



Spain

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 Spain

- 1 Google
- 2 IKEA
- 3 Mercadona
- 4 Danone
- 5 Cola Cao
- 6 Nivea
- 7 Nestlé
- 8 Coca-Cola
- 9 El Corte Ingles
- 10 Leroy Merlin

Top five sectors Spain

- 1 Retail
- 2 Food and Beverages
- 3 Consumer Goods
- 4 ITC
- 5 Auto

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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 Spain

- 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.
 - o 71% think that companies and brands should play a role in improving our quality of life and well-being.
 - o Only 28% think that brands work hard at improving our quality of life and well-being
 - o Just 38% of people in Western Europe generally trust brands.
- o Brands in the West need to radically reinvent themselves to reconnect with people and avoid getting commoditized.
- o Meaningfulness varies across categories: in Spain, Retailers are the best valued; whereas Finance & Insurance and Oil & Energy brands are usually at the bottom of the list.
- o But brands are not limited by their industry boundaries: there are meaningful brands disrupting all categories, like Petrobras in Brasil or EDF in France.

Sector and brand findings Spain

- o Spain's Top 3 Meaningful Brands are Google, Ikea and Mercadona.
- 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: Google, Nivea and El Corte Ingles.
 - o Ikea, Carrefour and Dove also have a positive growth in meaningfulness.
 - o Nike and Repsol show the highest growths in MB index.
- 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 Technological brands are becoming increasingly meaningful: not only for making our lives easier but mostly because they help us connect and socialize with others. Examples of this are Google and Microsoft.
- o "Functional" brands (retailers) become meaningful for democratizing people's access to well-being, enhancing better daily lifestyles and delivering more human value. Media Markt, El Corte Ingles, Ikea