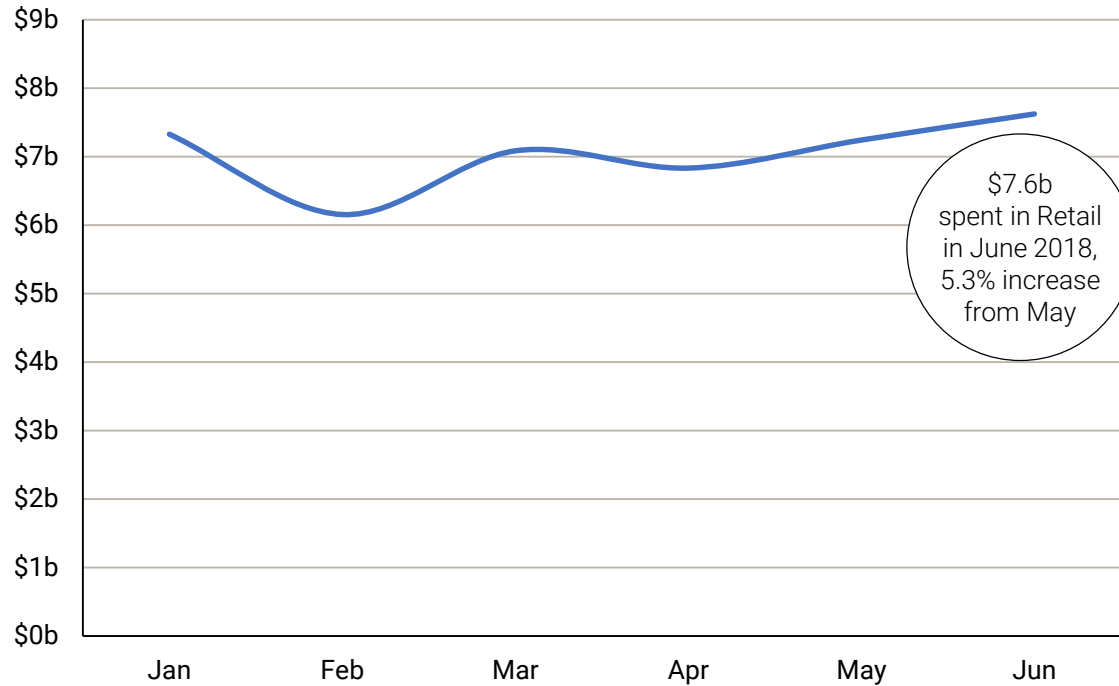


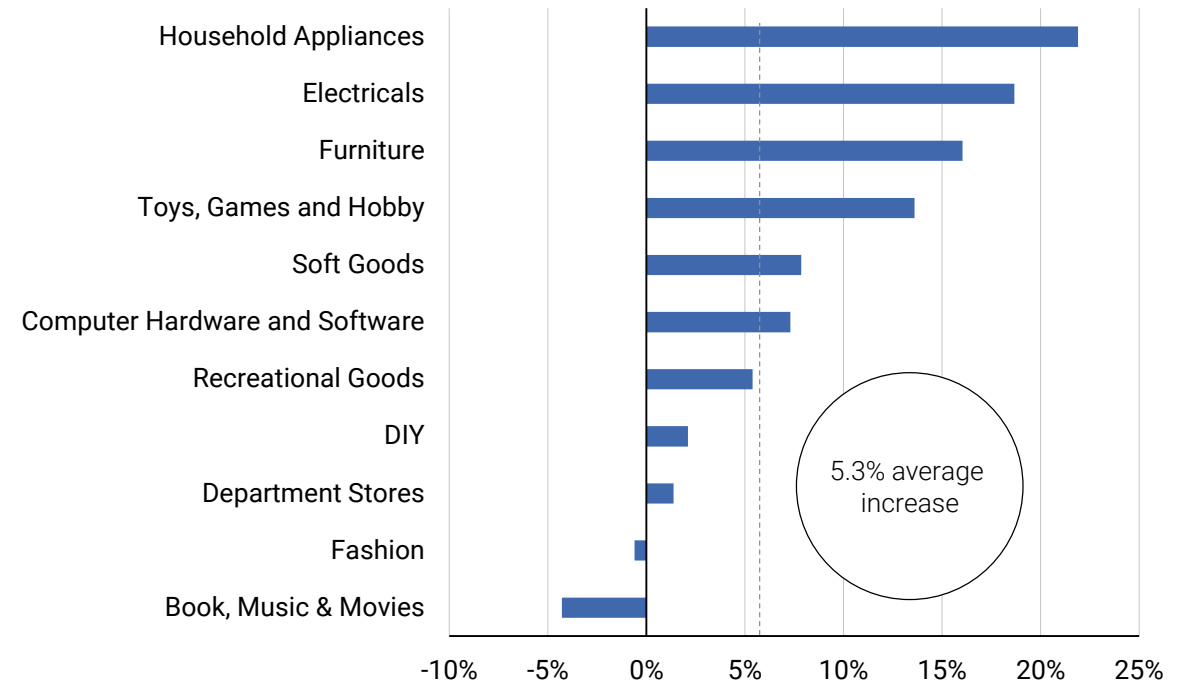
# The Australian retail EOFY sales contribute to June's performance as one of the highest sales months of the year, with household appliances in particular seeing significant increases in spend

