

## China

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 – 1,000 brands, over 300,000 consumers, 34 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 ten brands China

1	Haier
2	Intel
3	Air China
4	JD.com
5	Lenovo
6	Audi
7	Unilever
8	Microsoft
9	IKEA
10	Adidas

### Top ten sectors China

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

### 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 are double that of lower scoring brands.
- o Meaningful Brands outperform the stock market by 133%, with the top 25 brands delivering an annual share return of nearly 12% (almost seven times higher than the STOXX 1800 stock index).

### China results

- o In Emerging Asia, people's relationship with brands is stronger than globally: people perceive that 75% of brands contribute notably to improve people's quality of life and would care if 60% of brands disappeared
- o As opposed to Western economies, people's expectations are well met:
  - o In China, 73% of people agree that large companies should be actively involved in solving social / environmental problems.
  - o 71% think that companies & brands should play a role in improving our quality of life and well-being.
  - o 69% think that brands work hard at improving our quality of life and well-being.
  - o 64% of people in China generally trust brands
- o More meaningful global brands are most likely to come from emerging markets, and following the majority pattern of western brands is unlikely to realize sustainable business success.

- o Meaningfulness varies across categories: in China, Healthcare are the best valued, followed by Beverage and Technology.
- o But brands are not limited by their industry boundaries: there are meaningful brands disrupting all categories, like Air China in the Transport sector is doing in China.
- o This year, more brands are involved in the Meaningful Brands Study in China: increased from 24 brands to 98.
- o China's top 3 Meaningful Brands are Haier, Intel and Air China
- o Growing brands that are flourishing in meaningful terms are Haier, Mengniu, Air China. Auto brands as Kia, Hyundai and BMW also have considerably high growing rate.
- o China, compared with other European and American countries, sees brands that answers to their personal and collective wellbeing are brands that are meaningful.

## Country comparisons

- o China is an Emerging Grateful market: brands here have a high level of meaningfulness and are seen as providers of Personal and Collective wellbeing, not just as products
- o Other countries positioned close to China under this perspective are Indonesia and UAE, but there are some differences with them:
  - o In Indonesia and UAE around 70% always look for the best deals and special offers, while in China it's just 55%
  - o Besides, in Indonesia and UAE around 60% declare they look to meet their functional needs and give little attention to the brand name, while in China it's just 49%
  - o In addition, people 49% of the people in China declare that, among their friends, they are always the first to try new products and to experience the latest things (it goes down to 38% in Indonesia)
- o So we can see how people in China are increasingly seeing the added value brands can offer, setting aside price-driven decisions. Brands here are icons of improved living standards.

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