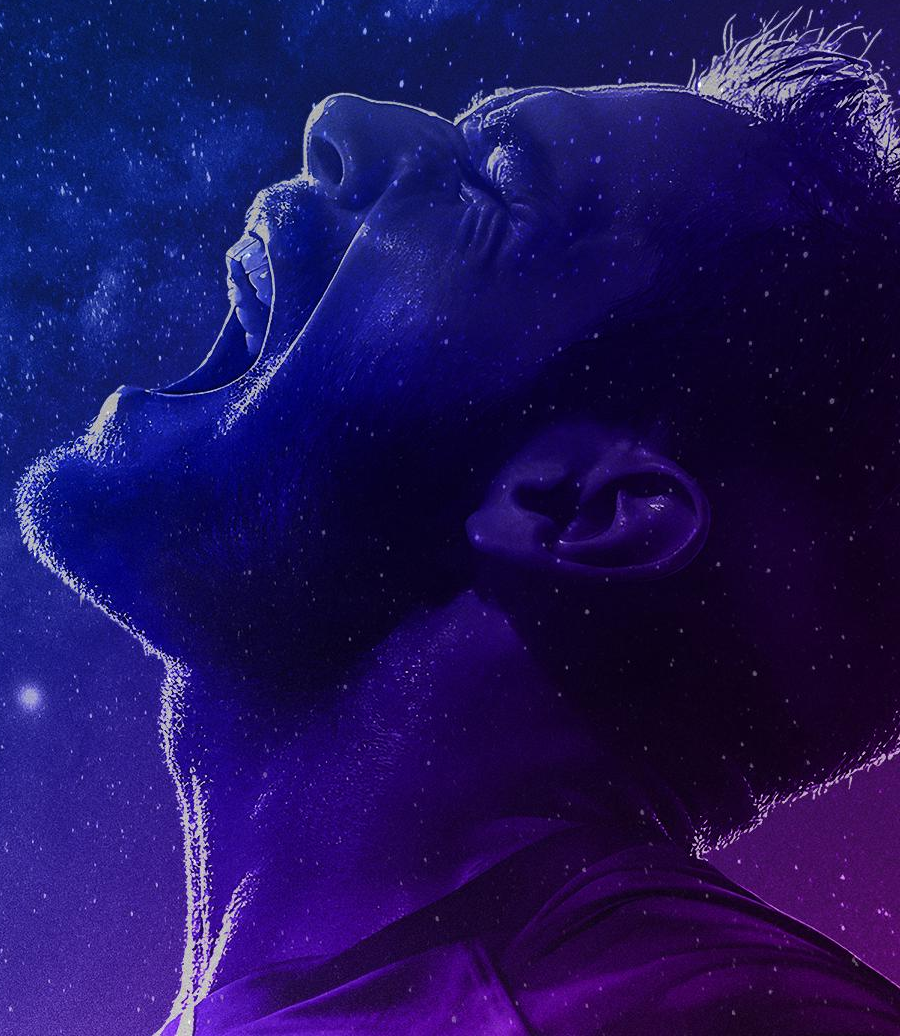


THE FUEL FOR (BRAND) FANDOM

Unlock the power of
passions



So why does this matter so much in 2026?

**In the midst of a
Polycrisis, marketing for
growth is getting harder.**



**WE AREN'T
WIRED
TO DEAL WITH
UNCERTAINTY**

THIS SOCIETAL (AND CONSUMER) BACKDROP IS FUNDAMENTALLY RESHAPING...

What matters most

How we choose

What we're gravitating to

Who/what we listen to

And who/what we don't

“

**TO COPE WITH AN AGE OF
LIMITLESS INFORMATION, ENDLESS
DISTRACTION AND RELENTLESS
DISRUPTION - PEOPLE ARE OPTING
OUT OF ALMOST EVERYTHING.**



**WITH ONE
NOTICEABLE
EXCEPTION**



THEIR PASSIONS

An intense desire or
enthusiasm for something



“

OUR PASSIONS ARE NOW MORE CLOSELY HELD TO OUR IDENTITY, AND SENSE OF BELONGING... MORE THAN OUR PROFESSIONAL VOCATION, POLITICAL ALIGNMENT, AND EVEN OUR RELIGIOUS AFFILIATION.



