

HPI Crunchometer Survey

The Message Monitor

Selected highlights on consumer reactions to messages in the media:
April 2009

Over the past three months HPI, have run a credit crunch survey among 1000 consumers at each wave. It's easy to be overwhelmed by depressing news at the moment but we've picked out some findings that may be of interest relating to the messages and media that's resonating with consumers.

Sensitive spending

Almost half of consumers agree that *'Spending money on expensive TV advertising is irresponsible in the current climate'*. This could be seen as lower than expected! But does have possible implications for overtly lavish campaigns or expensive celebrity endorsements. Sensitivity to the plight of your audience is key right now.

Guilt-free goodies can still give feel good factor (for men!)

However, indulgence is not dead! though the recession has undoubtedly caused many to watch what they spend, this latest survey reveals that many people refuse to feel bad about their treats. And men (54%) feel much less guilty than women (41%)!

Customer Service Counts

Over half agree *'in these difficult times, you expect higher levels of service for your money'*. As consumers count the pennies, their 'luxury' subscriptions / outgoings may come under scrutiny. In this context, a strong customer service message along with anything to make customers feel more valued would clearly be beneficial.

Print preferred

Print advertising is preferred as the least 'annoying' of all channels. Now, more than ever consumers are most receptive to messages *relevant to them* – through trusted, traditional channels (TV & print).

To get your questions on the next survey call the number below and speak to Terry Prue.

