

The Good Study

A Leo Burnett Intelligence Report
in partnership with
The UTS Business School
and Zenith Media



The potential for brands to positively change the world has dominated marketing discourse in recent years. It's a hot topic given many of us are attracted to the idea that our message and mediums can make lives better.

Given this, our topic may seem straightforward, but it's increasingly complex and confusing. What constitutes "good" isn't universal and differs reflecting our fragmented and polarised society. Businesses face pressure not only from consumers, but also from employees and shareholders. And their actions face scrutiny from the gaze of local and global media.

When brands get these initiatives right, it can be inspiring. However when they get it wrong, the effects can be devastating and damage the causes they seek to support.

As a result, business and marketing leaders seek answers to new questions. Questions like whether they should develop a stance on political matters, whose voice they should be guided by when views are opposing, and how their good intentions can translate into thoughtful, meaningful and positively impactful acts when budgets are limited.

In partnership with Zenith Media and the UTS Business School, this study aims to offer data-driven direction and to foster ethically-minded debate that leaders and our industry can harness to pave a positive way forward. And this time around, we have delved further into this topic so this report will be followed by a deeper dive into the expectations that Australians have of our media, of technology and AI brands, and of their employers. So please stay tuned for more.

Catherine King
Chief Strategy Officer, Leo Burnett Australia

Leo Burnett



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It has become abundantly clear over recent years that consumer and citizen expectations of brands and businesses are changing. There is a lot of hype and hand-wringing over so called ‘woke’ branding campaigns and superficial conclusions that lefties have co-opted the business world. Amidst all this noise, it can be difficult for businesses to decide how to respond.

This report provides evidence-based intelligence to enable businesses to make the right decision when it comes to demands of brand activism, social impact, and corporate purpose. Australians want to buy from good companies. Sadly, they also believe that big businesses are failing at this. Why? Because brands are focusing on the wrong issues.

Australians believe that a good company is one that pays employees and suppliers fairly, offers stable employment and pays their fair share of tax. Companies that have the receipts to show that they do this have the real advantage.

The report sets out a radical challenge to corporate Australia to rethink and reshape what it means to be a good company and to do it for the benefit of all Australians.

Professor Carl Rhodes
Dean, UTS Business School



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In recent years, societal changes and mounting financial pressures have intensified the importance of brands demonstrating their commitment to doing good. The significance of comprehending how consumers perceive brands that engage in socially responsible activities and the impact this has on their brand image and purchasing behaviour cannot be overstated.

To effectively navigate this landscape, it is crucial for brands to gain a clear understanding of what “doing good” entails from the consumers’ perspective. This knowledge enables them to align their actions with consumer expectations, thereby positioning themselves on the right side of social responsibility and fostering positive brand associations.

Zenith Media is proud to partner with Leo Burnett and UTS Business School to provide the consumer perspective on this increasingly important topic.

Jason Tonelli
CEO, Zenith Media



Methodology

Online quantitative and qualitative research in partnership with Zenith Media and the UTS Business School.

Wave one, quantitative study.
Sample size: n=1,033
Fieldwork was conducted
10th – 14th January 2024.

Wave two, qualitative study.
Sample size: n=500
Fieldwork was conducted
4th – 6th April 2024.

Nationally representative of
Australians aged 18+ based on age,
gender and location.

A note of thanks

We would like to credit the work of UNESCO and its Sustainable Development Goals. Some of the content in this report is based on that body of work and is specifically concerned with quantifying those actions as it pertains to Australians’ motivations and needs.

Sharing this report

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So, what good
is doing good
in 2024?





What we discovered.

1.

Good is now expected.

96% of Australians believe it is important for brands to be doing some form of good in the world today.

65% of Australians believe the role of business isn't just to make money, but to also have a positive impact on our society.

2.

Good behaviours are most valued.

How a brand can be good reflects their everyday business behaviours more than any marketing campaign.

Australians want brands to do the right thing by treating people respectfully and fairly, and by acting with financial integrity.

3.

Good isn't political.

Although Australians expect brands to do good, this doesn't mean they want them to get political.

In fact, a resounding 61% of Australians believe brands should not get involved in social and political issues.

4.

Good can influence buying behaviours.

Doing good can create brand differentiation and advocacy, and helps to drive conversion from consideration to purchase.

68% of Australians say they'll pay more for a brand doing good and 57% of Australians will avoid brands that are not doing good.

56% of Gen Z and 55% of Millennials will boycott a brand if it's not doing good.

5.

Good doesn't replace the basics.

Although brand good can differentiate, it doesn't replace the fundamentals of a quality product or service, that meets a consumer need, positioned at an attractive price. These drivers still reign supreme.

Contents

1. Doing good is rising in popularity.
 2. Australia's relationship between money and brand good.
 3. Being good vs. being political.
 4. The different sides of good.
 5. The commercial case for good.
- Five questions to ask.



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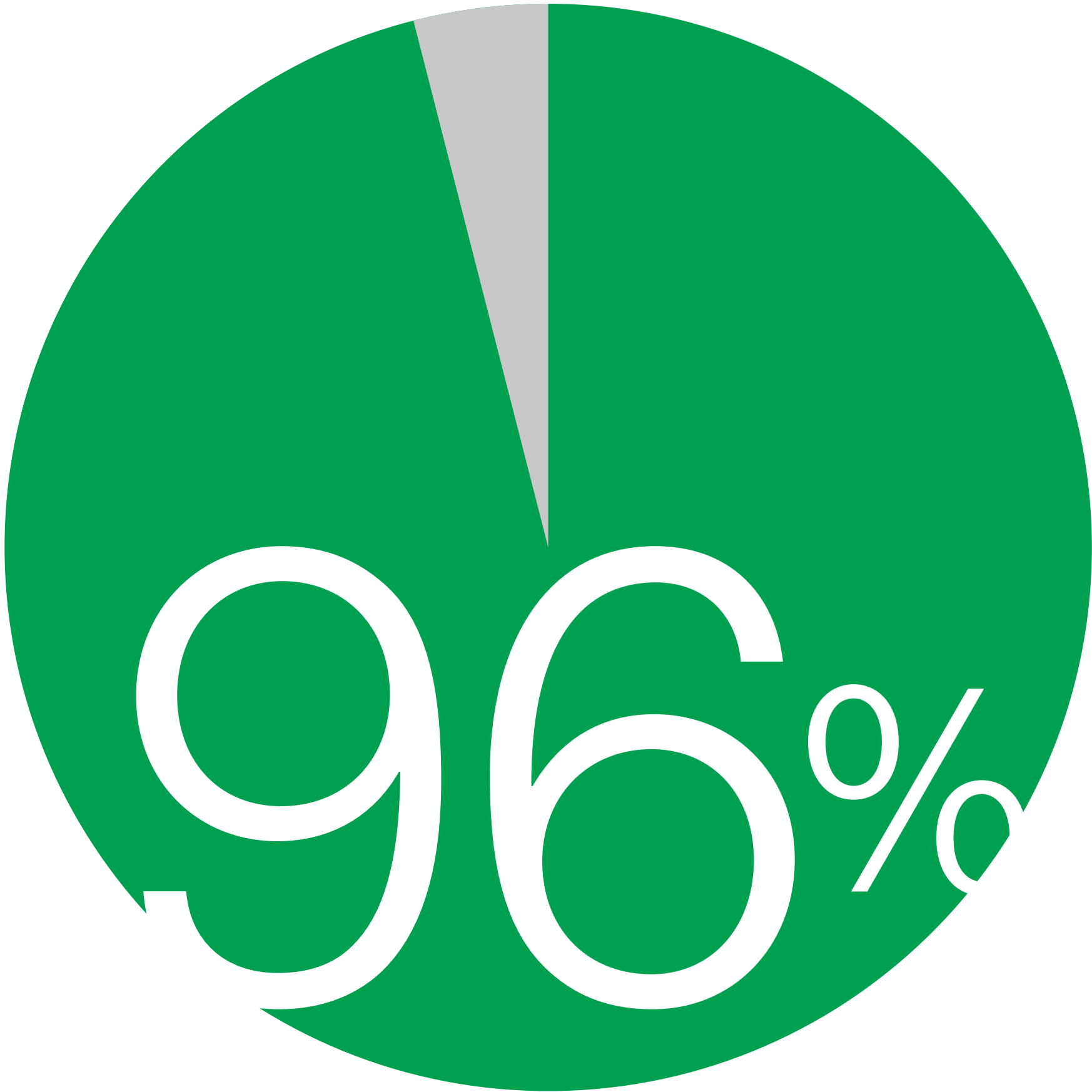


Doing good
is rising in
popularity



The first edition of The Good Study showed that doing good can be an act of populism. Two years later, our research suggests more – Australians expect corporate Australia to do some form of good in the world.

Australians believe it is important for brands to be doing some form of good in the world today.



Source: 'What Good is Doing Good?' study, Leo Burnett Australia.
QUESTION: When you think about what makes a brand 'good', how important are the following to you?
Sample: People 18+, n = 1,019

+8%
from 2022



If a brand is doing good ...

I respect the brand more and want to shop from them.

Gen Z, NSW

I generally feel better about them and would recommend them.

Millennial, VIC

It means they aren't corporate thieves abusing market power.

Gen X, NSW

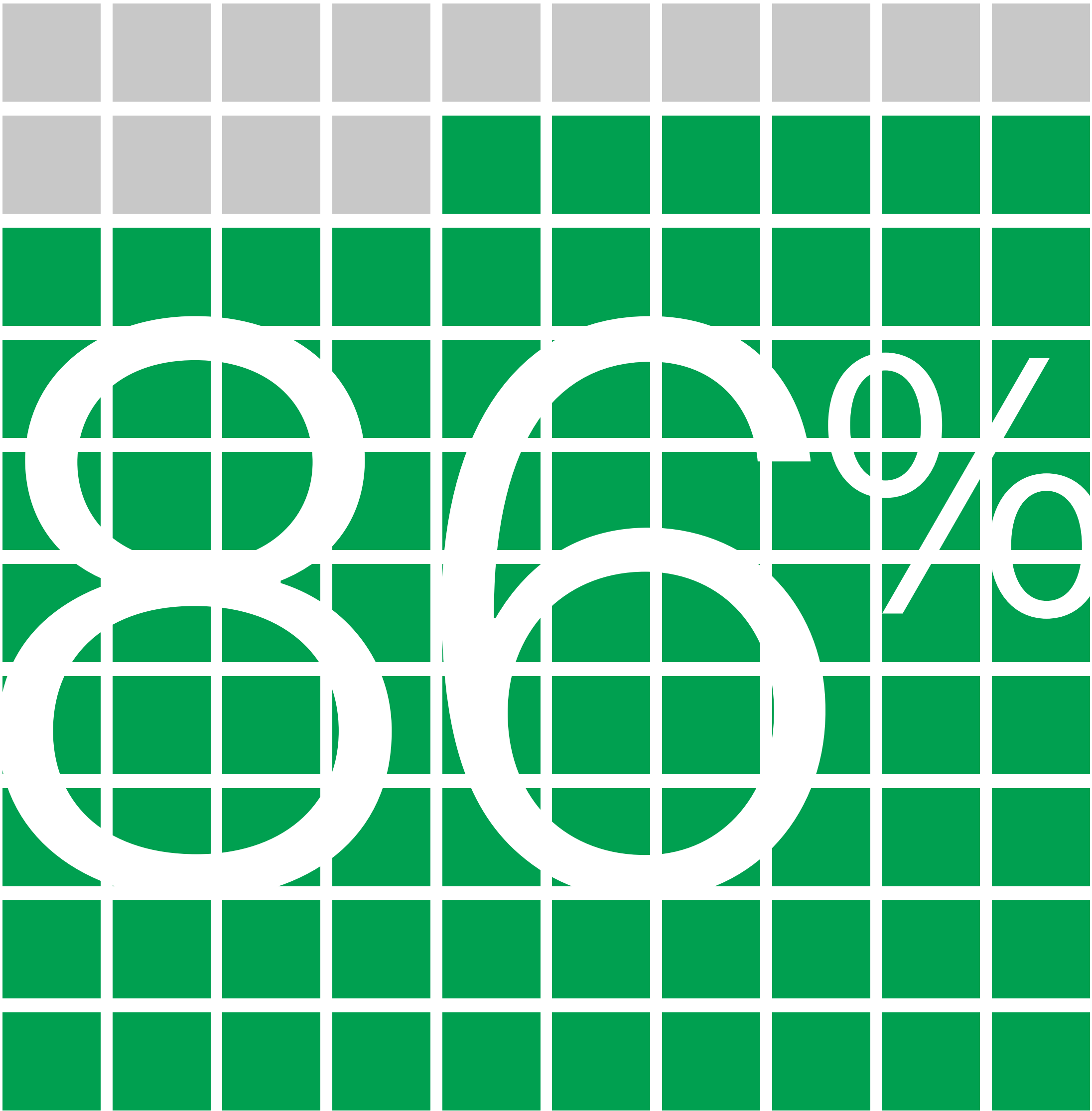
It makes me think they care and are looking after the best interests of their customers.

Baby Boomer, QLD

If a brand is 'doing good' it makes me want to buy their products more.

Silent Generation, NSW

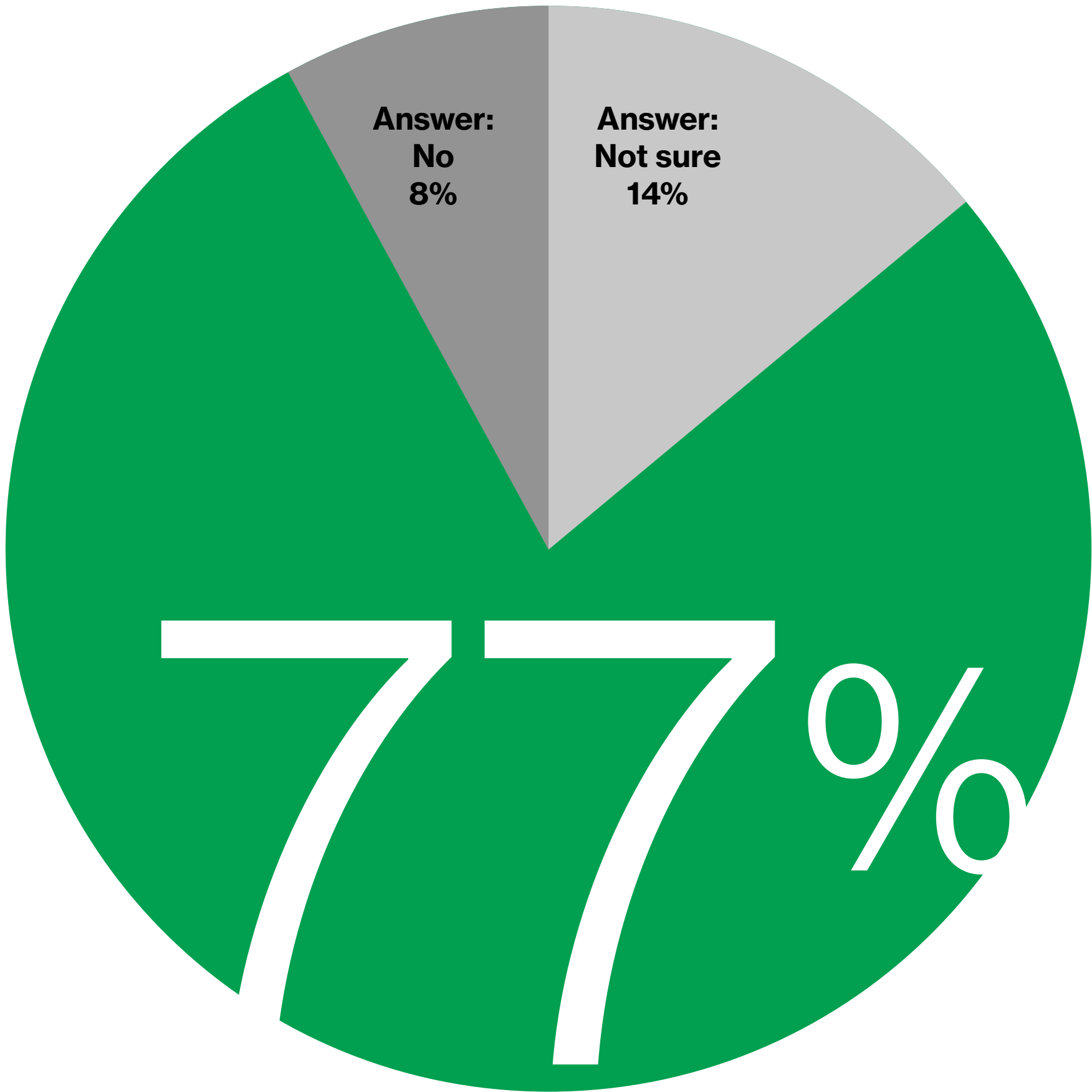
Australians see themselves as 'good consumers.'



Source: The 2024 Good Study – January 2024
QUESTION: E1: Do you consider yourself to be a 'good consumer'?
Sample: People 18+, n = 1,033
Reference: The Good Study, October 2022.

+2%
from 2022

And increasingly
see their friends
and family as
‘good consumers’
too.



Australians believe their friends and family are ‘good consumers’

Source: The 2024 Good Study – January 2024
QUESTION: E2 FRIENDS ASSESSMENT: Do you consider your friends and family to be ‘good consumers’ = YES ABSOLUTELY + YES MOSTLY
Sample: People 18+, n = 1,033
Reference: The Good Study, October 2022.

+13%
from 2022

We believe that all Australians deserve goodness.

‘Fair go’ is a deeply ingrained concept in Australian culture, often associated with mateship, egalitarianism and looking out for each other. It’s a value that still rings true today.

87%

of Australians believe it’s important to do the right thing by others, even if they disagree with them and have different political beliefs to them.

88%

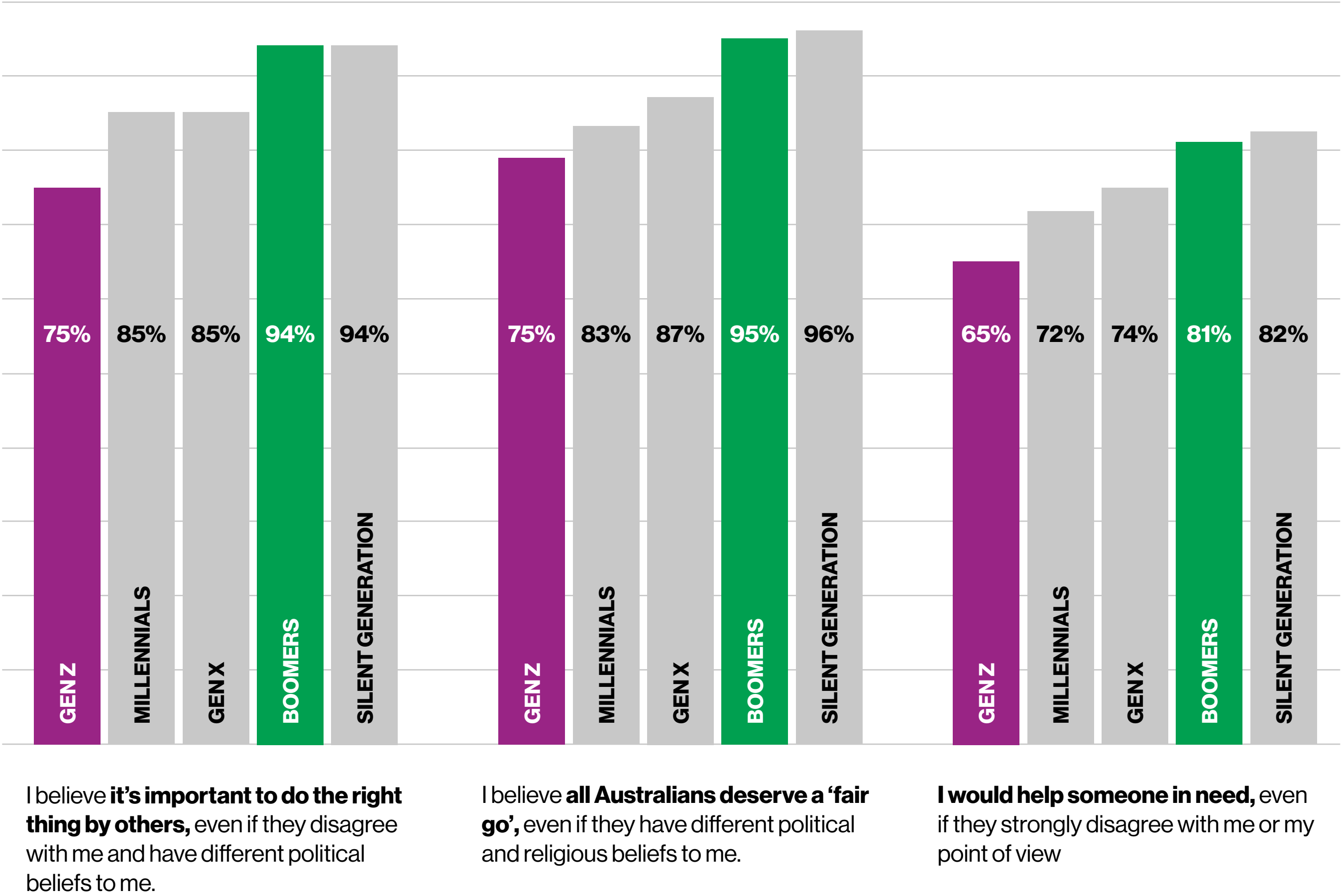
of Australians believe all Australians deserve a ‘fair go’, even if they have different political and religious beliefs to them.

75%

would help someone in need, even if they strongly disagree with them or their point of view.

