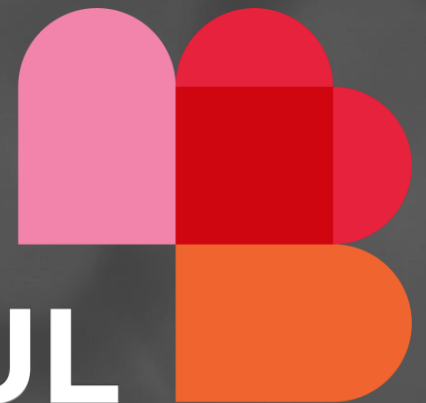




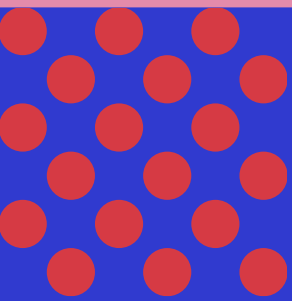
FINANCIAL BELGIUM 2021

**MEANINGFUL
BRANDS**

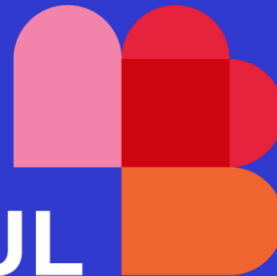


2021

!HAVAS
GROUP



MEANINGFUL BRANDS



Twelve Year study exploring how brands tangibly improve peoples' lives functionally, enhance their personal well-being, and contribute to wider society.

The Meaningful Brands Study is unique within the industry

1

Dating from 2009,
was the **FIRST**
GLOBAL
FRAMEWORK to
connect brands with
human well-being

2

Explores
PROPRIETARY
METRIC of brand
strength for business
and marketing
planning

3

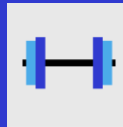
Helps us identify how
and where to
MEANINGFULLY
ENGAGE
with people through
customer, brand and
media experiences

A Tangible Definition of 'Meaningful'

Understanding what matters across 3 pillars and 14 dimensions

PERSONAL BENEFITS

Messaging and behavior that connects on an individual basis and serves a specific personal need or want



PHYSICAL



ORGANISATIONAL



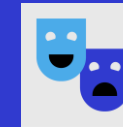
FINANCIAL



INTELLECTUAL



SOCIAL



EMOTIONAL



NATURAL

COLLECTIVE BENEFITS

Company initiatives, behaviors, and actions that respond to and connect at the social and cultural level



ECONOMY



EMPLOYER



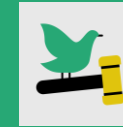
ETHICS



GOOD LIVING



ENVIRONMENT



SOCIAL
JUSTICE

FUNCTIONAL BENEFITS

Rational benefits focused on product functionality, customer service, interactivity, and technology



FUNCTIONAL



Brands are measured against specific attributes – *pertinent to their category* – within each pillar



FUNCTIONAL

How the product or service delivers

- Banking app
- Best Camera
- Clear Info
- Comfortable clothes
- Compatibility
- Data privacy
- Delivers
- Designs
- Digital experience
- Easy journey
- Easy returns
- Easy Switch
- Exclusive exp.
- Fair Prices
- Fix cuts
- Handling
- Handset Change
- Helpful Staff
- In charge
- In store experience
- Inclusive Collection
- Innovative
- Interactions
- Leader
- Multisensory
- Price's consistency
- Proactive
- Quality brands
- Quality Prods
- Range
- Respect
- Safe & Responsible
- Safety features
- Scents
- Tariffs Range
- Technology-driven
- Tools & services
- Unique
- Upright



PERSONAL

How brands improve peoples' lives



PHYSICAL

- Healthy
- Attractive



ORGANISATIONAL

- Life Easier
- Better Habits
- Save Time



FINANCIAL

- Best interests
- Savings
- Wealth



INTELLECTUAL

- Trendy
- Skills
- New Ideas



SOCIAL

- Belonging
- Sharing
- Connecting
- Closer



EMOTIONAL

- Me Happy
- Makes me content
- Self-Esteem
- Peace of Mind
- Show-off/Pride
- Self expression
- Privileged
- Relaxed



NATURAL

- Env. Enabler
- Sense of Purpose



COLLECTIVE

A brands role in society



ECONOMY

- Local Suppliers
- Development
- Benefits the Economy



SOCIAL JUSTICE

- Migrants
- LGBT+ rights
- Women's rights
- Anti-racism
- Social Leader
- Improve access
- Diversity



ETHICS

- Transparent
- Causes
- Data protection
- Ethical



GOOD LIVING

- Healthy lives
- Education
- Culture access
- Food security
- Poverty



ENVIRONMENT

- Respects Animals
- Sust. consumption
- Climate change
- Respects Nature
- Sust. Energy
- Sust. Innovations
- Clean supply chain
- Food waste
- Sust. Brands



