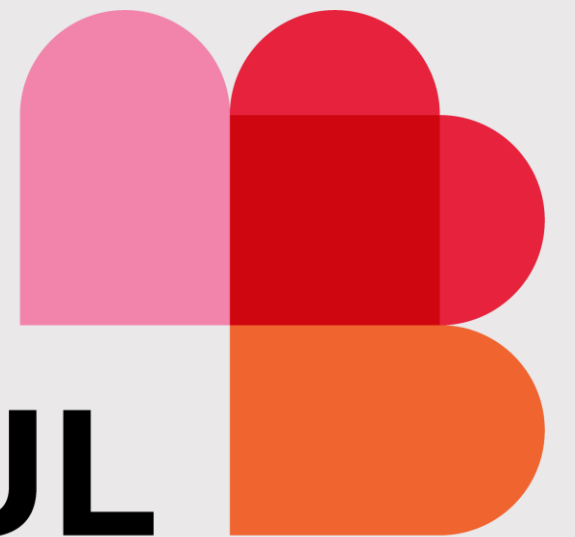
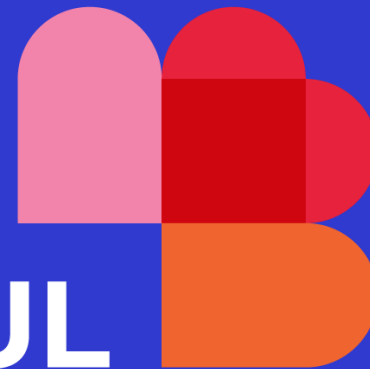
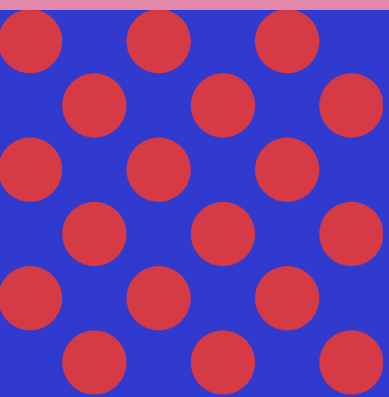




IAVAS
GROUP

**MEANINGFUL
BRANDS 2021**





MEANINGFUL BRANDS

Twelve Year study exploring how brands tangibly improve peoples' lives functionally, enhance their personal well-being, and contribute to wider society.

The Meaningful Brands Study is unique within the industry

1

Dating from 2009,
was the **FIRST**
GLOBAL
FRAMEWORK to
connect brands with
human well-being

2

Explores
PROPRIETARY
METRIC of brand
strength for business
and marketing
planning

3

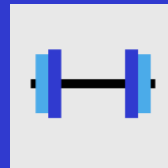
Helps us identify how
and where to
MEANINGFULLY
ENGAGE
with people through
customer, brand and
media experiences

A Tangible Definition of 'Meaningful'

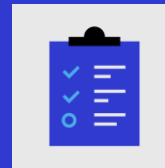
Understanding what matters across 3 pillars and 14 dimensions

PERSONAL BENEFITS

Messaging and behavior that connects on an individual basis and serves a specific personal need or want



PHYSICAL



ORGANISATIONAL



FINANCIAL



INTELLECTUAL



SOCIAL



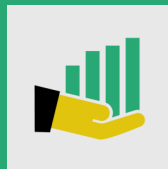
EMOTIONAL



NATURAL

COLLECTIVE BENEFITS

Company initiatives, behaviors, and actions that respond to and connect at the social and cultural level



ECONOMY



EMPLOYER



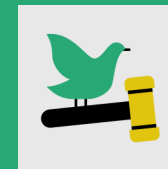
ETHICS



GOOD LIVING



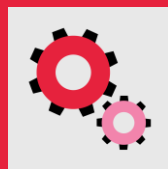
ENVIRONMENT



SOCIAL
JUSTICE

FUNCTIONAL BENEFITS

Rational benefits focused on product functionality, customer service, interactivity, and technology



FUNCTIONAL

Brands are measured against specific attributes – *pertinent to their category* – within each pillar



FUNCTIONAL

How the product or service delivers

- Banking app
- Best Camera
- Clear Info
- Comfortable clothes
- Compatibility
- Data privacy
- Delivers
- Designs
- Digital experience
- Easy journey
- Easy returns
- Easy Switch
- Exclusive exp.
- Fair Prices
- Fix cuts
- Handling
- Handset Change
- Helpful Staff
- In charge
- In store experience
- Inclusive Collection
- Innovative
- Interactions
- Leader
- Multisensory
- Price's consistency
- Proactive
- Quality brands
- Quality Prods
- Range
- Respect
- Safe & Responsible
- Safety features
- Scents
- Tariffs Range
- Technology-driven
- Tools & services
- Unique
- Upright



