

EXPLORING 'The Macadamia Moment'

WITH OUR GLOBAL FACEBOOK COMMUNITY

THE 'MACADAMIA MOMENT' CONCEPT WAS BORN FROM OUR AUSTRALIAN MARKET RESEARCH* IN WHICH CONSUMERS DESCRIBED THEIR IDEAL MACADAMIA MOMENT IN GREAT DETAIL.

Evocative and emotive, their personal accounts centred on indulgence, intimacy and luxury. Since then, the 'moment' has become a key creative strategy in our consumer promotional campaign and we recently explored it further with our Facebook communities in all core markets. The result is an insightful cross-market comparison and proof that the 'Macadamia Moment' resonates with our fans globally.

THE #1 FAVOURITE 'MACADAMIA MOMENT' FOR OUR FACEBOOK FANS:

AUSTRALIA & JAPAN: Relaxing on my own
GERMANY & TAIWAN: 3 o'clock pick-me-up
KOREA: Post-workout refuel



THE TOP 3 WORDS OUR FANS USE TO DESCRIBE MACADAMIAS:

AUSTRALIA: delicious, creamy, crunchy

GERMANY: delicious, crunchy, nutty

JAPAN: chocolate, nuts, delicious

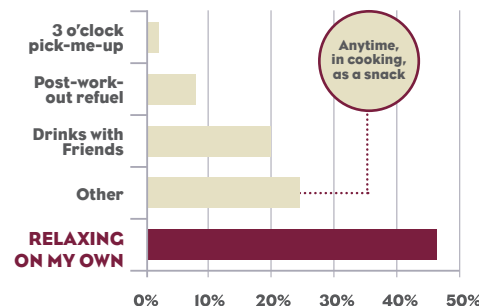
TAIWAN: tasty, healthy, creamy & crunchy

KOREA: healthy, energising, snack

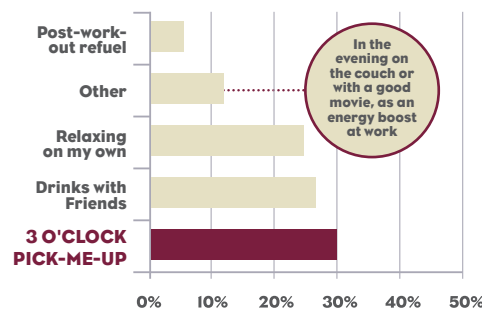
THE NUMBER OF DIFFERENT WORDS OUR FANS USED TO DESCRIBE MACADAMIAS:

AUSTRALIA: 274 JAPAN: 140
KOREA: 99 TAIWAN: 48
GERMANY: 33

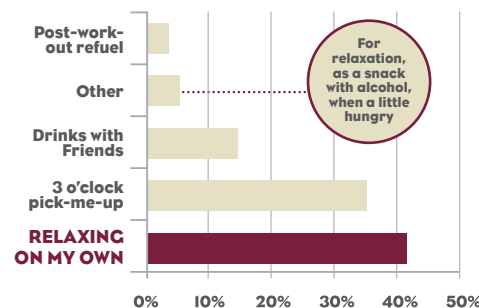
Other popular words included
yummy, moreish,
Australian, pleasure,
royal, happiness,
nutritious, natural
and premium.



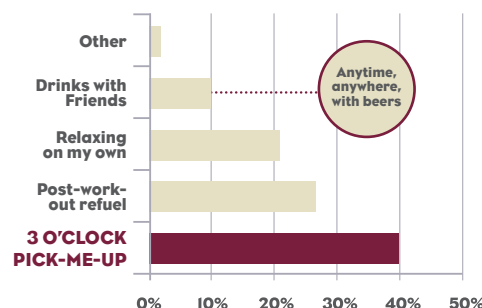
AUSTRALIA



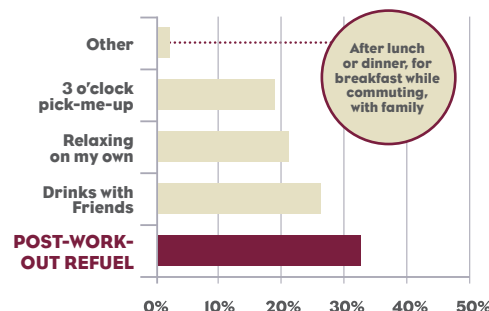
GERMANY



JAPAN



TAIWAN



KOREA