EMPLOYER

- Good employer
- Jobs
- Invests

In orange: Attributes specific to a category

MBi & Attachment per category

Transport industry & Telco have seen their MBI increase in 2021

TO IMPROVE

CAN PROGRESS

(MORE)
MEANINGFUL

Attachment

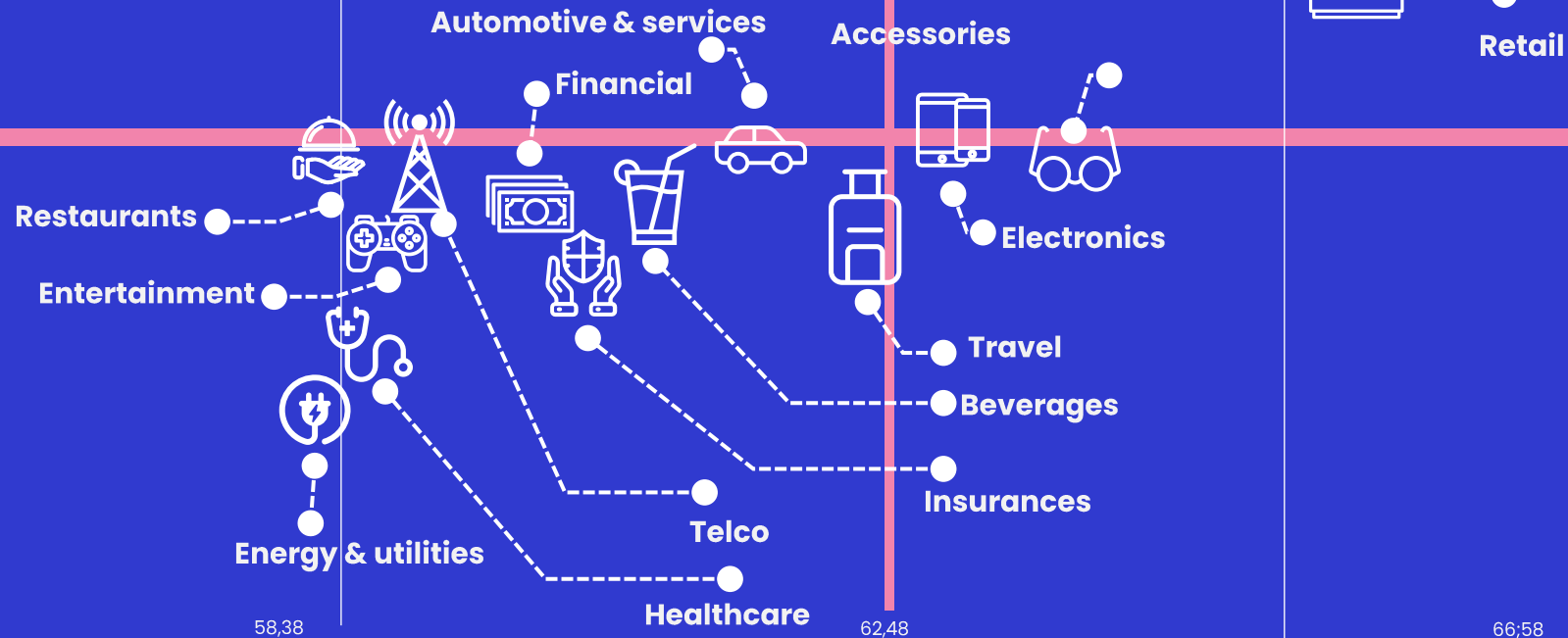
64%

51%

37%

24%

11%



MBI = MEANINGFUL BRANDS INDEX











MB Index

SOURCE: BELGIUM MEANINGFUL BRANDS™ 2021











Top Financial market : BANKING & INSURANCES multiple splits

Ranking mostly dominated by banks at national level











National

1	2	3	4	5	6	7	8	9	10
									
61,9	61,8	61,6	61,6	61,2	61,1	60,9	60,6	60,4	60,2











Nord

1	2	3	4	5	6	7	8	9	10
									
66,1	64,7	64,4	64,3	64,1	63,7	62,8	62,3	62,2	61,8











Sud

1	2	3	4	5	6	7	8	9	10
									
61,9	61,4	60,2	59,6	59,5	59,3	59,2	58,6	58,5	57,4

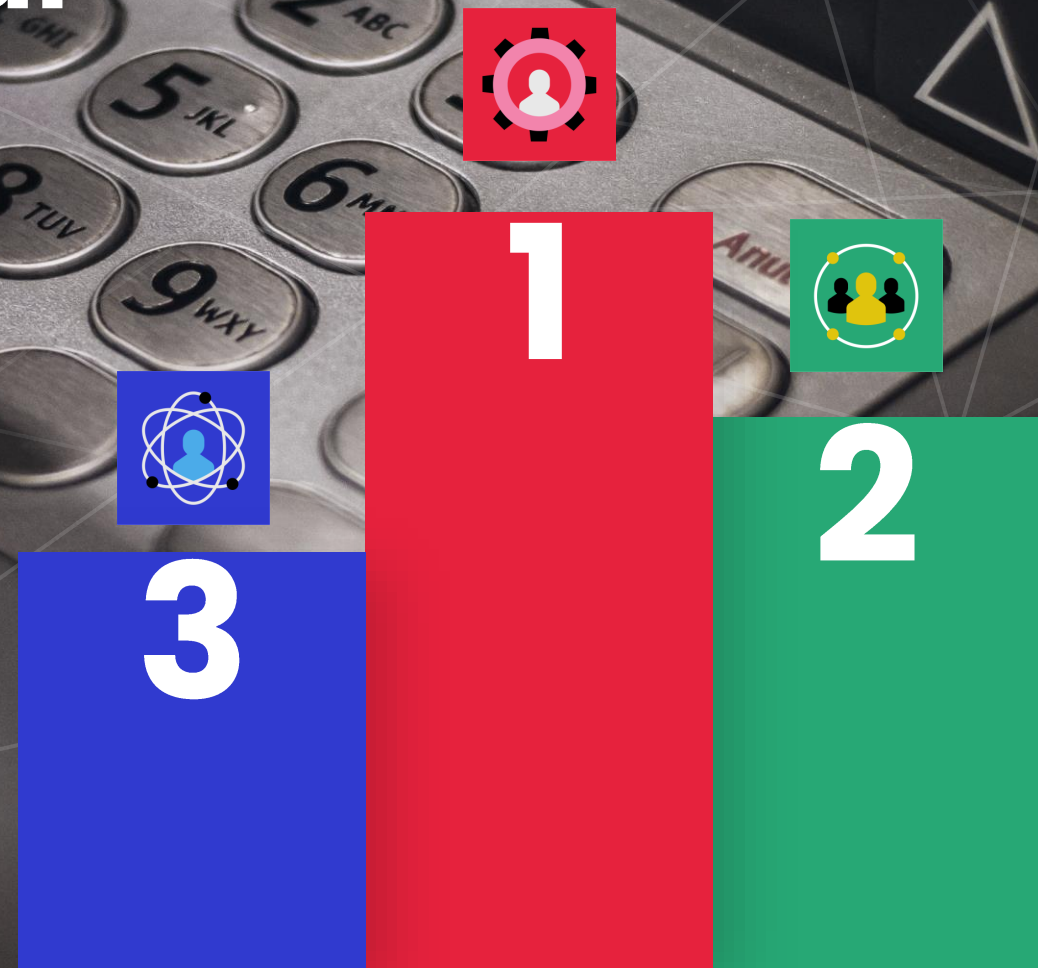
GenZ

1	2	3	4	5	6	7	8	9	10
									
67,2	66,2	65,4	64,7	63,7	63,5	63,3	62,9	62,9	62,5

Boomer

1	2	3	4	5	6	7	8	9	10
									
65,2	63,3	60,9	60,6	60,4	57,7	57,6	57	56,9	56,9

What make the Banks industry meaningful today?



