

# Woolworths



Supporting national advertising campaigns.

## The Brief

**We were briefed to identify trends among Australian grocery buyers and create innovative future-focused content to support national advertising campaigns.**

## The Work

Woolworths commissioned McCrindle to undertake consumer research among 2,000 grocery buyers, analysis of market insights, and trend mapping of ABS data. The research reveals the changing landscape of the Australian household, increasing costs associated

with living and Australia's cultural transformation. These insights build on those gained from the second edition of the Trolley Trends series, The Future of Fresh.

## **Results & Deliverables**

The visualised report and infographic outputs delivered the insightful, easy-to-consume Trolley Trends reports generating significant media interest.

## **Contact**

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