

THE
POWER
AND THE
PASSION

SECTOR SNAPSHOT

Communications and entertainment

DO AUSTRALIANS WANT BRANDS AND BUSINESSES TO GET BEHIND SOCIAL AND ENVIRONMENTAL CAUSES?

And if yes, which ones?

For over ten years, **Republic of Everyone**, **The Bravery** and **Mobium Group** have worked with government, business and charities to help create positive change in the world.

Doing this work effectively, authentically and sustainably requires first knowing what kind of change people want to see in the world around them.

So, earlier this year, we completed a special project called **The Power and the Passion**. It all started with a simple question...

**What issues are Australians most passionate about?
And how do brands and businesses have the power to create change?**

This report will give you a glimpse into what they said about your sector.

Want the whole thing?

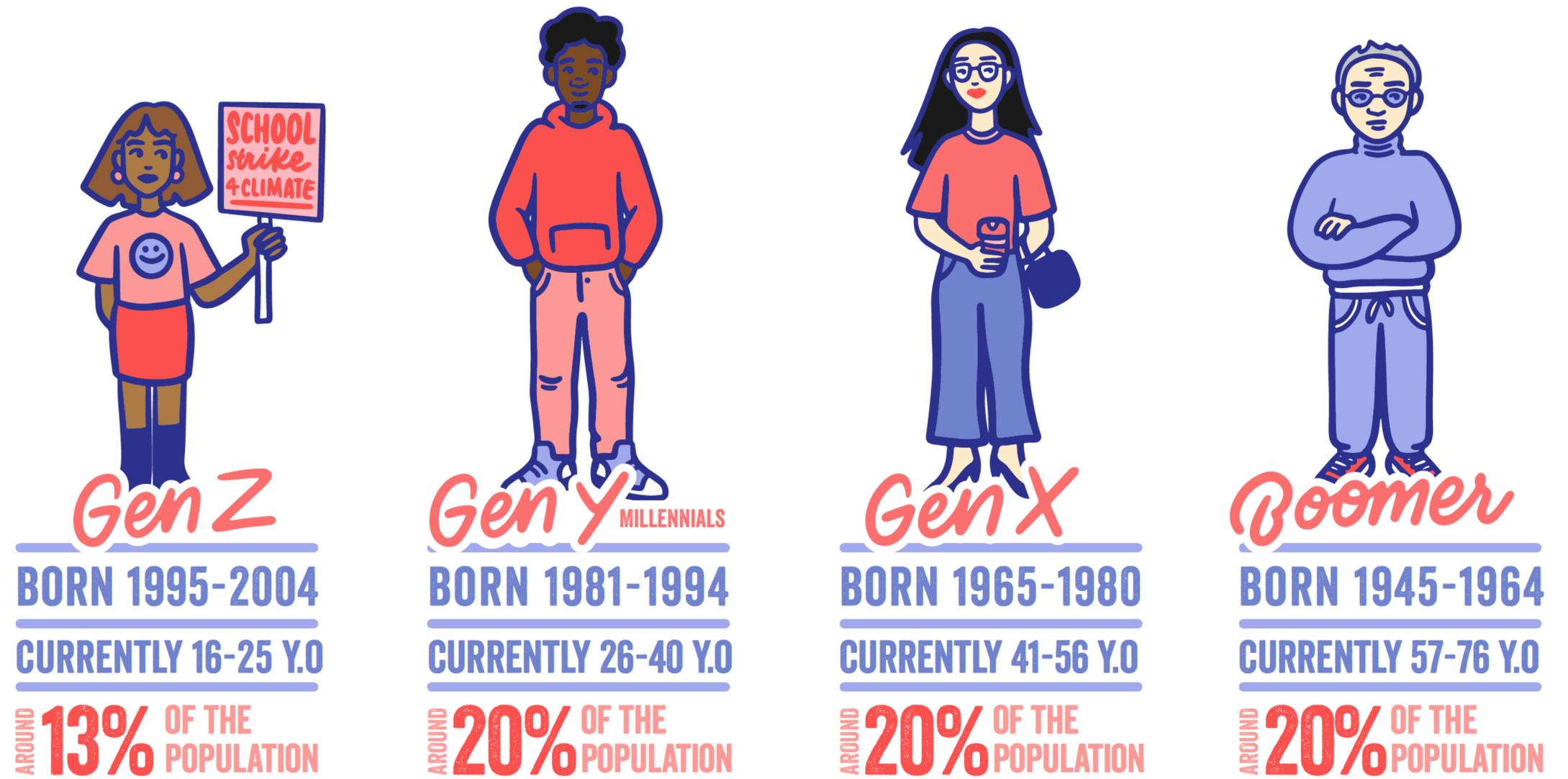
Download the complete Power and the Passion report at
powerandthepassion.com.au



