



IAB Retail Seminar

Introduction

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The collaborative future: reshaping for consumer relevance and engagement

Megan Brownlow

Australian Entertainment & Media Outlook Editor

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The new consumer – who are they?

Information hungry – but feed themselves online

Social – virtually and in real life

Distracted – too busy multi-tasking

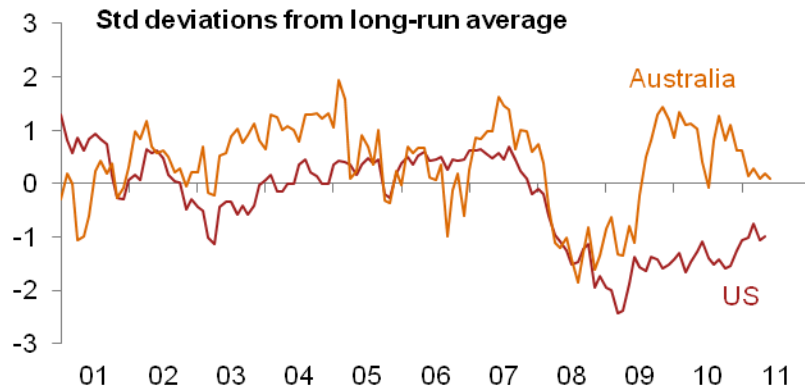
Mobile – entertainment and media on the go

Cautious spenders

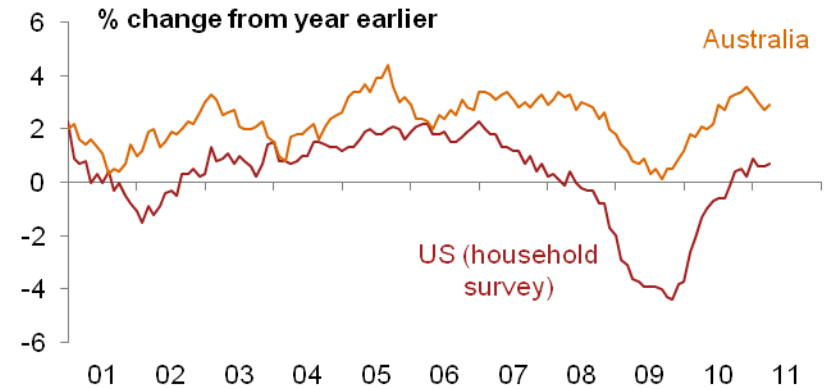
They are cautious...

