

Brand Report

Nando's

Australia | August 2020





This report is a snapshot of the **Nando's consumer 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**



Research **Methodology**



Research Methodology

The figures in this report are from research conducted by our research provider GlobalWebIndex.

Below are the key points on the research methodology:

- Online-based syndicated research study
- Measures people aged 16-64
- 46 countries
- Single Source
- Updated 4x per year
- Representative of a country's online population
- Quotas set on age, gender, and education
- Over 35,000 data points
- Historical data available dating back to 2009
- Custom Recontact Survey captures detailed questions on music in five countries: Australia, Canada, Japan, UK, USA

Insights Methodology

The insights in this report have been selected from a rule set which includes a combination of index and reach.

Artists Measured in this survey

Global Artists Measured

A Boogie wit da Hoodie	Jason Derulo
Ava Max	Jonas Brothers
Bruno Mars	Lady Gaga
Camila Cabello	Lana Del Rey
Cardi B	Led Zeppelin
Charli XCX	Lizzo
Charlie Puth	Miley Cyrus
Dan + Shay	Pearl Jam
David Guetta	Red Hot Chili Peppers
Dua Lipa	Rihanna
Ed Sheeran	Royal Blood
Green Day	Taylor Swift
Halsey	

Australian Artists Measured

1975	Khalid
Billie Eilish	Lewis Capaldi
Coldplay	Morgan Evans
Dean Lewis	onefour
Diplo	Post Malone
Drake	Rüfüs Du Sol
Fleetwood Mac	Selena Gomez
Flume	Shawn Mendes
Foo Fighters	Tame Impala
Guy Sebastian	Tones + I
Hilltop Hoods	Travis Scott
Justin Bieber	Twenty One Pilots
Kasey Chambers	

Data Timestamp

March 2020

Sample Size

16,000

Got Questions?

Connect with **Laura Newman**
our Global Head of Research ...
Laura@audienceprecision.com



