

# Corona Brand Report



Australia | July 2020





**This report is a snapshot of Corona consumers in Australia. We take a look at their profile and identify their key music behaviours.**

**The Report will cover**

- 1. Key Takeaways**
- 2. Category Overlap**
- 3. Brand Audience Profile**
- 4. Brand Music Map**



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# Key Takeaways

**70% of Corona consumers are under the age of 44.** When looking into the DNA Segment affinities a diverse range of younger skewed DNA Segments appear including Suave Gent, Foodies and Tech Heads. The Wine-O's DNA Segment capturing the older consumers.

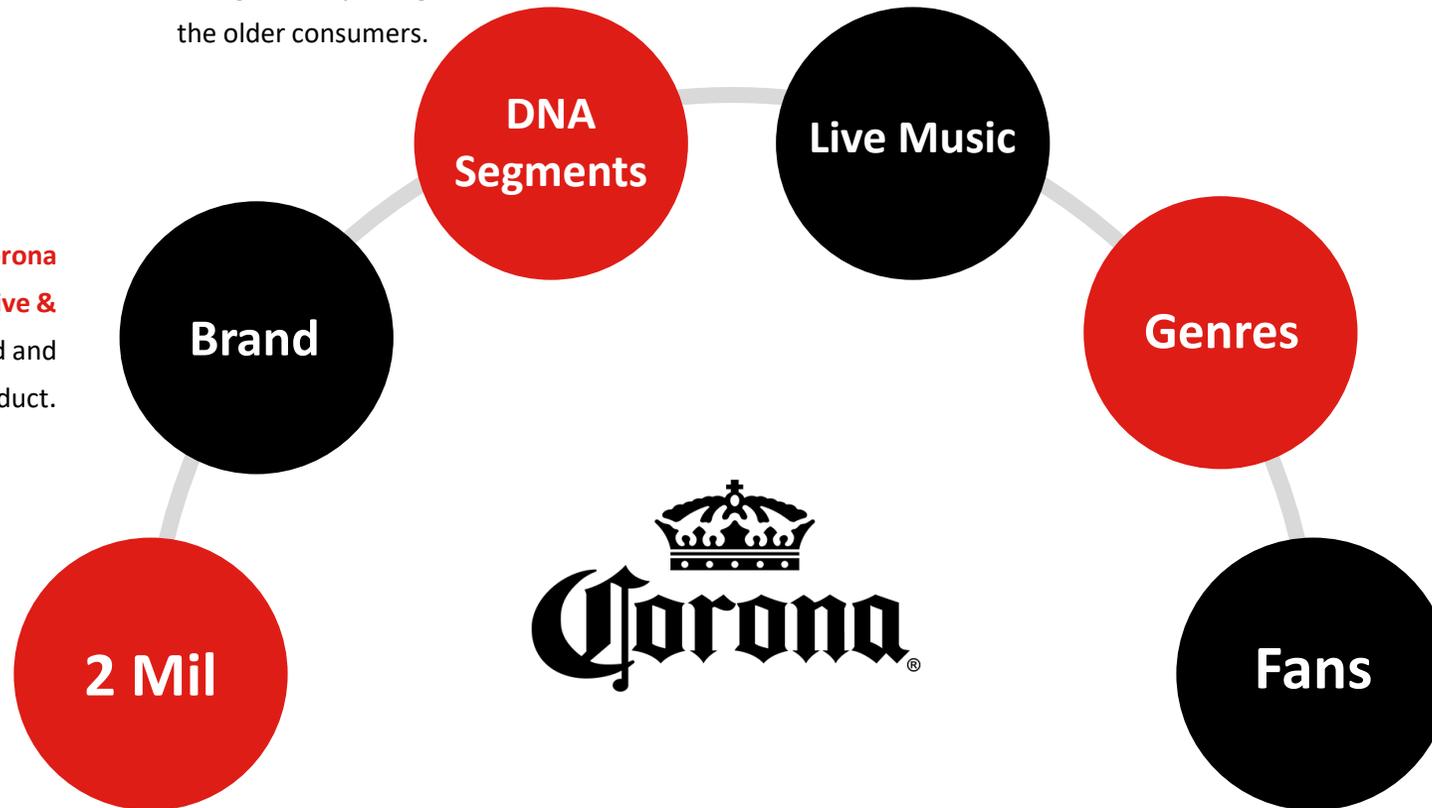
Corona Consumers are **1.7x more likely to regularly go to gigs** and **1.5x more likely to live stream concerts.** They are also **1.8x more likely to use Songkick** compared to the average Aussie.