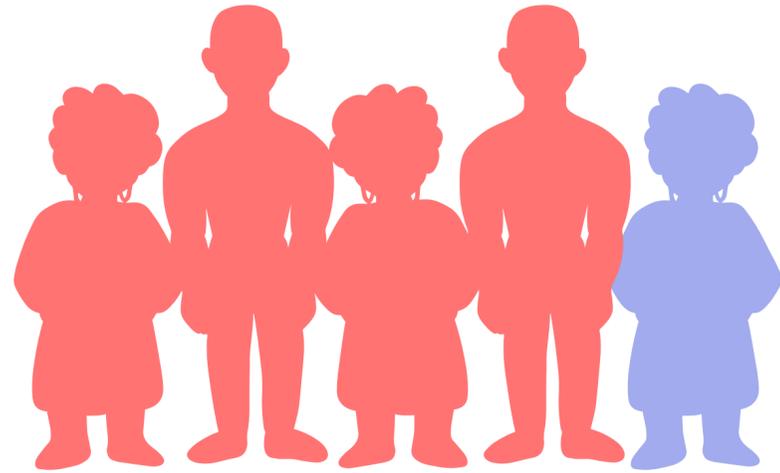
Who did we speak to?

We spoke to 2,000 everyday Australians from all walks of life to understand which social and environmental issues are closest to their hearts – and the role they want brands and businesses to play in helping improve them.

THE POWER AND THE PASSION STUDY IS BUILT AROUND THE GENERATIONS. WE HAVE USED THE FOLLOWING DEFINITIONS:



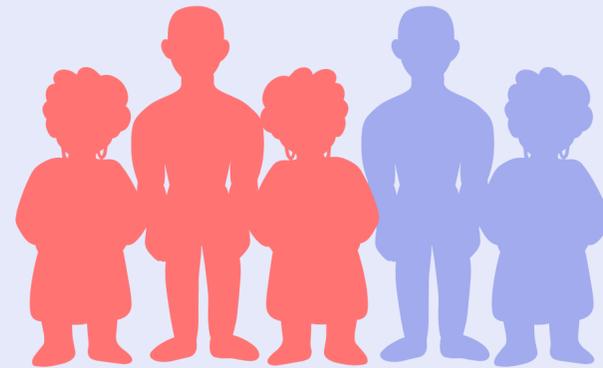
WHAT WE FOUND



ALMOST
4 in 5

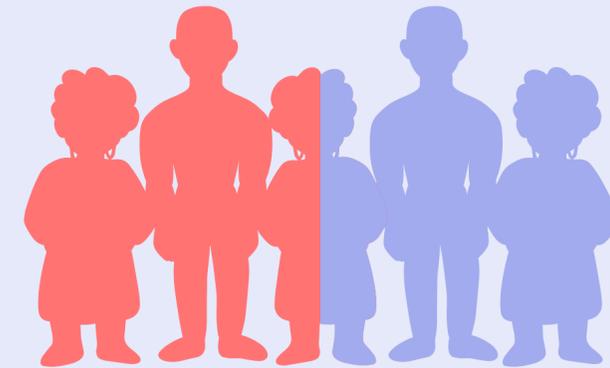
say brands and products should support causes or make changes to their products that address social and environmental issues

