



Launch Marketing Council

Launching into and out of Australia

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A White Paper from the Launch Marketing Council.

June 2019



With over 40% of product launches failing in the first year alone (percentage increasing to 85% in the second year), Five by Five, a global independent launch marketing agency, set up this Launch Marketing Council to get senior marketers thinking and digging deeper into why this may be the case and what solutions could be identified to help fix this disparity in knowledge and understanding. Our intention is to share the experiences from these senior marketers and bring insight to launch strategies that help entrepreneurs, marketing departments and business owners improve their success rate of launch.

The council members are chosen from a variety of industries and a variety of company sizes in order to get the broadest viewpoint possible. The aim is to have a council meeting per country once every six months across the UK, Australia and USA giving senior marketers the opportunity to contribute freely to this white paper. The members will continue to be refreshed to help bring in a diversity of perspectives and expertise.

Finally, I'd like to thank you if you provided your consent to be contacted by me when you subscribed. This will likely be once or twice a year to gather your opinions and let you know of new white papers. My personal commitment is to ensure your permission remains highly coveted and your privacy respected.

**Matt Lawton, LMC Founder and MD,
Five by Five Australia.**

Executive summary.

The Launch Marketing Council gathered in Sydney in March 2019 to explore and share best practice with regards to launching new products, brands and businesses. This report is about distilling expertise from a variety of practitioners and is designed to give readers the insight to improve their own future launches.

Participants in the Sydney 2019 council:

- **Dean Chadwick**, Chief Marketing Officer, Velocity
- **Alexandra Tully**, Brand Lead, Airtasker
- **Adam Ballesty**, former Marketing Director, Fox Sports
- **Nicholas Cornelius**, Chief Marketing Officer, Pack and Send
- **Maria Loyez**, Chief Customer Officer, Volt Bank
- **David Hovenden**, CEO, The Misfits Media Company, editor-in-chief B&T
- **Matt Lawton**, Managing Director, Five by Five Global

Absentees:

Daniel Gervais, Head of Marketing, Airbnb (post event contributor)
Serena Leith, Director of Marketing Asia Pacific, Spotify

Guest:

Tim Ryder, Director of Marketing - Oceania, Monster Energy

The panel identified several issues when importing launch campaigns from overseas. Firstly, Australia is typically only a small fraction of global sales, which makes it challenging to build the case for any kind of dedicated effort to localising launch plans. It also makes it hard to secure physical stock under a globalised control model. Sponsorship properties can be less relevant in Australia than in major markets where 'global' agreements have been negotiated. The decision to localise or not is always a big one. Some brands are so iconically linked to their country of origin it makes sense to present them authentically rather than with Australian accents. Lastly, Australia's timezone is a challenge for overseas brands needing to boost staff there, to support local teams here.

Equally, there are issues when exporting launch marketing campaigns. Australia has a powerful and emotive identity as a country and that tends to be generally positive for consumer brands launching overseas. However, it may not be an attribute that has ever been reflected within Australia, so it can be inauthentic to suddenly promote your brand's Aussie personality. Our remoteness and timezone can again be a factor when needing to react and move with agility in a new market. Location issues lead to a lack of insight. Without anyone in market to advise on how best to localise Australian born campaigns, it is highly likely you'll fall foul of a cultural mis-step. Language too can be an issue. Translations need to be back-translated to ensure meaning has not been lost.

This report explores these issues with real life insight and examples. There is also an in-depth look at how a global beverage brand localises launches for Australia and New Zealand. My thanks to Tim Ryder of Monster Energy for presenting a candid review of the business as they grapple for market share. We've highlighted his perceptions as a case study, which provides great insight.



Taking on the world.

Australia has long prided itself on punching above its weight when it comes to sporting endeavours. Similarly, it's done alright for itself in the business world. Cochlear implants, WiFi, Google Maps, flight box recorders and polymer bank notes are all Australian inventions that have achieved global dominance.

