

WPP

# SECRETS & LIES



**FACT, FICTION**  
+ WHAT'S NEW IN 22





# SECRETS & LIES

## CONTENTS

FOREWORD 1

---

CHAPTER 1  
**INDIVIDUAL IDENTITY** 2

---

CHAPTER 2  
**NATIONAL IDENTITY** 10

---

CHAPTER 3  
**AGELESS AND BOOMING** 16

---

CHAPTER 4  
**HUMANITY AND THE MACHINE** 21

---

CHAPTER 5  
**THE SECRETS AND LIES OF LANGUAGE** 25

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# FOREWORD

BY ROSE HERCEG

## FACT, FICTION AND WHAT'S NEW IN 22?

When we launched the first chapter of Secrets & Lies in July 2018, it was the first study of its kind anywhere in the world. The report set out to measure the differences between what we say and what we really think. The secrets we have and the lies we tell.

Our hypothesis was simple. If we could uncover what Australians really think and how this shapes their behaviour, our clients would find it easier to target their audiences.

Epidemiologists were the only people discussing pandemics at the time, a major conflict in Europe seemed unlikely, and cancel culture would have been more at home as a theme of a dystopian novel.

Four years later, the world is finding a new groove after a global shutdown.

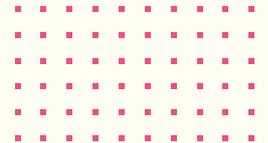
Here in Australia, a federal election has brought a change of government and a wave of mostly female independent candidates have been voted into parliament.

The climate conversation has changed, but cost of living pressures have dented consumer confidence. Set against this backdrop, the time was right to see how we have progressed as a nation.

We've covered a wide range of topics in the first five chapters of Secrets & Lies, from individual and national identity to age, technology and language.

Research for this chapter was conducted immediately after the federal election in late May 2022 – with a sample of 2000 Australian weighted by age, gender, and region to reflect the latest ABS population estimates.

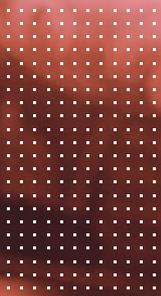
We revisited key themes uncovered in the first five reports, asking the same questions to measure changes in perception during the past four years. Some of the findings are surprising. Others are shocking. Thankfully, many are also reassuring.



**ROSE HERCEG**

PRESIDENT

WPP AUSTRALIA & NEW ZEALAND



# CHAPTER ONE

## INDIVIDUAL IDENTITY

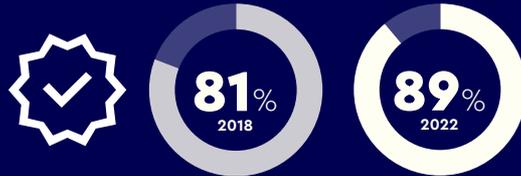
Our first chapter back in 2018 focused on the issue of individual identity. What are the values we perceive as important? What matters to Australians at an individual level? How do we behave in private? What do we really think about the two values we all say matter most, authenticity and kindness?

## 'AUTHENTIC' AMBITION VERSUS REALITY

Being authentic has long been a non-negotiable for Australians. We pride ourselves on being genuine, truthful and projecting a consistent face to the world. Until we look more closely at the data.

Though most of us say that we value truth, our latest research proves that not all truth is considered equal. Millennials and generation Z are more likely to lie than generation X, baby boomers and the silent generation in each of these scenarios.

In speaking with anthropologists and psychologists, these responses represent seemingly harmless white lies. They are intended to avoid hurting someone's feelings – especially the feelings of the people we love – our family and friends.



81 per cent of Australians said it was important to **live an authentic life** in 2018. Now that number has jumped to 89 per cent.



63 per cent of us made up a **lie to cancel on a social arrangement**. Now that number has jumped to 70 per cent.

There are times when I tell a white lie to protect someone's feelings or to not rock the boat.

MALE, AGED 56

And yet in four years, the changes have been significant. Perhaps the answer lies in being less rigid about what it means to be authentic. We need to accept that we each have many versions of ourselves.

Social media has been a catalyst, allowing us to present different versions to different groups of people in our lives. Generation Z Australians have three Instagram profiles on average. This number rises to seven in Japan.

This isn't so that they can catfish or lie about who they are. It's the opposite. It's so they can reveal more in-depth versions of themselves to the people they've allowed into a specific world.

They can have a family life Instagram page or a home-cooking page with different groups allowed to access each feed. Their identity is fluid and social media enables them the luxury to tell truths to people they have pre-vetted.

The beauty for brands here is that they can target more accurately and appeal to the part of a person that revels in family moments or cooking at home. The individual allows access to only that part of themselves they are happy to share, without having to reveal their whole selves. Everyone wins – marketers, platforms and consumers.



27 per cent of us **lied about our whereabouts to family or friends**. Now that number has jumped to 42 per cent.



20 per cent of us **used work as an excuse to avoid time with family**. Now that number has jumped to 29 per cent.



## OUR MANY VERSIONS

It's important to acknowledge that none of us presents a single face to the world, but the lies we tell are often not malicious. They come from wanting to avoid pain, judgement, or conflict.

**I lie about my opinions on topics to agree with those around me even though I strongly disagree.**

**FEMALE, AGED 30**

**I've lied to my family about the choices I've made to avoid their judgement.**

**FEMALE, AGED 19**

**I'm trying to create an impression that I'm much more successful than I am.**

**MALE, AGED 40**

## CONDITIONAL KINDNESS

Of all the traits at the core of being human, kindness is universal and timeless. It was held to be the most important value in our research.



And this is true whether you're 18 or 80. Male, female, or fluid. It's how we believe a civilised society should operate. Kindness cuts through every creed, colour, and culture.

And kindness costs nothing. Or does it? It's easier to speak of kindness in the abstract but it suffers collateral damage in the rough and tumble of daily life.

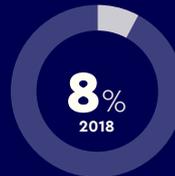
I seethe with jealousy at my roommate's success. Why him and not me... I'm just as good. I sometimes fantasise about him getting hit by a truck.  
MALE, AGED 30



22 per cent admitted to **hurting someone physically or emotionally in 2018**. Now that number has jumped to 30 per cent.



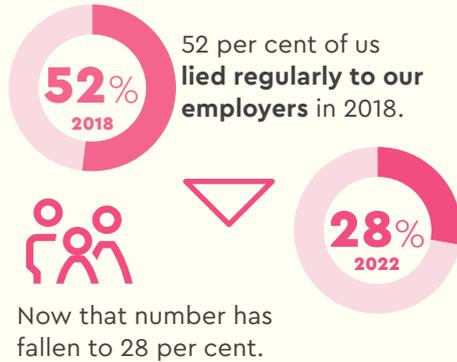
54 per cent of us were **jealous of the good fortune of others** in 2018. Now that number has jumped to 61 per cent.



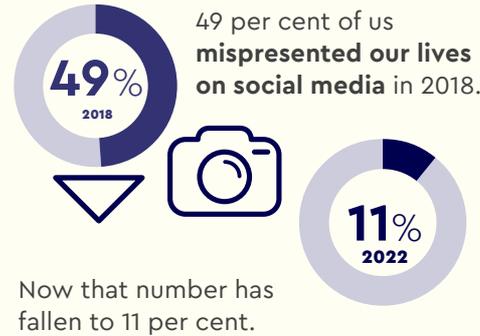
8 per cent of us had **regularly trolled someone online** in 2018. Now that number has jumped to 15 per cent.

