

Australia

Meaningful Brands is the first global analytical framework to connect human wellbeing 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 brands Australia

1	Woolworths
2	Google
3	Coles
4	PayPal
5	Kellogg's
6	Samsung Electronics
7	Microsoft
8	Vegemite
9	Milo
10	Visa

Top sectors Australia

1	Food
2	Retail
3	Technology
4	Consumer Goods
5	Media
6	Transport
7	Finance & Insurance
8	Healthcare
9	Travel & Tourism
10	Beverage

Global findings

- o Meaningful Brands can increase their Share of Wallet by seven times and, on average, gain 46% more Share of Wallet than less Meaningful Brands.
- o Top Meaningful Brands deliver marketing KPI outcomes that double that of lower scoring brands.
- o Meaningful Brands outperform the stock market by 133%, with top 25 scorers delivering an annual return of nearly 12% (6,7 times the SXW1800 stock index).

Australia results

- o Australians want brands to be meaningful... but few brands are delivering yet
- o 60% believe that companies and brands should play a role in improving our quality of living and well being (12% agree completely with this statement)
- o 71% feel that companies and brands are not working hard at improving quality of life and wellbeing (17% strongly feel they are not)
- o So disconnection between people and brands is an issue in Australia
- o 79% declare they look for the best deals/special offers and 56% strongly agree that look to meet their functional needs, and give little attention to the brand name of the product
- o So no wonder why brands in Australia rely on functionality, with less focus on Personal and Collective wellbeing
- o Regarding the rank, whilst there are some of the usual (global) suspects such as Google, Samsung, Visa & Microsoft, local factors play a significant role in how brands have performed on the Meaningful Brands Index.

- o Hypermarkets Woolworths and Coles rely on prices (and ubiquitous presence) and a promise of fresh produce, driving their high performance on Marketplace outputs
- o Paypal has been the biggest surprise this year, and an important factor for this is its contribution to making peoples lives easier and strong local partnerships with retailers
- o Vegemite is an Aussie icon and there aren't any real surprises here. Nostalgia, heritage... Similar reasons for Kellogs and Milo making the list as it resonates with family, healthy living (physical dimension clearly driving), and "brands we grow up with".

Country comparisons

- o Australia belongs to the cluster of the "Mature, Pragmatic & Brand Agnostic" countries.
- o Just 31% of people trust brands (the global average is 40%).
- o And there is a lack of interest on brands: just 25% declare they regularly seek out information about the behavior of companies and brands (global average is 37%).
- o To bring love back, brands in these countries need to "start delivering, not just continue promising".

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