Source: The Good Project II – January 2024
QUESTION: E5 - GOOD STATEMENTS: To what extent do you agree or disagree with each of the following statements = Strongly agree/agree
Sample: People 18+, n = 1,033

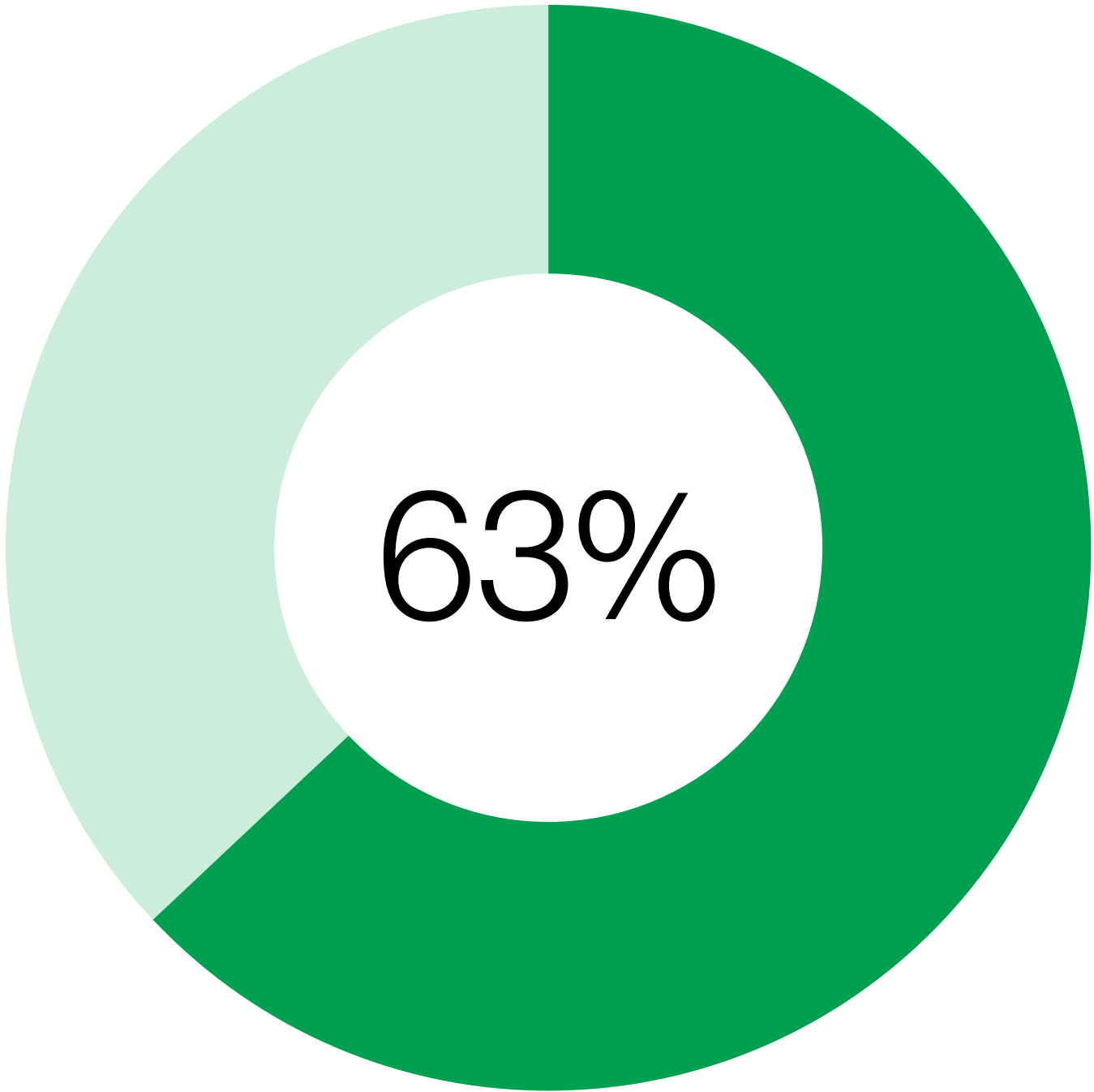
However, there are audience differences when it comes to these values, particularly when comparing Gen Z to Boomers.



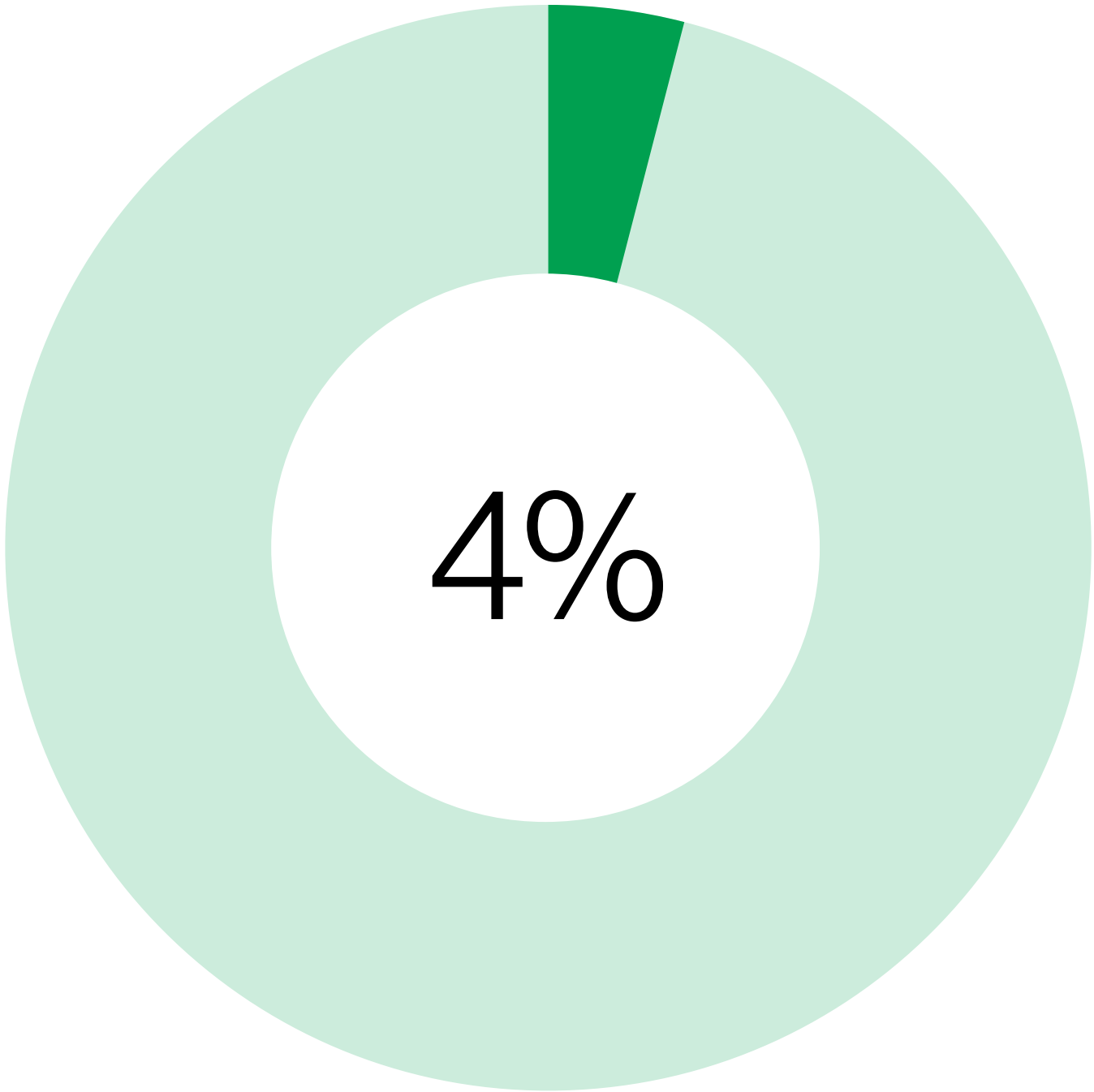
Source: The Good Project II – January 2024
QUESTION: E5 - GOOD STATEMENTS: To what extent do you agree or disagree with each of the following statements = Strongly agree/agree
Sample: People 18+, n = 1,033

Australians are conscious of the divides that separate us.

Note: 33% of Australians believe we are neither polarised nor unified.



of Australians believe Australia is polarised

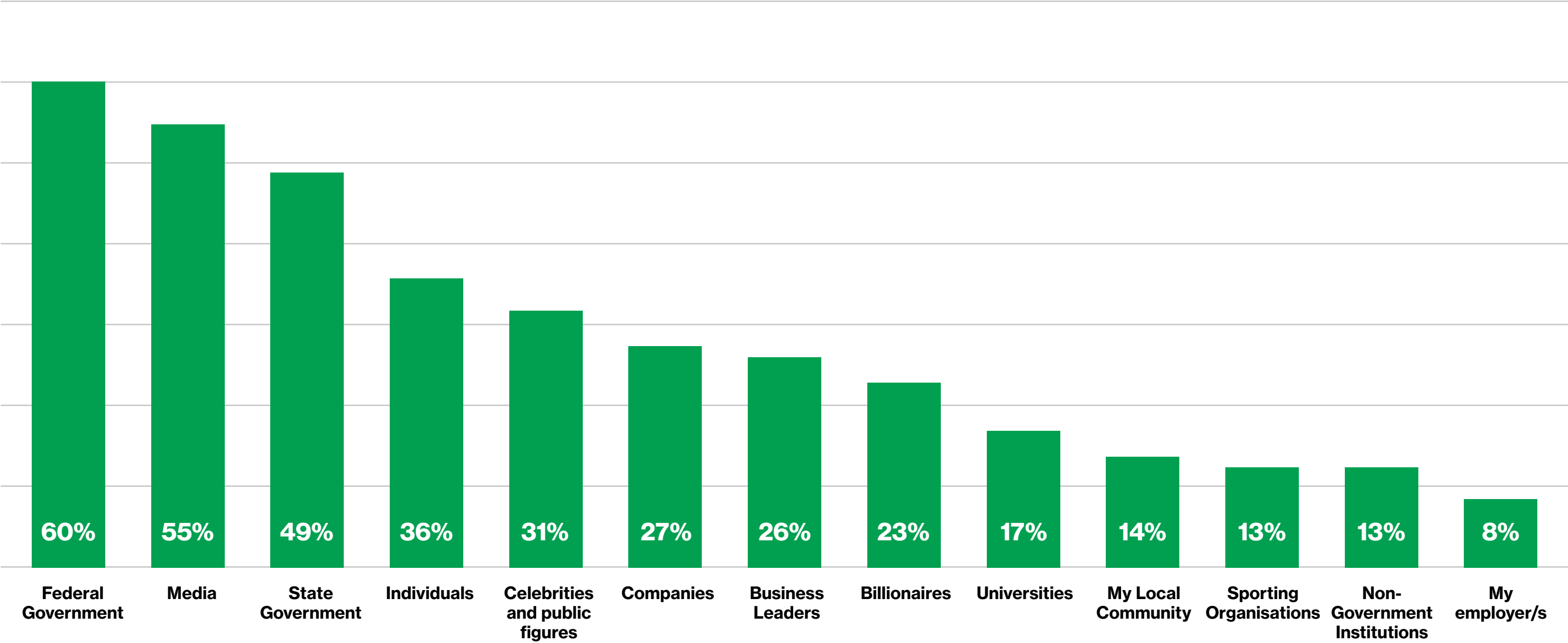


of Australians believe that we are somewhat unified (only 1% strongly unified)

Source: The 2024 Good Study- January 2024
QUESTION: *E3: POLARISED STATUS: How polarised do you think Australia has become? (Strongly polarised = 13% + Somewhat polarised = 53%)
QUESTION: E4 – POLARISED RESPONSIBILITY: Who is responsible for how polarised Australia is becoming?
Sample: People 18+, n = 1,033

And we believe that our governments and media are responsible for a more polarised nation.

Question:
Who is responsible for how polarised Australia is becoming?



Source: The Good Project II – January 2024
QUESTION: *E3: POLARISED STATUS: How polarised do you think Australia has become?
(Strongly polarised = 13% + Somewhat polarised = 53%)
QUESTION: E4 – POLARISED RESPONSIBILITY: Who is responsible for how polarised Australia is becoming?
Sample: People 18+, n = 1,033

Again, there are nuances with each generation when it comes to who the onus lies with.

Who is responsible for how polarised Australia is becoming?
How polarised do you think Australia has become?
(Strongly polarised = 13% + Somewhat polarised = 53%)

	Gen Z 1997 – 2009	Millennials 1981 – 1996	Gen X 1965 – 1980	Baby Boomers 1946 – 1964	Silent Gen 1928 – 1946
Fed Gov	52%	54%	57%	68%	73%
State Gov	44%	44%	49%	56%	56%
Companies	25%	28%	23%	32%	26%
Business Leaders	26%	21%	23%	32%	33%
Non-Gov Institutions	14%	12%	13%	14%	12%
Individuals	33%	33%	36%	38%	42%
Celebrities & Public Figures	26%	30%	26%	36%	42%
Universities	17%	13%	12%	21%	30%
Media	48%	53%	53%	60%	62%
My Local Community	23%	12%	14%	15%	6%
Sporting Organisations	13%	11%	9%	18%	23%
Billionaires	24%	25%	19%	22%	23%
My Employer/s	10%	9%	8%	8%	4%

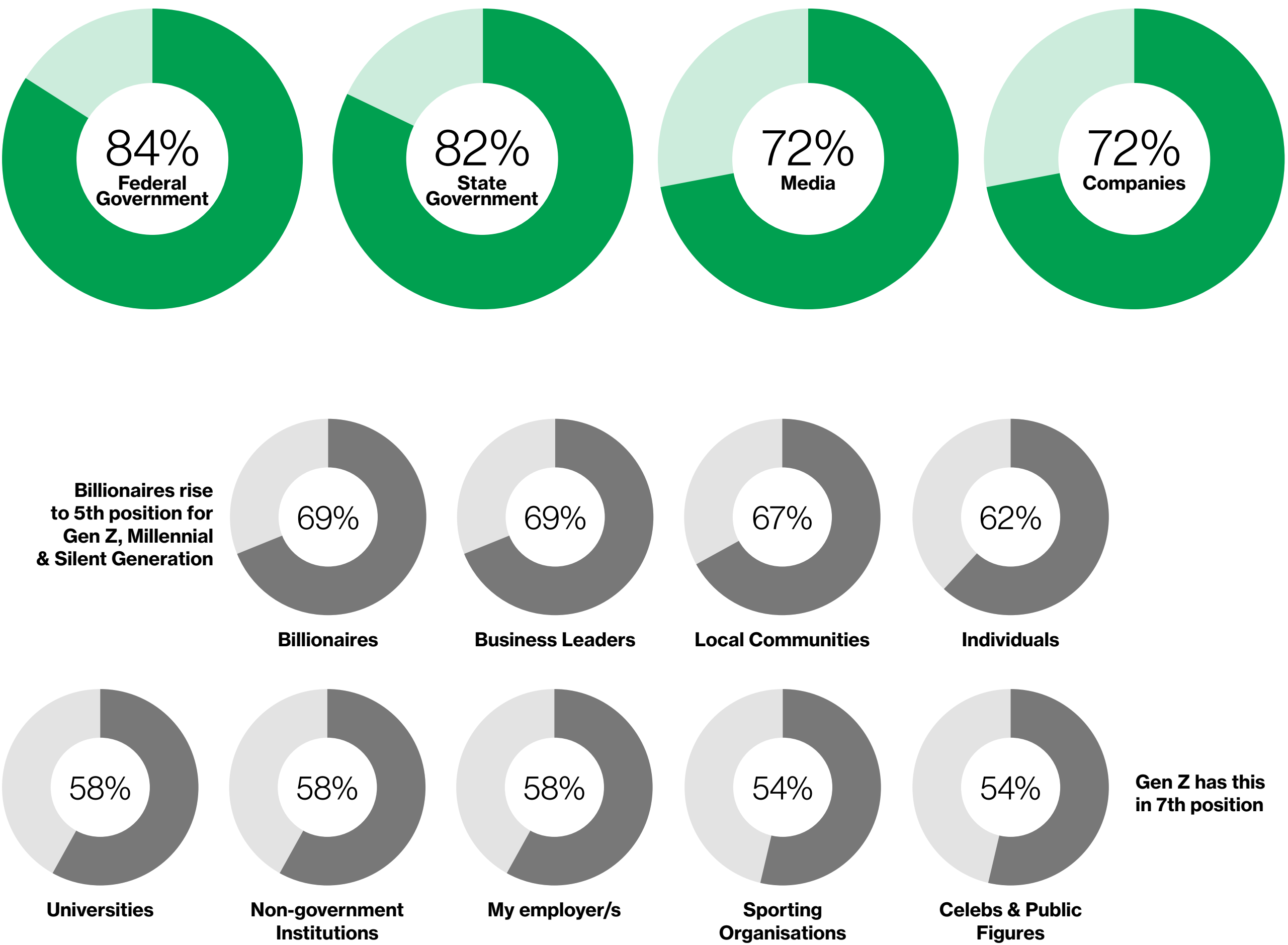
Source: The Good Project II – January 2024
QUESTION: E4: Who is responsible for how polarised Australia is becoming How polarised do you think Australia has become? (Strongly polarised = 13% + Somewhat polarised = 53%) X cohort
Sample: People 18+, n = 1,033

However, this could explain the widespread increase in support for societal actions that unites us.

	2022	2024	Difference
Investing in the local community	54%	83%	+29%
Supporting human rights issues	53%	81%	+28%
Actively stopping the poor treatment of marginalised communities	43%	77%	+34%
Preventing and responding to incidents of racism or other conflicts between groups in the community	49%	77%	+28%
Efforts that create social togetherness	34%	73%	+39%
Supporting First Nation Australians	29%	60%	+31%

Source: The 2024 Good Study – January 2024
QUESTION: B5 GOOD FOR SOCIETY – When it comes to taking actions that are good for society how important are the following to you = VERY IMPORTANT + IMPORTANT
Sample: People 18+, n = 1,033
Reference: The Good Study, October 2022.

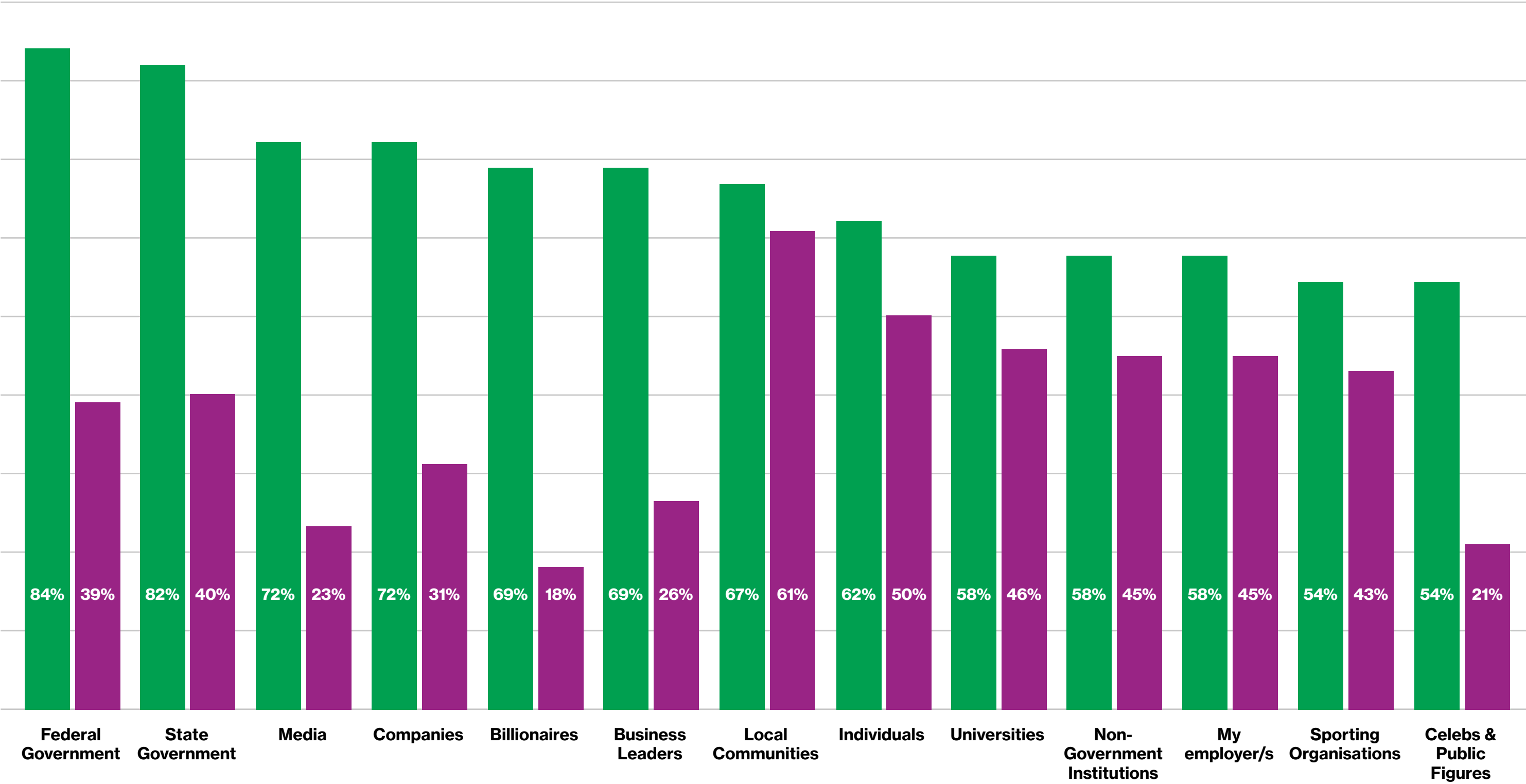
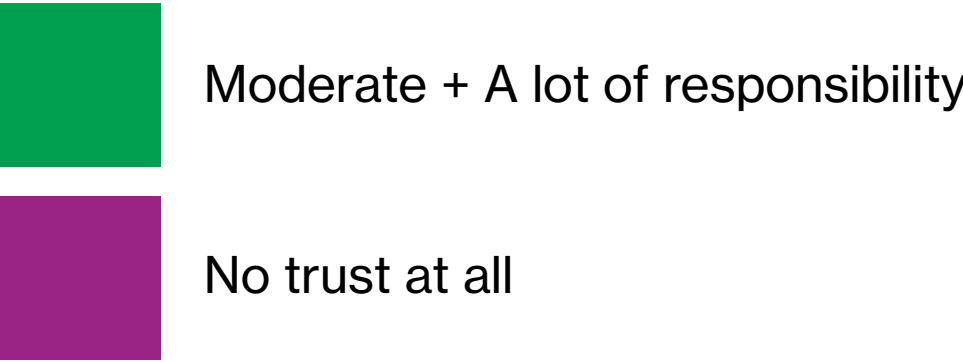
When it comes to doing good in the world today, Australians hold our governments to the greatest account, followed by the media and companies.