Australian businesses are increasingly putting innovation at their core. According to Dean Chadwick, "Innovation needs to feel like it's part of everybody's role. People should feel that they have permission and can allocate a proportion of their time to driving a change agenda. 70% on the day to day, 20% on new ideas in the business and 10% on the impossible. While you still need a team that is purely focused on dreaming big, innovation is really across a broad spectrum. It doesn't need to be the biggest game changing idea; it can also be new ways to improve and simplify the customer experience that create enormous improvements in revenue and customer satisfaction over time. Both the big and the small need to be celebrated."

Australia's 'have a go' culture is ideally suited to entrepreneurialism and many brands have started here only to expand successfully overseas. In recent times, we've seen AfterPay and Atlassian become worldwide tech sensations and watched Sydney grow into a global hub for fintech startups all eyeing Silicon Valley investment. Australian fashion brands like Seafolly have also found success in foreign markets. So, it should never be beyond any Australian marketer's aspirations to think they can enjoy global success.

There are, however, some critical considerations. Bunnings lost billions trying to launch the brand in the UK and Shoes

of Prey has been another high profile Aussie casualty of overseas expansion. What mistakes were made and how do marketers navigate the tricky waters of life beyond our 'lucky country'?

Maria Loyez headed up the global rebrand and launch of OFX from Sydney. The currency exchange business had been around for 13 years, but used to be a series of different brands. Re-launching it under one single global brand was a comprehensive task and required a thorough examination of the risks. "I think a big challenge was probably from an SEO perspective. The existing website was very deep and had been around a long time. It had gathered a lot of SEO traction and trying to recreate that traction was quite challenging. We actually ran two websites in parallel for some time," remarks Loyez.

Expanding overseas is clearly a matter of understanding the risks and assessing the implementation of the strategy in detail and from all aspects. Pack and Send CMO Nicholas Cornelius rattled off a list of factors to consider:

- **Avoid homogenous assumptions of countries within Asia or even states within the US.**
- **Pay attention to the quality of translation services if any localisation is being done and ensure you ask for back-translations. Battlefield 4 in Japan was a challenge as the number 4 in Japanese is considered unlucky. This was flagged early and although the game was launched with international branding, EA ensured the translation "yon" was used which is four versus using "shi" which means death.**
- **Investigate cultural sensitivities including checking launch dates so it isn't affected by cultural, religious or national events.**

- **Never launch on a Friday due to time zone differences and the frequent need for centralised support (IT, Marketing, etc).**
- **Monetisation: ensure currency conversions are accurate and have a plan for VPN ghosting if pricing and launch week revenues are a key KPI**
- **Have PR/Social Media teams ready for any positive or negative flare ups. Run pre-launch risk assessments and prepare holding statements to buy time should something go wrong. Again with the launch of Battlefield 4, the map in the marketing material referenced “Sea of Japan” which caused a social media outcry from players in South Korea who threatened a boycott of the game.**
- **Leave plenty of time to find a local agency or employ an in-territory team to pre-empt any issues with deployment, PR/social and monetisation as part of risk assessment and launch readiness.**
- **If launching apps, ensure all assets and comms are managed with major platforms (Apple, Google, Amazon, Steam, Sony, Microsoft etc) via a go to market plan to reduce any crossed lines on launch day especially around timings/deployment etc.**

The origins of brand authenticity can't always be exported.

Alexandra Tully from popular peer to peer platform, Airtasker, is currently going through the process of launching the brand in the UK and London specifically. She's intent on learning everything she can from the London launch before expanding elsewhere.

Her first task has been getting the platform's supply side filled out. In other words, the tradies and handy people have to be ready to perform the tasks before it's brought to the attention of the public.

“It's really basic performance marketing, grassroots stuff and getting the supply side in place first. The tradies are there, the people with the skills are there, it's just a matter of getting them to come over to Airtasker rather than one of my competitors,” she says.

One thing Tully has noticed is the difference between the two markets both in terms of the categories people are looking to use Airtasker for as well as the sense of humour between the two countries.

“The categories that boom in the UK aren't even categories that we see here and vice versa. Removals, cleaning and painting is huge in the UK, whereas in Australia it's a lot of outdoors tasks like landscaping.”

