

Brand Report

THE
ICONIC

Australia
November 2020





This report is a snapshot of the **The Iconic 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 ...
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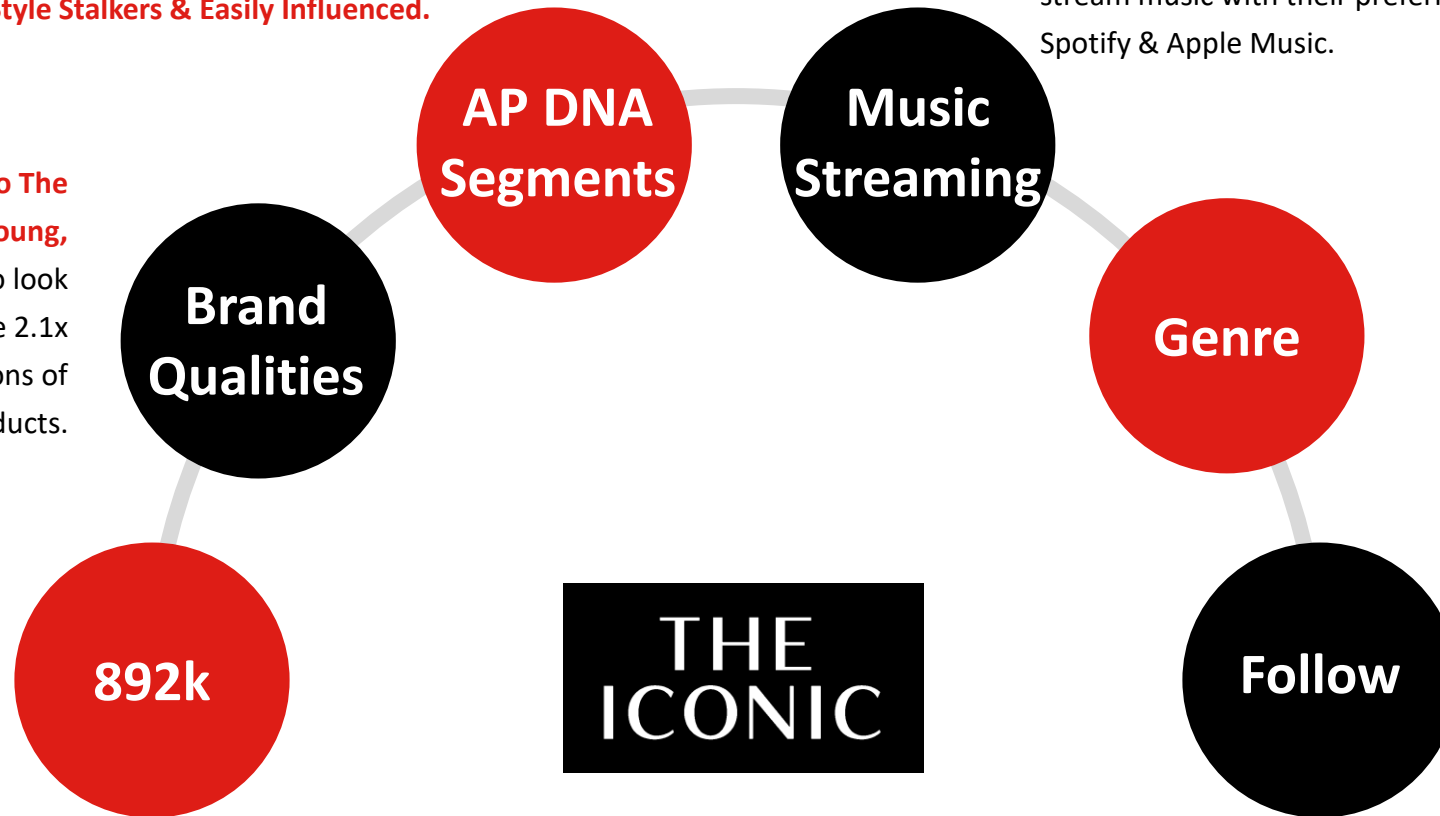
Key Takeaways

67% of The Iconic consumers are female. When we look at the AP DNA Segment affinities, the closest matched DNA Segments for The Iconic include **Fast Fashionistas, Style Stalkers & Easily Influenced.**

The Iconic consumers are 2x more likely than the general population to use Songkick and to stream a concert or music festival online. 63% of this audience stream music with their preferred platforms being Spotify & Apple Music.