PERSONAL

How brands improve peoples' lives



PHYSICAL

- Healthy
- Attractive



ORGANISATIONAL

- Life Easier
- Better Habits
- Save Time



FINANCIAL

- Best interests
- Savings
- Wealth



INTELLECTUAL

- Trendy
- Skills
- New Ideas



SOCIAL

- Belonging
- Sharing
- Connecting
- Closer



EMOTIONAL

- Me Happy
- Makes me content
- Self-Esteem
- Peace of Mind
- Show-off/Pride
- Self expression
- Privileged
- Relaxed



NATURAL

- Env. Enabler
- Sense of Purpose



COLLECTIVE

A brands role in society



ECONOMY

- Local Suppliers
- Development
- Benefits the Economy



SOCIAL JUSTICE

- Migrants
- LGBT+ rights
- Women's rights
- Anti-racism
- Social Leader
- Improve access
- Diversity



ETHICS

- Transparent
- Causes
- Data protection
- Ethical



GOOD LIVING

- Healthy lives
- Education
- Culture access
- Food security
- Poverty



ENVIRONMENT

- Respects Animals
- Sust. consumption
- Climate change
- Respects Nature
- Sust. Energy
- Sust. Innovations
- Clean supply chain
- Food waste
- Sust. Brands



EMPLOYER

- Good employer
- Jobs
- Invests

In orange: Attributes specific to a category

The Study is Valuable in Multiple Ways

Understanding the specific **FUNCTIONAL, PERSONAL AND COLLECTIVE** benefits that people are seeking from a brand in a given category

Recognizing the **DEFICIT** and capitalizing on this for competitive advantage

IDENTIFYING THE BEST KIND OF CONTENT

For a brand to deliver within the customer's journey

Unlocking the **AUTHENTIC** role for a brand to play in a landscape that requires new kinds of **SOCIETAL COMMITMENTS**



**For the 12th year,
there is a decline
in the value most
consumers see
from brands**

People would
not care if
81%
of brands
disappeared

**Worse still – Uncertainty
Spills over.**

**Political and social unrest,
disinformation and distrust
have begun to impact our
relationship with brands.**

72%

**Of Consumers are Tired of
Brands' Empty Promises**



Meaningful Brands 2021 in numbers

2021 Study

(Conducted Q3 2020)

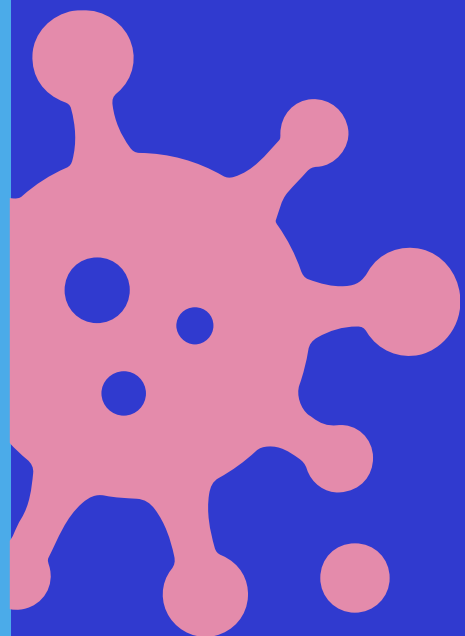
+16,938 Citizens

+143 Brands

17 Industries

The chaotic cultural landscape exacerbated in 2020 has significantly impacted consumer priorities and behavior

Global
Pandemic



Political
Friction



Societal
Demands



Misinformation/
Disinformation



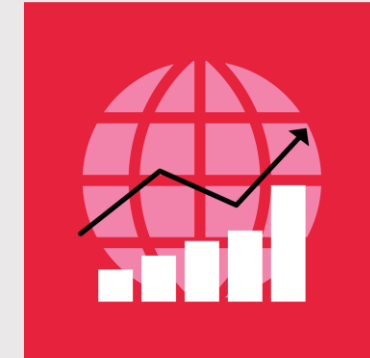
A state of crisis has shifted our priorities

Three quarters of Citizens feel we are
living in a global crisis across four key
areas



Public Health

82%



Economy

81%



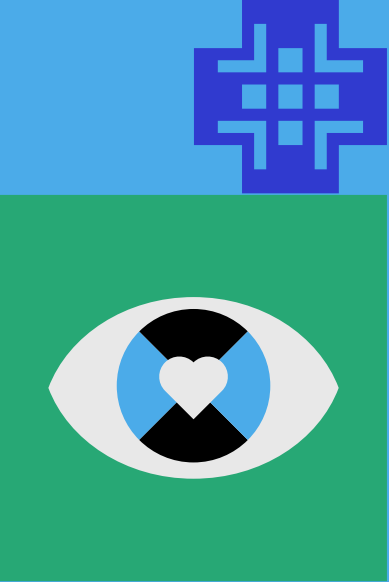
Politics

79%



Environment

75%



The Belgian market is sadly more distrustful toward brands than global results (47% brands are seen as trustworthy at a global level)

