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## News Release

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**FOR IMMEDIATE RELEASE**

**CADBURY, COCA-COLA AND BEGA OUR MOST POPULAR GROCERY BRANDS**

***Aussies consumers vote with their hearts and shopping trolleys***

**1 February 2010, Sydney:** Cadbury, Coca-Cola and Bega have won the hearts and homes of Australian consumers, taking out the top three positions in the Nielsen Top 100 Brands report, released by The Nielsen Company today.

“Recognising that consumers own and determine the performance and strength of a brand, we felt it was appropriate in 2009 to move from a purely sales based measure of brand performance to a Nielsen Brand Score - a unique measurement combining presence of the brand in the home, average annual spend on the brand, and consumer engagement or attitude toward the brand,” said Chris Percy, Managing Director, Nielsen Consumer Pacific.

“Cadbury and Coca-Cola have secured the top positions in the report as they scored very highly in all of the key consumer dimensions. Their heritage status among other factors has contributed to consumers’ strong emotional and generational connection with the brand, they are present in households all across Australia and in comparison to the other super brands in the report – consumers spend relatively more on these products,” commented Percy

In addition to the key consumer dimensions, the Nielsen Top 100 Brands Report also overlays total estimated investment in media advertising for each of the brands. Interestingly, even in what was a very tough year for the economy, the research shows that the majority of manufacturers continued to support their brands with advertising. In the case of the top three, Cadbury increased its estimated ad spend by 20 percent, Coca-Cola by 19 percent, and Bega invested in advertising in 2009 – from having no recorded spend in the previous year.

“While average annual spend and the degree of affinity to a brand varied significantly among the top 100 brands, clearly it is the brands that we identify with, find most relevant to our lifestyles, and kept top of mind, which perform better than most.” said Percy.

Amanda Banfield, Marketing Director, Cadbury Australia and New Zealand said, "Cadbury is incredibly proud to be named Australia's number one brand. Having information that helps us to understand what motivates people to purchase and enjoy our products, greatly influences how we develop and market our products."

**2009 Nielsen Top 100 Brands Report – key highlights:**

- Heritage/generational/classic brands dominate with 20 of top 25 brands
- Food dominated with 20 of the top 25 brands
- 78 of the top 100 brands were food category with another 5 from the Pet food sector
- Top 25 brands represented 38 percent of total estimated ad spend
- 17 of the top 25 brands increased ad spending YOY- all recorded double digit % growth or greater
- Top three advertised brands were also ranked in the Top 10 Brands
- Top ranked Cadbury Chocolate Confectionery was also the top advertised brand (+20% YOY)
- Second ranked Coca-Cola was also the second most heavily advertised brand (+19% YOY)
- Just six top 100 brands had no advertising activity in the past two years - none appeared in the top 40 brands

Nielsen Brand Score	Brand	Category	Estimated media spend (\$000s)	Estimated media spend % change YoY
1	Cadbury	Chocolate confectionery	23,650	20%
2	Coca-Cola	Carbonated beverages	13,680	19%
3	Bega	Cheese	3,720	no advtg
4	Smith's	Snack foods	2,910	-16%
5	Kleenex Cottonelle	Toilet tissue	1,090	-70%
6	Birds Eye	Frozen vegetable and potato	2,160	-30%
7	Mainland	Cheese	3,030	28%
8	Berri	Fruit juices and drinks	360	no advtg
9	Sorbent	Toilet tissue	440	-80%
10	Colgate	Toothbrush and toothpaste	11,370	18%
11	Bulla	Ice cream	3,700	no advtg
12	Golden Circle	Fruit juices and drinks	390	177%
13	John West	Canned fish and seafood	2,260	-40%
14	Quilton	Toilet tissue	540	-57%
15	Vegemite	Spreads	3,370	34%
16	Kleenex	Facial tissues	1,820	-20%
17	Shapes	Biscuits	3,260	38%
18	Milo	Milk modifiers	4,680	49%
19	Weet-Bix	Cereal	4,900	74%
20	Schweppes	Carbonated beverages	7,160	18%
21	Dairy Farmers	Fresh white milk	2,150	11%
22	Coon	Cheese	820	80%
23	Lindt	Chocolate confectionery	2,360	-34%
24	Tim Tam	Biscuits	3,440	103%
25	Pura	Fresh white milk	1,170	no advtg

Source: The Nielsen Company – Period November 2008 to October 2009



### About Nielsen Brand Score

The Nielsen Brand Score is a multi-dimensional measure derived by combining three key consumer metrics. Brands are scored according to their overall performance in the 12 months to October 2009.

1. **Household penetration:** Measures the presence of the brand in the home i.e. how many households bought the brand
2. **Average spend:** Measures the average amount that households spent on the brand
3. **Attitudinal index:** Measures consumer attitude towards the brand on three dimensions which establish how engaged they are with that brand in terms of it being a brand they love, a brand they trust, and a brand they would recommend.

*1,500 respondents on Nielsen's Omnibus online consumer panel were surveyed on the Top Brands*

*NB: Household penetration and average spend numbers are sourced from Nielsen Homescan – a 10,000 household consumer panel (the largest in Australia) that is geographically and demographically representative of the Australian Household Population.*

Nielsen has made every effort to ensure the data in this analysis is accurate. However, due to the constant shifting of the marketplace, the magnitude of the analysis, and the new methodology for the 2009 report, Nielsen cannot guarantee all omissions or discrepancies have been corrected. Due to the completely unique approach Nielsen has used for determining the Top 100 Brand and Top 25 Umbrella Brand ranking, comparisons to previous Nielsen Top Brands Reports will not be valid.

### About The Nielsen Company

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