

24
Nov



RENEWING MEMBERSHIP

Jack, Bek, Laura & Dom

20
22

Today



PART ONE

**BRIEF &
CONTEXT**



PART TWO

**CORE PROBLEM &
OPPORTUNITY**



PART THREE

**REDEFINING MEMBERSHIP
FOR 2022 AND BEYOND**

Brief Recap

How can we reframe our value proposition to recruit a new generation of members and ensure relevance into the future?

What's Working?



12th most
trusted
brand in
Australia

Trusted
Reliable
Helpful

High brand
awareness

Distinctive
organisational
model

What Needs Work?

Does insurance
dominate brand
associations?

Product
relevance and
perceived value

Is there
appreciation of
the impact for
today and the
future?

Company Truth

An aerial photograph of a winding asphalt road with yellow double lines, curving through a dense forest. The trees are in various stages of autumn, with colors ranging from deep green to bright yellow and orange. The road is the central focus, leading the eye from the top left towards the bottom right.

OUR BRAND HISTORY OF TRUST AND SAFETY HAS BEEN DESIGNED TO PUT MOTORING AT THE FOREFRONT, BUT WE ARE LOSING RELEVANCE

With the value of 'membership' getting lost in a sea of convenience and monthly credit card deductions

Subscription = transactional
Membership = emotional

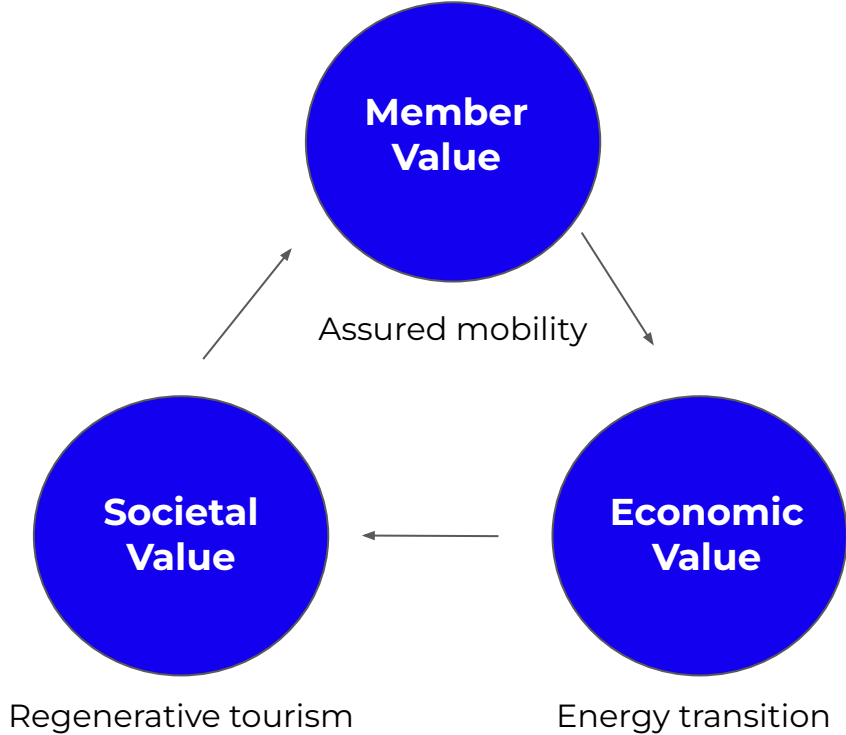
With a subscription, the customer receives some form of benefit on a regular basis.

With membership, the community aspect provides the customer with a sense of belonging.