However, when she was finalising an out-of-home ad campaign to launch in London she was quite taken aback by the differences in tone and sense of humour between Brits and Aussies. “It was something I thought would be quite similar, but it's not at all. It has definitely been a journey in terms of understanding that and I don't think it's just a matter of speaking the same language, the sense of humour has been the biggest shock. It's not something you can transplant and so I realised I can't centralise marketing. It's not something I can just turn out in Sydney,” Tully confessed.

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Alexandra Tully, Airtasker

A massive part of Tully's job ahead is changing people's behaviours. Getting them to think about outsourcing tasks, any sort of tasks limited really only by their imagination. “People have such weird and wonderful skill sets.”

A big topic of conversation for Tully during her UK launch was just how Australian they want to be. “In the US, being Australian seems to be more of an advantage than in the UK. Our creative has always been very Australian, but it's something that we are changing as we start to scale, we need to have something that is a little bit more appetizing for everybody. We have been very tongue-in-cheek, anchored in a very uniquely Australian sense of humour. With the advent of us better articulating our mission in market, we've decided our marketing efforts overseas must stay true to the company mission, but creatively adapt to better suit the tone and voice of their respective markets. And beyond adjusting tone and voice, we also needed to take into account the brand's maturity and awareness in the new markets. Airtasker is quite established in Australia now, so more assumptions can be made around brand awareness. Given low awareness in new markets, we needed to be a little more explicit with our educational messaging. I think you have to be humble enough to understand your work may need to be localised to suit the market.”

The key question marketers need to ask is:

To what degree is your brand so deeply linked to its country of origin that it's enough to define the brand more than its intrinsic attributes?

Nicholas Cornelius, CMO Pack & Send, has a wealth of experience when it comes to launching Australian brands and products into the wider world. However, most of his launch experience has come in the gaming space when he worked for EA and Halfbrick Studios.

Localisation of marketing and onboarding materials especially in countries where English isn't a first language is imperative, he says. This includes everything from the quality of a translation – is it 'fall' or 'autumn' – to cultural sensitivities such as checking the date of a launch so it isn't affected by religious or national holiday events. Most importantly, he says, is not to leave anything up to chance. "Have a PR or social media team ready for any positive or negative flare ups. Run pre-launch risk assessments and prepare holding statements to buy time should something go wrong. Pre-launch: Work with a local agency or territory team to flush out any issues with deployment, PR/social and monetisation as part of risk

assessment and launch readiness," Cornelius suggests. Tully also acknowledges regional differences exist within a country. "We know London will be a different media environment as well as a different cultural environment to English cities in the north so we won't rush things."

There are similar considerations in the US where it can be a huge mistake to take on the entire country as a single market. Brands that expand across the Pacific and north eastwards from Australia, need to look at Southern or Northern California as an entry point (not even at a State level). The move to the US east coast is pretty much a separate 'foreign' market.

"Have a PR or social media team ready for any positive or negative flare ups. Run pre-launch risk assessments and prepare holding statements to buy time should something go wrong."

Nicholas Cornelius, Pack & Send

Adam Ballesty has reviewed plenty of international expansion opportunities. "When I was at Diageo, they were talking about the region and they talked about China and India as huge opportunities. You can burn a hell of a lot of cash and a hell of a lot of man hours there. So I think that



whilst those regions can look really, really attractive, from a launch point of view, you've got the cultural bit and the localization bit all making it really tough. If you think that you can be this Anglo company coming into a market like that and launch, there is just so much likelihood of failure."

For Australian brands considering the Chinese market, Lawton suggests caution: "What penetration of the Australian resident Chinese population do you have at the moment? What are you learning domestically about those consumers that can help you build your launch plan for China?" There are plenty of agencies specialising in taking Aussie brands into Asia who will be quick to take your money and put you on WeChat but there are opportunities to learn and optimise your approach to that market without over-stretching.

"One of our clients is a big regional tourism body who, despite plenty of international airport expansions in their state, are making little effort to target tourists from China because they recognise they aren't yet attracting Chinese visitors from their homes in Brisbane, Melbourne and Sydney. It seems bold but it's common sense," says Lawton.