...AND THEY'RE READY TO REWARD THE BRANDS AND BUSINESSES THAT *do* ACT



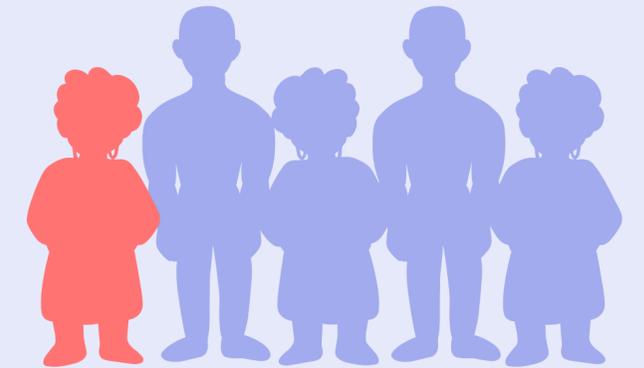
ALMOST
3 in 5

say they actively look for products and brands that support causes or have environmentally friendly attributes – at least sometimes



ALMOST
50%

of Australians say they purchased a product (at least in part) within the last month because they thought it would help support a social or environmental issue

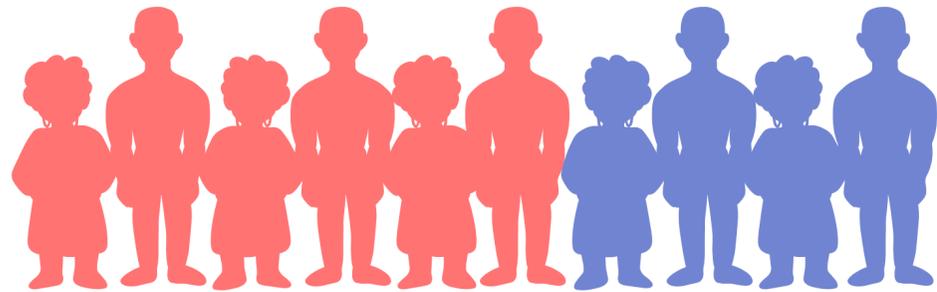


MORE THAN
1 in 5

say they did so in the last week

And yes,

PEOPLE WILL PAY MORE FOR PRODUCTS THAT SUPPORT CAUSES OR HAVE LOWER ENVIRONMENTAL IMPACTS



AROUND
6 in 10

will pay more

HOW MUCH MORE WILL THEY PAY?

1 in 3

people say they will pay 'a little more' – up to 5% – for products that support a cause or have a lower environmental impact.



14%

SAY THEY WILL PAY UP TO 10% MORE

5%

SAY THEY WILL PAY UP TO 20% MORE

5%

SAY THEY WILL PAY UP TO 30% MORE

A 'good' product

is defined as one that makes a positive impact on social, community or environmental issues through how it is made or by giving a portion of sales to support a cause.

IT'S IMPORTANT BRANDS GET INVOLVED AUTHENTICALLY



Authenticity is everything

When you champion a cause or an issue that is aligned with your stakeholder's expectations, your target audience's sentiments, and your product or service offering, your action in that space is far more likely to be supported at all levels of the business and with your consumers - and as a result, have meaningful, long-term impact out in the real world.

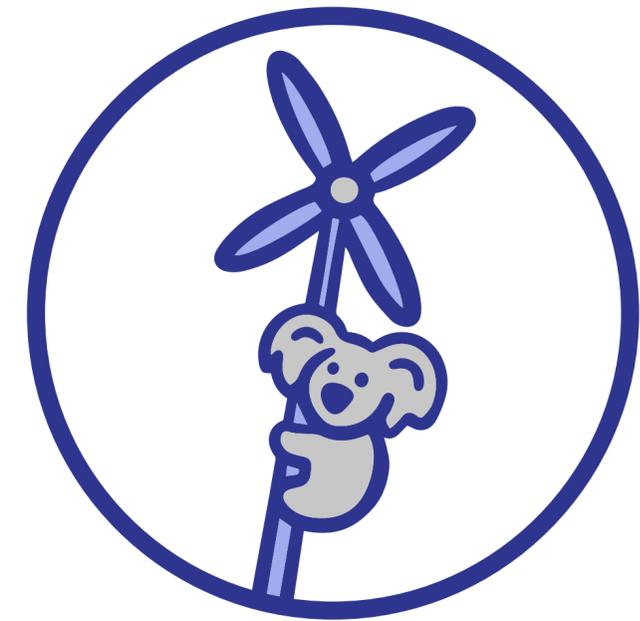
SO WHAT ISSUES AND CAUSES DO AUSTRALIANS WANT COMMUNICATIONS AND ENTERTAINMENT BRANDS TO ACT ON?



