (83%) and Gen Z (80%) agreed with the same statement. Although not directly comparable, it indicates that there has been a shift in beliefs amongst mature Australians.

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“I have an overwhelming feeling that I can’t do much in the war against environmental degradation and the rise of capitalism. I want to make a positive difference in the world and making small choices about what I buy can make a big impact long term.”
~ Chloe, Gen Y

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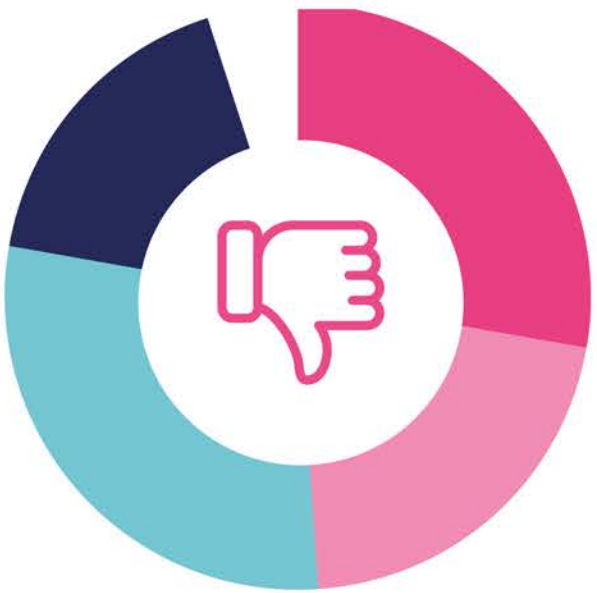
THE GAP BETWEEN EXPECTATION AND PERFORMANCE – CORPORATES SUPPORTING SOCIETY & CHARITIES and AUSTRALIANS FEEL LET DOWN BY CORPORATES

Q *"Generally I feel let down by Corporate Australia in meeting its overall obligation to enhance society (not just during the pandemic)."*



- **49% AGREE**
- **of which 21% STRONGLY AGREE**
- **29% NEITHER AGREE OR DISAGREE**
- **17% DISAGREE**
- **5% CAN'T SAY**

Gen Y and Gen Z are feeling slightly more let down than the average (56% & 54%), with Gen Xers not far behind (49%).

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“I want my grandchildren to grow up in a world like I grew up in – it was fun, minimalist, not too many things. Now they’ve got too much, it’s all about material things, ‘keeping up with the Joneses’. I really want my grandkids to learn what we need to do to help the planet survive.”

~ Zori, Baby Boomer

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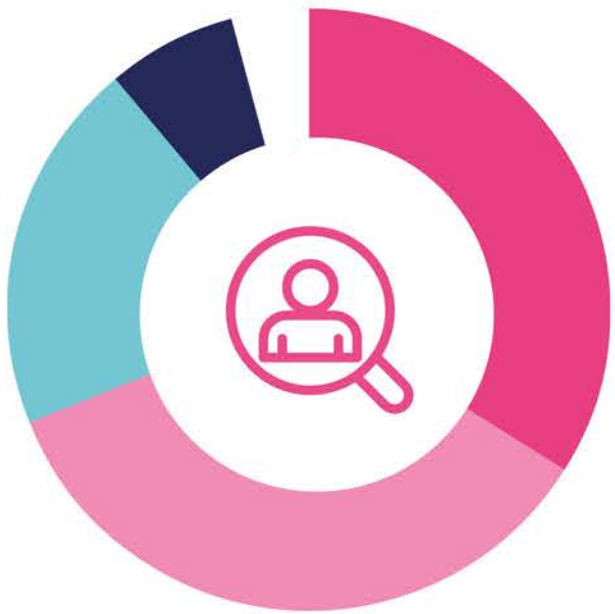
CORPORATES SHOULD BE DOING MORE

Q *"When Australians are doing it tough, like in a recession, Corporates in Australia should do more than I'm seeing to solve societal problems and support charities."*



- **69% AGREE**
- **of which 35% STRONGLY AGREE**
- **20% NEITHER AGREE OR DISAGREE**
- **7% DISAGREE**
- **4% CAN'T SAY**

For the first time in a decade, all the generations agree on this.

Gen X 72%, Gen Y 71%, Baby Boomers 69% and Gen Z 62%.

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“Companies have a responsibility with all that power and influence. I think they can be more active because they understand what it’s like for us, because they’re made up of real people, whereas government can be completely out of touch with what it’s like for the average person. When you hear them speak you know they’ve never caught a train in their life!”
~ Rachael, Gen X

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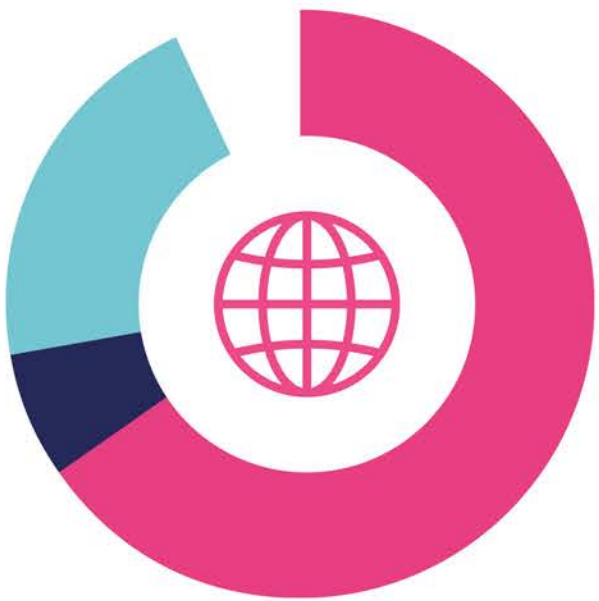
TOO MUCH SPIN, NOT ENOUGH ACTION

"When it comes to Corporate Social Responsibility, most Global Corporations are not truly committed to it, they're just ticking the box and using PR spin to make themselves look good."



