



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

2

3

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

PROPRIETARY
METRIC of brand
strength for business
and marketing
planning

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



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







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
- Multisensorv
- Price's consistency

- Proactive
- Quality brands
- Quality Prods
- Range
- Respect
- Safe & Responsible
- Safety features
- Scents
- Tariffs Range
- Technologydriven
- Tools & services
- Unique
- Upright



PERSONAL

How brands improve peoples' lives



- Healthy
- Attractive



ORGANISATIONAL

- Life Easier Better Habits
- Save Time



FINANCIAL

- Best interests
- Savings
- Wealth



INTELLECTUAL EMOTIONAL

- Trendy
- Skills
- New Ideas



SOCIAL

- Belonging
- Sharing
- Connecting
- Closer



- 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



- Local Suppliers
- Development
- · Benefits the Economy



- Miarants
- LGBT+ rights
- Women's rights
- Anti-racism
- Social Leader
- Diversity

- Transparent
- Causes
 - Data protection
 - Ethical



Sust. Innovations GOOD LIVING · Clean supply

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

EMPLOYER

ENVIRONMENT

• Respects Animals

consumption

• Sust. Energy

Food waste

• Sust. Brands

chain

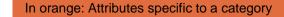
· Climate change

• Respects Nature

· Sust.

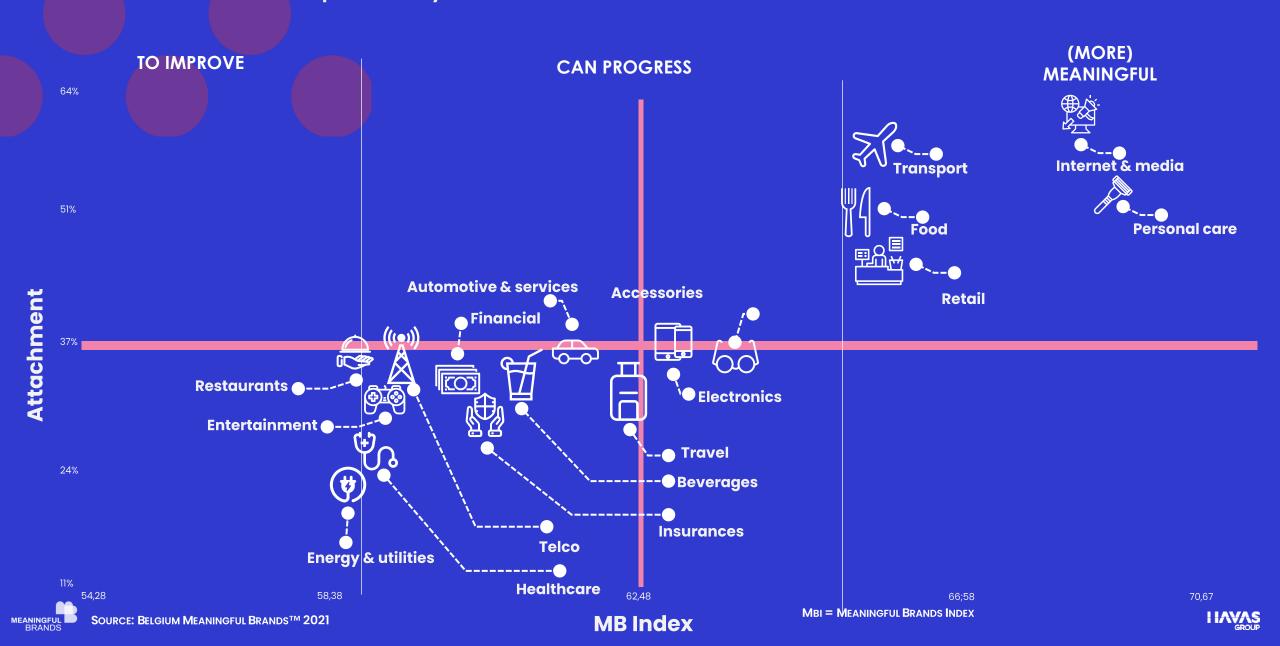
- Good employer
- Jobs
- Invests





MBi & Attachment per category

Transport industry & Telco have seen their MBi increase in 2021





Telco providers should focus on quality prods, delivered with a good digital experience and aim to make life easier! Transparency is a must have.