Key Takeaways

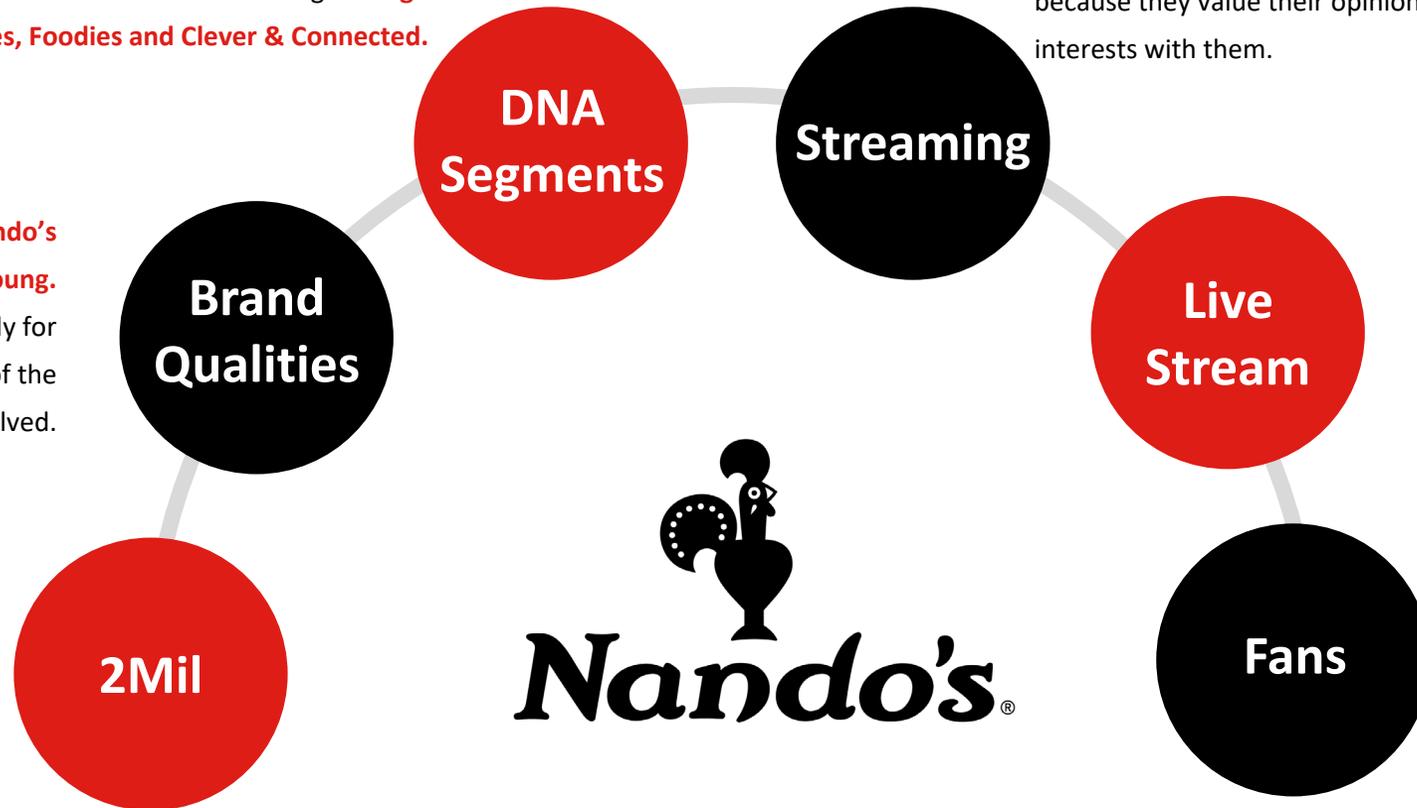


Nando's consumers have an even male/female gender split. When we look at the DNA Segment affinities, a diverse range of AP DNA Segments align with the Nando's consumer including **Prestige Purchases, Foodies and Clever & Connected.**

Almost three quarters of Nando's consumers stream music, however, do also listen to commercial radio. Their preferred platforms are Spotify and Apple Music. They follow artists because they value their opinions & also share common interests with them.

Brand qualities that appeal to the Nando's consumer are exclusive, bold & young. They would buy a product/service simply for the experience of being part of the community built around it ie get involved.

2 million people aged 16-64 in Australia are Nando's consumers. Of that, almost 60% of Nando's consumers are young; aged 16-34yo.



They are 1.6x more likely than the general population to live stream music events. In fact 27% said they had live streamed music events and 25% said they had actually attended an event.

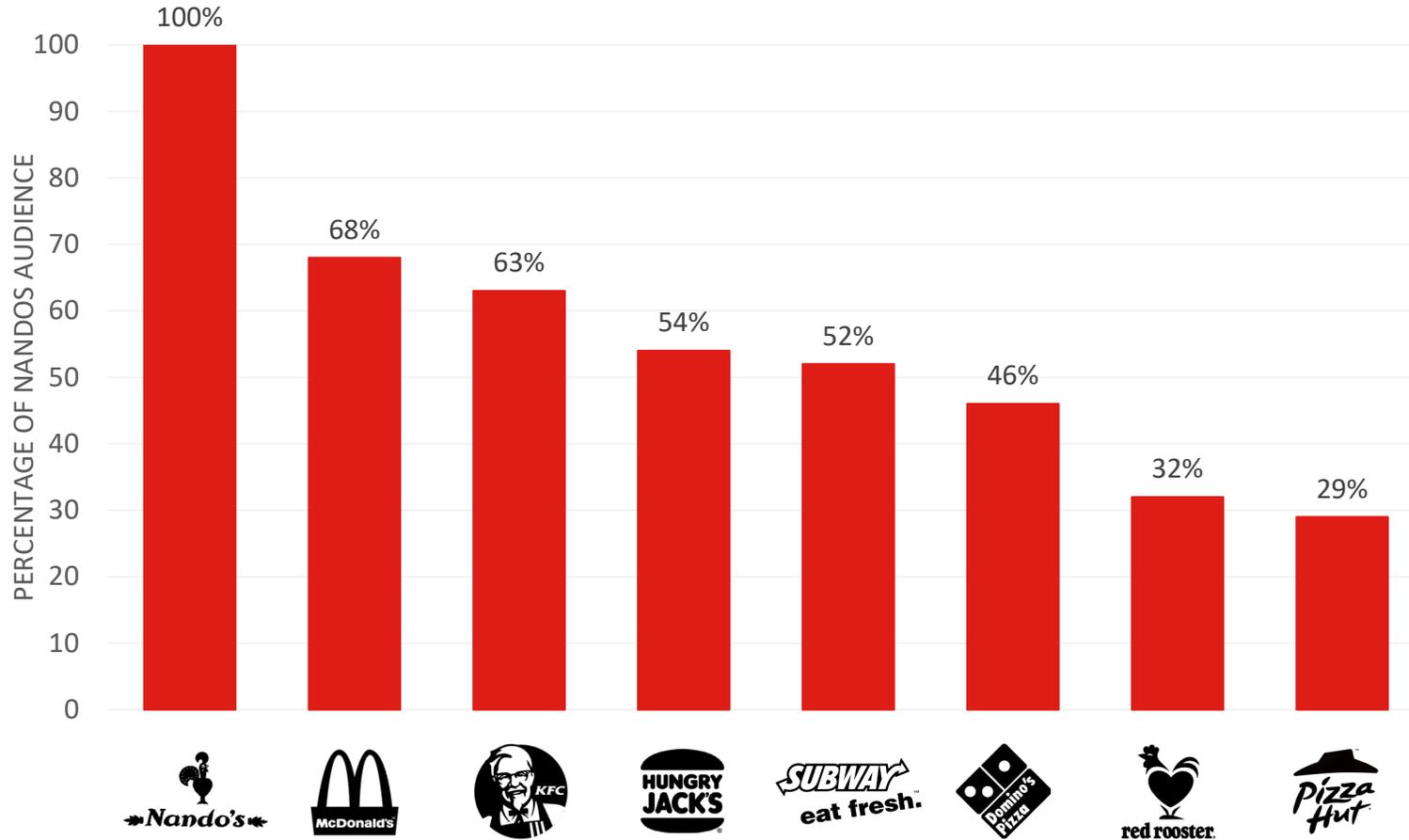
(pre covid data – March 2020)

