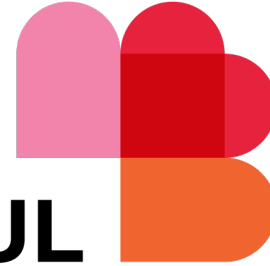


HAVAS

MEANINGFUL BRANDS 2023

Welcome in the Me-Economy



MEANINGFUL BRANDS

TWELVE YEAR STUDY EXPLORING HOW BRANDS TANGIBLY IMPROVE
PEOPLES' LIVES FUNCTIONALLY, ENHANCE THEIR PERSONAL WELL-BEING,
AND CONTRIBUTE TO WIDER SOCIETY.

2023 **New edition of** Havas Meaningful Brands

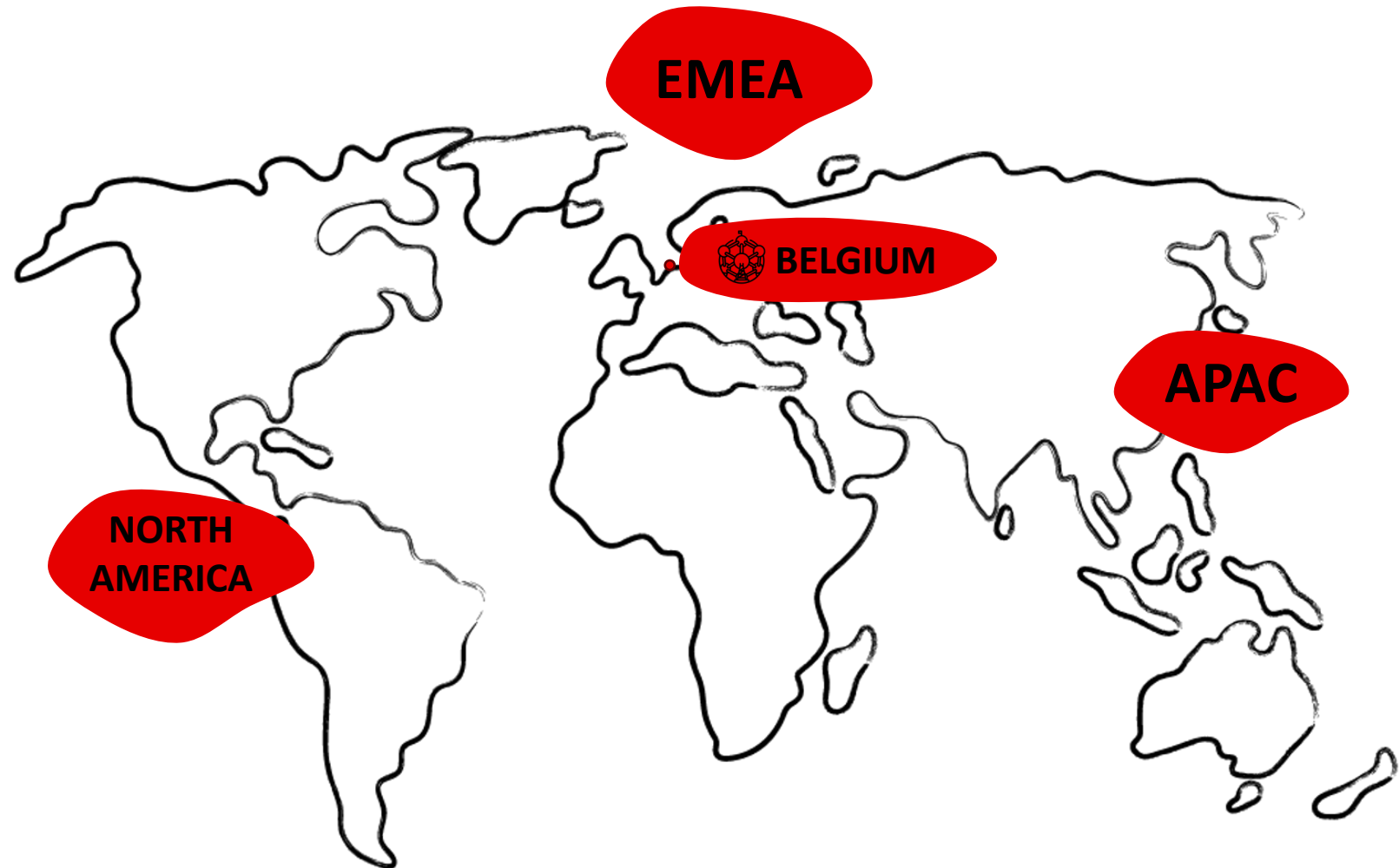
Belgium Citizens: **7.000+**

Brands: **225**

Categories: **13**

Powered by

YouGov®



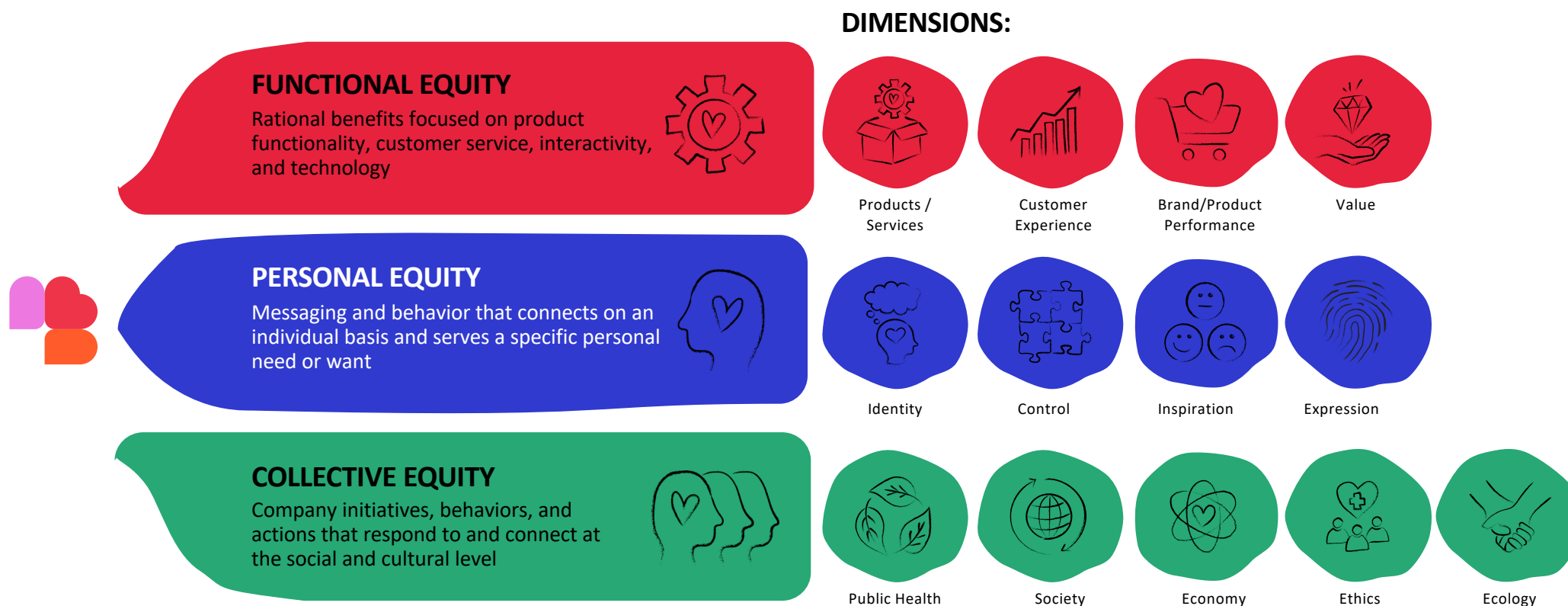
The Meaningful Brands™ study is unique within the industry

- Now in its 15th year, the study explores how brands tangibly improve peoples' lives functionally, enhance their personal well-being, and contribute to wider society
- Launched in 2009, it was the **FIRST GLOBAL FRAMEWORK** to connect brands with human well-being
- Explores **PROPRIETARY METRIC** of brand strength for business and marketing planning
- Helps 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



ATTRIBUTES ARE THE HEART OF OUR STUDY'.

Functional Attributes
Acts like a leader
Acts like a challenger
Has products/services that have earned a good reputation
Delivers what it promises/says
Offers a simple and easy customer experience
Offers a simple and easy digital customer experience (B)
Offers an excellent purchase experience
Respects my personal data
Treats customers with respect (B)
Offers exclusive experiences (B)
Offers good quality products/services
Has a range of products/services that are well suited to meet my needs
Is innovative and always coming out with fresh, new products/services
Offers safe products/services (B)
Offers products/services that no other brands can offer (B)
Offers good value for money
Offers consistent prices across time and countries (B)































Personal Attributes
Helps me feel more in control of my day-to-day life
Helps me simplify my life
Enables me to be smarter with my money and/or time (B)
Makes me feel like it is looking after my best interests (B)
Gives me a sense of happiness
Makes me feel more confident
Gives me a sense of peace of mind
Helps me feel good about myself
Helps me connect with others
Helps me express myself as an individual
Makes me feel more attractive and stylish (B)
Makes me feel special and unique (B)
Inspires me to take a healthier approach to my life
Inspires me with new ideas and possibilities
Helps me feel energized and alive (B)
Lets me escape from the everyday (B)

Collective Attributes
Invests in innovative, sustainable and ethical solutions
Promotes and inspires sustainable, responsible behaviors and consumption
Is committed to making products/services more sustainably
Promotes sustainable use of forests & land / seas & oceans
Offers sustainable brands and products (B)
Respects all living creatures (cruelty-free products, not tested on animals or vegan...) (B)
Is considered to be a good place to work
Positively contributes to the national economy and my local community
Is transparent and honest in its activities and communications
Behaves ethically and with integrity
Fights against poverty and hunger
Supports healthy living and promotes well being
Ensures food security and improved nutrition (B)
Is a great supporter of culture and education
Actively promotes and supports equality, diversity and inclusion in society
Proactively supports social issues and good causes

(B)= Bespoke attributes only applied to certain categories































PREVIOUSLY ON MEANINGFUL BRANDS 2021

The tech & retail sectors dominated... followed by deep-rooted Belgian brands.

1 	2 	3 	4 	5 	6 
7 	8 	9 	10 	11 	12 
13 	14 	15 	16 	17 	18 
19 	20 	21 	22 	23 	24 
25 	26 	27 	28 	29 	30 

MEANINGFUL BRAND CATEGORY RANKING 2023

Colruyt's reign is over... Bancontact take the lead

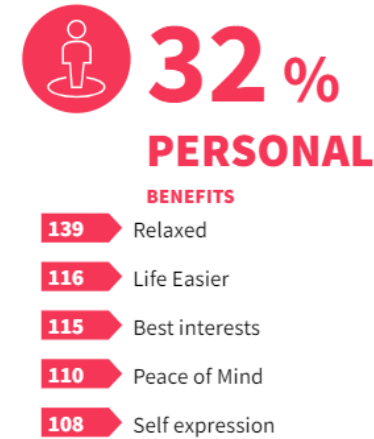
1	 Bancontact 77.5	2	 Google 74.1	3	 WhatsApp 72.2	4	 colruyt 71.9	5	 DECATHLON 71.7	6	 NETFLIX 71.1
7	 payconiq 71	8	 IKEA 71	9	 SAMSUNG 70.5	10	 Spotify 70.5	11	 Kruidvat 69.5	12	 bol.com 69
13	 mastercard. 68	14	 YouTube 67.3	15	 vrt max 67	16	 ACTION 67	17	 Albert Heijn 67	18	 Facebook Messenger 66.6
19	 VISA 66.6	20	 maestro. 66.4	21	 PayPal 65.6	22	 ALDI 65.5	23	 LIDL 65.2	24	 DELHAIZE 64.8
25	 H&M 64.5	26	 facebook 64.4	27	 Up Monizze 64.4	28	 Vanden Borre 64.3	29	 zalando 64.1	30	 cool blue 63.4

**SUCCESSIVE CRISES HAVE HAD A
TANGIBLE IMPACT ON CONSUMERS.
THEIR BEHAVIOR IS CHANGING,
AND WITH IT, THEIR NEEDS...**

THE IMPORTANCE OF THE FUNCTIONAL PILLAR DECLINES COMPARED TO 21 : PERSONAL AND COLLECTIVE BECOME STRONGER WITH CONTROL ATTRIBUTES (SIMPLIFY, WEALTH,...) AND POSITIVE IMPACT ON THE LOCAL ECONOMY

2021

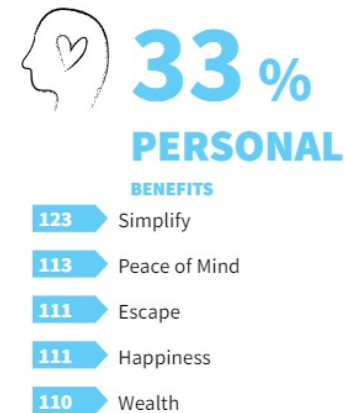
IN 2021, THE FUNCTIONAL PILLAR
WAS BY FAR THE MOST IMPORTANT
FOR CONSUMERS



2023

PERSONAL:
Gaining in importance due to successive crises. "Simplify",
"peace of mind" and "Escape".

COLLECTIF:
The collective is growing in importance and focusing on
two themes. Local and environmental issues
















Excellent performances on the **functional** is the bare minimum !

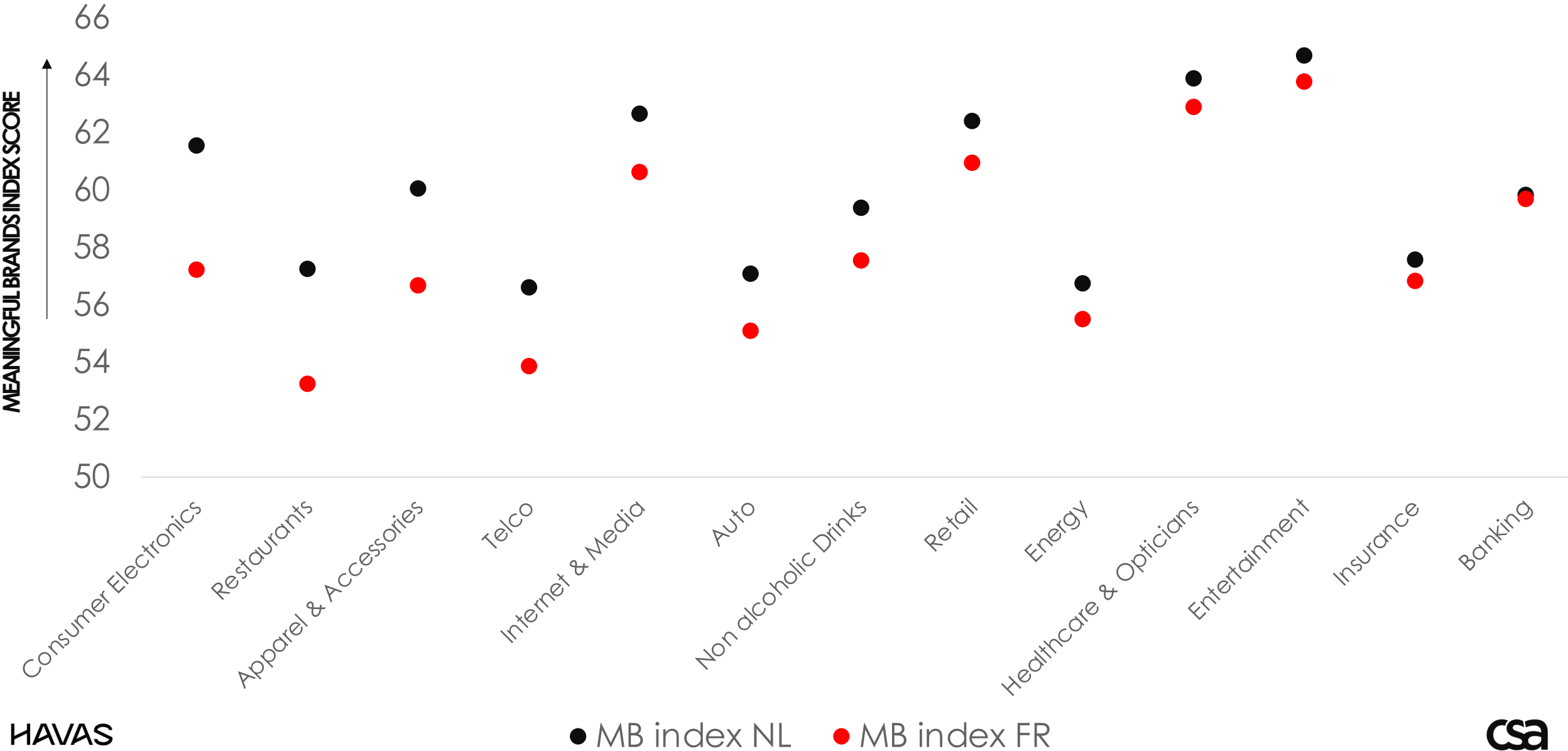
Personal pillars is a must.