# TRUTH WHEN IT MATTERS

There are two key areas where we are lying a lot less. These changes show very little variation across age groups and are likely related to our shared pandemic experience.



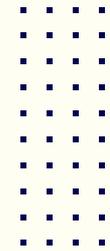
Australians have worked hard, often in thankless conditions. Balancing work with home-schooling, working all hours to keep up, removing whatever semblance of separation still existed between personal and professional life.



These results suggest that they are unapologetic about their true feelings toward work. They are far less likely to lie and if their employer disagrees, there are plenty of other jobs out there, with a historically low unemployment rate of 3.5 per cent at the time of writing.

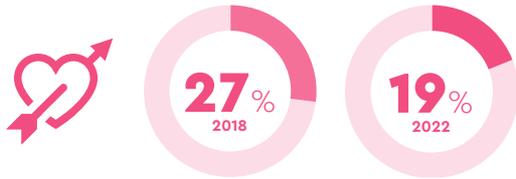
The second unintended consequence of the pandemic may well be a more honest view of life on social media. When you're working from home in pyjamas and there's no place to go, there's far less room for glamorous selfies and hyperbole. Australians have become more comfortable reporting real life on social media platforms.

The additional truth is that we now hold influencers to far greater account. We've decided that great power requires great access. We expect that if an influencer is being rewarded with financial riches, then we deserve to know everything about them, the filtered and the unfiltered. We want to know about the personal lives behind the public personas.



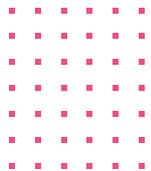
## PARTY OF ONE

The headline here is that Australians would much rather be single than in a relationship that doesn't bring them joy.



27 per cent of Aussies said they would **stay in an unhappy relationship to avoid being alone** in 2018. Now that number is down to 19 per cent.

Australians have recognised that the most important relationship in life is with yourself. To be happily single is a winning lifestyle choice over settling for unhappily together. Being alone doesn't have to mean being lonely.



# WHAT DOES THIS MEAN FOR MARKETERS?



## RECOMMENDATION 1

### **Make room for fiction and magic**

Marketers need to understand when customers will accept a little white lie and when they want the truth. Presenting a brand story and allowing the audience to come to their own conclusions is more effective than the unvarnished truth.

We still want to be inspired. We want brands to help us reimagine the world we live in. We want a little magic.

## RECOMMENDATION 2

### **You're worth it**

Marketers must recognise that we have come into our own as a country and as a society. Our dramatically diminished desire to paint a false picture on social media and newfound truth-telling with our employers speaks to a more confident Australia. Our self-worth is healthy. Brands that recognise this will be streets ahead of the competition.

## RECOMMENDATION 3

### **The power of one**

Creating products and services for great solo moments is a vastly untapped market. Non-shareable, completely single, totally wonderful, and indulgent experiences. In every single category right now, there is room for a great product or service designed for those with a healthy love of self. Every brand is talking about inclusivity. Let's not forget to include singles as well. Are you playing there? The opportunity is lucrative.

# CHAPTER TWO

## NATIONAL IDENTITY

When we conducted the first wave of research on national identity in September 2018, Scott Morrison had just defeated Malcolm Turnbull to become the leader of his party and the country. This ended a series of leadership challenges from both major political parties that saw us churn through five prime ministers in eight years.

To say the electorate had whiplash would be an understatement. Tired of partisan politics and blatant self-interest, we wanted and expected more from our leaders.

# A NEW FEDERAL GOVERNMENT

May's federal election saw the rise of independents and Greens at the expense of both major political parties.

Voters looked at the issues and acted on those that mattered most to them. Climate change, the cost of living and housing affordability were all key issues. But so were political accountability and transparent government.

The desire for truth and transparency in politics saw a wave of independent candidates elected to high office. The results were a resounding affirmation that the secrets and lies of politicians will be held to account.

We have a fair and balanced democratic society now. All our citizens are compulsory voters. Our literacy levels are excellent. Our primarily two-party government is now balanced. We aren't perfect but in comparison to many other nations, our government is amazing.

FEMALE, AGED 45

With this new government there is a much stronger move toward reducing carbon emissions by 2030. We are finally on the right track.

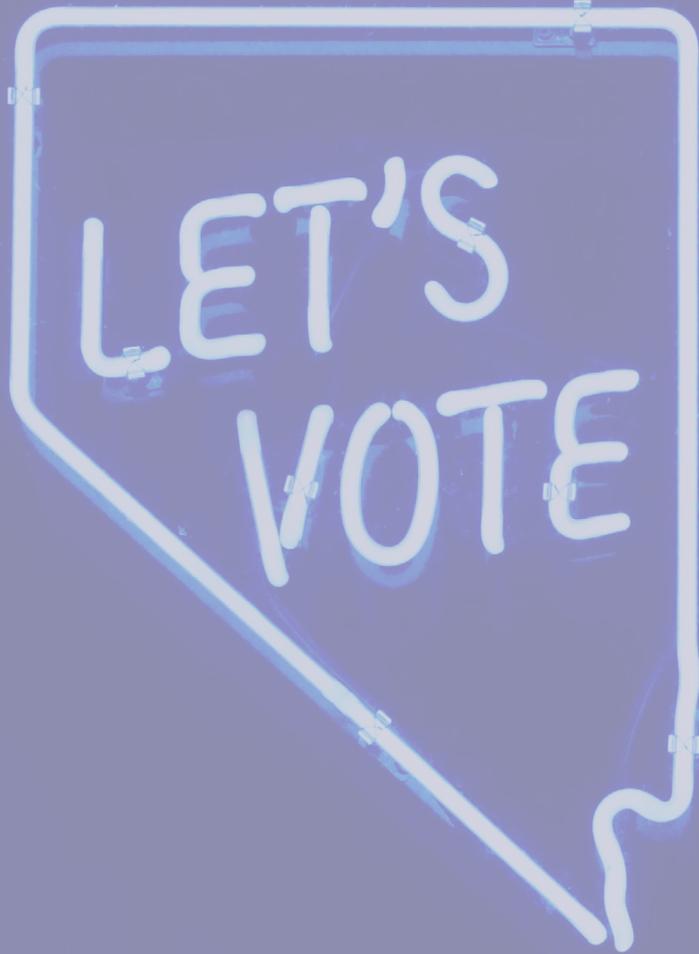
MALE, AGED 65

A federal integrity commission is necessary to keep them all honest.

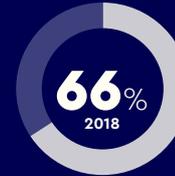
FEMALE, AGED 33

We are aware of what is going on in the world. Our government works effectively with other governments in a cooperative and respectful manner. We are striving to make the planet a better place for all.

FEMALE, AGED 58



As other world economies including the US, Brazil, Austria and Pakistan grapple with populism, Australians have taken a sensible and collaborative approach to politics.



66 per cent of Australians were **concerned about the political debate being hijacked by the populists and the fringe-dwellers** in 2018. Now this number is down to 27 per cent.

# DESCRIBING OUR NATION

The characteristics that Australians say best describe our nation are largely unchanged.