#1 IS MADE IN AUSTRALIA



#2 MENTAL HEALTH



#3 IS 100% MADE WITH RENEWABLES

And breaking it down by generations:

WHAT ISSUES DO THE DIFFERENT GENERATIONS THINK THE COMMUNICATIONS AND ENTERTAINMENT SECTOR SHOULD BE ACTING ON?

For Gen Z, supporting mental health is key. As you move up the generations, made in Australia becomes increasingly important.



- #1 MENTAL HEALTH
- #2 IS 100% MADE WITH RENEWABLES
- #3 IS MADE IN AUSTRALIA



- #1 MENTAL HEALTH
- #2 IS MADE IN AUSTRALIA
- #3 IS 100% MADE WITH RENEWABLES



- #1 IS MADE IN AUSTRALIA
- #2 MENTAL HEALTH
- #3 IS 100% MADE WITH RENEWABLES



- #1 IS MADE IN AUSTRALIA
- #2 IS CARBON NEUTRAL
- #3 IS 100% MADE WITH RENEWABLES

HOW DOES *location* CHANGE THINGS?

For communications and entertainment brands, it doesn't – both urban and regional Australians think the sector should be acting on the same issues.

Urban Dwellers

#1 IS MADE IN AUSTRALIA

#2 MENTAL HEALTH

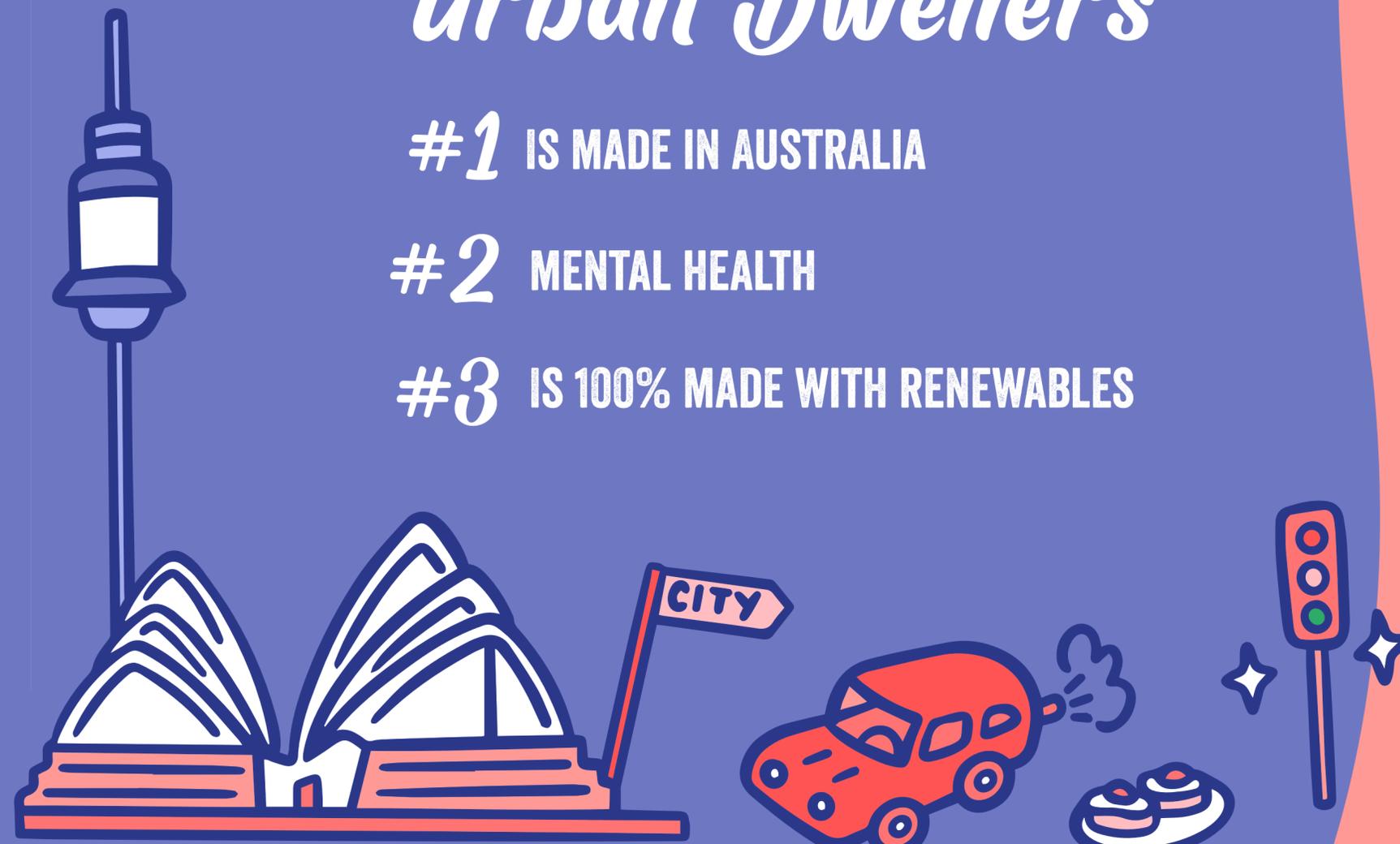