Major digital platforms & GAFAM are the last to resist the **collective** requirements































Meaningful ++
Meaningful --

										
	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	✓			✓	✓		✓	✓		

Brands are perceived as more meaningful in the north than in the south

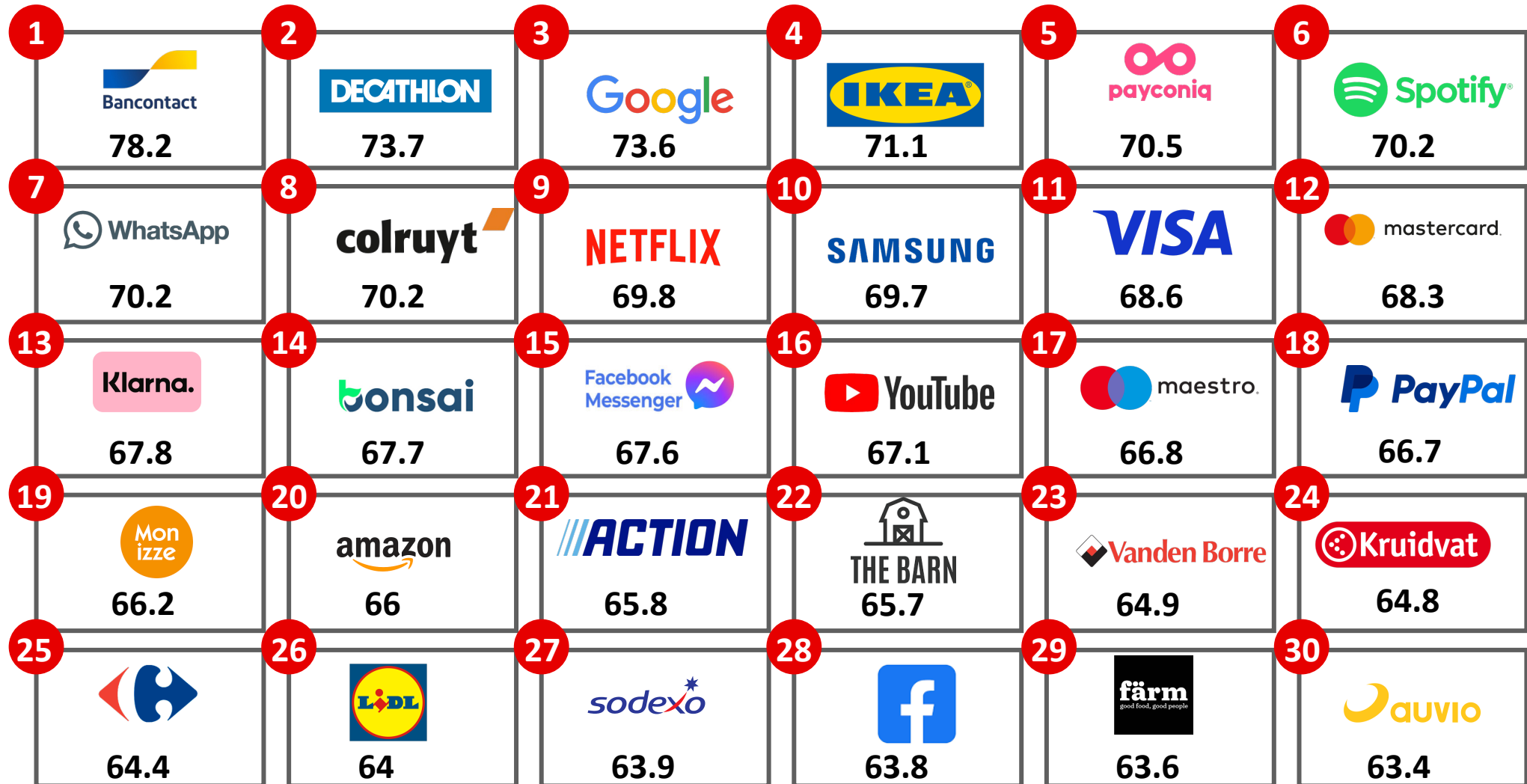


Kruidvat, Bol.com, Albert Heijn rise in the ranking in the North. Bancontact and digital platforms still lead the way

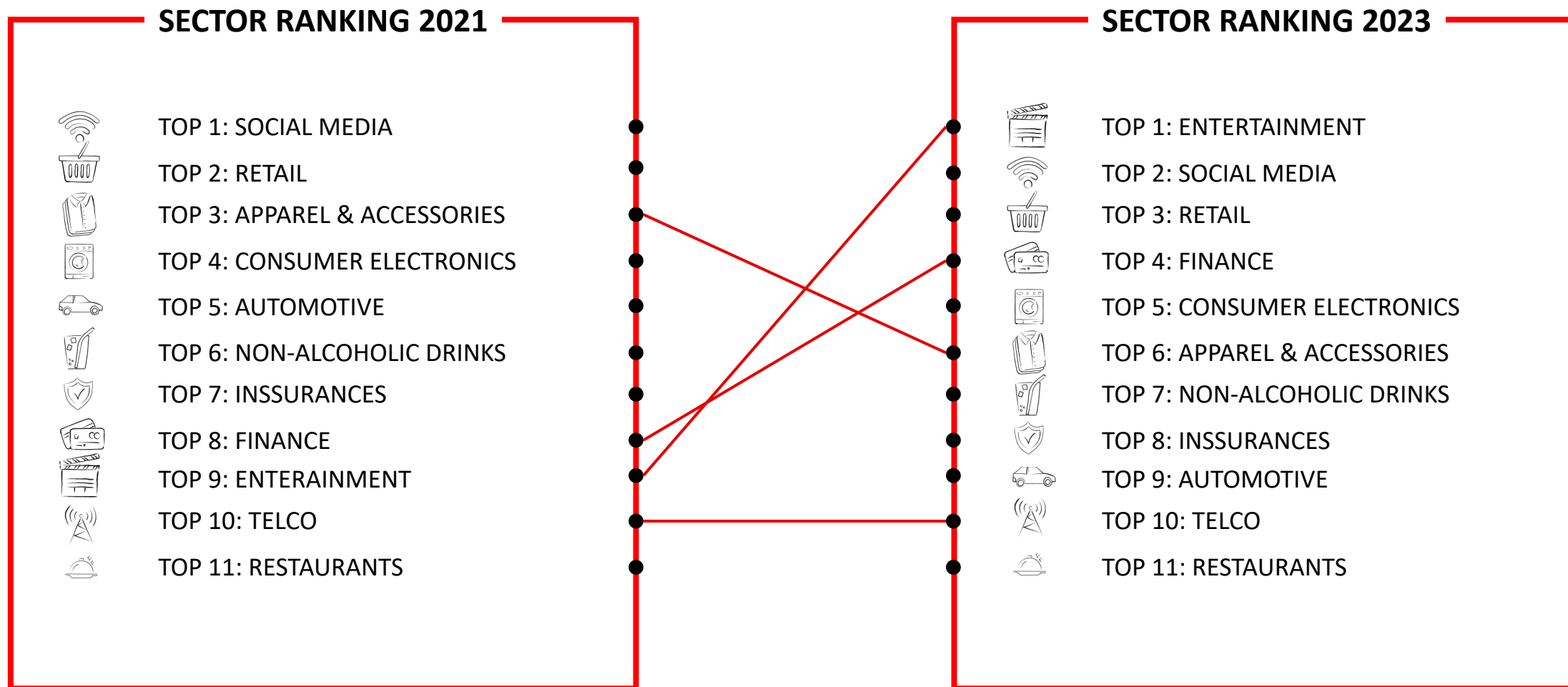
1	 Bancontact 76.8	2	 Google 74.6	3	 WhatsApp 73.7	4	 colruyt 73.1	5	 Kruidvat 72.7	6	 bol.com 72.7
7	 NETFLIX 72.3	8	 payconiq 71.5	9	 SAMSUNG 71.2	10	 IKEA 70.9	11	 Spotify 70.7	12	 DECATHLON 70
13	 Albert Heijn 68.8	14	 ALDI 68.4	15	 ACTION 67.9	16	 mastercard. 67.9	17	 YouTube 67.5	18	 vrt max 67.5
19	 DELHAIZE 66.2	20	 maestro. 66.1	21	 LIDL 66.1	22	 cool blue 66	23	 Facebook Messenger 67.7	24	 Lipton 65.3
25	 C&A 65.1	26	 facebook 65.1	27	 Apple 65	28	 zalando 64.8	29	 VISA 64.8	30	 H&M 64.7

Decathlon in the South.

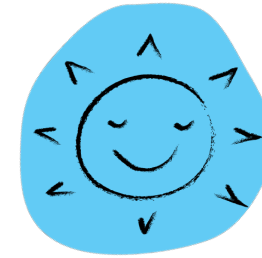
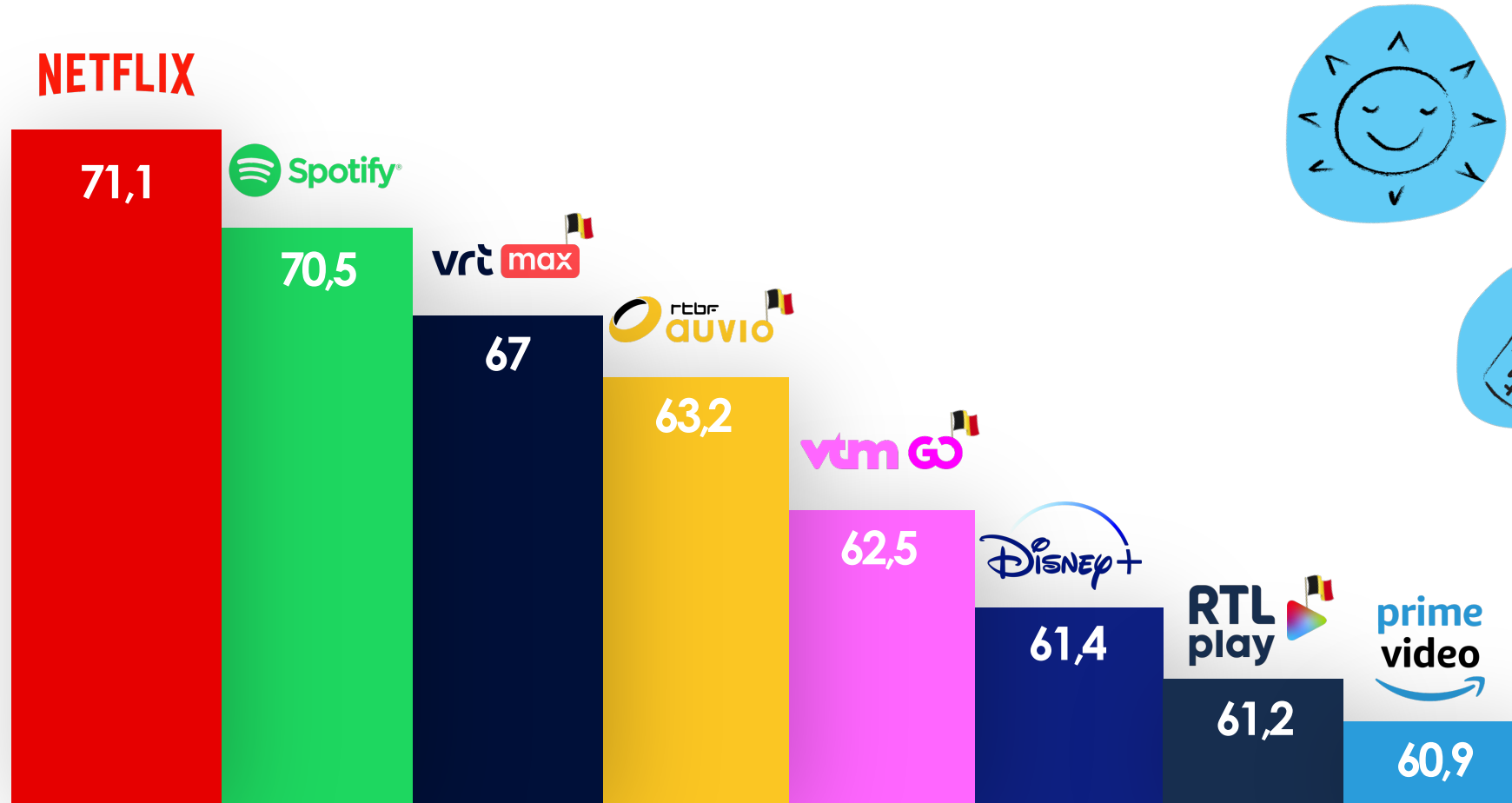
Bancontact, retail and digital platforms still lead the way



THE 2023 EDITION SEES THE RISE OF THE ENTERTAINMENT AND FINANCE SECTORS... TWO MAJOR ISSUES IN TIMES OF CRISIS.



Happiness is a core brand benefit! Through entertainment, consumers have found a much-needed escape from the world's troubles.



Happiness (index114)

Gives me a sense of happiness
*Is the first driver of
Quality of Life in 2023*



Energized (index110)

Helps me feel energized and alive



Escape (index109)

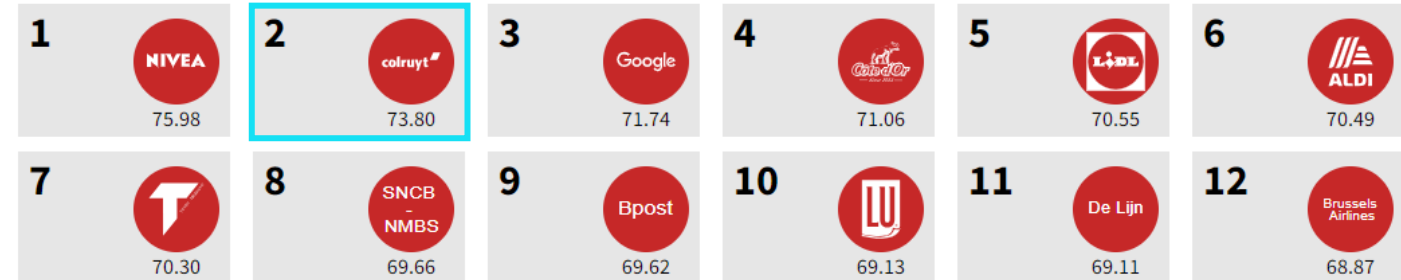
Lets me escape from the everyday



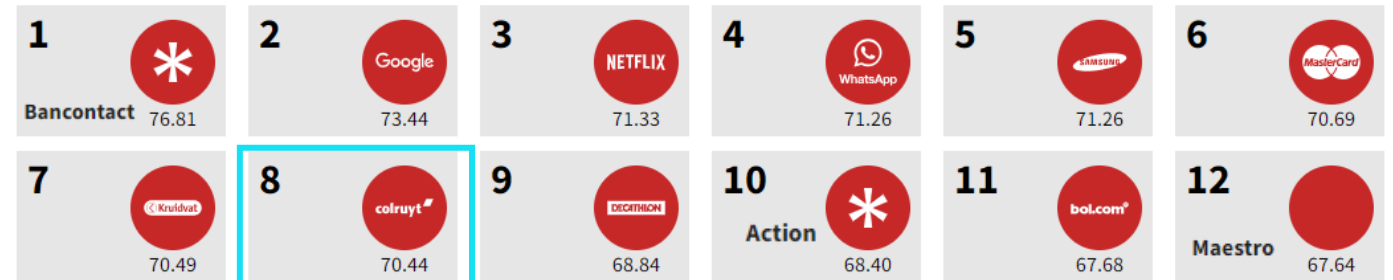
**RETAIL:
THE FALL OF COLRUYT
AFTER 10 YEARS AS A
LEADER IN
MEANINGFULNES**

55+ GLOBAL RANKING

Among 55+, Colruyt falls from 2th to 8th in 2023. This result confirms that among the Belgians (even if less strongly among the 55+), the brand has undergone a relative decline in 2023.