The two biggest changes come in the form of prosperity and fairness.

## CHARACTERISTICS THAT DESCRIBE AUSTRALIA

### MULTICULTURALISM



### PROSPERITY



### SAFETY



### FAIRNESS



### FREEDOM



## PROSPERITY + FAIRNESS

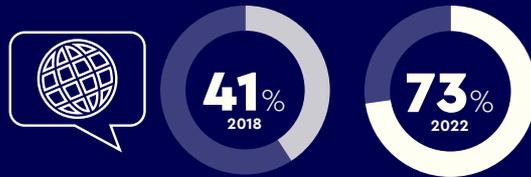
The cost of living and housing affordability have put a big dent in our sense of prosperity and fairness. There is little difference in the numbers across gender and age. Regardless of our background, we are worried about our future prosperity but aware that fairness only works when everyone benefits.



The gap between rich and poor has also grown. Without any evidence presented, 75 per cent of **Australians felt that the gap between rich and poor seemed to be widening** in 2018. Now that number has grown to 78 per cent.

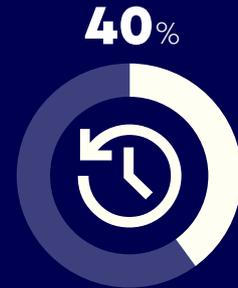
## DIVERSITY

The one statistic that's moved most when it comes to national identity, belongs to language and ethnic diversity.



We presented this simple statement to Australians who speak more than one language: **My ability to speak a language other than English has given me an entirely different perspective on the world.**

41 per cent agreed in 2018, but now this number is 73 per cent.



Reminded of their roots

When we dug a little deeper, the **40 per cent** of Australians who speak a language other than English said they **were reminded of their roots during the pandemic**. More than ever, they were connecting with their families overseas via technology. They were rediscovering their cultural roots and speaking in their native tongue at home.

# WHAT DOES THIS MEAN FOR MARKETERS?



## RECOMMENDATION 1

### **The era of compromise is here**

This country is tired of partisan politics. Every government department should look for the issues on which all sides of politics can agree and focus on results. Consensus projects showing that there is more to unite Australians than divide them will become critical to public sector success.

## RECOMMENDATION 2

### **Brands must live up to their promises**

Brands need to live up to their environmental, social and governance promises. Action is being rewarded, not perfection. People are willing to forgive you for not having perfect solutions but they won't accept you not having a plan of attack. Nor are investors who are scrutinising the ESG approaches of the businesses in which they invest.

## RECOMMENDATION 3

### **Gender isn't the only fluid identity**

One-third of Australians weren't born here and almost 40 per cent are fluent in a language other than English. They love their adopted home but continue to have a deep bond with their country of birth or origin. If gender can be fluid, then why not ethnicity and cultural identity? No brand has cracked the multiculturalism nut, with many treading carefully for fear of offending in an age of cancel culture. But an opportunity exists to mash two cultures into one, using keywords in both languages to tell the story.



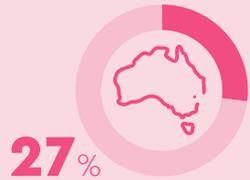
# CHAPTER THREE

## AGELESS + BOOMING

Secrets & Lies focused on ageing in 2019. We limited this sample to Australians aged 50+ and we have done so again for this section of this report. We discovered in 2019 that the over 50s have never felt so vibrant and alive. So, how are they feeling now?

SECRETS  
&  
LIES

Accounting for about **30 per cent of the population but half of the private wealth**, this was a generation cashed up and ready to spend.



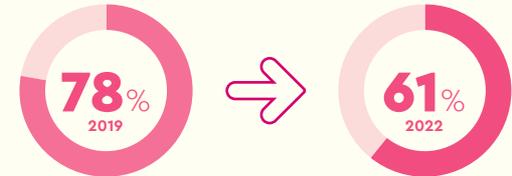
And yet 94 per cent of all marketing dollars were focused on the under 50s, meaning **this generation was tired of being invisible** to marketers.

## WHAT A DIFFERENCE THREE YEARS MAKES

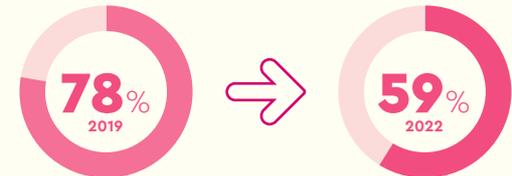
The changes in attitude among this generation is stark given their energy, enthusiasm and youthful outlook in 2019.

The bruising realities of pandemic life have given this once care-free generation a heightened sense of its own mortality. The numbers are a study in contrasts from a generation that now seems less boom and more bust.

78 per cent of Australians over 50 agreed that **middle age starts at 60** rather than 40 when we asked in 2019. Now that number is down to 61 per cent.

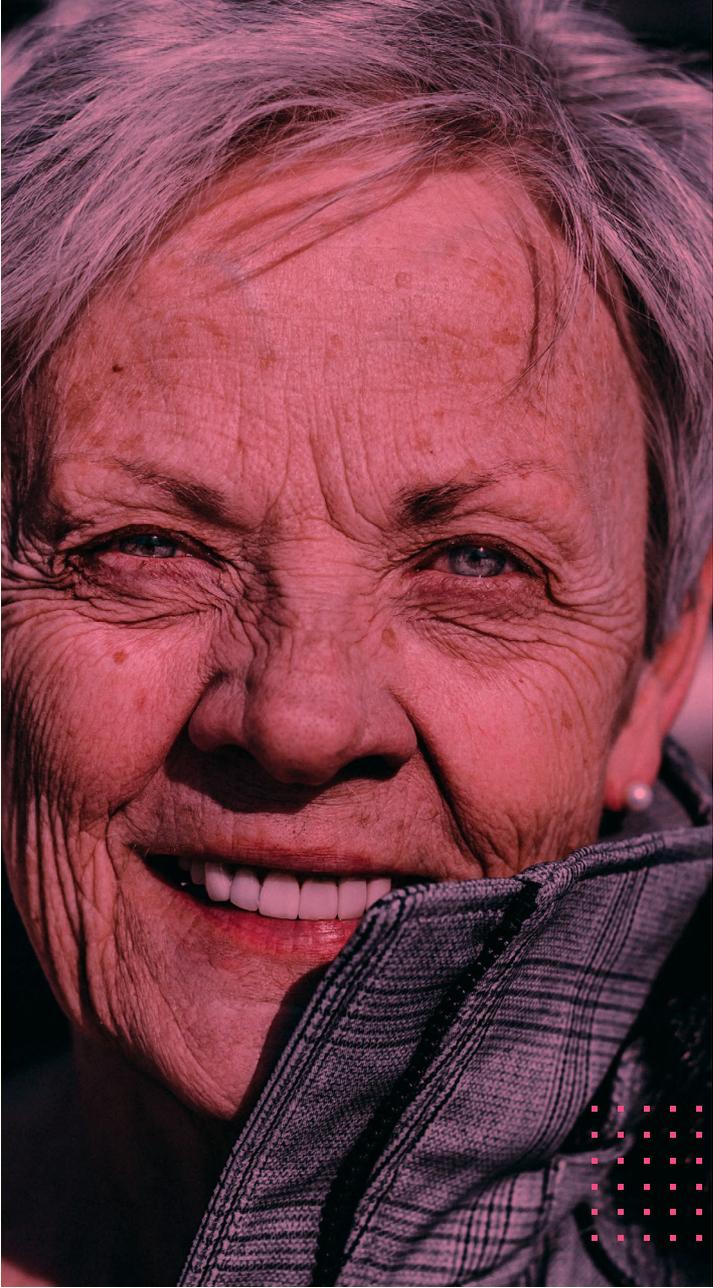


78 per cent stated that **they felt much younger than their age**. Now that number is down to 59 per cent.