The Current NRMA Group Strategy

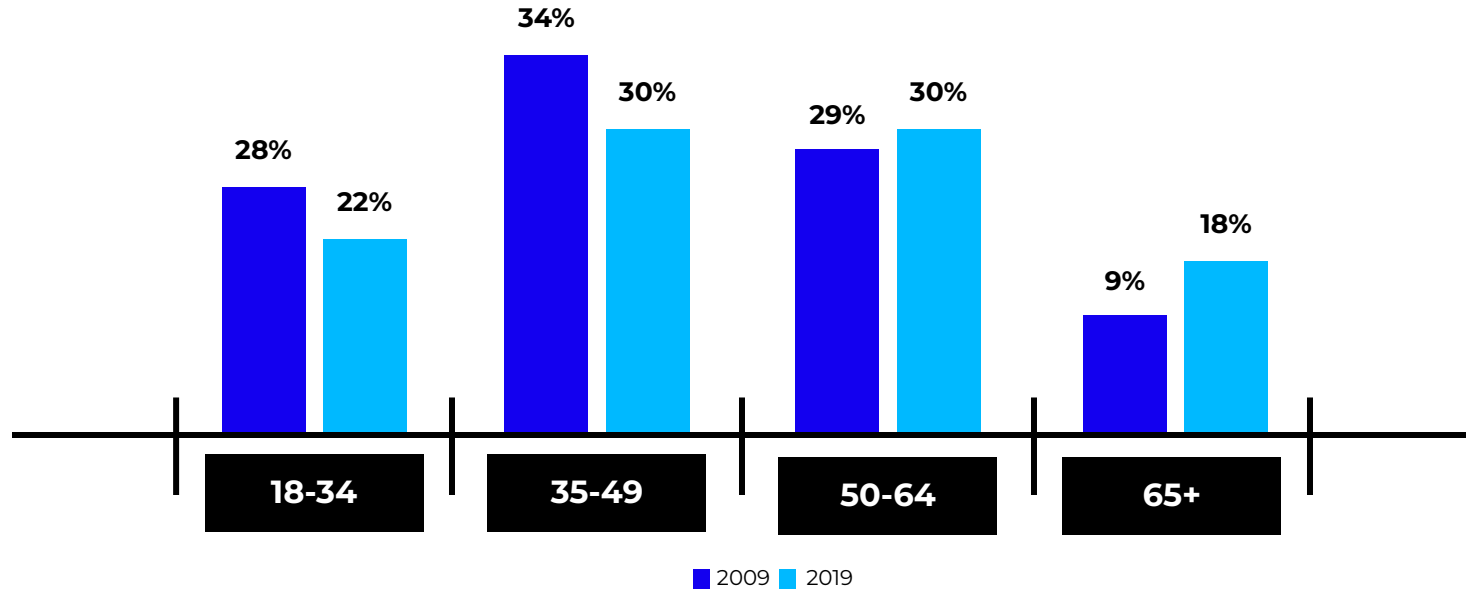
Circularity To Deliver Value:



Category Truth

**BECAUSE 'MEMBERSHIP' HAS LOST
VALUE AND BECOME TRANSACTIONAL;
NRMA HAS TO WORK HARDER TO STAND
OUT IN ITS CATEGORY TO GAIN NEW
RECRUITS**

The Fact Is That People Are Planning To Buy A Car At A Later Life Stage



One Significant Shift In Recent Years Is How The Course Of Life Has Changed

THEN

School | Full-Time Work | Mortgage | Marriage | Children

School | Studies | Part-Time Work | Living With Parents | Travel | Delay Marriage, Mortgage, Children

NOW

Context: Company | Category | **Culture** | Consumer

Today A Car Is No Longer A Symbol Of Freedom For Young People

THEN

INDEPENDENCE AND FREEDOM

COMMITMENT AND FINANCIAL RESPONSIBILITY

NOW

Cultural Truth

An aerial photograph of a coastline where waves are crashing against a dark, rocky shore. The water is a vibrant turquoise color, and the white foam of the waves is prominent. The sky is not visible, focusing the viewer's attention on the dynamic movement of the sea.

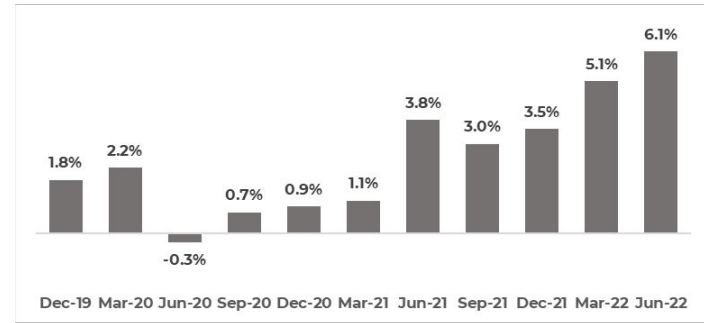
**MILLENNIALS, GEN-Z AND FUTURE
GENERATIONS HAVE DIFFERENT
DEFINITIONS OF “MOBILITY”**