Monthly spend on key Retail industries



At the end of the financial year, June spend\* increases. In 2018, consumers spent \$7.6b in card transactions in the retail sectors across home, fashion and entertainment

% Change in monthly spend\* across key Retail industries



Household Appliances sees the biggest uplift with a 22% increase in spend from May to June. Spend across Fashion and Books, Music and Movies see a decline in spend month on month

# Quantium's Crowd segmentation can identify the shoppers most responsive to EOFY sales in each industry, to help inform a brand's marketing strategy during this time of year



Older demographics are highly receptive to sales in electronics with Crowds such as Provincial Wealth demonstrating a 33%\* increase in spend. They are more likely than the average household to buy at brands such as **Harvey Norman (2.0x)** and **TV Direct 2U (1.9x)**

For more information click [here](#)



Households of greater affluence displayed a greater responses to sales in household appliances. Countryside Elite spent 45%\* more on this category in June with a high affinity with brands such as **Betta Electrical (3.2x)** and **Retravision (2.9x)**

For more information click [here](#)



Younger shoppers are attracted to EOFY furniture sales with Young and Carefree spending 47%\* more in June. This segment have a higher likelihood than the population to shop at brands including **Homemakers (1.2x)** and **Fantastic Furniture (1.2x)**

For more information click [here](#)



















Families displayed the greatest increase in spend on toys, hobbies and games with Crowds such as Suburban Thrift increasing their spend in June by 22%\*. This Crowd has a high affinity with **Toymate (2.1x)** and **Xbox Live (1.7x)**

For more information click [here](#)