73 per cent said **they neither dress nor look like the stereotypical person of their age**. Now that number is down to 57 per cent.





71 per cent were **happier and more comfortable in their skin than they have ever been**. Now that number is down to 53 per cent.



69 per cent said **age had never been less relevant**. Now that number is down to 49 per cent.

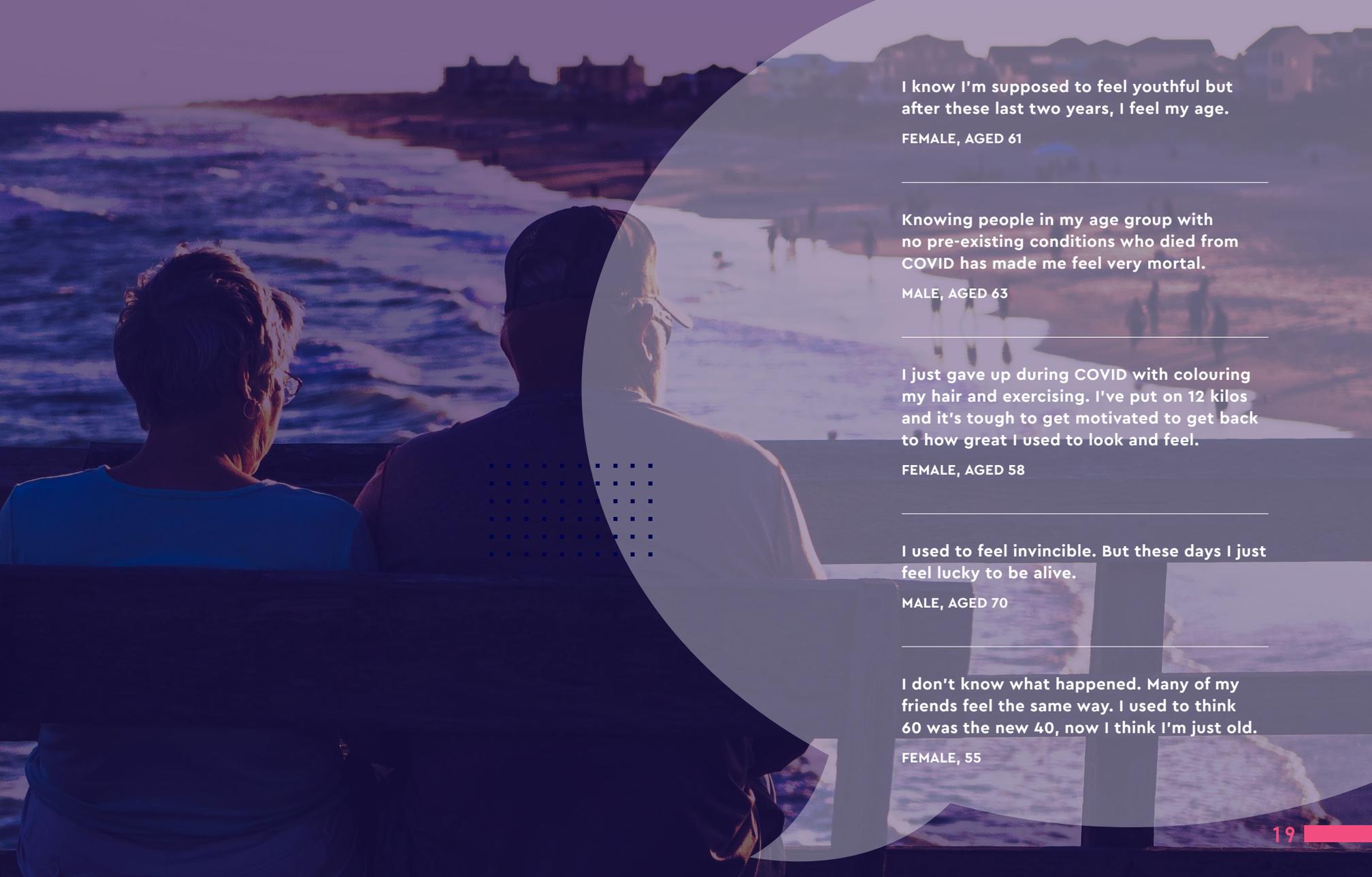


61 per cent **felt they were living their best years**. Now that number is down to 40 per cent.



89 per cent were **open to trying new brands**. Now that number is down to 68 per cent.





I know I'm supposed to feel youthful but after these last two years, I feel my age.

FEMALE, AGED 61

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Knowing people in my age group with no pre-existing conditions who died from COVID has made me feel very mortal.

MALE, AGED 63

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I just gave up during COVID with colouring my hair and exercising. I've put on 12 kilos and it's tough to get motivated to get back to how great I used to look and feel.

FEMALE, AGED 58

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I used to feel invincible. But these days I just feel lucky to be alive.

MALE, AGED 70

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I don't know what happened. Many of my friends feel the same way. I used to think 60 was the new 40, now I think I'm just old.

FEMALE, 55

# WHAT DOES THIS MEAN FOR MARKETERS?



This rule-breaking, age-defying, Woodstock-loving generation has been spooked into submission. If age is a state of mind, then marketers need to wake this generation up.

COVID scared the world. It taught us all a sobering lesson in mortality, no matter what our age. But it also taught us to live in the moment.

Marketers need to flip the script on ageing and remind everyone aged over 50 that they'd better get busy living. They can be ageless and booming again with a positive attitude. They need to wake the sleeping giant that is the 50+ consumer with half of all private wealth.

## RECOMMENDATION 1

### **You're alive, so get busy living**

Aussies aged over 50 need to be woken up to the joy of travel, fun, dating, food, wine, passion. Surviving a pandemic is cause for celebration and the greatest lesson we can all learn is that life is far too short. Focusing some more of the marketing spend to wake up this sleeping giant will pay huge dividends for brands. Look at your category and direct some serious investment into this audience to be rewarded with some serious long-term equity and brand loyalty.

## RECOMMENDATION 2

### **Differentiate between 50 and 80**

The over 50s aren't one homogeneous group. A 50-year-old is still likely raising kids and has a good chunk of the mortgage to pay off. An 80-year-old might be managing tricky health issues. Don't make the fatal mistake of offending an entire group. Segment wisely to your specific audience.



SECRETS  
&  
LIES

# CHAPTER FOUR

## HUMANITY & THE MACHINE

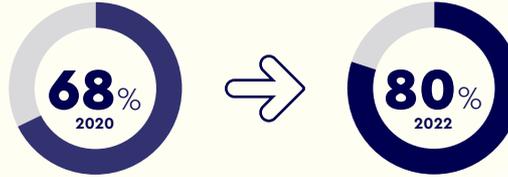
In June 2020, we focused on the continued rise of technology, acknowledging that digital experiences are resetting every aspect of our lives, communities and economies.