- **66% AGREE**
- **7% DISAGREE**
- **21% NEITHER AGREE OR DISAGREE**
- **6% CAN'T SAY**

Baby Boomers are slightly more in agreement with this statement at 71%, with Gen Y at 67% and Gen X at 66%. Gen Z are less likely to agree with 56%.

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TOO MUCH SPIN, NOT ENOUGH ACTION

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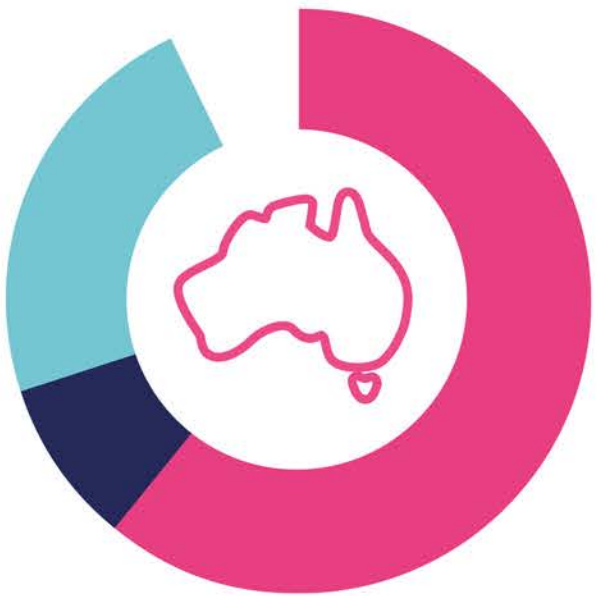

- **61% AGREE**
- **9% DISAGREE**
- **23% NEITHER AGREE OR DISAGREE**
- **7% CAN'T SAY**

Gen Y are slightly more in agreement with this statement at 66%.

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“I try to be a conscious consumer in all of my purchases. My son has put a ban on anything containing palm oil coming into our home.”
~ Leisel, Gen X

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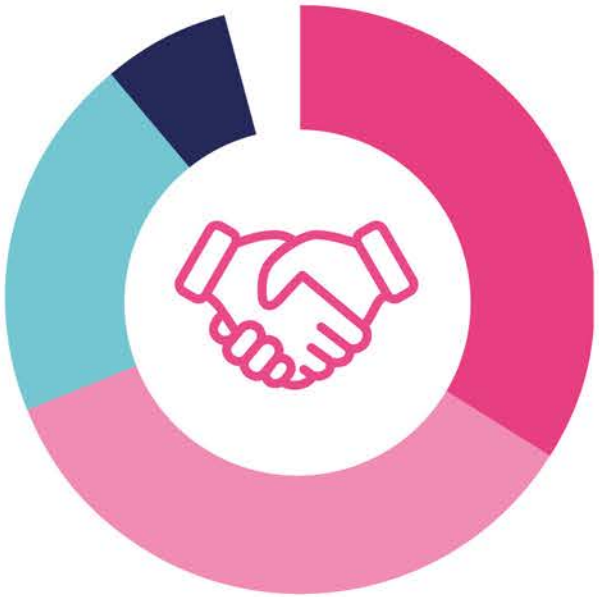
CORPORATES SHOULD BE DOING MORE

Q *"In the coming year, I believe Corporates should partner with charities to help solve societal issues and get Australians back on their feet."*



- **69% AGREE**
- **of which 35% STRONGLY AGREE**
- **20% NEITHER AGREE OR DISAGREE**
- **7% DISAGREE**
- **4% CAN'T SAY**

Baby Boomers, Gen Xers and Gen Y are all aligned on this expectation (73%, 72% and 71% respectively) whilst Gen Z are a little less inclined (63%).

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“So much has unfolded over the past year globally, a lack of trust in government, corporations and social media platforms. People are angry, people are frustrated, and people are upset. One thing they do have control over is how to spend their dollar.”
~ Sacha, Gen Y

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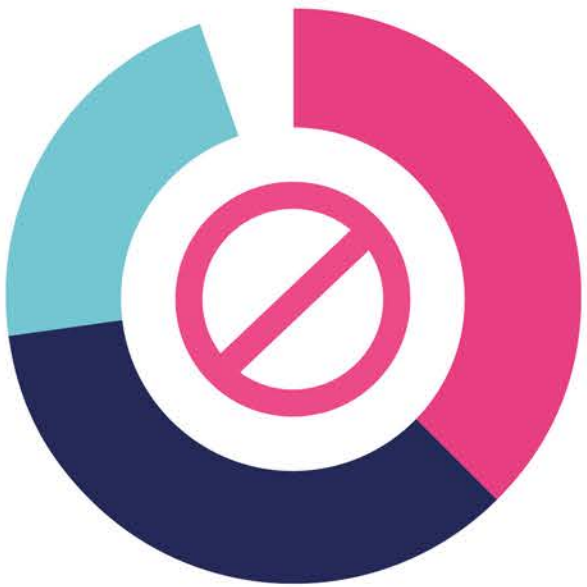
VOTING WITH THEIR WALLET

Q *"In the last year, I have actively boycotted a company / brand / product / service because of their poor reputation in social responsibility (by boycott we mean, refused to purchase / petitioned against)."*



36%
AGREE

34%
DISAGREE

25% NEITHER AGREE OR DISAGREE

5% CAN'T SAY

The most active boycotters are Gen Y (49%), followed closely by Gen X at 42%.