41%

**Less than
half of
brands are
actually seen
as
trustworthy**



Yet
expectation
is at an All
Time High

72%

think brands
must act **NOW**
for the good of
society & planet

**People not only
expect better
behavior – they
are willing to
pay more!**

45%

**are ready to pay more
for a brand that takes
a stand on
environmental and
social issues**

46%

**of citizens say they
want to stop buying
products from
brands that are not
aligned with their
values**

+10

pts. vs. 2019

You can't con your consumer They are aware of your actions

Only **22%**

feel satisfied with companies' or brands' concrete actions to make the world a better place

Only **21%**

of consumers think companies and brands are transparent about their commitments and promises

Brands continue to focus on functional delivery – it's important but not the whole picture

DRIVERS' IMPORTANCE

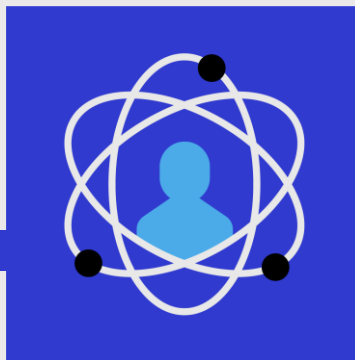
42%

FUNCTIONAL



32%

PERSONAL

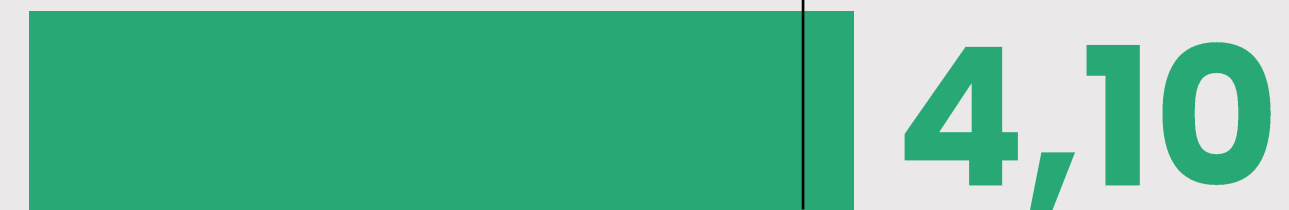
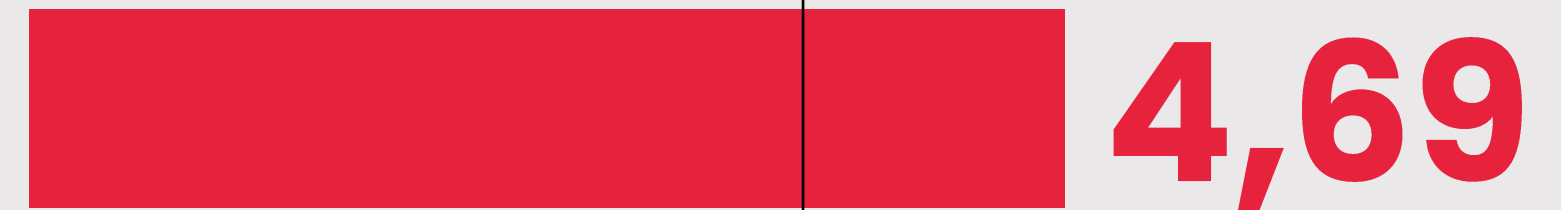


26%

COLLECTIVE



BRANDS' PERFORMANCE 1-7/7



Weak

Med

Good

Consumers are seeking more Personal and Collective Benefits to enhance their well-being



FUNCTIONAL

Deliver a good product / service

42%

- 108 Quality prods
- 105 Delivers
- 103 Safe & responsible
- 103 Fair prices
- 102 In store experience



PERSONAL

Improve peoples' lives

32%

- 116 Life easier
- 110 Peace of mind
- 108 Self expression
- 107 Content
- 106 Me happy



COLLECTIVE

Play a role in society & environment

26%

- 114 Transparent
- 110 Good employer
- 109 Benefits the economy
- 107 Jobs
- 107 Ethical

From collective to personal, consumers needs changed during the crisis



PERSONAL

Improve peoples' lives

32%

- 116 Life easier
- 110 Peace of mind
- 108 Self expression
- 107 Content
- 106 Me happy



