



UK

Meaningful Brands is the first global analytical framework to connect human well-being with brands at a business level. It measures the benefits brands bring to our lives. It's unique in both scale – 700 brands, over 134,000 consumers, 23 countries - and scope. It measures the impact of the brand's benefits alongside its impact on 12 different areas of well-being (such as health, happiness, financial, relationships and community among others) for a full view of its effect on our quality of life.

Top ten brands UK

1	Clarks
2	Marks and Spencer
3	Google
4	ASDA
5	Sainsbury's
6	John Lewis
7	Argos
8	IKEA
9	Morrisons
10	YouTube

Top Five sectors UK

1	Retail
2	Consumer Goods
3	Food & Beverages
4	Media
5	Public Transport

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Global findings

- The Meaningful Brands Index outperforms the stock markets by 120% - an out performance on par with the top hedge funds
- The majority of people worldwide wouldn't care if 73% of brands disappeared tomorrow.
- Only 20% of brands worldwide are seen to meaningfully positively impact people's lives.

Market findings UK

- In Europe, this disconnection is higher: people would not care if 93% of brands disappeared and only 5% of brands contribute notably to improve people's quality of life
- Unmet expectations explain this:
 - In UK, 68% of the people agree that large companies should be actively involved in solving social / environmental problems
 - And 70% think that companies & brands should play a role in improving our quality of life and well-being
 - But only 24% think that brands work hard at improving our quality of life and well-being
 - Finally, just 32% of people in UK generally trust brand
- Nearly 70% of people in the UK could not live without having people in their life that really cared about them. This is much higher than the Global average (46%) and all other territories.
- Family and personal relationships have significantly increased in importance versus last year. Luxury and social status are far less important than last year.
- Meaningfulness varies across categories: in UK, Retailers and Consumer Goods are the best valued and are the highest performing categories on both collective and personal wellbeing benefits. Unsurprisingly Oil and Finance categories are the least Meaningful
- Just two categories perform more strongly on personal wellbeing than collective wellbeing and these are media and information technology. Two categories upon which we rely to stay connected to the world, our friends and family; and which therefore contribute to our own personal happiness.

Sector and brand findings UK

- UK's Top 3 Meaningful Brands are Clarks, Marks and Spencer and Google. A brands that is growing significantly in meaningful terms is ASDA
- Of the top 10 brands it is clear that long established brands with a value proposition carry the greatest Meaning to consumers. Value isn't just about price, it is about quality too, and this is evidenced in the top performing brands.
- The research demonstrates the importance of heritage and value to today's consumers. Heritage can often infer trust or give a sense of reassurance. Brands should think about how to tell their own story in a way that demonstrates their commitment to their customers.
- Attachment is key to being Meaningful. All top 10 brands scored above 50% when asked if people would miss the brand if it disappeared tomorrow. The average across all brands was just 38%.