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“I’ve been with my bank since I was at primary school, so that’s over 40 years. When the Royal commission came out, I was totally disgusted with my bank. So, I went down to the branch and cancelled my account, and they had the audacity to ask; ‘Why are you leaving us?’”
~ Tyrone, Gen X

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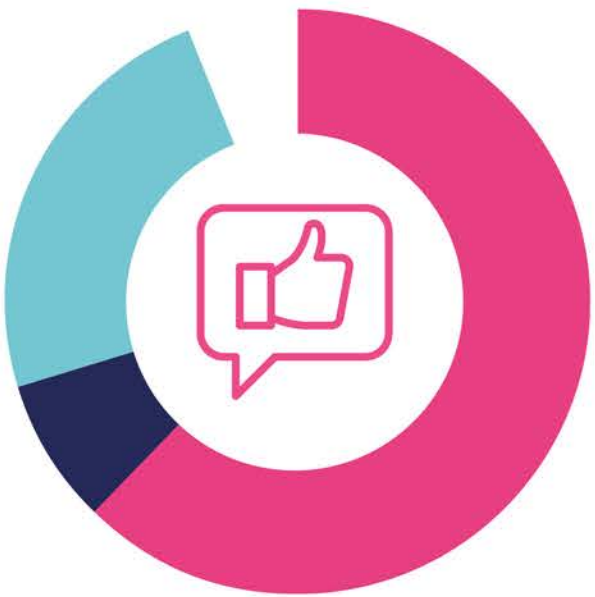
CORPORATES HAVE GREATEST POTENTIAL

Despite feeling let down by corporates, and sending a message loud and clear to corporates and brands that consumers will vote with their wallets, Australians still hope that corporates will step up to the plate:

Q *"Of all the major institutions, I believe that Corporate Australia has the greatest potential to solve societal problems in the coming years."*



- **63% AGREE**
- **8% DISAGREE**
- **24% NEITHER AGREE OR DISAGREE**
- **5% CAN'T SAY**

It is the most active boycotters that believe this – Gen Y (67%) and Gen X (65%).

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SWITCHING IN THE LAST YEAR TO SUPPORT A CAUSE

Q *"In the last year I have actively switched from my usual product / service to another because of its support of a cause or charity I care about."*

2020 the results are:	
Total 28% said YES	40% Gen Y said YES
43% Gen Z said YES	30% Gen X said YES

2017 the results were:	
Total 14% said YES	19% Gen Y said YES
37% Gen Z said YES	11% Gen X said YES

2014 the results were:	
Total 16% AGREED	19% Gen Y AGREED
No Gen Z	19% Gen X AGREED

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SWITCHING TO SUPPORT A CAUSE IN THE COMING YEAR

Q *"In the coming year, when purchasing a product or service that you would normally purchase, how likely would you be to choose one that supports a cause or charity you care about, assuming the product / service, quality and price are equal?"*

Definitely/probably
48% total
48% Gen X & Gen Z
42% Baby Boomers
57% Gen Y

Definitely/probably/possibly
78% total
75% Gen X & 86% Gen Z
72% Baby Boomers
85% Gen Y

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TYPES OF CAUSES MOST MOTIVATING TO SWITCH BRANDS

Q *"Following on from the previous question, which of the causes or social issues listed would motivate you most and second most to make such a choice?"*

Note: *Only those respondents that said they would definitely, probably, or possibly choose to switch brands to support a cause answered this question, so the sample size was smaller (779) not the total sample of 1,004:*

Top 6 – 1st & 2nd choice combined	
Environmental protection & conservation	19%
Mental health services	18%
Healthcare & disease prevention	18%
Medical research	18%
Disaster response & relief in Australia	16%
Child protection	16%

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Complete List	
Animal rescue, care& protection	15%
Support & care for homeless	15%
Children's Hospitals	13%
Support & care for disabled people	11%
Youth unemployment & skills training	9%
Overseas aid & development	8%
Support & care for indigenous people	8%
Rural & regional revitalisation	7%
Support and care for those who are blind or vision impaired	6%
Don't know	3%

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Yes, you can put them on your website