COLLECTIVE

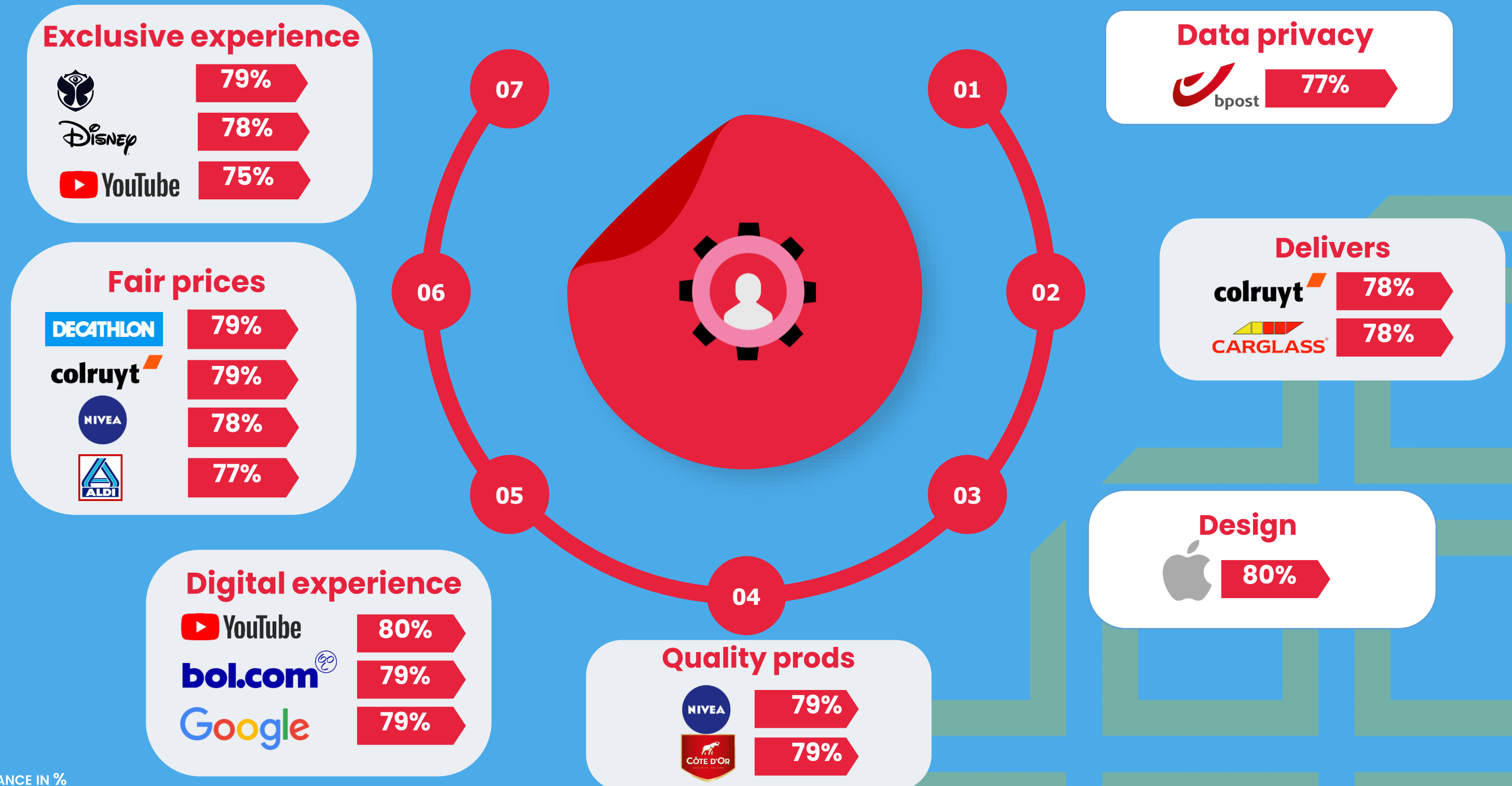
Play a role in society & environment

26%

- 114 Transparent
- 110 Good employer
- 109 Benefits the economy
- 107 Jobs
- 107 Ethical

