

## Singapore

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 10 brands in Singapore

1	NTUC Fairprice
2	POSB Bank
3	IKEA
4	Giant
5	Cold Storage
6	Johnson & Johnson
7	Pokka drinks
8	Sheng Siong
9	Canon
10	McDonald's

### Top 8 sectors in Singapore

1	Retail
2	Beverages
3	Food
4	Consumer Goods
5	Media
6	Finance & Insurance
7	Technology
8	Transport

### 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).

### Singapore results

- o In Singapore, people's relationship with brands is stronger than globally:
  - o in average, 47% of people would care if the brands analyzed disappeared (40% worldwide)
  - o 49% of consumers in Singapore think brands notably improve their quality of life (41% ww)
  - o And 60% of people trust the brands the Study analyzed in Singapore, in average (54% ww)
- o Three most important drivers of one's Brand Equity
  - o It delivers what it promises / says
  - o Offers good quality product / services
  - o Is a leader in its category
- o Regarding Top brands in the rank:

- FairPrice was the first supermarket in Singapore. It was created as a social enterprise with a mission to moderate the cost of living for Singaporeans. 43 years since its inception, the mission has not changed but has instead broadened to provide even further support to the community. Little wonder then that FairPrice has been recognised as the most meaningful brand in Singapore
- Most Singaporeans perceive POSB to be the “mother” of all banks: after 130 years, it has carved for itself a firm place within the neighbourhood as an iconic symbol of locality. Through the world, at a time when the financial services industry has taken a real beating in terms of trust and value, POSB stands out as a beacon of trust and a champion for the community.

## Country comparisons

- 36,000 consumers were interviewed across the Asia-Pacific region (India, China, Philippines, Singapore, Indonesia, Japan, Australia)
- 83% of brands are trusted in the Asian emerging economies; 50% are trusted globally; and only 36% in the developed economies in the APAC region (Singapore, Japan and Australia).
- Most people living in Asian emerging economies wouldn't care if 40% of brands disappeared. In developed Asia it grows to 89% (against 74% globally).
- 71% of interviewees in APAC agree that “companies and brands should play a role in improving our quality of life and wellbeing” (versus 69% globally): bigger expectations in APAC.
- 56% agree that “companies and brands are working hard at improving our quality of life and wellbeing” (versus 39% globally): more opportunities for brands in APAC.
- Singapore 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
- Other countries positioned close to Singapore under this perspective are KSA and Turkey. Specially with KSA, there are some differences between them:
  - In Singapore 73% declare they always look for the best deals / special offers, while in KSA it's 55% (other developed APAC: Australia 79% but Japan just 46%). There is a higher risk of commodization in mature economies
  - Besides, in KSA 35% declare they like to live a lifestyle that impresses others, while in Singapore it's just 28%. In Emerging economies, brands are icons improved living standards
- So brands in Singapore should try to use that strong relationship they still have with brands, and enrich it with a more holistic & meaningful approach to avoid follow the path of disconnection in which mature economies as West Europe are immersed

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