A Boogie Wit Da Hoodie, Travis Scott & Royal Blood are artists that Nando's consumers are fans of more so than the general population.

Let look at the...

BRAND OVERVIEW.

Convenience Brands / QSRs Category brand overlap

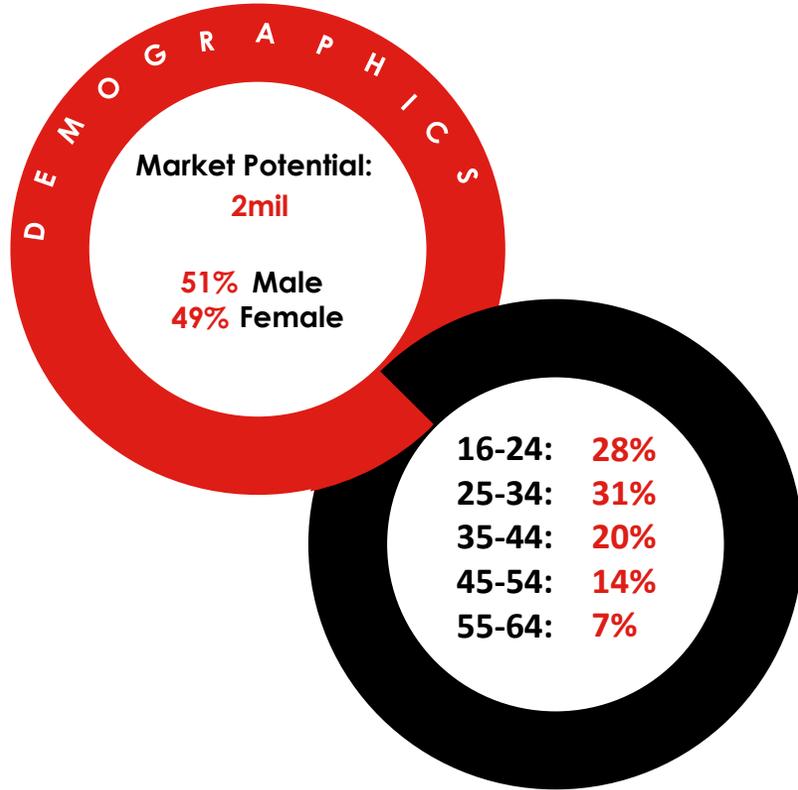


68% of
Australians
who eat
Nando's **also**
enjoy
McDonalds



dna

Nandos Audience Profile



Attitudes

I would buy a product / service simply for the experience of being part of the community built around it

I like to stand out in a crowd

I'd rather sign up for a membership to a product / service than pay extra to own it

I like to keep up with the latest fashions



Top 5 Segments



Prestige Purchasers



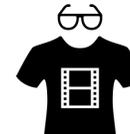
Fast Fashionistas



Foodies



Clever & Connected



Movie Buffs

Household Income

Top 10%	8%
Top 25%	26%
Mid 50%	44%
Bottom 25%	19%

% of the population

Top 5 Media Properties

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

Top Activities

- Fashion
- Business
- Playing sport
- Reality TV

What do they want brands to be?



Nandos Music Map

FANS of:

A Boogie wit da Hoodie	3.6x
Royal Blood	2.5x
Travis Scott	2.3x
Tame Impala	2.0x
Diplo	2.0x

Genres:

Hip-Hop	1.5x
R'n'B	1.3x
Pop / Top 40	1x
'90s Music	0.9x
'00s Music	0.9x

Music Attitudes

I mainly listen to music artists that are 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 value their opinions and views on social, political, or cultural matters, or life in general

I share common interests with them

Music related activities

	Reach	Index
Watched music video on YouTube	50%	1.2x
Stream Music	72%	1.4x
Attend Live Concert	25%	1.4x
Live Stream Concert or Festival	27%	1.6x
Songkick	7%	0.7x
Follow Band on Social Media	35%	1.1x

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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