~58,000,000

**Instances of passions
across the country.
All opportunities for
brands to connect.**

Based on the average Australian having 3 passions

\$42 billion

**Estimated total spent on
pursuing.
our passions per year.**

Based on the average spend of \$720 per passion, per year.



**Which presents
an incredible pathway
for brand growth**



**GROWTH YOU DON'T HAVE TO RENT,
GROWTH THAT COMPOUNDS OVER
TIME,
AND GROWTH THAT (AT THIS POINT)
ISN'T HIGHLY CONTESTED...**

WHAT WE KNOW RIGHT NOW

When done right,
strategically aligning
a brand to the passions
its customers pursue,
does 3 things:



1
Customers
spend
3x more

When Customers are obsessed about a passion, they spend 3 times more with brands that support it.

2
Customers are
40% more
likely
to pay a
premium

Customers who are deeply engaged with their hobbies are more likely to pay a premium for brands that support that passion.

3
Customers are
twice as likely
to become
advocates

Customers who are deeply engaged with their passions are twice as likely to become brand advocates for their favourite brands that support their passions.

Why are advocates so important for brands right now?



**THEY ARE
CHEAPER
TO FIND.**
(LOWER CPA)



**THEY
SPEND
MORE,
MORE
OFTEN.**
(UNFAIR SHARE
OF WALLET)



**THEY DO
THE
SELLING
FOR YOU.**
(THE VOLUNTEER
SALES FORCE
AND LLM
TRAINER)



**THEY
FORGIVE
YOUR
MISTAKES.**
(PERMISSION
TO FAIL & PIVOT)

PART 1:

HOW PASSIONS FUEL BRANDS

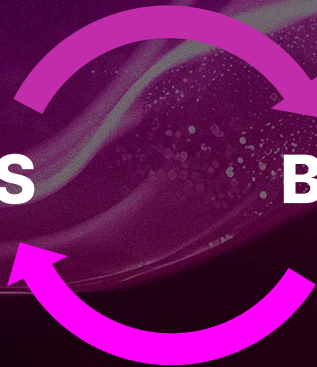
Passions have a reciprocal role to play in creating value for both **customers** and **brands**.

As we discover new passions, brands can play a unique role in fuelling these pursuits.

As we progress further in these passions, the brands that walk alongside us benefit from a halo effect.

PASSIONS

BRAND

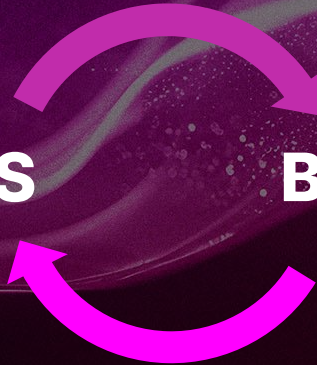


**In turn, accelerating our engagement
with the passion...
Which in turn, accelerates our love and
engagement with the brand itself.**

PASSIONS

BRAND

FANDOM





**It is this flywheel of value
creation that can foster an
unfair share of growth**

Why passion accelerates growth

HEURISTICS

Passion is the shortcut.

It bypasses comparison to accelerate choice.

+

IDENTITY

Passion is the badge.

The brand becomes essential to who they are, not just what they buy.

+

IMPRINTING

Passion is the anchor.

Early positive experiences lock in long-term habits.

