

AUSTRALIA'S TOP 100 YOUTH BRANDS 2019



STUDENT
EDGE

YouthInsight
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INTRODUCTION

What are young people’s most loved and most hated brands? Find out in Australia’s first Top 100 Youth Brands Report, a unique piece of research that surveys more than 2,000 14 – 24s on the brands that most impact their lives.

In collaboration with YMA, Student Edge and YouthInsight have developed the inaugural Top 100 Youth Brands Report of Australia. This report, based on an extensive piece of research that involved a thorough filtering process, will set the benchmark for all brands in years to come.

To win with young consumers in 2019, constant innovation, exciting collaborations and staying on top of the trends is paramount. It’s the big name brands that constantly offer something new that keeps them in favour of Gen Z, with the biggest innovators and disruptors rising to the top of our survey. Innovation is important to Gen Z and Millennials, who are always on the lookout for something new.

But it’s not all about ‘love’ or ‘hate’. This report has incorporated the feedback of young people who have “no feeling” towards certain brands. Some might say, that’s the most damning response of all.

Read on to find out which brands are the most impactful, and which ones have the most vocal advocates. Plus, learn how to take the lessons of the Top 100 to heart, so you can market to youth in a more meaningful way.



METHODOLOGY

Here's how it happens.

YouthInsight and YMA firstly compile a list of categories that affect the lives of young Australians and carefully put together an exhaustive list of more than 1,000 brands.

Then, leveraging the Student Edge Online Research Panel, we ask young people how much each of these brands impact their lives, from the moment they wake up and eat breakfast, to the time before they switch off and go to sleep. We seek to discover the brands that are most discussed by young people; that are loved or hated; that influence young people's lives and are actively marketed to young people.

We then rank the 1,000 brands from most impactful to least impactful through a survey administered to the Student Edge panel. We present the list to a committee of youth marketing professionals, to ensure the Top 100 brands selected are on point.

We ensure that we cover a wide range of brands, from the large multinationals to the cult favourites, and everything in between.

With the shortlist decided, we conduct an online survey that allows 2,000 Australians aged 14 – 24 to express their feeling towards each brand. They are presented with the brand name, its category, and a choice of 'love', 'like', 'no feeling', 'dislike' and 'hate'. Each user rates their opinion towards around 100 randomised brands. Please note, all figures in this report are rounded to whole numbers for ease of reading, except in the case of Fast Food & Restaurant Brands, in which the top brands were separated by a razor-thin margin.

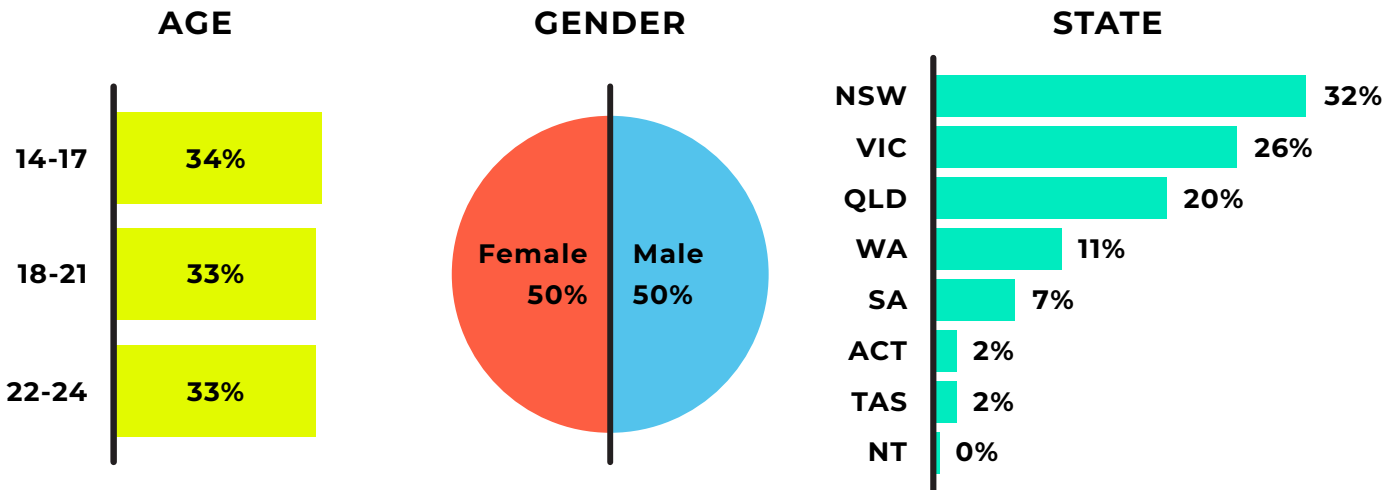


Cristiano Lima Head of Research
Student Edge / YouthInsight

THE SAMPLE

To ensure survey results are representative of the Australian youth market, quotas are placed based on state population distributions in accordance with the ABS and an even balance of age and gender is accounted for in sampling.

If necessary, weighting will be used to correct for under or over representation of sub-groups within the survey respondents. Below is a breakdown of the targeted sample distribution.



FINDINGS

This report contains fascinating findings regarding the brands making an impact in young people's lives. Before we dive in, let's step back and see what the overall results tell us about young Aussies, and why these brands have left the biggest impressions.