We save more than the US, despite better fundamentals

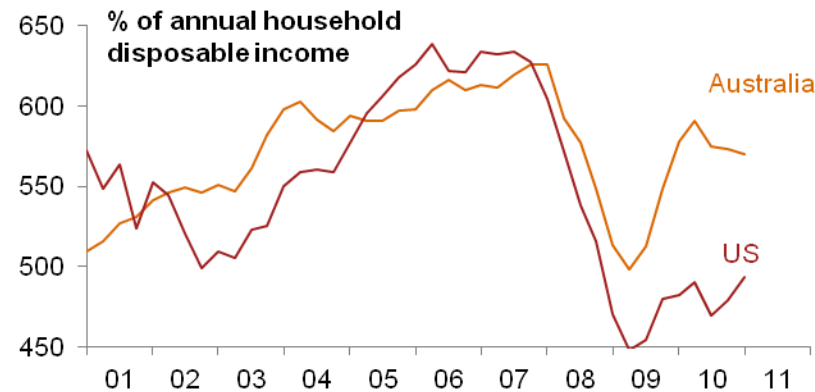
Consumer confidence



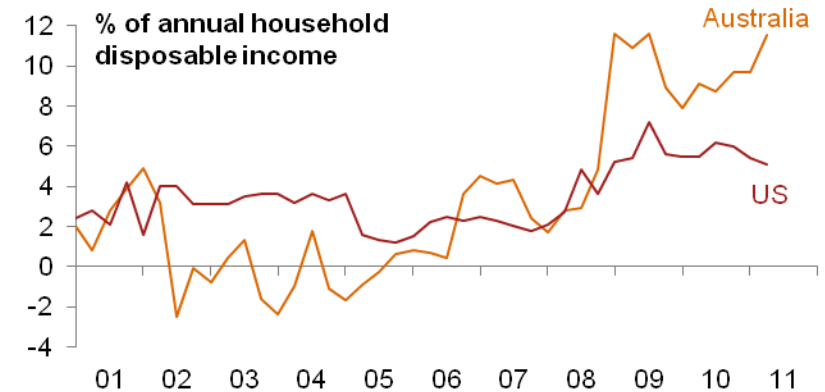
Employment growth



Household net worth



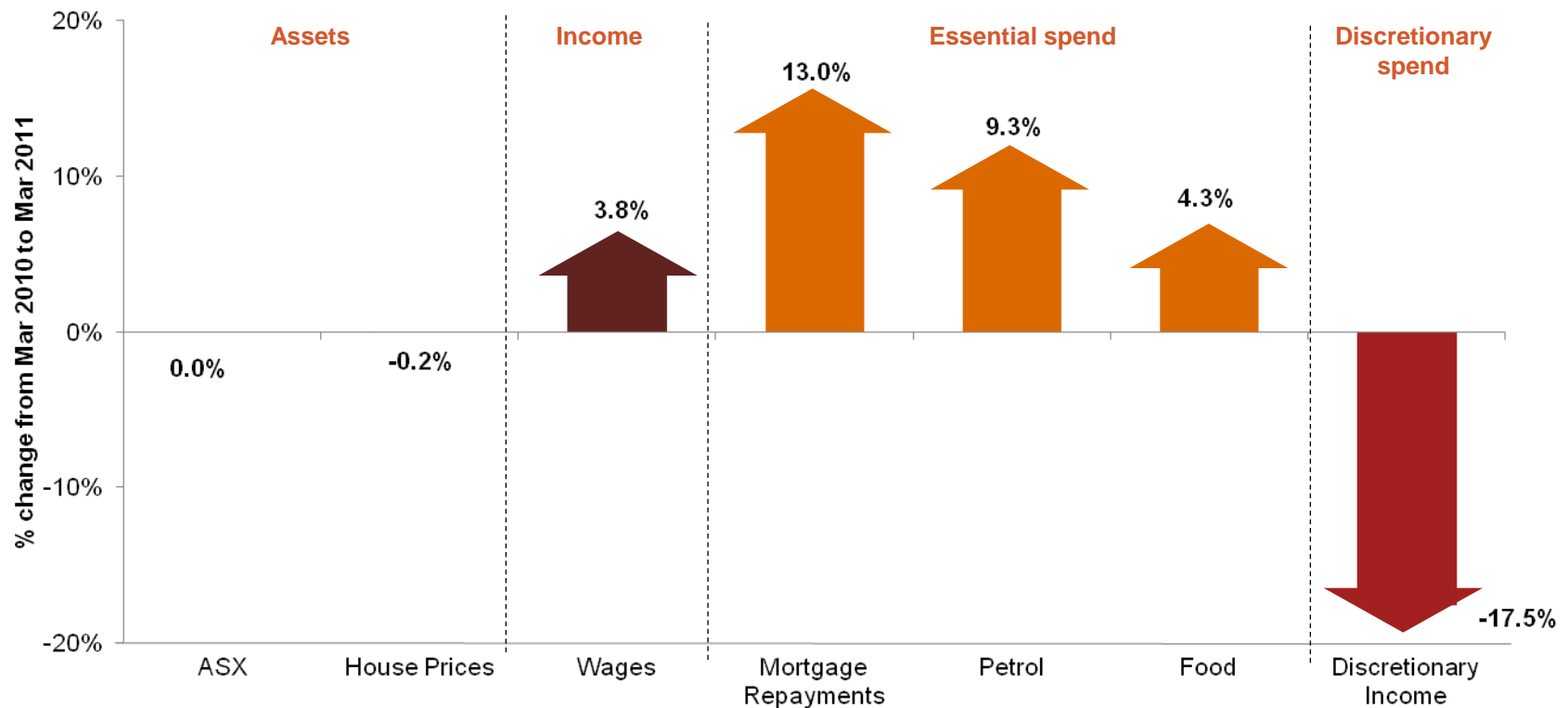
Household saving rates



Sources: ABS; RBA; US Federal Reserve; US Bureau of Economic Analysis; US Bureau of Labor Statistics.