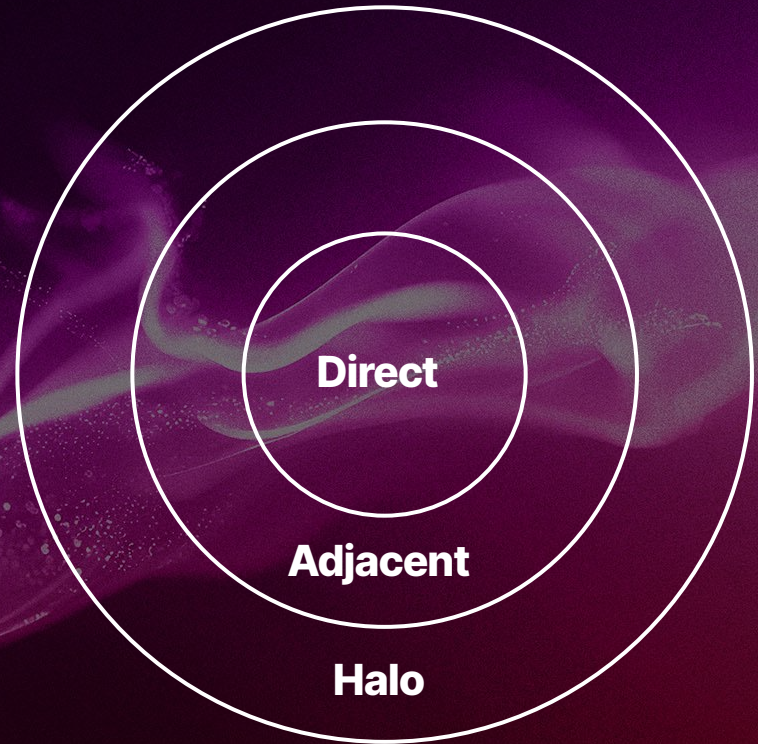
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UNFAIR SHARE OF GROWTH

**But here's the thing,
the opportunity for brands
is much broader, and deeper,
than you might suspect...**

**...brands have greater opportunities to play
beyond their existing domain**

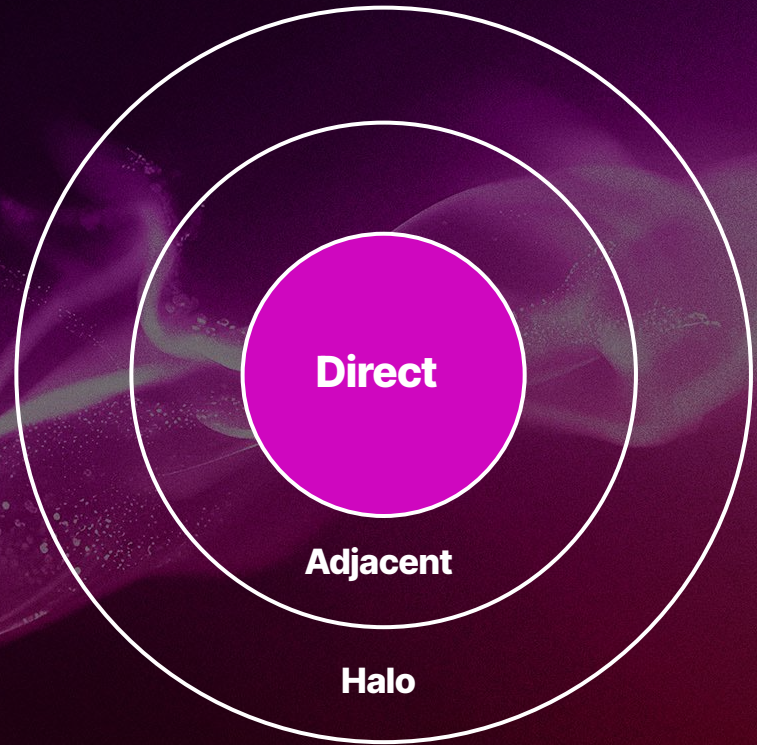
**There are
three roles
a brand can
play in enabling
the pursuit
of passions...**



A DIRECT PLAY


The brand is a direct enabler of that passion.