Source: The 2024 Good Study – January 2024
QUESTION: D3 RESPONSIBILITY: In your opinion, how much responsibility do each the following have in doing more good' in the world today? (A lot of responsibility + Moderate responsibility)
Sample: People 18+, n = 1,033

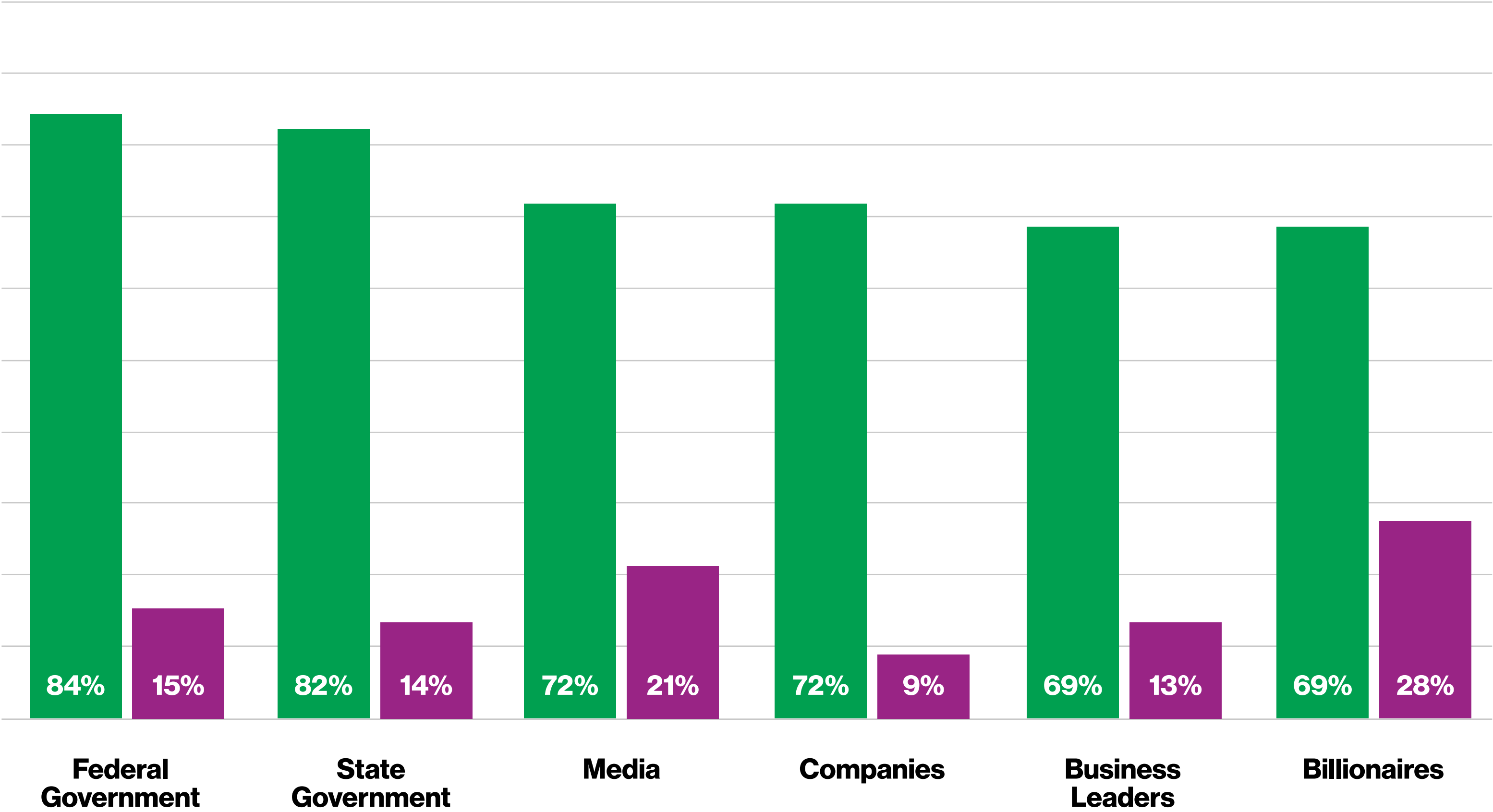
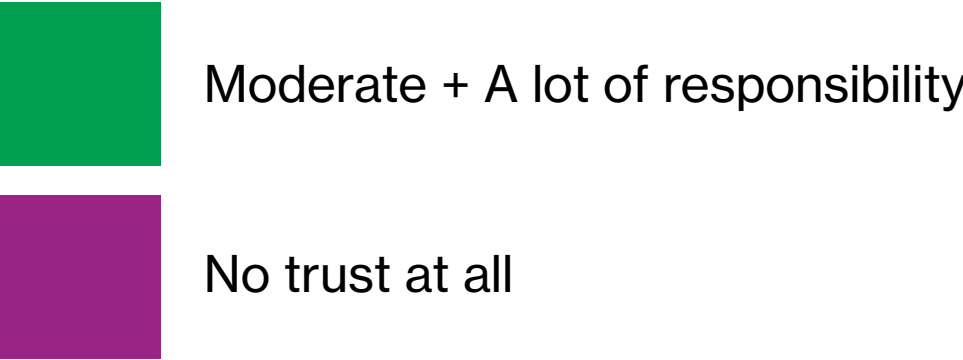
But Australians don't necessarily trust these entities to do the right thing.

In fact, we trust local communities and individuals to do right by us, more than governments, companies and the media.



Source: The 2024 Good Study – January 2024
QUESTION: D4 - TRUST: And how much trust do you have that the following will do good by you?
QUESTION: D3 - RESPONSIBILITY: In your opinion, how much responsibility do each the following have in doing more good' in the world today? (A lot of responsibility + Moderate responsibility)
Sample: People 18+, n = 1,033

The chasm between responsibility and trust.



Source: The Good Study – January 2024
QUESTION: D3 - RESPONSIBILITY: In your opinion, how much responsibility do each the following have in doing more good' in the world today = A lot of responsibility + Moderate responsibility
QUESTION: D4 - TRUST: And how much trust do you have that the following will do good by you? (A lot of trust + Somewhat trust)
Sample: People 18+, n = 1,033


People Profile



Trusting of institutions to do good

Australians that are most trusting of companies, governments and media

Source: The 2024 Good Study, January 2024
QUESTION: B1: IMPORTANT GOOD FACTORS: When you think about what makes a brand “good”, how important are the following to you = Very important + Important
Sample: People 18+, n = 1,033
Reference: The Good Study, October 2022.

Sex	Attitude	Political View	Audience
<div><div>Male53%</div><div>Female47%</div></div>	<div><div>Optimistic63%</div><div>Pessimistic17%</div></div>	<div><div>Conservative27%</div><div>Progressive37%</div></div>	<div><div>Millennials43%</div><div>Gen X25%</div><div>Baby Boomers19%</div><div>Gen Z9%</div><div>Silent5%</div></div>
Population	News		Salary
<div><div>10%</div><div></div></div>	<div><div>7 News64%</div><div>9 News40%</div><div>ABC Australia37%</div><div>News.com.au33%</div><div>10 News32%</div><div>SBS23%</div><div>Sky News20%</div><div>The Australian19%</div><div>The Guardian16%</div></div>		<div><div><\$60K25%</div><div>\$60 – \$100K24%</div><div>\$150K+24%</div><div>\$100 – \$150K21%</div></div>
<div><div>New South Wales40%</div><div>Victoria21%</div><div>Queensland15%</div></div>	<div><div>Western Australia14%</div><div>South Australia5%</div><div>Tas/NT/ACT5%</div></div>		

A hand holding a gold coin over an open palm. The background is a large green circle on a purple textured background.

Australia's relationship between money and brand good



When it comes to brands making a positive impact, Australians are concerned with good business behaviours, not just initiatives and campaigns. And the majority of these are financially concerned.

Australia's top 3 demonstrations of brand good.

1. Fair Pay

94% of Aussies want brands to pay employees and suppliers fairly.

+11%
from 2022

2. Stable Employment

92% of Aussies want brands to provide stable and fair employment.

A new question that has skyrocketed into the top 3 replacing Anti-corruption

3. Pay Taxes

91% of Aussies want brands to pay the appropriate taxes in Australia.

+16%
from 2022

Source: The Good Study – January 2024

QUESTION: B4: FINANCIAL INTEGRITY - When it comes to taking actions concerning the people, financial integrity of a company and environment, how important are each of the following actions = Very important + Important

Sample: People 18+, n = 1,033

Reference: The Good Study, October 2022.

The importance that Australians put on brand acts has increased over the last two years. We see this across the top 10 most valued demonstrations of brand good.

Source: The Good Study – January 2024
QUESTION: B2, B3, B4 & B5: When it comes to taking actions concerning the environment, people, financial integrity of a company and society, how important are each of the following actions = Very important + Important
Sample: People 18+, n = 1,033
Reference: The Good Study, October 2022.

Fair pay	94% want brands to pay employees and supplies fairly.	+11% from 2022
Stable employment	92% believe it's important for businesses to provide stable and fair employment.	new measure
Pay Taxes	91% want brands to pay the appropriate taxes in Australia.	+16% from 2022
Anti-corruption	90% believe it's important to have a zero tolerance to corruption.	+11% from 2022
Re-use, repair & recycle	89% believe it's important to re-use, repair, recycle and share resources to reduce impact.	+18% from 2022
No Exploitation	89% want brands to ensure no one was exploited in the making of a product.	+15% from 2022
Cleaner Water	88% support brands cleaning oceans and waterways.	+24% from 2022
Reduce Plastics	87% advocate for brands to reduce the use of plastic.	+17% from 2022
Fairness & Equity	87% want brands to create fairness and equity for all.	+16% from 2022
Long-term Value	86% want brands to focus on creating long-term value over short-term profits.	new measure

Fallen out of the top 10 are:		
Lift Wellbeing	85% want brands to work to lift people's mental and physical wellbeing.	+25% from 2022
Education	81% want brands to help to provide learning and education facilities for all.	+21% from 2022

When we look closer, six of the top 10 most valued demonstrations of brand good are financially concerned.

Fair pay	94% want brands to pay employees and supplies fairly.	+11% from 2022
Stable employment	92% believe it's important for businesses to provide stable and fair employment.	new measure
Pay Taxes	91% want brands to pay the appropriate taxes in Australia.	+16% from 2022
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Source: The Good Study – January 2024
QUESTION: B2, B3, B4 & B5: When it comes to taking actions concerning the environment, people, financial integrity of a company and society, how important are each of the following actions = Very important + Important
Sample: People 18+, n = 1,033
Reference: The Good Study, October 2022.

Australians value action around equity and financial integrity over initiatives that focus on social and environmental causes.

90%

of Australians believe a brand is good if it treats people respectfully and fairly, up from 82% in 2022.

85%

judge the goodness of a brand according to its financial integrity, up from 78% in 2022.

This sits significantly ahead of:

Environmental good, 77%

Societal good, 77%

Source: The 2024 Good Study – January 2024

QUESTION: B1: IMPORTANT GOOD FACTORS: When you think about what makes a brand “good”, how important are the following to you = (Very important + Important

Sample: People 18+, n = 1,033

This stronger focus on financial good could be influenced by our current economic outlook.

Personal Outlook

48%

of Australians believe they are slightly or much worse off financially compared to a year ago.

39%

of Australians feel they'll be slightly to much worse off when looking into their financial future.

National Outlook

41%

of Australians feel pessimistic about the economic outlook of Australia over the next 12 months.

53%

of Australians believe the economic situation of Australia will decline over the next 12 months.

Source The 2024 Good Study – January 2024
QUESTION: A1 FINANCIAL STATUS – How would you describe your current financial situation, and that of your family's, compared to this time a year ago = Much worse off + Slightly worse off
QUESTION: A3 AUSTRALIAN ECONOMY NEXT YEAR – How do you think the economic situation of Australia will be over the next 12 months = Extremely optimistic + Optimistic
Sample: People 18+, n = 1,033

And this financial lens influences our purchase decision drivers.

Price has increased by 6% from 2022

Australia’s 2024 Consideration List

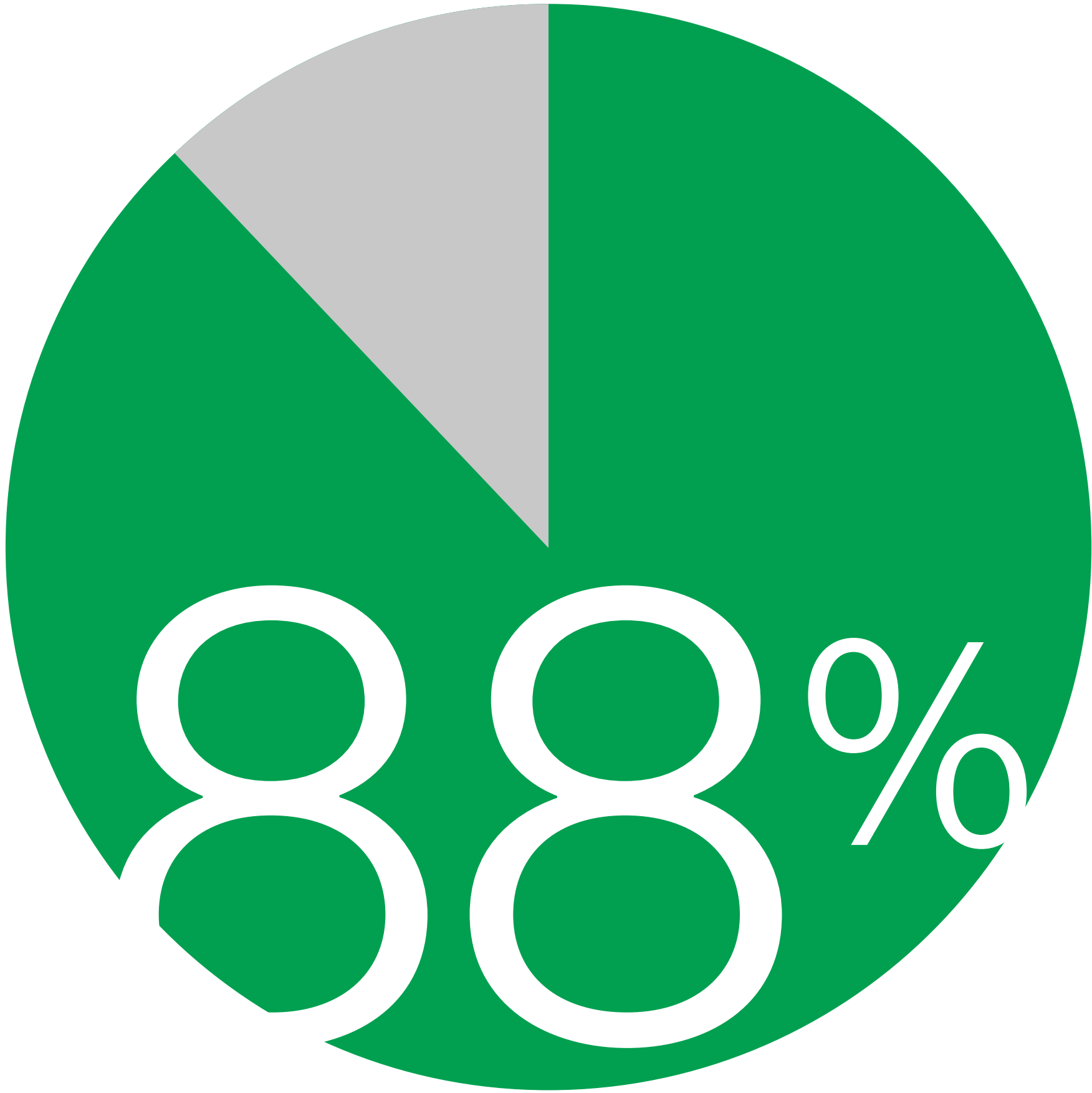
Price	64%	+6% from 2022
Product / Service Quality	58%	+8% from 2022
Suit my needs	43%	-1% from 2022
They treat people respectfully and fairly	20%	+5% from 2022
They conduct themselves with financial integrity	19%	new measure
Product perks (free shipping, rewards program)	18%	new measure
Well-known brand	18%	new measure
They do good for the world	16%	new measure
Accessibility	16%	-3% from 2022
They do good for society	15%	-4% from 2022
I always buy this brand	13%	-6% from 2022

Consistent 1 – 3 rank across ALL generations

Gen Z is the ONLY cohort that doesn’t rank in 4th priority – sits in 7th on their scale

Source: The 2024 Good Study – January 2024
QUESTION: E8 – When considering brands to buy products/ services from, please rank the following factors from most important (1) through to least importance (11) to you?
Sample: People 18+, n = 1,033
Reference: The Good Study, October 2022.

While Aussie’s want to do good and support causes they care about, there are barriers.



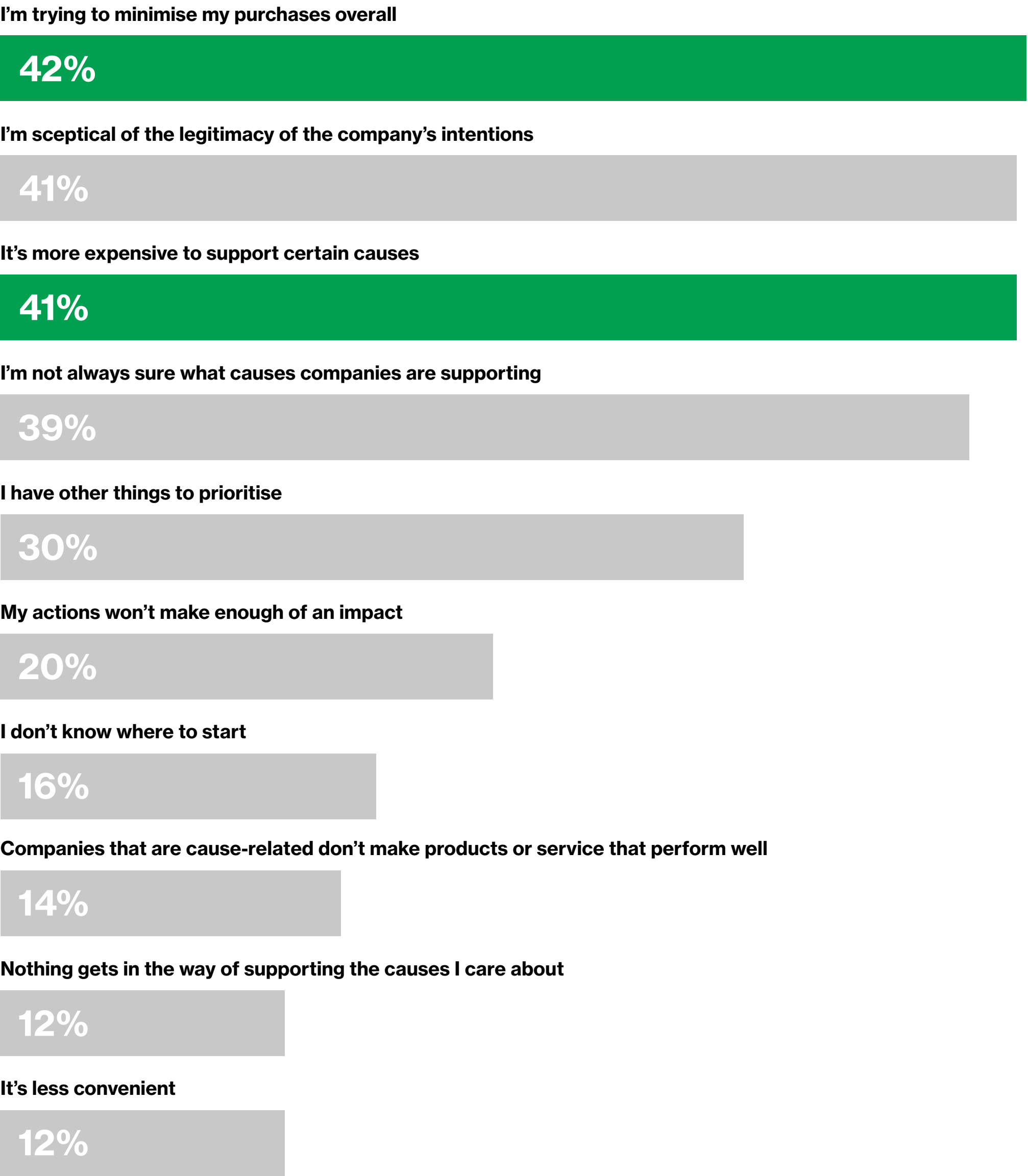
of Australians say at least one barrier exists to supporting the causes they care about

Source: The Good Project II – January 2024
QUESTION: C5 - BARRIERS TO SUPPORT - Which of the following, if any, get in the way of supporting the causes you care about?
Sample: People 18+, n = 1,033

42% of Aussies tip cost factors as the biggest barrier.

Cost factors have risen from number 3 and number 4 from 2022.

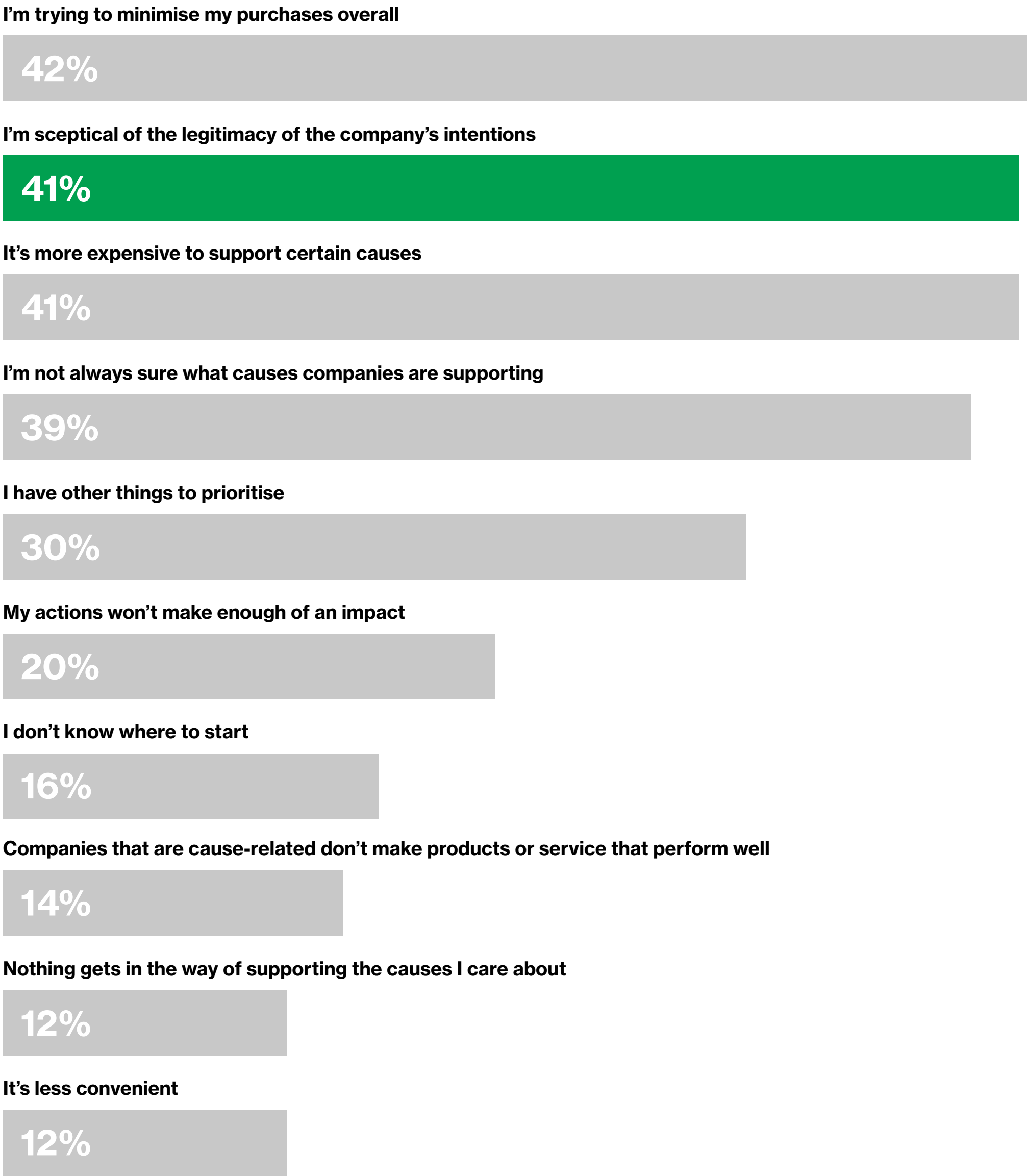
Source: The Good Project II – January 2024
QUESTION: C5 - BARRIERS TO SUPPORT - Which of the following, if any, get in the way of supporting the causes you care about?
Sample: People 18+, n = 1,033
Reference: The Good Study, October 2022.