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What it means for you

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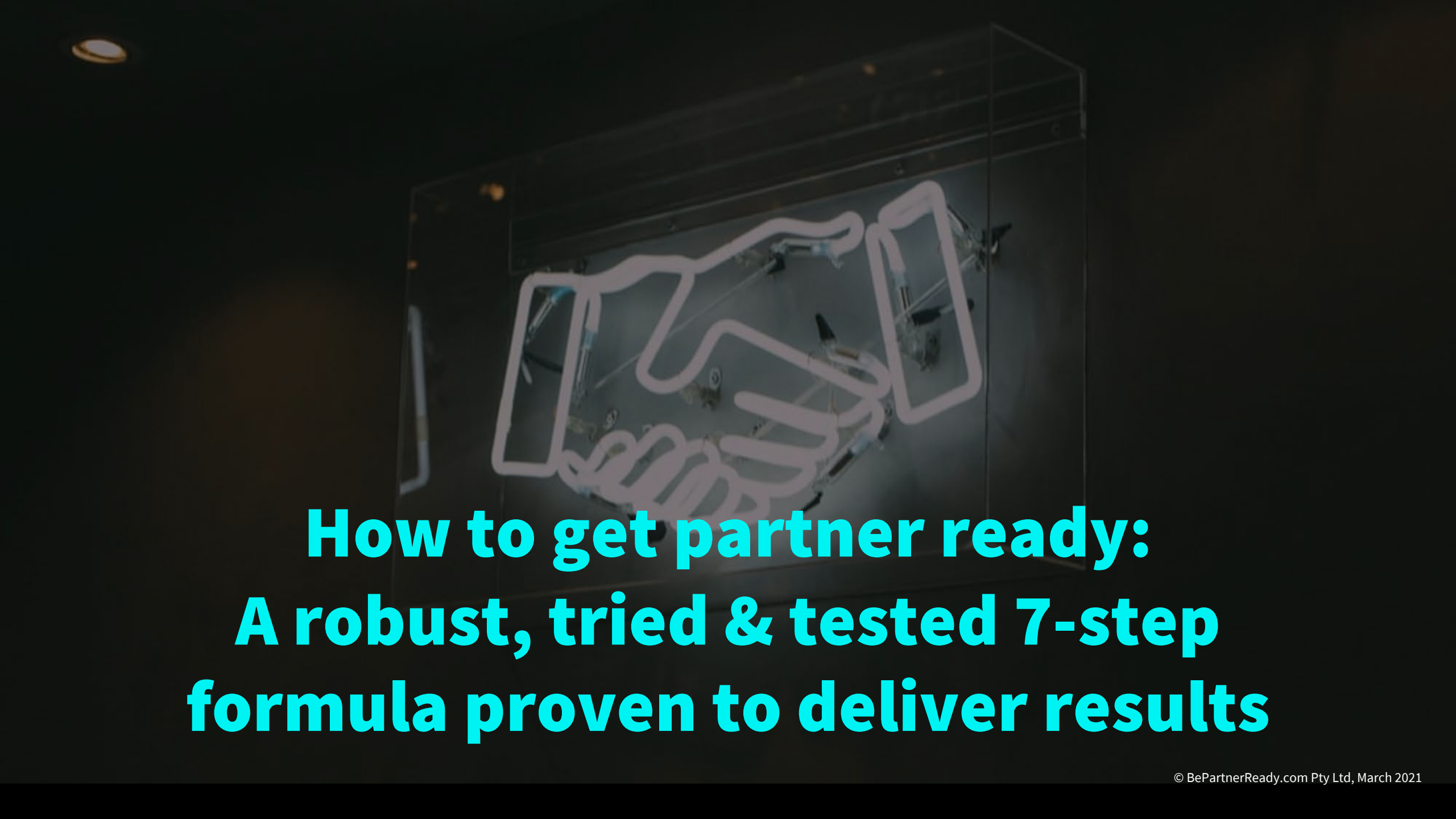

How to get partner ready: A robust, tried & tested 7-step formula proven to deliver results

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“The sixty-four thousand dollar question...”

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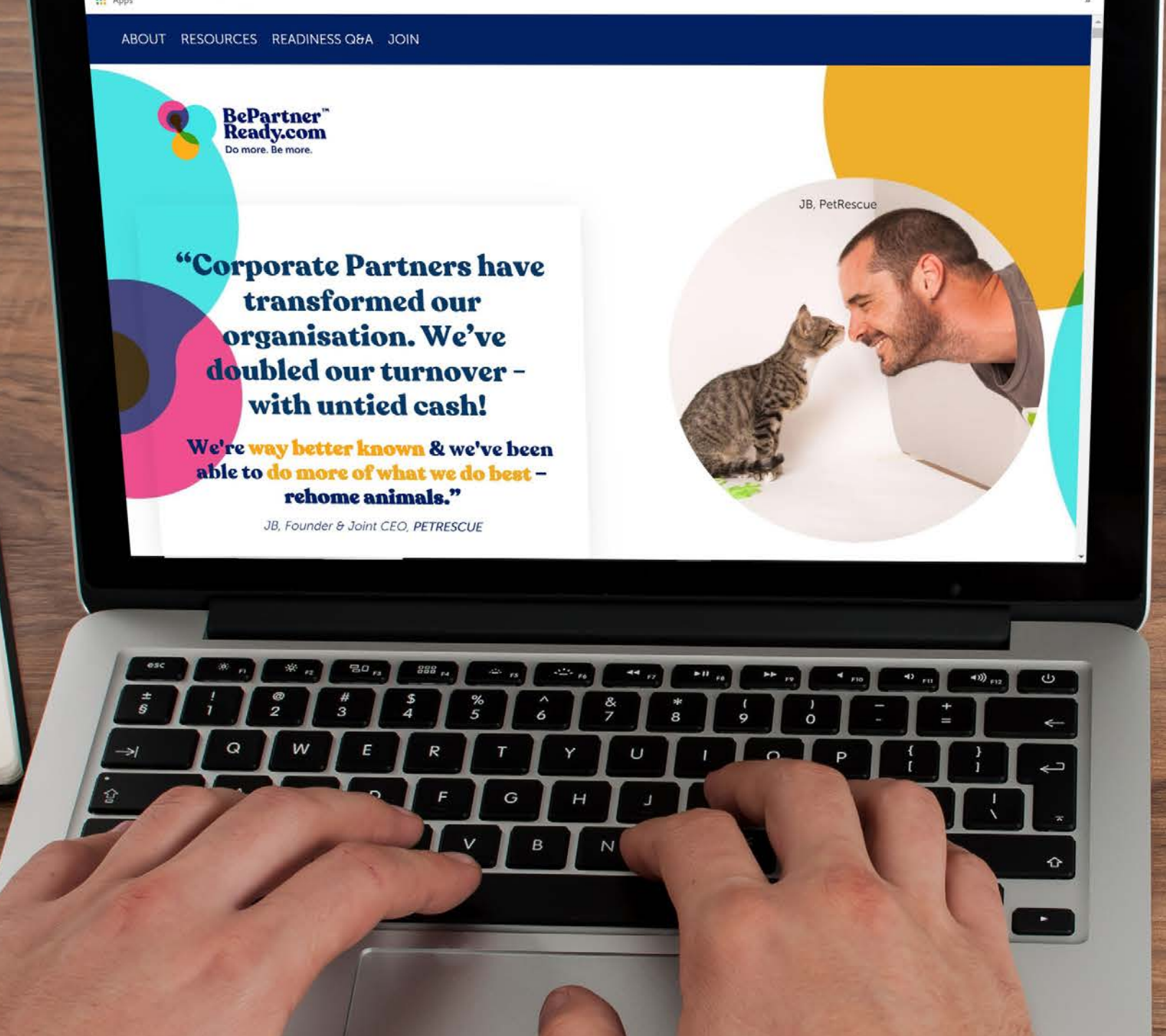
More webinars