A New Set Of Wheels Isn't On The Horizon For Many Australians

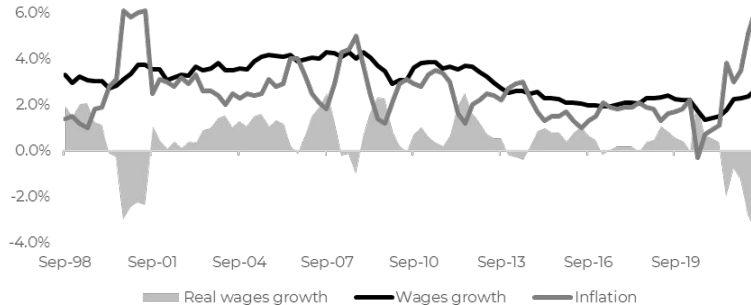
Consumer and Business Confidence



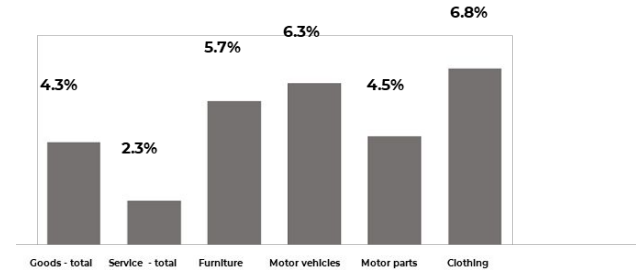
Inflation Rate



Annual headline inflation and wages growth



Goods, services and selected goods: Annual movement (%)



Young People Are More Pragmatic With Rideshare Services Offering An Attractive Alternative