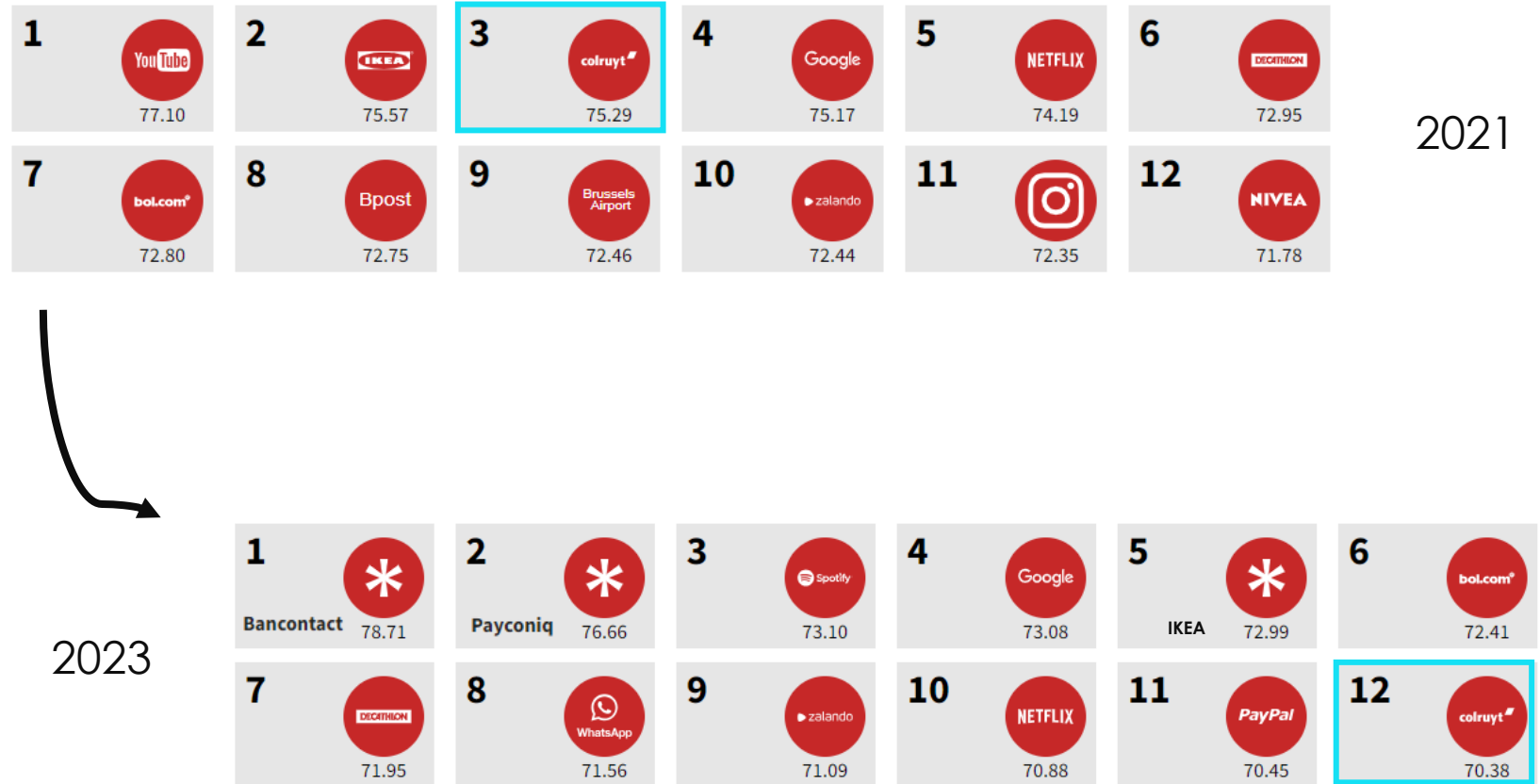
2023





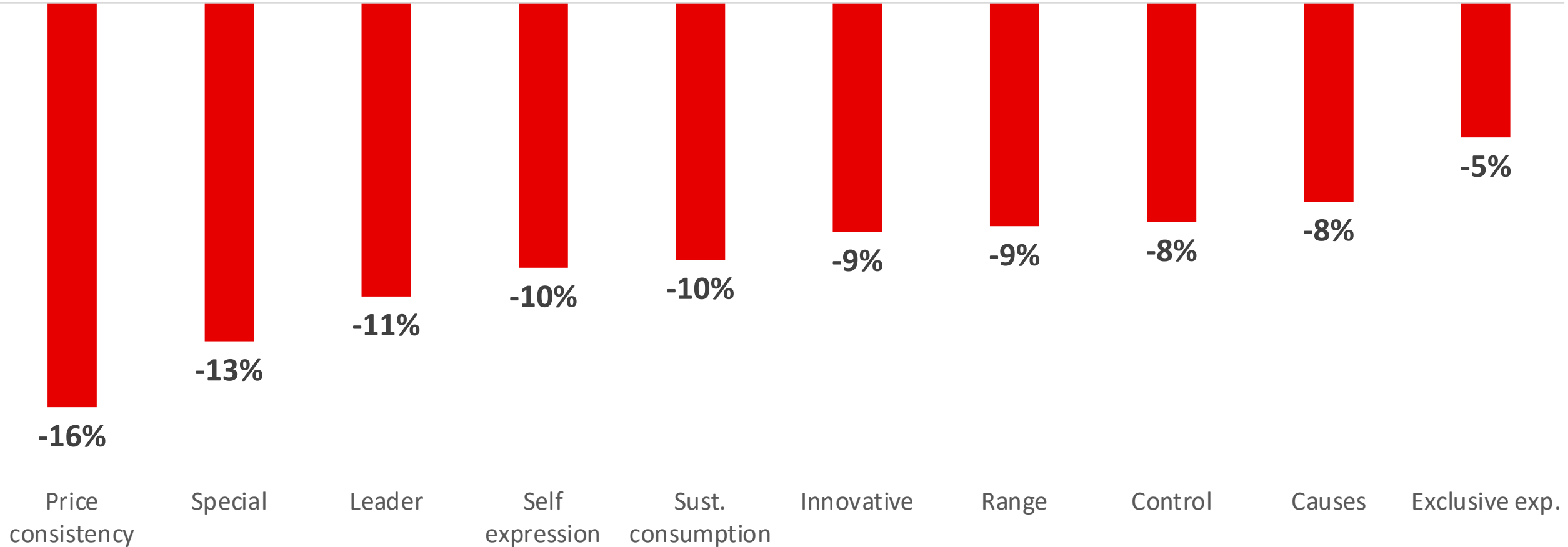
18-35 GLOBAL RANKING

Among young people, Colruyt falls from 3th to 12th in 2023. This drop in meaningfulness is the first indicator of the impact of successive crises and the growing importance of more resilient brands.



Colruyt: listing of evolutions by attribute on the three pillars

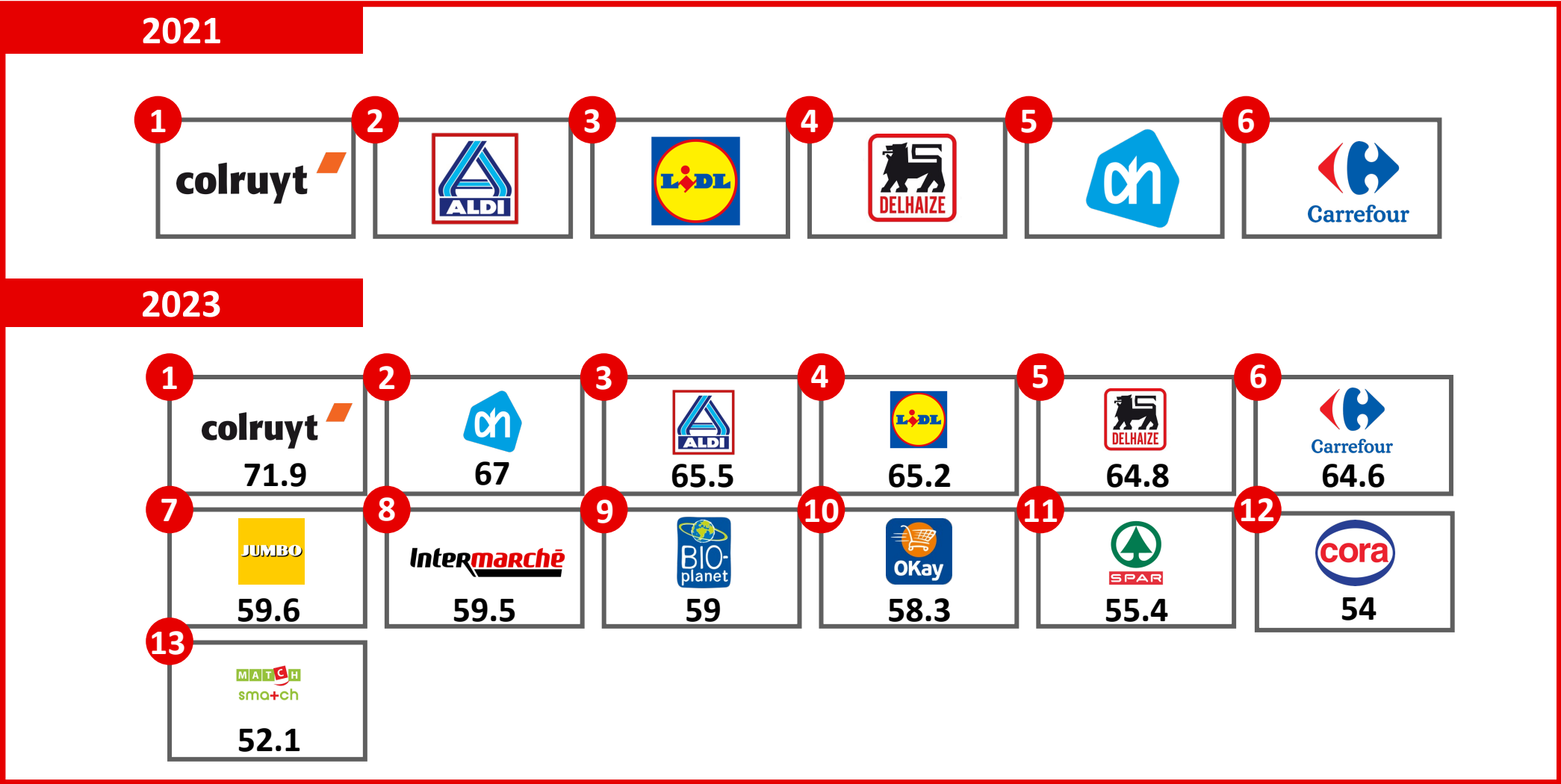
Biggest fall in attributes performance 21 vs 23 are “price consistency”, “Special”, “Leader”, and “self expressions”



STABILITY IS FINE IN A CHANGING WORLD

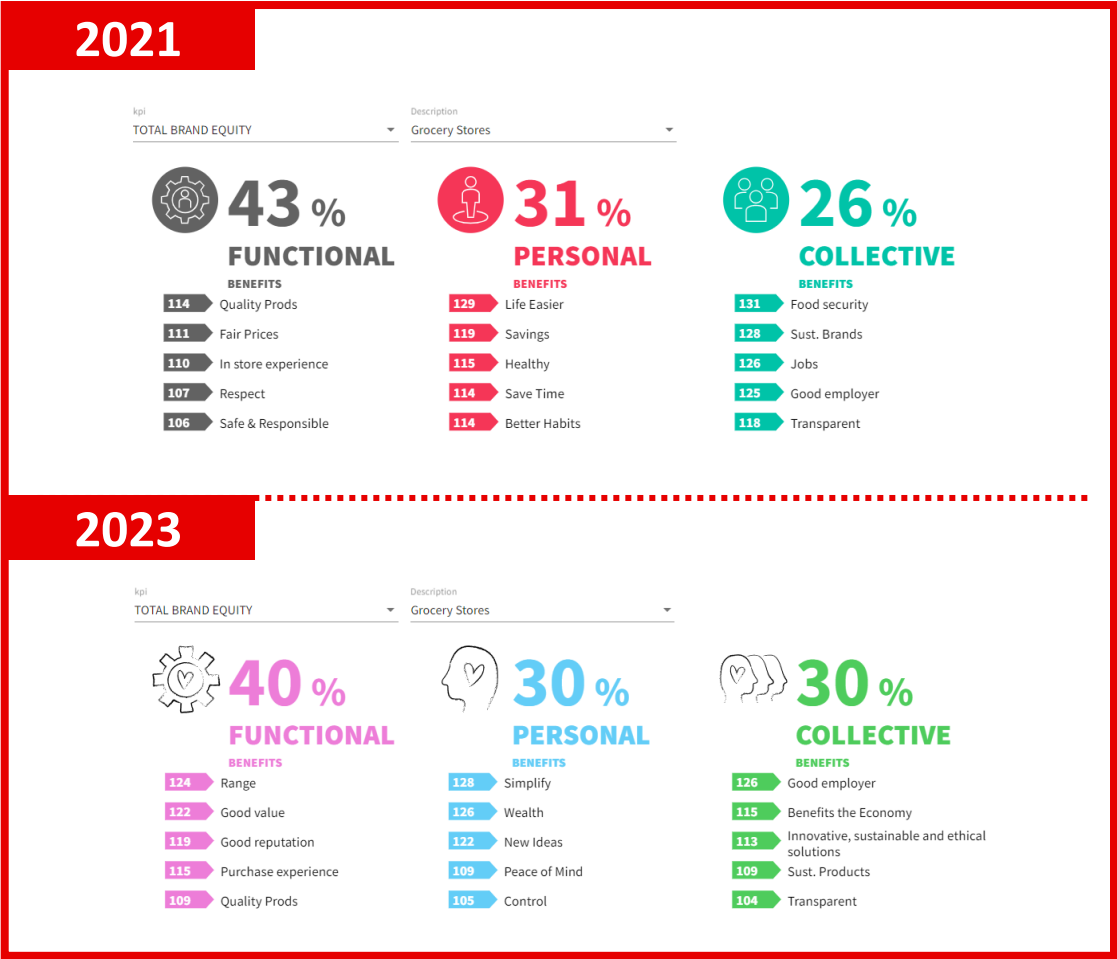
HOWEVER, THE BOLD PLAYERS WHO ADAPTED IN
THIS PERIOD ARE **BETTER REWARDED.**

COLRUYT AND CARREFOUR HOLD STEADY, ALBERT HEIJN RISES IN THE RANKING! THE RETAIL SECTOR EXPERIENCED VOLATILITY



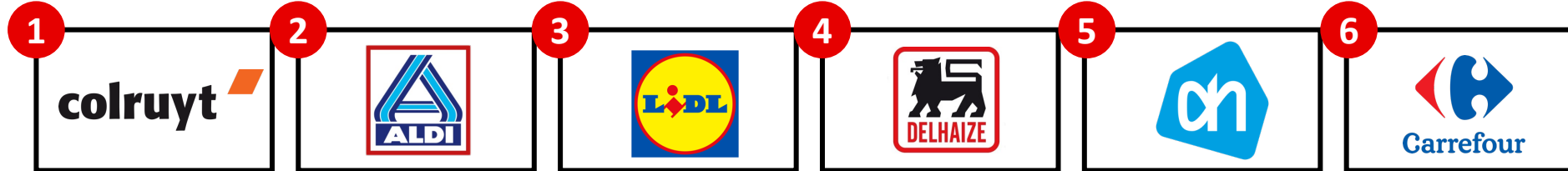
Shifting from functional to collective in the North and from functional to personal in the South

NORTH

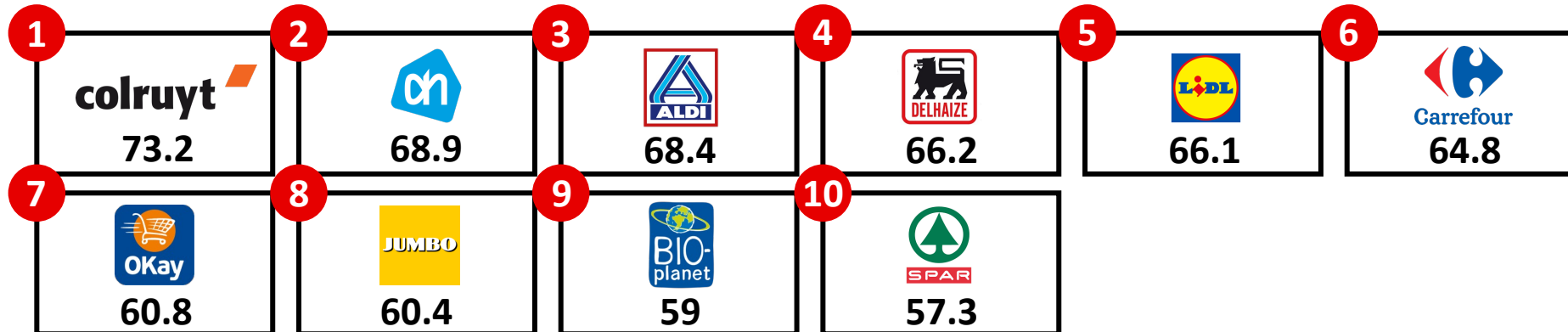


Colruyt is stable in the North. Albert Heijn clearly stands out, taking second place ahead of Aldi, Delhaize and Lidl.