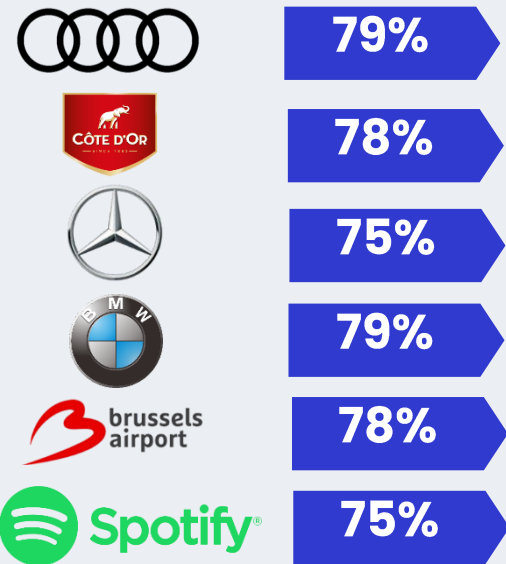


Functional pillar : Champion brands by attributes



Personal pillar : Champion brands by attributes

Me happy



Savings

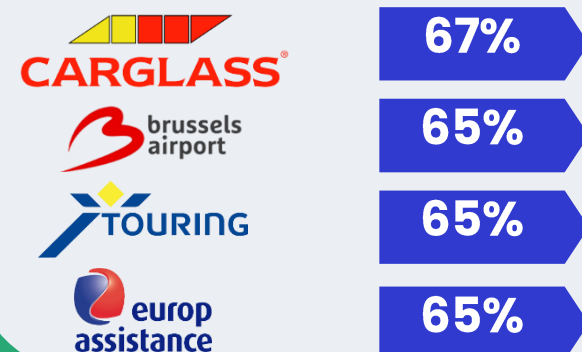


0

05

04

Peace of Mind



01

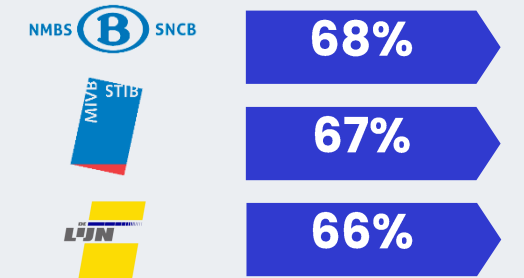
02

03

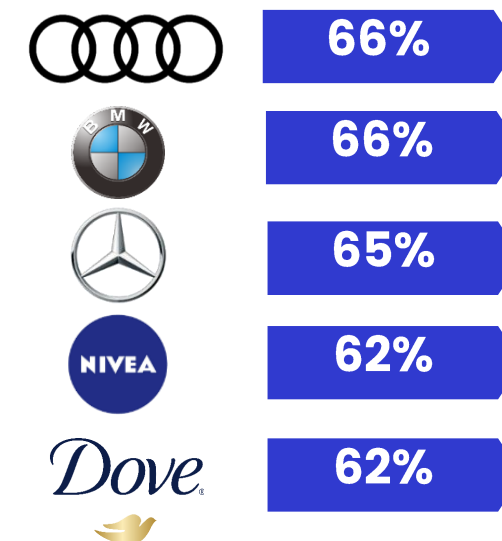
Connecting



Env. enabler



Attractive



Collective pillar : Champion brands by attributes



Consumers increasingly expect brands to strengthen their collective pillar

Three specific dimensions saw a significant increase but collective are prevalent



COLLECTIVE

Uses local suppliers where possible

Fosters the local community development

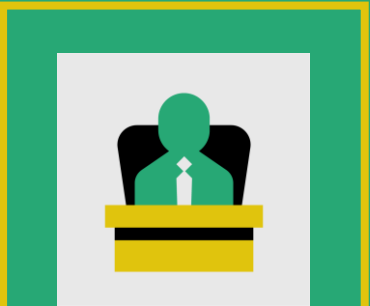
Its business activities benefit the economy of the country today



ECONOMY

+3%

- +8% Benefits the Economy
- +4% Creates Jobs
- +5% Fosters the local community development



EMPLOYER

+5%

- +8% Treats employees fairly



ENVIRONMENT

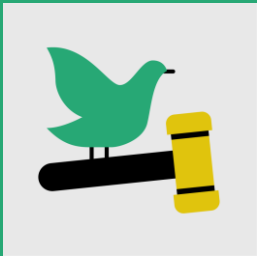
+7%

- +17% Sustainable Consumption
- +9% Sustainable Energy
- +14% Clean Supply Chain