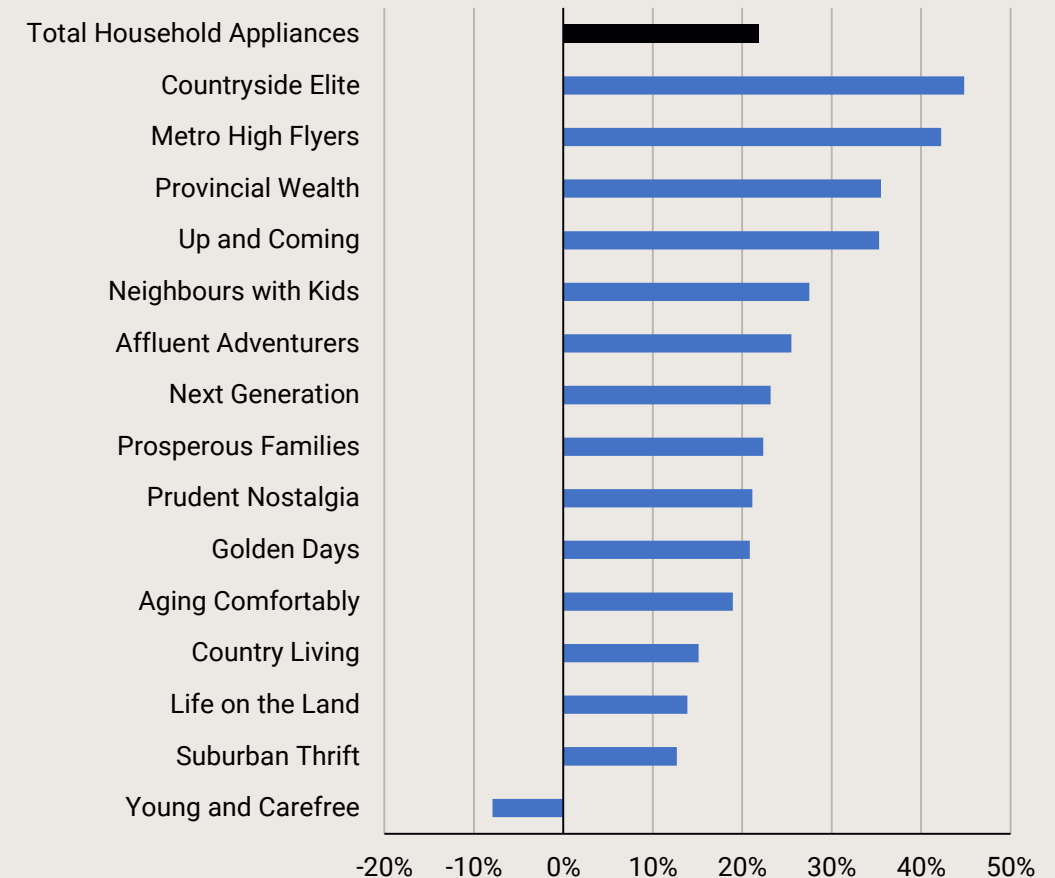


High affluence households were behind the increase in sales at department stores in June. Golden Days increased their spend by 7%\* and showed a high affinity with brands including **David Jones (2.4x)**, **Myer (1.7x)** and **Harris Scarfe (1.2x)**















# High affluence Crowds get in a spin over sales in household appliances but younger groups are also keen to hoover up deals

Crowds	Total MoM spend increase*	Spend per shopper	High affinity brands		
 Countryside Elite	44%	\$414	 3.2x	 2.9x	 2.8x
 Metro High Flyers	42%	\$427	 1.6x	 1.3x	 1.2x
 Provincial Wealth	36%	\$420	 3.5x	 3.5x	 1.2x
 Up and Coming	35%	\$365	 1.6x	 1.0x	 1.0x

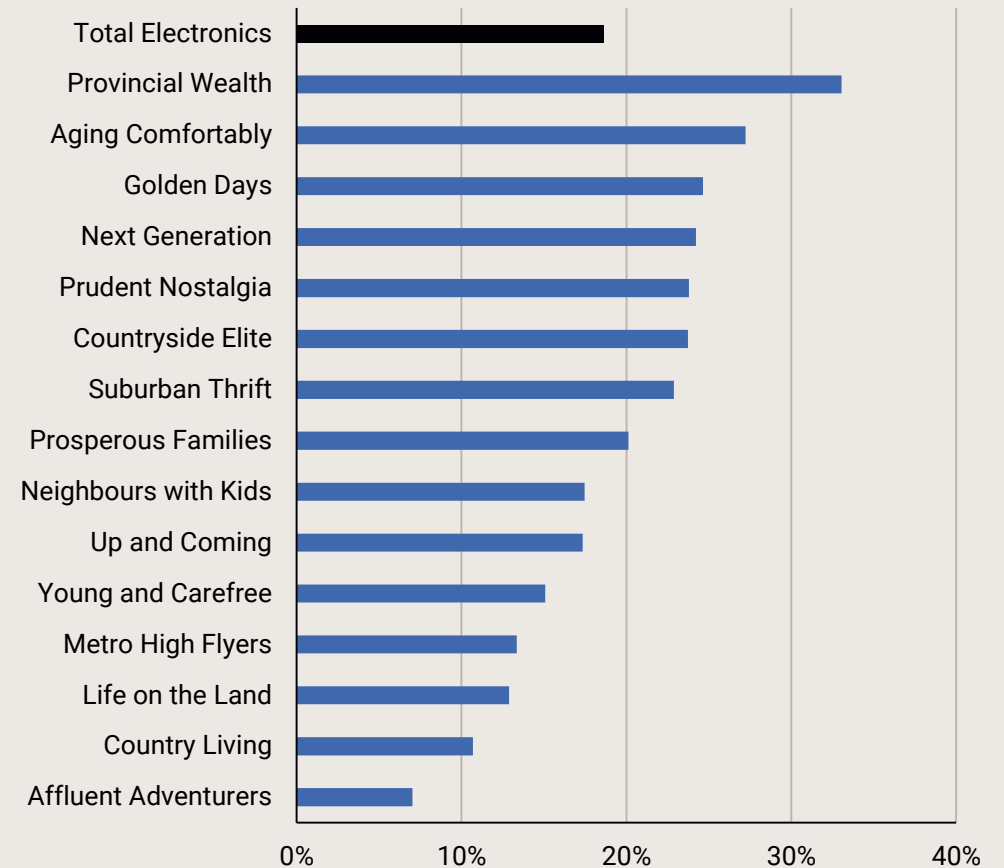
MoM spend increase on Household Appliances by Crowd
















