

# 1.



The Right for the Times study asks New Zealanders: Which, if any, of these brands seem to you to be “RIGHT FOR THE TIMES” in 2018, whatever that means to you? It is a measure of modernity, covering 70 local and international brands in five overarching categories:

- finance [banking, insurance etc]
- internet & media
- food
- retail
- transportation [includes fuel, cars, air travel]

This mini report focuses on three key aspects of the study:

1. The Top 25 - who’s in, who’s out? Who’s up, who’s down?
2. Key Decision Factors - what matters most about brands?
3. Winners & Losers - what’s important about the brands that shifted?

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# 2.

## HOW TO BE RIGHT FOR THE TIMES

Update to our 2009 & 2015 studies

- Is your brand 'right for the times' in the eyes of New Zealanders?
- Is it seen as up to date? Does it meet their brand expectations?
- Is it finding its way into the hearts and minds of an ever-changing population?
- Does it do as much as it can to matter to people and make their lives easier?

Based on an April 2018 online survey, of 1,000 New Zealanders.  
Nationally representative by age, gender & region.

A lot of factors can cause a brand to seem stale and out of date. The times change. Things that were new - like smartphones - become familiar. Events that shaped our expectations - like the 2008 Global Financial Crisis - fade out of consciousness.

As new brands emerge, they also change our expectations. As we experience new ways of accessing or using products and services, the old ways can seem clunky.

But it's not just the competition - the population itself changes. Younger generations are not only more culturally diverse, they also lack the history that older generations have with brands.

They don't remember the iconic campaigns of the past or the special moments of huge relevance. Brands have to begin all over again with them.

The online survey was conducted by Research Now which represents the largest online survey database of New Zealanders. 1032 people aged 18 to 70 were interviewed in early April 2018.

# 3.



Who's In, Who's Out? Who's Up, Who's Down?

## PART ONE: THE TOP 25 BRANDS



Why does the Top 25 matter so much?

Because these are the brands that have emerged from the pack to capture the hearts and minds of New Zealanders.

This is a popularity contest, but it's skewed towards the quality that matters most to any long-lived brand: to be seen as relevant and up to date. It answers the question: if there are two stories about two brands on your news feed, which one are you going to read first?

To be in this top group, a brand had to be well known, widely distributed and appealing to a wide swath of the population.

Below the Top 25 lie any number of very good, well-organised brands who, for reasons of market structure, deliberate intention or lack of effort or ambition, have failed to capture the public imagination.

It's not easy to move up this brand ladder. But it is possible.

# 4.

## THESE BRANDS WERE MOST RIGHT FOR THE TIMES IN 2015

1. GOOGLE [66%]
2. PAK'N'SAVE [61%]
3. THE WAREHOUSE [61%]
4. FACEBOOK [59%]
5. AIR NEW ZEALAND [59%]
6. COUNTDOWN [59%]
7. TRADEME [59%]
8. WHITTAKER'S [56%]
9. KIWISAVER [52%]
10. WATTIES [52%]

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The 2015 study was more extensive than its 2018 counterpart, but all of the top 25 brands of 2015 were included in this year's study.

Respondents were shown groups of brands from the same or similar categories and were asked: Which, if any, of these brands seem to you to be "RIGHT FOR THE TIMES" in 2015, whatever that means to you?

Google was rated significantly higher than most other brands, followed by Pak'n'Save and The Warehouse. That was when 'technology' was a new and exciting thing for more and more New Zealanders. We had a slide entitled 'Gran has a smartphone' in the 2015 presentation to reflect the fact that the 'late majority' had now joined the club.

Note that all but two of these brands originated in New Zealand.

# 23.

## TO BE RIGHT FOR THE TIMES . . .

ACTIONS YOU CAN TAKE . . . .



You do things we notice and value



You feel relevant - we identify with you



You are seamlessly embedded in our lives

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Jim Collins of 'Good to Great' fame makes the point in one of his more recent books that when it comes to the crunch, the companies that make giant strides do so much better than even their very competent competitors. They literally make their own luck.

The brands that are becoming more 'right for the times' reveal that there's no single pathway to success or technique you can use to achieve this goal.

It's really an 'all of these' situation where the things you do, the products or services you offer are seen as best-in-class, where the way you operate and the things you say allow customers to trust and feel close to you, and where there are no unnecessary barriers preventing customers from dealing with you.

The trick is to emphasise all three - product - communications - distribution - and far from resting on your laurels, to keep your energy levels and alertness high.