

RED PLANET

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PANEL BOOK





THE WORLD OF INSIGHT

Red Planet is a customer insights and marketing business with extensive proprietary information linked to millions of Australian consumers. Leveraging 29 years of experience uncovering customer intelligence for the Qantas Frequent Flyer program, the team has extended its reach, and now offers its skills to other organisations wanting to better understand and engage with their customers.



RED PLANET AUDIENCE



MEMBERSHIP

100,000



PANEL SOURCE

• **QANTAS FREQUENT FLYER PROGRAM**



LONGITUDINAL REACH

• **29 YEARS CAPTURED BEHAVIOURS**

MORE THAN A RESEARCH PANEL

• Red Planet actively manages its own research panel with over 100,000 Qantas Frequent Flyers representative of the Australian population.

Our proprietary knowledge of Red Planet's audience is created from a diverse range of data linked to millions of Australian consumers. It includes attitudes, behaviours, demographics, interests, and transactional data drawn from: market research with our panellists; information from the Qantas Group and adjacent businesses; as well as observed offline and online behaviour sourced from third parties and created through proprietary techniques.

This provides an unparalleled understanding of the Red Planet audience beyond who they are and what they do. We know how they behave and how their opinions and behaviours have changed over time.

• Drawing from the more than 11 million strong Qantas Frequent Flyer membership base, our research panel is unique in many important respects.

PANEL MEMBERS

Our members are

50.06% **MALE**



FEMALE 49.94%

STATE

ACT	3.37%
NSW	29.95%
NT	1.40%
QLD	19.11%
SA	7.18%
TAS	2.01%
VIC	23.53%
WA	13.45%



AGE BAND

18 to 24	3.9%
25 to 29	6.43%
30 to 39	19.68%
40 to 49	22.91%
50 to 64	36.50%
65+	10.58%



ENGAGED & RESPONSIVE



REPRESENT AUSTRALIANS



AUDIENCE ATTRIBUTES FOR SAMPLING

Drawing on a wide range of data sources, Red Planet has an extensive variety of criteria for clients to choose from when creating research samples. When these criteria are linked to research results, even deeper insights can be revealed. Here are just some examples of the attributes available.



PROFESSIONAL ATTRIBUTES

- Employment status
- Industry type
- Business trips taken - domestic and international
- Company size
- Direct reports
- Decision making authority

JOB SEEKERS ARE 25% MORE LIKELY TO BE SEEKING INFORMATION ON OWNING A SMALL BUSINESS

19% OF AUSSIES REGULARLY SKIP BREAKFAST



PERSONAL ATTRIBUTES

- Marital status
- Highest education level
- Personal income
- Financial products held
- Eating and dining preferences
- Alcoholic beverages consumed - type and frequency

HOUSEHOLD CHARACTERISTICS

- Home ownership
- Mortgage providers
- Purchase intentions
- Insurances held
- Dwelling type and size
- Household composition
- Household income
- Pets owned
- Grocery shoppers