"Google knows everything." "Big Macs are life." "OMG NETFLIX IS THE BEST THING THAT HAS EVER HAPPENED TO ME!!!" When you hear the way our respondents talk about some of their favourite brands, you realise that the exchanges they're having aren't merely transactional; these brands have leap-frogged their rivals by embedding themselves in the very experience of being a young person. And no brand does it better than YouTube, which takes pole position in our survey.

As one of the respondents said of YouTube, "I enjoy making and watching original content." Some say it has replaced TV, while others appreciated its educational purposes. Ultimately, YouTube eclipsed all other brands with its Love + Like score of 95% because it puts young people at its center. YouTube gives users a platform to communicate as well as consume, with the possibility of celebrity always on the horizon. The allure of becoming a 'YouTuber', or engaging with them, allows Gen Z to indulge both their introspective and outspoken sides. On YouTube, they're the stars, but also, it's where they feel most heard.

Of course, not every brand can make their customers famous. So, how does that explain the placement of Woolworths in the Top 5, or Kmart and Coles in the Top 10? We found these retail outlets have built advocacy via the tried and true methods of great service and better prices. However, they earned their high scores by making young people feel heard too: Woolworths with its plastic bag ban, Coles with their collectables, and Kmart with their pivot to affordable furnishings. Given the projected trillion-

dollar spending power of this generation, it's incredibly smart to build trust now and create shopping habits that will carry on in the future.

There were plenty of surprises in our research. (Vaseline is more 'impactful' on young people's lives than Telstra. Who knew?) There were also cautionary tales. For instance, Facebook came in at a respectable #31 in our Top 100, but when you look at the demographic breakdown, it's 15% less popular with 14 – 17 year-olds than older users, which doesn't bode well for growth.





































































































In our biggest upset, Apple placed 19 overall, and third among Digital & Technology brands. Though it had a strong Love + Like score of 79%, it was let down by a huge Hate + Dislike score of 12% (Apple products iTunes and Beats By Dre performed even worse, with a Hate + Dislike score of 17% and 15% respectively). Apple's ranking suggests the perception of being 'too big' has its consequence, and omnipresence doesn't immediately translate into impact. Apple wants to be everywhere, and be everything to young people. According to our research, right now, it's just everywhere.

Want to know if your brand is making an impact on young people? Read on!



Simon Mirauda Editor, Head of Communications & Membership
Student Edge

TOP 100 RESULTS

| | | | | | | | | | | |
|---|---|---|--|---|--|---|---|---|---|--|
|  1 |  2 |  3 |  4 |  5 | |  51 |  52 |  53 |  54 |  55 |
|  6 |  7 |  8 |  9 |  10 | |  56 |  57 |  58 |  59 |  60 |
|  11 |  12 |  13 |  14 |  15 | |  61 |  62 |  63 |  64 |  65 |
|  16 |  17 |  18 |  19 |  20 | |  66 |  67 |  68 |  69 |  70 |
|  21 |  22 |  23 |  24 |  25 | |  71 |  72 |  73 |  74 |  75 |
|  26 |  27 |  28 |  29 |  30 | |  76 |  77 |  78 |  79 |  80 |
|  31 |  32 |  33 |  34 |  35 | |  81 |  82 |  83 |  84 |  85 |
|  36 |  37 |  38 |  39 |  40 | |  86 |  87 |  88 |  89 |  90 |
|  41 |  42 |  43 |  44 |  45 | |  91 |  92 |  93 |  94 |  95 |
|  46 |  47 |  48 |  49 |  50 | |  96 |  97 |  98 |  99 |  100 |

RETAIL & ONLINE RETAIL BRANDS

CATEGORY WINNER: Woolworths



David Willey Founder/Director
Growth Tank

For our Gen Z respondents, Woolworths is an iconic Australian brand that has been part of their childhood. Friendly staff, the Woolworths Rewards Loyalty Program and frequent discounts have helped Woolworths achieve ‘the love’. Additionally, young people praise Woolworths for their sustainability initiatives, and their broad array of available food options, which are inclusive and available for all types of dietary preferences.

Male
#1: JB Hi-Fi

Female
#1: Kmart

“[Woolworths] literally has everything and at really good prices too! Good rewards and positive vibe.

Female, age 16, NSW metro

“Quality is still really good and the prices are super affordable. Also, what doesn’t Kmart have?

Female, age 21, VIC metro

| RETAIL & ONLINE RETAIL | HATE IT | DISLIKE IT | NO FEELING | LIKE IT | LOVE IT | LOVE + LIKE |
|------------------------|---------|------------|------------|---------|---------|-------------|
| 1. Woolworths | 1% | 2% | 11% | 39% | 47% | 86% |
| 2. Kmart | 0% | 3% | 12% | 33% | 52% | 85% |
| 3. JB Hi-Fi | 0% | 2% | 14% | 36% | 48% | 84% |
| 4. Coles | 1% | 4% | 12% | 40% | 43% | 83% |
| 5. Officeworks | 0% | 1% | 16% | 40% | 43% | 83% |
| 6. Target | 1% | 5% | 17% | 46% | 31% | 77% |
| 7. IKEA | 1% | 3% | 22% | 33% | 41% | 75% |
| 8. Cotton On | 2% | 5% | 20% | 36% | 38% | 74% |
| 9. eBay | 1% | 6% | 21% | 36% | 36% | 72% |
| 10. Rebel Sports | 1% | 4% | 29% | 36% | 30% | 66% |
| 11. Priceline | 1% | 4% | 31% | 33% | 32% | 64% |
| 12. H&M | 2% | 7% | 28% | 33% | 30% | 64% |
| 13. Typo | 2% | 7% | 27% | 34% | 30% | 64% |
| 14. EB Games | 2% | 7% | 29% | 28% | 33% | 62% |
| 15. ASOS | 1% | 5% | 34% | 30% | 30% | 60% |
| 16. Platypus | 1% | 5% | 36% | 28% | 29% | 57% |
| 17. The Iconic | 1% | 5% | 38% | 26% | 30% | 56% |
| 18. Sephora | 2% | 6% | 41% | 20% | 30% | 50% |
| 19. Amazon | 2% | 7% | 41% | 28% | 22% | 50% |
| 20. Boohoo | 3% | 10% | 42% | 24% | 22% | 45% |

