

On Recessions & Cheap Dates

New Zealanders believe the recession is nowhere near as bad as predicted and question the reporting of such stories in the media, according to a new survey released late last week by Research International. But many are nervous about the role the recession could yet play. A third of the workforce are not convinced their jobs are secure. Two thirds of all respondents have said they are trying to pay for things more with cash rather than credit now and 44% have said they are trying much harder to pay off debt. One Gen X respondent to the survey summed up their attitudes: "I'm reducing debt and trying to build a bit of security, if I were to lose my job tomorrow, then how long could I survive living my life as it is at the moment".

Meanwhile a nationwide 'Kiwi Wine Habits' survey commissioned by Liquorland has revealed that tough economic times are affecting the price Kiwis are willing to spend on their favourite drop. Almost half of the survey respondents admitted the recession is impacting the amount of money they are prepared to spend on wine. The majority (67%) of New Zealanders are now spending \$11 to \$20 on a bottle of wine when entertaining at home.

When questioned on the largest amount they have ever spent on a bottle of wine, 26.6% of New Zealanders answered \$21 to \$30. Only 11.3% have ever spent over \$100 on a bottle of wine.

You're Listening to Mitsubishi FM

For Brazilian media consumers, branding is everywhere, as radio stations are named after corporate sponsors like automakers, insurers and mobile phone companies.

As São Paulo's notorious rush hour grinds into gear, a radio presenter at Mitsubishi FM clicks play on Rod Stewart's 'Maggie May', and prepares for a discussion with listeners called, 'Is your dad 4x4?' The radio station is funded by, and named after, the Japanese carmaker known for its 4x4s and is an example of Brazil's culture of branding things from soap operas to pop concerts.

In another studio, traffic reports are coming in from four reporters and a helicopter for Rádio SulAmérica Trânsito – a 24-hour traffic radio station named after an insurance company..

Branding is huge in Brazil. Football commentators frequently plug lists of sponsors in the middle of games. During one of last year's episodes of Big Brother, contestants sang a song in praise of the flip-flop maker sponsoring the reality show.

While the stations refuse to discuss figures, it is clear radio is an effective medium in a city that spends much of its time in a traffic jam.

A 30-second TV ad can cost R\$360,000 (US\$192,000). But for R\$500,000, according to local estimates, you could run a branded radio station for a week.

Other Snippets

FREE DIGITAL EVENT

Coming up in Auckland on September 22: Digital Now - New Zealand, a free digital get-together organised by Google in conjunction with WPP partners: Research International, JML Communications, Hill & Knowlton, TNS, Y&R and G2.

The programme:

- Google will present a Consumer Engagement Framework (CEF) which explores how a marketer can effectively engage with the digital consumer.
- G2 on how to make digital media a proper part of your marketing mix so it can really work for you.
- Two of Y&R NZ's creative team debate digital creativity: Is it good to be cool? Or cool to be good?
- TNS-Research International takes you beyond the headline statistics to understand what your target consumers are doing online, and why.
- Hill & Knowlton & JML Communications will talk about managing your reputation on line in the web 2.0 world. Learn about those brands that got it right, and those brands who may well be the poster children of social media failure.

Digital Now will take place on Tuesday September 22 (7.55am – 11.45am) at Sky City Convention Centre. It's free, first in, first served. Full programme details at <http://www.digitalnownz.co.nz>