GOOD LIVING

NEW
21



SOCIAL JUSTICE

NEW
21



ETHICS

+1%

2

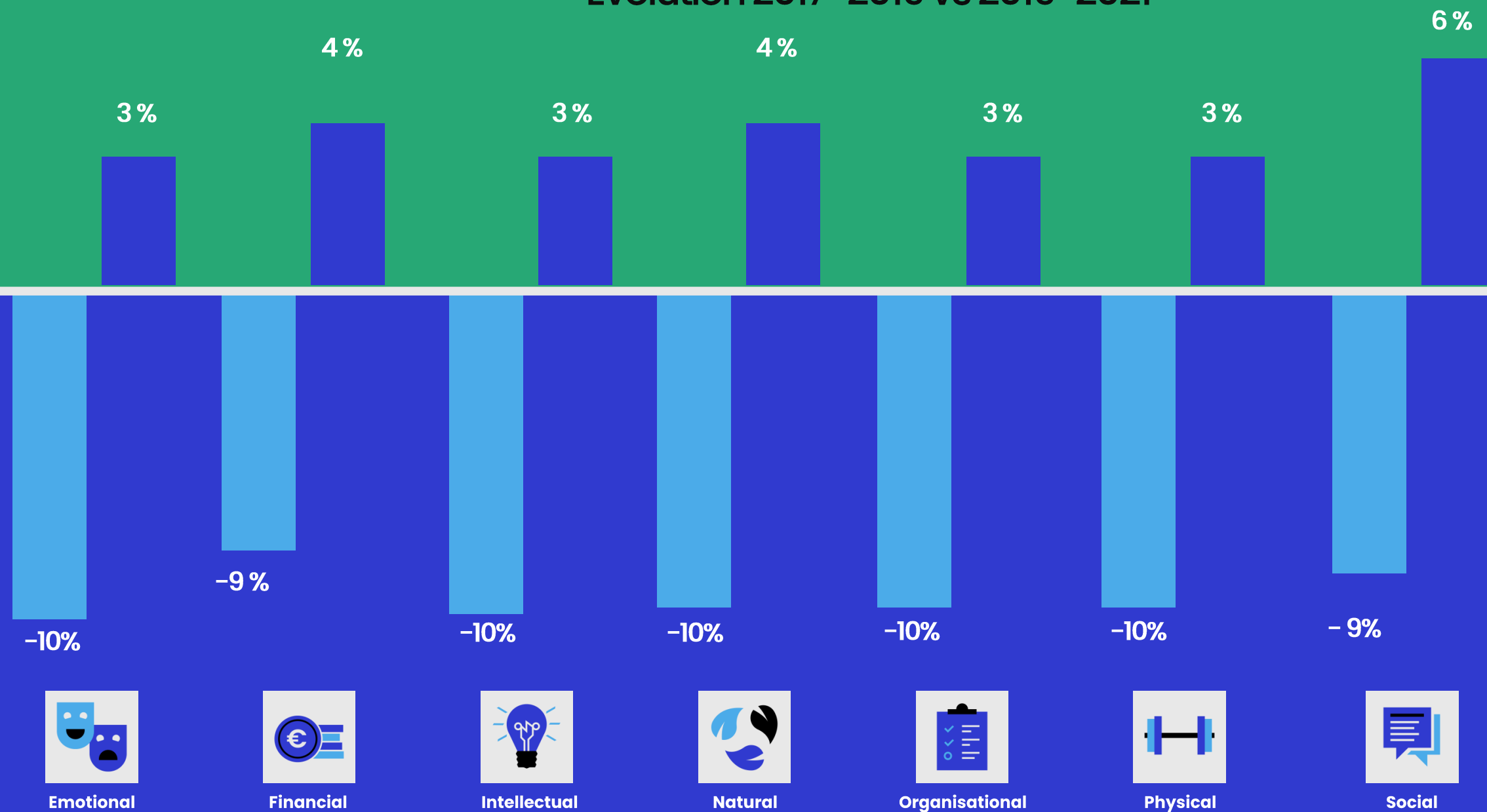
**There are
immediate
opportunities to
forge
meaningful
connections in
the short term**