Banks should deliver what they say with clear info, Peace of Mind, Self-esteem & savings and transparency are important



FUNCTIONAL

Deliver a good product / service

40%

- 107 Delivers
- 105 Clear Info
- 105 Helpful Staff
- 105 Quality Prods
- 104 Tools & services



PERSONAL

Improve peoples' lives

32%

- 117 Peace of mind
- 115 Self-Esteem
- 110 Savings
- 109 Skills
- 109 Save Time



COLLECTIVE

Play a role in society & environment

27%

- 117 Transparent
- 114 Good employer
- 109 Ethical
- 109 Benefits the Economy
- 106 Invests

Banks perform well on functional benefits, less so regarding personal benefits expectations



DRIVERS' IMPORTANCE

40%

FUNCTIONAL



BRANDS' PERFORMANCE 1-7/7



4,50

32%

PERSONAL



3,70

27%

COLLECTIVE



3,98

Weak Med Good

In the North, functional pillar has less importance with a reinforced collective aspect



FUNCTIONAL

Deliver a good product / service

38%

- 108 Delivers
- 105 Quality Prods
- 105 Clear info
- 104 Tools & services
- 104 Respect



PERSONAL

Improve peoples' lives

33%

- 112 Peace of Mind
- 112 Self-Esteem
- 109 Savings
- 108 Best interests
- 108 Skills



COLLECTIVE

Play a role in society & environment

29%

- 113 Transparent
- 108 Development
- 106 Benefits the Economy
- 106 Sust. Innovations
- 106 Social Leader

Helpful Staff, Save time and Ethical are key attributes in the South



FUNCTIONAL

Deliver a good product / service

41%

- 106 Helpful Staff
- 105 Delivers
- 105 Clear info
- 104 Quality Prods
- 104 Tools & services



PERSONAL

Improve peoples' lives

32%

- 119 Peace of mind
- 117 Self-Esteem
- 111 Save Time
- 110 Life Easier
- 109 Skills



COLLECTIVE

Play a role in society & environment

27%

- 120 Good employer
- 119 Transparent
- 112 Ethical
- 110 Invests
- 110 Benefits the Economy

Gen Z are more into personal benefits, with a desire to learn and improve their financial skills to effectively manage their personal banking



FUNCTIONAL

Deliver a good product / service

38%

- 110 Digital experience
- 108 Delivers
- 107 Fair Prices
- 106 In store experience
- 106 Clear info



PERSONAL

Improve peoples' lives

34%

- 111 Self-esteem
- 110 Skills
- 107 Peace of Mind
- 107 Savings
- 106 Best interest



COLLECTIVE

Play a role in society & environment

28%

- 110 Benefits the Economy
- 109 Good employer
- 109 Social Leader
- 108 Causes
- 106 Development

Functional pillar essential for boomers in terms of quality, helpful Staff & clear info. A transparent bank is highly important for them.



FUNCTIONAL

Deliver a good product / service

43%

- 109 Quality Prods
- 107 Helpful Staff
- 107 Delivers
- 107 Clear info
- 106 Respect



PERSONAL

Improve peoples' lives

31%

- 124 Peace of mind
- 122 Save Time
- 119 Self-esteem
- 119 Savings
- 115 Skills



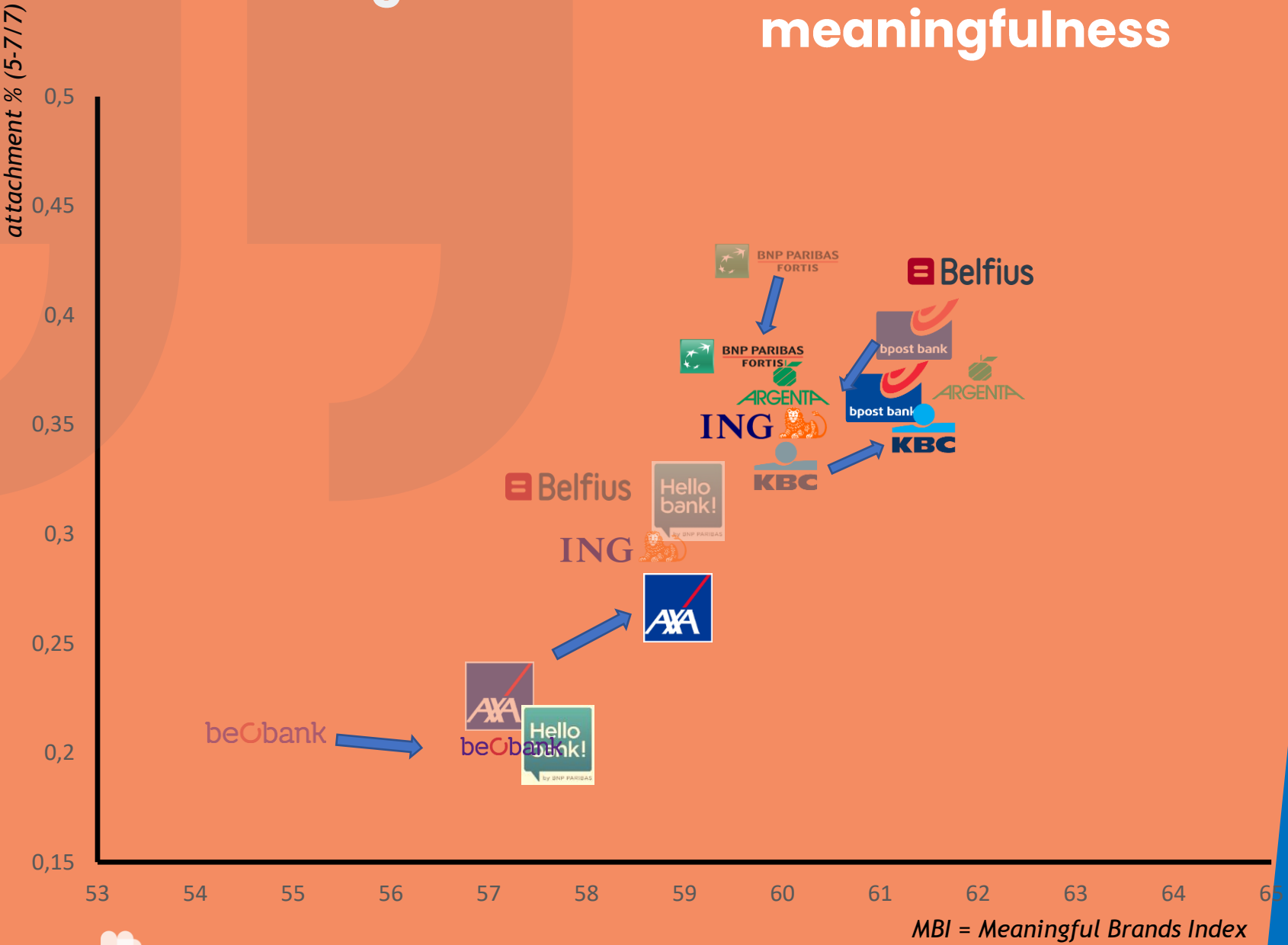
COLLECTIVE

Play a role in society & environment

26%

- 132 Transparent
- 123 Good employer
- 118 Ethical
- 117 Benefits the Economy
- 115 Invests








Banks ranking : Belfius & KBC takes the lead with a remarkable increase in meaningfulness