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Questions from guests

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The three key attributes corporates are looking for

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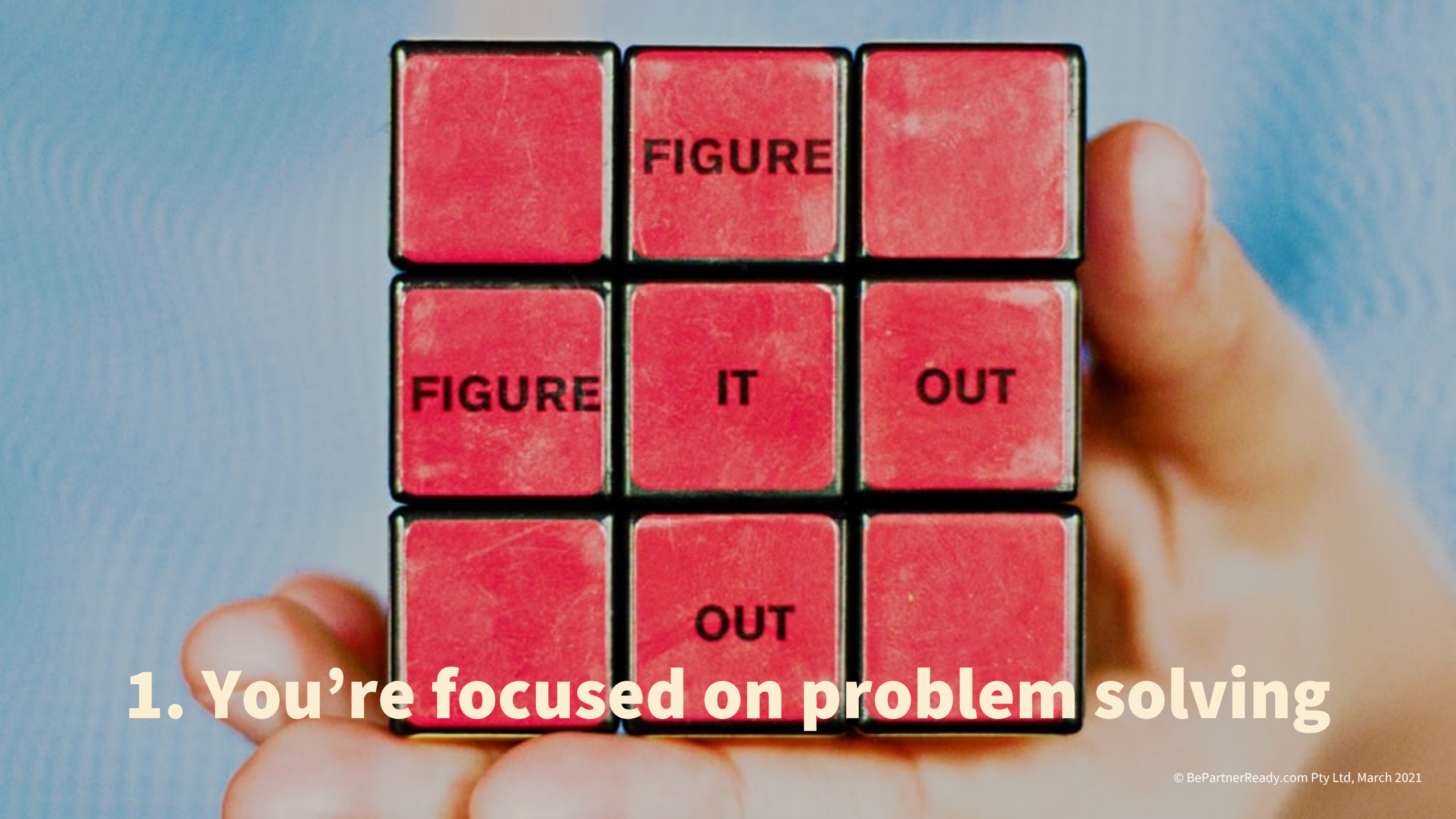

1. You’re focused on problem solving

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“What’s your BHAP?”