8% OF 25 TO 34 YEAR OLDS ARE DISSATISFIED WITH THEIR MORTGAGE PROVIDERS

19% OF THEM LOOKING TO CHANGE PROVIDERS IN THE NEXT 12 MONTHS

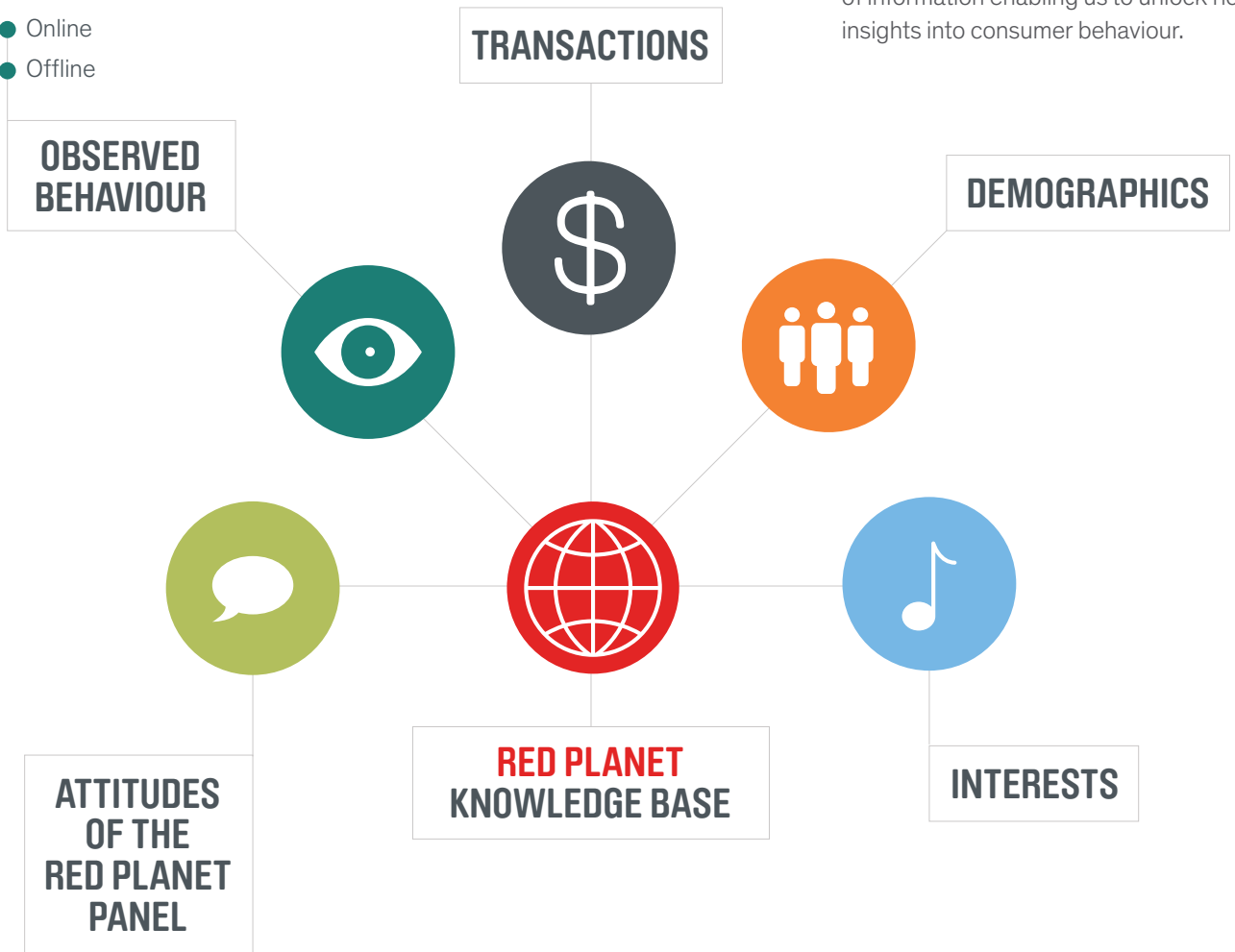




PART OF AN **INTEGRATED KNOWLEDGE BASE**

- Online
- Offline

● We can link our research data to a wealth of information enabling us to unlock rich insights into consumer behaviour.



● MAPPING AUSTRALIAN PERSONAS

We've mapped millions of Australian individuals to Red Planet personas based on life stage and lifestyle. Instead of relying on aggregate data, we have incorporated factors such as family status and affluence derived from several data sources and underpinned by declared data. Most importantly, our personas are modelled at the individual level not at a household or geographic level (such as postcode), facilitating deeper and actionable insights.



PERSONA DETAIL

Each persona reveals the characteristics and behaviours of those that fall within the group. Using the breadth of the Red Planet knowledge base, specific panel attributes can be overlaid to create focused research samples.

RED PLANET PANEL 7.8%

YOUNG PROFESSIONALS

Young Professionals are almost exclusively metropolitan-living individuals in full-employment following university study.

Almost 80% possess university qualifications with a heavy skew towards roles in professional services. Earnings are commensurately above the national average and are used to satisfy a proclivity for new technologies and online shopping.

The slight over-representation of males in this persona reflects in the over-indexation in men's interests, Xbox/Playstation and rugby union. Young Professionals appreciate the convenience of purchasing tickets online, but are frequently dissatisfied with the incumbent costs.

SOCIAL MEDIA & ONLINE ACTIVITY

Young Professionals are typified by heavy use across most social media platforms - predominantly Facebook, WhatsApp and Instagram - with over a third accessing them several times a day. This group are also avid users of digital entertainment including podcasts, blogs and streamed music.