Evolution Meaningful Brand index (MBi) AUTOMOTIVE			
Ranking MBI	2021 (14)		2019 (14)
#1	Belfius	↓	ARGENTA
#2	KBC	↓	bpost bank bpost banque
#3	bpost bank bpost banque	↑	KBC
#4	ARGENTA	↓	BNP PARIBAS FORTIS
#5	BNP PARIBAS FORTIS	↑	Hello bank! by BNP PARIBAS
#6	ING	↓	Belfius

Top Banks multiple splits









National

1 ↑+5	2 ↑+1	3 ↓-1	4 ↓-3	5 ↓-1	6 ↓-1	7 ↓-1	8 ↓-3	9
 Belfius	 KBC	 bpost bank	 ARGENTA	 BNP PARIBAS FORTIS	ING 	 AXA	 Hello bank!	beCobank
61,8 +2,9	61,6 +0,7	61,2 -0,2	60,9 -1,5	59,7 -0,6	59,6 +0,9	58,8 +1,8	57,8 -2	57,6 +3








Nord

1	2	3 ↑+4	4 ↓-1	5	6	7 ↓-3	8	9
 KBC	 ARGENTA	 Belfius	 bpost bank	 BNP PARIBAS FORTIS	 AXA	ING 	 Hello bank!	beCobank
66,1 -0,6	64,7 +0,3	64,3 +6,8	64,1 +3,2	61,8 +2,2	61,2 +2,4	61 +0,8	60 +3,3	58,6 +5









Sud

1 ↑+3	2	3 ↑+3	4 ↓-1	5 ↑+3	6 ↑+3	7	8 ↓-3	9 ↓-8
 Belfius	 bpost bank	ING 	 BNP PARIBAS FORTIS	 AXA	 KBC	beCobank	 ARGENTA	 Hello bank!
60,2	59,2 -1,8	58,6 +1,5	58,5 -2,3	57,1 +1,7	57 +4,5	56,9 +1,4	56,4 -2,5	55,9 -6,9

GenZ

1 ↑+6	2 ↑+4	3	4 ↓-3	5 ↑+1	6 ↓-2	7 ↑+5	8 ↑+1	9 ↓-1
 Belfius	ING 	 bpost bank	 BNP PARIBAS FORTIS	 KBC	 Hello bank!	 ARGENTA	beCobank	 AXA
67,2 +6,5	66,2 +4,4	65,4 +1,8	63,7 -1,7	63,5 +2,1	63,3 +0,8	62,9 -0,9	62,5 +5,8	61,1 +4

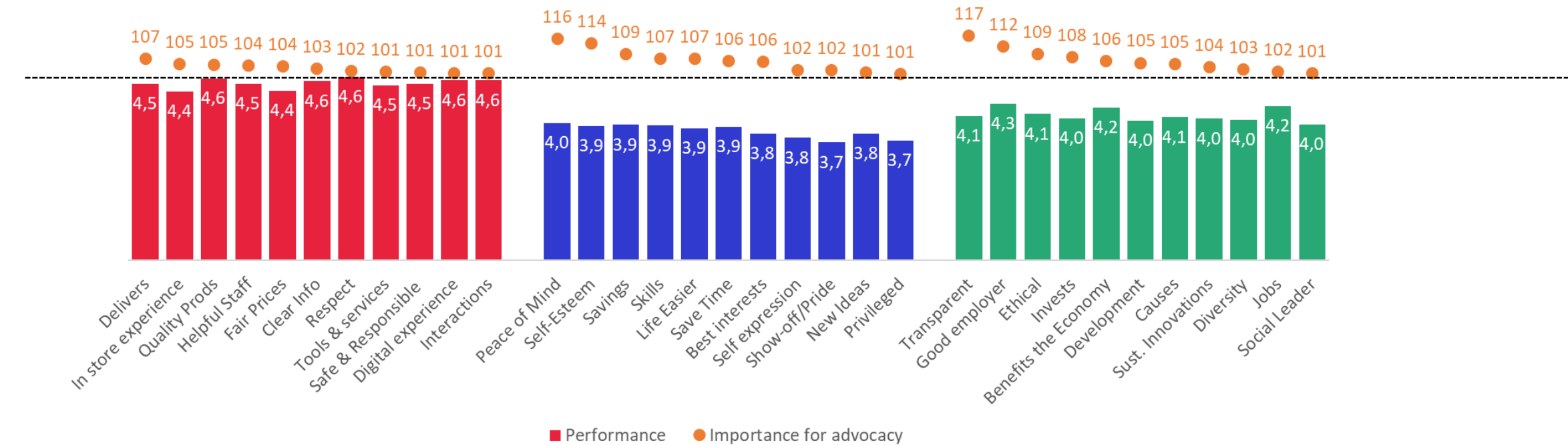
Boomer

1	2	3	4 ↑+4	5	6	7 ↑+2	8 ↓-1	9 ↓-5
 KBC	 ARGENTA	 Belfius	 AXA	 bpost bank	 BNP PARIBAS FORTIS	beCobank	ING 	 Hello bank!
60,4 -2,8	57,6 -1,9	57 -0,9	56,9 +1,3	56,9 -0,2	55,5 -0,9	55,2 +0,3	52,4 -3,5	47,7 -9,5

The functional aspect tends to meet consumers' expectations. For the personal and collective aspect, there is a gap between consumer expectations and brand performance. Peace of Mind & Transparency are working point for banks



Attributes contributing to willingness to advocacy from clients in the banking environment in 2021