CONVENIENCE

ACCESSIBILITY

SUSTAINABILITY

Uber
Carshare

goget
.com.au

Uber

 DiDi

 opal™

 go card

Families Don't Have The Luxury Of Putting Off The Purchase Of A Car



63%

The Arrival Of A Baby
Or The Addition Of A
Sibling



56%

Failing Car
Inspection



44%

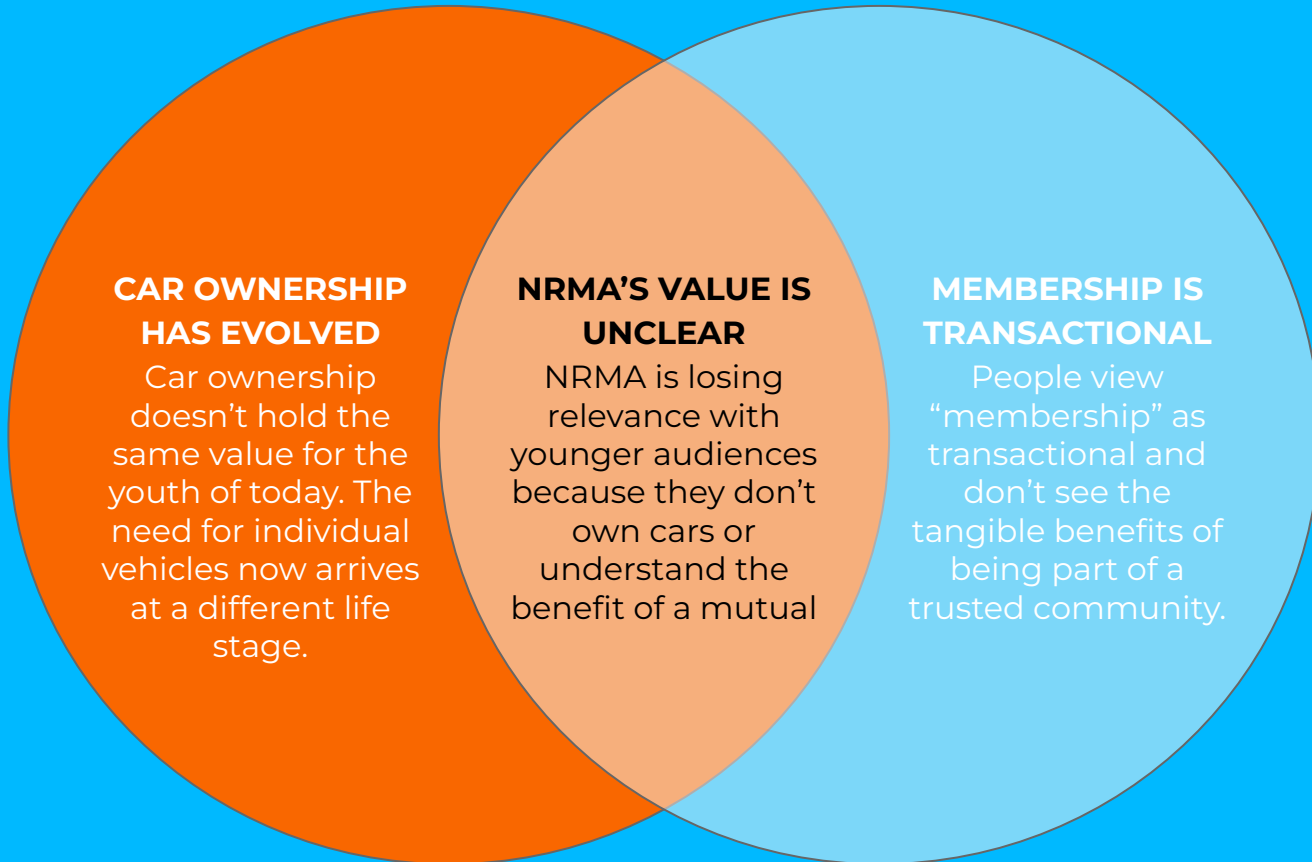
Returning To Work
After Maternity Leave

Consumer Truth

A family of five is walking through a field of tall grass at dusk. The father is on the right, holding a baby in a yellow outfit. The mother is in the center, wearing a red floral dress and a tan hat. Two young boys are walking ahead of her, holding hands. In the background, there are trees and a string of warm white lights.

**THE TRIGGER MOMENT THAT HAS STOOD
THE TEST OF TIME FOR BUYING A CAR IS
WHEN YOU ARE STARTING A FAMILY**

So What's The Real Problem...



**You Don't Understand Trust Until You Have
To Entrust Someone With Your Child**



The Insight And Opportunity

AT A TIME WHEN....

Trust and safety takes on a whole new meaning for young australians.

NRMA CAN PLAY A UNIQUE ROLE IN...

Assuring mobility for growing Aussie families now and into the future.



OPPORTUNITY FOR COMMS

Target young families and their need for safe, reliable mobility to help NRMA own a new category entry point.

TRUST & SAFETY

Re-establishing trust and safety in a relevant way for young people

ASSURED MOBILITY

Reinstating the value of assured mobility for young people

VALUE OF MEMBERSHIP

Redefining membership beyond a transactional loyalty program

SO, LET'S...

