

## Indonesia

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 Indonesia

|    |                  |
|----|------------------|
| 1  | Aqua             |
| 2  | Honda            |
| 3  | Garuda Indonesia |
| 4  | Indofood         |
| 5  | Tolakangin       |
| 6  | Samsung          |
| 7  | Bango            |
| 8  | Blue Bird        |
| 9  | Indomie          |
| 10 | Ultra Milk       |

### Top ten sectors Indonesia

|   |                |
|---|----------------|
| 1 | Transport      |
| 2 | Technology     |
| 3 | Food           |
| 4 | Consumer Goods |
| 5 | Automotive     |
|   |                |
|   |                |
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### 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).

### Indonesia results

- o In Indonesia, the connection between brands and consumers is relatively stronger than in other markets: in average, 42% of people would care if the brands analyzed disappeared and 58% of Indonesian consumers think brands notably improve their quality of life (these percentages of people are just 40% and 41% at a global level)
- o Brands generally meet Indonesians' expectations:
  - o 76% of the people agree that large companies should be actively involved in solving social / environmental problems
  - o 74% think that companies & brands should play a role in improving our quality of life and well-being
  - o Most of them believe that 68% of brands work hard at improving quality of life and well-being
  - o In effect, majority of them (57%) generally trust brands
- o Meaningfulness varies across categories: Transportation is the most meaningful categories. As expected Finance & Insurance and Beverage scored low on MBI.
- o Indonesia's Top 3 Meaningful Brands are Pepsodent, Honda, and Garuda Indonesia.

- o The top 10 meaningful brands are mostly perceived as “generic to category” brands, representing the entire category, and those that inspire local “pride.” Generic brands are so ingrained in consumers’ daily lives that Honda is synonymous to motorbikes. Meanwhile local companies or brands such as Garuda and Blue Bird have significantly grown in stature over the years. Indomie and Bango, and are also a source of pride. While, Tollakangin is a local remedy medicine, ingrained in every household.
- o Attachment is key to being meaningful. All top 10 brands scored above the national average (42%), being Garuda Indonesia the highest one (62% of the people would miss the brand if it disappeared tomorrow).
- o This research signifies the importance of instilling habits to consumers and building home-grown products. Habit is a comfort zone, a default action that reassures consumers. This also applies to home-grown products in addition to offering a sense of community and a higher self-esteem. Brands should then tell their stories in a way that demonstrate these values

## Country comparisons

- o Indonesia 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 Indonesia under this perspective are China and UAE, but there are some differences with them:
  - o In Indonesia 68% are typically willing to pay more for high-quality items, while in China it's 63% and UAE is 62%
  - o Besides, in Indonesia 70% declare they are often motivated by self-improvement, while in China and UAE it's just 65%
- o So we can see how people in Indonesia are increasingly driven by their personal wellbeing. Brands here are not only icons of their improved living standards, but also partners on this progress

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