

# Qantas, Air New Zealand; CBA, BNZ; Telstra, Telecom; David Jones – ‘most trusted’ brands in their Australian / New Zealand categories

MSI ANZ Group survey reveals the winners and losers in ‘Most Trusted Brands’ survey

Qantas and Air New Zealand more trusted than Virgin Blue, David Jones ahead of Myer, Telstra and Telecom beating all-comers, CBA and BNZ most trusted banks in Australia and New Zealand respectively; just some of the findings of a recent MSI Global Alliance poll ‘In Brands we Trust’.

The poll of more than 600 Australian and New Zealand consumers, conducted by MSI Global Alliance in Australia and New Zealand, sought to identify consumer instinct on the trustworthiness of a range of brands we are all exposed to on a daily basis. The categories covered by the poll varied from banks to airlines, retail players, fast food and more with survey participants asked to give their ‘gut-feel’ response on which brands they instinctively trust the most.

Qantas still no: 1

In spite of heavy and vigorous marketing and advertising campaigns by competitors, Qantas was sky high as the most ‘trusted’ Australian airline brand (68%) over Virgin Blue (26%) with just 2% selecting Jetstar. No one selected new kid on the block, Tiger Airways. In NZ, Air New Zealand received 60% of the vote with the next placed challenger, Pacific Blue, receiving just 13%.

AUS & NZ banks

The Commonwealth bank came out on top as the most trusted bank in Australia with 26% of all participants nominating it while Westpac, NAB and ANZ attracted 18%, 15% and 13% of the vote respectively. Across the Tasman, The Bank of New Zealand (BNZ) was the clear winner as most trusted bank over ANZ and National Bank.

Telcos

Telstra stole the show for most trusted Australian telecommunications company, with 52% of the vote. Other market challengers such as Optus, Three and Vodafone trailed well behind with 12%, 7% and 4% respectively. In New Zealand very little trust was generated from the telecommunication giants, Telecom, Telstra and Vodafone, with the majority of respondents, 40% stating they trusted none of the listed companies.

Retail giants

Myer and DJ’s continue their neck-and-neck ride in the market place, with 32% of respondents stating Myer was the most trusted department store brand, with DJ’s coming out on top with 36%. One respondent even stated they “trusted DJ’s before the McInnes saga – but no longer”. Other results in the department store category showed that Target was trusted more than BIG W and Kmart with 14% of the overall vote.

Grocery

When asked what Grocery stores were the most trusted, two obvious names came out on top as clear leaders, Woolworth’s and Coles – with 44% and 25% respectively. Woolworth’s also ranked highly in New Zealand with 31% of the votes, but the clear winner was New World with 39%.

International players

Going head to head in the Motor Car category, local players did not fare so well as their international counterparts. Toyota emerged as the most trusted motoring brand with 20% of the vote followed by Honda and Subaru, each with 11%. German duo Mercedes and BMW each received 10% of the vote while both Holden and Ford each received less than 10% of the votes cast.

Lack of trust?

Some category brands included in the poll attracted little trust, none more so than the 'Fast Food' category with 37% of participants nominating 'none of the above' when asked to identify which of the brands they instinctively trust the most. However, in Australia, the clear market leader McDonald's received 35% support over rivals Red Rooster (9%), KFC (9%) and Nandos (7%). In New Zealand Burger King took top honours with 34%, followed closely by local New Zealand franchise, Hell Pizza (27%).

Fast food was not the only category where brands received push-back from consumers – the list of 'Taxpayer Funded' brands saw 30% vote for 'none of the above'. Asic received 29% of the 'most trusted' votes, ahead of the ATP on 28%. The Australian Government attracted just 11% of the vote – no doubt in part due to the political impasse, now finally resolved.

#### Optical and Pharmacy

Other categories discussed in this survey were Pharmacy and Optical brands, with Amcal and Radius proving to be the most trusted Pharmacy giants in Australia and New Zealand respectively. In the world of optics, new entrant Specsavers shows it has made a quick impact in both Australia and New Zealand with more than 35% favouring it, closing in fast on OPSM in Australia (36%) and edging ahead of Visique in New Zealand (32%).

On the Charity front, the Salvation Army had clear dominance on both sides of the Tasman. Claiming 37% and 31% in Australia and New Zealand respectively. Trailing behind were the usual suspects, Red Cross, St Vinnies and World Vision. The animal charities RSPCA and RNZSPCA claimed a good chunk of the trust with 21% in Australia and 26% in New Zealand. For a full round up of the results please go to:

[http://www.msi-anz.net/index.cfm/MSI\\_Newsletters/September\\_2010\\_issue/survey.html](http://www.msi-anz.net/index.cfm/MSI_Newsletters/September_2010_issue/survey.html)

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#### About MSI Global Alliance

Legal & Accounting group MSI Global Alliance was founded in 1990 in London, and has grown to become the world's 15th largest professional services grouping, with more than 250 member firms in over 100 countries worldwide.

MSI's representation in Australia and New Zealand currently consists of 12 leading accounting and legal firms in key commercial and financial centres. The survey was conducted within the member firms' client bases. For further information on the MSI ANZ Group in Australia and New Zealand, please visit [www.msi-anz.net](http://www.msi-anz.net)

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