FUNCTIONAL

Deliver a good product / service

41%

- 112 Quality Prods
- Digital experience
- 108 Delivers
- 105 Leader
- 105 Respect



PERSONAL

Improve peoples' lives

33%

- 122 Life Easier
- Peace of mind
- 110 Sharing
- 109 Connecting
- 109 Content



COLLECTIVE

Play a role in society & environment

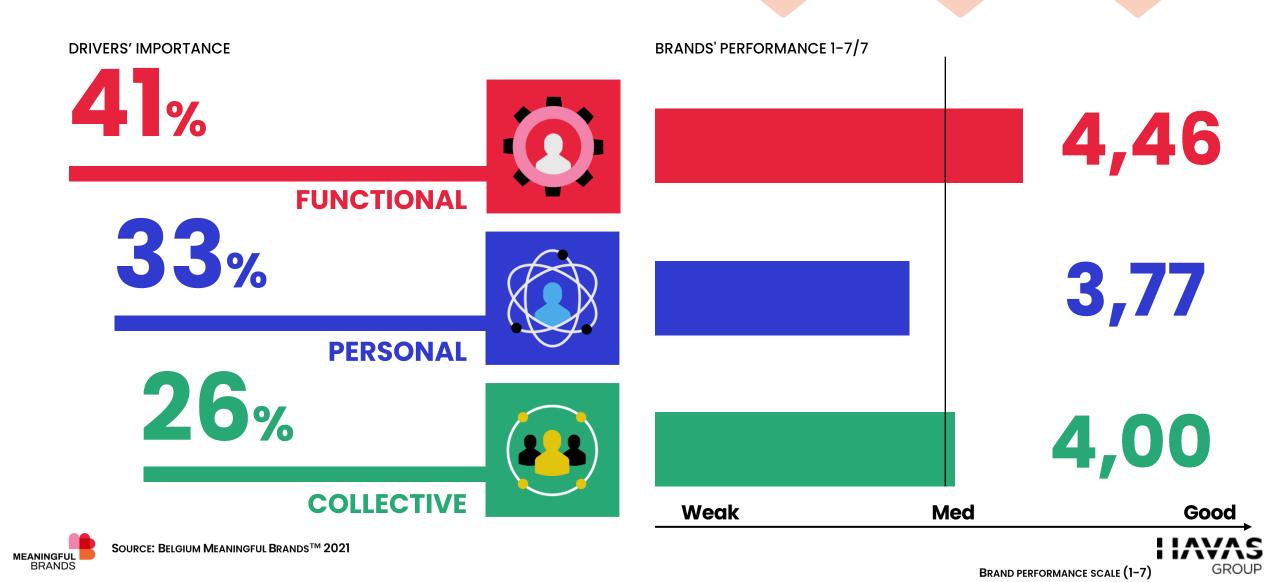
- 114 Transparent
- 109 Benefits the Economy
- 108 Development
- 108 Good employer
- 106 Culture access





Telco brands perform well on functional benefits, less so regarding personal benefits expectations





Functional is still the way to go in the North. On Personal and collective level, brands must bring value, make life easier and help their customers connecting! Ethical and transparency matters





FUNCTIONAL

Deliver a good product / service

40%

- 112 Digital experience
- Quality Prods
- Delivers
- 107 Leader
- 107 Respect



PERSONAL

Improve peoples' lives

33%

- 118 Life Easier
- 110 Connecting
- 109 Content
- 109 Peace of Mind
- 108 Sharing



COLLECTIVE

Play a role in society & environment

- 112 Transparent
- 109 Ethical
- 109 Sustainable Innovation
- 107 Good employer
- 106 Healthy lives





Functional is also very solid in the South. On Personal and collective level, brands should focus on making life easier while enhancing sharing and benefiting the economy





FUNCTIONAL

Deliver a good product / service

41%

- 112 Quality Prods
- Digital experience
- 107 Delivers
- 105 Safe & responsible
- 104 Leader



PERSONAL

Improve peoples'

33%

- 124 Life Easier
- 112 Sharing
- Peace of Mind
- 109 Connecting
- 108 Content



COLLECTIVE

Play a role in society & environment

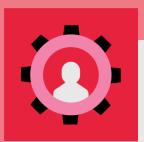
- 116 Transparent
- Benefits the economy
- 110 Culture access
- 108 Development
- 108 Good employer





Collective attributes matters more for Gen Z! Brands should focus on new interests like diversity and development while staying strong on Functional and Personal level.