(Big Hairy Arduous Problem)

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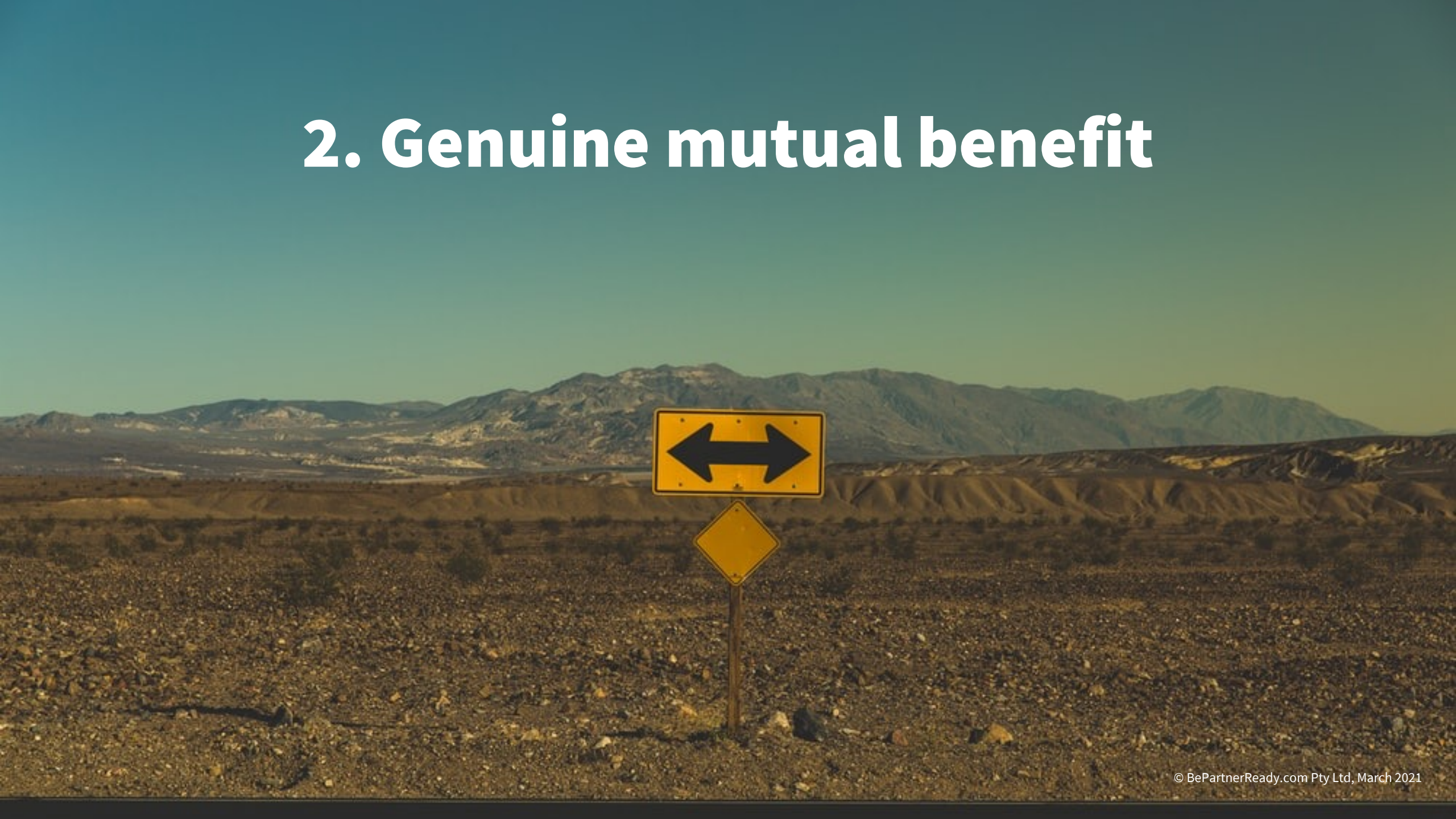
2. Genuine mutual benefit



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“Two way or the highway”