75%

of Consumers expect
Brands to show
support to people in
times of crisis

The crisis brought a greater need for **personal benefits** to be met today

Evolution 2017–2019 vs 2019–2021



Emotional



Financial



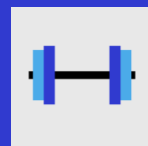
Intellectual



Natural



Organisational



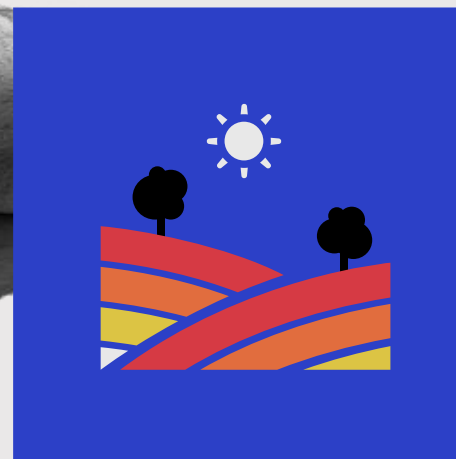
Physical



Social

Consumers expect brands to help in decreasing life's stressors

116



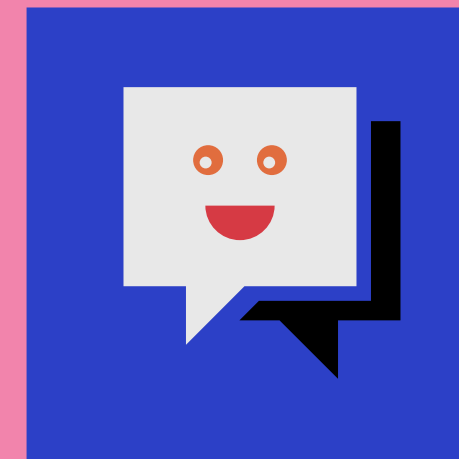
Makes my life easier

110



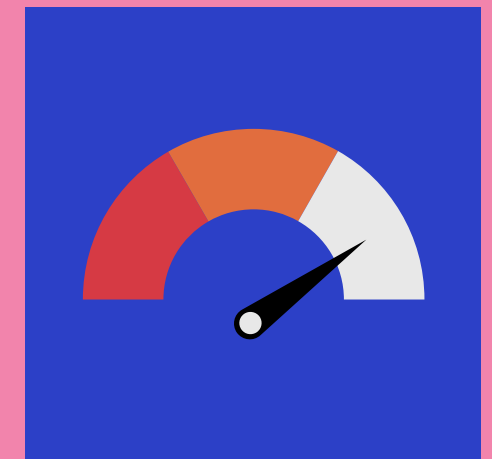
Gives me peace of mind

106



Helps me feel truly happy

107
































Helps me feel content in my daily life



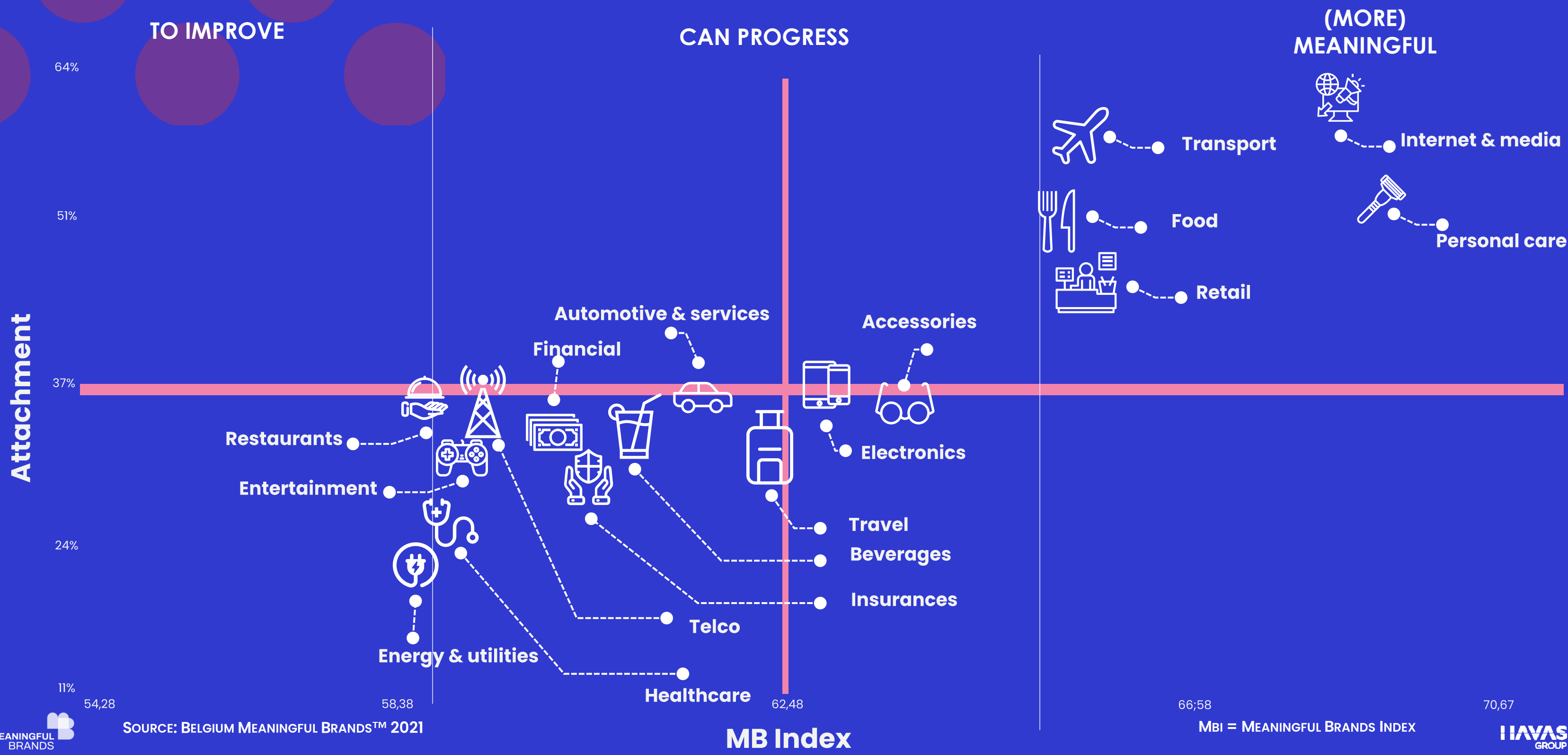
Belgian most Meaningful Brands 2021

Tech & retail rules, companies with Belgian roots follow

1	2	3	4	5	6	7	8	9	10
									
73,7	73,1	72,8	71,7	71,2	71	70,9	70,7	70,4	70,1
11	12	13	14	15	16	17	18	19	20
									
70,1	70,1	69,9	69,5	69,4	69,1	69	68,8	68,8	68,4
21	22	23	24	25	26	27	28	29	30
									
68,3	68,3	67,9	67,3	67,1	67,1	67	66,9	66,8	66,5






























Mbi & Attachment per category

Transport industry & Telco have seen their MBI increase in 2021



Dutch speakers most Meaningful Brands 2021

Tech rules in the NORTH

1	2	3	4	5	6	7	8	9	10
									
76,6	75,1	74,8	73,9	72,7	72,6	72,6	72,4	72,2	72,2
11	12	13	14	15	16	17	18	19	20
									
72,1	71,8	71,5	71,1	70,8	70,7	70,7	69,9	69,7	69,5
21	22	23	24	25	26	27	28	29	30
									
69,4	69,3	69,2	68,9	68,9	68,8	68,7	68,1	68	68































French speakers most Meaningful Brands 2021

Local premium in the SOUTH

1		2		3		4		5		6		7		8		9		10	
	71,7		71,1		70,7		70,6		70,4		70,1		69,9		69,6		69,6		69,5
11		12		13		14		15		16		17		18		19		20	
	69		68,9		68,5		68,2		68,1		68		67,4		67,4		67		66,9
21		22		23		24		25		26		27		28		29		30	
	66,6		66,5		66,2		66		66		65,9		65,8		65,8				65,8

Gen Z most Meaningful Brands 2021

Social networks, streaming platforms and e-commerce rule. Some local brands keep a strong position (retail, transport, food)

1	 YouTube	77,1
2	 IKEA	75,5
3	 colruyt	75,2
4	 Google	75,1
5	 NETFLIX	74,1
6	 DECATHLON	72,9
7	 bol.com	72,8
8	 bpost	72,7