HEALTH & BEAUTY BRANDS

CATEGORY WINNER: Dove



Dove is Gen Z's favourite health and beauty brand; a trusted staple that can be found in most of their bathrooms. The highly-trusted brand is loved for its high-quality products at affordable prices. They are the go-to brand for sensitive skin and bars of soap, with Gen Z consumers notably praising the pleasant fragrance associated with Dove products.

Male
#1: **Lynx**

Female
#1: **Lush**

“
I really like Dove products.
They are of a high quality
and support positive
messages.
Female, age 19, QLD metro”

“
Lush is a great store! It offers many different natural, organic
and cruelty free products. Their products are great for anyone
who wants almost no damage done to the environment and
trustworthy, clean and great quality products!
Female, age 18, VIC metro”

| HEALTH & BEAUTY | HATE IT | DISLIKE IT | NO FEELING | LIKE IT | LOVE IT | LOVE + LIKE |
|--------------------|---------|------------|------------|---------|---------|-------------|
| 1. Dove | 1% | 3% | 31% | 39% | 26% | 66% |
| 2. Nivea | 1% | 3% | 33% | 38% | 26% | 63% |
| 3. The Body Shop | 1% | 4% | 33% | 32% | 30% | 62% |
| 4. Rexona | 1% | 4% | 33% | 37% | 25% | 62% |
| 5. Vaseline | 1% | 3% | 35% | 35% | 27% | 62% |
| 6. Lush | 2% | 5% | 32% | 26% | 35% | 61% |
| 7. Gillette | 2% | 3% | 40% | 32% | 23% | 54% |
| 8. Mecca | 2% | 4% | 41% | 20% | 33% | 53% |
| 9. Lynx | 4% | 9% | 34% | 30% | 23% | 53% |
| 10. TRESemmé | 2% | 5% | 41% | 30% | 22% | 52% |
| 11. Maybelline | 2% | 4% | 44% | 28% | 23% | 51% |
| 12. Neutrogena | 1% | 4% | 44% | 31% | 19% | 50% |
| 13. Garnier | 2% | 4% | 44% | 32% | 18% | 50% |
| 14. Pantene | 2% | 7% | 43% | 30% | 18% | 48% |
| 15. L'Oreal | 2% | 4% | 48% | 28% | 18% | 46% |
| 16. Revlon | 2% | 6% | 48% | 28% | 17% | 44% |
| 17. Chanel | 2% | 5% | 49% | 19% | 24% | 43% |
| 18. Nude by Nature | 2% | 6% | 49% | 23% | 20% | 43% |
| 19. Dior | 2% | 4% | 52% | 21% | 21% | 42% |
| 20. Covergirl | 3% | 9% | 55% | 20% | 14% | 33% |

TRAVEL BRANDS

CATEGORY WINNER: Qantas



For many of our Gen Z respondents, their first flight was onboard a Qantas plane. The quintessentially Australian airline is highly trusted among Gen Z, perceived as reliable, safety conscious and family-oriented. Furthermore, they appreciate Qantas’ focus on diversity, through flight attendants representative of Australia’s ethnically diverse landscape, and Indigenous employment initiatives.



Mind the Gap:

AirBnB scores 7% higher with females than males.

“

[Qantas planes are] spacious and I love how they provide food, blankets and movies.

Female, age 18, WA metro

“

Qantas is just reliable, it’s a safe travelling experience and I feel most comfortable with them.