Through the lens of data analytics, artificial intelligence, blockchain, cloud computing, virtual or augmented reality, we are already gaining huge advantages but want even more from technology in all aspects of our lives.

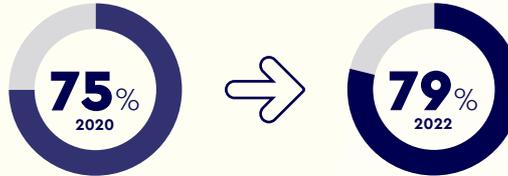
We have more mobile connections than people, 90 per cent of our population is online and 80 per cent are active social media users. We are considered early adopters in everything from gaming to streaming content through mobile devices. We want experiences to be more human and intuitive.

# THE QUESTIONS WE GRAPPLE WITH CONCERN TRUST, ETHICS, AND PRIVACY

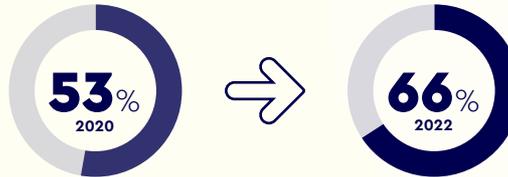
68 per cent of us said **we no longer trust what we read online** in 2020. Now that number has risen to 80 per cent.



75 per cent of us felt that we don't know what the **truth is anymore because so much is manipulated online**. Now that number has risen to 79 per cent.



53 per cent felt **that there were no longer any shades of grey and that we are often forced to choose a side in a debate**. Now that number has risen to 66 per cent.



48 per cent of us **feared expressing our honest views online for fear of retribution**. Now that number has risen to 63 per cent.



The problem with fake news is that it can be made to look so real.

MALE, AGED 41

I read a lot of different sources when it comes to news and then I make up my mind... I never used to but these days there are so many fakes sources masquerading as fact.

MALE, AGED 58

I'd never state my opinion online for fear of the trolls making my life a living hell.

FEMALE, AGED 28

I stick to reputable sources now. I've toyed with crazy news sites, and I won't go down that rabbit hole again.

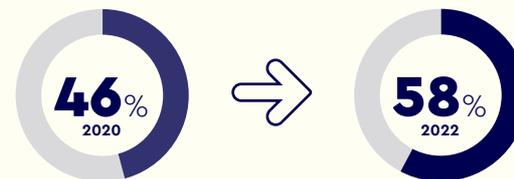
MALE, AGED 45

I hope there comes a day where we can debate issues online respectfully without people calling you every name under the sun simply because you don't agree with them.

FEMALE, AGED 22

46 per cent of us had **determined that there is no longer room for debate in an online world.**

Now that number has risen to 58 per cent.



The **lack of trust tends to increase with age.**

Generation Z and millennials are more likely to trust what they read online (68 per cent). Baby boomers and the silent generation are the least trusting of online information (85 per cent).



Generation Z and millennials are **less likely to believe that there is little room for debate**

(50 per cent) versus baby boomers and the silent generation (67 per cent).



## PRIVACY IN 2022

Google's first privacy policy in 1999 was about 600 words. Now it has ballooned into a 4,000-word essay capturing the complexities of web regulation. The terms and conditions for iTunes runs to 7,200 words and Facebook now has more privacy policies than you can count on both hands.

Simply reading and understanding these policies and conditions is a chore for many of us with only 15 per cent of Australians saying they always read the terms and conditions before clicking to accept.



# WHAT DOES THIS MEAN FOR MARKETERS?

## RECOMMENDATION 1

### The great debate

The sign of a great democracy lies in its ability to encourage debate of an issue along the entire political continuum. This means acknowledging and respecting a person's opinion even when it's in direction opposition to yours. This presents an opportunity for astute brands, governments and tech platforms to build a space where we can debate issues with intelligence and compassion. Where opinions are welcomed, and we can respectfully disagree.

## RECOMMENDATION 2

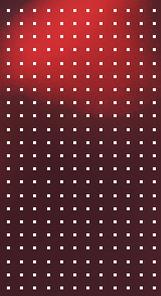
### Appoint an ethics cop

It may also be time for organisations to appoint a Chief Ethics Officer who focuses entirely on issues of privacy, data access and ethics. Debating what's appropriate and reasonable before new products and services are launched makes great sense. The burning platform right now is the metaverse. As you start to figure out what your business or brand should do in this new world, pull in the right advisors to develop the right strategy from the outset.

## RECOMMENDATION 3

### Not all privacy is created equal

Medical records require stronger privacy protections than information about your favourite breakfast cereal. Figuring out what Australians are happy to share versus what they consider entirely private requires a nuanced approach to data. Marketers should do away with blanket privacy and be guided by new rules based on what Australians deem worth of protection. Which data points do you really need? What are you doing with them? Does the data serve a purpose that benefits the customer? You likely need a lot less data than you think. This insight could help you become a trailblazer and beat your competition.



# CHAPTER FIVE

## THE SECRETS AND LIES OF LANGUAGE

In Secrets and Lies Chapter 5 we tackled the big topic of language, arguing that we all needed to rethink what we know about spoken, written and visual language.

Voice-activated devices like Siri and Alexa are changing the business of search algorithms as we know it. Visual language and iconography leave less room for interpretation, allowing brands to keep their stories clean and simple.



81 per cent of Australians said **companies choose buzzwords or industry speak that makes it hard for us to get to the truth** of what they are selling in 2021. Now this number has risen to 87 per cent.



78 per cent of us found ourselves **reading about a product or service and wondering why it wasn't written in simple English**. Now that number has risen to 84 per cent.

What's happened to plain English? All this corporate speak is deliberately confusing. Companies should remember who's reading their websites... regular Australians.

MALE, AGED 41

I used to feel quite cynical about purpose. But when I look what the supermarkets are doing in donating food that's about to spoil to charitable organisations, I think, well, that's great.

FEMALE, AGED 37

# WHAT DOES THIS MEAN FOR MARKETERS?



## RECOMMENDATION 1

### **Write like Hemingway**

Ernest Hemingway wrote in a way that an eight-year-old could understand, using simple language and short sentences. Elegant writing has never been more important. When did you last look at the copy on your website, social channels, or in-store materials? Is it time for a language makeover? This will become more imperative as we move deeper into a voice-activated world because people don't talk how they type. If your website is built for the written word, you will lose out on new customers searching in a very different way.

## RECOMMENDATION 2

### **Purpose on purpose**

Purpose needs to make strategic sense based on what the company delivers to the market. Proof of purpose also needs to be solid. Is your company's purpose buttoned down? Can it withstand the pub test? Does every single person in the organisation know the purpose and can they get behind it? Aussies are taking a closer look at purpose. They are also less cynical about believing in purpose. Now is the time to dial up the messages on purpose and get Australians to buy in.

3

# LUCRATIVE MARKETING HACKS FOR RIGHT NOW

SECRETS  
&  
LIES





### **AWAKEN THE SLEEPING GIANT**

Flip the script on ageing and remind the over 50s that they should get busy living. This age group was invisible to marketers but felt invincible. The vast majority believed that 60 was the new 40 in 2019. Well, they were right. They can once again feel ageless and booming. A reawakening is on the cards and marketers need to wake the sleeping giant that is the 50+ consumer. This group holds half of all private wealth and represents one in three Australians. The smartest brands package this message and get there first.