FUNCTIONAL

Deliver a good product / service

40%

- 112 Digital experience
- 110 Delivers
- 108 Quality Prods
- 107 Leader
- 106 Fair prices



PERSONAL

Improve peoples' lives

33%

- 118 Life Easier
- 113 Sharing
- 109 Save time
- 107 Content
- 106 Me happy



COLLECTIVE

Play a role in society & environment

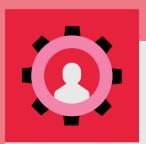
- 113 Diversity
- 110 Development
- 108 Women's rights
- 107 Transparent
- 106 Ethical





Boomers still prefer Functional attributes! On Personal level, brands should focus on making life easier and enable sharing. Collective matter less but Transparency is also the way to go!





FUNCTIONAL

Deliver a good product / service

44%

- 114 Quality Prods
- 113 Digital experience
- 108 Safe & responsible
- 107 Delivers
- 106 Leader



PERSONAL

Improve peoples'

32%

- 129 Life Easier
- 118 Sharing
- 118 Connecting
- 116 Peace of Mind
- 1115 New ideas



COLLECTIVE

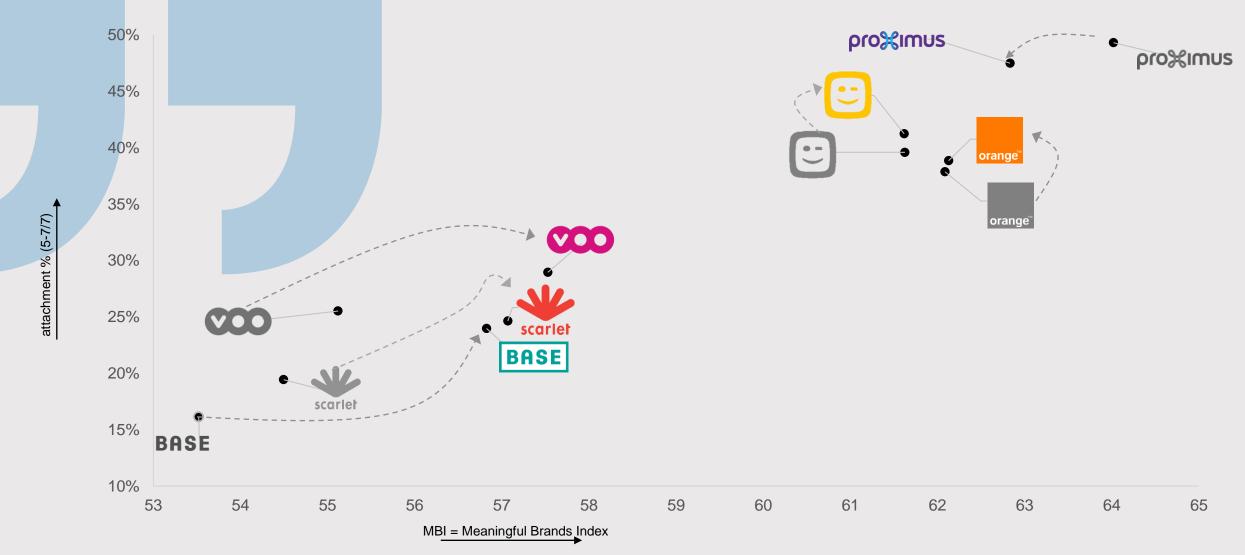
Play a role in society & environment

- 127 Transparent
- 117 Sustainable innovation
- Benefits the economy
- 113 Development
- 110 Sust consumption





Proximus still leader but declining on Attachement & MBI Winning team: Base, Scarlet & Voo







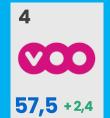
Top Belgian Telco market: Providers multiple splits Proximus still on top at national level