Male, age 17, VIC metro

| TRAVEL | HATE IT | DISLIKE IT | NO FEELING | LIKE IT | LOVE IT | LOVE + LIKE |
|------------------------|---------|------------|------------|---------|---------|-------------|
| 1. Qantas | 1% | 2% | 23% | 33% | 41% | 74% |
| 2. AirBnB | 1% | 4% | 35% | 28% | 31% | 59% |
| 3. Virgin Australia | 1% | 3% | 39% | 33% | 24% | 57% |
| 4. Emirates | 1% | 2% | 41% | 24% | 33% | 57% |
| 5. TripAdvisor | 1% | 2% | 43% | 32% | 23% | 55% |
| 6. Jetstar | 3% | 9% | 34% | 32% | 21% | 54% |
| 7. Trivago | 1% | 4% | 47% | 30% | 18% | 49% |
| 8. Booking.com | 1% | 3% | 49% | 27% | 21% | 48% |
| 9. Student Flights | 1% | 3% | 50% | 24% | 22% | 47% |
| 10. Flight Centre | 2% | 5% | 47% | 27% | 19% | 46% |
| 11. Singapore Airlines | 1% | 3% | 51% | 20% | 24% | 44% |
| 12. P&O Cruises | 2% | 5% | 53% | 21% | 19% | 40% |
| 13. Air New Zealand | 0% | 2% | 58% | 21% | 19% | 40% |
| 14. Hotels Combined | 1% | 4% | 57% | 24% | 14% | 38% |
| 15. Expedia | 1% | 4% | 59% | 22% | 15% | 37% |
| 16. Webjet | 2% | 4% | 58% | 23% | 13% | 36% |
| 17. Contiki | 3% | 6% | 56% | 19% | 16% | 35% |
| 18. STA Travel | 1% | 4% | 62% | 17% | 15% | 32% |
| 19. Tiger | 7% | 18% | 45% | 18% | 12% | 30% |
| 20. AirAsia | 3% | 9% | 59% | 16% | 13% | 28% |

FAST FOOD & RESTAURANT BRANDS

CATEGORY WINNER: McDonald's



David Willey Founder/Director
Growth Tank

McDonald's just scraped into first place ahead of Subway, admired for its wide selection of tasty, affordable and speedy food options. Respondents have taken a very positive view of the recent expansion of the menu to include health-conscious options, while also maintaining fandom for their classic comfort foods like the McFlurry, chicken nuggets and Big Macs. The MyMacca's App also has much love from Gen Z with its exciting promotions and initiatives. McDonald's has recently upgraded most of its restaurants with touch screen ordering, 24hr operation and, don't forget, Uber Eats availability, making the path to purchase incredibly easy and very Gen Z friendly.

Male
#1: KFC

I love the variety [at McDonald's] and how the food is always fresh and tastes the same no matter where you go.

Female, age 24, QLD regional

Female
#1: McDonald's

Subway offers a great range and they have good deals, plus they are relatively healthy compared to a lot of other fast food restaurants.

Female, age 20, WA metro

| FAST FOOD & RESTAURANT | HATE IT | DISLIKE IT | NO FEELING | LIKE IT | LOVE IT | LOVE + LIKE |
|------------------------|---------|------------|------------|---------|---------|-------------|
| 1. McDonald's | 3% | 7% | 9% | 32.99% | 47.32% | 80.31% |
| 2. Subway | 2% | 6% | 12% | 34.32% | 45.67% | 79.99% |
| 3. KFC | 3% | 8% | 10% | 30.55% | 48.93% | 79.48% |
| 4. Krispy Kreme | 2% | 5% | 14% | 29.59% | 49.70% | 79.29% |
| 5. Domino's Pizza | 2% | 8% | 13% | 36.85% | 39.88% | 76.73% |
| 6. Boost Juice | 2% | 6% | 18% | 30.23% | 44.24% | 74.47% |
| 7. Grill'd | 1% | 5% | 22% | 30.54% | 41.85% | 72.39% |
| 8. Hungry Jack's | 3% | 10% | 15% | 36.64% | 35.62% | 72.26% |
| 9. San Churro | 1% | 5% | 25% | 31.54% | 37.70% | 69.24% |
| 10. Nando's | 2% | 5% | 26% | 31.32% | 36.28% | 67.60% |
| 11. Uber Eats | 2% | 5% | 32% | 26.02% | 34.81% | 60.83% |
| 12. Pizza Hut | 3% | 11% | 25% | 34.07% | 26.18% | 60.26% |
| 13. Chatime | 4% | 9% | 27% | 19.97% | 40.07% | 60.04% |
| 14. Guzman y Gomez | 2% | 7% | 31% | 27.34% | 32.46% | 59.80% |
| 15. Baskin Robbins | 2% | 5% | 36% | 28.15% | 28.89% | 57.05% |
| 16. Donut King | 3% | 9% | 33% | 31.30% | 24.42% | 55.72% |
| 17. Oporto | 2% | 8% | 35% | 29.71% | 25.75% | 55.45% |
| 18. Starbucks | 4% | 10% | 32% | 24.74% | 29.94% | 54.68% |
| 19. Menulog | 2% | 6% | 53% | 21.99% | 16.43% | 38.43% |
| 20. Deliveroo | 3% | 7% | 57% | 17.89% | 15.10% | 32.99% |

NON-ALCOHOLIC DRINK BRANDS

CATEGORY WINNER: Sprite



David Willey Founder/Director
Growth Tank

Sprite is beloved among Gen Z for its light and refreshing flavour, reminiscent of their early childhood. The drink is perceived as less artificial than other soft drink offerings, thanks to the lack of food colouring and its mild taste. Sprite has experienced massive organic presence online after South Korean Rapper J-Hope championed the product, creating hours of online content, detailing his love of Sprite to his huge Gen Z online following.

Drink It Up:

Though Coca Cola comes in at #3 overall, it has the most “Love It” responses.

“

Sprite taste is pretty much the classic lemonade flavour and I just like how it tastes.

Female, age 14, NSW regional

“

Coke is my go-to drink, you can find it anywhere and it’s just a staple product that everyone loves.