2021

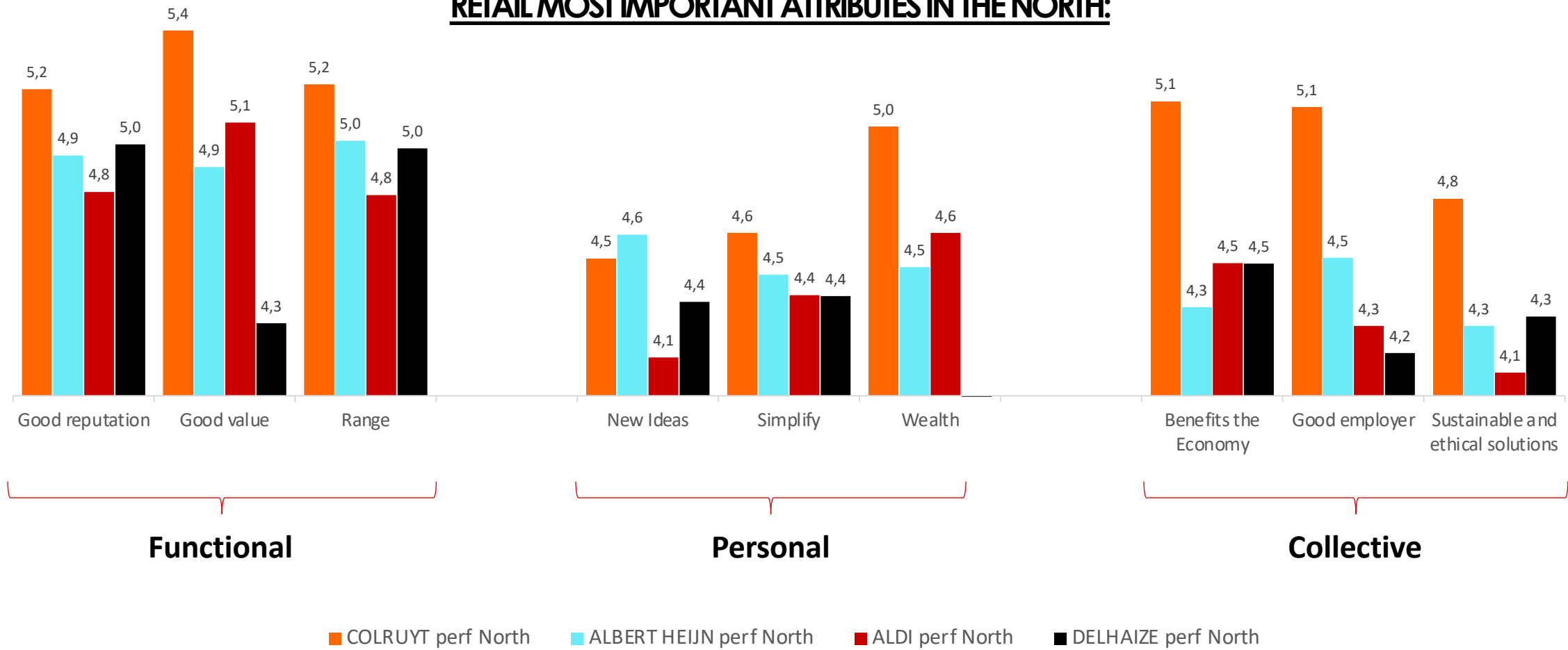


2023



COLRUYT: KEEPS A LEAD ON FUNCTIONAL, COLLECTIVE AND WEALTH
ALBERT HEIJN: VERY STRONG ON NEW IDEAS WHICH IS VERY IMPORTANT FOR NL

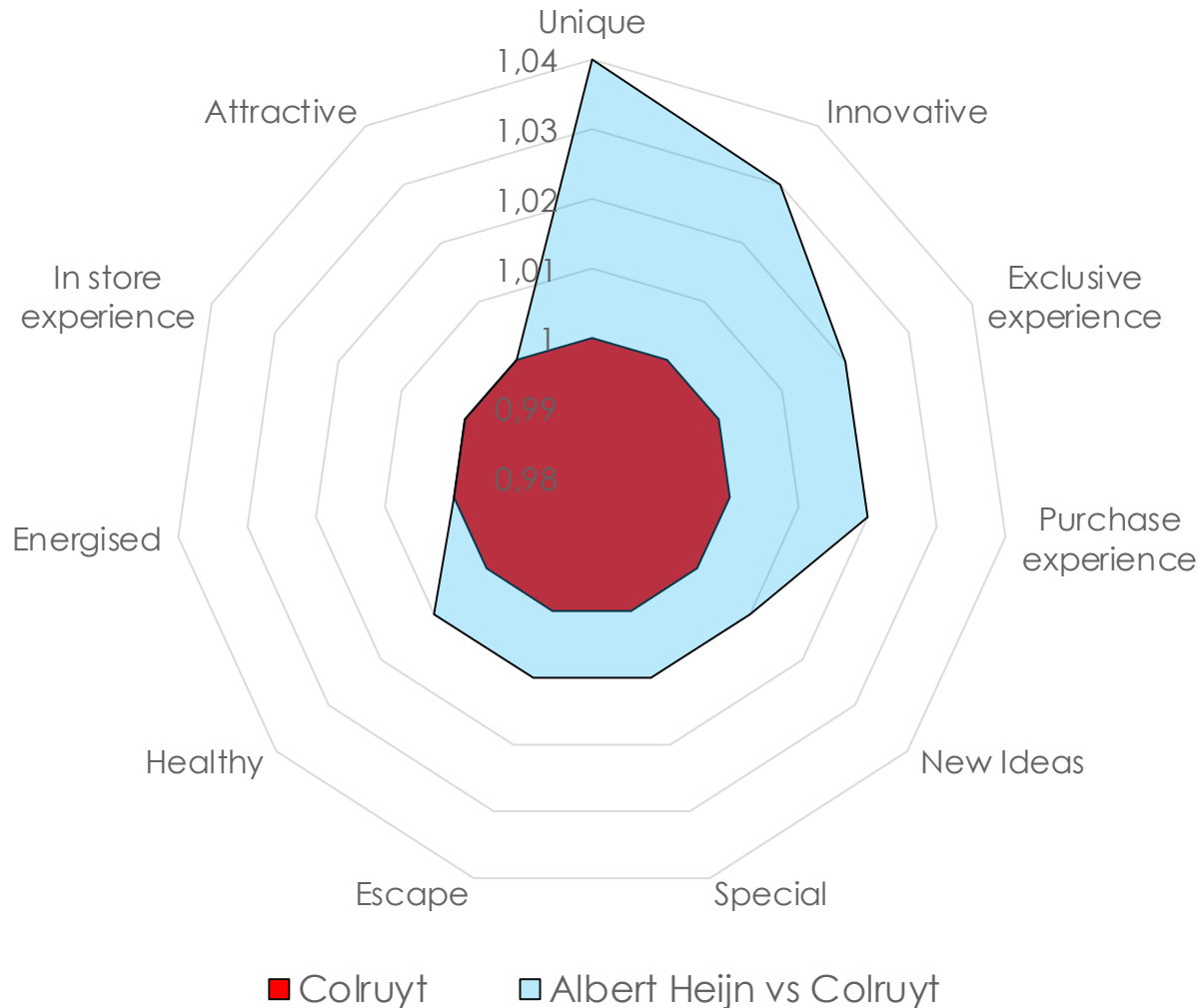
RETAIL MOST IMPORTANT ATTRIBUTES IN THE NORTH:



*Most important attributes for retail

Albert Heijn is catching up with Colruyt in the north

They already score better in Customer experience, Inspiration and Identity



A driving delivery robot: Albert Heijn experiments on the High Tech Campus

DIGITAL-
JULY 15, 2019



Albert Heijn uses AI for dynamic discounts

Supermarket chain wants to combat food waste

May 21, 2019 11:28 AM | Suzanne Martens

Topic Digital Innovation



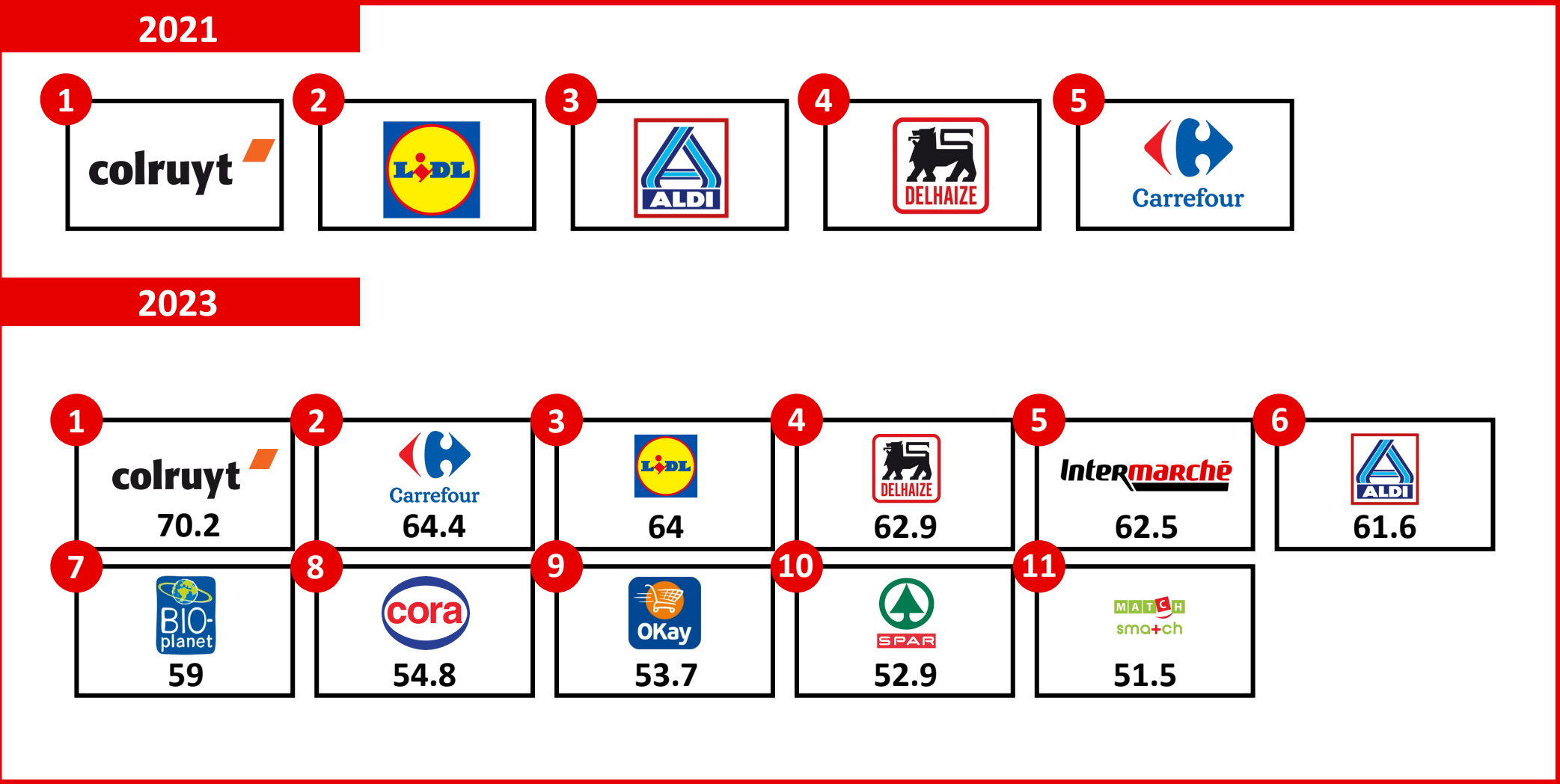
Albert Heijn is starting a trial to offer discounts on poultry and fish products that are nearing their expiry date. This is done on the basis of artificial intelligence. The supermarket chain wants to prevent food waste through the test.

The test is called 'dynamic discounting'. At a location in Zandvoort, poultry and fish products are automatically discounted based on the expiration date. The discount becomes higher as the shelf life becomes shorter.

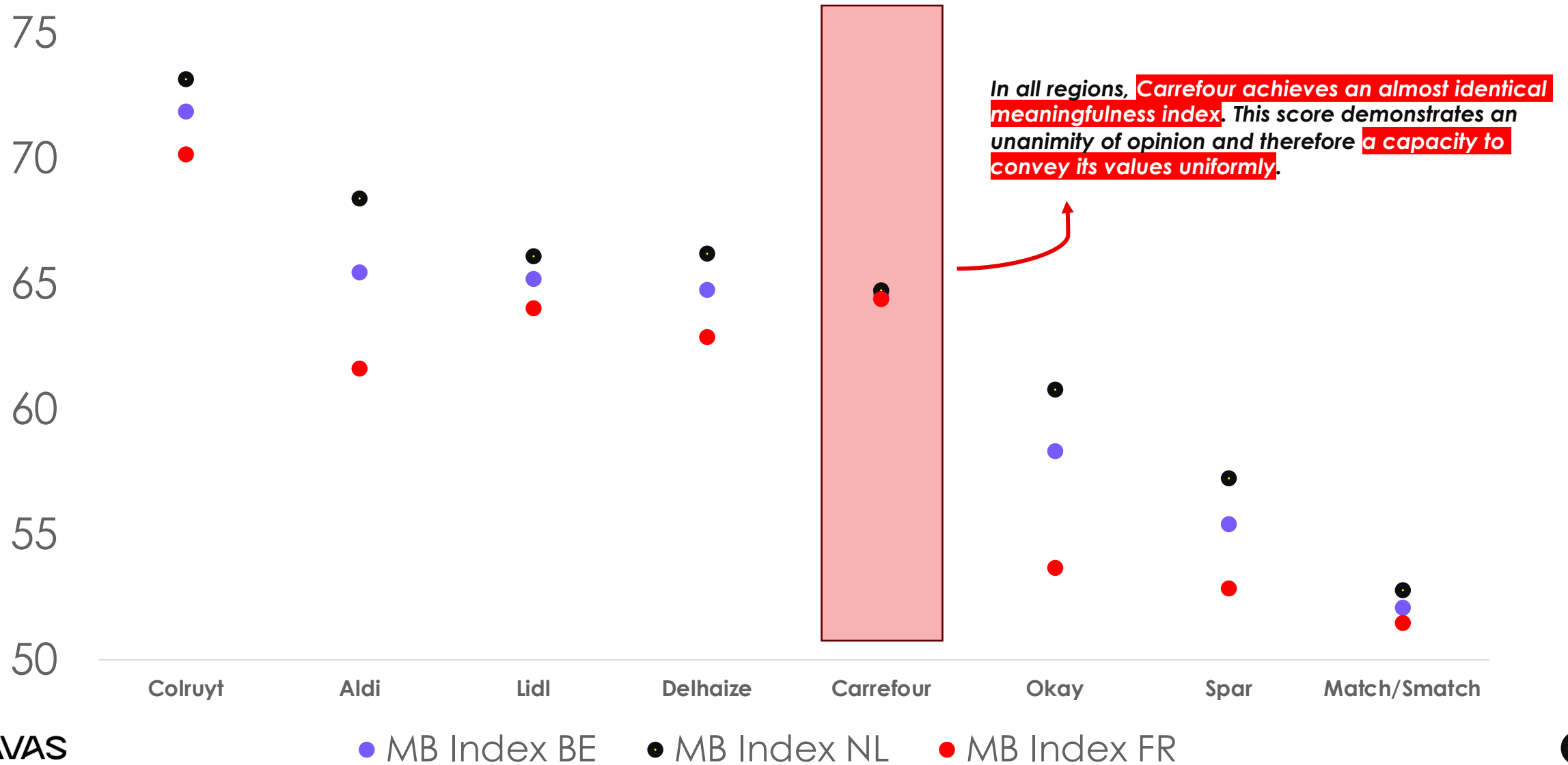
The algorithm calculates the best discount to ensure that no unsellable products are left at the end of the day and thus reduce food waste. It takes into account location, bonus offers, weather conditions, historical sales history and stock in the store.