#3 IS 100% MADE WITH RENEWABLES

Rural and Regional

#1 IS MADE IN AUSTRALIA

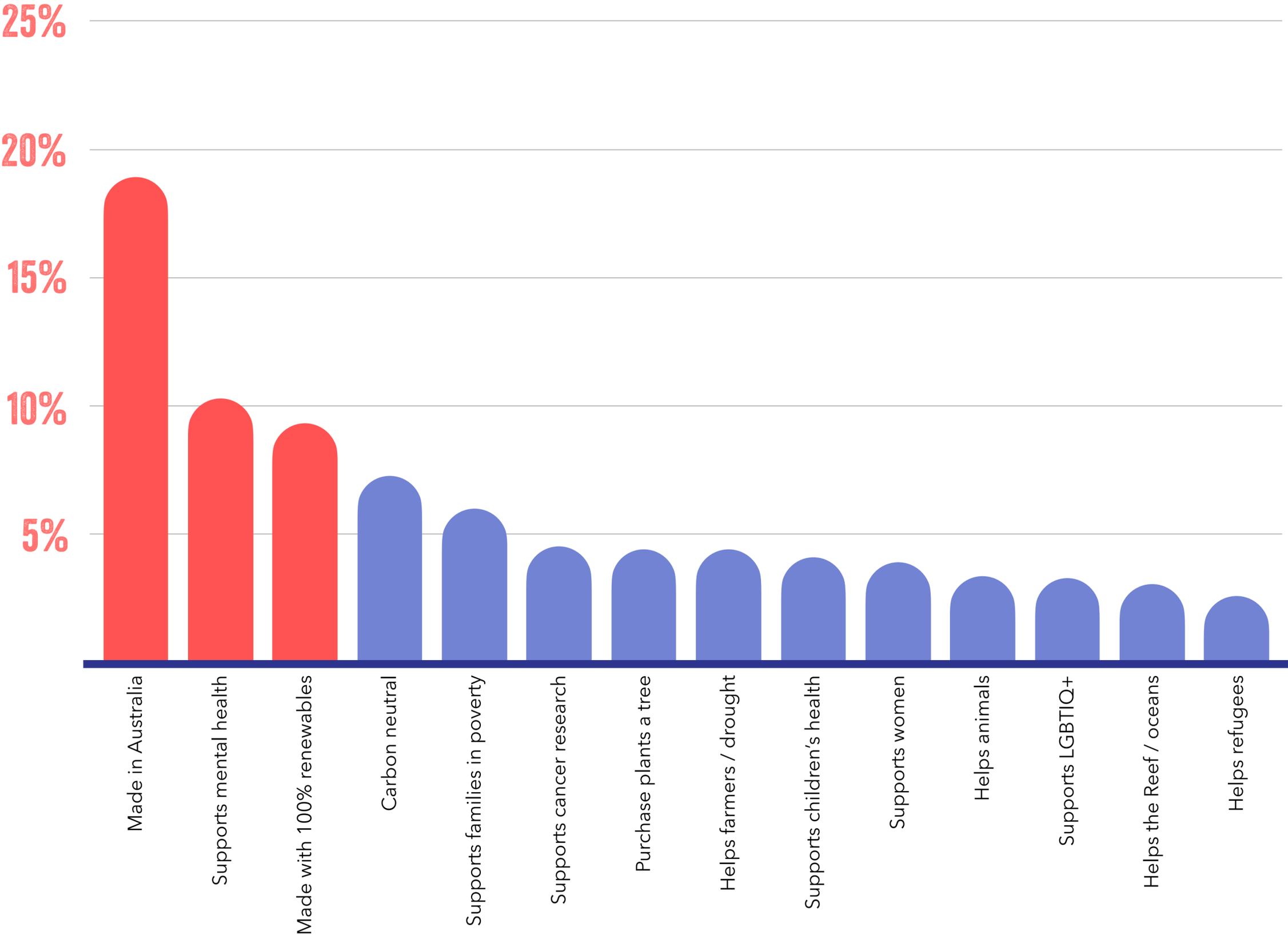
#2 MENTAL HEALTH

#3 IS 100% MADE WITH RENEWABLES



AND WHAT ABOUT OTHER ISSUES?

We asked people to nominate their **single top issue** that they would like to see communications and entertainment brands support. Here's what they told us.





**WHAT ARE SOME GOOD EXAMPLES OF
COMMUNICATIONS AND ENTERTAINMENT BRANDS
TAKING ACTION?**



MADE IN AUSTRALIA

In 2020, NAIDOC partnered with Netflix to shine a spotlight on Aboriginal and Torres Strait Islander created content, meaning Netflix'

11+ MILLION AUSTRALIAN SUBSCRIBERS

came into contact with First Nations' self-told stories throughout NAIDOC week.

Tweet

Netflix ANZ @NetflixANZ · 9 Nov 2020
From talk shows and crime dramas to toe-tapping musicals, here is some of the film and TV across Netflix - and friends at @NITV, @SBS and @ABCTV - that celebrates Indigenous cultures.

#NAIDOCWeek #NAIDOC2020