Introducing a foreign species – International Launches Down Under.

Australia is a unique country thanks largely to its geographical isolation from the rest of the world. The most notable aspect of Australia's natural history is our marsupials. Nowhere else in the world has developed this strange branch of the mammalian family that carry their young in a pouch. And whether it's just a fluke or the excess of sun we're exposed to, Australian business works differently as well.

Dean Chadwick, CMO Virgin Velocity and LMC member, has worked on both sides of the launch marketing fence, having had global roles as well as local roles with AMEX prior to him joining Velocity.

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Matt Lawton, Five by Five Global

"When I played a global role, I believed our products should be 80% the same and 20% customised for local market

conditions. I'd say don't listen to the local markets they are talking nonsense. Then when I came to Australia six years ago to run AMEX here, I discovered this market was very different. You need to think about product and the launch strategy very differently. It was more a case of 80% different and 20% the same. Now in 2019, I'm not sure I agree with either and the truth is probably somewhere in the middle," Chadwick says.

While at American Express, Chadwick was responsible for the introduction of Apple Pay to Australia and that afforded him a fascinating insight into how the Australian market worked.

"We were the first organisation to launch Apple Pay here and the reason why it's worked so well is because the banks and VISA and MasterCard had already invested so much in terms of the tap and pay behaviour.

"Australia was the only market globally where overwhelmingly, the normal behaviour was to tap. In other markets over the years, I would say tapping to pay was only happening 15% of the time. So the market and the incumbents have created the conditions to allow an innovation of a particular event to occur.

"So rather than us announcing 'hey we are Australia, we are all super connected with massively high rates of digital penetration and we should all use our phone as a wallet' it was actually the evolution of the market's infrastructure that allowed organisations to scale an innovation really quickly. Certainly when we launched Apple Pay in the US it was abnormal behaviour because it's all about swiping your card there. Using your mobile phone and Apple Pay was not as natural an evolution."

There's no doubt Australian consumers are highly desirable to overseas brands. Nicholas Cornelius knows first hand experience that our audiences are seen as, "high value, highly engaged and quick to return feedback." For tech and games businesses in particular, that level of engagement is a key benefit.

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Dean Chadwick, Virgin Velocity

Launch Marketing Council. June 2019.

Daniel Gervais from AirBnB has an interesting perspective on importing campaigns: “When you launch in a new market, you’re not really launching a new brand full stop, you’re launching an adaptation of whatever that brand was in its market of origin into this new market.

“Your approach should be anchored in a really strong value proposition. What is it that your brand represents? What is it that the business is wanting to do? Then make sure that doesn’t change. But change all the other things that support it. Change all the local nuances and the insights and the cultural tensions because those are the things that are going to allow you to be globally consistent but locally relevant.

“Finally, trust the people you’ve employed within your overseas market to localise the work, otherwise, what’s their purpose?”

When Indian rideshare company Ola embarked on their international expansion, they chose Australia as their first new market. Ola made a decision to delay employing a local team and instead sent a delegation from India to appoint an agency, establish the brand and its operations.

The team were under strict instructions to launch before rivals Taxify to ensure they could establish a challenger position behind Uber.

“When you launch in a new market, you’re not really launching a new brand full stop, you’re launching an adaptation of whatever that brand was in its market of origin into this new market. ”

Daniel Gervais, AirBnB

Lawton recalls, “When they first made contact with us on December 19th 2017 and said they wanted to launch in 3 weeks, I was stunned.” The holidays had already begun, there was no quality media inventory available and an underdeveloped appreciation of the local market’s expectations around new brands prevailed. The agency had to audit and update the website, all comms via email, text and app, find a way to position the brand to attract drivers and riders and produce the onboarding materials. “We had to be highly responsive and react to an operationally led agenda,” explained Lawton. “Three days before the first launch in Perth, we found out they were launching in



Melbourne because they'd received their license to operate there faster than in WA."