Fender  PLAY™




Fender PLAY™

OVERVIEW SPECIAL OFFER! SONGS WHY IT WORKS TRY IT INSTRUCTORS REVIEWS MOBILE




SEE HOW IT WORKS


Get playing now



Step-by-step learning



Easy-to-follow lessons

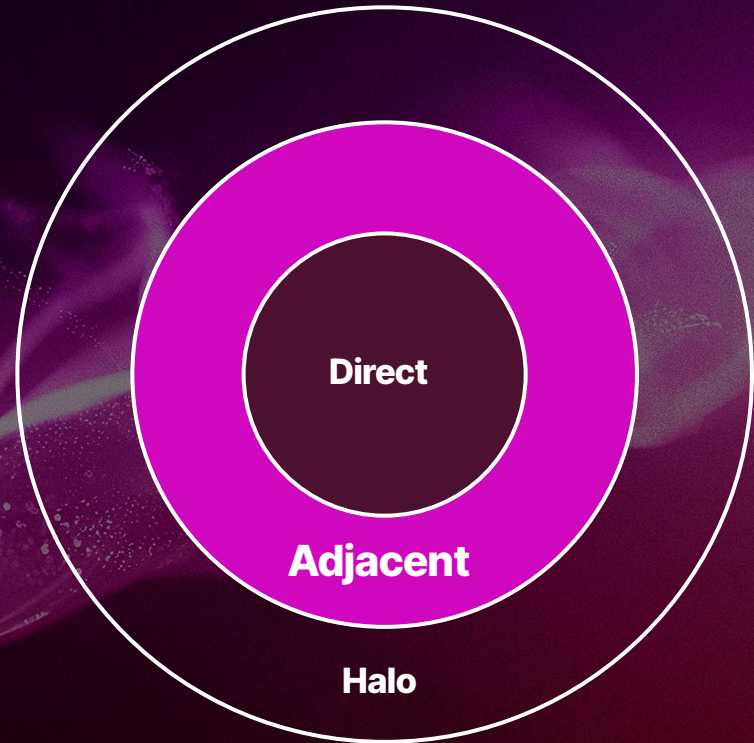


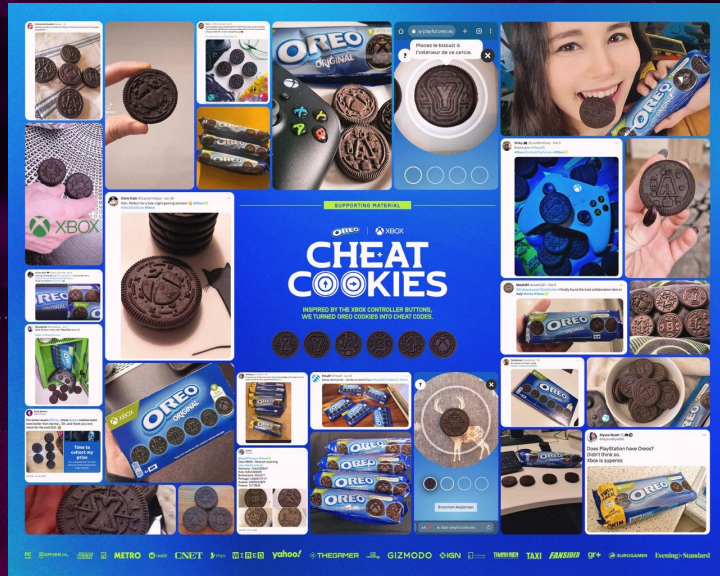
Track your progress

Fender Play is a guided online learning platform using bite-sized video lessons and popular songs to help beginners build skills. It was launched to tackle the 90% churn rate among new players in their first year, and now has over 1 million subscribers with nearly 95% retention. By getting players through the first 12 months, Fender unlocks an average customer lifetime value of \$10,000, far exceeding the initial guitar purchase.

AN ADJACENT PLAY

The brand is not core to the passion but enables and enhances the passion experience.