Netflix	NITV and SBS ON DEMAND
Goldstone <small>THRILLER/CRIME</small>	Big Mob Brekky <small>DAYTIME / BREAKFAST</small>
Mad Bastards <small>DRAMA / INDIE</small>	Going Places with Ernie Dingo <small>DOCO / TRAVEL</small>
Our Law <small>DOCO / SHORT</small>	Gurrumul (15th Nov) <small>DOCO / MUSIC</small>
Satellite Boy <small>ADVENTURE / DRAMA</small>	Rabbit-Proof Fence (13th Nov) <small>DRAMA / ADVENTURE</small>

2 replies, 142 retweets, 211 likes

Replies

Fiona Cornforth @fi_cornforth · 9 Nov 2020
Replying to @NetflixANZ @NITV and 2 others
Story telling excellence 🙌

Clark Donovan @ClarkJHDonovan · 10 Nov 2020
Replying to @NetflixANZ @NITV and 2 others
Looking forward to watching! Deadly stuff @NetflixANZ!

Thread

Netflix ANZ @NetflixANZ · 9 Nov 2020
"The film is completely truthful about history, even though it's fiction. I think Australia is ready for films like this."

Join us as we share more from Indigenous creators and filmmakers for #NAIDOCWeek #NAIDOC2020.