Electronic price tags are placed with the products showing two prices: the regular price and a discount for a specific expiration date.

Colruyt is stable in the South. Carrefour moves up the rankings at the expense of Aldi and Lidl.



**MBI is much better in the North than in the South.
Carrefour is the only brand to have an MBI at the same level in both regions.**



THE PERSONAL PILLAR AND THE DIMENSIONS OF IDENTITY, EXPRESSION, INSPIRATION AND CONTROL ARE THE FOCUS

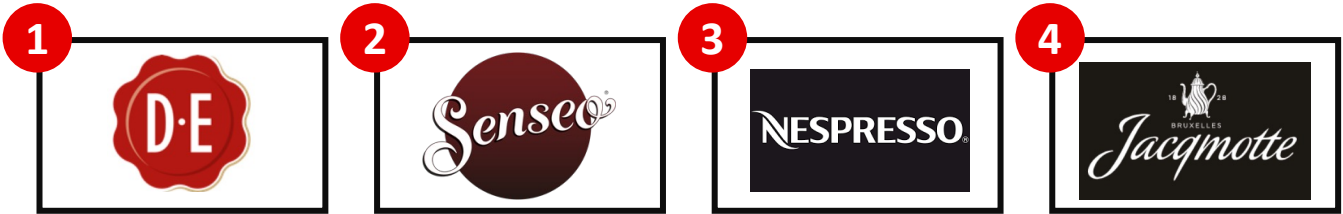


A black and white photograph of a person's hands holding a dark mug filled with coffee. The coffee has a white, swirling latte art design on top. The person is wearing a dark, long-sleeved shirt. The background is dark and out of focus.

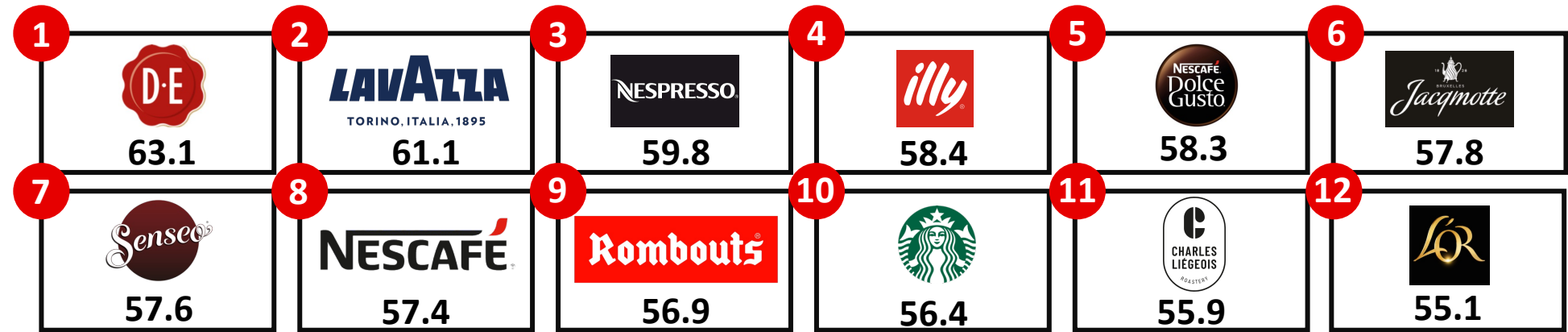
COFFEE: A STORY OF SHARED VALUES FOR EVERYONE

DOUWE EGBERTS REMAINS THE CATEGORY LEADER, CLOSELY FOLLOWED BY LAVAZZA AND NESPRESSO.

2021



2023



MAJOR SHIFT TO COLLECTIVE IN IMPORTANCE SHOWING THAT CONSUMERS EXPECT A LOCAL ANCHOR, INNOVATION AND SUSTAINABLE PRODUCT

2021



43 %

FUNCTIONAL

BENEFITS

- 114 Quality Prods
- 111 Fair Prices
- 110 In store experience
- 107 Respect
- 106 Safe & Responsible



31 %

PERSONAL

BENEFITS

- 129 Life Easier
- 119 Savings
- 115 Healthy
- 114 Save Time
- 114 Better Habits



26 %

COLLECTIVE

BENEFITS

- 131 Food security
- 128 Sust. Brands
- 126 Jobs
- 125 Good employer
- 118 Transparent

2023



40 %

FUNCTIONAL

BENEFITS

- 124 Range
- 122 Good value
- 119 Good reputation
- 115 Purchase experience
- 109 Quality Prods



30 %

PERSONAL

BENEFITS

- 128 Simplify
- 126 Wealth
- 122 New Ideas
- 109 Peace of Mind
- 105 Control



30 %

COLLECTIVE













BENEFITS

- 126 Good employer
- 115 Benefits the Economy
- 113 Innovative, sustainable and ethical solutions
- 109 Sust. Products
- 104 Transparent















DOUWE EGBERT DOMINATES BOTH GENRES NESPRESSO, STARBUCKS ON WOMEN LAVAZZA, ILLY, ROMBOUTS AND L'OR MORE PRONOUNCED AMONG MEN

WOMEN

1	 63.7	2	 60.8	3	 TORINO, ITALIA, 1895 60.3	4	 59.3	5	 58.1	6	 57.9
7	 57.6	8	 57.5	9	 57.4	10	 56.2	11	 56.1	12	 54.4

MEN

1	 62.6	2	 TORINO, ITALIA, 1895 62.1	3	 59	4	 58.9	5	 58.6	6	 58.2
7	 57.6	8	 57.6	9	 57.4	10	 55.9	11	 55.6	12	 53.3

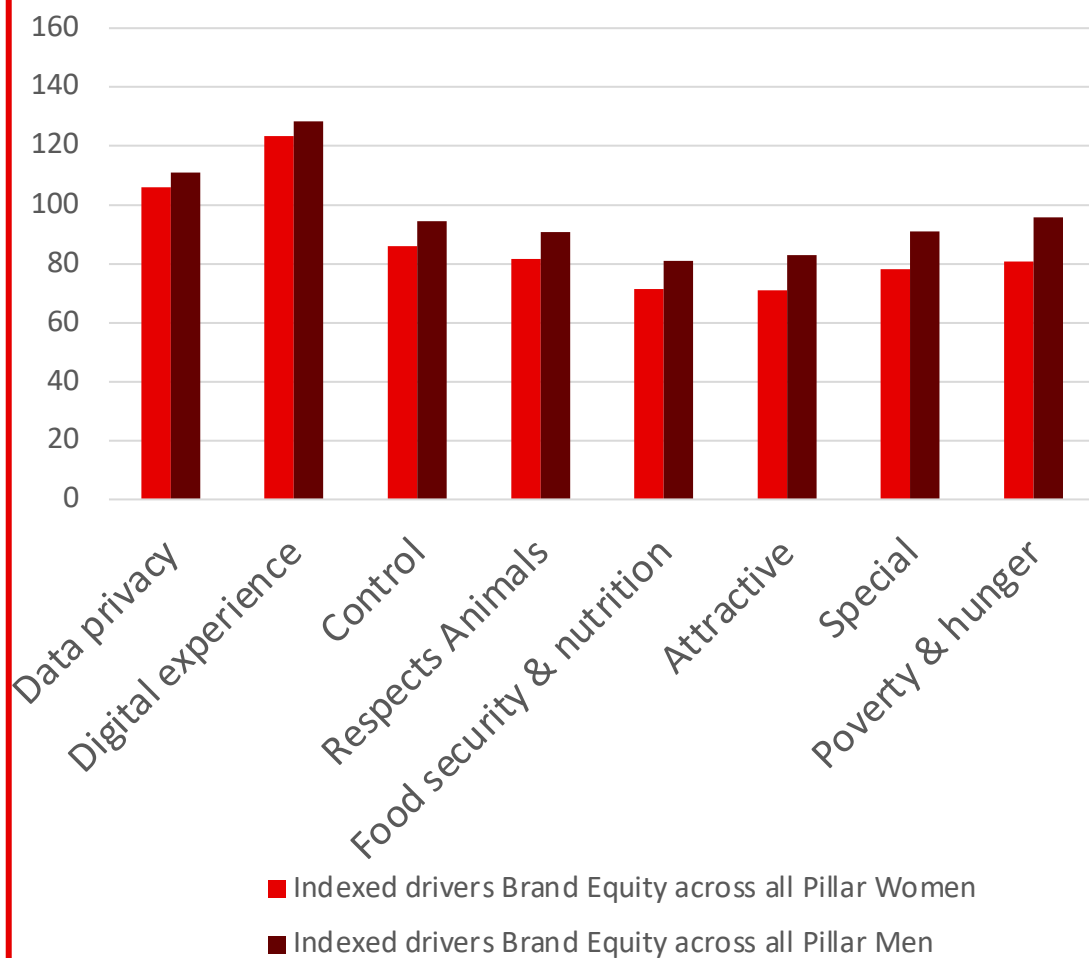
CONSUMER EXPECTATIONS BY GENDER DIFFER



Most important for women
relatively to men



Most important for men relatively to
women



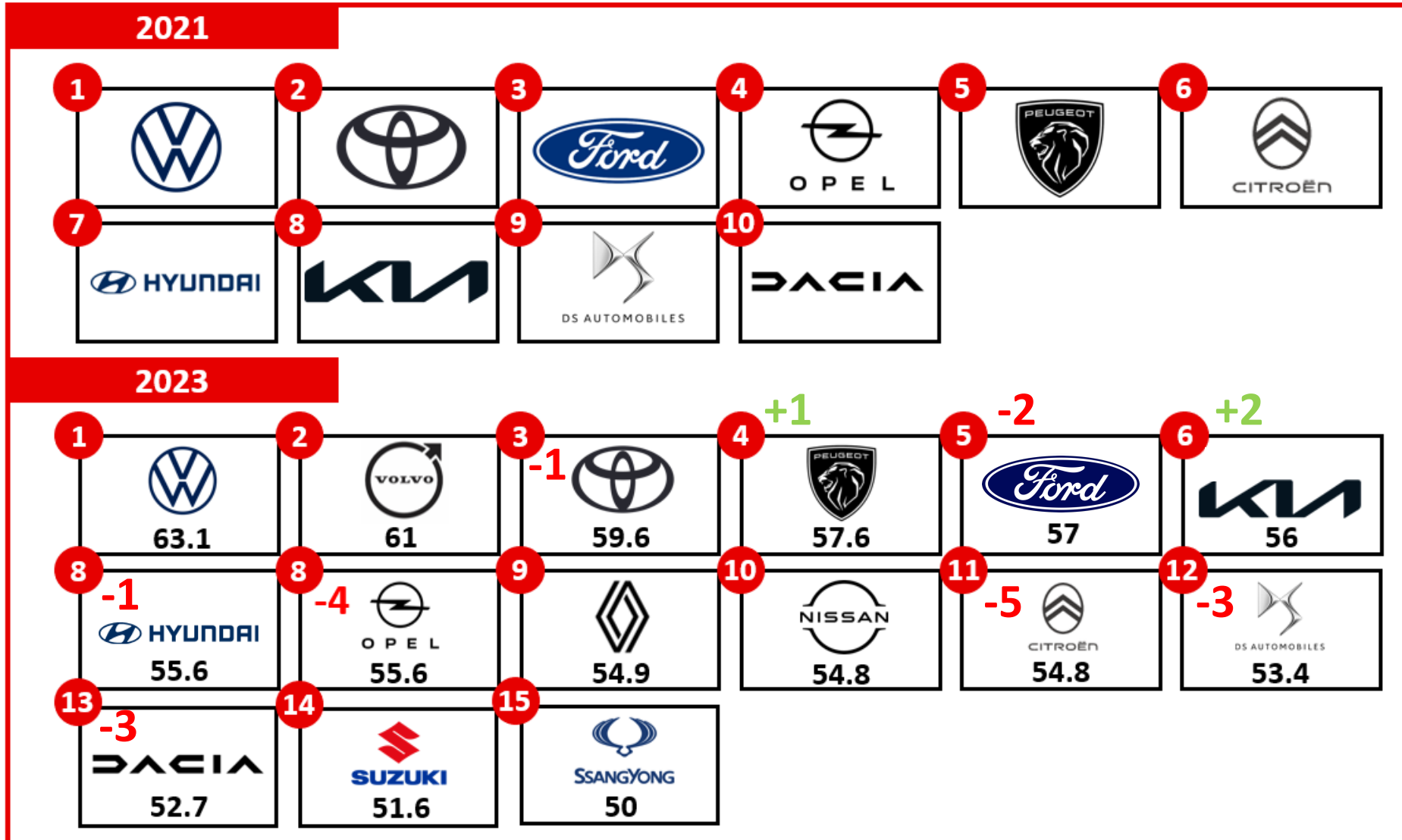
THE PERSONAL PILLAR AND THE DIMENSIONS OF IDENTITY, EXPRESSION ARE THE FOCUS



A black and white photograph of a silver SUV parked on a wet street. The car is positioned on the left side of the frame, facing left. The wet pavement reflects the car and the surrounding environment. In the background, there is a modern building with large glass windows and a concrete wall. The overall scene is urban and contemporary.

AUTOMOTIVE: THE CHALLENGE OF ELECTRIC VEHICLES IN A CHANGING WORLD

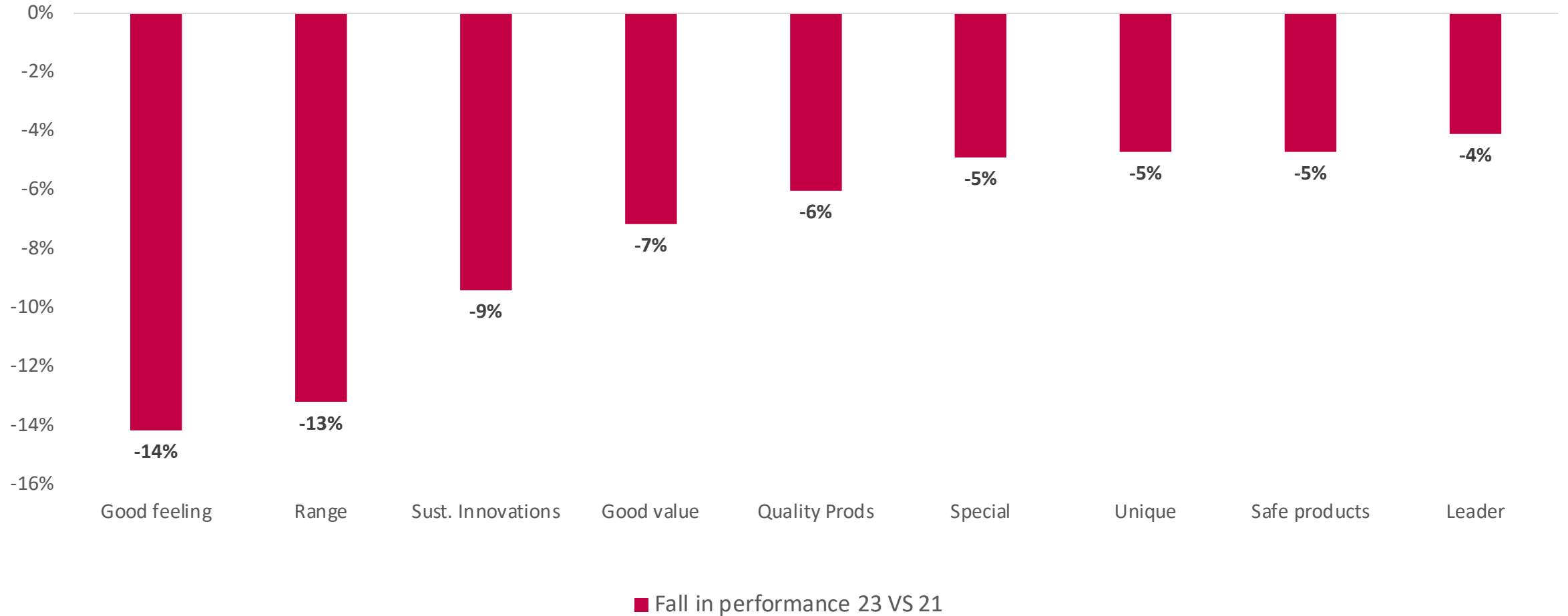
RELATIVE STABLE RANKING WITH NEW ENTRANTS. VW STILL AT THE TOP.
GOOD PROGRESSION OF KIA AND PEUGEOT. BIG DROP FOR OPEL



