



USA

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, et al) 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

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Global findings

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

- o 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
- o Unmet expectations explain this:
 - o In the US, 64% of consumers agree that large companies should be actively involved in solving social / environmental problems
 - o 71% think companies and brands should play a role in improving our quality of life and well-being
 - o Only 36% think that brands work hard at improving our quality of life and well-being
 - o Just 40% of people in the US generally trust brands
- o 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
- o Meaningfulness varies across categories:
 - o Travel & Tourism and Retail are the most valued
 - o Consumer Goods, Finance & Insurance and Auto brands are at the bottom of the list

Sector and brand findings USA

- o Family, Value/Savings, Stability/Safety and Health are the top increasing priorities, while Luxury/Social Status and Entertainment are the top declining priorities
 - o Amazon and Target are ranked as No.1 and No.2 (respectively) in 2013, reflecting consumers' increasing demand for value
 - o On the contrary, luxury consumer brands are lagging behind in Meaningful Brand Index
- o Brands that are growing significantly in meaningful terms:
 - o 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
 - o Hyundai shows the highest growths in MB index: 8%
 - o 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
- o Two Auto brands are becoming increasingly meaningful for promoting energy efficiency (Hyundai) and fair prices (Kia)
- 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: Panasonic, Apple, Sony, Google, Samsung, Microsoft
- o "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