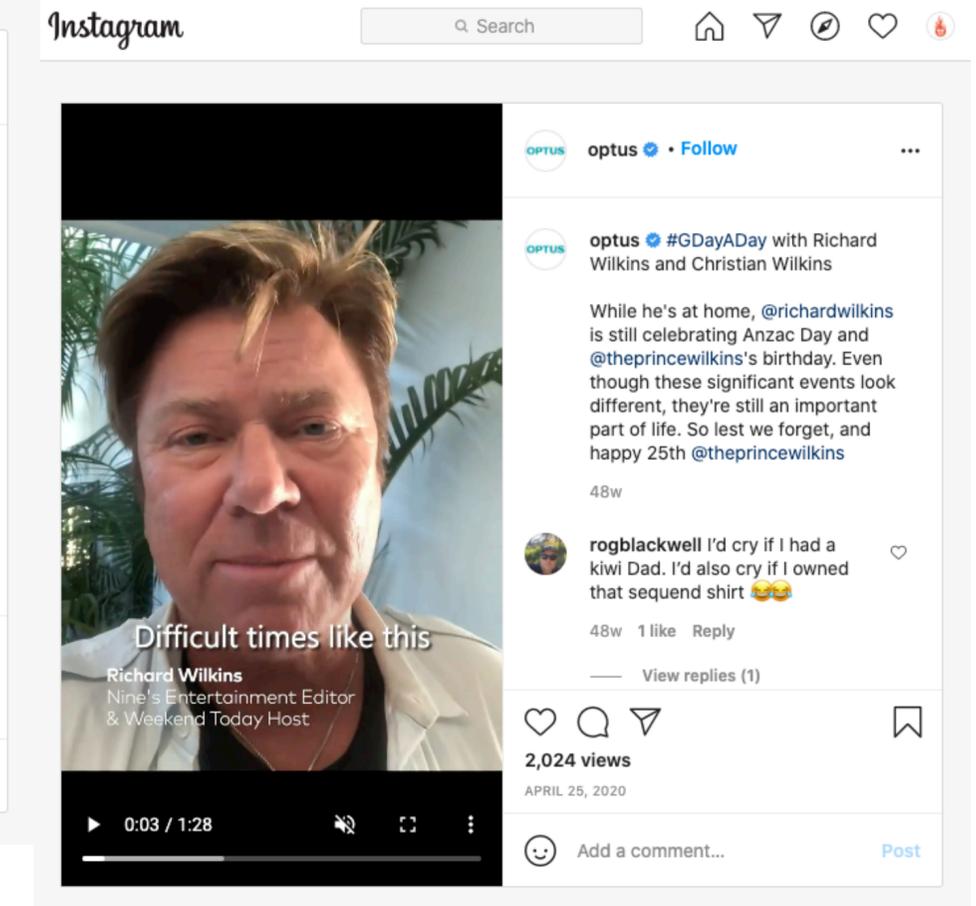
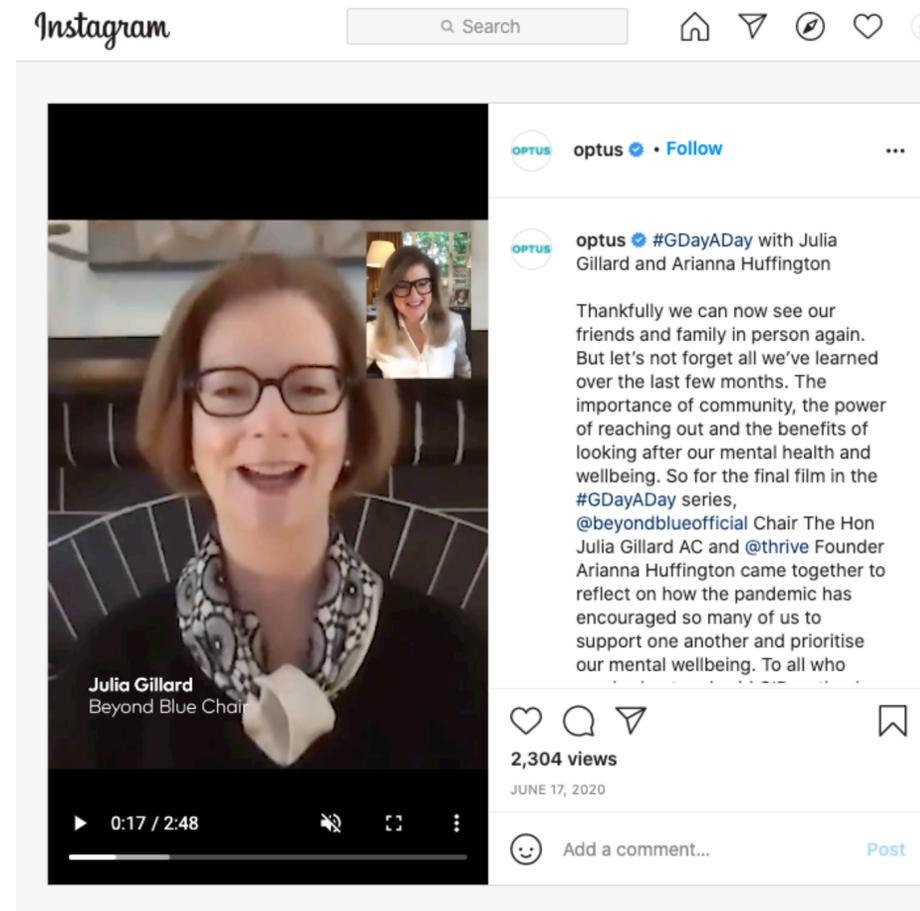
1 retweet, 12 likes