Champion brands by attributes: NL



BRANDS' PERFORMANCE 1-7/7



Banking app



5,1 / 7



5,1 / 7



5 / 7

Exclusive experience



4,7 / 7



4,5 / 7



4,4 / 7

Leader



4,7 / 7



4,5 / 7



4,5 / 7



Peace of Mind



4,4 / 7



4,4 / 7



4,3 / 7

Savings



4,6 / 7



4,4 / 7



4,3 / 7

Wealth



4,3 / 7



4,3 / 7



4,2 / 7



Ethical



4,5 / 7



4,5 / 7



4,5 / 7

Transparent



4,6 / 7



4,5 / 7



4,5 / 7

Good employer



4,7 / 7

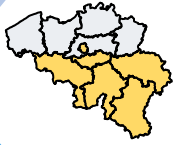


4,6 / 7



4,6 / 7

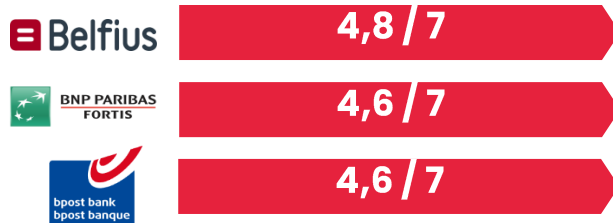
Champion brands by attributes: FR



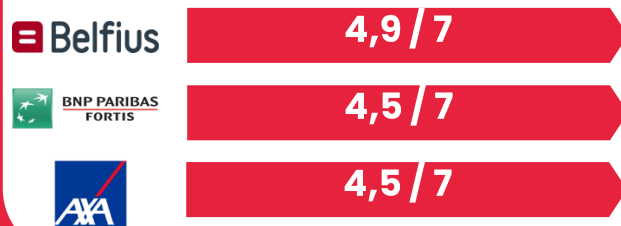
Banking app



Clear Info



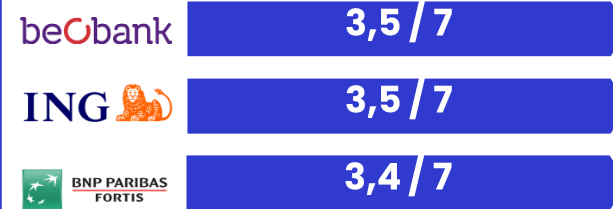
Helpful Staff



Privileged



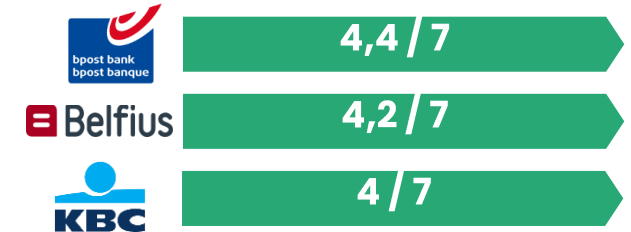
Show-off



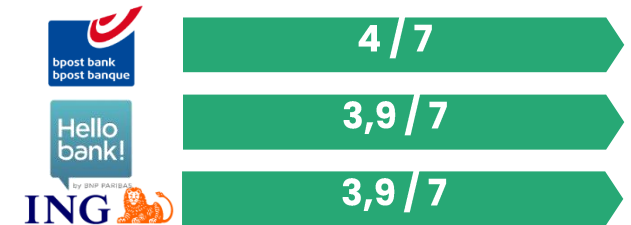
Life Easier



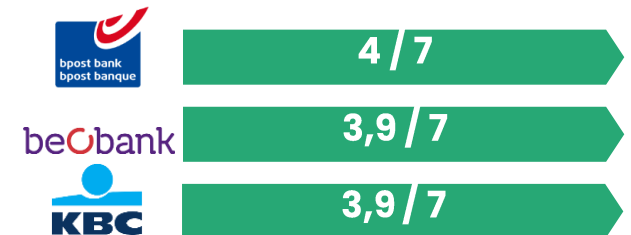
Benefits the Economy



Ethical



Transparency

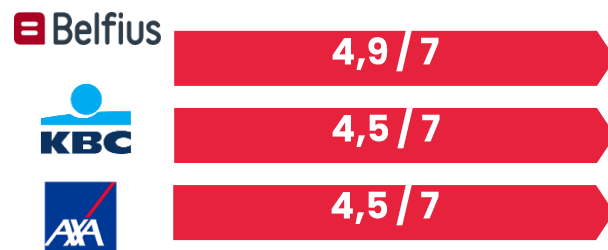


Champion brands by attributes: Boomers

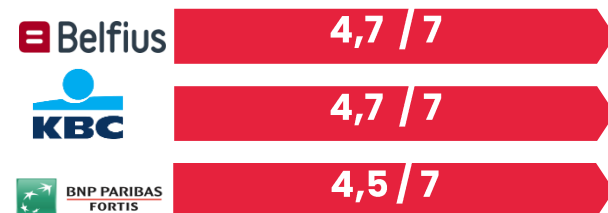
Boomers



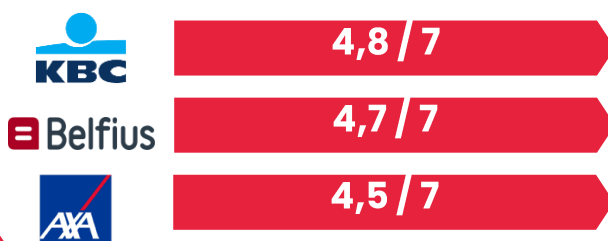
Digital experience



Clear Info



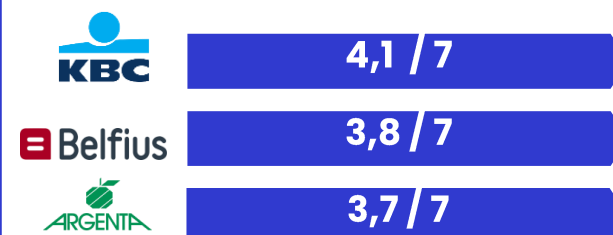
Interactions



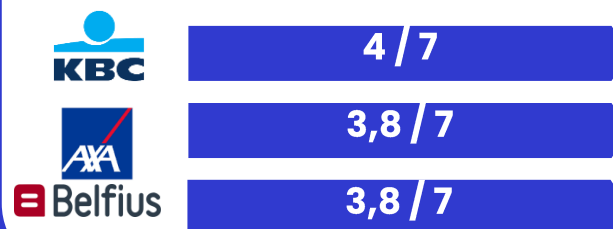
Self-esteem



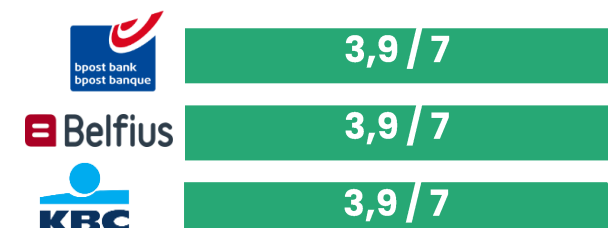
Skills



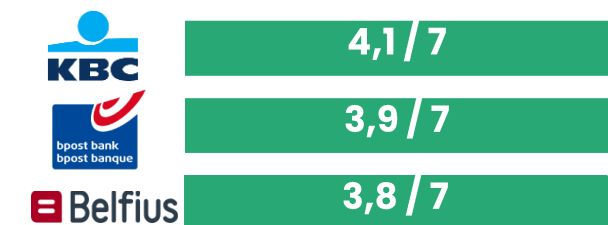
Peace of Mind



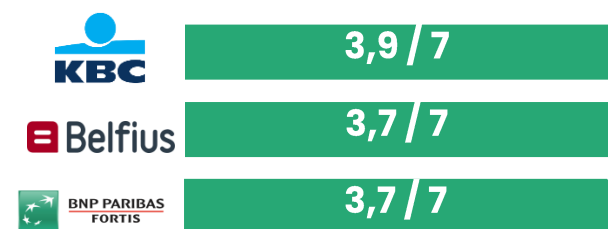
Development



Causes



Social Leader



Champion brands by attributes: GEN Z

Gen Z



Digital experience



5,1 / 7



4,8 / 7



4,8 / 7

Innovative



4,8 / 7



4,6 / 7



4,5 / 7

Fair Prices



4,8 / 7



4,7 / 7



4,7 / 7



Peace of Mind



4,4 / 7



4,4 / 7



4,4 / 7

Savings



4,6 / 7



4,6 / 7



4,5 / 7

Best interest



4,4 / 7



4,4 / 7



4,2 / 7



Benefits the Economy



4,6 / 7



4,6 / 7



4,6 / 7

Good employer



4,7 / 7



4,6 / 7



4,6 / 7

Causes



4,5 / 7



4,5 / 7



4,5 / 7

What make the
Insurances industry
meaningful
today?