National













North

South





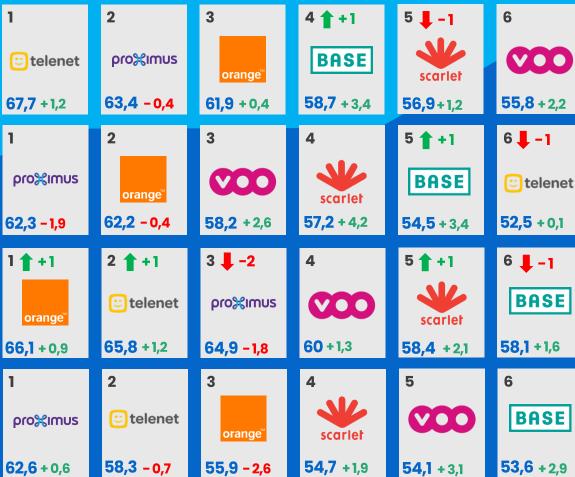








Boomer



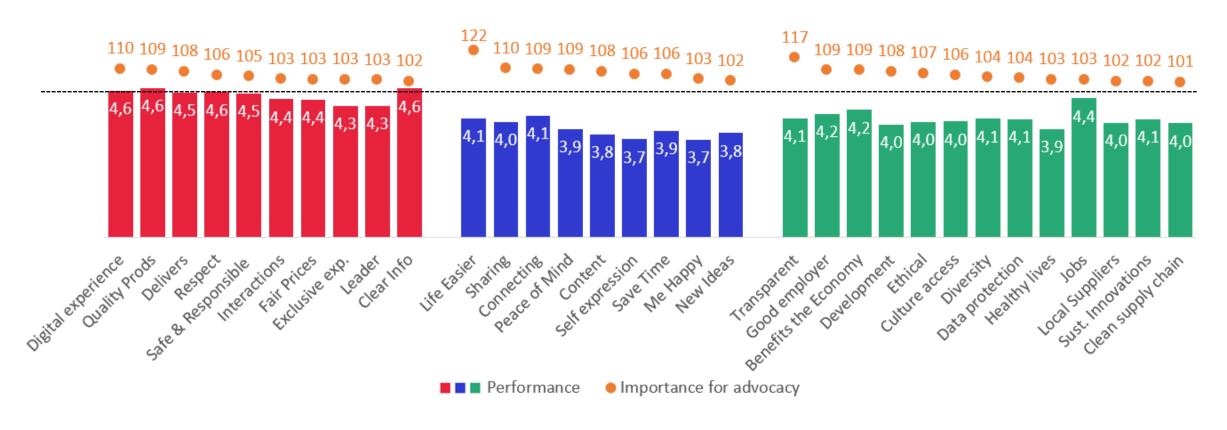
The functional aspect tends to meet consumers' expectations. For the personal and collective aspect, there is a gap between consumer expectations and brand performance. Self expression, Me Happy and Healthy lives are working point for Telco



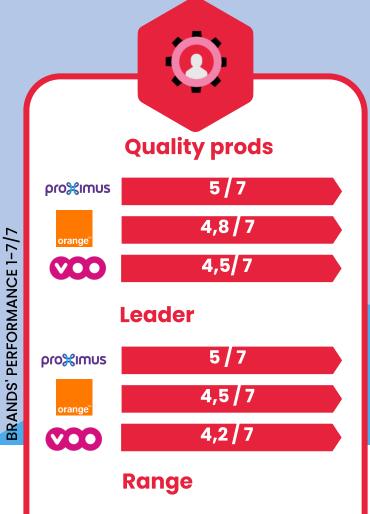




Attributes contributing to willingness to advocacy from clients in the telco environment in 2021



