



Italy

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 Italy

- 1 Mulino Bianco
- 2 Ferrero
- 3 Barilla
- 4 IKEA
- 5 Nivea
- 6 Decathlon
- 7 Lavazza
- 8 Coop
- 9 Dove
- 10 Danone

Top Five sectors Italy

- 1 Retail
- 2 Food & Beverages
- 3 Consumer Goods
- 4 Oil & Energy/Utilities
- 5 ITC

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Global findings

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

Market findings Italy

- o 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
- o Unmet expectations explain this:
 - o In Western Europe, 71% of people agree that large companies should be actively involved in solving social / environmental problems. In Italy, it rises to 82%.
 - o 71% think that companies and brands should play a role in improving our quality of life and well-being. In Italy it rises to 83%.
 - o In Italy, only 34% think that brands work hard at improving our quality of life and well-being
 - o Finally, just 38% of people in Western Europe generally trust brands. Nevertheless Italy is, again, a special case: 48% of Italians generally trust companies and brands
- o Meaningfulness varies across categories: in Italy, Retailers and Food are the best valued; whereas Finance & Insurance and Telecommunication brands are usually at the bottom of the list. Despite that, Generali, CheBanca! and Telecom increased their MBI vs 2011

Sector and brand findings Italy

- o Italy's Top 3 Meaningful Brands are Mulino Bianco, Ferrero and Barilla.
- o Brands that are growing significantly in meaningful terms:
 - o Flourishing Brands are the ones that are growing and also featured in our Top 20 in 2011. Coca-Cola is a good example as it climbs from 20th to 14th place, with an MBI growth of 8%.
 - o Barilla and Enel grow too (4 and 5%).
 - o Eni, CheBanca!, Telecom and Generali also have a positive growth in meaningfulness (around 8%), even if these brands are not ranked in the top 20.
- o Personal outcomes and connecting with people emotionally have become increasingly important in 2013. Nevertheless, most meaningful global brands take a holistic approach, balancing both personal and well-being outcomes.
- o Food brands in Italy are becoming increasingly meaningful: not only because they are enjoyable and represent a proper life satisfaction, but also because of their ethical profile and their positive impact on economy (local sourcing).
- o Retail brands keep a strong meaningfulness in Italian mindsets, especially when the brand provides good quality and smart solutions at a fair price: for instance IKEA records its highest MBI in Italy and Decathlon scores an outstanding performance too, very close to COOP results.