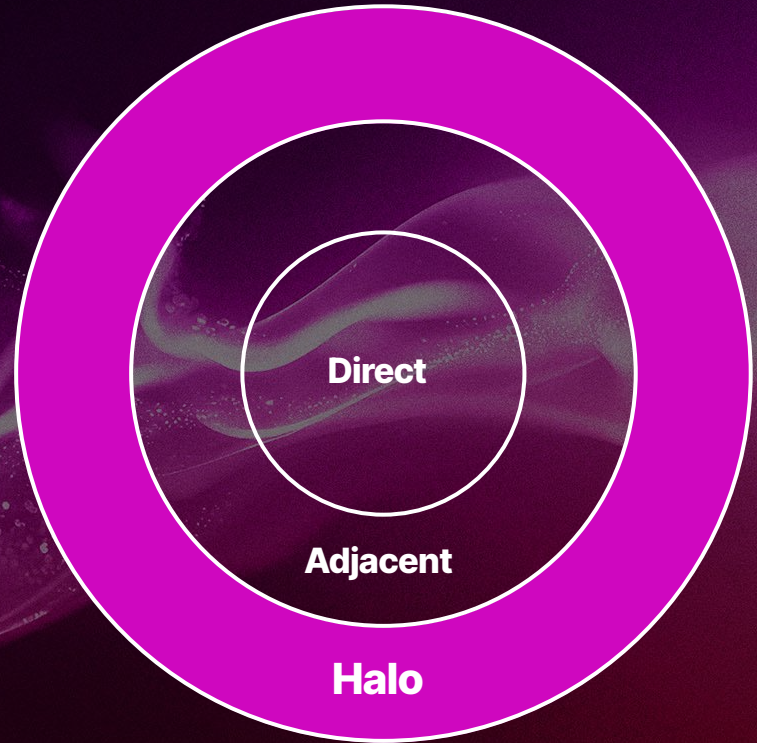


OREO x Xbox: Cheat Cookies turned a playful brand partnership into a gaming experience. OREO launched six limited-edition cookie embossments inspired by Xbox controller buttons, allowing consumers to combine them into “cheat codes” that unlocked exclusive in-game content. The campaign reached 6.7 billion impressions, rolled out across 35,000 stores in 34 countries, and drove 827,419 in-game unlocks.

OREO isn't core to gaming, but by enhancing how people engage with it, the brand earns a meaningful role inside the experience.

THE 'HALO' PLAY

No direct relationship, but the brand shows support and benefits from association





"I think when you go to the concert, it looks like an Adidas event"

Bjorn Gulden, CEO Adidas

Adidas x Oasis tapped into Britpop and music culture to elevate the brand beyond sportswear into a symbol of identity and belonging. The collaboration's first 26-piece collection sold out within weeks of its June 2025 launch, followed by global drops and sold-out pop-ups in London and Dublin. The impact extended beyond product, with CEO Bjørn Gulden citing the partnership as a contributor to Adidas' record €6.63 billion Q3 2025 revenue.

This is a clear Halo Play: Adidas has no direct role in music, but by aligning with a powerful cultural moment, the brand signals shared values and benefits from association.

**The benefits and
positive brand associations
are realised across
all three domains.**

An astronaut in a white spacesuit is floating in space against a dark blue background filled with stars. The astronaut is positioned on the right side of the frame, facing away from the viewer and slightly towards the left. The background is a deep blue with a dense field of white stars. On the left side, there are large, semi-transparent geometric shapes in shades of blue and purple, including a large circle and a smaller crescent shape, which partially overlap the text and the astronaut. The overall aesthetic is futuristic and inspirational.

PART 2

A MODEL FOR THE PURSUIT OF PASSIONS.

**As we pursue passions
over time, our
involvement increases
along an engagement
curve.**





**OUR LEVEL OF ENGAGEMENT
IN ANY GIVEN PURSUIT, CAN BE
DETERMINED THROUGH**

SEVEN MEASURABLE SIGNALS...

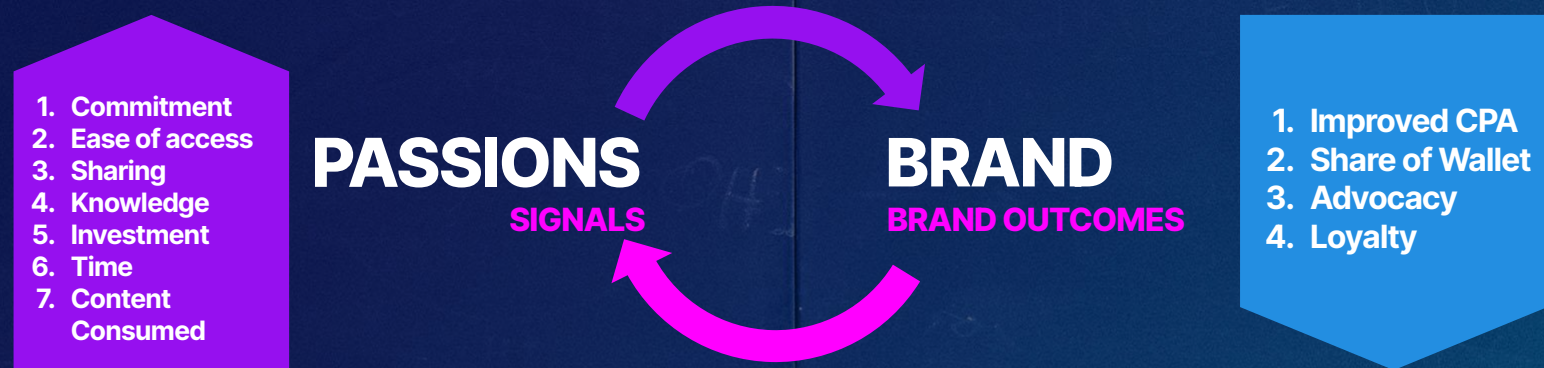
THE SEVEN SIGNALS OF ENGAGEMENT





**AS WE PROGRESS
IN OUR PASSIONS
THESE SIGNALS
INTENSIFY**

...and as you can see, these signals clearly connect with the value creation flywheel, and the delivery of brand outcomes.