Scepticism sits very close behind at 41% suggesting a need for brands to be more transparent and authentic around causes.

Scepticism has fallen from number 2 and Consumer Knowledge has fallen from number 1 since 2022.

Source: The Good Project II – January 2024
QUESTION: C5 - BARRIERS TO SUPPORT - Which of the following, if any, get in the way of supporting the causes you care about?
Sample: People 18+, n = 1,033



Interestingly, there are generational nuances to these barriers.

	Gen Z	Millennials	Gen X	Baby Boomers	Silent Generation
It's more expensive to support certain causes	41%	42%	44%	38%	32%
I'm not always sure what causes companies are supporting	36%	33%	36%	47%	54%
I'm sceptical of the legitimacy of the company's intentions	29%	39%	40%	48%	49%
I'm trying to minimise my purchases overall	43%	41%	43%	41%	43%
It's less convenient	13%	14%	12%	8%	6%
I don't know where to start	18%	22%	16%	8%	10%
I have other things to prioritise	26%	32%	32%	27%	35%
My actions won't make enough of an impact	21%	23%	16%	20%	21%
Companies that are cause-related don't make products or service that perform well	10%	17%	12%	14%	12%
Nothing gets in the way of supporting the causes I care about	9%	8%	13%	16%	18%

Cost impacts younger generations

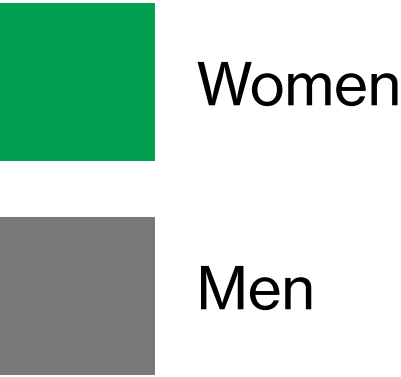
Older generations are sceptical and need more information

Millennials feel more overwhelmed and don't know where to start

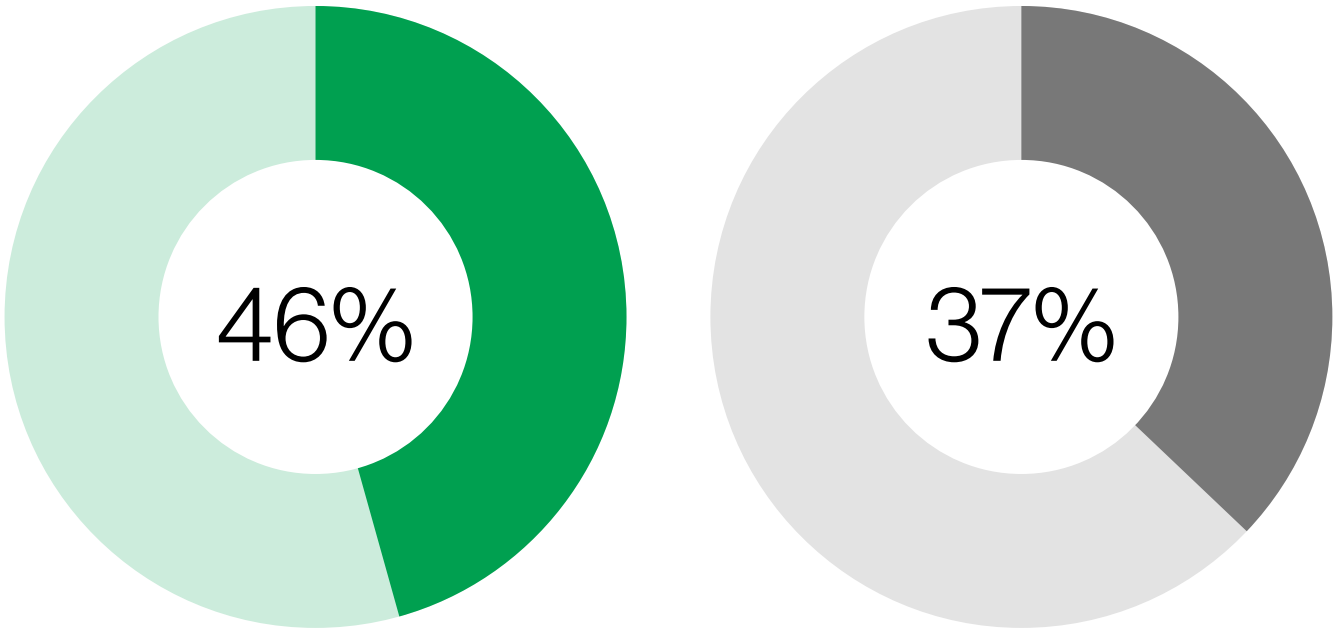
Boomers and Silent Generation won't let anything get in the way of supporting causes they care about

Source: The 2024 Good Study – January 2024
QUESTION: C5 - BARRIERS TO SUPPORT - Which of the following, if any, get in the way of supporting the causes you care about?
Sample: People 18+, n = 1,033

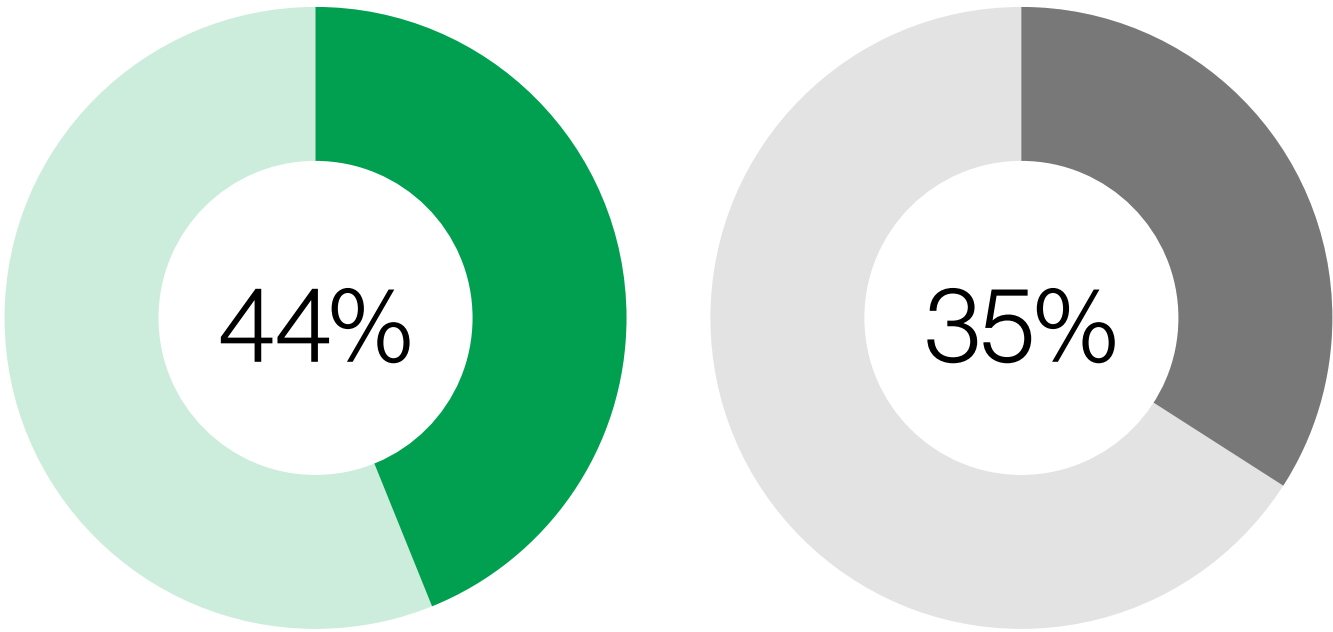
And there are some clear differences between the sexes.



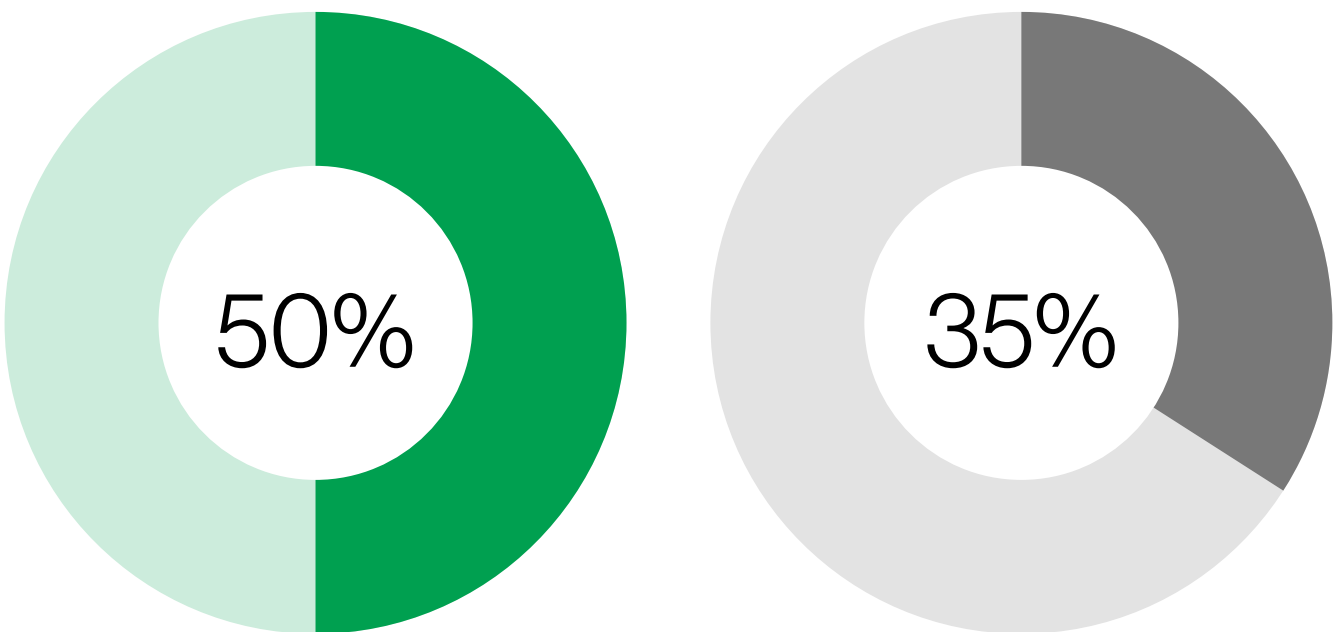
It's more expensive to support certain causes



I'm not always sure what causes companies are supporting



I'm trying to minimise my purchases overall



Source: The 2024 Good Study – January 2024
QUESTION: C5 - BARRIERS TO SUPPORT - Which of the following, if any, get in the way of supporting the causes you care about?
Sample: People 18+, n = 1,033


People Profile



Unlikely
to pay to
play

Australians least likely to pay more
for brands doing good

Source: The 2024 Good Study, January 2024
QUESTION: B1: IMPORTANT GOOD FACTORS: When you think
about what makes a brand “good”, how important are the following
to you = (Very important + Important
Note: Neutral respondents not counted
Sample: People 18+, n = 1,033
Reference: The Good Study, October 2022.

Sex	Attitude	Political View	Audience
<div><div>Male 33%</div><div>+7% from 2022</div></div> <div><div>Female 23%</div><div>+1% from 2022</div></div>	<div><div>Optimistic 19%</div><div>+2% from 2022</div></div> <div><div>Pessimistic 37%</div><div>-3% from 2022</div></div>	<div><div>Conservative 37%</div><div>+8% from 2022</div></div> <div><div>Progressive 18%</div><div>-1% from 2022</div></div>	<div><div>Silent48%</div><div>Baby Boomers37%</div><div>Gen X35%</div><div>Millennials19%</div><div>Gen Z13%</div></div>
Population	<div><div>29%</div><div></div></div>		Salary
<div><div>Western Australia33%</div><div>Queensland30%</div><div>Victoria30%</div></div>	<div><div>New South Wales28%</div><div>South Australia27%</div><div>Tas/NT/ACT23%</div></div>	<div><div>News.com.au41%</div><div>Sky News32%</div><div>ABC Australia26%</div><div>7 News25%</div><div>9 News25%</div><div>10 News25%</div><div>The Guardian22%</div><div>SBS21%</div><div>The Australian21%</div></div>	<div><div><\$60K34%</div><div>\$60 – \$100K29%</div><div>\$150K+27%</div><div>\$100 – \$150K22%</div></div>

3

Being good
vs.
being political





Some brands have entered the political arena in recent years and have been met with mixed response. This study shows why – Australian generations are divided on this issue.

Although
96%

of Australians believe it is important for brands to be doing some form of good in the world today, Australians see a difference between brands doing good and being political.

Only
39%

of Australians believe that brands should take a position on social and political issues, while 61% do not.



Source: The Good Project II – January 2024

QUESTION: B1: IMPORTANT GOOD FACTORS: When you think about what makes a brand “good”, how important are the following to you = Very important + Important)

QUESTION: E10: ACTION STATEMENTS – To what extent do you agree or disagree with each of the following statements about businesses = Strongly agree + Agree

Sample: People 18+, n = 1,033



Should brands take a position on social and political issues?

39% of Aussies agree

It is important that brands take a position on political and social issues, because it can create movement, awareness and positive change.

Gen Z, NSW

It shows they don't just care about their profits.

Millennial, QLD

If brands are talking about the issues, then others will as well. Brands help contribute to the conversation.

Gen X, WA

Because people take notice of what big brands say and do.

Gen Z, VIC

It shows us their beliefs and value.

Millennial, SA

Social issues yes but not political.

Millennial, NSW

Maybe not political issues but definitely social issues.

Silent Generation, NSW



Should brands take a position on social and political issues?

61% of Aussies disagree

Source: The Good Project II – April 2024

QUESTION: Why do you believe brands should take a position on political and social issues?

QUESTION: Why do you believe brands should not take a position on political and social issues?

QUESTION: Many people say they'll avoid or even boycott a brand that is not doing good, why do you think that is?

Sample: People 18+, n = 500

They should focus on meeting the customer needs.

Gen Z, NSW

Brands should be politically and socially impartial.

Millennial, NSW

Brands are generally just pandering to a demographic. Stay in your lane.

Millennial, NSW

People are over brands becoming woke.

Millennial, QLD

When brands become political is when the boycotts happen.

Millennial, QLD

I don't think doing good has to be political.

Millennial, WA

This divides society and isolates people. It's the opposite of doing good.

Gen X, SA

I think they should support issues but not be in the political arena.

Gen X, QLD

Politics are best left to the politicians.

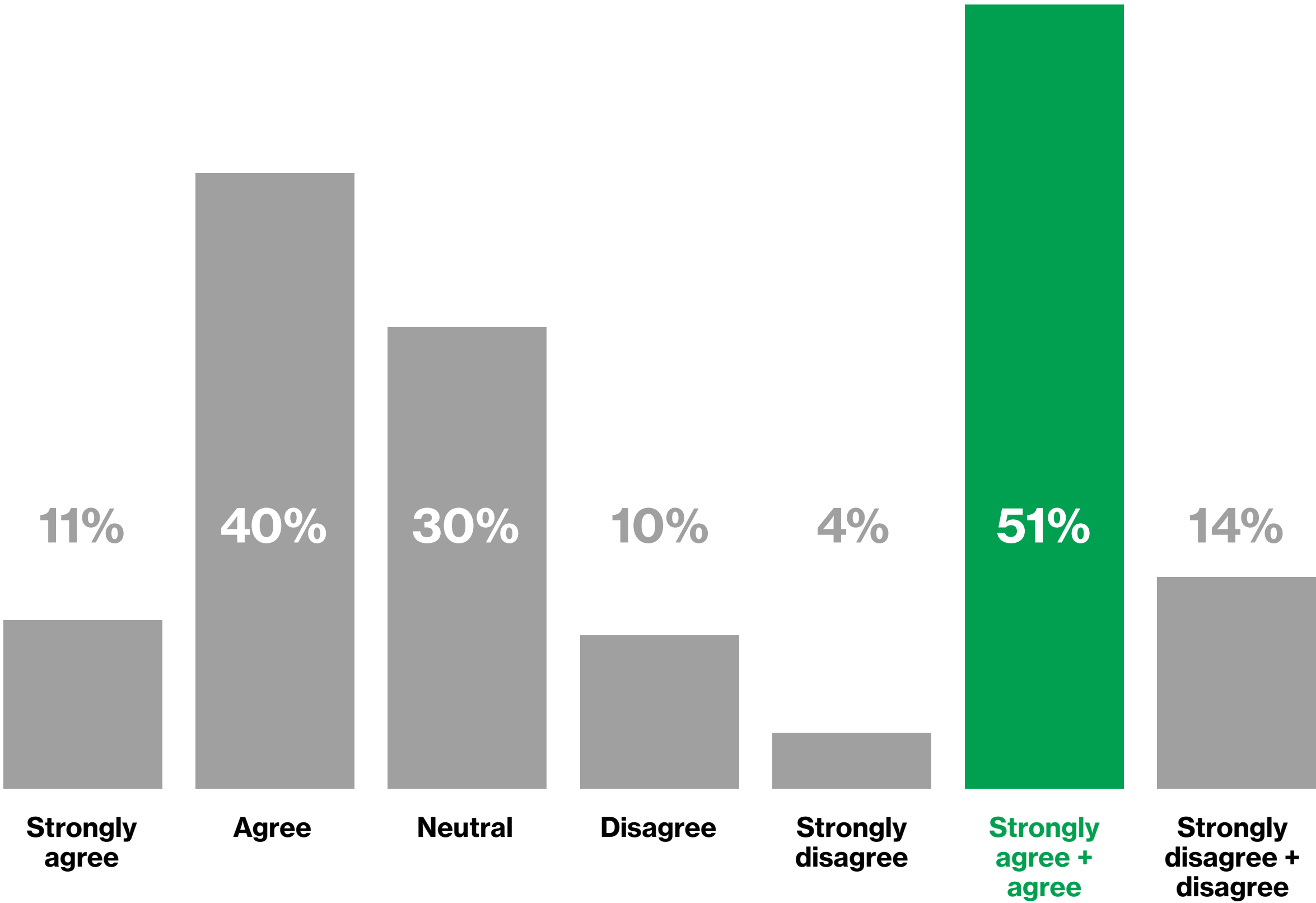
Gen X, VIC

I boycott brands that are woke.

Baby Boomer, NSW

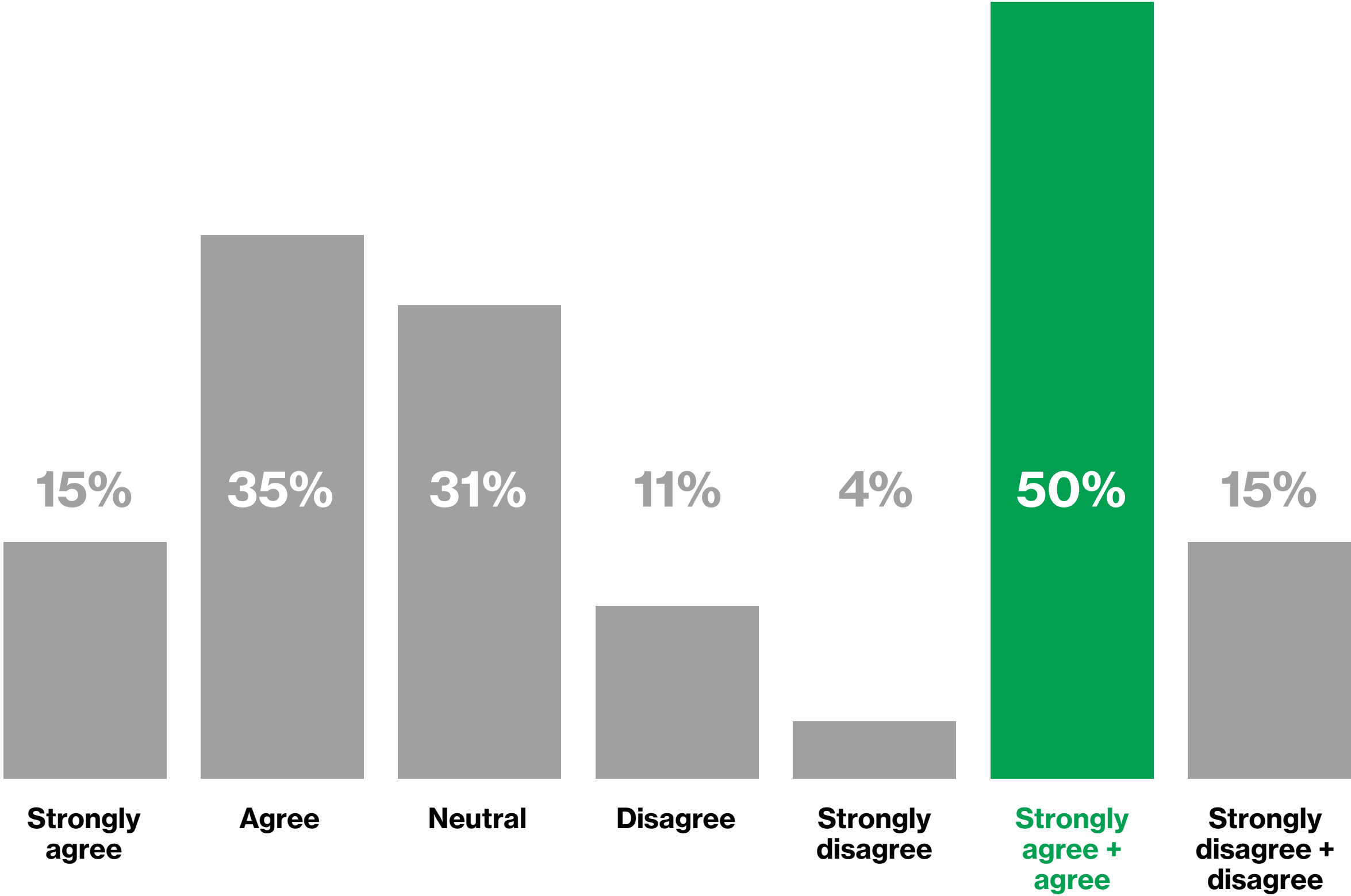
Australians want brands to be authentic.