This is partly due to shrinking disposable income as prices rise and outstrip asset and income growth...

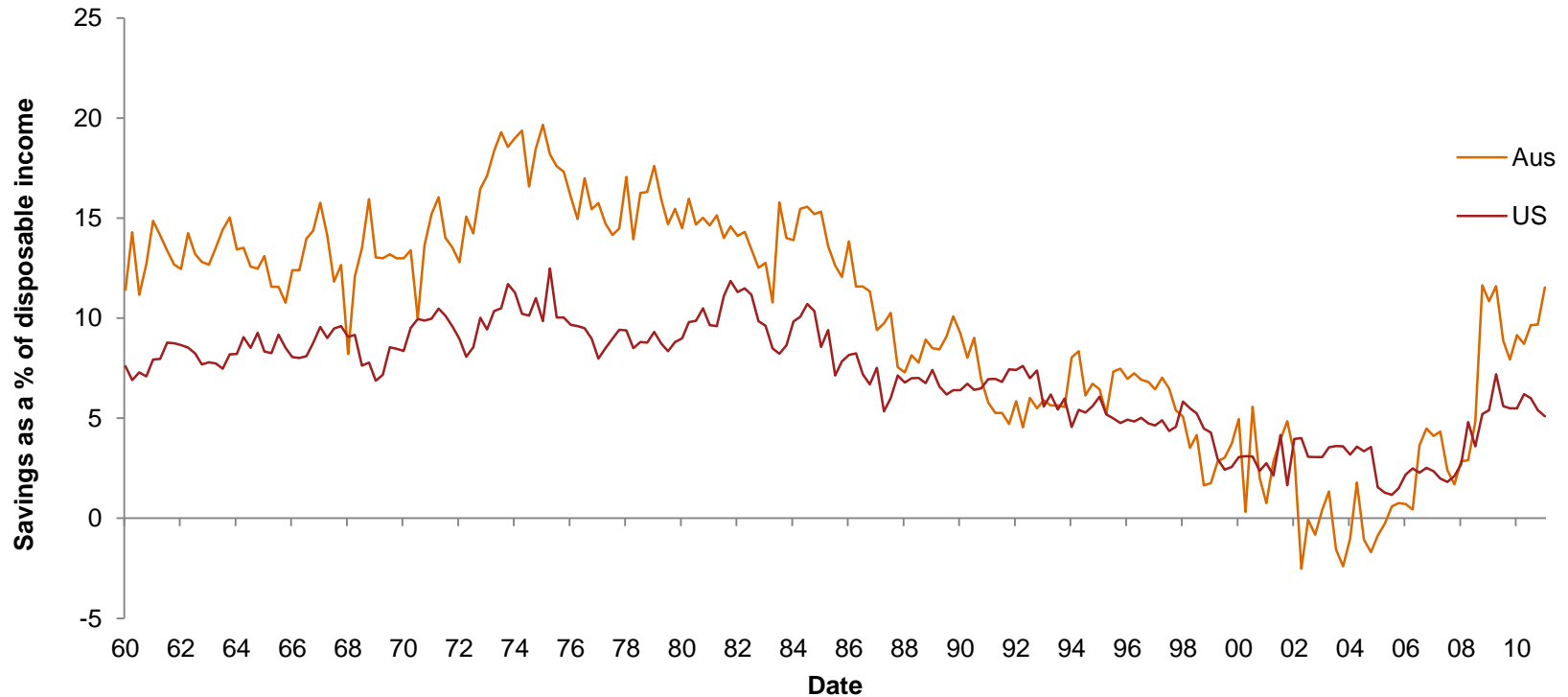
Change in household cash flow (%)



Sources – AAA, RBA, ASX, ABS, REIA & Mortgage Choice. Based on latest data releases. Timeframe YoY March 2010 to March 2011

But perhaps this saving Aussie is not so new. We're really just returning to form...