Male, age 15, VIC metro

| NON-ALCOHOLIC DRINKS | HATE IT | DISLIKE IT | NO FEELING | LIKE IT | LOVE IT | LOVE + LIKE |
|----------------------|---------|------------|------------|---------|---------|-------------|
| 1. Sprite | 2% | 7% | 13% | 43% | 36% | 78% |
| 2. Schweppes | 2% | 5% | 15% | 41% | 36% | 77% |
| 3. Coca Cola | 6% | 10% | 12% | 31% | 41% | 72% |
| 4. Solo | 3% | 10% | 16% | 41% | 31% | 72% |
| 5. Mount Franklin | 2% | 4% | 23% | 33% | 38% | 71% |
| 6. Lipton | 3% | 9% | 19% | 30% | 39% | 69% |
| 7. Fanta | 4% | 12% | 15% | 39% | 30% | 68% |
| 8. Pump Water | 2% | 5% | 26% | 31% | 36% | 67% |
| 9. Sunkist | 5% | 12% | 20% | 37% | 27% | 63% |
| 10. Powerade | 6% | 12% | 21% | 32% | 26% | 62% |
| 11. Mountain Dew | 7% | 14% | 21% | 32% | 26% | 58% |
| 12. Gatorade | 6% | 14% | 23% | 32% | 26% | 57% |
| 13. Pepsi Max | 9% | 19% | 20% | 28% | 24% | 52% |
| 14. Fiji Water | 3% | 8% | 43% | 23% | 24% | 47% |
| 15. Coke Zero | 12% | 22% | 22% | 24% | 21% | 44% |
| 16. Diet Coke | 13% | 24% | 23% | 23% | 18% | 40% |
| 17. Red Bull | 19% | 20% | 25% | 19% | 18% | 36% |
| 18. V Energy | 19% | 21% | 27% | 17% | 16% | 33% |
| 19. Mother | 21% | 23% | 26% | 14% | 16% | 30% |
| 20. Monster | 22% | 23% | 27% | 14% | 14% | 28% |

SPORTS BRANDS

CATEGORY WINNER: Nike



Nike has created ground-breaking sporting products popular both on and off the field. For Gen Z, the brand’s shoes and sportswear hit the trifecta of comfortable, on-trend and high quality, all at a reasonable price point. Gen Z particularly connects with Nike’s celebrity endorsements and admire their controversial branding strategies, such as the 2018 decision to partner with former NFL quarterback Colin Kaepernick.

All-Star:
Converse scores 14% higher with females than males.

“Adidas has fantastic designs and has an amazing leisure range.
Male, age 24, NSW metro

“Nike is extremely on trend and consistently stylish. I can always rely on Nike for quality, stylish sportswear.
Female, age 20, NSW metro

“The clothing and shoes are very comfortable, I perform at my best when I wear aerodynamic clothing and footwear from Nike.
Female, age 18, VIC metro

| SPORTS | HATE IT | DISLIKE IT | NO FEELING | LIKE IT | LOVE IT | LOVE + LIKE |
|-------------------|---------|------------|------------|---------|---------|-------------|
| 1. Nike | 1% | 3% | 13% | 29% | 54% | 83% |
| 2. Adidas | 1% | 2% | 15% | 32% | 50% | 82% |
| 3. Converse | 1% | 5% | 19% | 36% | 39% | 75% |
| 4. Puma | 1% | 5% | 33% | 37% | 23% | 61% |
| 5. Champion | 1% | 5% | 35% | 30% | 29% | 59% |
| 6. North Face | 1% | 4% | 40% | 31% | 23% | 55% |
| 7. Under Armour | 1% | 5% | 41% | 31% | 23% | 54% |
| 8. Asics | 2% | 7% | 38% | 31% | 22% | 53% |
| 9. New Balance | 2% | 9% | 38% | 33% | 18% | 51% |
| 10. Billabong | 2% | 8% | 40% | 31% | 18% | 50% |
| 11. Reebok | 2% | 8% | 45% | 30% | 15% | 46% |
| 12. Everlast | 2% | 10% | 45% | 27% | 16% | 43% |
| 13. Lululemon | 2% | 9% | 47% | 21% | 21% | 42% |
| 14. Quicksilver | 3% | 8% | 48% | 26% | 16% | 41% |
| 15. Lorna Jane | 4% | 10% | 44% | 23% | 19% | 41% |
| 16. AFL | 7% | 14% | 38% | 19% | 22% | 41% |
| 17. NBA | 3% | 9% | 49% | 19% | 20% | 39% |
| 18. Fitness First | 2% | 6% | 57% | 19% | 16% | 35% |
| 19. NRL | 5% | 16% | 46% | 17% | 16% | 33% |
| 20. NFL | 5% | 15% | 52% | 16% | 12% | 28% |

TELECOMMUNICATIONS BRANDS

CATEGORY WINNER: Optus



Optus has proven to be Gen Z’s most popular telecommunications company, with its reliable coverage and network, at youth-friendly prices. The brand caters to Gen Z desires, with streaming deals for Netflix, cheap movie tickets and exclusive sports streaming services. Respondents find the brand to be trustworthy, consistent and all round great value.

Call Me:

Telstra is the preferred telco among regional youth.

“

[Telstra] are very reliable and I know I can trust them.

Female, age 24, WA metro

“

Been with [Telstra] forever. Great, fast speeds and plenty of perks like cheap movie tickets and even free food sometimes!

Male, age 15, VIC metro

“

Been [an Optus] customer for more than 4 years, great everything.