Free offers were promoted in each city as they rolled out the launch over the next 5 months and as the scrap to convert trial into market share evolved, Ola began to recruit their local Australian team who quickly put the brakes on to re-evaluate. Unlike most startups, Ola had millions of dollars to invest and they were forced to enter the Australian market unprepared. Self imposed deadlines prevented proper planning and their presence was defined tactically without enough local market knowledge.

Importing category learnings to Australia.

For Volt's Maria Loyez, before launching a neobank in Australia it was important to learn from markets where neobanks have already been established. In the UK, Monzo, Starling Bank and others have attracted huge levels of investment and welcomed thousands of customers.

Their success has been well observed in Australia and Loyez believes similar consumer mindsets here will allow Volt to go to market with lessons learned and the ability to scale faster. "We're nurturing a group of early adopters and influencers who are providing feedback in a co-creative app environment, and that's helping to humanise us in the market ahead of our launch. Our earliest customers know we've been born listening and sharing - and those are attributes that make us an attractive option to Australians who've had limited choice until now" Loyez says.

Case Study: Monster Energy.

Everyone's into energy.

These days, it appears everyone's into energy and market research shows keen caffeine consumers are now searching for healthier options. Multiple companies have started focusing on health and wellness-based energy drinks: AB-InBev bought HiBall, Amazon launched its own energy drink, and fitness-focused Bang by VPX Sports Nutrition is growing in popularity. Even Coca-Cola, which owns a percentage of Monster is launching a product called 'Coca-Cola Energy' in Europe. The category established by RedBull has never been as competitive. We heard from Monster's Oceania Marketing Director, Tim Ryder, on what impacts their launch marketing.

The biggest, smallest start-up.

Monster Energy Corporation is headquartered in California and launched in 2002 by two best mates from South Africa. From a scale perspective, Monster has about 3,100 employees, with a large percentage of those joining the company over the past 2 years, which means they still feel like a new business. At the end of 2015, Coca-Cola purchased approximately 16% of Monster and part of that deal meant that they inherited all of Coca-Cola's energy drinks. From an energy drink perspective, Monster was incredibly late to the party. Red Bull (1987) and V (1997) were first to market, and play off each other. Then came

Rock Star [2007], Monster Energy [2009 In Australia], Mother Energy [2006], and everyone else. To give context, Mother locally is larger in volume to that of Monster. Based on its size, Mother is third in market and goes to show the size of Red Bull and V. Typically within the energy category, NPDs are what invites new drinkers into the category. The demographic is males aged 17 - 30 at a 60/40 split but females are better represented in the sugar free range which splits 55/45.

Despite Australia representing just a small percentage of the company's sales, Monster launches two to five new products each year in this region, helping the brand guarantee growth. New product launches are often flavour variations, but one of the launches is typically an entirely new product. Having such a robust schedule of launches allows Monster to go up against its largest rivals. Monster's next product will be an extension to one of its existing families, Ultra, which covers its sugar free SKU's. For the first time, Australia will be their second launch market, following the US one month after release there. Ryder anticipates Australia continuing to over-index in terms of creating reusable assets for other markets who take the product thereafter. Ryder believes they generate more than twice as much POS content than the US on average, due to the retailer and geographic specifications.



Monster goes sideways, not vertical

Shelf space for energy drinks is incredibly tight, so for Monster, it's about scaling and strengthening the brand. "We don't necessarily go vertical, we go sideways," says Ryder. "Around the world, we have our hydration lines, coffee and tea, and then we have our other brands, which are Mother and so on. The energy world is only so wide, and while due to market constraints, all brands will struggle to grow any more shelf space, we can add extra layers to the cake," says Ryder. Their coffee brand, Java Monster, is number two in the US behind Starbucks. With five variants already, Java Monster is set for a promising future.

It's about supply and demand.

Because Monster is such a young company, the complete process around launching new products is still evolving. The most recent launch for Monster created a challenge in the Australian market. The demand was huge and they had to upweight their manufacturing to keep up. Ryder explains, "It's a specific wait time for raw materials and if you can't supply Coles and Woolworths you have a problem. It's very difficult to change a global process to fit with Australia due to our size. But we know in the first four to six weeks if a new product has failed. Arguably a bigger problem is that we also know just as quickly if we have a success and need to scale up. Having Coca-Cola as a partner is fantastic and has enabled us to grow and meet those retailer demands. But Coca-Cola is a far more risk averse company than Monster and as such, the partnership is well balanced.

