

Brands must get real

AT A RECENT event in Sydney, Blue Marlin Brand Design launched Get Real, a qualitative Newspoll study that examines the hopes, fears and aspirations of Australians today and what this means for brands.

The study revealed that we actually admire high-achievers if we think they've got there due to their own efforts, so Aussie Home Loans' John Symond is a role model while rich-kids like James Packer are objects of derision.

The study also revealed that over a third of Australians want brands to be proud and confident.

But how does this translate into the tangible world of packaging? And what do marketers have to do to make their brands start behaving like tall poppies resembling John Symond?

Blue Marlin's head of strategy, Jonathan Matthews, said the Get Real research reinforced the idea that consumers were looking for simplicity and focus.

"Over the past year consumers have been subjected to an onslaught of the 'R' word and stress from financial instability," he said.

"To counter this anxiety, brands need to act responsibly with a more straight-talking and stripped-back approach.

"With a high percentage of purchase decisions made at point of sale, brands have the opportunity to respond creatively. Packaging can play a powerful role in influencing and even shaping the retail environment and experience.

"So, by being straightforward in the creative ex-



ABOVE: Blue Marlin's Jonathan Matthews behind the Get Real podium.

ecution and ensuring that you have a meaningful and single-minded seduction message, you have a potent recipe that can go some way to contributing to the long-term success of a brand.

Matthews noted that 'Another Bloody Water' is a great example of a brand standing tall and achieving cut-through by telling you exactly what it is with real confidence, while poking fun at the "poshly dressed imports" – how Australian!

He concluded by emphasising that successful packaging needs to capture the 'big idea' of what it stands for and lead the brand party with a clear, coherent message that everything else flows from.

His tips are to keep it simple, stand tall, be confident and, most importantly, get real.