**Brand qualities of high appeal to Corona consumers are trendy/cool, exclusive & young.** They like to stand out in a crowd and tend to buy the premium version of a product.

**2 Million people aged 18-64** in Australia are Corona consumers. 60% of these are male and are more likely to live in WA, QLD and VIC.

**Rap, House and Hip-Hop** are genres they enjoy listening to more than the general population. They mainly listen to music artists that are less well-known/popular.

**They are fans of Diplo, Tame Impala and Rūfūs Du Sol.** They are more likely to follow artists they like because they share common interests with them and believe they are good sources of information.

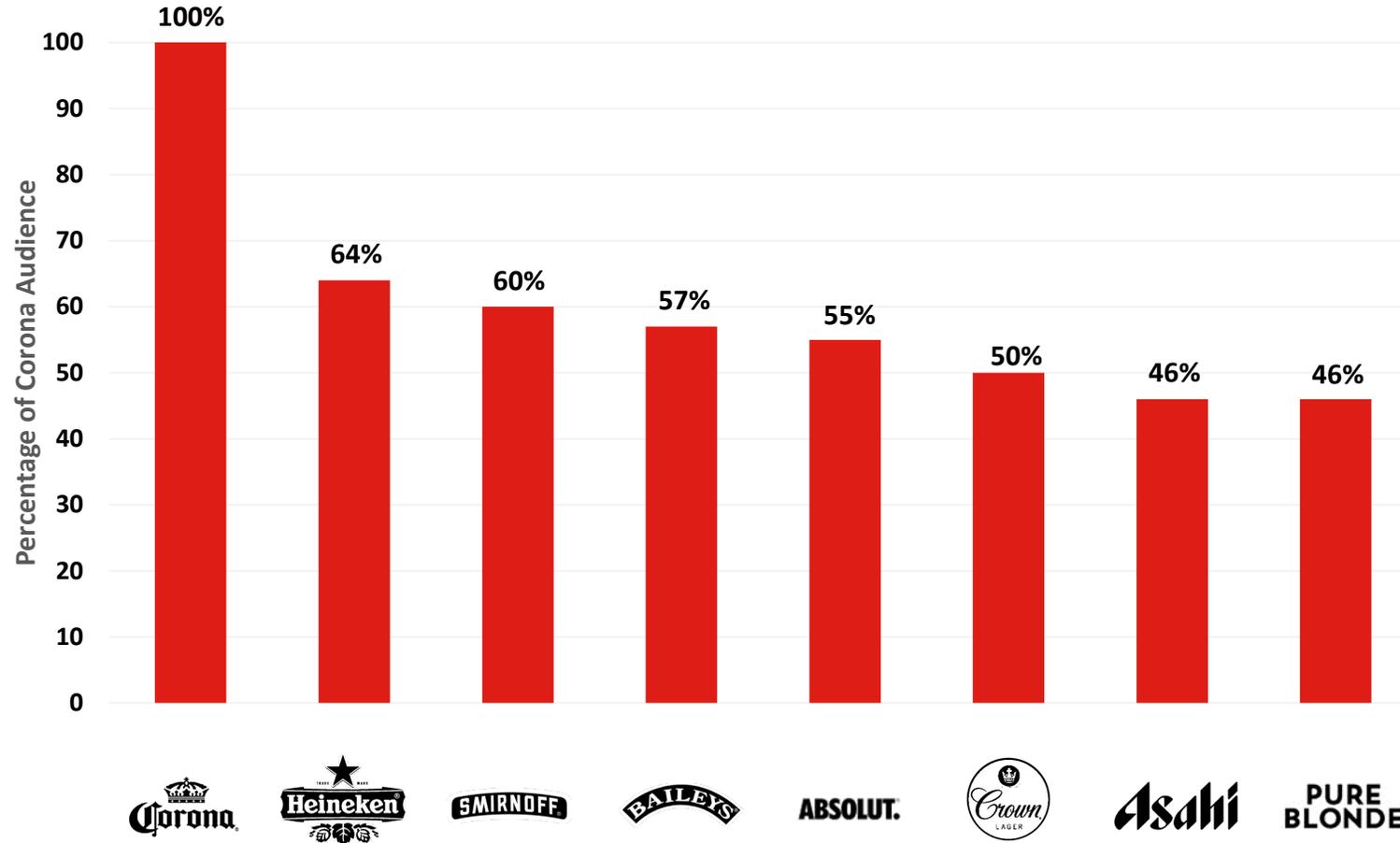


Let look at the...