Male, age 18, QLD metro

| TELECOMMUNICATIONS | HATE IT | DISLIKE IT | NO FEELING | LIKE IT | LOVE IT | LOVE + LIKE |
|-----------------------|---------|------------|------------|---------|---------|-------------|
| 1. Optus | 2% | 8% | 27% | 32% | 31% | 63% |
| 2. Telstra | 4% | 11% | 24% | 33% | 27% | 60% |
| 3. Vodafone | 3% | 9% | 41% | 26% | 21% | 47% |
| 4. Kogan Mobile | 2% | 8% | 56% | 16% | 18% | 34% |
| 5. Amaysim | 3% | 6% | 60% | 16% | 15% | 31% |
| 6. Virgin | 2% | 7% | 61% | 19% | 12% | 30% |
| 7. TPG | 3% | 7% | 60% | 18% | 12% | 30% |
| 8. iiNet | 2% | 6% | 62% | 19% | 11% | 30% |
| 9. Belong | 3% | 6% | 62% | 14% | 15% | 29% |
| 10. Aldi Mobile | 2% | 8% | 61% | 14% | 15% | 28% |
| 11. Lyca | 3% | 7% | 65% | 13% | 12% | 25% |
| 12. Lebara | 3% | 7% | 66% | 12% | 12% | 24% |
| 13. Boost Mobile | 2% | 7% | 67% | 12% | 12% | 24% |
| 14. Woolworths Mobile | 2% | 7% | 69% | 12% | 11% | 22% |
| 15. Dodo | 4% | 10% | 66% | 12% | 8% | 20% |
| 16. Coles Mobile | 2% | 8% | 71% | 9% | 9% | 18% |

FINANCE BRANDS

CATEGORY WINNER: Commonwealth Bank



David Willey Founder/Director
Growth Tank

For Gen Z, Commonwealth Bank is a knowledgeable, tech-savvy brand that makes banking accessible and easy to understand. For many, loyalty in the brand was instilled early through their families or the Dollarmites school banking initiative. Commonwealth Bank is especially attractive for the generation that loves to save, with high-interest rates for savings accounts, assistance with saving goals and waived fees for students.

Cha-ching:
Commonwealth Bank is the most popular finance brand across all demos.

“The app is the best bank app I have used.”
Male, age 24, QLD metro

“Commonwealth Bank has been my bank since a child... Their customer service is really great and the mobile app is extremely user friendly.”
Female, age 20, VIC metro

| FINANCE | HATE IT | DISLIKE IT | NO FEELING | LIKE IT | LOVE IT | LOVE + LIKE |
|----------------------|---------|------------|------------|---------|---------|-------------|
| 1. Commonwealth Bank | 2% | 4% | 27% | 29% | 38% | 67% |
| 2. AfterPay | 5% | 8% | 38% | 21% | 29% | 49% |
| 3. ANZ | 2% | 4% | 48% | 27% | 20% | 47% |
| 4. Westpac | 1% | 5% | 57% | 22% | 15% | 37% |
| 5. NAB | 1% | 4% | 58% | 21% | 16% | 37% |
| 6. Spaceship | 1% | 5% | 64% | 13% | 17% | 29% |
| 7. ING | 1% | 4% | 66% | 16% | 13% | 29% |
| 8. Bankwest | 1% | 3% | 68% | 16% | 11% | 27% |
| 9. St George Bank | 1% | 4% | 69% | 15% | 11% | 26% |
| 10. Bendigo Bank | 1% | 5% | 69% | 14% | 11% | 25% |
| 11. HSBC | 1% | 4% | 71% | 12% | 11% | 23% |
| 12. Bank Australia | 1% | 4% | 72% | 12% | 11% | 23% |
| 13. Suncorp | 1% | 4% | 72% | 13% | 10% | 23% |

“Every time I have gone in they have always clearly explained everything and helped me to plan and manage my bank account.”
Male, age 22, QLD metro

DIGITAL & TECHNOLOGY BRANDS

CATEGORY WINNER: Google



David Willey Founder/Director
Growth Tank

Google has cemented itself as a brand that Gen Z cannot live without. Its strong employment reputation and dominance in the online-sphere have led to a perception of the brand as a hub of knowledge and innovation. Through practical and useful services like Google Maps, G-Suite and Gmail, in addition to the search engine itself, the brand has become integral to their daily lives.

iWhat?

Apple came in third overall, despite having the largest number of 'Hate It' responses.

“

[Google] makes innovative products that make my life easier.

Male, age 24, VIC metro

“

Google has been so amazing, I can gather information quickly and it has been so useful especially in school or just when I have a random question on my mind.