As we pursue our passions, each of us will fit into one of three 'levels' along the engagement curve.



What moves us from one level to the next, are a combination of three primary motivators

MASTERY

Learning
& discovery
Self
development

COMMUNITY

Community &
belonging
Reputation
Self-expression

PURPOSE

Escapism
Thrill & excitement
Spirituality &
mindfulness
Connection to self



**THEY'RE ALSO ARE THE
MOST IMPORTANT VEHICLES
FOR BRANDS TO CONNECT
WITH
THEIR CONSUMERS,
AND THEIR PASSIONS.**

PART 3

HOW BRANDS CAN HELP FUEL FANDOM FOR THEIR GROWTH

These three fuels sit at the centre of our flywheel.
They are the drivers that lead to improved
passions signals and brand outcomes.

PASSIONS
SIGNALS

MASTERY
COMMUNITY
PURPOSE

BRAND
BRAND OUTCOMES



Where should we play across the engagement curve?

You can, and should, play across all three levels of engagement.



**BUT HOW DO I CREATE
THE RIGHT FUEL?**

**IN A WORLD LED BY
PASSIONS, MARKETING
HAS A SECRET WEAPON...**

**THE CONTENT
YOUR BRAND
PROVIDES.**

WHY IS CONTENT SO POTENT IN THIS CURRENT **CONTEXT** ?

7 IN 10

Say 'content is essential to deepening their connection with their passion'.

6 IN 10

Say 'content from their favourite brand makes them even more passionate about what they love.'

(This more amplified with those who are obsessed...)

**CONTENT CREATES
OPPORTUNITIES FOR YOUR
BRAND ACROSS ALL THE
TYPES OF FUEL...**

**CONTENT CAN BE USED AS
A...**



COACH

FUELLING MASTERY

Bunnings don't just sell the timber. They sell the confidence to cut it.

Help me a



All D.I.Y. Advice Categories ›



Planners and Calculators ›



Need D.I.Y. help? Ask our community ›



D.I.Y. Events and Activities ›

Inspiring ideas to update your space

All D.I.Y. Advice categories



Outdoor living ›



Garden Corner ›



Kids & Craft ›



D.I.Y. Skills ›



CAMPFIRE

FUELLING COMMUNITY

Spotify create content that turns a private habit into a shared global moment.