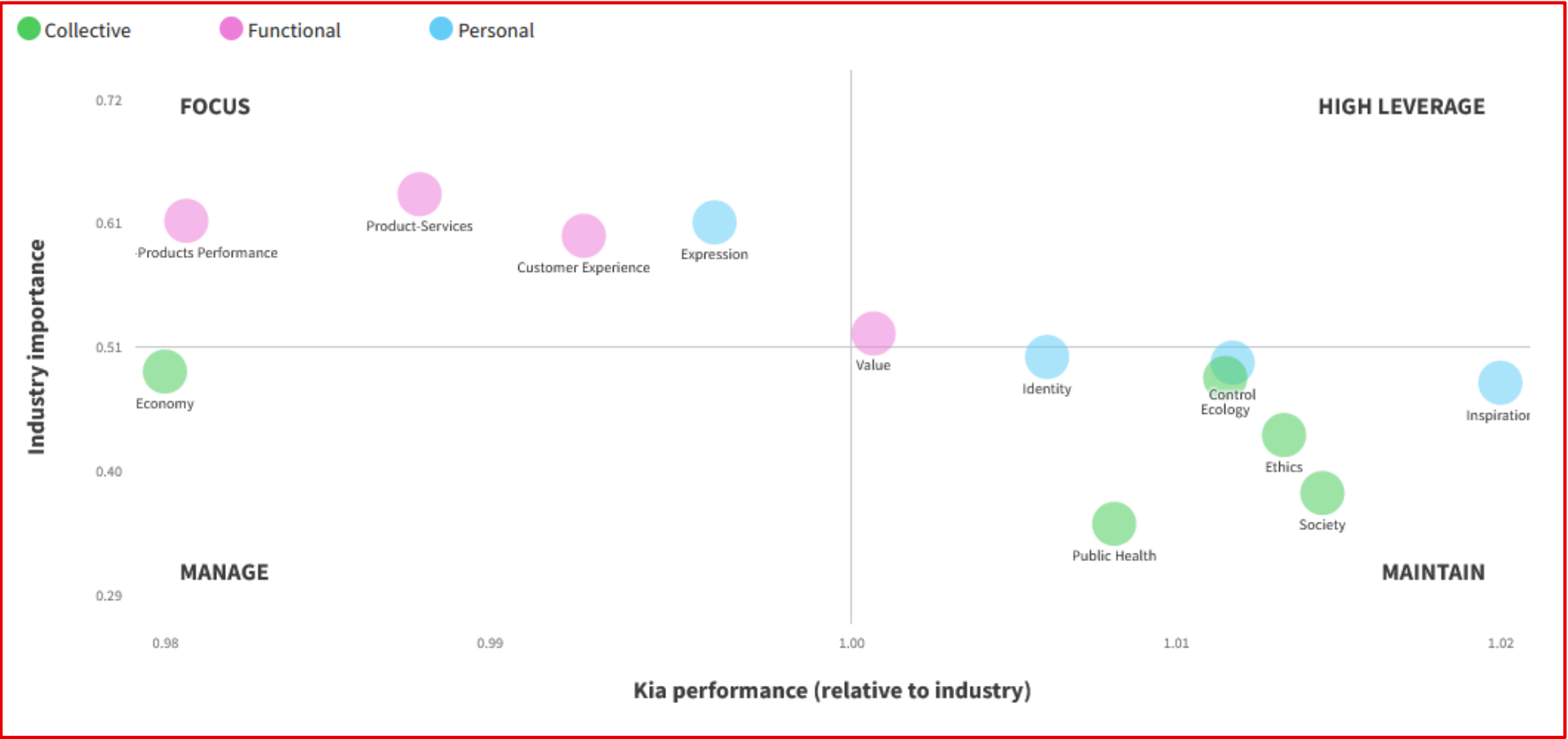


O P E L

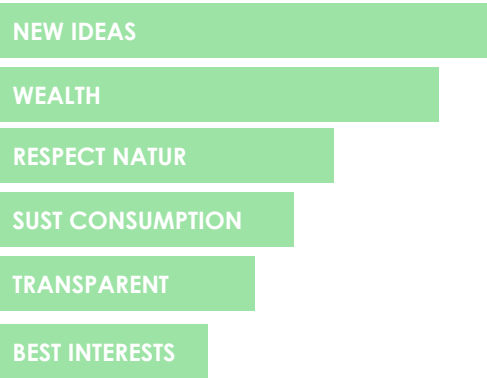
Opel has missed the innovation, range, and personal benefits train.



Collective and personal benefits are already well advanced for KIA: work on perception of performance on the functional pillar



Outperforms the competition



To work



THE PERSONAL PILLAR & COLLECTIVE ARE THE FOCUS FOR THE INDUSTRY



A grayscale background image showing a hand holding a credit card. The card has a textured surface and some faint text, including the word "Debit" and a small logo. The hand is positioned over the card, with fingers visible. The overall tone is professional and financial.

FINANCE: BEING THE PARTNER OF YOUR CUSTOMERS

Importance for the finance sector:

Simplify, peace of mind and wealth set to be very important in 2023.

The collective pillar sees the rise of local attributes such as Good Employer and Benefit the Economy.



41 %

FUNCTIONAL

BENEFITS

- 118** Range
- 116** Purchase experience
- 113** Quality Prods
- 112** In store experience
- 110** Good reputation



31 %

PERSONAL

BENEFITS

- 150** Simplify
- 132** Peace of Mind
- 129** Wealth
- 123** Control
- 108** Best interests



28 %

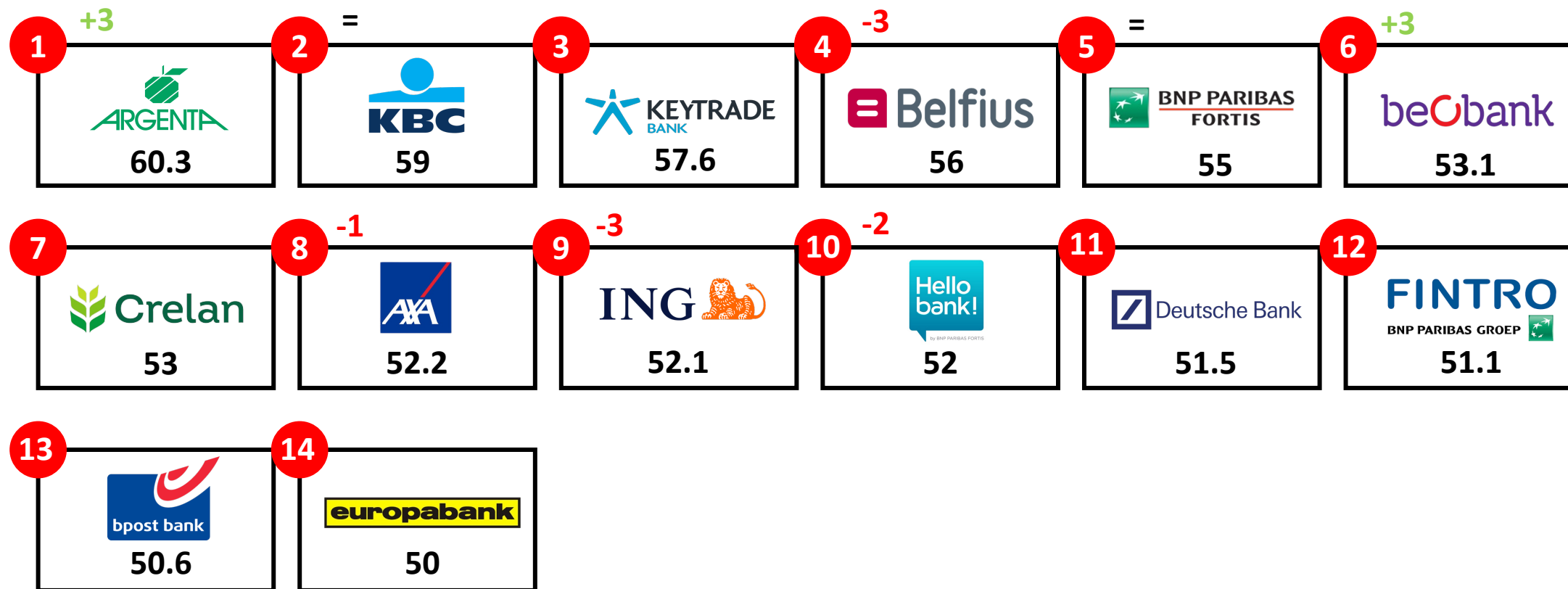
COLLECTIVE

BENEFITS

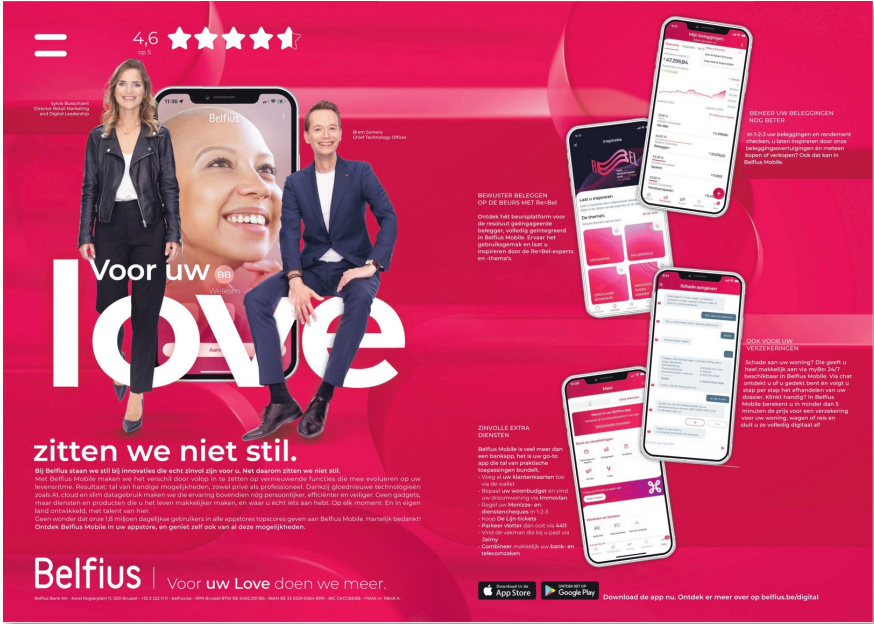
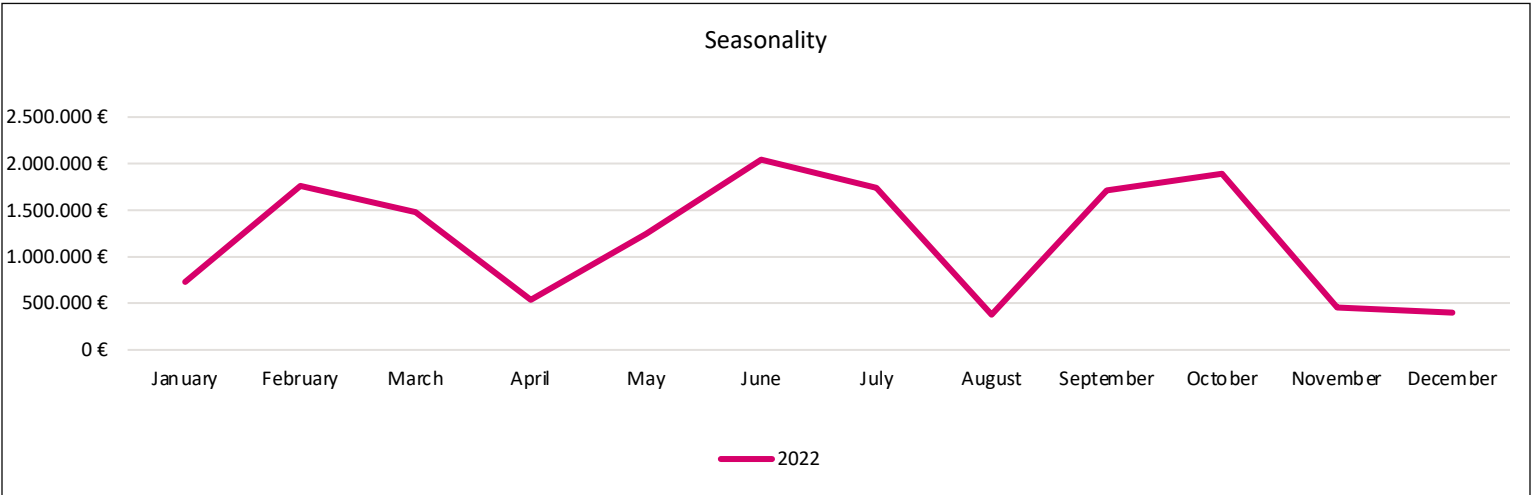
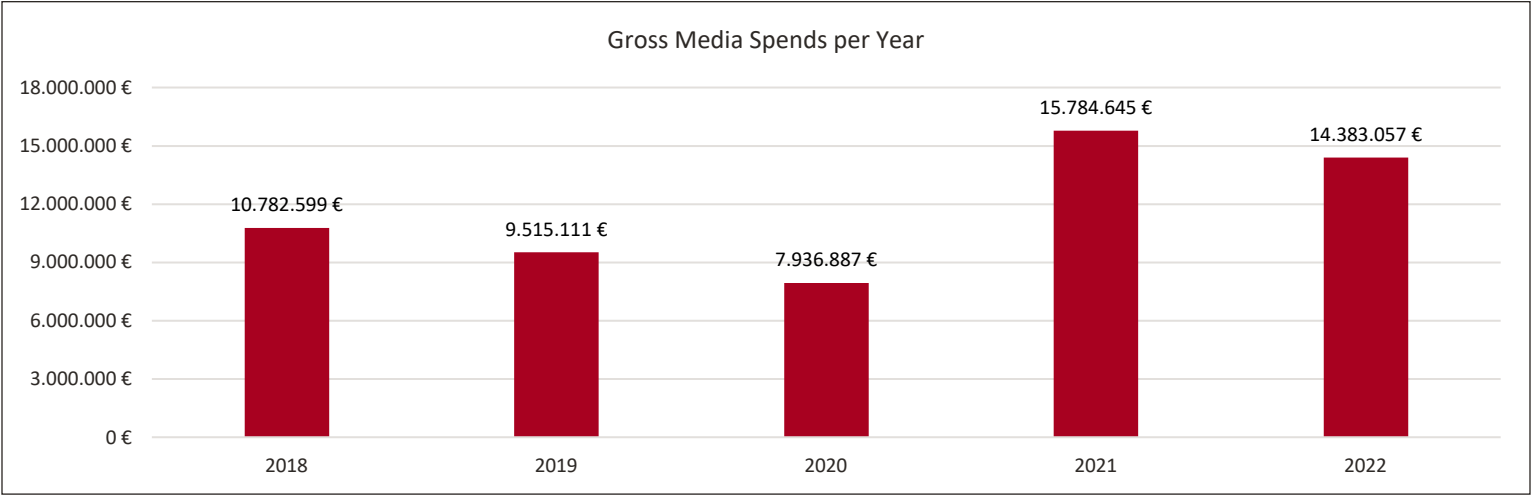
- 127** Good employer
- 120** Benefits the Economy
- 119** Transparent
- 118** Innovative, sustainable and ethical solutions
- 101** Sust. Products

ARGENTA THE BIG WINNER IN 2023

BELFIUS, ING PLUMMET



DESPITE MASSIVE INVESTMENT SINCE 2021...



Voor uw Love

zitten we niet stil.

Bij Belfius staan we stil bij innovaties die niet simpel zijn voor u. Het daarom zitten we niet stil. Met Belfius Mobile maken we het verschil door u te zetten op vernieuwende functies die meer aansluiten op uw levenswijze. Dankzij het zelfsturende vermogen, wordt u niet alleen professioneel, maar ook persoonlijk. Dankzij geavanceerde technologie zoals AI cloud en slimme data-analyses maken we de ervaring bovendien nog persoonlijker, efficiënter en sneller. Samen gaan we naar de toekomst die u het leven makkelijker maakt en u niet alleen wilt, maar ook kunt. En in eigen land ontwikkeld, met talent van hier.