The challenge of overseas influences.

Athletes and sporting stars are who Monster goes to first when launching a new product. For example, Valentino Rossi, Tiger Woods, or NASCAR. The aim of bringing athlete influencers on board is that it creates mass brand appeal and awareness, but in Australia, it

can pose a problem. When, for example, Monster signs on NASCAR drivers, it doesn't offer many advantages locally, especially after Foxtel stopped covering the sport, meaning Monster in Australia no longer gets the benefit of that partnership. Monster's HR and finance departments are in our head office in Corona, California which at times causes challenges when dealing with time sensitive opportunities. Looking at global assets from a launch perspective, highlights the tyranny of distance and communication challenges Monster faces in Australia. For example, Monster sponsored the recent movie launch of Deadpool 2. But Australia wasn't included in the deal so Monster's biggest competitor V sponsored the launch here. A simple breakdown in communication was to blame for the oversight.

Working as an underdog.

Monster in Australia must adapt to more challenges than the US, simply because of its sheer sales force velocity, which is massive, especially in comparison to Monster Australia's underdog status. Australia is often a test market for the US and Europe. However, locally what Monster have found, is that Australia also gives the US an opportunity to learn. So, while the US might be able to supply four pieces of creative or ideas, Australia will turn around and supply the rest of the world 10 new pieces of information, which could include digital and video content, social media leverage, and more. Ryder maintains, "It's not about the rate of consumption for us, it's about keeping up with flavour trends and solving internal hurdles based on geographic location". Ryder's team exports learnings to other markets around channel mix and leverage. Because they aren't number one in Australia, they have to build awareness and fight for space. Whereas in the US they are number one so Ryder believes they face some different challenges.

A Global Test Market.

For all its peculiarities, Australia is viewed by many overseas markets, and particularly the US, as the perfect testing ground. It's been said, Australia is the international equivalent to Middle America. We speak English, we're well educated and we're renowned as being early adopters. Brutally, at 25 million people, if you get it wrong, we're globally insignificant. In other words, we're the perfect test bed.

That of course, does mean we get exposed to a lot of products and services ahead of many others and as such could be a contributing factor to why we're just that little bit more difficult to gain success in. This in itself makes us a desirable target, if you can get it right in Australia, you can get it right pretty much anywhere.

Matt Lawton of Five by Five comments, "In early 2019, an Alphabet company called Wing, chose Canberra, rather than somewhere in their native US, to trial their drone technology as a means of delivering take away food items to consumers. At Five by Five, we've also had conversations with Snapchat's founder about the potential for Australia as a test bed for the app to explore a new brand positioning. Snapchat believe Australia is reflective of the US and Western European audience sentiment and culture so launching with a trial here helps mitigate risk. Large US based corporations are recognising Australia's place at the forefront of global launch campaigns."

It's not just geography that makes Australia unique and challenging when it comes to launches. Dean Chadwick elaborated, "Culturally Australia is doing much better now at developing new business ideas and having a start up minded business mentality delivering more success with new product launches. There are a number of duopolistic based companies across key categories who have massive customer bases and its important for them to innovate on new products to captivate their existing customers and differentiate themselves from new competition. For niche players entering this market, they could argue that big corporations aren't meeting the needs of the real customer and have become too self centered so they can create clear water between themselves and the big guys. In banking, ING achieved this many years ago. The issue is, often these new players have limited distribution and you need to have strong advertising and media expenditure, not just rely on referral marketing."

When Adam Ballesty was at Diageo, he led a highly talented team that were globally recognised within the

business as highly innovative. Australia wasn't seen as a small and insignificant market, but rather the hot bed for new ideas and a market distinguished by the dominance of the Bundaberg Rum brand and the Ready to Drink (RTD) category. Arguably the best example of Australian innovation within this context was the work Ballesty oversaw on their premium gin brand, Tanqueray. The Australian team had the idea of presenting it in an RTD format and Ballesty recalls the concern that raised within the global executive. It ended up being 4 years before the gorgeous 275ml bottle that looks like the green Tanqueray gin bottle became a stunning RTD serving.