Female, age 15, QLD metro

| DIGITAL & TECHNOLOGY | HATE IT | DISLIKE IT | NO FEELING | LIKE IT | LOVE IT | LOVE + LIKE |
|----------------------|---------|------------|------------|---------|---------|-------------|
| 1. Google | 0% | 1% | 6% | 23% | 70% | 93% |
| 2. Microsoft | 1% | 3% | 16% | 39% | 41% | 80% |
| 3. Apple | 5% | 7% | 9% | 22% | 57% | 79% |
| 4. Paypal | 1% | 2% | 23% | 32% | 42% | 74% |
| 5. Samsung | 4% | 11% | 21% | 34% | 31% | 64% |
| 6. Sony | 1% | 3% | 33% | 38% | 26% | 63% |
| 7. Bose | 1% | 3% | 34% | 34% | 29% | 63% |
| 8. Adobe | 1% | 4% | 32% | 37% | 25% | 62% |
| 9. GoPro | 1% | 2% | 38% | 33% | 26% | 59% |
| 10. iTunes | 4% | 13% | 23% | 30% | 29% | 59% |
| 11. Fitbit | 2% | 6% | 39% | 31% | 22% | 53% |
| 12. HP | 1% | 7% | 41% | 31% | 19% | 51% |
| 13. Beats by Dre | 5% | 10% | 35% | 25% | 25% | 50% |
| 14. LG | 1% | 5% | 44% | 33% | 16% | 50% |
| 15. Logitech | 1% | 5% | 48% | 29% | 18% | 47% |
| 16. SoundCloud | 2% | 9% | 43% | 28% | 18% | 46% |
| 17. Dell | 2% | 8% | 46% | 28% | 16% | 44% |
| 18. Acer | 2% | 9% | 45% | 29% | 15% | 44% |
| 19. Lenovo | 2% | 9% | 45% | 28% | 16% | 44% |

SOCIAL MEDIA & APP BRANDS

CATEGORY WINNER: YouTube



David Willey Founder/Director
Growth Tank

YouTube is the social media platform of choice for our Gen Z respondents and has become one of their main sources of entertainment. Respondents love the constantly growing platform for its extensive variety of content, catering to all audiences and every occasion. They particularly enjoy the international access that YouTube provides, introducing them to global content creators and broadening their understanding of the world available across multiple devices.



Sorry, Mark:

I just love the variety on YouTube. It has everything you could ever want and you can binge watch for hours.

Male, age 15, WA metro

Facebook is 15% less popular with 14 - 17 year-olds compared to older demos.

YouTube has changed my life for the better. So much access to really useful information that is also stimulating. It gave me positive role models when I had none.

Female, age 19, QLD metro

| SOCIAL MEDIA & APPS | HATE IT | DISLIKE IT | NO FEELING | LIKE IT | LOVE IT | LOVE + LIKE |
|---------------------|---------|------------|------------|---------|---------|-------------|
| 1. YouTube | 0% | 1% | 4% | 19% | 76% | 95% |
| 2. Google Maps | 0% | 2% | 12% | 33% | 53% | 86% |
| 3. Instagram | 2% | 5% | 10% | 23% | 60% | 83% |
| 4. Snapchat | 3% | 8% | 14% | 26% | 49% | 75% |
| 5. Facebook | 4% | 10% | 13% | 31% | 42% | 73% |
| 6. Uber | 1% | 4% | 26% | 33% | 35% | 68% |
| 7. Pinterest | 3% | 9% | 33% | 30% | 25% | 56% |
| 8. Reddit | 2% | 5% | 40% | 28% | 25% | 52% |
| 9. Skype | 4% | 10% | 35% | 34% | 17% | 51% |
| 10. WhatsApp | 3% | 7% | 41% | 28% | 21% | 48% |
| 11. Twitter | 3% | 12% | 38% | 29% | 18% | 47% |
| 12. Giphy | 3% | 6% | 48% | 26% | 17% | 43% |
| 13. Tumblr | 5% | 13% | 43% | 24% | 16% | 40% |
| 14. Telegram | 5% | 9% | 55% | 14% | 18% | 32% |
| 15. WeChat | 7% | 9% | 54% | 16% | 13% | 30% |
| 16. Viber | 6% | 13% | 53% | 18% | 11% | 29% |
| 17. TikTok | 23% | 20% | 31% | 13% | 13% | 26% |
| 18. Tinder | 12% | 16% | 49% | 12% | 11% | 23% |
| 19. Kik Messenger | 12% | 20% | 46% | 13% | 9% | 22% |
| 20. ASKfm | 10% | 19% | 49% | 11% | 10% | 21% |

ENTERTAINMENT BRANDS

CATEGORY WINNER: Netflix



David Willey Founder/Director
Growth Tank

It's no wonder Netflix is loved among Gen Z. On-demand content coupled with the hottest celebrity names (like Queen Bey herself) leveraging the platform to release exclusive documentaries, all for Netflix eyes only. The affordable membership and access to many diverse languages and genres have been welcomed by Gen Z, providing this young generation with an easily accessible means to watch commercial free shows, anytime and anywhere. Gen Z expects nothing less for their Friday night in.



Game On:
Males overwhelmingly prefer console games to females, by upwards of 25%.

“

Spotify is my favourite because I love music and I like the fact they make tailored playlists for me.

Male, age 18, QLD metro

“

I love the shows and movies aired on Netflix and I also appreciate the vast amount of entertaining content one can indulge in.

Male, age 16, VIC metro

“

OMG NETFLIX IS THE BEST THING THAT HAS EVER HAPPENED TO ME!!!