Champion brands by attributes: North



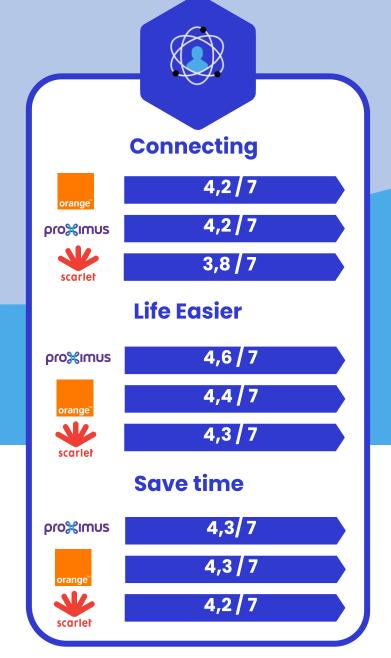
4,7 | 7

4,5 / 7

4,5/7

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Quality prods

ριοχιmus	5/7
	4,8 / 7



Clear	IMO

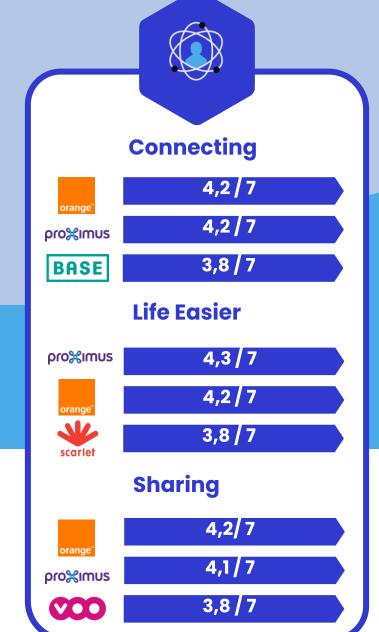
BRANDS' PERFORMANCE 1-7/7

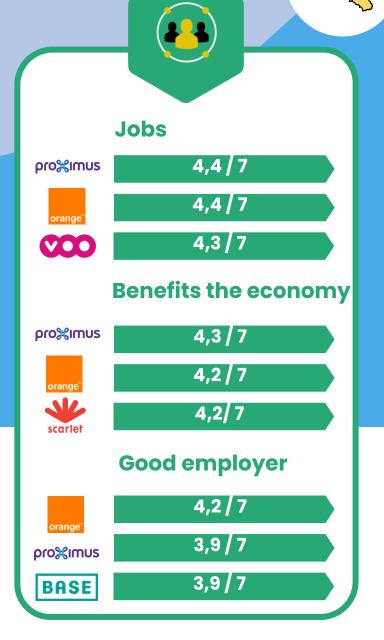
ριοχιmus	5//
	4,9 / 7



Range

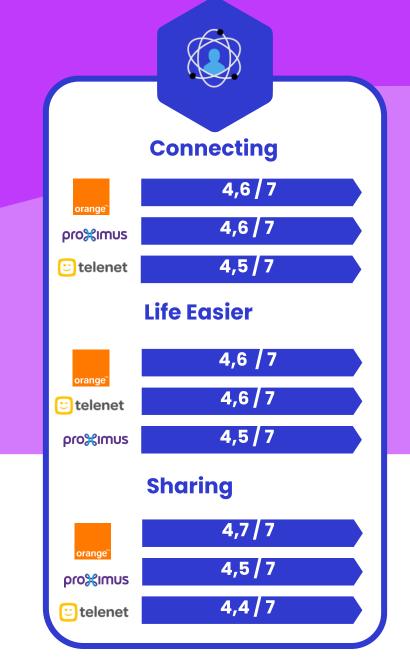
pro%imus	5/7	
orange	4,9 / 7	
600	4,5/7	





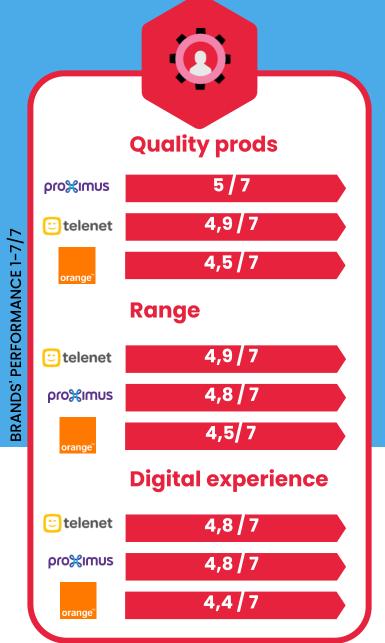


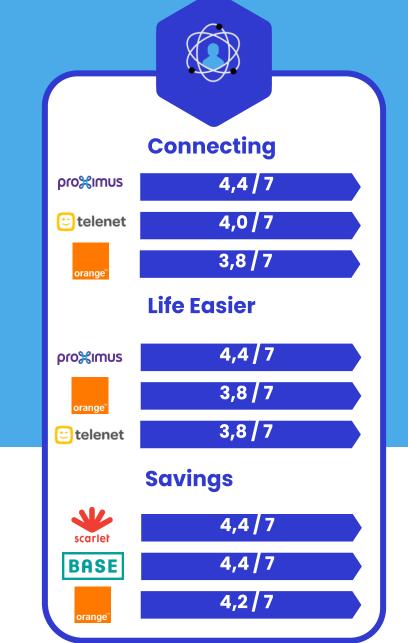


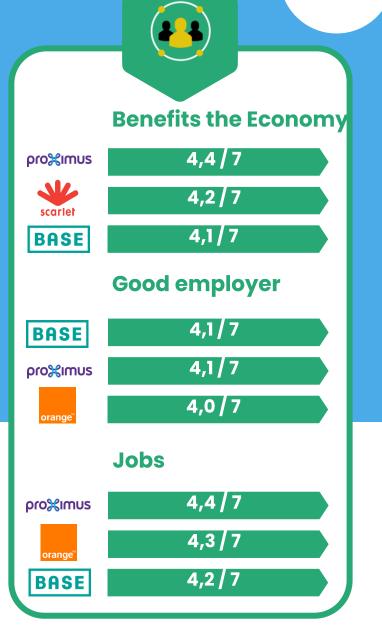












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