MENTAL HEALTH

To combat increased levels of uncertainty and isolation as a result of COVID in April 2020, Optus launched the **'G'DAY A DAY'** social media campaign to inspire connectivity and positivity.

The campaign featured ambassadors, including **JULIA GILLARD** and **RICHARD WILKINS**, video calling their loved ones and having a chat about what they are doing to stay positive.





CLIMATE AND RENEWABLES

In 2020, Microsoft announced that they would be **CARBON NEGATIVE BY 2030**, which means that by 2030, they will remove more carbon emissions from the atmosphere than what they produce.

But that wasn't all they announced. They're also offsetting every gram of carbon emissions that they've ever produced.

ALL THE WAY BACK TO 1975.

The screenshot shows a Facebook post from Microsoft. The post text reads: "Today, we're making a commitment that by 2030, Microsoft will be carbon-negative. By 2050, we will remove all carbon the company has emitted since it was founded in 1975. Learn more: <https://news.microsoft.com/climate/>". Below the text is a quote from Satya Nadella: "Today we are making the commitment that by 2030 Microsoft will be carbon-negative. Not just across our direct emissions, but across our supply chain too. We must take responsibility to address the carbon footprint of our own technology and company." -Satya Nadella. The post features an image of a landscape with wind turbines. Engagement metrics show 1.6K likes, 253 comments, and 371 shares. A comment from 'chengmaster' is visible, expressing excitement about joining Microsoft's engineering team. The post is liked by 'jpcourtois_' and 33,850 others.



DOES YOUR BUSINESS NEED HELP FINDING
or communicating
ITS IMPACT WORK?

**BETWEEN REPUBLIC OF EVERYONE AND THE BRAVERY,
OUR SERVICES PROVIDE EVERYTHING YOU NEED TO IMAGINE, THEN DELIVER.**

Consultancy

You can do anything,
but you can't do everything.

We help brands and businesses simplify the complexity around sustainability, prioritise their impact, find the right partners, then make change happen.

- Sustainability strategies
 - Shared Value
 - Impact programs
 - Internal engagement
 - Reporting
 - Brand purpose
 - Behaviour change
-

Creativity

Sustainability needs a special kind of creativity. We mix design, digital, innovation and real world events to make challenging issues compelling, and encourage everyday people to get involved.

After all, is creativity truly creative if it doesn't create a better world?

- Digital
 - Design
 - Experiential
 - Campaigns
 - Copy and content
-

Storytelling

The power of storytelling can make the world a better place. We can help you tell your story to the right people, the right way, at the right time.

- PR and communications
 - Media relations
 - Social media
 - Events and activations
 - Issues and crisis management
 - Media and presentation training
 - Influencers and ambassadors
 - Partnerships
 - Speechwriting and presentations
 - Personal brand and business profiling
-

GET IN TOUCH:



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