A brand quality that appeals to The Iconic consumer are Exclusive, Young, Trendy/ Cool. They say they like to look after their appearance/ image and are 2.1x more likely to buy premium versions of products.

892,000 people aged 16-64 in the Australia are consumers at The Iconic.



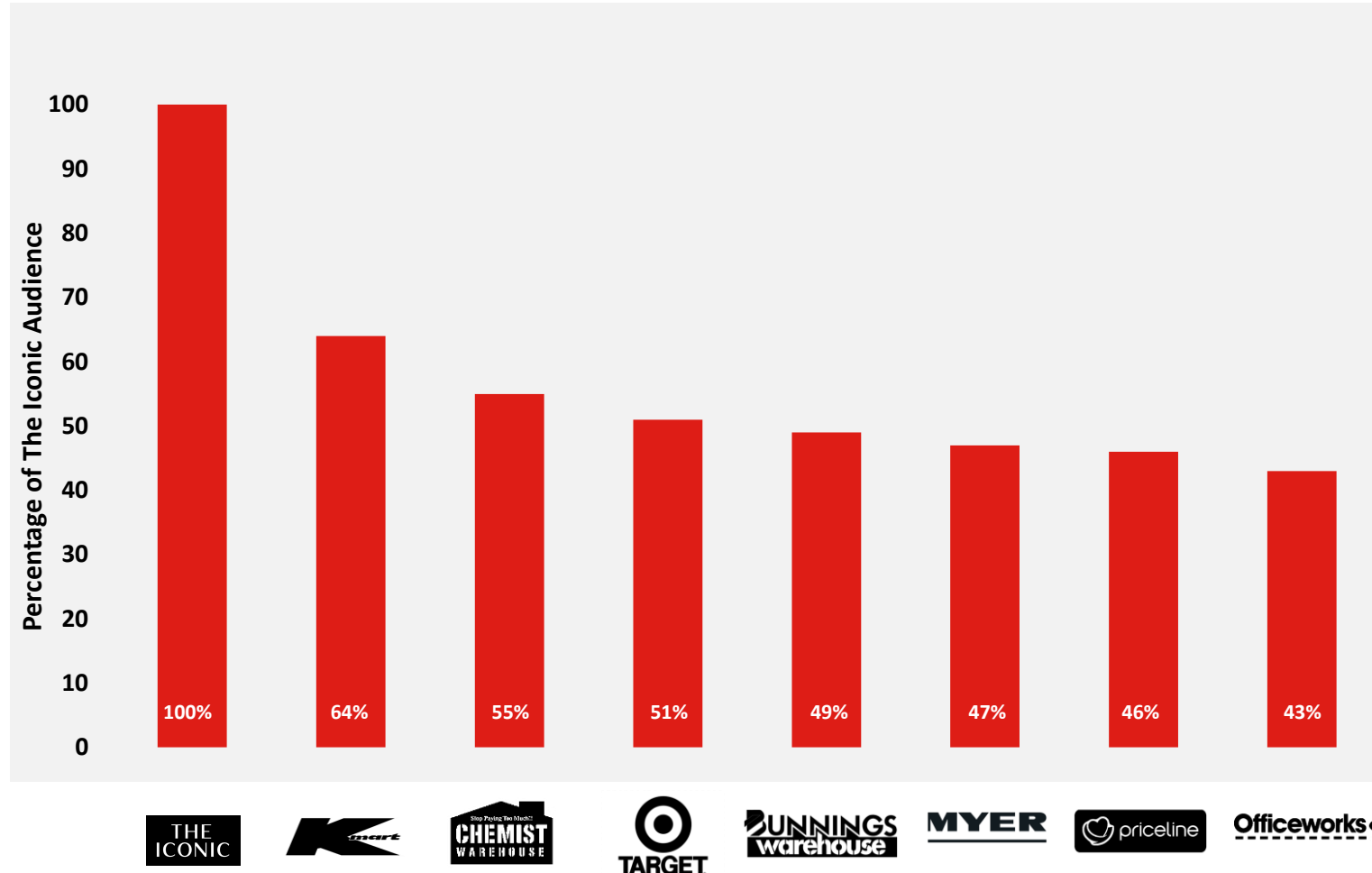
The Iconic consumers enjoy listening to Indie Pop, Hip-Hop & Rap music. They mainly listen to artists that are less well-known/ popular, however some of their favourite artists include Charli XCX, Diplo & Lana Del Rey.

