



## Global

**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 Global

1	Google
2	Samsung
3	Microsoft
4	Nestle
5	Sony
6	IKEA / Dove
7	Nike / Walmart
8	Danone
9	Philips
10	P&G

### Top ten sectors Global

1	Retail
2	Food & Beverages
3	IT & Consumer Electronics
4	Travel & Tourism
5	Consumer Goods
6	Media
7	Public Transport
8	Auto
9	Oil & Energy Utilities
10	Telecom

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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.
- Brands gaining momentum this year include Nike, Mercedes Benz, Adidas and Dove.
- Brands continuing to flourish include Walmart, Microsoft, P&G and Samsung.
- 2013 shows an increase in the importance of the ITC sector.
- Brands such as Petrobras in Brazil, EDF in France and Repsol in Spain are breaking sector barriers and gaining increasing levels of meaning.

### Country/region comparisons

- Only 20% of brands make a significant, positive difference to people's well-being, with a growing gap between developed and emerging markets (Europe 5%, USA 9%, Latam 27% and Asia 39%).
- In Latam and Asia people are six times more attached to brands than western markets.
- In Europe and the US people would not care if 92% of brands disappeared. In Latam 58% would not care and in Asia 49% would not care.
- In Western Europe and the US only 29%/28% of people think brands work hard at improving our quality of life.
- In Western Europe and the US 21% feel that brands communicate honestly compared to 32% globally, 37% in Latam and 50% in Asia.
- In emerging markets people place relatively more importance on a brand's impact on their community and environment. People in India and China increasingly expect that brands enhance their individual and personal lifestyles.
- The importance of brands delivering on personal benefits has increased, with the US seeing a rise of 5%, Europe 2% and Asia 2%.