Priority is Quality Prods, Respect, Peace of Mind, Life Easier and Transparency.



FUNCTIONAL

Deliver a good product / service

43%

- 112 Quality Prods
- 108 Respect
- 108 Delivers
- 107 Clear info
- 107 In chargee



PERSONAL

Improve peoples' lives

31%

- 135 Peace of mind
- 129 Life Easier
- 111 Savings
- 107 Self expression
- 106 Privileged



COLLECTIVE

Play a role in society & environment

26%

- 130 Transparent
- 117 Jobs
- 117 Ethical
- 117 Good employer
- 116 Benefits the Economy

A performance for the insurance sector slightly above the banking sector but still below the Belgian average

DRIVERS' IMPORTANCE

43%

FUNCTIONAL



31%

PERSONAL



26%

COLLECTIVE



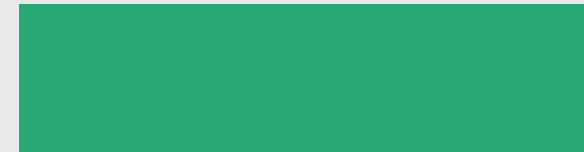
BRANDS' PERFORMANCE 1-7/7



4,58



3,86



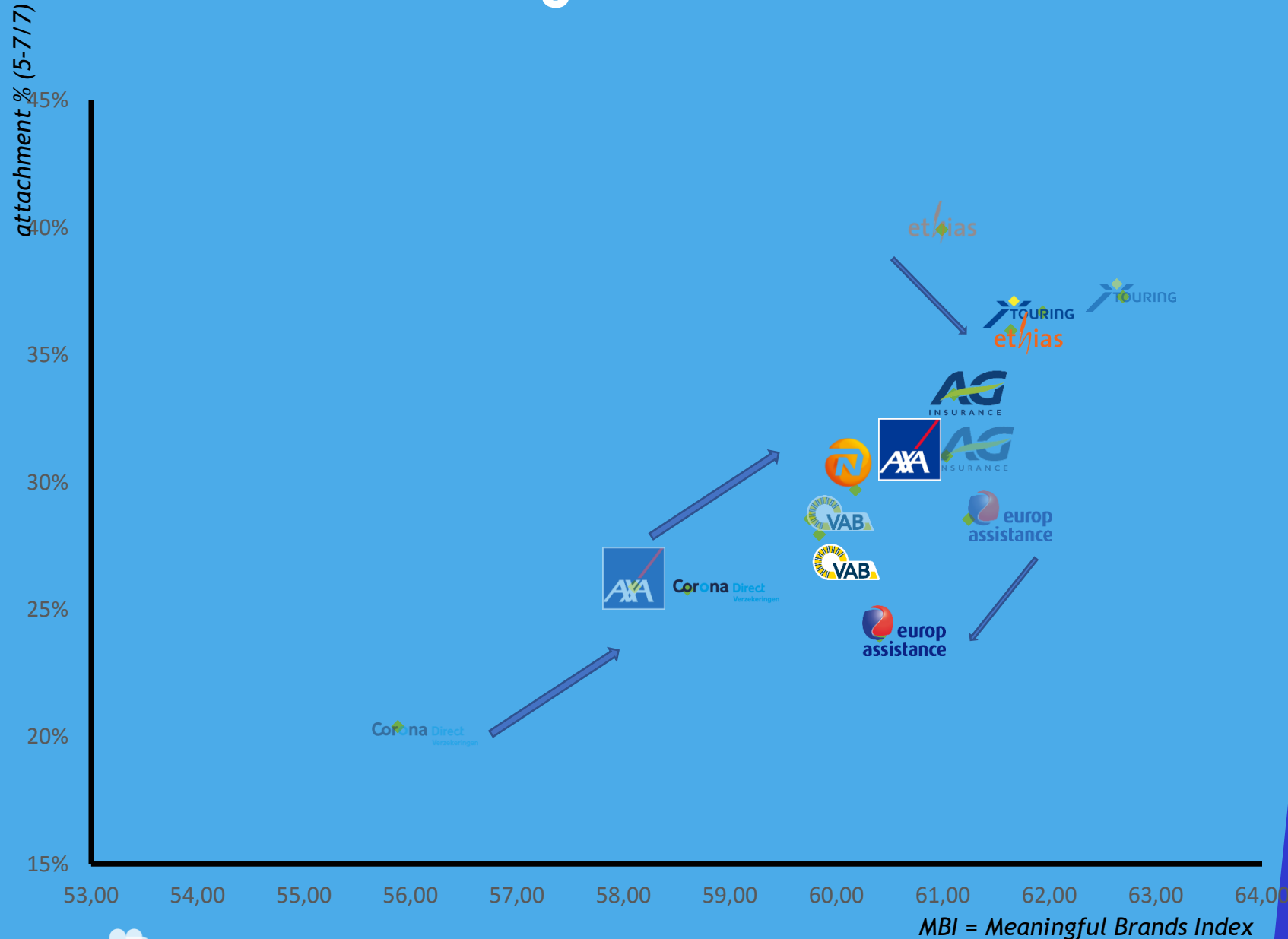
4,04

Weak

Med

Good

Insurance ranking : Ethias & Corona Direct make significant progress



Evolution Meaningful Brand index (MBi) AUTOMOTIVE









Ranking MBI	2021 (14)	2019 (14)
#1		=
#2		↑
#3		=
#4		↑
#5		↓
#6		↑

% attachment: % of respondents who would care if the brand disappeared, 5-7 on a scale from 1 to 7 (%)
 Meaningful Brand Index: 50% Brand Performance on MB attributes + 50% Brand Equity