# Older households are tuned in to sales in electronics and exhibit the greatest increase in spend in June

Crowds	Total MoM spend increase*	Spend per shopper	High affinity brands
 <p>Provincial Wealth</p>	33%	\$332	   <p>2.0x      1.9x      1.6x</p>
 <p>Aging Comfortably</p>	27%	\$279	   <p>2.0x      1.4x      1.3x</p>
 <p>Golden Days</p>	25%	\$319	  <p>2.0x      1.5x</p>
 <p>Next Generation</p>	24%	\$191	  <p>1.1x      1.1x</p>

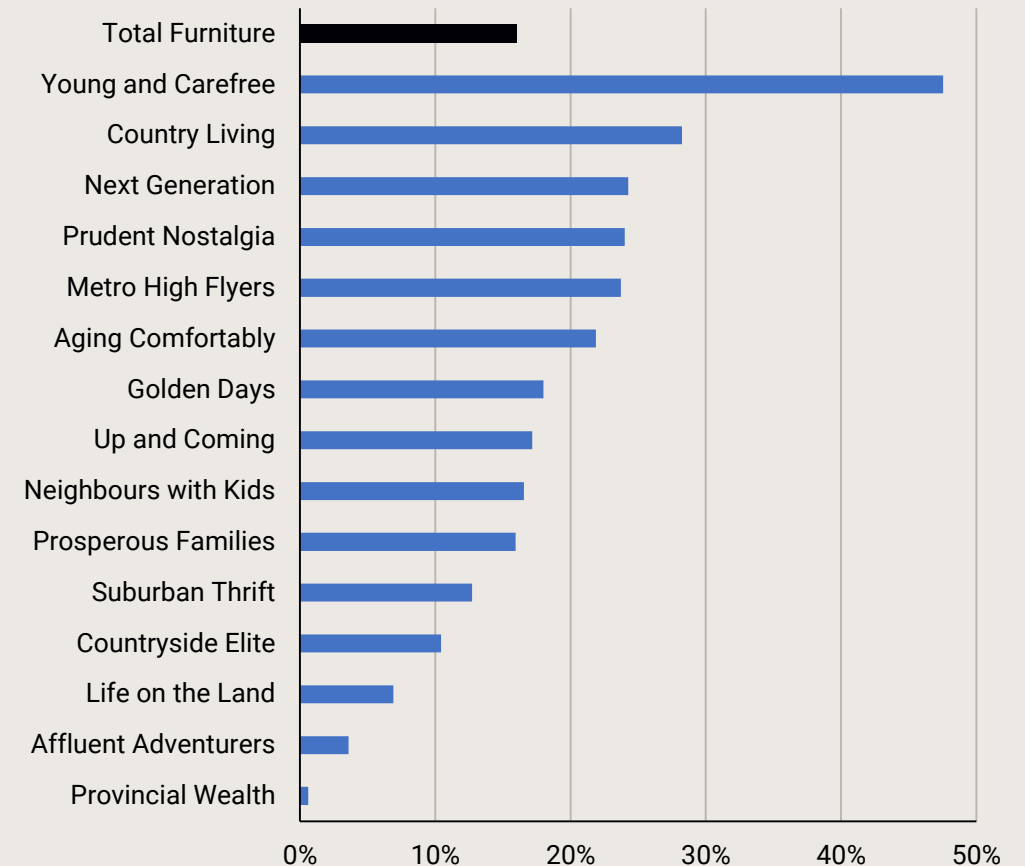
MoM spend increase on Electronics by Crowd







# Young households get out of bed for the furniture sales, but response to discounts decline towards higher affluence segments

Crowds	Total MoM spend increase*	Spend per shopper	High affinity brands
 Young and Carefree	47%	\$349	 1.2x  1.1x
 Country Living	28%	\$451	 1.3x  1.2x  1.2x
 Next Generation	24%	\$317	 1.1x  1.1x
 Prudent Nostalgia	24%	\$450	 1.0x  1.0x

