

India

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 India

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|----|-------------------------------------|
| 1 | Amul |
| 2 | Cadbury |
| 3 | Google |
| 4 | Britannia |
| 5 | Life Insurance Corporation of India |
| 6 | Microsoft |
| 7 | Intel |
| 8 | HP |
| 9 | Parle |
| 10 | Samsung |

Top ten sectors India

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|----|---------------------|
| 1 | Automotive |
| 2 | Food |
| 3 | Media |
| 4 | Energy & Utilities |
| 5 | Healthcare |
| 6 | Consumer Goods |
| 7 | Transport |
| 8 | Technology |
| 9 | Finance & Insurance |
| 10 | Retail |

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).

India results

- o In Apac, connection with brands is healthier than in other regions. Specially between emerging economies:
 - o people would care about the disappearance of 75% of brands (just 26% globally)
 - o and 83% of brands are trusted (just 50% globally)
- o This is because brands are meeting consumers' expectations. And India is the best representative of this good relationship between consumers and brands:
 - o 75% believe brands should play a role in improving our quality of life and wellbeing
 - o 69% think brands can actually play that role
 - o And more than half (67%) feel brands are working hard at it (global average is 39%)
- o Meaningfulness varies across categories: Automotive and Food are the most meaningful categories. Finance & Insurance and Retail scored lower on MBI.
- o Automotive brands appear all in the Top 50 (out of 100): Honda, Toyota and Hyundai leading

- o Food is one of the most meaningful categories, attaining strong Attachment and Trust. This brands are especially meaningful for making our daily lives better prevailing the rational benefits of savings, convenience, health or better nutritional habits
- o Local food brands often take the lead in most markets (such as Amul and Cadbury), together with big multinational corporations, who often introduce local brands to resonate with consumers context and tastes locally
- o The highest attachment is for LIC, the iconic state-owned insurance group: 86% of the people would care if the brand disappeared tomorrow

Country comparisons

- o India is the most grateful country with brands. The level of perceived meaningfulness from brands is the highest
- o It is classified as 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 functional products
- o Other country positioned close to India under this perspective is UAE, but with a gap between them
 - o Regarding wellbeing, both countries balance personal and collective, but in India Collective weights slightly more. No wonder 66% declare they consider the impact of a brand on people's wellbeing or the environment (in UAE it's 53%)
- o As a conclusion, we can see how people in India are happy to have brands as partners in their improving standards and as enablers, allowing them to play a meaningful role in their lives

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