25 to 34 years old



39% **SINGLE**

58% **MARRIED**

3% **DIVORCED**



46% **FEMALE**

54% **MALE**



86% **FULL TIME EMPLOYED**



\$60 to 99K
PERSONAL

\$200K+
HOUSEHOLD



3% **PRIMARY SCHOOL**

15% **TAFE/TECHNICAL COLLEGE**

7% **HIGH SCHOOL**

34% **UNI POST-GRAD**

44% **UNI UNDER-GRAD**



95% **METRO**

5% **RURAL**



LESS LIKELY TO

MORE LIKELY TO

Be interested in gardening **50%**

Be interested in TV dramas **20%**

Be interested in family concerts **36%**

Be interested in golf **26%**

Spend on car racing **28%**

Be concerned with online security **39%**

68%
Visit banks in person

Read blogs & user reviews for product info **37%**

Have been given a car **20%**

Get product info from newspapers **63%**

Be dissatisfied with ticket buying expenses **67%**

Read newspapers daily **20%**

Listen to the radio **32%**

Read magazines **22%**

74%
Use Google+



Use no social media **26%**

30% Be interested in health & fitness

35% Be interested in men's interests

40%
Be interested in festivals

28% Be interested in rugby union

48% Spend on comedy

44% Read blog in last week

26% Adopt new technology quickly

167% Use car sharing

58% Be confident online shopper

90%
Use Oztix to buy tickets

21% Get product information online

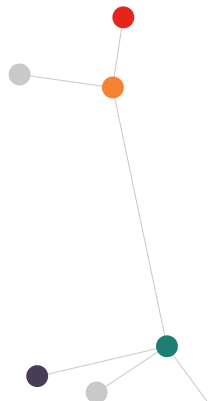
51% Prefer getting news digitally

68% Listen to podcasts

54% Play Xbox/Playstation

28% Use social media 4 hrs+ daily

117% Use WhatsApp





PART OF AN INTEGRATED SOLUTION

We conduct market research as a stand-alone service, or as a part of integrated end-to-end customer insights solutions designed to help clients understand their customers more and develop deeper, more meaningful relationships with them.

WE START BY UNDERSTANDING

We start with taking the time to get to know our clients, their business and objectives and our clients' understanding of their existing and potential customers.

We then undertake research or analysis, delving into Red Planet's proprietary knowledge base to develop an understanding of our client's customers and their behaviours. Rather than forming a single snapshot of a generic consumer, we develop a detailed, nuanced picture drawing on a wide range of information to create comprehensive insights that can be used to inform business decisions.

PLANNING FOR SUCCESS

Having developed a deep understanding of our client's customers we are able to pinpoint effective business strategies to create meaningful interactions with customers and identify potential opportunities.

These opportunities might come in the form of identified groups of people who share key characteristics with a client's existing customers, at scale. Or helping clients identify which messages are likely to resonate most strongly with their audiences, and the most media to use to obtain cut-through. They may be end to end marketing solutions from new product development through to market entry and operational plans.

Reaching far beyond basic demographics, our insights offer significant opportunities for business development.



EFFECTIVE MEDIA IMPLEMENTATION

Red Planet helps clients execute plans in owned and earned media channels or can execute targeted digital media campaigns. The ability to place media to audiences identified directly from our proprietary knowledge base reduces wastage, and improves the relevance of the communication in the eyes of the audience.

MEASUREMENT, EVALUATION AND CONTINUOUS IMPROVEMENT

Red Planet's connections to millions of Australians allow us to employ robust measurement techniques linking those targeted with those who engaged to those who converted across offline and online channels.

Red Planet can also support clients by providing ongoing media tracking research and end-to-end campaign analytics that evaluate the effectiveness of activities against its objectives. This critical feedback can be used to optimise and refine strategies.

When we measure campaigns, our team quantifies outcomes and makes recommendations if messaging or media selection can be further optimised. This ongoing analysis directs marketing activity refinement, increasing the effectiveness and efficiency of media spend.

Since every campaign offers an opportunity for clients to learn more about their customers. Red Planet provides in-depth post-campaign analysis, to drive continuous improvement so that future marketing activities can benefit from lessons learned.

To find out more about how Red Planet's suite of integrated solutions can help your business, talk to us today, or visit redplanetgroup.com.au

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IN ACTION



Insights from hard-to-reach travellers

PROBLEM

When a large Australian airport wanted to get inside the minds of travellers transferring between domestic and international terminals, they turned to Red Planet. Although the client understood that changing terminals was a significant point of discomfort for travellers, they wanted more specific information about exactly how passengers perceive the inconvenience so they could prioritise design changes for redeveloping the airport.

APPROACH

Our team understood this was a difficult group to research because data linking international travel with connecting domestic flights is not held as a single source and this group occurs at a low incidence in the population. However we were able to use Red Planet proprietary data to create a sample of travellers to research with respect to the client airport, as well as comparative data from travellers transferring at other airports.

OUTCOME

We were able to identify and understand which stages of the transfer experience were working, and which were not. This enabled our client to prioritise improvements based on both the required investment and the likely effect on travellers as well as gain some early wins with simple changes.



Partnering to produce excellence in marketing communications

PROBLEM

A major credit card company was launching a new premium card and needed to identify which benefits would be valued by prospective card holders and which marketing messages would resonate most strongly.