Reflecting this, half of Australians think corporates should only get involved in social and political matters if it reflects their purpose, values and products.



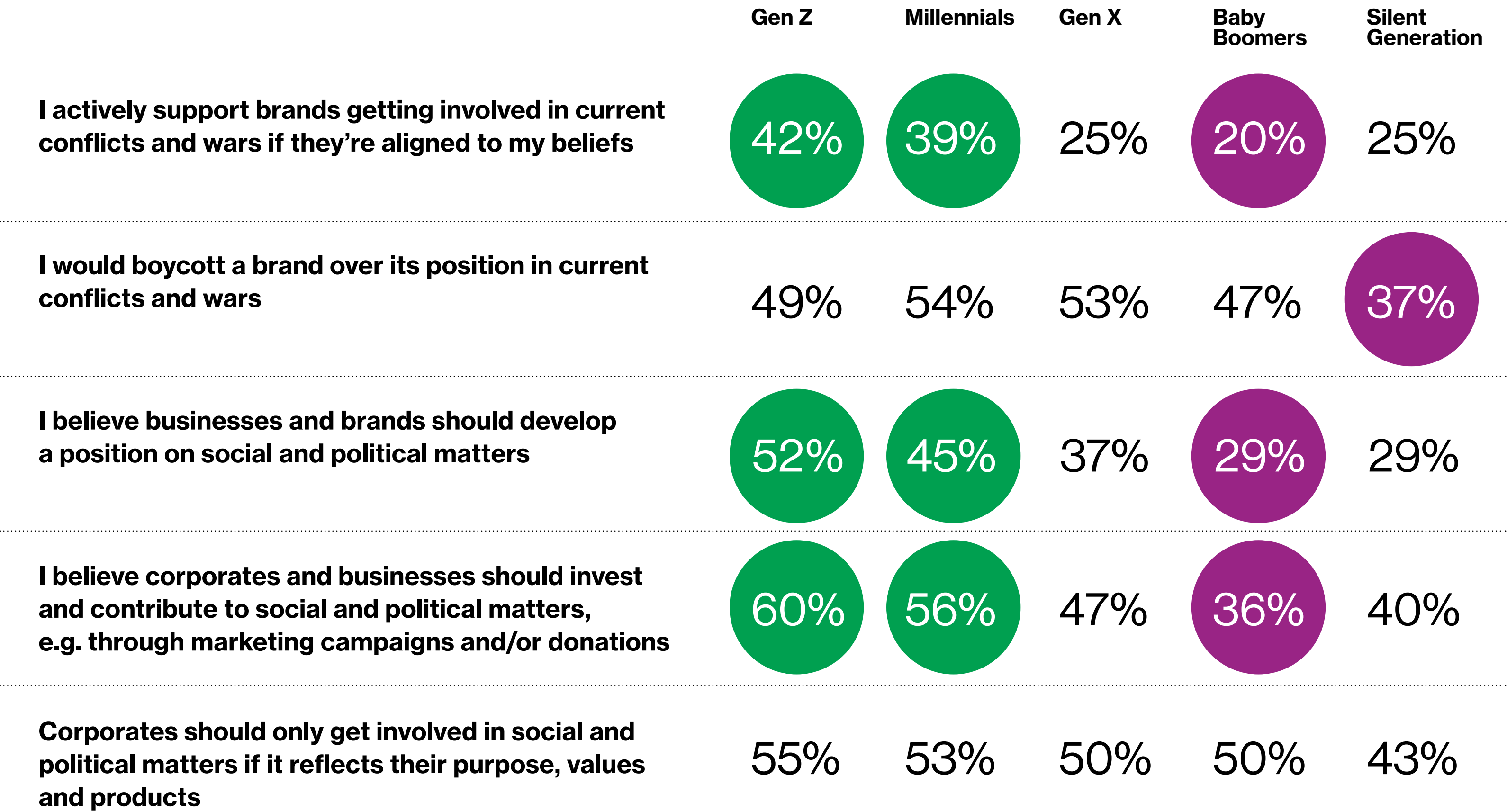
Source: The Good Project II – January 2024
QUESTION: E10: ACTION STATEMENTS – To what extent do you agree or disagree with each of the following statements about businesses = Strongly agree + Agree - Corporates should only get involved in social and political matters if it reflects their purpose, value and products
Sample: People 18+, n = 1,033

Half of Australians would boycott a brand over its position in current wars and conflicts.



Source: The 2024 Good Study, January 2024
QUESTION: E9: ACTION STATEMENTS: I would boycott a brand if it doesn't do good. (Strongly agree + Agree).
Sample: People 18+, n = 1,033

The generational divide on this matter is significant.



Source: The Good Project II – January 2024
QUESTION: E9. ACTION STATEMENTS – To what extent do you agree or disagree with each of the following statements about brands = STRONGLY AGREE + AGREE
Sample: People 18+, n = 1,033


People Profile



Positive of Brand Politicos

Australians that are most supportive of brands getting involved with political issues

Source: The 2024 Good Study, January 2024
FILTER: I believe companies should take a stand on social & political issues (Agree + Somewhat Agree).
Note: Neutral respondents not counted
Sample: People 18+, n = 1,033

Sex	Attitude	Political View	Audience
<div><div>Male53%</div><div>Female47%</div></div>	<div><div>Optimistic37%</div><div>Pessimistic35%</div></div>	<div><div>Conservative27%</div><div>Progressive44%</div></div>	<div><div>Millennials37%</div><div>Gen X23%</div><div>Baby Boomers18%</div><div>Gen Z16%</div><div>Silent6%</div></div>
Population	News		Salary
<div><div>39%</div><div></div></div>	<div><div>ABC Australia48%</div><div>7 News47%</div><div>9 News41%</div><div>News.com.au30%</div><div>10 News27%</div><div>SBS25%</div><div>The Guardian17%</div><div>The Australian12%</div><div>Sky News11%</div></div>		<div><div>\$100 – \$150K25%</div><div>\$60 – \$100K25%</div><div><\$60K23%</div><div>\$150K+21%</div></div>
<div><div>New South Wales37%</div><div>Victoria24%</div><div>Queensland17%</div></div>	<div><div>Western Australia9%</div><div>South Australia7%</div><div>Tas/NT/ACT5%</div></div>		

4

The different

sides of good



Doing good isn't one thing, it's many and changes according to the values of your audience. There's a myriad of ways for brands to do good for people, communities, and the planet.



Doing good isn't one thing, it's ...

Doing the right thing when it comes to paying staff.
Gen Z, WA

Making an effort to contribute to better outcomes that affect the world.
Gen Z, NSW

Being a good corporate company by paying taxes, recycling products, and reducing their carbon footprint.
Gen Z, NSW

Paying workers fairly and caring for the planet.
Millennial, NSW

Being honest, being sustainable, keeping prices reasonable, and giving back to community.
Millennial, WA

Paying fair wages and sharing the profits with the team.
Gen X, QLD

Doing the right thing by employees, community and the environment.
Gen X, NSW

Putting the customer, staff and environment before profits.
Baby Boomer, NSW

They're being honest and transparent.
Baby Boomer, VIC

Treating staff and suppliers well and caring for the environment. Silent Generation, SA

Keeping prices down and keeping people in jobs.
Silent Generation, VIC

There
are many
pathways
for brands
to do good.

77%

Doing good
for the
environment



90%

Treating
people
respectfully
and fairly

85%

Financial
integrity



77%

Doing
good for
society

Source: The 2024 Good Study, January 2024
QUESTION: B1: IMPORTANT GOOD FACTORS: When you think about what makes a brand “good”,
how important are the following to you? (Very important + Important)
Sample: People 18+, n = 1,033

When it comes to the environment, smarter use of materials is most important to Australians, along with a heightened sense of care for our oceans and waterways.



Source: The 2024 Good Study, January 2024
QUESTION: B2: GOOD FOR ENVIRONMENT: When you think about what makes a brand “good”, how important are the following to you? (Very important + Important)
Sample: People 18+, n = 1,033

Re-using, repairing, recycling and sharing resources to reduce impact

89%

Clearing oceans and waterways

88%

Reducing the use of plastic

87%

Restoring nature

84%

Working to the protection of animals and plant life

84%

Providing sustainable fishing practices

82%

Use renewable energy sources

78%

Taking action on climate change

73%

Ensures a green supply chain

73%

Making it possible to eat more plants and/or less meat

45%

These are the top 3 priorities across all generations

Some of the biggest differences between this and our last study can be found when it comes to restoring nature and improving fishing practices.

	2022	2024	Difference
Re-using, repairing, recycling and sharing resources to reduce impact	71%	89%	+18%
Clearing oceans and waterways	64%	88%	+24%
Reducing the use of plastic	70%	87%	+17%
Restoring nature	47%	84%	+37%
Working to the protection of animals and plant life	55%	84%	+29%
Providing sustainable fishing practices	31%	82%	+51%
Use renewable energy sources	—	78%	New measure
Taking action on climate change	56%	73%	+17%
Ensures a green supply chain	—	73%	New measure
Making it possible to eat more plants and/or less meat	19%	45%	+24%

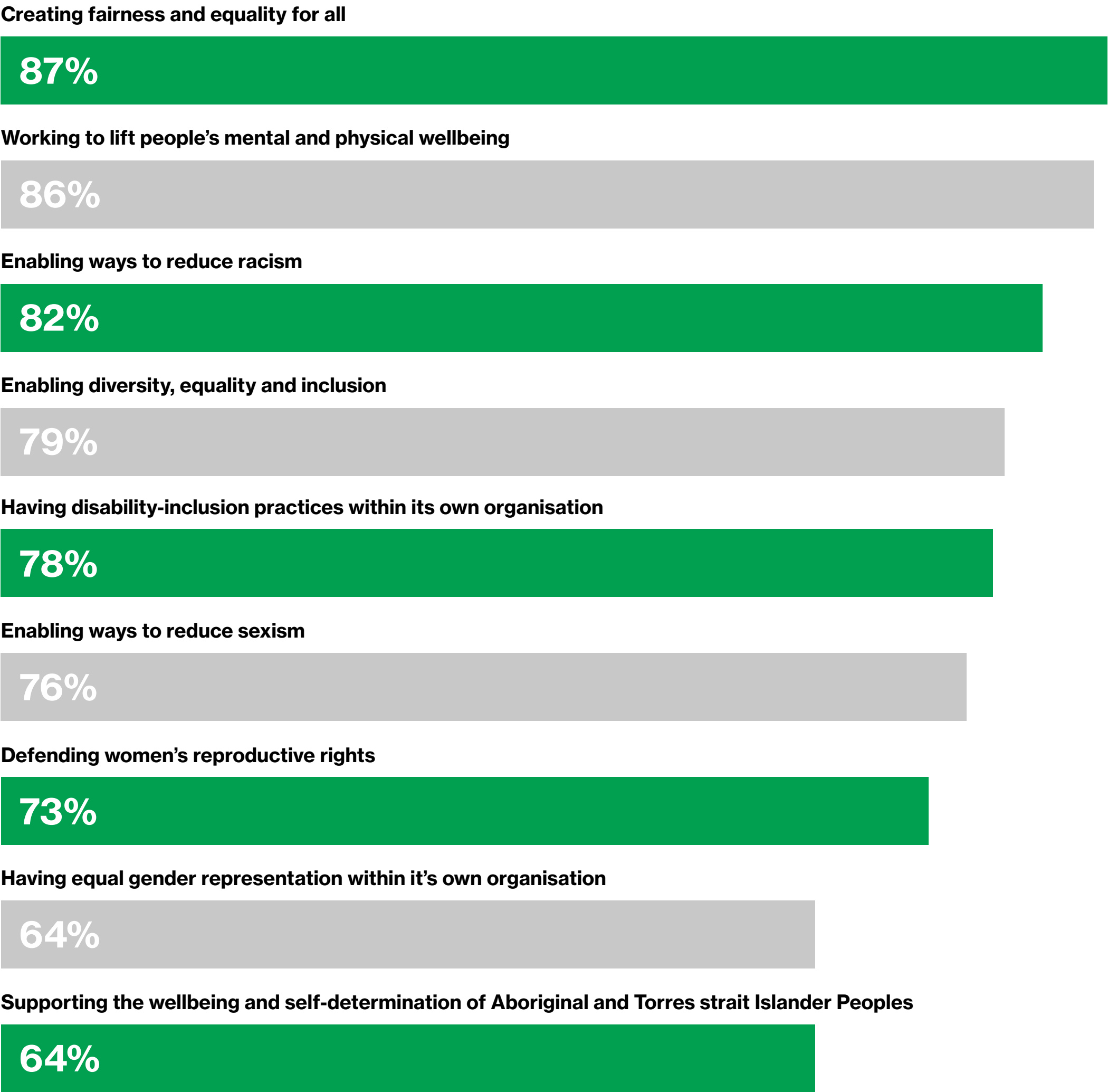
NOTE: Devastating bushfires and severe storms were occurring across Australia in the months prior to this survey

Source: The 2024 Good Study, January 2024
QUESTION: B2: GOOD FOR ENVIRONMENT: When you think about what makes a brand “good”, how important are the following to you? (Very important + Important)
Sample: People 18+, n = 1,033
Reference: The Good Study, October 2022.

Fairness and equity
for all continues to
come through as a
dominant value for
Australians.



Source: The 2024 Good Study, January 2024
QUESTION: B3: GOOD FOR PEOPLE: When you think about what makes a brand “good”,
how important are the following to you? (Very important + Important)
Sample: People 18+, n = 1,033



Defending women’s reproductive rights and reducing racism and sexism have seen the largest leaps of support.

	2022	2024	Difference
Creating fairness and equality for all	71%	87%	+15%
Working to lift people’s mental and physical wellbeing	69%	86%	+16%
Enabling ways to reduce racism	39%	82%	+37%
Enabling diversity, equity and inclusion	60%	79%	+19%
Having disability-inclusion practices within its own organisation	52%	78%	+26%
Enabling ways to reduce sexism	39%	76%	+37%
Defending women’s reproductive rights	32%	73%	+40%
Having equal gender representation within its own organisation	46%	64%	+18%
Support the wellbeing and self-determination of Aboriginal and Torres Strait Islander Peoples	—	64%	New measure

Source: The 2024 Good Study, January 2024
QUESTION: B3: GOOD FOR PEOPLE: When you think about what makes a brand “good”, how important are the following to you? (Very important + Important)
Sample: People 18+, n = 1,033
Reference: The Good Study, October 2022.

Gen Z is most passionate about these acts of good.

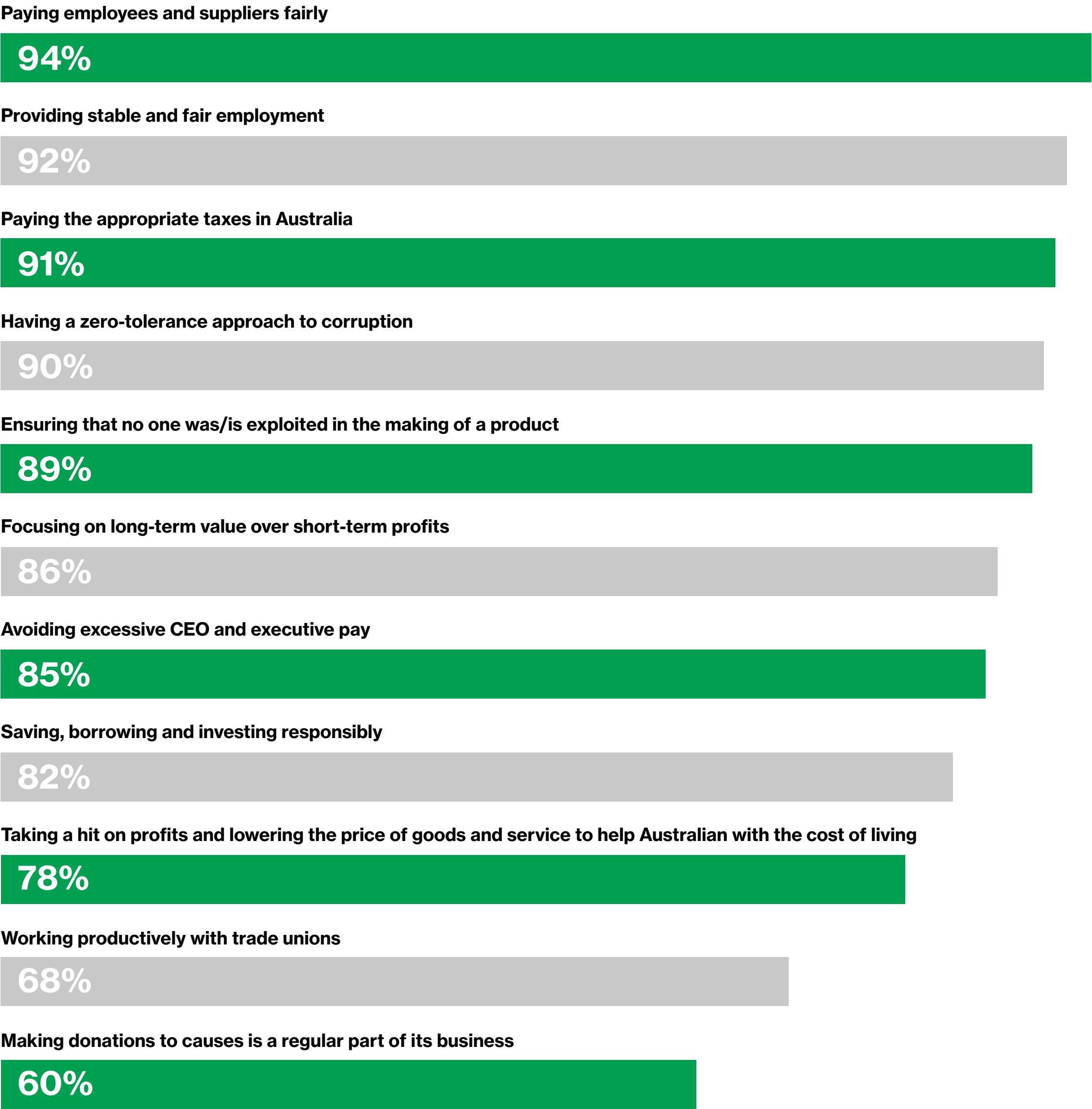
	Gen Z	Millennials	Gen X	Baby Boomers	Silent Generation
Creating fairness and equality for all	56%	45%	43%	42%	50%
Working to lift people’s mental and physical wellbeing	53%	40%	40%	38%	38%
Enabling ways to reduce racism	46%	37%	31%	35%	42%
Enabling diversity, equity and inclusion	47%	39%	27%	27%	36%
Defending women’s reproductive rights	45%	35%	30%	28%	33%
Having disability-inclusion practices within its own organisation	40%	33%	28%	30%	39%
Enabling ways to reduce sexism	42%	33%	28%	26%	30%
Having equal gender representation within its own organisation	40%	32%	22%	23%	24%
Support the wellbeing and self-determination of Aboriginal and Torres Strait Islander Peoples	29%	29%	22%	17%	25%
Net	80%	73%	64%	62%	65%

Source: The 2024 Good Study, January 2024
QUESTION: B3: GOOD FOR PEOPLE: When you think about what makes a brand “good”, how important are the following to you? (Very important)
Sample: People 18+, n = 1,033
Reference: The Good Study, October 2022.

Financial brand acts
are most important to
Australians and reflect
our collective concerns.



Source: The 2024 Good Study, January 2024
QUESTION: B4: FINANCIAL INTEGRITY: When you think about what makes a brand “good”,
how important are the following to you? (Very important + Important)
Sample: People 18+, n = 1,033

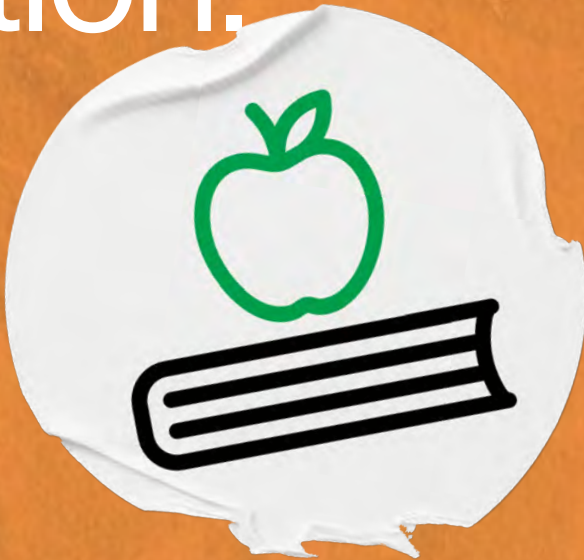


Some of the new questions in this study have found instant, widespread support, such as providing stable and fair employment, focusing on long-term value over short-term profits, and avoiding excessive CEO pay.

