

Japan

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 Japan

1	Panasonic
2	Toyota
3	Uniqlo
4	Kirin Brewery
5	Kikkoman
6	Toshiba
7	Canon
8	Sony
9	Disney
10	Honda

Top five sectors Japan

1	Consumer Goods
2	Entertainment
3	Technology
4	Finance & Insurance
5	Automotive

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).

Japan results

- o In Emerging Asia, connection with brands is healthier than in other regions.
- o But Japan belongs to the group of Developed APAC, where disconnection has become the new normal :
 - o people would care about the disappearance of 11% of brands (26% globally)
 - o and 36% of brands are trusted (50% globally).
- o This is because brands aren't meeting consumers' expectations. In the case of Japan:
 - o 51% believe brands should play a role in improving our quality of life and wellbeing
 - o And just 30% think brands can actually play that role
 - o Which is aligned with the 32% of people that feel brands are working hard at it.
- o Meaningfulness varies across categories: Consumer Goods and Entertainment are the most meaningful categories. Finance & Insurance and Automotive scored lower on MBI.

- o FMCG are becoming meaningful for democratizing people access to well-being, enhancing better daily lifestyles. This is the case of Uniqlo, one of the surprises of the year: in the global ranking we find it outperforming bigger ones like Zara or H&M.
- o Technology is becoming increasingly meaningful worldwide, as it helps make our lives easier, help us connect with our community and manage our relationships.
- o Just 1/28 of brands researched have a quality of life value of 50% or higher (Panasonic), which means that 50% of the population consider few brands are contributing to improve their quality of life.
- o The highest level of Advocacy is for Panasonic and Toyota (48% of the people would recommend the brand to their acquaintances). And they have the highest attachment from people too (33% & 32% would care if these brands disappeared): iconic local brands are highly appreciated in Japan.

Country comparisons

- o Japan is a Grateful but “Colder” market: brands here are seen as providers of Personal and Collective wellbeing, not just as products, but people in general aren’t very attached to them (low levels of meaningfulness).
- o This is not so common, as usually both patterns are aligned.
- o The difficulty to see brands as “partners” and a lack of interest explain this particular situation:
 - o Just 25% of people think brands communicate honestly about their commitments and promises.
 - o And, maybe as a consequence, just 18% regularly seek out information about the behavior of companies and brands.
- o The challenge is to re-gain people’s trust through making a real tangible difference, communicating honestly and delivering the promise given.

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