9	 brussels airport	72,4
10	 zalando	72,4
11	 Instagram	72,3
12	 NIVEA	71,7
13	 Audi	71,6
14	 CÔTE D'OR	71,1
15	 on	71
16	 Disney	70,9
17	 Mercedes-Benz	70,5
18	 WhatsApp	70,4
19	 Lotus Since 1932	70,4
20	 Carrefour	70,3
21	 Apple	70
22	 SAMSUNG	70
23	 Microsoft	70
24	 Lipton	69,9
25	 brussels airlines	69,6
26	 LU Créateur de biscuits depuis 1845	69,5
27	 DELHAIZE	69,3
28	 MediaMarkt	69,2
29	 ALDI	69
30	 VW	68,8

Boomer most Meaningful Brands 2021

Repositioning of Aldi & Lidl very effective among boomers: the 2 smart discounters have gained 20 places since the last edition

1		76,1
2		74
3		71,8
4		71,2
5		70,7
6		70,6
7		70,1
8		70
9		69,5
10		69,3
11		69
12		68,6
13		68,5
14		68,5
15		68,1
16		68,1
17		68
18		67,9
19		67,8
20		67,4
21		66,7
22		66,6
23		66,4
24		66,3
25		66,1
26		65,8
27		65,8
28		65,7
29		65,5
30		65,3

KEY TAKEOUTS FROM MB 2021

Cynicism at an all-time high; less than half of brands are seen as trustworthy (41%) and 81% could disappear and would be easily replaced

**72% have little faith that brands will deliver on their promises
Despite this cynicism, consumers are desperately seeking brands that will make a meaningful difference**

72% saying brands must act now for the good of society and the planet

82% of consumers expect brands to show support of people in times of health crisis

KEY TAKEOUTS FROM MB 2021

Although companies must continue to focus on functional delivery – personal benefits have gained considerable importance in this post-covid era for consumers. However, brands performance on this pillar remains weak.

From a 'Collective benefits' perspective, consumers expect brands in to have a positive impact on the economy, employment and local development before the environment. However, it is these collective benefits related to the environment that have gained the most importance between 2019 and 2021.

A strong local presence is a factor that positively influence the Meaningful Brand Index. However, for their technological and digital needs, consumers prefer large global players.

THANK YOU
THANK YOU
THANK YOU
THANK YOU
THANK YOU
THANK YOU
THANK YOU
THANK YOU

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