	2022	2024	Difference
Paying employees and suppliers fairly	83%	94%	+11%
Providing stable and fair employment	—	92%	New measure
Paying the appropriate taxes in Australia	75%	91%	+16%
Having a zero-tolerance approach to corruption	79%	90%	+11%
Ensuring that no one was/is exploited in the making of a product	74%	89%	+15%
Focusing on long-term value over short-term profits	—	86%	New measure
Avoiding excessive CEO and executive pay	—	85%	New measure
Saving, borrowing, and investing responsibly	47%	82%	+35%
Taking a hit on profits and lowering the price of goods and services to help Australians with the cost of living	—	78%	New measure
Working productively with trade unions	—	68%	New measure
Making donations to causes is a regular part of its business	34%	60%	+26%

Source: The 2024 Good Study, January 2024
QUESTION: B4: FINANCIAL INTEGRITY: When you think about what makes a brand “good”, how important are the following to you? (Very important + Important)
Sample: People 18+, n = 1,033
Reference: The Good Study, October 2022.

When it comes to doing good for society, support for poverty reduction has skyrocketed to sit alongside education.



Investing in the local community



Supporting causes that work to end poverty



Providing education and learning facilities for all



Supporting human rights issues



Actively stopping the poor treatment of marginalised communities



Preventing and responding to incidents of racism or other conflicts between groups in the community



Efforts that create social togetherness



Supporting First Nation Australians



Source: The 2024 Good Study, January 2024
QUESTION: B5: GOOD FOR SOCIETY: When you think about what makes a brand “good”, how important are the following to you? (Very important + Important)
Sample: People 18+, n = 1,033

Doing good for society saw significant uplifts across the board in comparison to our last study.

	2022	2024	Difference
Investing in the local community	54%	83%	+29%
Supporting causes that work to end poverty	56%	81%	+25%
Providing education and learning facilities for all	60%	81%	+21%
Supporting human rights issues	53%	81%	+28%
Actively stopping the poor treatment of marginalised communities	43%	77%	+34%
Preventing and responding to incidents of racism or other conflicts between groups in the community	49%	77%	+28%
Efforts that create social togetherness	34%	73%	+39%
Supporting First Nation Australians	29%	60%	+31%

NOTE: The failed Indigenous ‘Voice to Parliament’ referendum was held in the months prior to the survey.

Source: The 2024 Good Study, January 2024
QUESTION: B5: GOOD FOR SOCIETY: When you think about what makes a brand “good”, how important are the following to you? (Very important + Important)
Sample: People 18+, n = 1,033
Reference: The Good Study, October 2022.

Investing in the local community sits high in importance for Millennials through to the Silent Generation.

	Gen Z	Millennials	Gen X	Baby Boomers	Silent Generation
Investing in the local community	78%	82%	81%	89%	88%
Supporting causes that work to end poverty	79%	82%	78%	82%	89%
Providing education and learning facilities for all	83%	81%	77%	82%	83%
Supporting human rights issues	87%	83%	79%	77%	87%
Actively stopping the poor treatment of marginalised communities	75%	77%	74%	76%	86%
Preventing and responding to incidents of racism or other conflicts between groups in the community	77%	76%	76%	80%	80%
Efforts that create social togetherness	74%	75%	71%	68%	76%
Supporting First Nation Australians	70%	65%	54%	52%	61%

Source: The 2024 Good Study, January 2024
QUESTION: B5: GOOD FOR SOCIETY: When you think about what makes a brand “good”, how important are the following to you? (Very important + Important)
Sample: People 18+, n = 1,033

Overall, acts of good have higher appeal with females.

		Very Important AND Important		Very Important ONLY	
		Male	Female	Male	Female
	The brand values doing good for the environment while satisfying your needs through its products/services	72%	82%	26%	36%
	The brand treats people respectfully and equally	86%	94%	41%	55%
	The brand conducts itself with financial integrity	84%	87%	39%	40%
	The brand priorities doing good for society	73%	81%	24%	27%

Source: The 2024 Good Study, January 2024
QUESTION: B1: IMPORTANT GOOD FACTORS: When you think about what makes a brand “good”, how important are the following to you? (Very important + Important / Very important only)
Sample: People 18+, n = 1,033

What matters most to the genders.

Women

Paying employees and suppliers fairly	96%
Providing stable and fair employment	95%
Having a zero-tolerance approach to corruption	93%
Paying the appropriate taxes in Australia	91%
Cleaning oceans and waterways	91%
Re-using, repairing, recycling, and sharing resources to reduce impact	91%
Creating fairness and equity for all	91%
Ensuring that no one was/is exploited in the making of a product	91%
Reducing the use of plastic	90%
Working to lift people's mental and physical wellbeing	89%

Men

Paying employees and suppliers fairly	92%
Paying the appropriate taxes in Australia	91%
Providing stable and fair employment	90%
Having a zero-tolerance approach to corruption	88%
Re-using, repairing, recycling, and sharing resources to reduce impact	87%
Ensuring that no one was/is exploited in the making of a product	87%
Cleaning oceans and waterways	85%
Focusing on long-term value over short-term profits	84%
Reducing the use of plastic	83%
Creating fairness and equity for all	83%

Source: The Good Study – January 2024
QUESTION: B2, B3 & B4: When it comes to taking actions concerning the people, financial integrity of a company and environment, how important are each of the following actions? (Very important + Important)
Sample: People 18+, n = 1,033

What matters most each generation.

Gen Z 1997 – 2009		Millennials 1981 – 1996		Gen X 1965 – 1980		Baby Boomer 1946 – 1964		Silent Gen 1918 – 1945	
Paying employees and suppliers fairly	89%	Paying employees and suppliers fairly	94%	Paying employees and suppliers fairly	91%	Providing stable and fair employment	97%	Having a zero-tolerance approach to corruption	100%
Re-using, repairing, recycling, and sharing resources to reduce impact	87%	Providing stable and fair employment	90%	Providing stable and fair employment	91%	Paying the appropriate taxes in Australia	97%	Paying employees and suppliers fairly	100%
Supporting human rights issues	87%	Paying the appropriate taxes in Australia	88%	Paying the appropriate taxes in Australia	91%	Having a zero-tolerance approach to corruption	97%	Providing stable and fair employment	98%
Creating fairness and equity for all	86%	Re-using, repairing, recycling, and sharing resources to reduce impact	87%	Having a zero-tolerance approach to corruption	90%	Paying employees and suppliers fairly	97%	Paying the appropriate taxes in Australia	98%
Ensuring that no one was/is exploited in the making of a product	86%	Working to lift people's mental and physical wellbeing	86%	Re-using, repairing, recycling, and sharing resources to reduce impact	90%	Ensuring that no one was/is exploited in the making of a product	94%	Avoiding excessive CEO and executive pay	98%

Source: The Good Study – January 2024
QUESTION: B2, B3 & B4: When it comes to taking actions concerning the people, financial integrity of a company and environment, how important are each of the following actions? (Very important + Important)
Sample: People 18+, n = 1,033

What matters most to those to the left and the right of the political divide.

Source: The Good Study – January 2024
QUESTION: B2, B3 & B4: When it comes to taking actions concerning the people, financial integrity of a company and environment, how important are each of the following actions? (Very important + Important)
Sample: People 18+, n = 1,033

Progressive

Paying employees and suppliers fairly	96%
Paying the appropriate taxes in Australia	94%
Reducing the use of plastic	93%
Having a zero-tolerance approach to corruption	93%
Providing stable and fair employment	93%
Re-using, repairing, recycling, and sharing resources to reduce impact	93%
Ensuring that no one was/is exploited in the making of a product	92%
Working to lift people's mental and physical wellbeing	91%
Creating fairness and equity for all	90%
Cleaning oceans and waterways	90%

Conservatives

Paying employees and suppliers fairly	96%
Providing stable and fair employment	94%
Paying the appropriate taxes in Australia	93%
Having a zero-tolerance approach to corruption	92%
Ensuring that no one was/is exploited in the making of a product	90%
Cleaning oceans and waterways	89%
Re-using, repairing, recycling, and sharing resources to reduce impact	87%
Focusing on long-term value over short-term profits	87%
Avoiding excessive CEO and executive pay	86%
Creating fairness and equity for all	85%

5

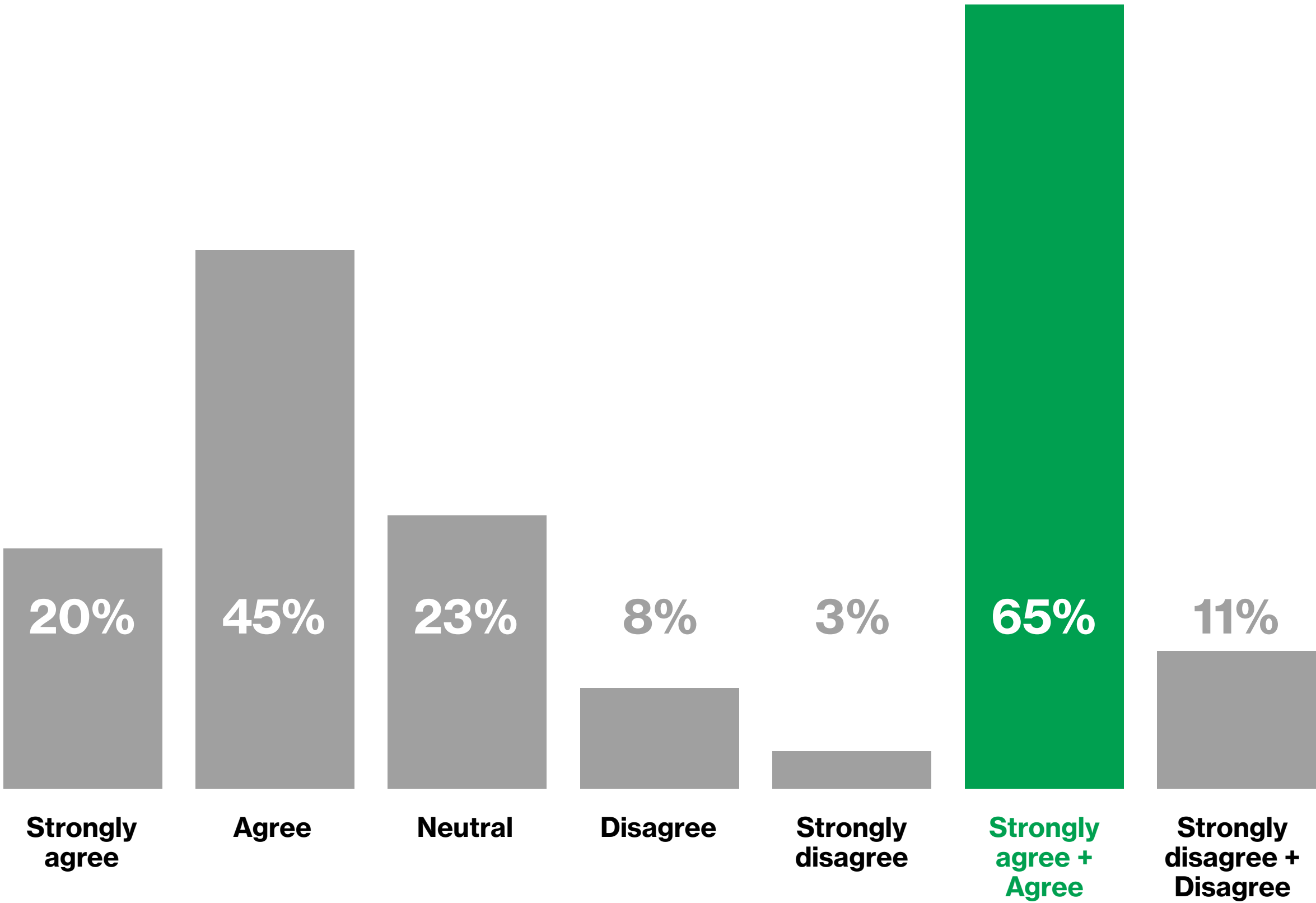
The
commercial
case for
good





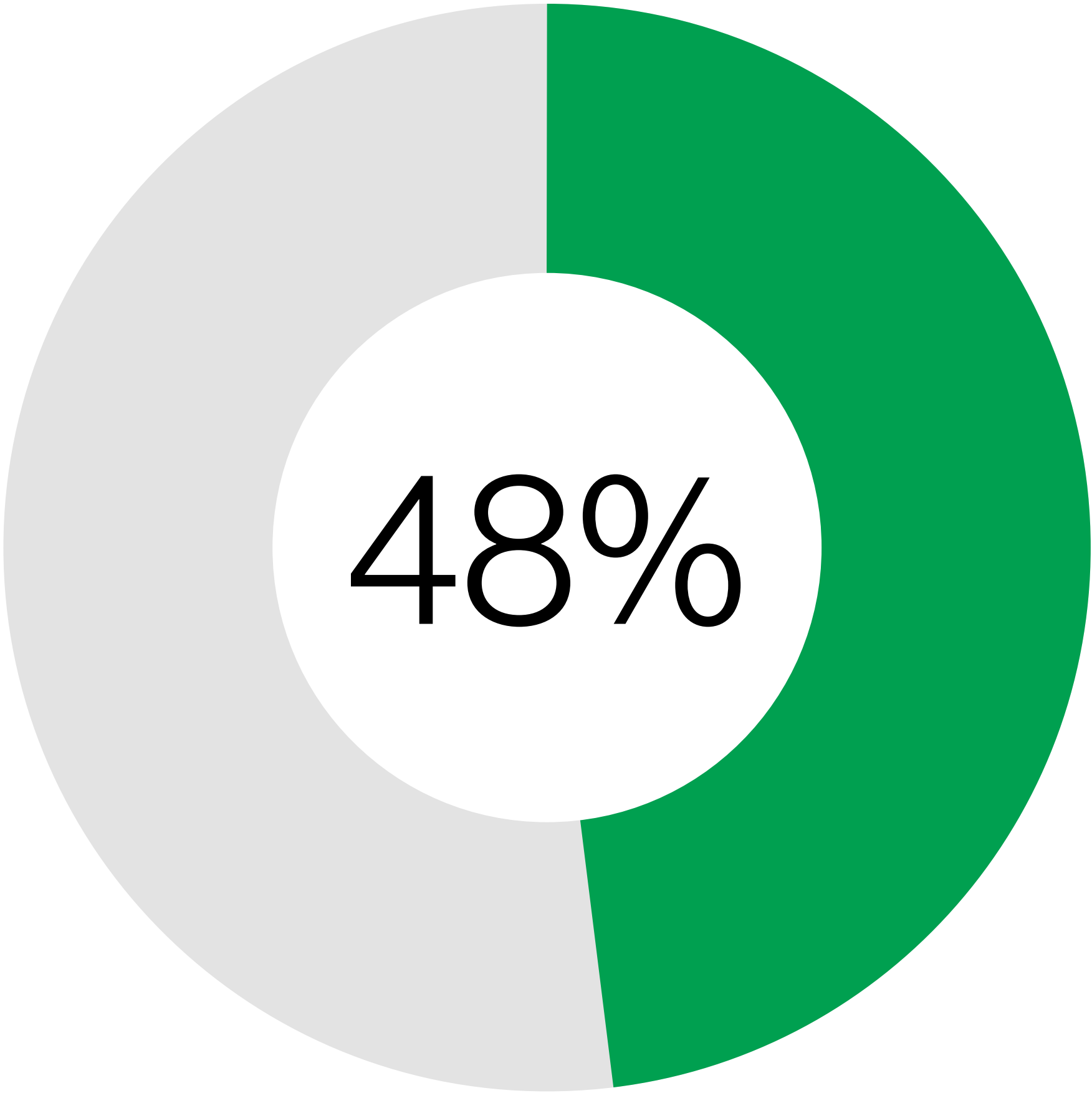
Doing good can shape consumer behaviour and help to drive conversation through the funnel. Younger generations are more willing to advocate and pay a premium for brands that do good.

65% of
Australians
believe the role of
business isn't just
to make money,
but to also have a
positive impact on
our society.



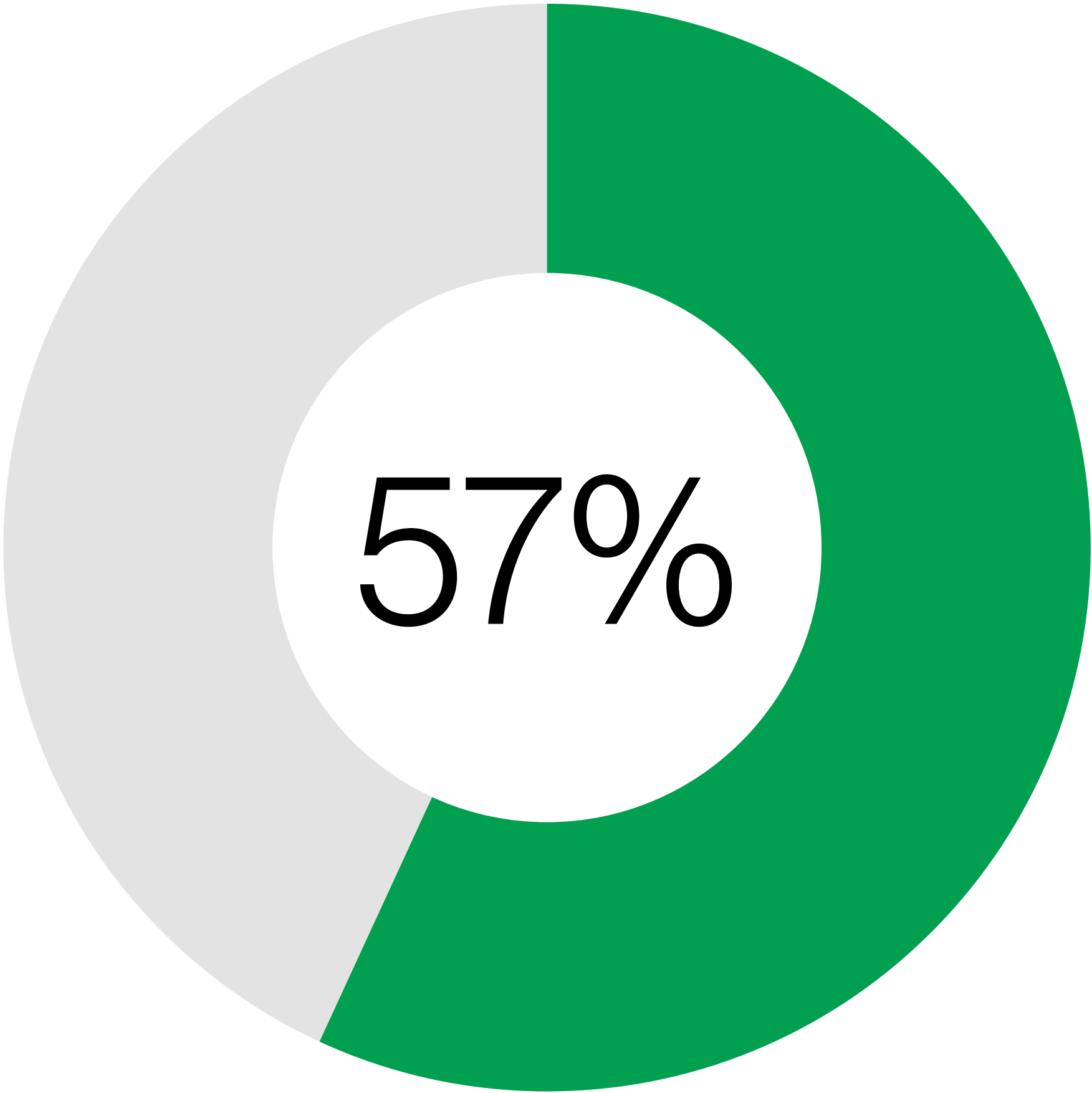
Source: The 2024 Good Study, January 2024
QUESTION: E10: CORPORATE STATEMENTS: I believe the role of business today isn't just to make money, but to also have a positive impact on our society.
Sample: People 18+, n = 1,033

Nearly half of
Australians believe
that the future
belongs to brands
that do good.



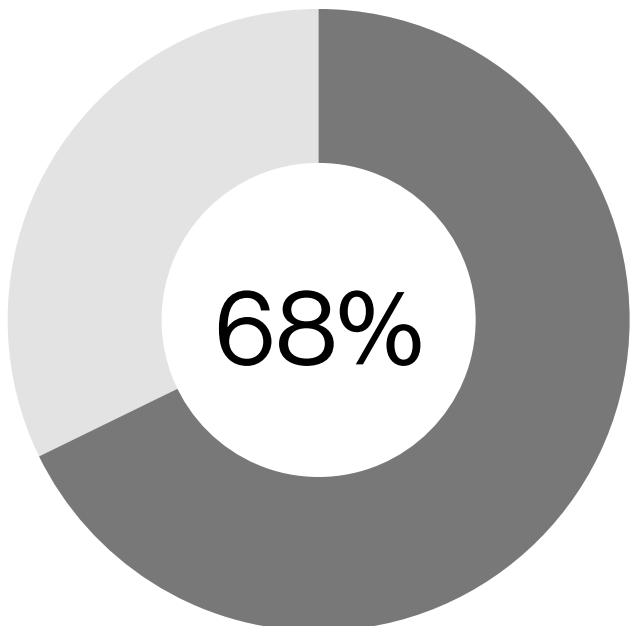
Source: The 2024 Good Study, January 2024
QUESTION: E9: ACTION STATEMENTS: In my opinion, the majority of brands that will exist in the future will be those that do good. (Strongly agree + Agree).
Sample: People 18+, n = 1,033

More than half of
Australians try
their best to avoid
brands that are not
doing good.

