

Media Release
For Immediate Release

BEER, BUDGETING AND BIKINI BODIES

March 2018 – In the latest episode in the **Marketing Dividends** series presented by AANA, host James Hier speaks with three very different companies that all have one thing in common, marketing at their core. Joining him are **Tammy Barton (Founder and Director at MyBudget)**, **Tobi Pearce (CEO at Sweat)** and **Glenn Cooper AM (Chairman at Coopers Brewery)**.

MyBudget sees marketing platforms as having contributed substantially to the growth experienced by the business. “A couple of years ago, when we launched our most expensive campaign to date, from the week it launched our leads actually started going backwards and we didn’t experience any growth for the first time in the history of MyBudget. Six months after the campaign, which was pulled, we returned to our traditional marketing approach – using real clients, showcasing their success stories and how we’ve helped them in business. Once launched with a new creative, we saw our leads go up by more than 40 per cent,” Barton said.

Coopers sees marketing as having an even bigger role for the business today than historically as it is up against multi-national breweries that have significant amounts of marketing spend to play with. “We’ve had to differentiate our marketing communications in a unique way without alienating our customer base who see us as a traditional brewery,” Cooper said.

Sweat explains how its almost \$100-million revenue brand is based on four pillars: feasibility, profitability, scalability and sustainability.

“Whilst the traditional 4 Ps of marketing are important to the brand, we use these four pillars to influence decision-making internally, in relation to not only marketing but other business decisions as well. Ultimately, marketing provides the ability to invoke or emit a response from a user, whether it be their engagement with our content or making a direct purchasing decision,” Pearce said.

Sweat also believes its approach to marketing strategy is something that can not only be applied to a business built on the digital world but one operating in the ‘analog’ space too. “Our strategy would work in almost any organisation in the world; however, the execution is going to dramatically differentiate from business-to-business. Fundamentally, the philosophy and decision-making process we utilise is designed to mandate favourable long-term business decisions,” Pearce said.

Cooper talks to the longevity of the Coopers brand in terms of its route to market. “As consumers and markets evolve through generations, we believe that the personality of the Coopers brand plays a part. With the advent

of social media for example, we've had to adapt strategy, which gives us the opportunity to continue to promote the personality attached to the brand.

MyBudget is using analytics to inform important business decisions as a priority for its day-to-day operations and, coupled with gut instinct, see it as integral to solving client issues.

Sweat also sees data analytics as being vital to the success of its operations, with the two key characteristics being attribution and accuracy. Sweat says analytics has helped it realise the true ROI potential of its marketing practices, allowing its marketing spend to be tripled as a result.

As a market leader and one of the first craft beer breweries in Australia, Cooper explains the challenges of strategically managing a cluttered category.

"If you go back a generation, guys would just drink the one beer and they wouldn't swap between brands. Today research shows there are typically seven brands you're likely to purchase in any given category before you return to your favourite. The craft beer market has exploded and though we're the original craft brewers some say to me 'Coopers you're too big to be craft' which is really frustrating as we're the grandfathers of craft. But we've evolved our marketing to talk more about our new craft offerings as opposed to our 155 year history for these new drinkers" Cooper said.

As a category leader, MyBudget also faces similar challenges but see trust as a barrier for entry for its competitors. "It is credibility that plays an integral role, combined with our offering of a premium service and solving our client's pain points... is what keeps us at the forefront," Barton said.

With social media as a route to market, particularly Instagram, the barriers to entry in an industry that Sweat plays in could be considered fairly low. So how do they survive?

"We have a significant amount of propriety technology and content that is exclusively ours and we offer programmes and products that deliver. For example, some years ago there was a six-week abs programme from a new competitor that said 'yes, we'll get you the abs you want in six weeks, guaranteed'. But the likelihood of that happening is obviously not that high so the likelihood they'll continue to spend money with you is obviously quite low. People will deviate to products like ours that are trustworthy and deliver sustainable results. We don't have customers who come and go. We have customers who come and stay," Pearce said.

This episode was hosted by **James Hier, Chief Growth and Product Officer, WAVEMAKER**. The full episode, in addition to previous episodes, is available on AANA's YouTube Channel.

-- ENDS --

Media contact:

Res Publica, Baden Parker-Brown

E: bparkerbrown@respublica.com.au | M: +61 406 001 668 | T: +61 2 8297 1512

About the AANA: For 90 years the AANA has represented Australia's largest and well-known brands across all major sectors, including FMCG, automotive, banking, finance and insurance, travel, health and beauty, media and communications. The AANA works to protect the interests of those businesses that contribute to an estimated advertising spend of more than \$15 billion a year. On behalf of our members, the AANA's mandate is to maintain and evolve the advertising codes which underpin the system of self-regulation in Australia, safeguard the rights of its members to commercial free speech and protect consumers by ensuring marketing communication is conducted responsibly.