# BRAND OVERVIEW.

# Brand Category **Overlap**

What else do they enjoy drinking?

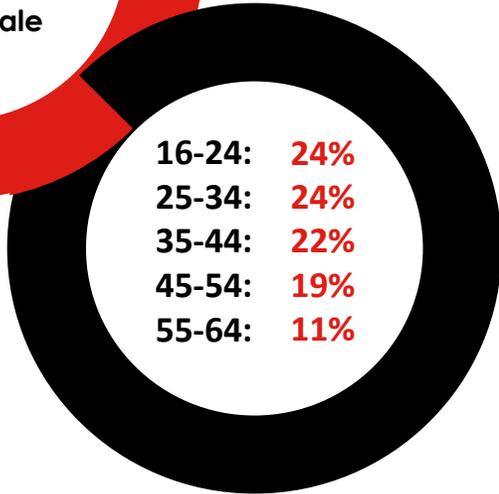
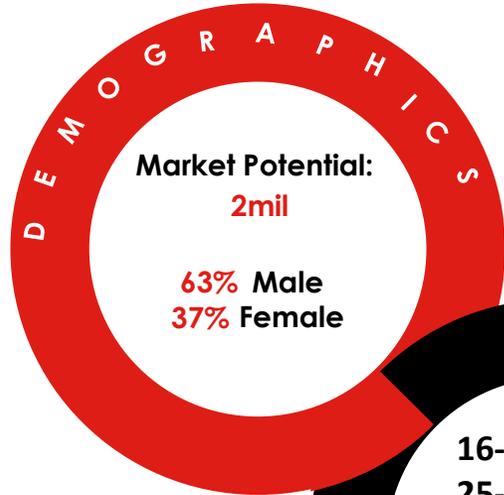


**64%** of Corona consumers in Australia also enjoy drinking **Heineken**.



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# Corona Audience Profile



## Highest Volume

NSW  
VIC  
QLD



## Highest Propensity

WA  
QLD  
VIC



## Attitudes

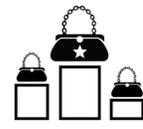
- I tend to buy the premium version of a product
- I like to stand out in a crowd
- I feel positive about the future of the environment
- I am a risk taker



## What do they want brands to be?



## Top 5 Segments



Prestige Purchasers



Suave Gent



Foodies



Wine-O's



Tech Heads

## Household Income

Top 10%	9%
Top 25%	28%
Mid 50%	49%
Bottom 25%	15%

% of the population

## Top 5 Media Properties

- Traditional Radio
- Online
- TV
- Social Media
- Online TV

## Top Activities

- Esports
- Gambling
- Playing sport
- Business



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# Corona Music Map



**FANS of:**

Diplo	1.9x
Tame Impala	1.8x
Rüfüs Du Sol	1.7x
Camila Cabello	1.7x
Travis Scott	1.6x

**Genres:**

Rap	1.5x
House	1.5x
Hip-Hop	1.3x
R'n'B	1.3x
Dance	1.3x

## Music Attitudes

I mainly listen to music artists that are less well-known / popular

I'm usually one of the first people to discover new music artists

## Streaming Platforms



## Why they follow their favourite artists

I share common interests with them

They are good sources of information about what I'm into

## Music related activities

	Reach	Index
Watched music video on YouTube	51%	1.3x
Stream Music	65%	1.3x
Attend Live Concert	28%	1.8x
Live Stream Concert or Festival	23%	1.5x
Songkick	12%	1.7x
Follow Band on Social Media	34%	1.2x

THE BRAND MUSIC MAP helps us to understand the music profile of the Brand's current audience.

This can help you validate a partnership idea and craft the narrative between the brand and your artist to get a brand on board.

The music related activities are also linked to advertising or activations properties that Warner has to offer a brand.

Want to see how they map against all 50 measured artists?

We are able to map any brand across all our music data points so reach out if you would like to go into more detail.



*In many cases, a brand is considering a partnership to reach and impact a new audience.*

*If this is the case, it's helpful to know about their current consumer ... but we need to put the insights focus on the brand's campaign target audience.*

*Using the DNA Segments and our 30,000+ data points, we can identify their target audience and help you build the narrative to connect the dots between your artist and the brand's target audience.*

*All we need is the brand's audience brief.*



# Thank you.

Reach out if you have any questions  
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