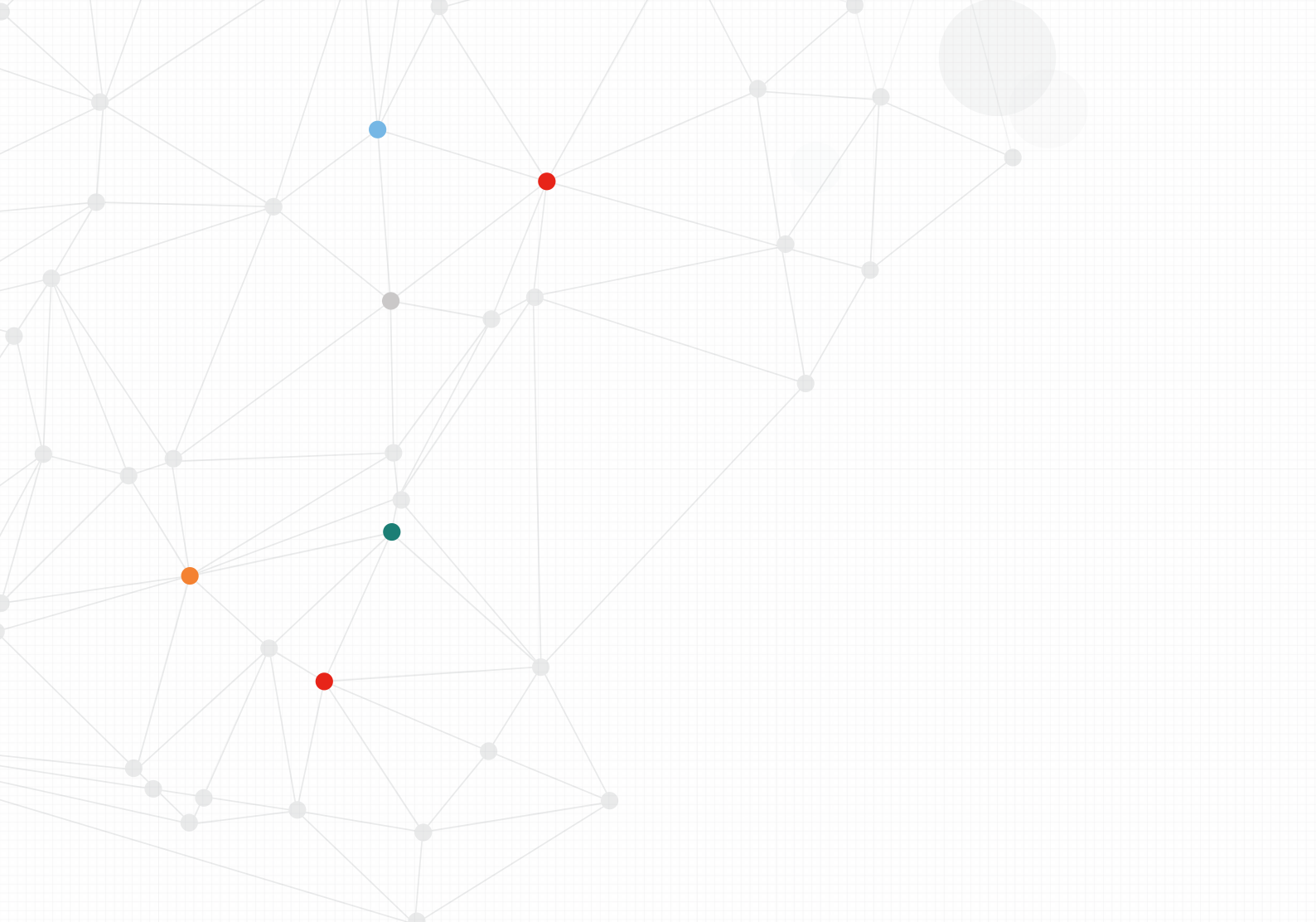
APPROACH

We developed a multi-pronged market research approach that:

- Evaluated the target audience's credit card usage, spending patterns and travel behaviours in order to establish an understanding of the target market;
- Used choice-based modelling to test the credit card's proposed benefit options and identify the best combination of benefits to drive card uptake;
- Allowed us to create specific segment profiles across the benefit sets and identified key messages that would attract each segment; and
- Tested proposed messaging using focus groups and in-depth interviews to further refine the key messages.

OUTCOME

The benefits for our client were two fold: the research uncovered the key potential customer segments with the highest propensity to accept the offer with targeted messaging; and advertising spend was efficient as it was focused on the media used by the target audience.



MAKE THE CONNECTION

Contact the Red Planet team by visiting
redplanetgroup.com.au today.

We're ready to help you know more
about your customers.

We've got the know who.™

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