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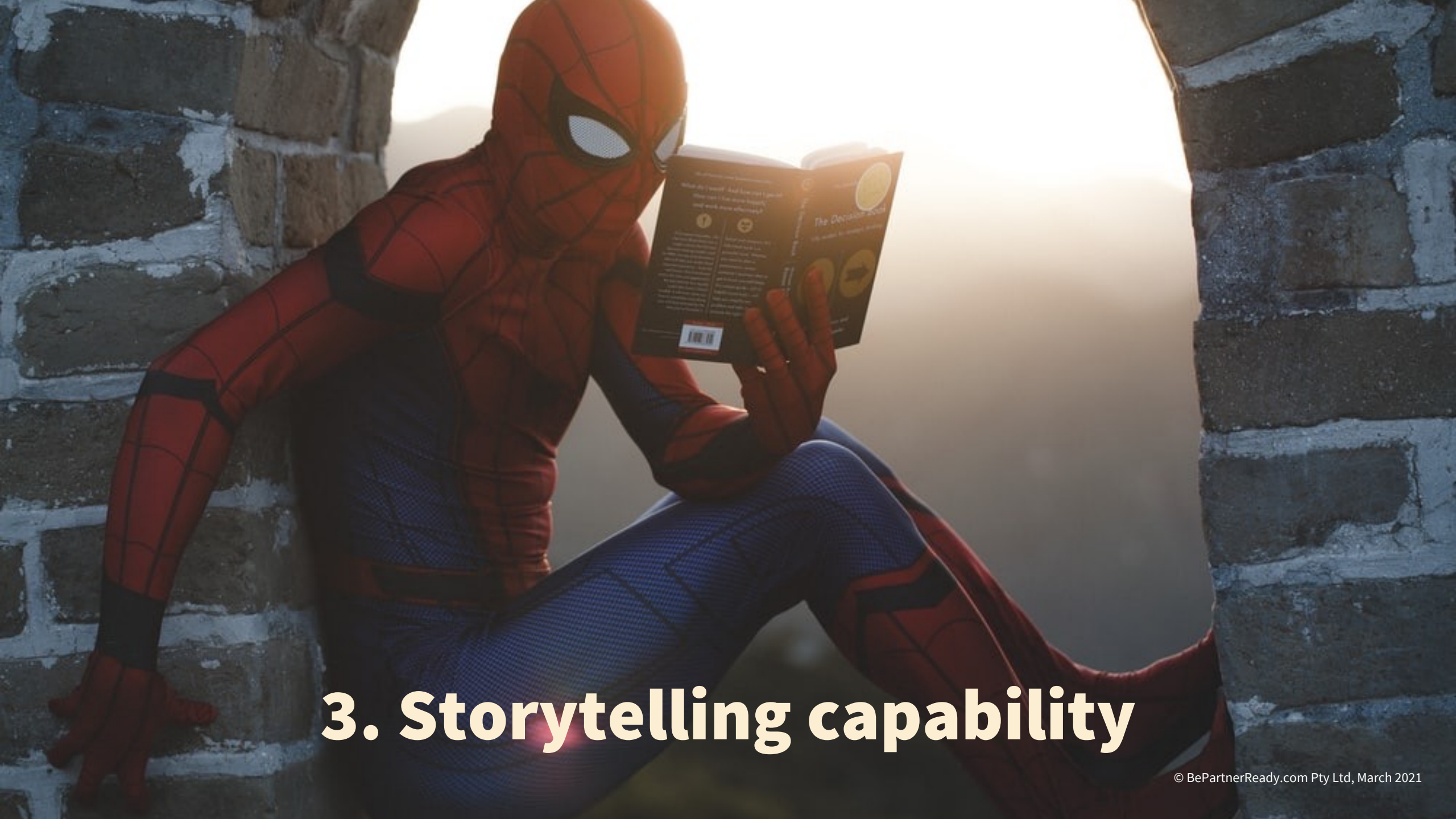

3. Storytelling capability

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"There's glory in your story"

But wait there’s more!

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Blogs

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More questions? Register for webinar on Thursday 1 April

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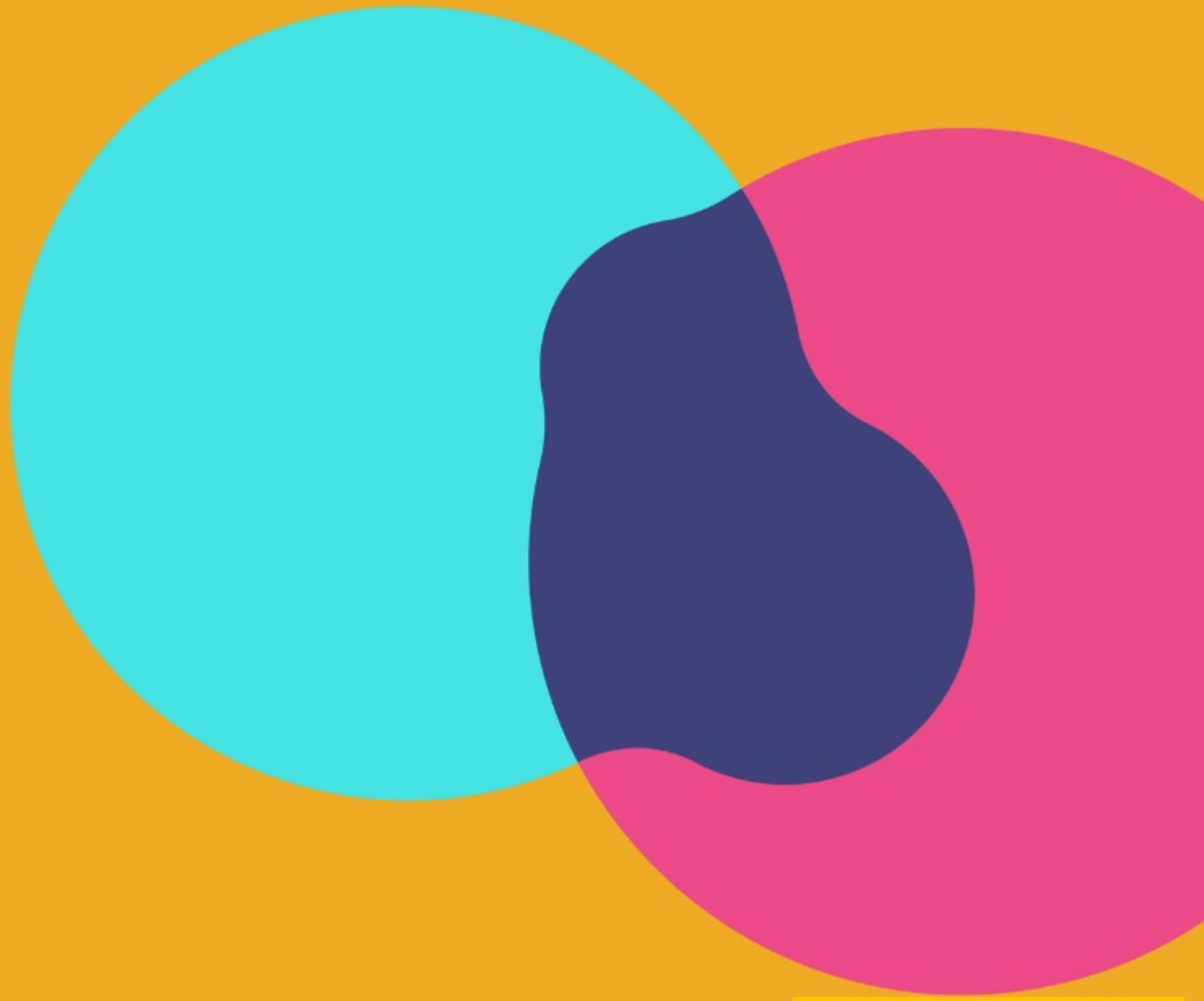