GET: Young Australian Parents

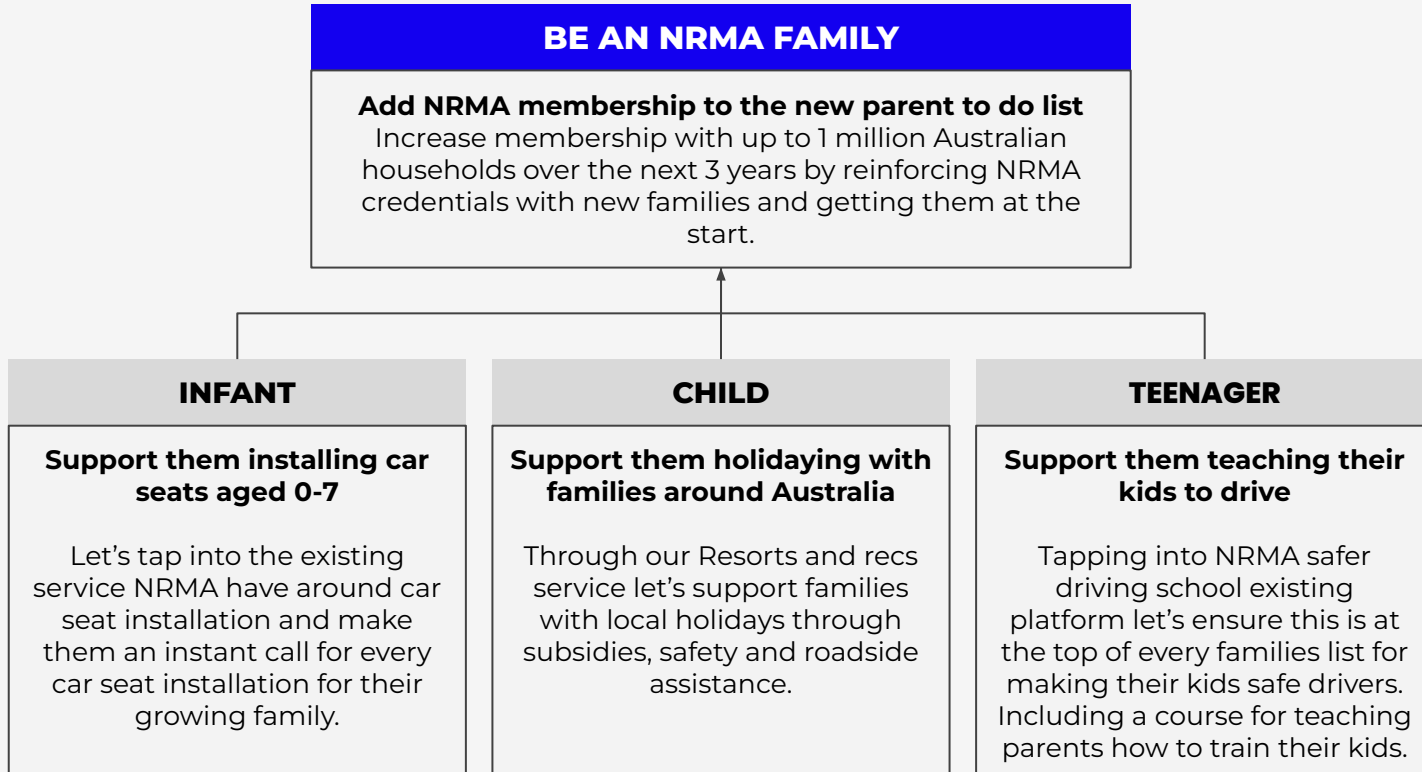
WHO: Are Rediscovering The
Meaning Of Trust And Safety

TO: Re-Engage With The NRMA

BY: Becoming A Vital Part Of The
Family



So How Will We Do It?



Creative Proposition

Be an NRMA Family

BE AN NRMA FAMILY

Signing up to be an NRMA member should be the top of every new parents to do list.

Why?

Because you can't trust just anyone to install the car seat that will carry your precious new cargo home from the hospital.

Because when you're driving her to gymnastics and break down on the side of the road you need to call someone who will come before the tantrums start.

Because when you're driving across the red earth to Adelaide, you need to know you're going somewhere recommended where everyone will have fun.

Because when it comes time for their freedom you want to make sure they're the safest driver they can be, no longer in your care.

Because you want someone who cares as much about their future as you do.

When you need a 3rd parent, you can trust NRMA.

BE AN NRMA FAMILY

The Brief

How can we reframe our value proposition to recruit a new generation of members and ensure relevance into the future?

Brand Idea

Position NRMA as a vital part of the Aussie family

HOW

NRMA's car seat installation supports new families from the start

HOW

NRMA's parks and recs discounts and roadside assistance makes family moments

HOW

NRMA's safer driving school supports teenagers learning how to drive

NOW

PR the importance of installing the car seat properly

NOW

TikTok lessons on how to install the carseat for parents by NRMA

NOW

Own the road trip with tactical OOH talking to moments NRMA can save the day

NOW

TravelToks about where to holiday showcasing the best destinations and discounts

NOW

Brand learner log books to promote driving teachers and safer driving course

NOW

Course to teach parents how to teach their kids to drive in the safest way

Let's discuss