



**Meaningful Brands** from Havas Media is able, for the first time, to connect our quality of life and wellbeing to brands. It does this by measuring both the perceived impact of brands on our personal/individual wellbeing - fitness, health, self esteem, happiness, values, intelligence, social relationships, financial security, lifestyles and habits - and our collective wellbeing, that is how brands help improve communities, societies and the environment.

### Top Ten Brands **Global**

1	IKEA
2	Google
3	Nestlé
4	Danone
5	Leroy Merlin
6	Samsung
7	Microsoft
8	Sony
9	Unilever
10	Bimbo

### Scale and scope

**14 markets:** UK, US, Spain, Germany, France, Italy, India, Brazil, Argentina, Chile, Colombia, Mexico, China & Japan.

30,000 consumers; 150 brands; 10 industry sectors: automotive, consumer goods (FMCG & luxury), energy, finance, food&beverage, oil, pharmaceutical, retail, telecoms&ICT and transport.

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### Top Story:

- Only 20% of brands are having a positive impact on our sense of wellbeing and quality of life.
- Most people would not care if 70% of brands disappeared in the future.
- Although most brands have shown an increase in their impact on wellbeing by adding value to communities, society and the environment, it is clear that there is a huge opportunity to increase their impact on individual wellbeing and quality of life.

### Sector and Brand findings:

- The gap between the highest and lowest ranking brands has widened, although more brands have improved than worsened since 2010.
- Auto brands such as Volkswagen, BMW, Toyota and Peugeot have, according to consumers, improved the most in this area.
- Brands such as Pfizer and Toyota have increased most in terms of their impact on our collective wellbeing, driven by greater environmental and product innovation.
- Whilst consumer facing brands such as food and drink and consumer goods tend to achieve top scores, other sectors show little consistency. ITC and auto sectors show a wide range of results.
- Despite this, sector trends can be broken. Brands such as Petrobras, EDF, O2 and Free in France all show great results despite their lower than average sectors.

### Country comparisons:

- Latam consumers show a healthier relationship with brands – with a larger proportion of brands (30%) considered to be positively improving our lives. This compares to 8% in Europe and only 5% in the US. Consumers in Chile and China are the most active when considering environmental, social and ethical aspects when purchasing.
- We can see that consumers in APAC and Latam are also more attached to brands. In Latam and APAC consumers cared if 53% of the brands ceased to exist compared to 12% in Europe and 18% in the US.

### Consumer Trends:

- For the fourth year running consumer expectations of companies' responsible behaviour continues to rise.
- Nearly 85% of consumers worldwide expect companies to become actively involved in solving these issues (an increase of 15% from 2010).
- Those prepared to reward responsible companies by choosing to buy their products is up 11% from last year.
- For the third year running those who would pay a premium for a product produced in a responsible way is up from 44% last year to 53% in 2011.
- Those who would punish irresponsible companies is also up to 44% from 36% in 2010.
- Only 28% of consumers worldwide think that companies today are working hard to solve the big social and environmental challenges people care about. Two thirds remain sceptical –especially in developed markets- and only 20% trust companies when they communicate about their social/environmental commitments and initiatives.