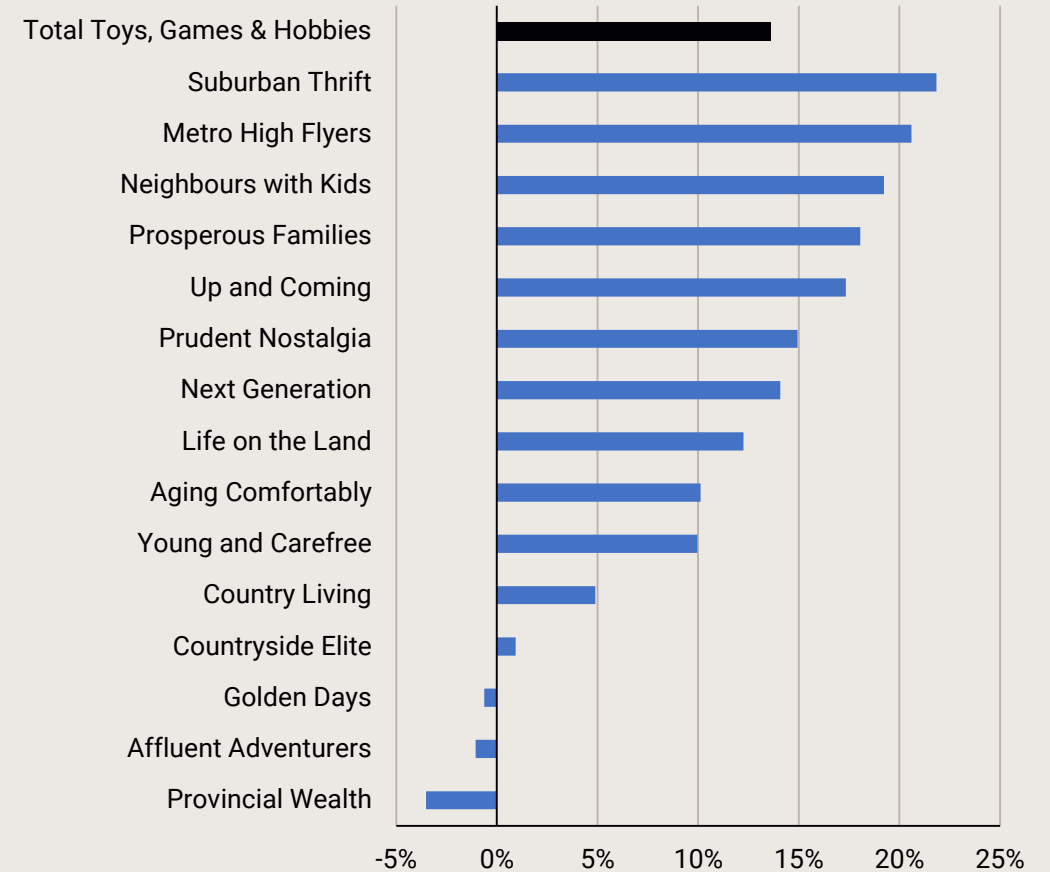
MoM spend increase on Furniture by Crowd



# Families aren't the only households to get serious about sales in toys, games and hobbies, with Metro High Flyers proving they're not too busy to have time to play

Crowds	Total MoM spend increase*	Spend per shopper	High affinity brands
 Suburban Thrift	22%	\$81	TOYMATE 2.1x XBOX LIVE 1.7x EB GAMES™ 1.6x
 Metro High Flyers	21%	\$118	VALVE 1.5x Nintendo 1.5x RIOT! ART & CRAFT 1.2x
 Neighbours with Kids	19%	\$100	TOYMATE 2.5x TOYS R US 2.2x TOYWORLD 1.5x
 Prosperous Families	18%	\$119	Kidstuff 4.4x Australian GEOGRAPHIC 2.4x TOYMATE 2.2x

MoM spend increase on Toys, Games and Hobbies by Crowd



# How to maximise campaign effectiveness in three simple steps...

01

Know your category and the most important shoppers to your brand



## EOFY sales in electronics retailing:

Spend in electronics increased **19%** from May to June 2018.

**Older generations** demonstrated the greatest response to sales with an average increase in spend of **27%**

**Families** increase their spend by **19%** and account for **42%** of total spend in June

02

Determine your optimal audience for driving growth through Q.Segments.



## Audience for electronic retail sales:

When launching sales in electronics there are eight optimal Crowds that provide a reach of **57% of shoppers** that average a **24% increase in spend**:

Provincial Wealth	Aging Comfortably
Golden Days	Next Generation
Prudent Nostalgia	Countryside Elite
Suburban Thrift	Prosperous Families

03

Activate Q.Segments across Quantum's partner network



## Digital

News Corp YAHOO! 7



MEDIA GROUP quantcast

Daily Mail Australia



## Television



MCN

## Social / mobile

facebook Instagram

## Out of home



## Magazines



# Want to know more about our Crowds? Explore them here



Affluent Adventurers



Aging Comfortably



Country Living



Countryside Elite



Golden Days



Life on the Land



Metro High Flyers



Neighbours with Kids



Next Generation



Prosperous Families



Provincial Wealth



Prudent Nostalgia



Suburban Thrift



Up and Coming



Young and Carefree



We'd love to come in and demonstrate the benefits of Crowds and our other QSegment audiences for your brand.

Email us at [qmedia@quantum.com](mailto:qmedia@quantum.com) for more information



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