Female, age 23, SA metro

| ENTERTAINMENT | HATE IT | DISLIKE IT | NO FEELING | LIKE IT | LOVE IT | LOVE + LIKE |
|------------------------|---------|------------|------------|---------|---------|-------------|
| 1. Netflix | 0% | 2% | 8% | 21% | 69% | 89% |
| 2. Spotify | 1% | 3% | 11% | 22% | 63% | 85% |
| 3. Stan | 2% | 4% | 37% | 29% | 28% | 57% |
| 4. Grand Theft Auto | 4% | 8% | 32% | 25% | 32% | 57% |
| 5. Call of Duty | 6% | 11% | 36% | 23% | 23% | 46% |
| 6. Red Dead Redemption | 4% | 5% | 45% | 21% | 25% | 46% |
| 7. Far Cry | 3% | 7% | 46% | 23% | 21% | 44% |
| 8. EA Sports | 6% | 10% | 41% | 21% | 22% | 44% |
| 9. Assassin's Creed | 5% | 9% | 43% | 21% | 22% | 43% |
| 10. Epic Games | 7% | 11% | 40% | 21% | 22% | 42% |
| 11. Candy Crush | 11% | 18% | 33% | 24% | 15% | 38% |
| 12. League of Legends | 9% | 13% | 48% | 14% | 16% | 30% |
| 13. Audible | 3% | 7% | 61% | 18% | 11% | 29% |
| 14. Fortnite | 23% | 19% | 30% | 12% | 15% | 27% |
| 15. Hulu | 3% | 5% | 65% | 13% | 13% | 26% |

THE OVERALL WINNING BRAND



No matter where they are, which gender they identify as or how many birthdays they’ve had, the young people of Australia have made their vote, loud and clear: YouTube is the most loved brand by Australia’s youth.

The simplicity of its platform allows millions of users to seamlessly engage with their favourite forms of entertainment, for as long or as little time as they choose. They are not bound by genres to select from, or monthly subscriptions to worry about. They love following their favourite YouTubers and are grateful for the opportunity to be heard on a world stage with the click of a button.

Through YouTube, they laugh, they cry, they learn, they share and they feel connected to the world.



| | HATE IT | DISLIKE IT | NO FEELING | LIKE IT | LOVE IT | LOVE + LIKE |
|-----------------|------------|---------------|---------------|------------|------------|----------------|
| Total | 0% | 1% | 4% | 19% | 76% | 95% |
| Males | 0% | 1% | 4% | 18% | 77% | 95% |
| Females | 0% | 1% | 3% | 20% | 76% | 96% |
| Metro | 0% | 1% | 3% | 19% | 77% | 96% |
| Regional | 0% | 1% | 5% | 21% | 73% | 94% |
| 14-17 | 0% | 1% | 2% | 17% | 80% | 97% |
| 18-20 | 0% | 1% | 5% | 17% | 77% | 95% |
| 21-24 | 0% | 1% | 4% | 24% | 70% | 94% |

“

YouTube has changed my life for the better. So much access to really useful information that is also stimulating. It gave me positive role models when I had none.

Female, age 19, QLD metro



ABOUT THIS REPORT



Student Edge was founded in 2003 by students who recognised the challenges faced by young people on a range of issues such as cost of living, student life, access to part-time work and career guidance. Student Edge is now the largest member-based organisation of high school and tertiary students in Australia, with more than one million members nationwide. Visit studentedge.org for more.



YouthInsight is the market research arm of Student Edge. YouthInsight arose from a desire to share the unique access and understanding of Australia's Gen Y and Gen Z that the company has developed since opening its doors. Having worked with industry leaders in finance, education, consumer goods, telecommunications, peak bodies and government departments all the way through to tech start-ups and entrepreneurs, we've seen first-hand the power that insights can have on transforming and clarifying understanding, product development and take-to-market strategies.



Growth Tank is a B2B Events and Marketing Agency specialising in Gen Z and today's youth. Growth Tank works together with the biggest brands in the industry to deliver the latest insights, research and strategies at conferences and events across Australia. With over 13 years working with major global brands, across multiple industries and markets, Growth Tank has the capacity to bring unparalleled experience to multinational brands, cult favourites and everything in between. Growth Tank has recently delivered campaigns for brands such as Warner Bros, Samsung, Three Mobile & UNiDAYS.



Youth Marketing Australia Conference (YMA) is hosted and curated by Growth Tank annually in both Melbourne and Sydney. YMA is a thoughtfully curated, single stream conference designed to help marketers & brands keep up with the fast-paced nature of Gen Z. A careful selection of proven experts share the latest actionable marketing tactics, future proofing strategies and candid insights from real life success and failures. YMA arms marketers with the tools and know-how to win over the most ambitious, influential and diverse generation yet: Gen Z. Previous speakers have included senior thought leaders from brands such as Google, Facebook, Spotify, MTV, VICE, Airbnb, Optus, Microsoft, Instagram and Contiki, just to name a few.

A DEEP DIVE

The research into Australia's Top 100 Youth Brands went deep into gathering detailed information about who the respondents were and understanding their attitudes and behaviours in relation to the categories in focus.

If you would like to know if your brand was preferred by a specific gender or a younger demographic, or just want a map of where your biggest fans live, YouthInsight has you covered.

You might also want to see your results based on category purchasers or regular category users (or even by people who consider themselves travellers as opposed to tourists).

If you would like to learn more about how your brand is tracking with young people, reach out to us for a customised report. Customised reports start from \$1,990.

DEMOGRAPHICS

Age

Ethnicity

Gender

Work Status

Postcode

Income

Study Status

ATTITUDES & BEHAVIOURS

Category Purchase P4W

Category Usage Frequency

Personality Traits

Savings Goals

GET IN TOUCH:

For a customised report based on your brand, please contact Cristiano at YouthInsight

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