

## Helga's



Exploring kindness in Australia

### **The Brief**

**Helga's, a consumer brand of Goodman Fielder, is on a mission to help Australians feel happier, healthier, and more connected. Care is central to Helga's brand identity, so they wanted to take a leading role in championing kindness in Australia and highlighting the positive impacts kindness can make in our communities.**

### **The Work**

Goodman Fielder engaged The Works, a full-service creative agency, to spearhead the

campaign. To provide the foundation for the campaign, The Works believed a national, first-of-its-kind research report would be critical to spark conversations around the power of kindness in Australia. And so they reached out to McCrindle to partner in this critical element of the campaign. In conversation with The Works and Goodman Fielder, a research brief for McCrindle was developed:

- Conduct a nationally representative survey of Australians to evaluate kindness in Australia and identify opportunities to promote kindness through pro-social behaviours
- Develop the Kindness Index, a first-of-its-kind way of measuring kindness in Australia
- Generate an engaging thought leadership report sharing the key findings from the first instalment of the Kindness Index
- Mark McCrindle to act as spokesperson for the research and provide social commentary on kindness in Australia

McCrindle conducted an online survey of 4,500 Australians to explore Australians' kindness and to generate the first Kindness Index score. This included a nationally representative sample of Australians as well as additional responses from each state and territory to allow for comparisons to be made between states with greater statistical confidence. The Kindness Index can now be used to track changes in Australians' kindness over time through future studies.

“The McCrindle team were not only a delight to work with, but provided the necessary credibility to the foundations of Helga’s evolved positioning. From our initial briefing through to execution, McCrindle leant on their expertise to deliver excellent research insights. Their ability to capture these insights and present them in an engaging and digestible report was also a huge bonus. Additionally, the involvement of Mark furthered our reach allowing us to cover national, state and local media around Australia. It’s been a pleasure to partner with McCrindle”  
- The Works Agency

“McCrindle displayed exceptional professionalism and competence working with

our agency partners to achieve a great result. Our ambitious campaign set high expectations but McCrindle’s research delivered in spades, and it was a very positive experience for all involved. We’re looking forward to working with McCrindle again on future campaigns.” - Goodman Fielder

## **Results & Deliverables**

The results were delivered in a 24-page thought leadership report. The report incorporates McCrindle’s signature style of presenting research insights in a visually engaging manner. The report was ready-made for public communication and is housed on a landing page set up for the campaign. McCrindle also provided assistance in developing the key stories from the research to inform the media campaign conducted by The Works and their PR partner - Magnum & Co. Mark McCrindle conducted more than 30 media interviews with a host of national, state and local media outlets over the course of 2-3 weeks.

## **Contact**

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