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 – both on a personal level and for the community. It’s unique in both scale – 700 brands, over 134,000 consumers, 23 countries – and scope. It measures the impact of a brand’s benefits alongside its impact on 13 different areas of well-being (health, happiness, financial, relationships, community, etc) for a full view of its effect on our quality of life.

Top ten brands USA

1. AMAZON
2. TARGET
3. JOHNSON & JOHNSON
4. CAMPBELL’S
5. GOOGLE
6. KRAFT
7. GLAD
8. MICROSOFT
9. REYNOLDS
10. ORAL B

Global findings

- The Meaningful Brands Index outperforms the stock markets by 120% - an outperformance 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 USA

- In the US, this disconnection is higher: people would not care if 92% of brands disappeared; and only 9% of brands notably contribute to improving people’s quality of life
- Unmet expectations explain this:
  - In the US, 64% of consumers agree that large companies should be actively involved in solving social / environmental problems
  - 71% think companies and brands should play a role in improving our quality of life and well-being
  - Only 36% think that brands work hard at improving our quality of life and well-being
  - Just 40% of people in the US generally trust brands

- Personal well-being and emotional connection have become increasingly important in 2013. Nevertheless, the most meaningful global brands take a holistic approach, balancing both personal and collective well-being
- Meaningfulness varies across categories:
  - Travel & Tourism and Retail are the most valued
  - Consumer Goods, Finance & Insurance and Auto brands are at the bottom of the list

Sector and brand findings USA

- Family, Value/Savings, Stability/Safety and Health are the top increasing priorities, while Luxury/Social Status and Entertainment are the top declining priorities
  - Amazon and Target are ranked as No.1 and No.2 (respectively) in 2013, reflecting consumers’ increasing demand for value
  - On the contrary, luxury consumer brands are lagging behind in Meaningful Brand Index
- Brands that are growing significantly in meaningful terms:
  - Top Flourishing Brands (rank in top 20 and show significant positive growth since 2011) include: Target, Google, Sony, Microsoft
    - Target is especially flourishing in meaningful terms and people show more attachment to the brand than in 2011
    - Other brands that sharply increase their MBindex: Hyundai, BBVA, Kia, Mars, Panasonic and Wal-mart
  - Hyundai shows the highest growths in MB index: 8%
  - 44% of brands measured in both the current and 2011 Meaningful Brands study waves showed a positive lift in their contribution to people’s quality of life and attachment

- Two Auto brands are becoming increasingly meaningful for promoting energy efficiency (Hyundai) and fair prices (Kia)
- Technological brands are becoming increasingly meaningful, not only for making our lives easier but mostly because they help us connect and socialize with others: Panasonic, Apple, Sony, Google, Samsung, Microsoft
- “Functional” brands (retailers) become meaningful for democratizing people’s access to well-being, enhancing better daily lifestyles and delivering more human value: Target, Walmart, Amazon

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