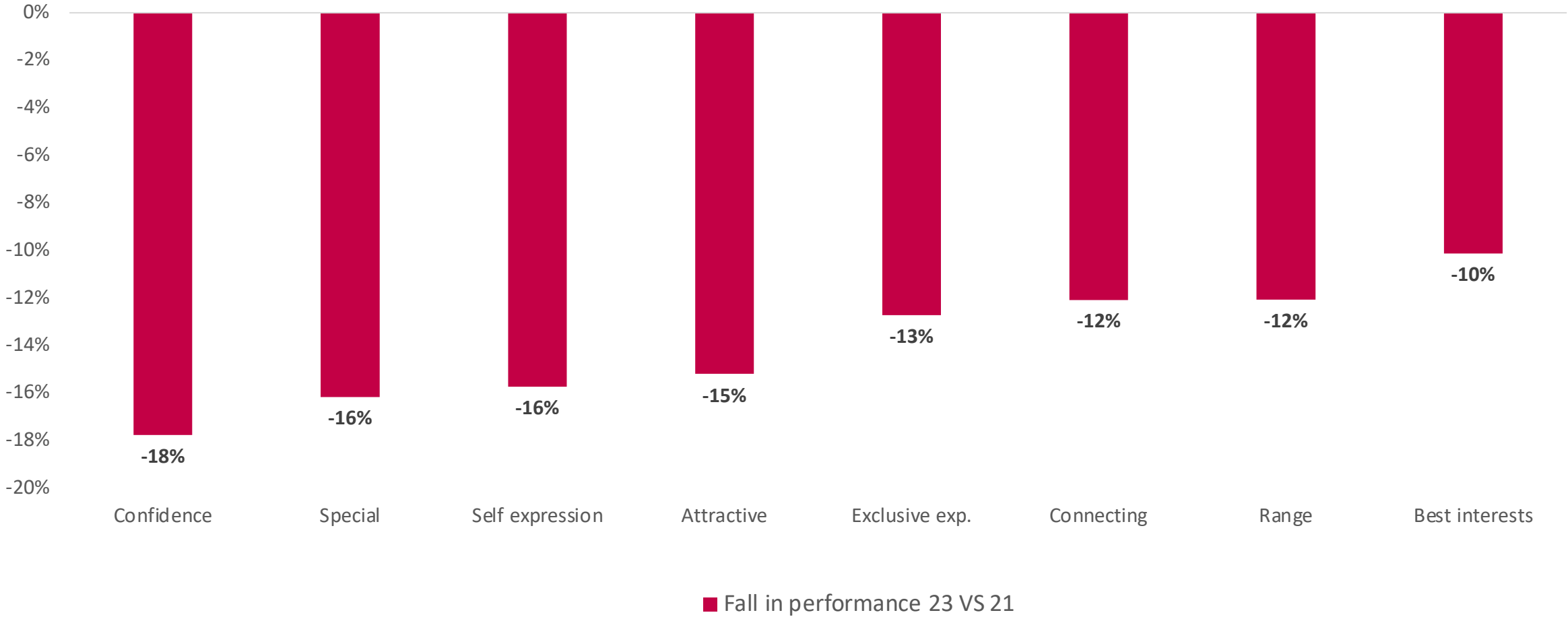
Grote voordeel: het kost u 10 miljoen minder om te zetten in alle apparaten. Interacties geven aan Belfius Mobile. Minder kosten. Omdat Belfius Mobile in uw appstore, en gericht zelf ook van al deze mogelijkheden.

Belfius | Voor uw Love doen we meer.

Download de app nu. Ontdek er meer over op belfius.be/digital

















BELFIUS DECLINES IN PERFORMANCE ON DIMENSIONS OF EXPRESSION, IDENTITY, CUSTOMER EXPERIENCE, AND CONTROL

















KBC THE BIG WINNER AMONG YOUNG PEOPLE
ARGENTA & KEYTRADE BANK, BEOBANK IN THE 54+ CATEGORY

18-35

1	 61.4	2	 59.2	3	 58	4	 56.3	5	 55.3	6	 53.7	7	 53
8	 53	9	 52.5	10	 51.2	11	 51.1	12	 50.8	13	 49.8	14	 49

54+

1	 61.3	2	 58.2	3	 57.8	4	 55.5	5	 55.4	6	 54.9	7	 51.7
8	 51.6	9	 51.5	10	 51.2	11	 50.8	12	 50.7	13	 50.4	14	 49.6

KBC TOP ATTRIBUTES ARE: DATA PRIVACY, EXCLUSIVE EXPERIENCE, REPUTATION



DATA PRIVACY (12% OUTPERFORMS COMPETITION)

EXCLUSIVE EXPERIENCE (11% OUTPERFORMS COMPETITION)

GOOD REPUTATION (10% OUTPERFORMS COMPETITION)

SIMPLIFY (10% OUTPERFORMS COMPETITION)

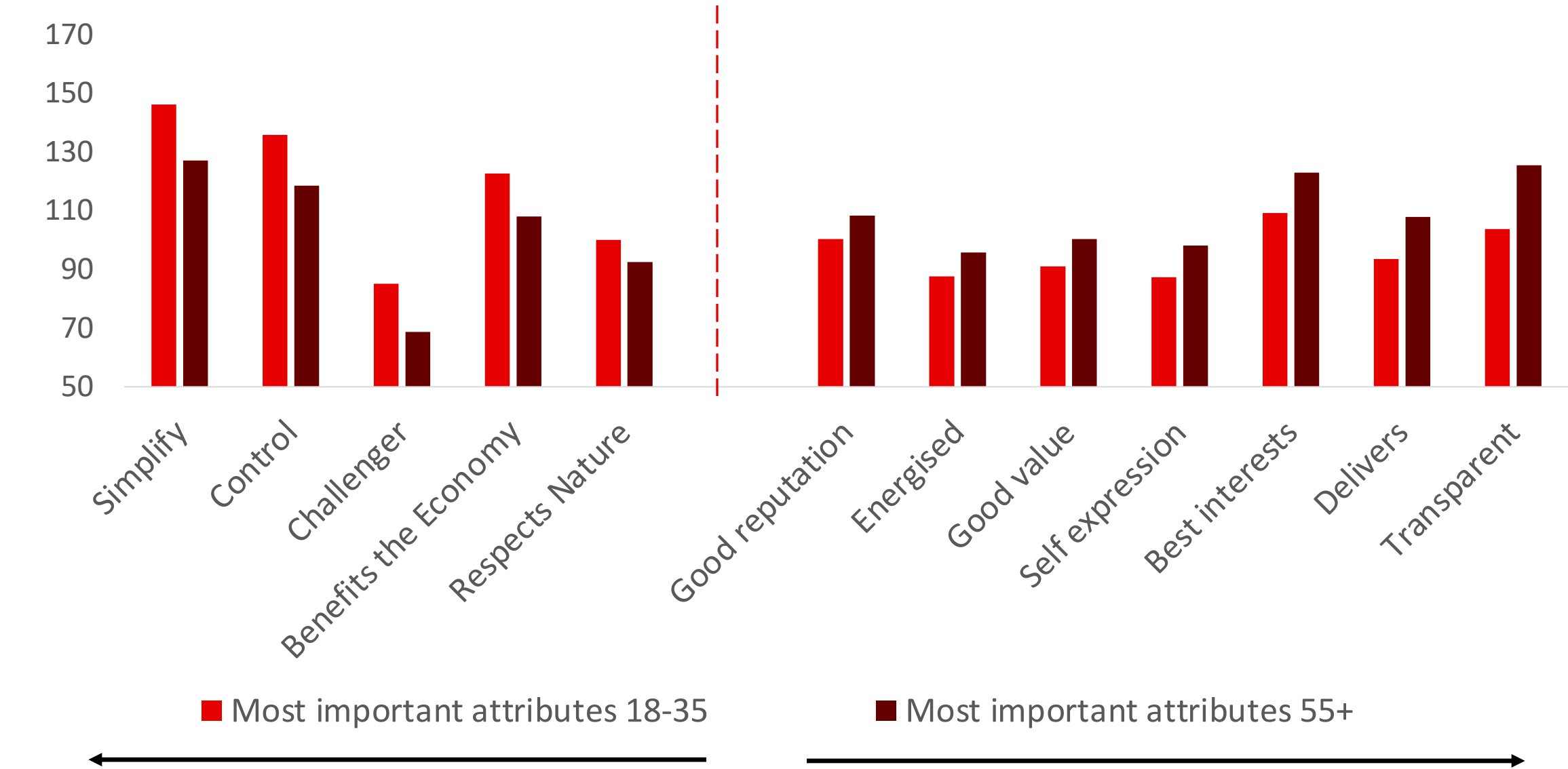
DIGITAL EXPERIENCE (10% OUTPERFORMS COMPETITION)

LEADER (9% OUTPERFORMS COMPETITION)

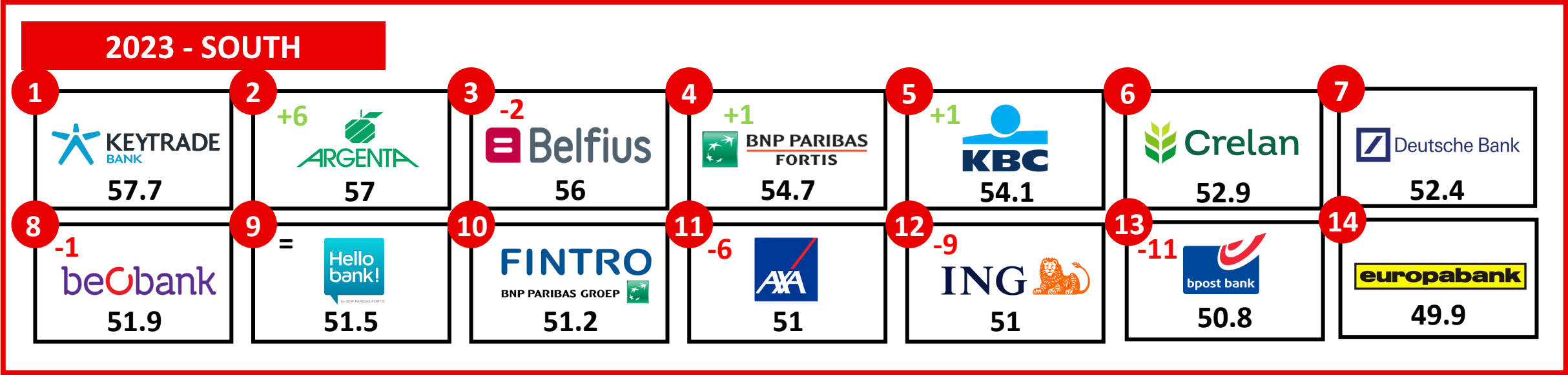
INNOVATIVE (8% OUTPERFORMS COMPETITION)



CONSUMER EXPECTATIONS BY AGE DIFFER



KEYTRADE BANK, ARGENTA & BNPFF IN PROGRESSION IN THE SOUTH



BNPPF TOP ATTRIBUTES ARE: LEADER, SELF EXPRESSION AND DIGITAL EXPERIENCE



LEADER

SELF EXPRESSION

DIGITAL EXPERIENCE

SIMPLIFY

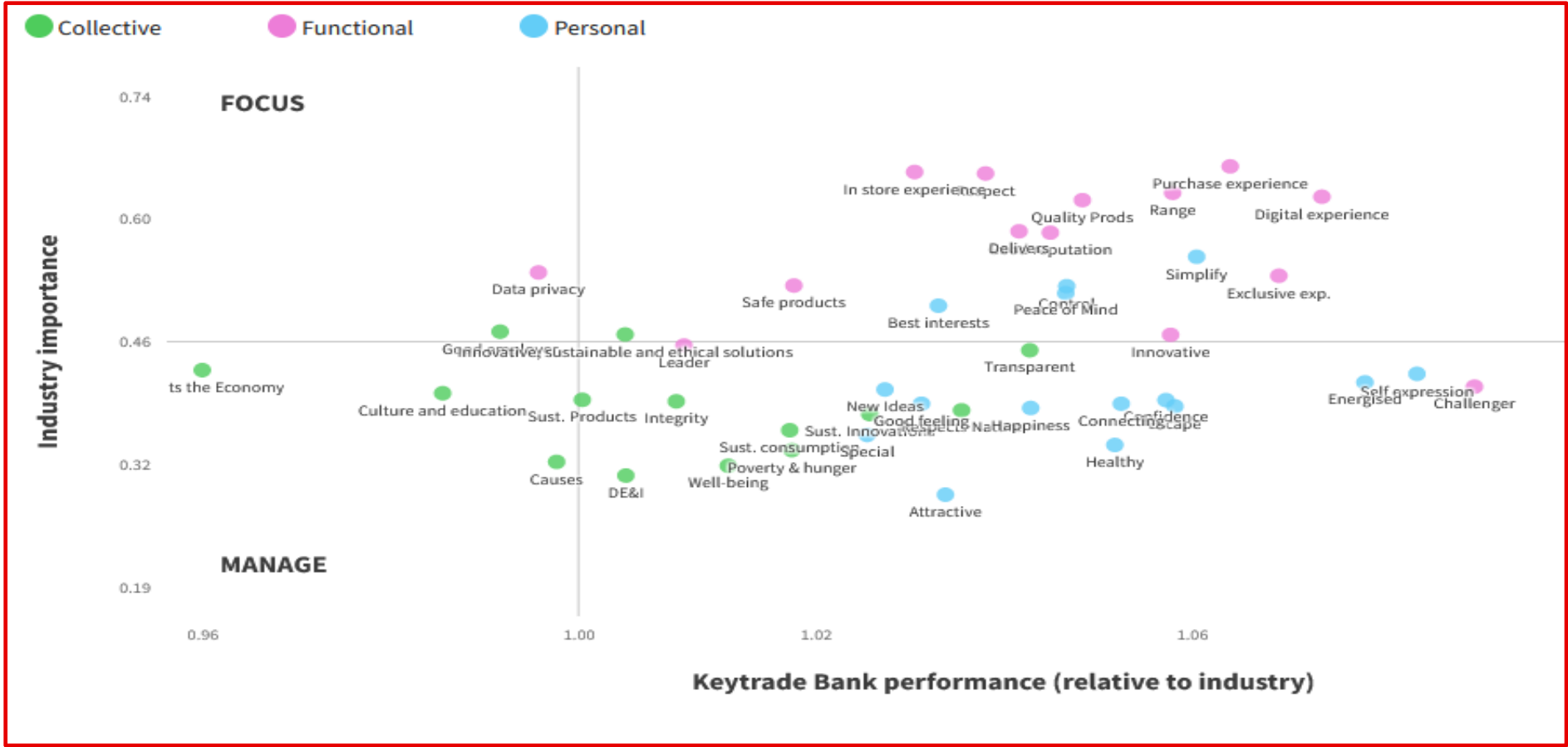
GOOD REPUTATION

CULTURE AND EDUCATION

RANGE


DATA PRIVACY

KEYTRADE PERFORMS WELL ON FUNCTIONAL AND PERSONAL AS DEMONSTRATED BY ITS TOP ATTRIBUTES. THE COLLECTIVE REMAINS A POINT OF WORK



Outperforms the competition

- WEALTH
- GOOD VALUE
- UNIQUE
- CHALLENGER
- SELF EXPRESSION
- ENERGISED
- RANGE
- INNOVATIVE
- SIMPLIFY

A black and white photograph of a woman with long dark hair, smiling and talking on a mobile phone. She is sitting at a dark table, holding a white cup of coffee in her left hand. The background is blurred, showing what appears to be an outdoor setting with trees and a building. A large black rectangular box with white text is overlaid on the right side of the image. A solid red horizontal bar is at the bottom of the black box.

TELCO: BUILD STRONG AND MEANINGFULL CONNEXIONS

ECONOMIC AND HEALTH CRISES HAVE SHIFTED THE SECTOR'S RANKING...