"It was innovative for two reasons: Firstly, no one globally at Diageo had gone across the line of premium RTD, so that was a really big win. Secondly, for the consumer here in Australia, whilst there was this premiumisation going on in RTD, it was coming from brown spirits like bourbon and bourbon is such an RTD market in Australia that it's more line extension than innovation. Whereas when Tanqueray came in, it was completely new and none of the other brands had tried to do it."

The impact has been for Diageo to reference premium RTD products as 'single serve' to try and retain their superior presentation while reflecting convenience. This has provided a platform for the global business to explore how single serve can be extended to other product lines.

Ballesty recalls, "It was a product that couldn't be faulted from the global point of view. They couldn't question its 'premiumness', they couldn't argue with its taste profile, they couldn't argue with how it was building equity into the parent brand."

According to Ballesty, Diageo see Australia as a market full of absolute potential. He references incredibly talented staff, rich data and great retail support as the reasons why Australia makes for an ideal test market. "You can launch something quickly on a large and wide scale and get fantastic data really quickly so you can ascertain success or learnings really fast."

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Adam Ballesty, former Marketing Director Fox Sports

Some global audiences are not defined by territory.

The fast-growing young Muslim population is a crucial driving force for the growth of many Islamic economy sectors, yet, many marketers in the Western world are still in the dark about the potential of the Muslim market.

The Muslim lifestyle sector has seen growth at nearly double the rate of the global economy.

Muslims will play an increasingly important role in the global economy. By 2030, 29 percent of the global young population (15-29) is projected to be Muslim.

These young Muslim millennials show a rising purchasing power. However, brands that want to tap into the potential of this younger Muslim consumer segment need a deeper understanding of their needs, values, lifestyle, and how they think about their brand or product. A very important necessity for the brands is to produce Halal (lawful) and Tayyib (wholesome and pure throughout the production chain) products and services.

Australia is incredibly multicultural with census data revealing that almost 2 million homes don't speak English at home. But beyond religion and ethnicity, the internet provisions for niche audiences to exist at scale globally. Take gamers for example. The consumer behaviour of a seventeen year old Adelaide boy who loves playing Apex Legends could be more aligned with a twenty-nine year old woman in Kansas than his classmate. YouTube and Twitch streamers boast fans of equal value and passion from all parts of the globe and fans of Apex Legends may well never play League of Legends or Destiny or even another battle royale style game. As most marketers are aware, it's a mistake to assume gaming is one homogenous category. It's the equivalent of assuming cricket fans all love swimming.

You can also access:

- Previous Launch Marketing Council reports on the [Launch Marketing Council website](#).
- Five by Five launch marketing research reports on [fivebyfiveglobal.com](#).

Conclusion.

Adam Ballesty says, "Marketing used to be about making people want things. Now it's about making things people want. It's about deep empathy and understanding rather than whacking something on a shelf and screaming about it on TV." Cultural nuances make citizens of each country want different things at different times in different ways.

When launching in a new overseas market, audience understanding can't be assumed. Gaining that deep empathy takes local knowledge and so whether you're exporting your launch campaign or importing one, the rules are the same.

Daniel Gervais sums it up: "Take the time to find that local insight or cultural tension, because if you can build everything around that specifically, you will feel local. But if you're not really considering and respecting the local insight and the cultural tension then you just land really flat and can potentially offend, or confuse and mislead people because they're not really sure what you're talking about and how you're trying to speak to them."

Overseas brands looking to launch in Australia can take heart that there is a talent pool of marketers who understand innovation and consumers who appreciate it.

Five by Five is an independent, integrated agency with offices in the UK, US and Australia. We are launch marketing specialists with insights from launch campaigns across many different categories. Our skills cover advertising, PR, events, social media and digital production. Visit [fivebyfiveglobal.com](#) for more information.



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