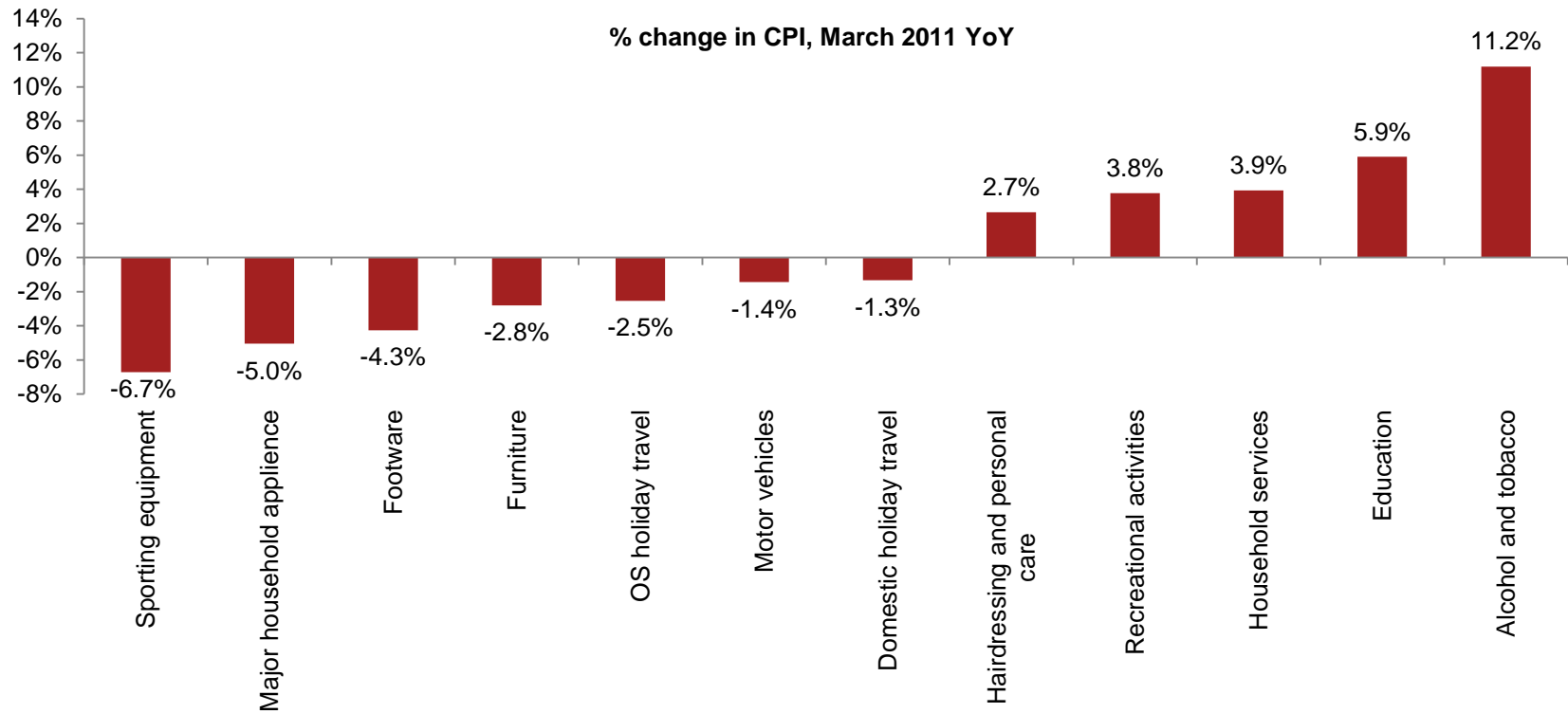
Household saving rates from 1960 to present



Sources: ABS, US Bureau of Economic Analysis

Share of wallet is swinging in favour of high value personal services, often repeat purchases, making loyalty marketing key

Shifting consumption patterns



Sources: ABS, US Bureau of Economic Analysis

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