BE

SECTOR RANKING 2021

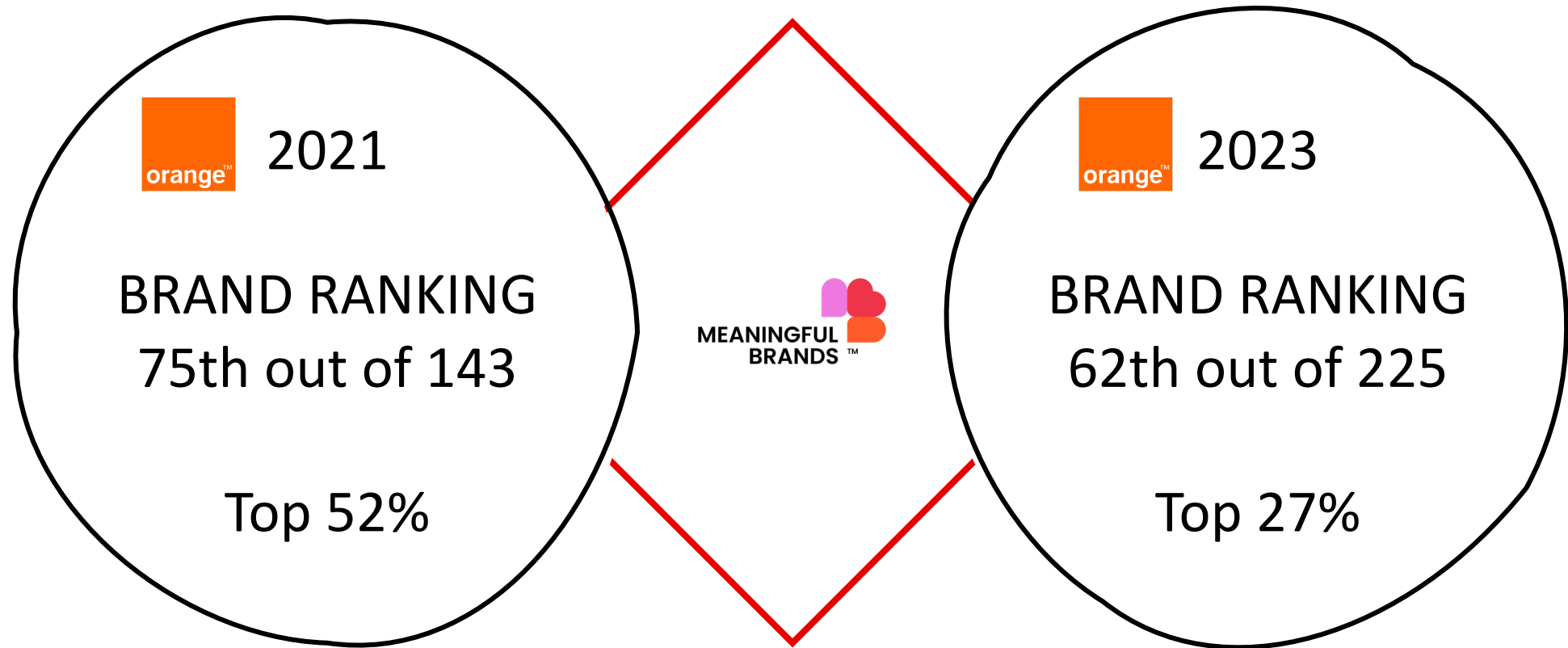
-  TOP 1: INTERNET & MULTIMEDIA
-  TOP 2: RETAIL
-  TOP 3: APPAREL & ACCESSORIES
-  TOP 4: CONSUMER ELECTRONICS
-  TOP 5: AUTOMOTIVE
-  TOP 6: NON-ALCOHOLIC DRINKS
-  TOP 7: INSSURANCES
-  TOP 8: FINANCE
-  TOP 9: ENTERTAINMENT
-  TOP 10: TELCO
-  TOP 11: RESTAURANTS

SECTOR RANKING 2023

-  TOP 1: ENTERTAINMENT
-  TOP 2: INTERNET & MULTIMEDIA
-  TOP 3: RETAIL
-  TOP 4: FINANCE
-  TOP 5: CONSUMER ELECTRONICS
-  TOP 6: APPAREL & ACCESSORIES
-  TOP 7: NON-ALCOHOLIC DRINKS
-  TOP 8: INSSURANCES
-  TOP 9: AUTOMOTIVE
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MBI RANKING: ORANGE POSITION 2021 VS 2023

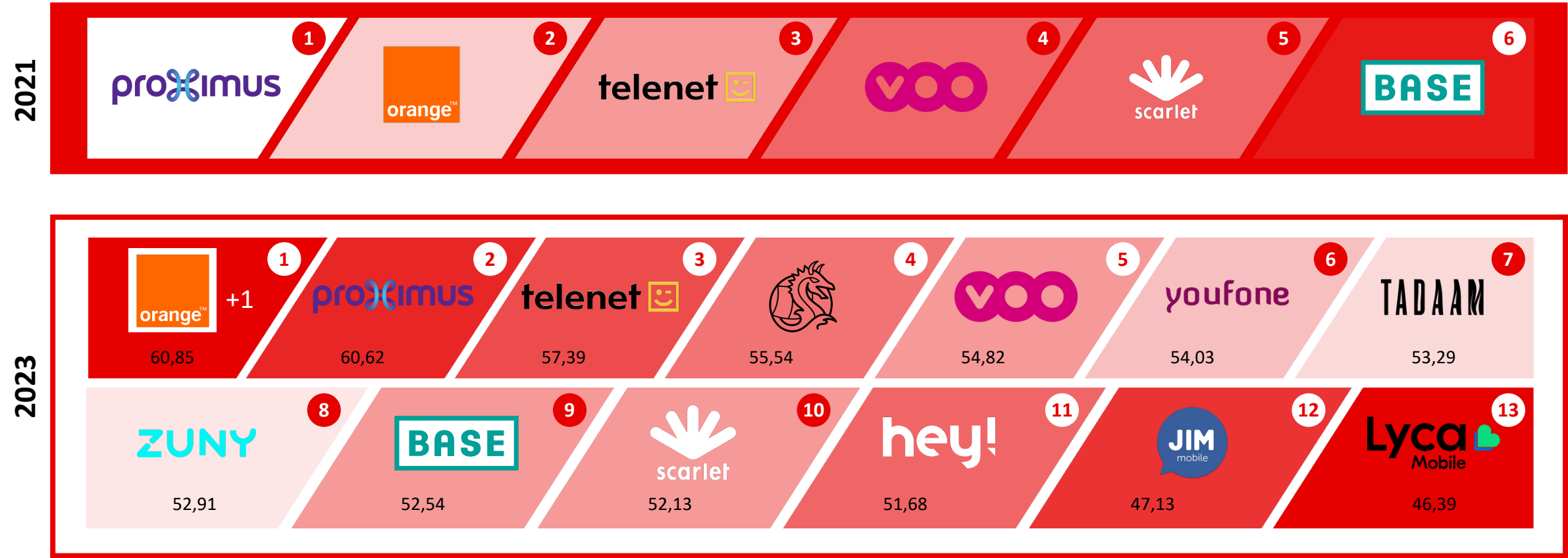
BE



MEANINGFUL BRANDS CATEGORY RANKING 2023

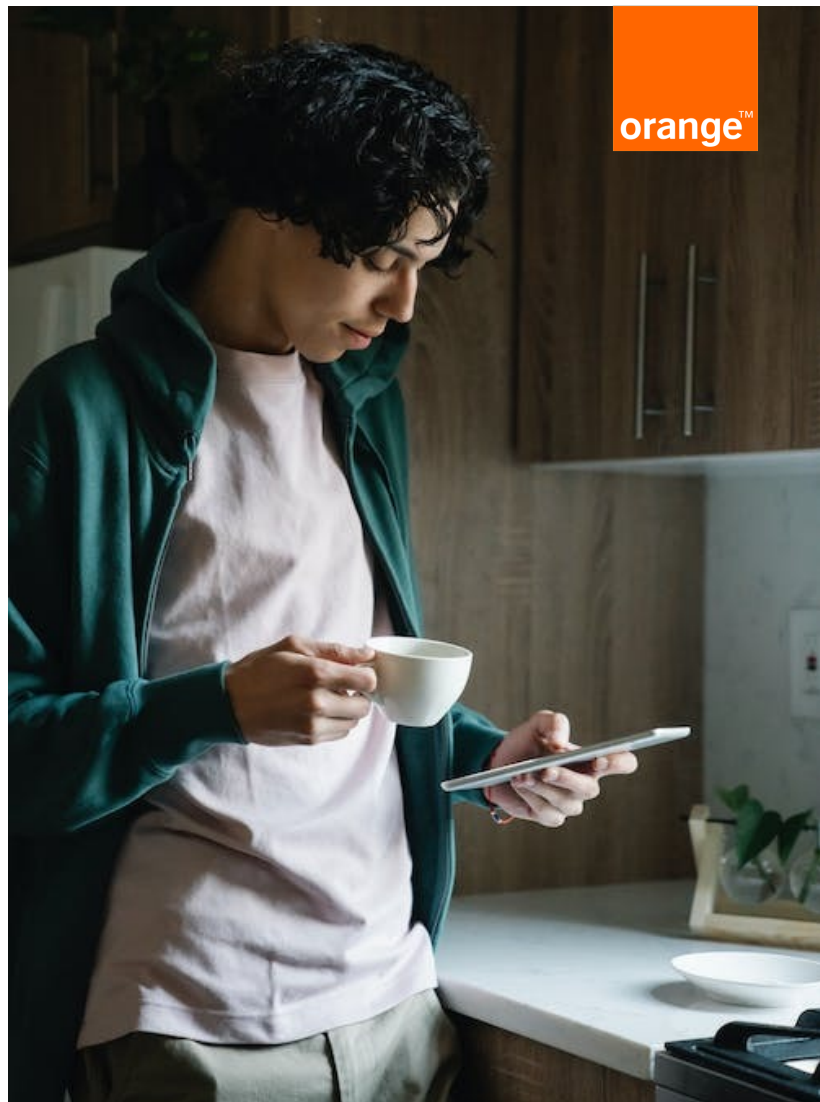


In BE, Orange takes first place for the first time !
Fairly stable ranking, except that Mobile Viking slips between Telenet and VOO
New and less mature players (Youfone, Tadaam, Zuny) slip ahead of Base and Scarlet at BE level



HOW DID ORANGE GET AHEAD OF PROXIMUS ?

GOOD VALUE, WEALTH, DIGITAL EXPERIENCE



GOOD VALUE (VAR vs PROXIMUS: 38%)

RESPECT (VAR vs PROXIMUS: 31%)

WEALTH (VAR vs PROXIMUS: 22%)

DIGITAL EXPERIENCE (VAR vs PROXIMUS: 18%)

PRICE CONSISTENCY (VAR vs PROXIMUS: 16%)

DELIVERS (VAR vs PROXIMUS: 13%)

DATA PRIVACY (VAR vs PROXIMUS: 10%)

TRANSPARENT (VAR vs PROXIMUS: 9%)

BEST INTERESTS (VAR vs PROXIMUS: 5%)

**MAJOR CHANGES IN THE PILLARS
DEMONSTRATE A SHIFT IN THE WAY
CONSUMERS THINK...**

WELCOME TO THE ME-ECONOMY

THE ME-ECONOMY IS THE RESULT OF THE LATEST MAJOR CRISES IN OUR SOCIETIES

We are living in an **economic crisis**, at a personal level is

Ranked 1st

Other crises felt at a personal level:

2nd - Health crisis

3rd - Societal crisis

4th - Environmental crisis

5th - Political crisis



PEOPLE ARE REPORTING FEELING THE EFFECTS OF CRISIS WITHIN THEIR DAY TO DAY LIVES

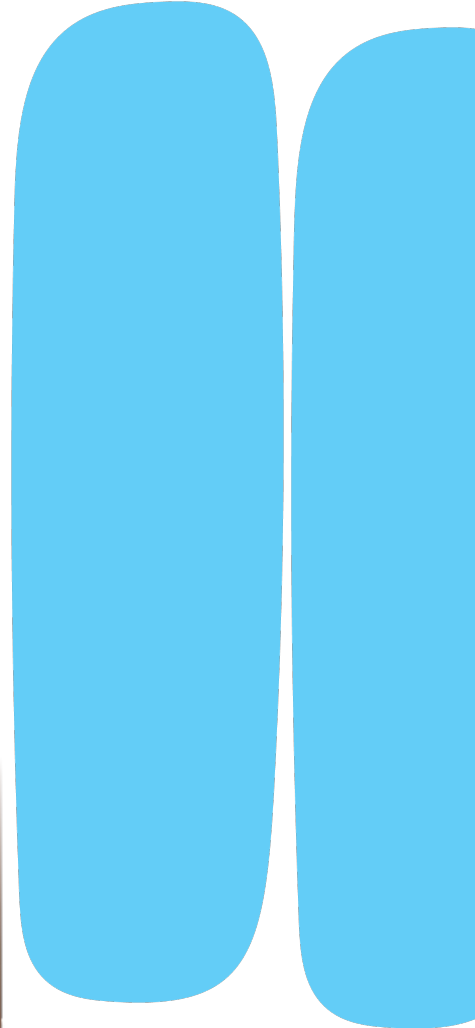
In the new MB™ 2023 survey

1 in 3

people report being personally affected by at least one crisis on an everyday level

1 in 2

of those personally affected by crisis, feel it impacting them in a multitude of ways



CONSUMERS EXPECT BRANDS TO BRING OPTIMISM AND ENERGY INTO THEIR LIVES



“Helps me feel energized and alive”

is the **#2** attribute across all pillars to contribute to our **Quality of Life**¹

Today's Most Meaningful Brands™ perform **+63%** better on this attribute than the average brand²



AND BEING THE MOST DEMANDING WHEN IT COMES TO BRANDS PRIORITIZING THEIR NEEDS FIRST

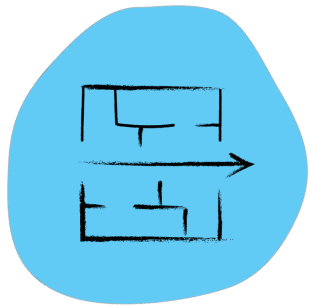


They are the most willing to ask brands to put their needs first:

42%

agree that companies/
brands should satisfy my
individual needs first
before taking a wider role
in society

IN A WORLD WHERE EVERYTHING IS BECOMING COMPLICATED, CONSUMERS NEED SIMPLICITY



“Helps me
simplify my life”

is the **#1** attribute across all pillars to contribute to our Quality of Life¹

Today's Most Meaningful Brands™
perform **+59%** better on this
attribute than the average brand²



MAKE IT ALL SUPER-SEAMLESS FOR CONSUMERS

As purpose turns inward, sometimes a worthy cause is simply being great - removing barriers from consumer lives. Helping people save time or making life easy.

Or simply removing the “computer- says-no” attitude. This is coupled with a wider focus on consolidation of consumer habits, whether that’s brands, retailers or banking.

Meaningful Brands perform

+42%

better on Customer
Experience attributes like:



Simple and easy
purchase/digital
experiences



Exclusive
experience and
individualization



Respects my
personal data



HAVAS

Note:

Average score of Most Meaningful Brands (top 10% performing brands on MB Index) performance compared against overall average performance on Data Privacy, Exclusive Exp., Purchase Experience, Respect, Digital Experience, In-store Experience attributes.

IN THE 'ME-ECONOMY' CONTROL BECOMES A CORE PERSONAL BRAND BENEFIT

Control is the #1 driver of quality of life



1st



Control

113 – Simplify

112 – Wealth

111 – Control

107 – Best Interests

2nd



Expression

111 – Peace of Mind

109 – Happiness

109 – Connecting

109 – Good Feeling

108 – Confidence

3rd



Inspiration

113 – Energized

111 – Healthy

108 – New Ideas

108 – Escape

4th



Identity

111 – Self Expression

104 – Special

100 – Attractive

Meaningful services

Our consulting services support you in improving the meaningfulness of your brand

- Media strategy support
- Research & Analysis (ex. Meaningful Brands, Yougov)
- Marketing & Media consultancy



-
- Retail Media
 - E-Commerce
 - Digital Performance & Technology



-
- Data Architecture & Engineering
 - Data Analysis & Visualization
 - Data Modeling



A dedicated team of consultants fully integrated within Havas Media



CORENTIN
CONSULTING
& DATA OPERATIONS
DIRECTOR

HAVAS Market
e-commerce from Havas



ALEC
HEAD OF
PERFORMANCE

HAVAS
Data Business
Intelligence



SOUMEYA
DATA
SENIOR MANAGER

CSA



HUGO
HEAD OF
INSIGHTS

HAVAS Media
Network



BASTIEN
DIGITAL
& SOCIAL PARTNER



THIBAUT
DATA ANALYST



GEOFFREY
SENIOR
INSIGHTS ADVISOR