



## 2009 US SURVEY OF EFFECTIVENESS OF US PROMOTIONS OF LOGO

Results of research on supermarket promotions -- commissioned by Australian Made, Australian Grown Campaign (AMAG) and conducted by Horizon Research Corporation -- has found awareness of products from Downunder has grown significantly in California since the Campaign's launch in the United States, four years ago.

The 2009 research surveyed 425 grocery shoppers who regularly shop at Andronico's or Bristol Farms, two retailers who have participated in promotions of the logo. Shoppers were screened for suitability outside the grocery stores and then were interviewed in person.

The research tracked AMAG promotions in Los Angeles and San Francisco, which began in 2005. It found awareness of the Australian Made logo had increased from 9% to 27% in Los Angeles and from 11% to 53% in San Francisco.

Recall of Australian made products was also very high amongst shoppers (75%) which indicates the strong awareness of Aussie products in California.

"This shows that our commitment to promoting quality Aussie foods and beverages is paying off. Not only has the Australian Made logo been well received with 75 % of shoppers believing it successfully captures the positive impressions of Australia but Aussie products are also extremely well regarded by American consumers. They are considered unique, of high quality, produced with care and craftsmanship," said Ian Harrison, AMAG Chief Executive.

AMAG's promotions ran in the first quarter of 2009 and included price specials, product sampling and country-themed displays. They ran in two high-end grocery chains; Andronico's in San Francisco and Bristol Farms in Los Angeles.

Products for sale, some of which included cheeses, wine, beer, olive oils, honey, salts and condiments were from Australia's top producers. AMAG licensed products meet strict country of origin criteria to be able to carry the AMAG logo.

In Los Angeles, familiarity of the Australian Made logo (27%) was not too far behind those logos which enjoy an obvious proximity advantage such as USA (51%), Canada (44%) and Mexico (39%).

## ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.