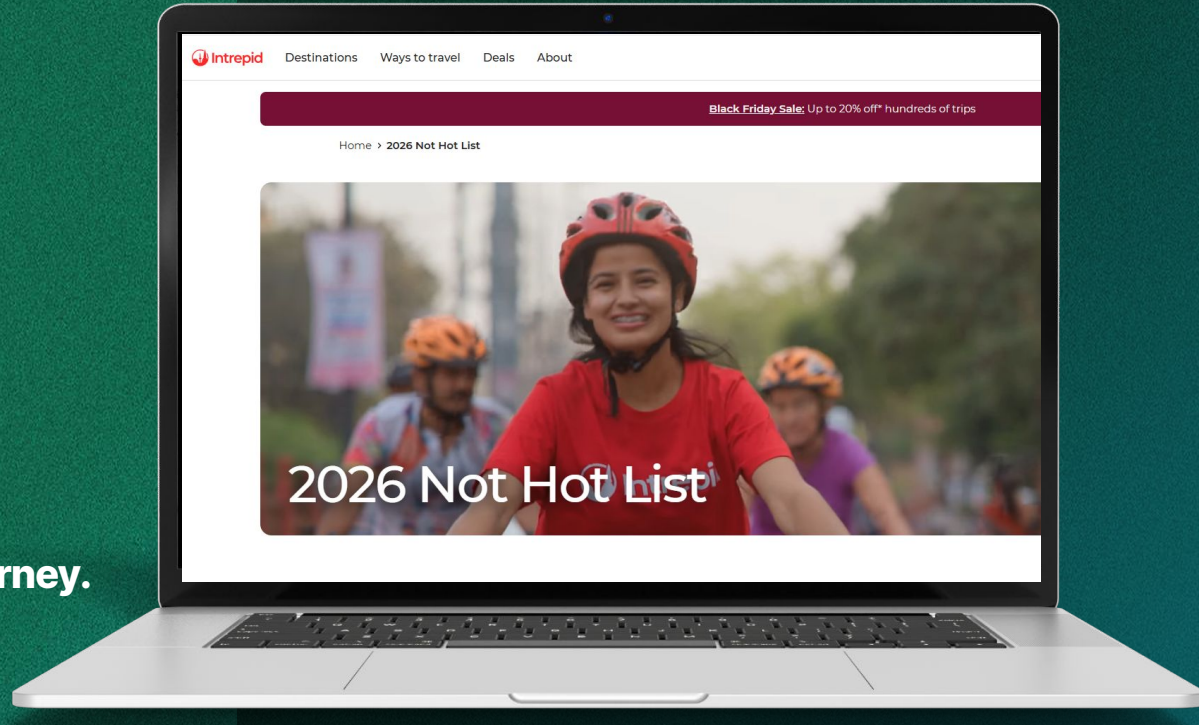




COMPASS

FUELLING PURPOSE

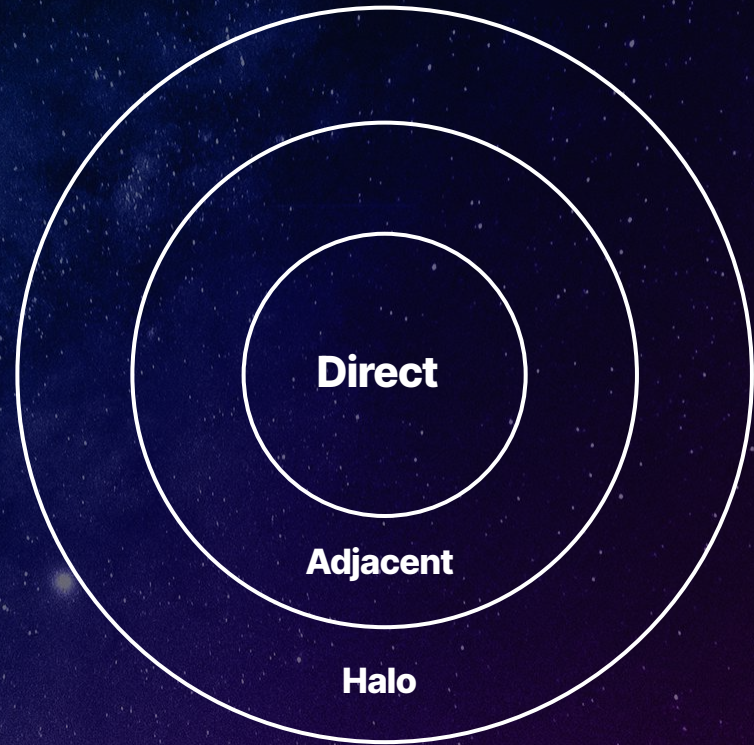
**Intrepid don't just guide your journey.
They guide your values.**



LET'S BRING THIS TOGETHER

3 NO-REGRET PLAYS TO HARNESS THE
POWER OF PASSIONS...
...AND TO FUEL BRAND FANDOM

**Understand your
customers' passions
and the value you
naturally create in a
direct, adjacent or
halo capacity**



**(Re)articulate the role you
play in your customers lives
...through the prism of
enabling their passions***
***meeting them where
they're at in their journey**



Leverage content as your **most** strategic asset to fuel your customers passions, accelerating value creation for both your customers and your brand.

**MASTERY
COMMUNITY
PURPOSE**

A close-up, low-angle shot of a man with a beard looking upwards against a dark, starry night sky. The lighting is dramatic, highlighting the contours of his face and the texture of his beard. The background is filled with numerous small, bright stars, creating a sense of vastness and wonder.

Thank you.

**Unlock the power of
passions**