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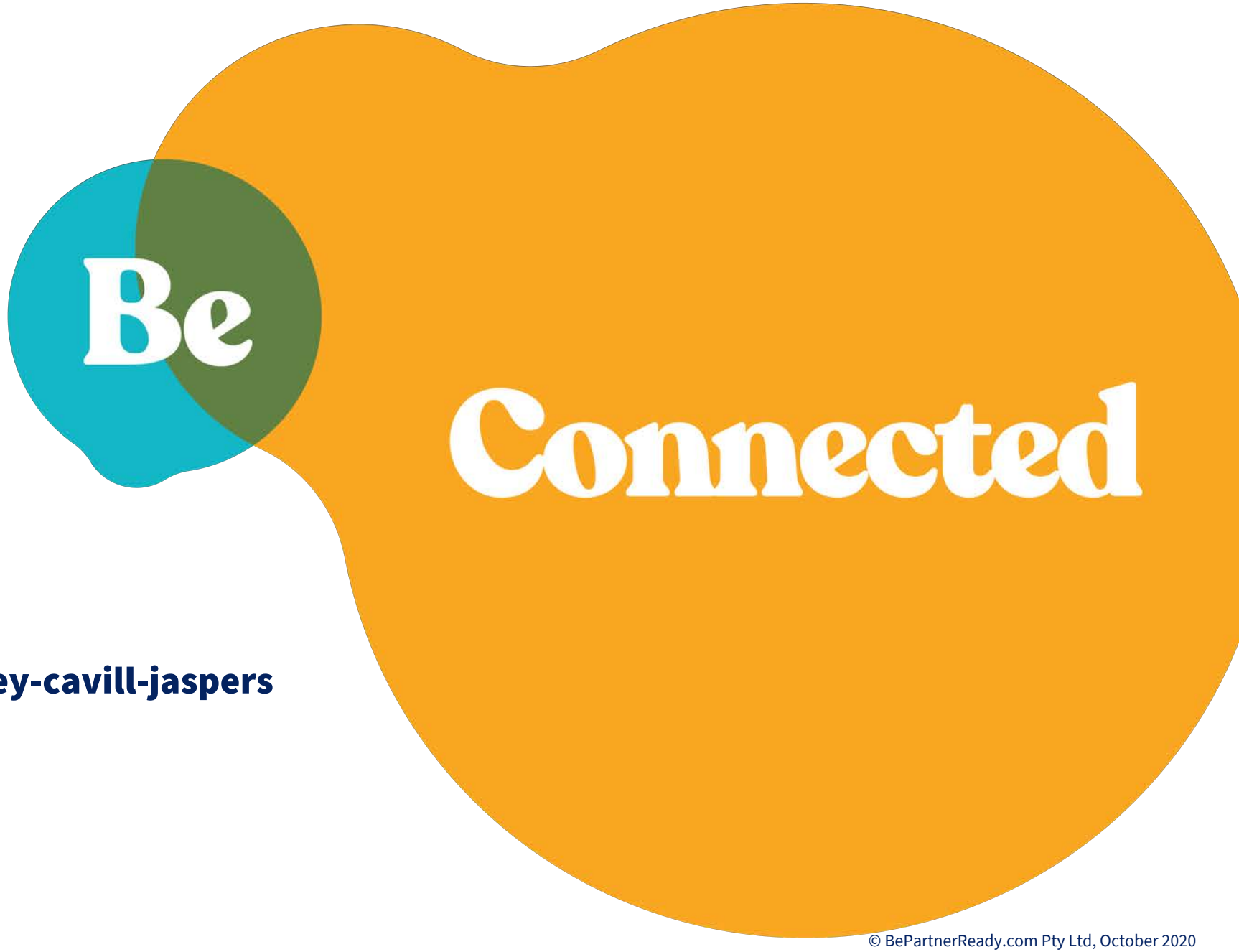

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