SOURCE: BELGIUM MEANINGFUL BRANDS™ 2021

Top INSURANCES multiple splits









National

1	2 ↑+2	3	4 ↑+2	5 ↓-3	6	7 ↓-2	8 ↓-1
							
61,9 -0,8	61,6 +0,6	61,1	60,6 +2,5	60,4 -0,8	60,2	59,9	58,6 +2,7









Nord

1 ↑+1	2 ↓-1	3	4 ↑+2	5	6 ↓-2	7 ↓-2	8
							
64,4 +2,7	63,7 +1,9	62,8 +1,5	62,3 +2,7	62,2	61,3 +1,5	61,2 +1,5	60,8 +3,9









Sud

1 ↑+2	2 ↓-1	3 ↓-1	4	5	6	7	8
							
61,9 -0,4	61,4 -2,4	59,6 -3,3	59,5 -0,9	59,3 +2,9	57,4	56,7 +2,1	52,5 -1,6

GenZ

1 ↑+4	2	3 ↓-2	4 ↑+5	5 ↓-2	6 ↓-2	7 ↓-5	8 ↓-2
							
64,7 +4,6	62,9	61,5 -0,9	61,5 +4,7	61,4 -0,7	61,4 -0,7	60,7 -1,7	58,4 -0,4

Boomer

1 ↑+2	2 ↓-1	3 ↓-1	4	5 ↑+1	6	7 ↓-2	8
							
65,2 +3,6	63,3 -1,1	60,9 -1	60,6 -0,8	57,7 +0,9	56,7	56,6 -0,5	56,3 +0,5

In the north, Peace of Mind & Life Easier are key attributes for Personal pillar. Consumers expect Transparency & Economic benefits from insurance companies



FUNCTIONAL

Deliver a good product / service

40%

- 116 Quality Prods
- 109 Clear info
- 108 Respect
- 107 Fair Prices
- 106 Delivers



PERSONAL

Improve peoples' lives

32%

- 126 Life Easier
- 125 Peace of mind
- 108 Self expression
- 104 Privileged
- 103 New Ideas



COLLECTIVE

Play a role in society & environment

28%

- 121 Transparent
- 113 Benefits the economy
- 113 Ethical
- 112 Jobs
- 111 Sust. Innovations

Again, South is way more functional with an importance of a good support



FUNCTIONAL

Deliver a good product / service

43%

108 Quality Prods

108 In charge

107 Respect

107 Delivers

106 Clear info



PERSONAL

Improve peoples' lives

31%

135 Peace of Mind

127 Life Easier

114 Savings

107 Self expression

106 Privileged



COLLECTIVE

Play a role in society & environment

26%

133 Transparent

118 Good employer

117 Jobs

117 Ethical

115 Benefits the economy



SOURCE: BELGIUM MEANINGFUL BRANDS™ 2021

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GROUP

For Gen Z, collective aspect of insurance is much more important. These companies must play a role for society



FUNCTIONAL

Deliver a good product / service

38%

111 Quality Prods

109 Delivers

108 Clear info

108 Leader

107 In charge



PERSONAL

Improve peoples' lives

32%

115 Peace of Mind

114 Life Easier

108 Savings

107 Self expression

106 Save Time



COLLECTIVE

Play a role in society & environment

30%

118 Jobs

111 Causes

111 Transparent

107 Benefits the Economy

107 Good employer

Functional aspect predominates for boomers. Unlike young people, the societal aspect is not important



FUNCTIONAL

Deliver a good product / service

50%

112 Quality Prods

111 Fair Prices

110 Delivers

108 In charge

108 Clear info



PERSONAL

Improve peoples' lives

29%

159 Peace of Mind

153 Life Easier

124 Savings

111 Privileged

110 Self expression



COLLECTIVE

Play a role in society & environment

21%

157 Transparent

140 Benefits the economy

134 Jobs

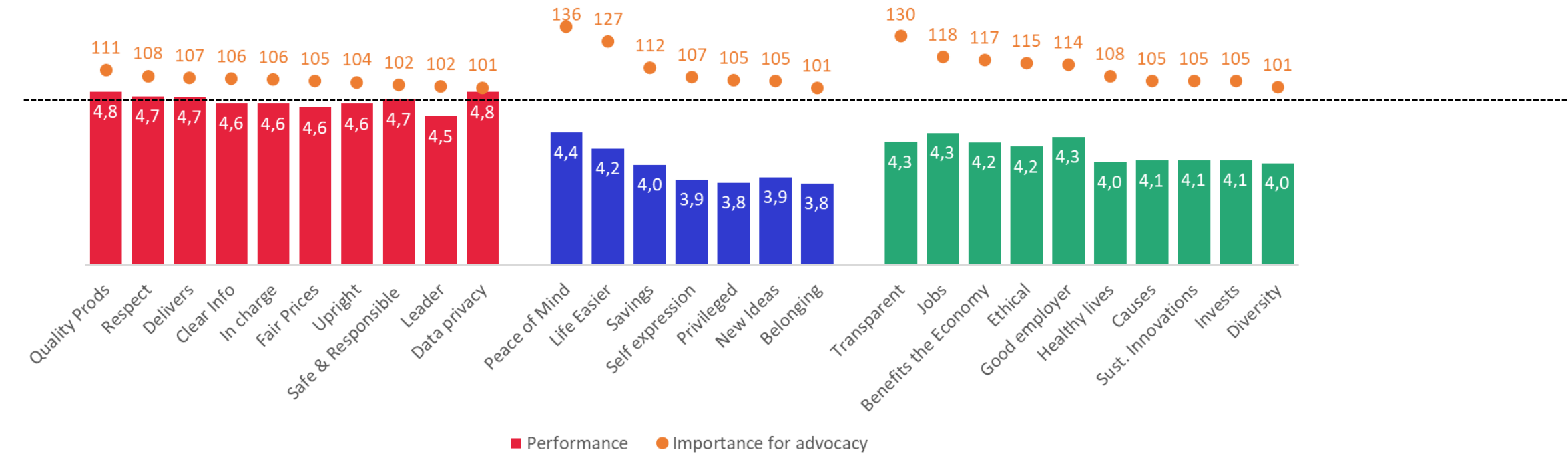
130 Good employer

123 Ethical

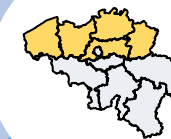


Peace of Mind, Life Easier & Transparency are major weaknesses for the insurance sector

Attributes contributing to willingness to advocacy from clients in the insurance environment in 2021