### **PARTY OF ONE**

Being happily single is in vogue. Creating products and services for great solo moments is a vastly untapped market. Non-shareable, totally wonderful, and completely indulgent experiences. In every single category right now, there is room for a great product or service for those with a healthy love of self. Are you playing there already? If not, you should be.



### **GENDER ISN'T THE ONLY FLUID IDENTITY**

One-third of Australians weren't born here, and almost 40 per cent speak a language other than English fluently. If gender can be fluid, then why not ethnicity and cultural identity? No brand has cracked the multiculturalism nut, with many treading carefully for fear of offending someone in this age of cancel culture. But there's great opportunity in mashing two cultures into one and using keywords in both languages to tell the story.

# THE FINAL WORD

The outlook is exceptional for marketers who remember one immutable fact about Australians – the desire for something extraordinary will always prevail. Be extraordinary in your category and you can't go wrong.

Avoid the bland, the predictable and the transactional.

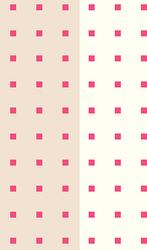
Australians are looking for imagination.

**It's time to bring back the magic.**



## ABOUT THIS REPORT

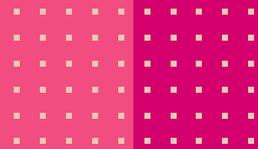
This study was conducted by YouGov between 23 May and 1 June 2022. The questionnaire replicated questions from the previous five chapters to track how results have changed over time. The sample was comprised of 2000 Australians aged 18+, with data weighted by age, gender, and region to reflect the latest Australian Bureau of Statistics estimates.



For more information about Secrets & Lies please email Rose Herceg at [rose.herceg@wppaunz.com](mailto:rose.herceg@wppaunz.com)

## ABOUT WPP

WPP is the creative transformation company. Our purpose is to use the power of creativity to build better futures for our people, planet, clients, and communities. We're reinventing creativity on an ever-broader canvas, bringing together unrivalled talent and resources to provide an integrated offer of communications, experience, commerce and technology.



# COMMUNICATIONS

WE CREATE AND PLACE IDEAS THAT  
MOVE PEOPLE, INFORM CULTURE AND  
DRIVE CHANGE.



## REMINDING ALL KIWIS TO MAKE THEIR VOICES HEARD

**BRAND: VMLY&R NZ**

**CLIENT: NEW ZEALAND ELECTORAL COMMISSION**

New Zealand is a world-leader in voting equality and the first country to give women the vote. But by 2020, an alarming 50% of young and culturally diverse New Zealanders did not exercise their right to vote.

Through deep analysis of audience research and the use of VMLY&R's own proprietary media tools, a large-scale integrated campaign was created, building content that aimed to remove 18 emotional and cognitive barriers to voting.

One of the campaigns let youth audiences know that if they didn't take part in society by voting, they're left out, invisible, unseen and unheard: a Vote Ghost.

Through this large-scale yet highly targeted approach, youth voting enrolment increased to 80.75% of the population.

**DELIVERED \$1.50 OF ADDITIONAL MEDIA VALUE FOR EVERY \$1 SPENT**

**YOUTH VOTING ENROLMENT INCREASED TO 80.75% OF THE POPULATION**

# MICHELIN IMP

DOUBLE THE  
CATEGORY SALES  
GROWTH

IMPROVED  
FOOD QUALITY  
PERCEPTIONS AMONG  
65% OF SURVEYED  
AUSTRALIANS

850 MILLION PEOPLE  
REACHED THROUGH  
EARNED MEDIA

## THE ULTIMATE CHALLENGE

**BRAND:** OGIIVY, OGIIVY PR & MEDIACOM

**CLIENT:** KFC

When KFC had previously tried to tell people their food was good quality, no one believed it. So instead of telling them again, Ogilvy created a massive publicity stunt to get Australians reconsidering the quality of KFC's food.

Through research, they discovered when people simply called the chicken "Kentucky Fried Chicken" perceptions of quality went through the roof. They needed to find a credible way to get this new (but old) brand name out there.

So, they sent an unlikely hero on an impossible mission: to get Kentucky Fried Chicken the ultimate symbol of food quality; a Michelin Star. They recruited Sam Edelman, an incredibly charismatic KFC store owner that Australia would want to get behind.

To earn a Michelin Star, a restaurant must be considered "worth a special journey". Sam's customers regularly drove 1000km to his central Australian store to eat his Kentucky Fried Chicken. That's got to be worth a star. Right?

Authenticity was crucial, so even though the initial content was scripted and shot weeks before launch, the mission played out in real-time via a Facebook Group that appeared set-up by our KFC store owner, Sam.

His audacious mission to win a Michelin Star embroiled millions of people in the debate, leading to massive global coverage, gaining him an audience with the Michelin Guide in Paris. Ogilvy didn't get the star, but they did get people saying, "Kentucky Fried Chicken". Including the Director of the Michelin Guide.



27 PRAMS

## THE DISTANCE OF DISTRACTION

**BRAND: THE BRAND AGENCY**

**CLIENT: ROAD SAFETY COMMISSION**

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In 2018, 18% of deaths on WA roads were caused by distracted drivers. While recent years have seen a focus on educating people about the dangers of texting behind the wheel, there are many other everyday behaviours that cause drivers to lose their concentration.

This thought-provoking campaign set-out to educate people about these lesser-known, yet equally lethal, momentary distractions.

It confronted people with a message called The Distance of Distraction – demonstrating the devastating cost of taking your eyes off the road for just two seconds to change a playlist, search for sunglasses or apply makeup.

The integrated campaign launched across multiple channels including video, display, OOH, radio and socials. It was one of the decade's most effective campaigns for the Road Safety Commission.

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**9% DECREASE IN REPORTS OF MOBILE USE WHILE DRIVING**

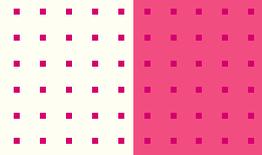
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**82% OF WESTERN AUSTRALIANS REACHED**

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**93% CAMPAIGN MESSAGE RECALL**

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# EXPERIENCE

WE DESIGN AND PRODUCE  
EXPERIENCES THAT BRING  
BRANDS TO LIFE.





## SIRI-OUSLY IN NEED OF A HOLIDAY?

**BRAND: WAVEMAKER**

**CLIENT: TOURISM WHITSUNDAYS**

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For regional communities heavily reliant on tourism, the pandemic was devastating. International border closures drove intense competition and significant advertising investment among domestic destinations. Driving visitation required outsmarting, not outspending, competitors.

Tourism Whitsundays broke away from the rulebook to promote one of the most visually stunning holiday destinations via audio, using a spokesperson that no one has ever seen – but one that influences 10m Australians every day – Siri.

With an audio-led approach, scripted creative radio concepts leveraged the recognisable voice of Siri, delivering brand and tactical messaging in a humorous and engaging way.

The voice of Siri saying “Take advantage of the incredible deals and experience the Wonders of The Whitsundays” was a strong call to action that made the listener feel confident booking a holiday to The Whitsundays.

A vision-free campaign that turned out to be visionary. The campaign made a 21:1 return on media investment and had an estimate of \$21m broader economic benefit across hospitality, transport and retail.

