

# Brands that stay visible win in tough times.

Cost-of-living pressure is reshaping behaviour - not eliminating demand

"A recent NZME TellMe study of 1,000 people finds 57% of Kiwis are rating life negatively - brands that show up now earn disproportionate trust and purchase intent."

## Behaviour is shifting – not stopping

44%

are buying more carefully but still buy from brands they trust

31%

are actively seeking deals while remaining loyal to familiar brands

## Visibility builds trust and purchase intent

47%

Almost half are more likely to trust and choose brands that stay visible during tough times

Under-44s are especially unlikely to buy from brands that go quiet – underscoring how critical consistency is for long-term brand health

