

Philippines

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 10 brands Philippines

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| 1 | Biogesic (Unilab) |
| 2 | Johnson & Johnson |
| 3 | Unilever |
| 4 | Bear Brand (Nestlé) |
| 5 | Jollibee |
| 6 | Procter & Gamble |
| 7 | SM |
| 8 | Enervon |
| 9 | Samsung |
| 10 | Nescafé |

Top sectors Philippines

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|---|------------------|
| 1 | Healthcare |
| 2 | Food |
| 3 | Consumer Goods |
| 4 | Energy / Utility |
| 5 | Technology |
| 6 | Beverage |
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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 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).

Philippines results

- o This is the first run for Meaningful Brands in the Philippines.
- o There is a healthy mix of sectors within the top, with 3 industries making up the list – Healthcare, Food and Consumer Goods
- o The top 3 brands are Biogesic, Johnson & Johnson and Unilever
 - o **Biogesic** – a Healthcare brand from United Laboratories (Unilab) takes the top spot as most Meaningful Brand in the country
 - o A potentially unique story for a Personal Need for Filipino consumers is the desire for the healthcare brands to fulfill the “Show-off” need. A quick explanation may lie in the fact that generic drugs are now commonplace in the market.
 - o Johnson & Johnson and Unilever round out the top 3 most Meaningful Brands in the country.
- o Across all Industries / Categories, there is a huge opportunity to meet unmet Marketplace needs. In relation to this, Filipinos seem to believe that across the industries, their Personal Needs are being met. In addition, Pinoys also trust in the brands and their contribution to their

Collective Well-Being (Only 3/40 brands have less than 50% Trust scores; the lowest score for the top 10 Brands is 88%).

- o Value is perceived differently, depending on the Industry. For our top brand, Physical and Financial needs were top drivers for Personal Well-Being. For our Consumer Goods, price was important, but of less significance than Emotional and Organizational Needs.
- o Attachment and Improving the Quality of Life play vital roles in Meaningfulness
 - o 29/40 Brands have Attachment of 50% and higher
 - o 31/40 Brands have Quality of Life scores 50% and higher

Country comparisons

- o Philippines is a Grateful market for brands.
- o Globally 39% think that brands are working hard at improving our quality of life, but Philippines almost doubles that percentage: 69% of people agree on that.
- o And while globally 39% of people think that brands communicate honestly, in Philippines it raises to 57%.
- o Therefore, in Philippines, the challenge is not to disappoint consumers and continue delivering on the promise.

Contact details

Laszlo Miguel A. Lim
Director of Planning
laszlo.lim@havasmediaortega.com
+63 917 520 5911