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**\$12.8M IN TRACKABLE REVENUE**

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**7,000+ HOLIDAY BOOKINGS**

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## **DON'T CHOOSE EXTINCTION**

**BRAND: WUNDERMAN THOMPSON**

**CLIENT: UNITED NATIONS DEVELOPMENT PROGRAM**

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The world is spending hundreds of billions of dollars on fossil fuel subsidies. However, priorities must shift if humanity and the Earth are to survive.

The dinosaurs had an asteroid, what's our excuse? Given there is no silver bullet argument against climate inaction that appeals to everyone, the 7 billion strong audience each clings to different excuses to justify it. To curb inaction, Wunderman Thompson created The World of Excuses.

The World of Excuses is a digital eco-system that aims to propel people beyond awareness and inspire the world to move from apathy to action and help save the planet.

The Don't Choose Extinction website experience allows users to click into each excuse that threatens our survival, pictured as asteroids looming above the earth. Within each, they will find information and tools to provide direct action.

Additional campaign tools include a Chrome Plugin Thesaurus Rex, designed to help people navigate the terms around fossil fuels online; an Alexa skill that disarmingly rebuts every climate change myth or excuse; and a spin on The Birds and The Bees with an e-book that gives children the arguments they need to convince their parents and peers.

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**ONE MILLION WEBSITE VISITS**

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**3,000 MEDIA MENTIONS**

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**915,000 READERS OF THE BIRDS  
AND THE BEES EBOOK**

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## FOR EVERY WORLD, AO TUKUPŪ

**BRAND: OGILVY NZ**

**CLIENT: UNIVERSITY OF AUCKLAND**

The University of Auckland, Waipapa Taumata Rau, had a reputation as New Zealand's biggest and top university. However, its focus on excellence was seen as elitist, impersonal, and a place where not everyone fits in.

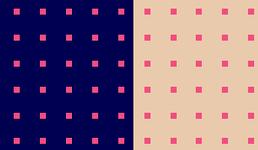
Ogilvy wanted to create a platform that would bring the University back to life and make everyone feel they truly belong there, blending legacy with contemporary relevance. The world is rapidly changing, and the University of Auckland is changing with it. We no longer just have one world, there are physical worlds, virtual worlds, giant worlds and smaller worlds that are the heartbeat of local communities.

Tukutuku is a traditional Māori art form. Tukutuku panels are typically found adorning the walls of Māori meeting houses. Every Tukutuku panel tells a story. One of genealogy, history, people and place. Identity and connection.

People pass through the University of Auckland, but they forge a connection to it for life. What if everyone; students, alumni, academics, could leave a physical and permanent mark on the University? One that would tell their story and inspire future generations.

What if, the University of Auckland had its own Tukutuku? A Tukutuku that lives and breathes and tells the story of the University, a story that everyone contributes to, through audio and visual stories of students past and present.

This Tukutuku binds together the worlds of all those who pass through Waipapa Taumata Rau by weaving together their voices to form the University of Auckland's collective story. The sum of our people. For every world.



## COMMERCE

WE BUILD INNOVATION IN  
CONNECTED COMMERCE.

# Right this way.

Cover for over a  
million Australians.  
Start here.

nib



## BRAND TRANSFORMATION TO BUILD BETTER CONNECTION

**BRAND: LANDOR & FITCH**

**CLIENT: NIB**

Health insurance has long been a functional transaction lacking true connection, providing protection when things go wrong but not preventative initiatives to avoid them.

nib needed a brand that reflected their transition to becoming a proactive and empowering health partner for their members. They also needed a brand that could stretch and be relevant across a broad portfolio of offers, markets and audiences.

Landor & Fitch partnered with nib on their brand transformation, developing their new brand strategy, portfolio architecture, brand identity and voice.

A warm and human visual identity and brand voice was developed for nib. From an updated landmark, to a fresh colour palette, photography style and illustrations that bring a relatable and human personality to the brand.

Landor & Fitch also partnered with world renowned illustrator, Sebastian Curi, to develop bespoke illustrations to inject a fresh personality and authenticity into the brand. The new brand launched in early 2022 and is already driving brand lifts and conversion.



## MAKING STEINLAGER MATCHFIT FOR THE METAVERSE

**BRAND:** MEDIACOM NZ  
**CLIENT:** LION

With interest in both Steinlager and the All Blacks in decline, Mediacom were challenged to activate the historic but under-utilised 30-year sponsorship between the two brands.

As a traditional brand wedded to a traditional sport, a fresh creative approach was needed to resonate with audiences.

Mediacom reframed the All Blacks partnership as an interactive play opportunity. Working with DDB, the Alt Blacks was created – a first of its kind virtual team, giving Kiwis the chance to pull on the black jersey and take on South Africa (virtually).

Mediacom launched the Alt Blacks like a traditional sports event with selections, promotion, build up, broadcast and analysis, but did so via non-traditional channels and formats to attract new audiences.

Revamping a powerful partnership between Steinlager and the All Blacks changed perceptions of Steinlager, improved brand metrics and increased beer sales across the period.



## NIKE'S SPECIAL DELIVERY

**BRAND: MINDSHARE**

**CLIENT: NIKE**

Streetwear has traditionally been a male-dominated industry. However, when Nike announced a sneaker collaboration with Melody Ehsani that celebrated female empowerment – targeting young Asian women – a more inclusive approach was needed.

The audience of 'untamable sneakerheads' were heavily influenced by Chinese trendsetters and "unboxing" content, which could have easily led to a conventional social campaign.

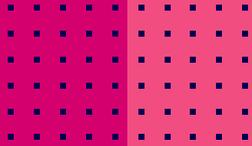
Instead, Mindshare broke convention by partnering with EASI – the top food delivery service for Chinese users in Australia – to create a Footlocker House of Hoops 'restaurant' on the app. This allowed sneakerheads to order exclusive new kicks as easily as a bowl of noodles.

Available within a 5km radius of Melbourne, the limited-edition delivery was seeded 24 hours before launch. There were 26,000 visitors to the House of Hoops restaurant and 15,000 order attempts.

The shoes sold out in under 20 seconds, generating earned media coverage of 3.5M reach and establishing Nike as a truly inclusive brand for a new generation of sneakerheads.

**REACH OF 3.5M IN EARNED  
MEDIA COVERAGE**

**THE SHOES SOLD OUT  
IN UNDER 20 SECONDS**



## TECHNOLOGY

WE LEVERAGE OUR GLOBAL TECHNOLOGY PARTNERSHIPS, SCALED PLATFORMS AND CAPABILITIES TO BUILD TECHNOLOGY AND DATA SOLUTIONS FIT FOR CLIENT NEEDS.



WON SILVER CANNES  
LIONS IN 2021

## ACTION AUDIO

**BRAND:** AKQA

**CLIENT:** TENNIS AUSTRALIA

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For people living with blindness or low vision, the experience of broadcast sport is severely compromised. On television, sports coverage relies heavily on visuals, while radio commentary is often too slow to give fans a true sense of the live action.

AKQA in partnership with Tennis Australia developed Action Audio: a world first system designed to give people who are visually impaired the ability to follow the speed and actions of a live game.

Action Audio uses data from a ball monitoring computer vision system to emphasise key moments of play with a 3D sound design system that has been developed with the help of the blind and low-vision community. The system emphasises ball speed and trajectory, proximity to line and shot type, and augments critical moments, to allow blind and low-vision audiences to follow the game without seeing the ball.