This audience are 1.9x more likely to follow their favourite artists/ band on social media. They follow artists as they trust their product/ service recommendations & think they have interesting personalities.

Let look at the...

BRAND OVERVIEW.

Retailers Brand Overlap

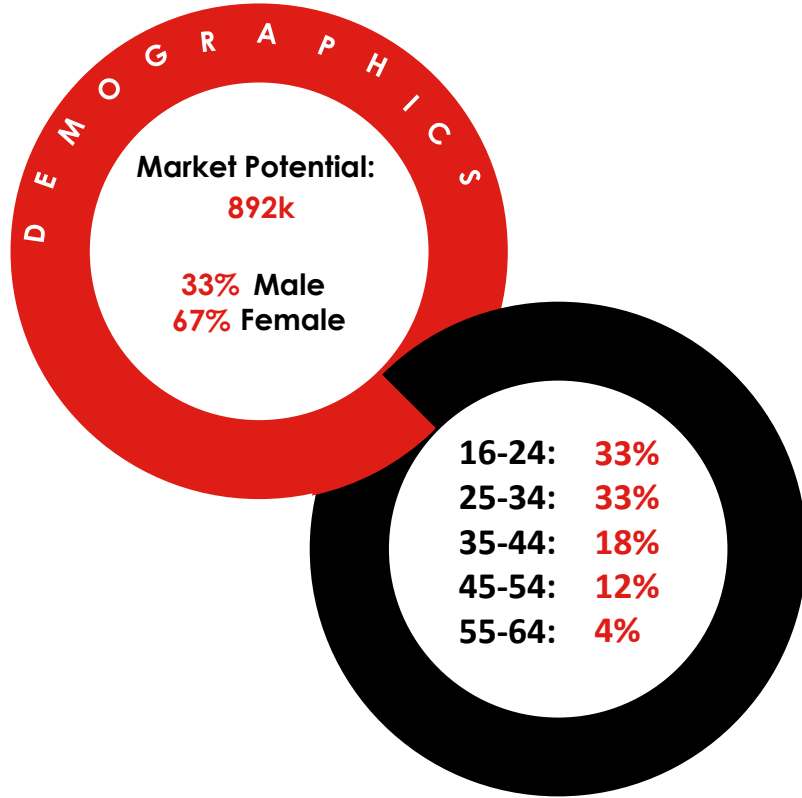


47% of The Iconic customers in Australia are also Myer consumers.



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The Iconic Audience Profile



Attitudes

I tend to buy the premium version of a product

I find that I am easily swayed by other people's opinion

I look after my appearance / image

I like to pursue a life of challenge, novelty and change



Top 5 DNA Segments



Fast Fashionistas



Prestige Purchasers



Style Stalkers



Brand Buyers



Easily Influenced

Household Income

High	43%
Medium	31%
Low	18%

High Reach Media Channels

Online on PC Laptop Tablet

Online on Mobile

TV

Social Media

OOH

They enjoy

Fashion

Beauty / cosmetics

Celebrity news / gossip

Urban / modern art

What do they want brands to be?





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The Iconic Music Map

Fans of:

Charli XCX	2.3x
Diplo	2.2x
Lana Del Rey	2.2x
Tame Impala	2.0x
Cardi B	1.9x

Genres:

Indie Pop	1.6x
Hip-Hop	1.6x
Rap	1.5x
R'n'B	1.5x
Dance	1.5x

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 trust them when they comment on or recommend products, services, content, other people to check-out, etc.

I think they are interesting personalities (funny, smart, cool, cute, controversial) beyond their profession

Music related activities

	Reach	Index
Watched music video on YouTube	50%	1.3x
Stream Music	63%	1.6x
Attend Live Concert	22%	1.5x
Live Stream Concert or Festival	30%	2.0x
Songkick	15%	2.0x
Follow Band on Social Media	55%	1.9x

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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