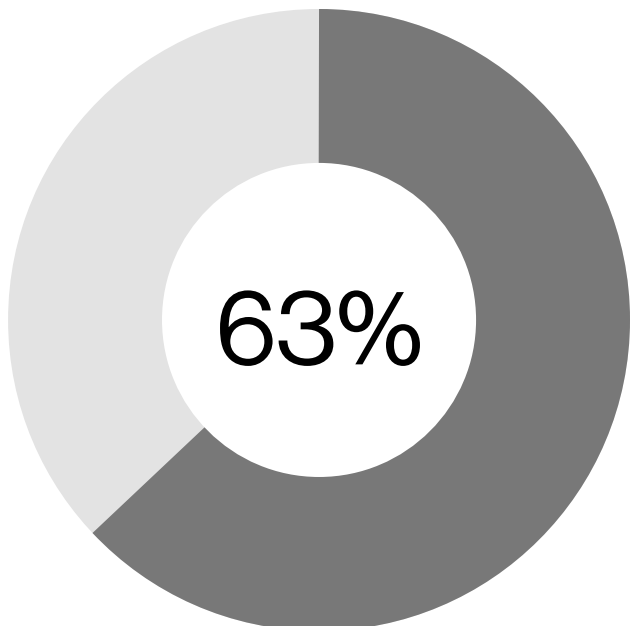


Source: The 2024 Good Study, January 2024
QUESTION: E9: ACTION STATEMENTS: I try my best to avoid brands that don't do good (Strongly agree + Agree).
Sample: People 18+, n = 1,033

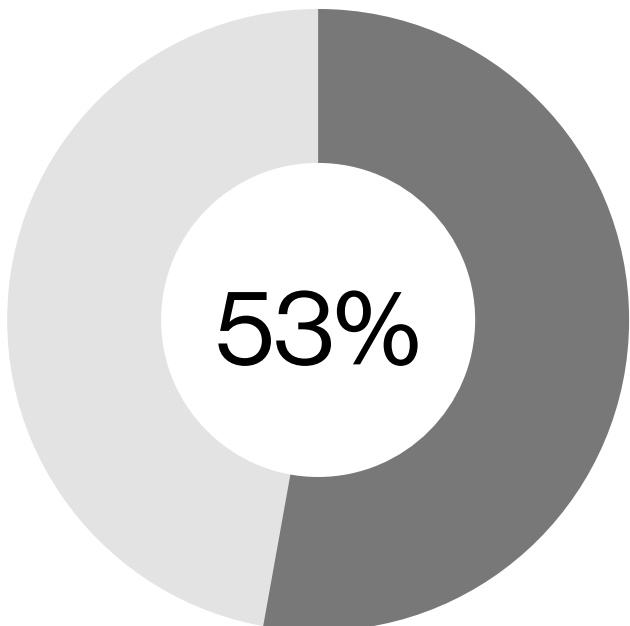
Younger generations more actively avoid brands that don't act with good conscience.



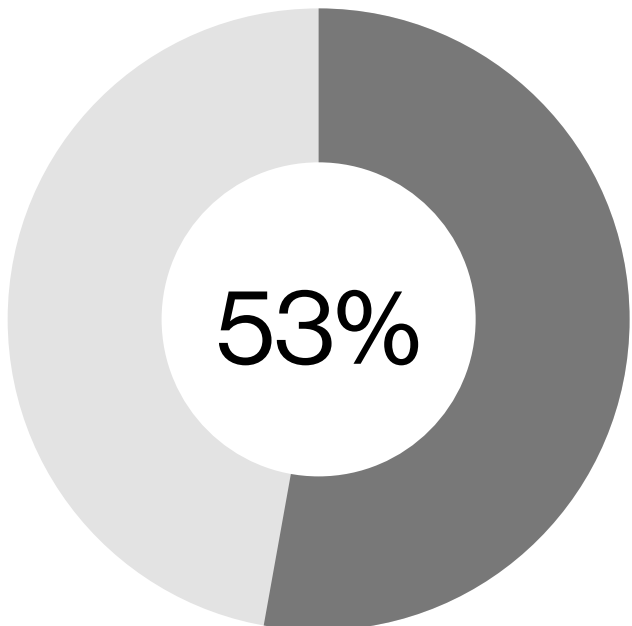
Gen Z



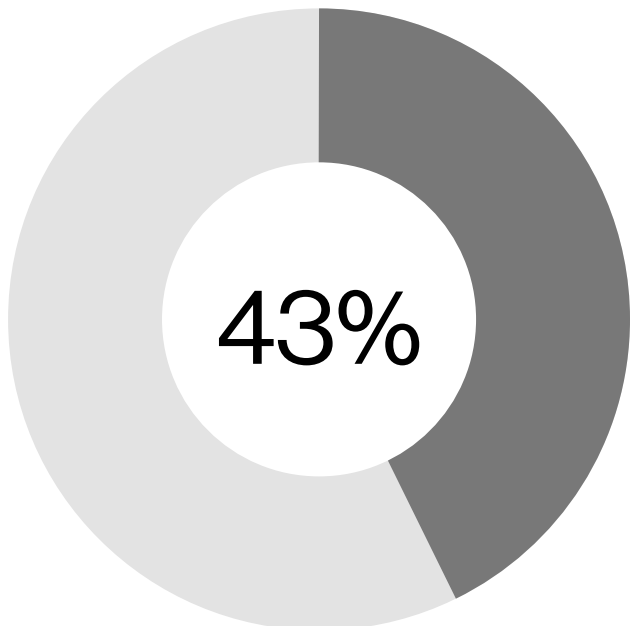
Millennials



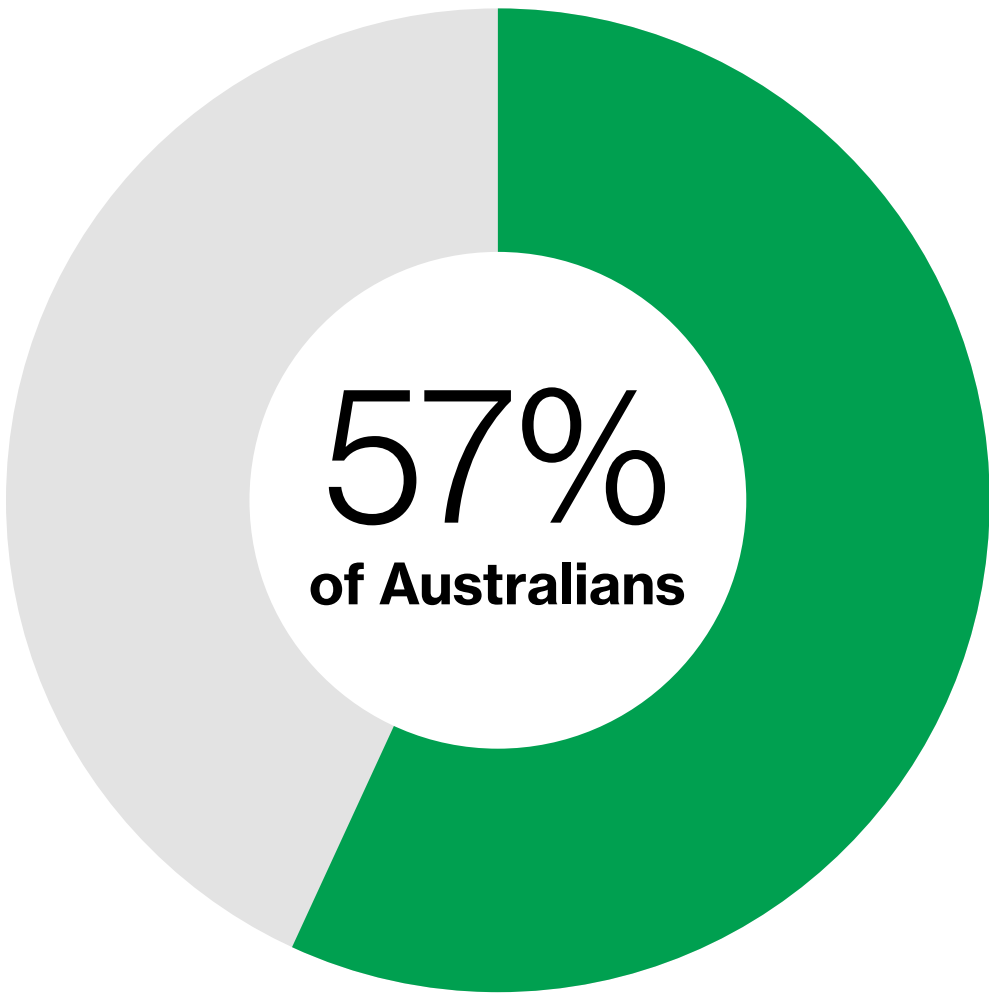
Gen X



Baby Boomers

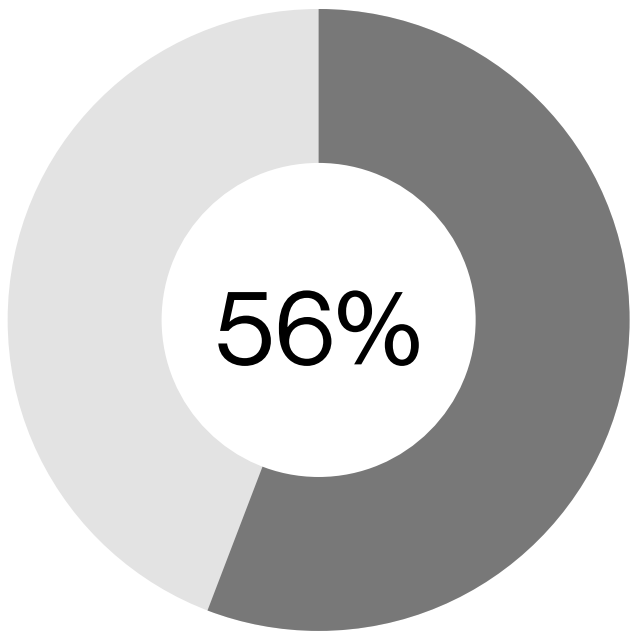


Silent Generation

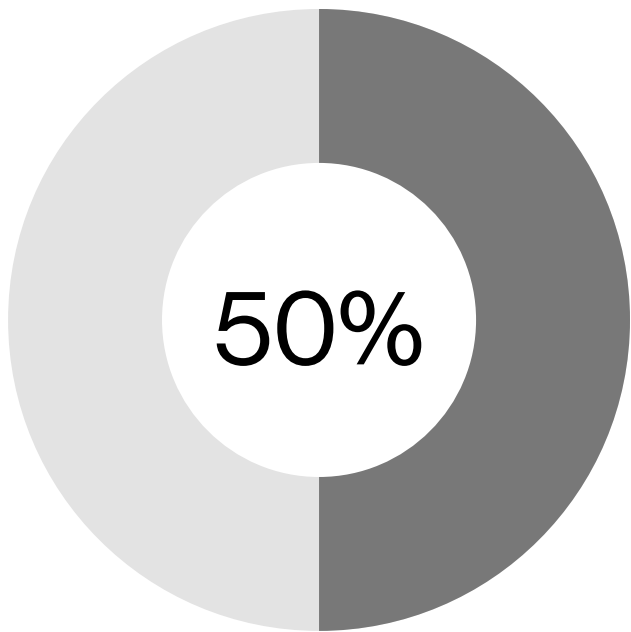


Source: The 2024 Good Study, January 2024
QUESTION: E9: ACTION STATEMENTS: I try my best to avoid brands that don't do good (Strongly agree + Agree).
Sample: People 18+, n = 1,033

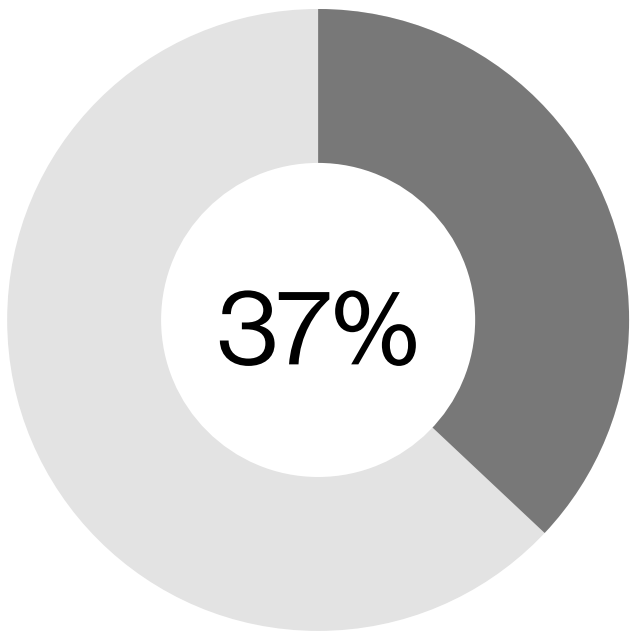
Younger generations
are also more
inclined to research
a brand before
buying from them
to gauge if they're
making a positive
impact.



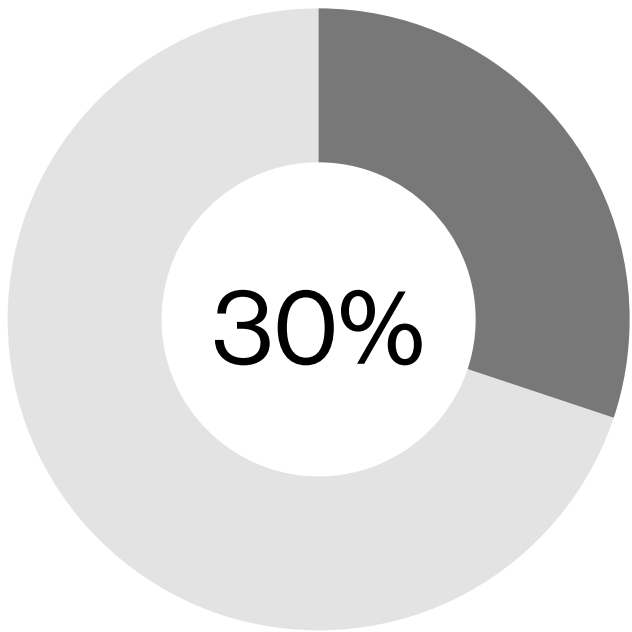
Gen Z



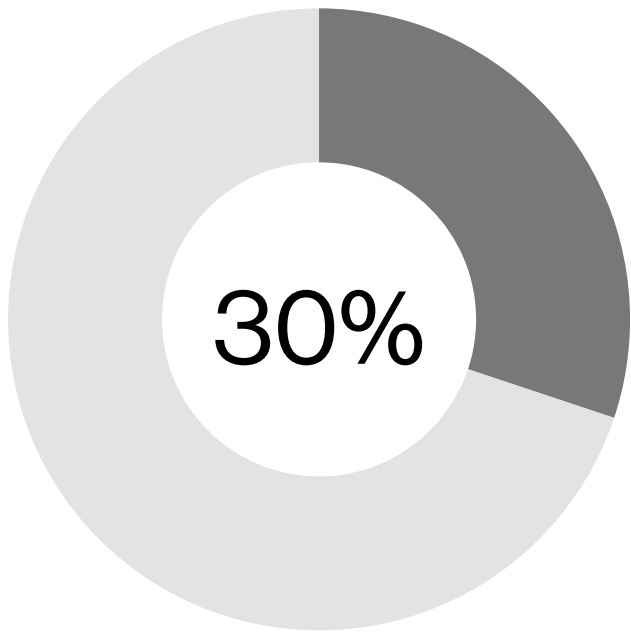
Millennials



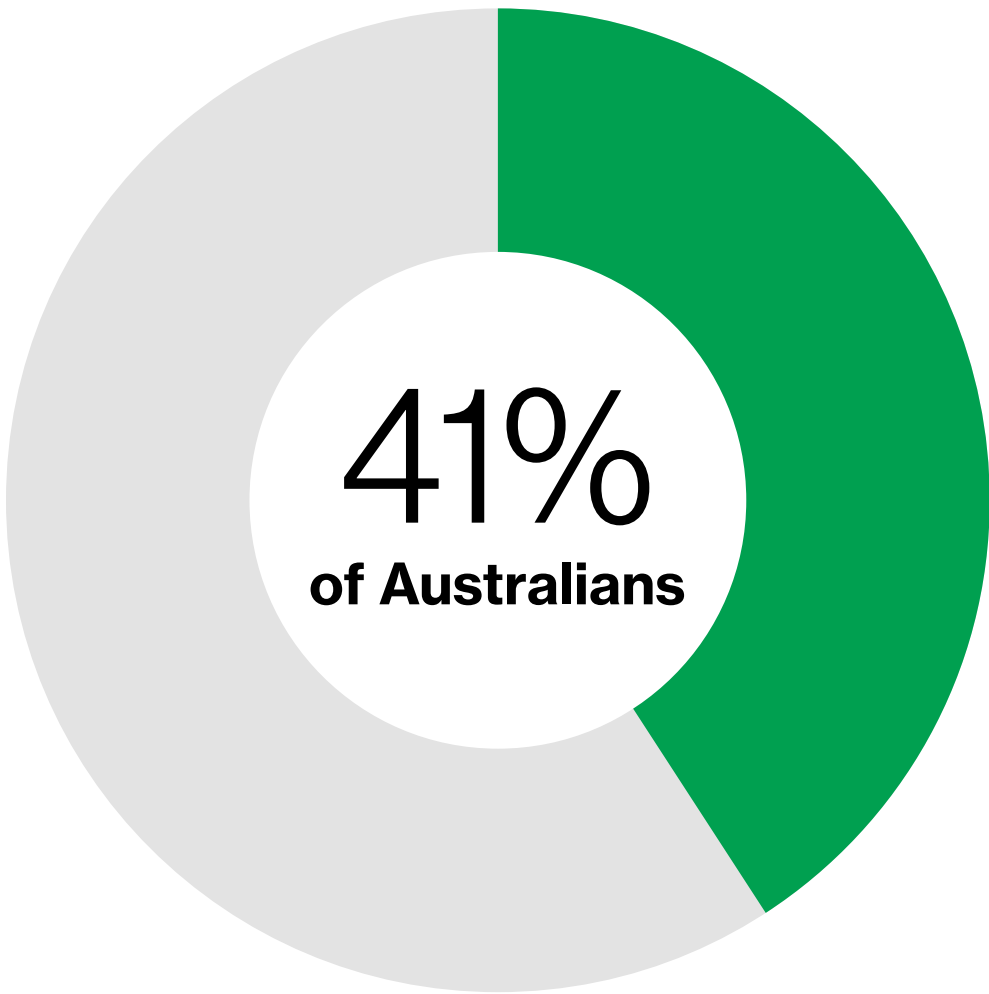
Gen X



Baby Boomers

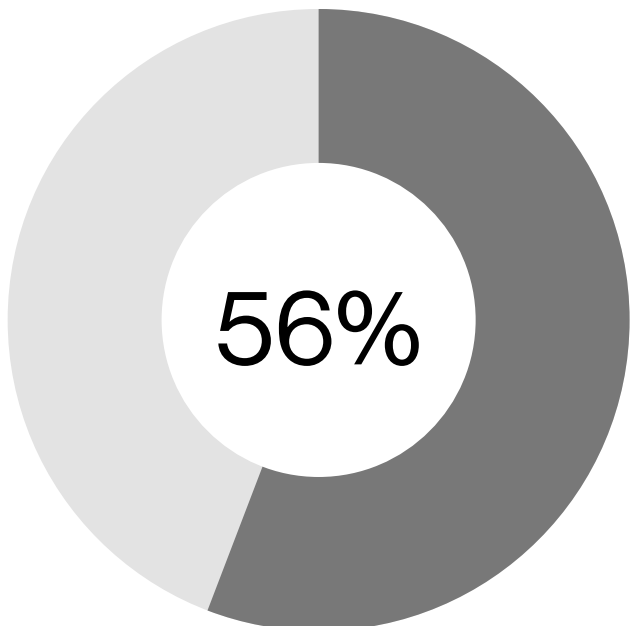


Silent Generation

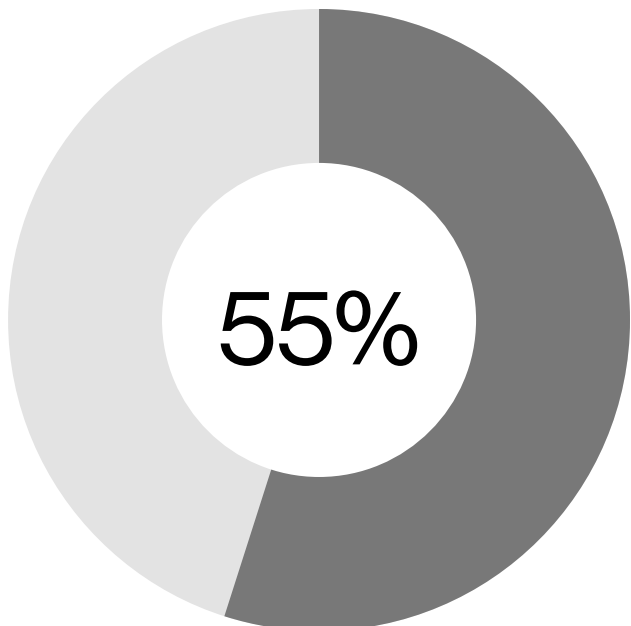


Source: The 2024 Good Study, January 2024
QUESTION: E9: ACTION STATEMENTS: Before trying a new brand, I would research if the brand is doing good. (Strongly agree + Agree).
Sample: People 18+, n = 1,033

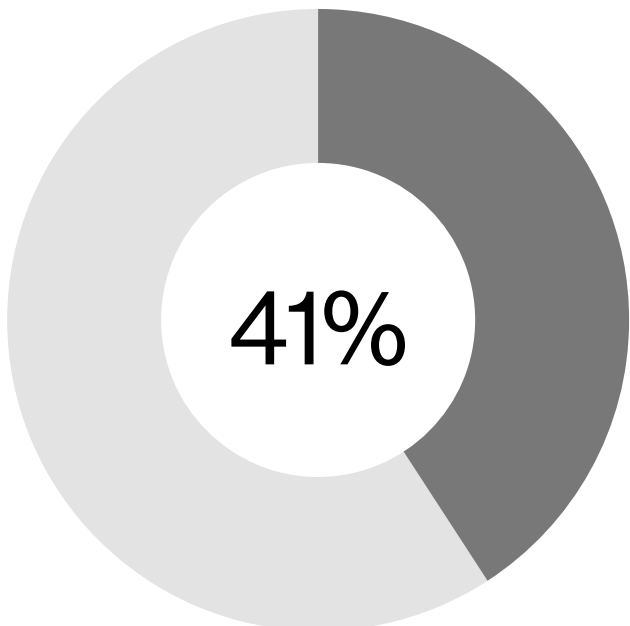
More than half of Gen Z and Millennials say they'll boycott a brand if it's not doing good.