Champion brands by attributes: NL



Quality prods



5,2 / 7



5,1 / 7



4,9 / 7

Clear info



4,9 / 7



4,8 / 7



4,7 / 7

Respect



5 / 7



4,9 / 7



4,8 / 7



Life easier



4,7 / 7



4,6 / 7



4,4 / 7

Peace of mind



4,6 / 7



4,5 / 7



4,4 / 7

Self expression



4,4 / 7



4,3 / 7



4,2 / 7



Transparent



4,7 / 7



4,6 / 7



4,5 / 7

Benefits the economy



4,6 / 7



4,6 / 7



4,5 / 7

Ethical



4,6 / 7

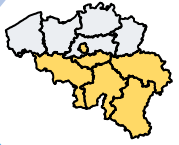


4,6 / 7



4,5 / 7

Champion brands by attributes: FR



Quality Prods



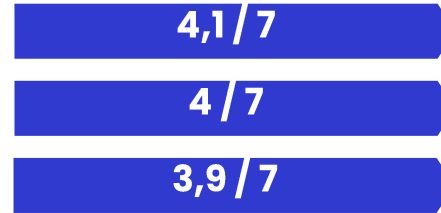
Innovative



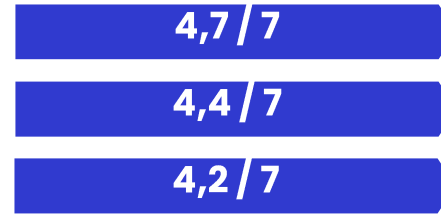
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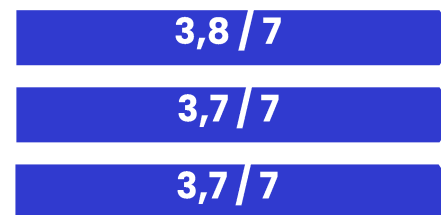
Better Habits



Content



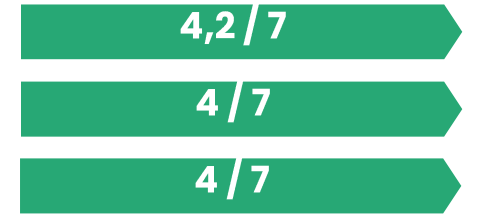
Privileged



Clean supply chain



Diversity



Sust. Innovations



Champion brands by attributes: Boomers



Digital experience



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4,7 / 7



4,6 / 7

In store experience



4,9 / 7



4,8 / 7



4,7 / 7

Safe & Responsible



5,2 / 7



4,9 / 7



4,7 / 7



Life Easier



4 / 7



3,8 / 7



3,8 / 7

Me happy



3,8 / 7



3,7 / 7



3,6 / 7

Environment Enabler



4,1 / 7



3,9 / 7



3,8 / 7



Climate change



4,1 / 7



4 / 7



4

Good employer



4,3 / 7



4,3 / 7



4,2 / 7

Social Leader



3,9 / 7



3,8 / 7



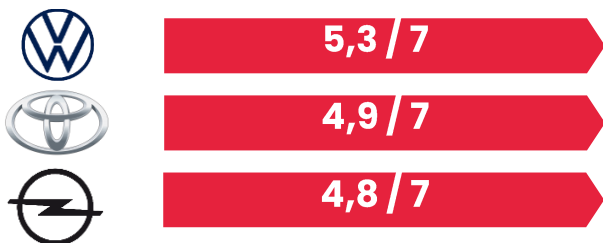
3,8 / 7

Champion brands by attributes: GEN Z

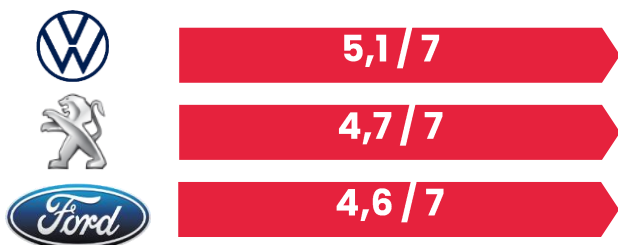
Gen Z 



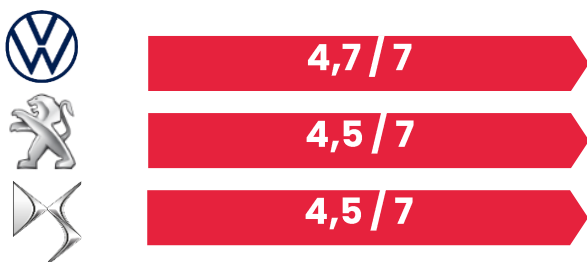
Delivers



Exclusive experience



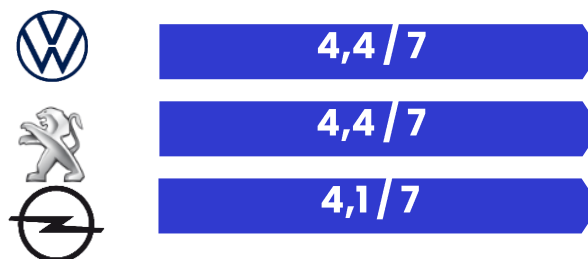
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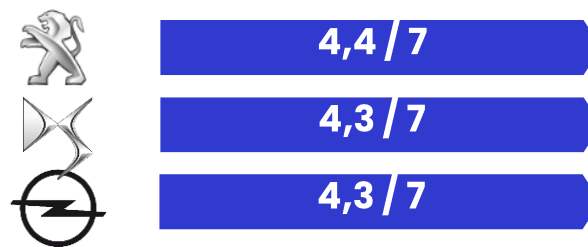
Peace of Mind



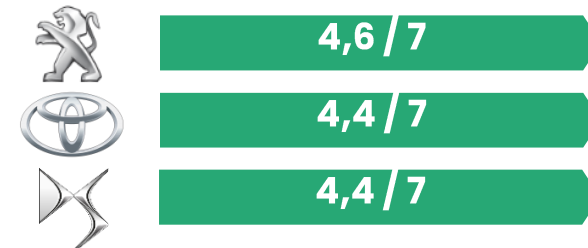
Belonging



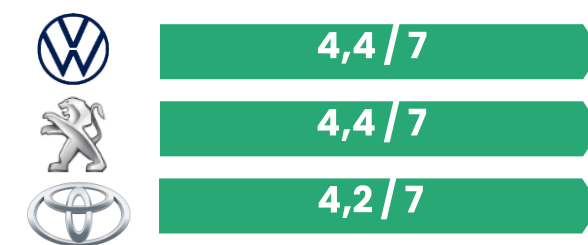
Savings



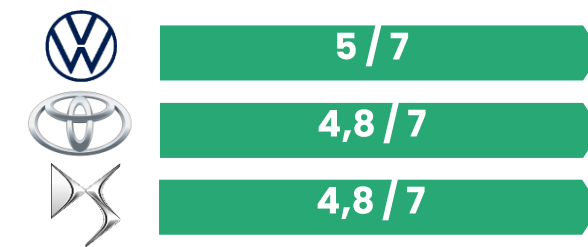
Clean supply chain



Respects Nature



Jobs



THANK YOU
THANK YOU
THANK YOU
THANK YOU
THANK YOU
THANK YOU
THANK YOU

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