Action Audio launched during the finals of the 2021 Australian Open tennis tournament and in 2022, became available for every match played on centre court. To further improve ease of accessibility, listeners could access Action Audio together with the live radio commentary of each game via Google Assistant.

Action Audio sets a new standard in accessibility in sport, creating a huge opportunity to open access for millions of visually impaired sports fans.

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**WON GOLD FOR SOCIAL IMPACT & BEST  
IN CLASS DIGITAL DESIGN INTERFACE AT  
AUSTRALIA'S GOOD DESIGN AWARDS**

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## LIVING SEAWALL

**BRAND:** WHITEGREY

**CLIENT:** VOLVO

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Sustainability is baked into Volvo's brand DNA, as a founding member of the UN Global Compact and an active supporter of the UN Environments Clean Seas Campaigns. whiteGREY were asked to help Volvo drive environmental credentials for the brand locally on World Environment Day with a beach clean.

So, how can a plastic clean up happening on one beach on one day have a meaningful impact? By launching an initiative that creates a legacy for the brand.

Volvo Living Seawall was a local sustainability project, launched in partnership with the Sydney Institute of Marine Science and Reef Design Lab, that was designed to rethink how we tackle ocean pollution.

Mimicking native Sydney Mangroves, the Living Seawall has transformed a man-made structure into a thriving habitat for marine life that specifically filter and clean the water. This aids biodiversity and attracts filter-feeding organisms that absorb and filter out pollutants - the more organisms we have, the cleaner the water.

Launched in 2018, the Living Seawall will continue to be used as a scientific research tool over the course of several decades.

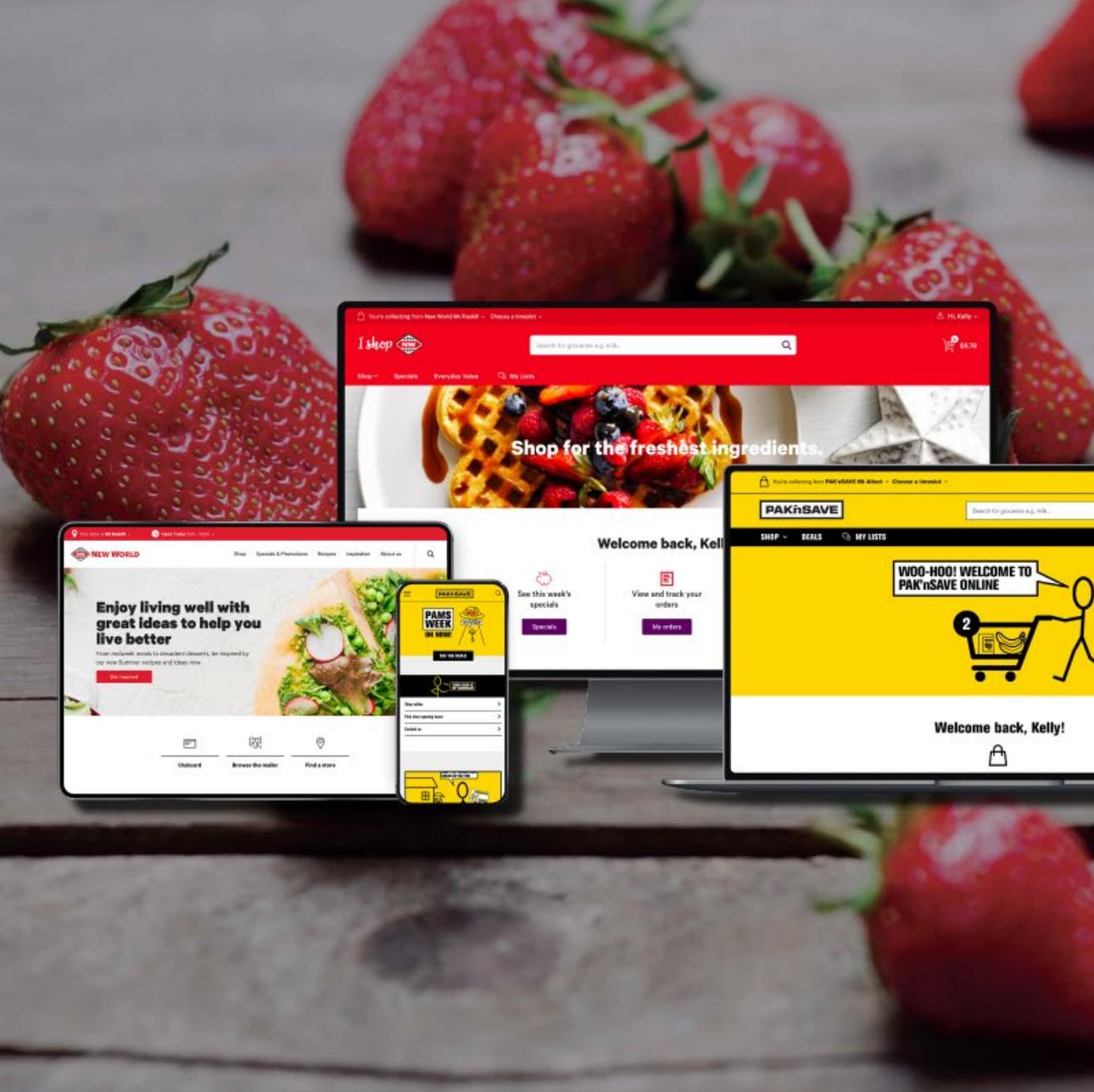
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**HELPED VOLVO POST RECORD  
YEAR-ON-YEAR GROWTH**

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**90 DIFFERENT SPECIES  
LIVING ON THE SEAWALL IN 2021**

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## FOOD, GLORIOUS FOOD IN PARTNERSHIP WITH SITECORE

**BRAND:** AKQA  
**CLIENT:** FOODSTUFFS NZ

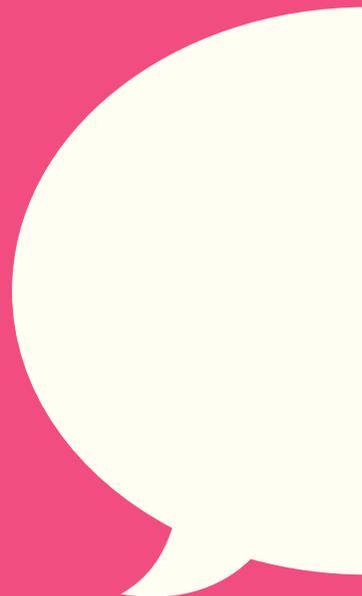
Responding to a challenge laid down by Foodstuffs, New Zealand's biggest supermarket retailers, AKQA developed an online retail platform for its two hero brands – PAK'nSAVE and New World. The ambition? To develop New Zealand's "best loved" commerce experience.

Building on the Sitecore Experience Commerce™ platform, AKQA started a retail transformation journey that will ultimately see Foodstuffs creating a true omni-channel retail experience for grocery shoppers.

This transformation journey saw AKQA winning Sitecore's Ultimate Experience Award for the region. This was presented at Sitecore's global symposium in Florida.

This is exactly the kind of collaboration we seek. It's an example of how working with partners like Sitecore delivers exceptional client service, positioning us at the cutting edge of retail technology and personalisation.

SECRETS  
&  
LIES



WPP