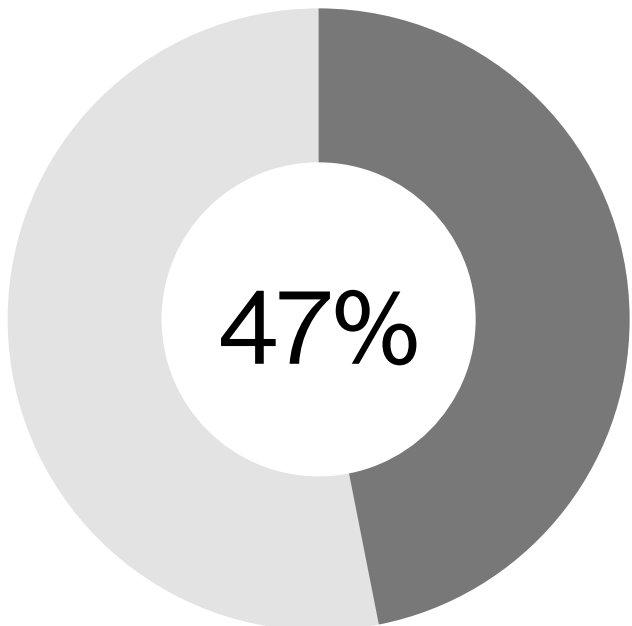
Gen Z



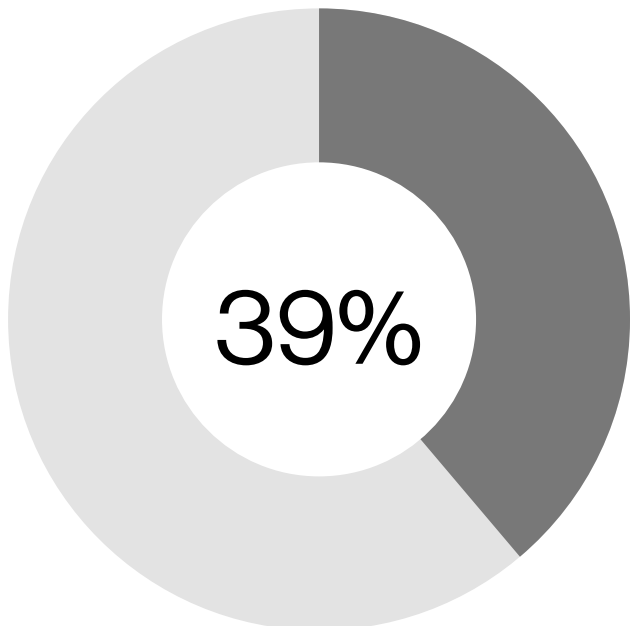
Millennials



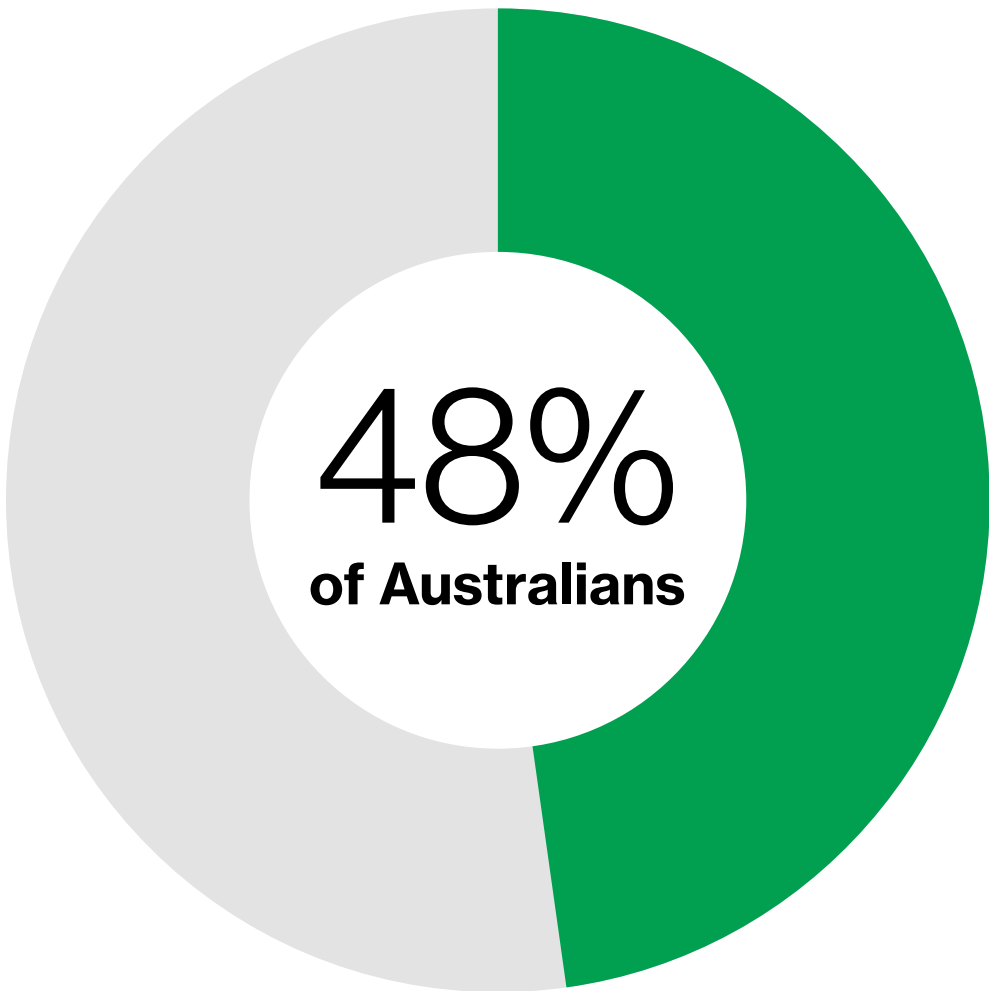
Gen X



Baby Boomers



Silent Generation



48% of Australians

Source: The 2024 Good Study, January 2024
QUESTION: E9: ACTION STATEMENTS: I would boycott a brand if it doesn't do good. (Strongly agree + Agree).
Sample: People 18+, n = 1,033



Aussies will boycott a brand if it's not doing good in the world

I want to support brands that are making the effort to do good for us and our planet.
Millennial, NSW

Why would you want to give a company money if they aren't using it in a way you support. Like if they don't align with my values I don't buy from them.
Gen Z, NSW

Protesting is a way of getting brands to change their bad habits.
Millennial, NSW


I think (boycotting a brand) is one of the only ways people feel they can make a difference.
Millennial, VIC

I don't support unethical brands.
Millennial, SA

I hate animal testing so I avoid those products that do harm.
Baby Boomer, NSW

Brands receive back what they give out. Boycotting is Karma!
Gen Z, NSW


People Profile



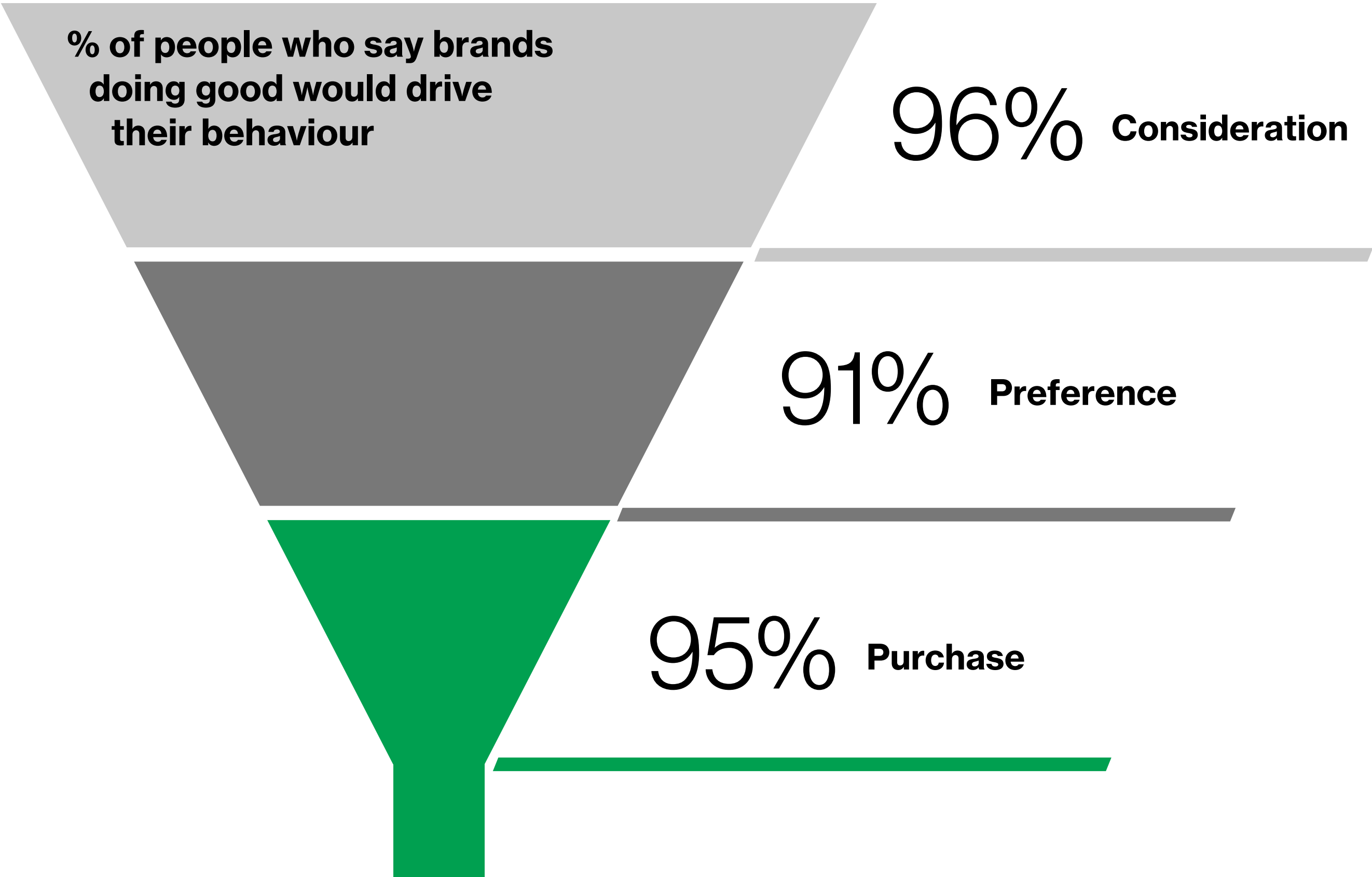
Consumer Optimists

Australians who believe that the future will be dominated by brands doing good

Source: The Good Study – January 2024
QUESTION: E9: ACTION STATEMENTS: When you think about what makes a brand “good”, how important are the following to you = Very important + Important - In my opinion the majority of brands that will exist in the future will be those that do good.
Sample: People 18+, n = 1,033
Reference: The Good Study, October 2022.

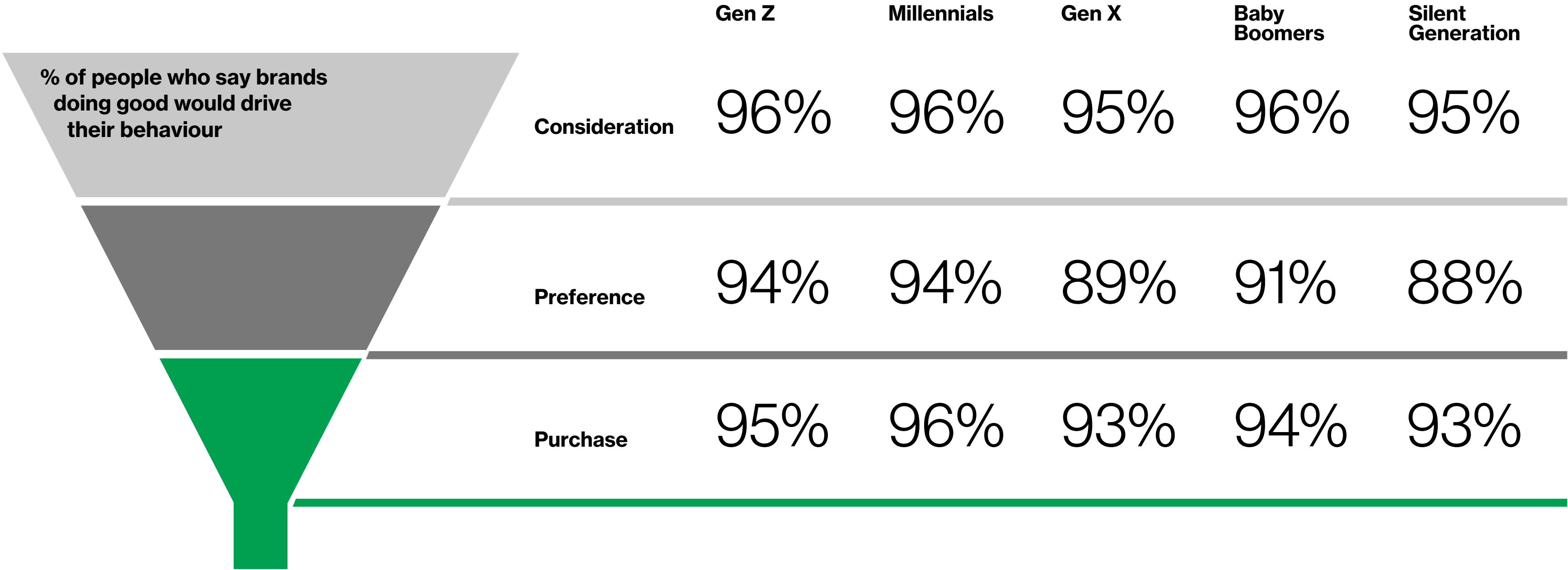
Sex		Attitude		Political View	Audience
<div><div>Male 49%</div><div>-7% from 2022</div></div> <div><div>Female 47%</div><div>-4% from 2022</div></div>		<div><div>Optimistic 60%</div><div>-6% from 2022</div></div> <div><div>Pessimistic 43%</div><div>-2% from 2022</div></div>		<div><div>Conservative 47%</div><div>-4% from 2022</div></div> <div><div>Progressive 51%</div><div>-11% from 2022</div></div>	<div><div>Gen Z55%</div><div>Millennials52%</div><div>Gen X43%</div><div>Baby Boomers46%</div><div>Silent45%</div></div>
Population		<div><div>48%</div><div></div></div>		News	Salary
<div><div>New South Wales54%</div><div>Victoria49%</div><div>South Australia48%</div></div>		<div><div>Queensland47%</div><div>Tas/NT/ACT39%</div><div>Victoria39%</div></div>		<div><div>9 News54%</div><div>SBS54%</div><div>7 News52%</div><div>10 News52%</div><div>News.com.au52%</div><div>ABC Australia50%</div><div>The Australian49%</div><div>Sky News47%</div><div>The Guardian46%</div></div>	<div><div>\$100 – \$150K51%</div><div>\$150K+49%</div><div><\$60K49%</div><div>\$60 – \$100K48%</div></div>

It’s no surprise
that doing good
has potential to
shape behaviour
throughout
the funnel.



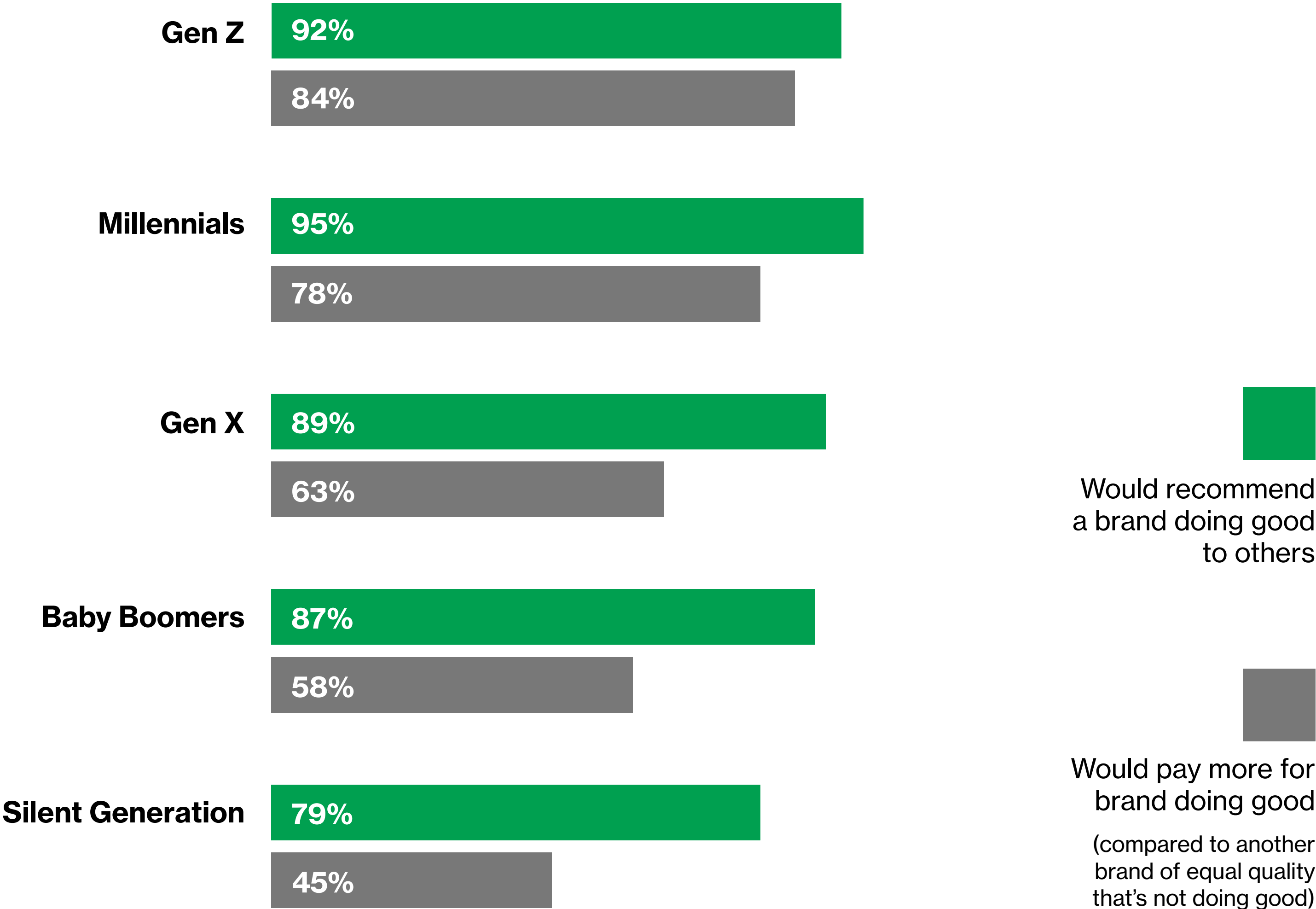
Source: The 2024 Good Study, January 2024
QUESTION: C1-C4: ACTION STATEMENTS: The impact on buyer behaviour for brands doing good across: environmental, people, financial and societal.
Sample: People 18+, n = 1,033

Doing good drives conversion across all generations.



Source: The 2024 Good Study, January 2024
QUESTION: C1-C4: ACTION STATEMENTS: The impact on buyer behaviour for brands doing good across: environmental, people, financial and societal.
Sample: People 18+, n = 1,033

Doing good creates brand differentiation and advocacy, particularly with younger generations, and helps to justify a price premium.



Source: The 2024 Good Study, January 2024
QUESTION: C1-C4: ACTION STATEMENTS: The impact on buyer behaviour for brands doing good across: environmental, people, financial and societal.
Sample: People 18+, n = 1,033

People Profile

✓

Voting with my wallet

Australians most likely to pay more for brands doing good

Source: The 2024 Good Study, January 2024
QUESTION: B1: IMPORTANT GOOD FACTORS: When you think about what makes a brand “good”, how important are the following to you? (Very important + Important)
NOTE: Neutral respondents removed
Sample: People 18+, n = 1,033
Reference: The Good Study, October 2022.

Sex	Attitude	Political View	Audience
<div><div>Male64% -6% from 2022</div><div>Female73% +2% from 2022</div></div>	<div><div>Optimistic80% -1% from 2022</div><div>Pessimistic60% +1% from 2022</div></div>	<div><div>Conservative60% -15% from 2022</div><div>Progressive81% -1% from 2022</div></div>	<div><div>Gen Z84%</div><div>Millennials78%</div><div>Gen X63%</div><div>Baby Boomers58%</div><div>Silent Generation45%</div></div>
Population	News		Salary
<div><div>68%</div><div></div></div>	<div><div>Sky News82%</div><div>SBS76%</div><div>The Australian76%</div><div>The Guardian76%</div><div>10 News73%</div><div>ABC Australia72%</div><div>9 News71%</div><div>News.com.au70%</div><div>7 News70%</div></div>		<div><div>\$100 – \$150K76%</div><div>\$150K+70%</div><div>\$60 – \$100K69%</div><div><\$60K62%</div></div>
<div><div>South Australia72%</div><div>Tas/NT/ACT72%</div><div>New South Wales70%</div></div>	<div><div>Victoria67%</div><div>Queensland66%</div><div>Western Australia63%</div></div>		

A hand with a light skin tone is pointing its index finger upwards towards a large green question mark. The question mark is centered within a large, solid purple circle. The background is a light, textured surface, possibly paper or fabric.

Five questions to ask

before embarking on a new brand good initiative

1.

**Are we a
mass or a
niche brand?**

Brands need to consistently fill their marketing funnel to grow. And to do this, they need to appeal to as many potential customers as possible.

The Good Study shows that not all acts can achieve this, in fact, the majority can be quite polarising. This means mass brands should behave differently to niche ones. Upsetting your audience is no way to grow.

2.

**Does our
brand have
a Purpose?**

Australians are more likely to buy into a brand's positive contribution if it aligns with a purpose. Reflecting this, 50% of Australians believe that corporations should only get involved in social and political matters if it reflects their purpose, values and products.

Purpose can take on different forms. It can product-led (how your product/service aims to positively contribute), culture-led (how the way you do business will positively contribute) or cause-led (how you will make a bigger impact on the world).

Knowing what your brand stands for will help to act as a rudder that guides you.

3.

**Is our house
in order?**

The Good Study shows that consumers don't discriminate between business behaviours and brand acts – everything communicates.

For instance, do you pay employees and suppliers fairly? Do you offer fair and stable employment? Do you pay your taxes?

Our research suggests examining your core business behaviours before branding out into acts of further brand good, particularly if you want to avoid public scrutiny.

4.

**Do we have
solid marketing
fundamentals?**

The Good Study shows that making a positive contribution can differentiate products and services, but it doesn't replace the fundamentals of a quality offering that meets a consumer need, positioned at an attractive price.

Our research shows consumers will always evaluate these fundamental factors before contemplating wider points.

5.

**Do we
understand
what matters
to our
audience?**

Echoing the results of the first Good Study, financial good is something that all Australians agree on. But there are nuances in every other aspect outside of this, particularly when it comes to social, individual, environmental and political issues.

Younger Australians significantly differ to older Australians. There are subtle gender differences and clear political ones.

Knowing what your audience values should steer your direction.

Please get in touch.

Behind this report sits a dataset that allows us to inform how corporate Australia should approach initiatives of brand good.

Please get in touch if you see anything in the 2024 Good Study that piques your interest:

Catherine King

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Leo Burnett Australia

catherine.king@leoburnett.com.au



Leo Burnett x  **UTS** x **Zenith** 