

# Amul is India's Most Meaningful Brand: Study

By AdAge India Bureau, Published on Nov 18, 2015, 08.00 AM IST

According to a study undertaken by [Havas Media](#), Amul has emerged as India's Most Meaningful Brand. Other brands from India in this category include Cadbury, Google, Britannia, Life Insurance Corporation (LIC), Microsoft, Intel, HP, Parle and Samsung.

Moreover, the research also points that Indian's have the highest attachment towards Life Insurance Corporation of India (LIC), the state-owned insurance group. 86% of people would care if LIC disappeared tomorrow (globally most people do not care if 74% of brands disappeared the next day).

## INDIA



On a global level, Samsung, Google, Nestle, Bimbo, Sony, Microsoft, Nivea, Visa, IKEA and Intel have emerged as the most meaningful brands from this study.



Meaningful Brands is the Havas' metric of brand strength. The agency claims it as the first global study (in its sixth year globally and third in India) that showcases how people's quality of life and wellbeing connects with brands at both a human and business level.

The research covers all aspects of people's lives, including the impact on our collective wellbeing (the role brands play in our communities and the communities we care about), in our personal wellbeing (self-esteem, healthy lifestyles, connectivity with friends and family, making our lives easier, fitness and happiness) and marketplace factors, which relate to product performance such as quality and price.

Interestingly, from an Indian standpoint of view, the research reveals 'Food' is one of the most meaningful sectors attaining strong attachment and trust. Food brands are especially meaningful for making people's daily lives better with their rational benefits of savings, convenience, health and better nutritional habits.



Further the research also points that brands have a high level of meaningfulness and are seen as providers of Personal and Collective wellbeing. They are viewed as much more than functional products. Brands here are also seen to be meeting consumers' expectations more than in any other region.



75% of Indian's believe that brands should play a role in improving our quality of life and wellbeing with the Asia Pacific average being 69% and the globally average 67%.

67% of Indian's feel that brands are working hard at improving consumer's quality of life and wellbeing, compared to an Asia Pacific average of 55% and Global average of 38%.

The research also reveals that the brand and consumers share best relationships in Asia Pacific across the globe. People in Asia Pacific trust 83% of brands compared to just 50% globally and they would care about the disappearance of 60% of brands, trailing to just 26% globally.

However, on a global front, the research pointed that meaningful brands can increase their Share of Wallet by 7 times and on average gain 46% more Share of Wallet than less Meaningful Brands.

These brands outperform the stock market by 133% (up from 120% in 2013), with the top 25 scorers delivering an annual return of nearly 12%. And lastly, these brands deliver marketing KPI outcomes that are 2 times those of lower scoring brands.

The study also found that for every 10% increase in meaningfulness, a brand can increase its purchase intent by 6.6%, repurchase by 3.2% and price premiums by 10.4%, statistically demonstrating that a brand's meaningfulness is a key driver of KPIs success.

Speaking about the study, [Anita Nayyar](#), CEO, Havas Media India & South Asia, explained, "This is our largest India study to date in size and scope. Marketers will be encouraged to know that India once again stands out as the No.1 country, globally, where consumers have the closest relationship with brands. India is also the most 'grateful' country, rewarding meaningful brands, in business terms. We are seeing that in a developing economy like India, unlike the West and more developed economies, people are more trusting of brands. People here believe brands can play a meaningful role in their lives and that brands are working hard towards improving our quality of life and wellbeing. This creates tremendous opportunities

for brands in India to communicate and connect with their customers, in our organic world - which is at the core of the Meaningful Brands Project."

[Mohit Joshi](#), Managing Director, Havas Media Group India, said, "People in India are happy to have brands as partners and as enablers to help them improve their quality of life and wellbeing. While in the West there is a high commoditisation of brands, people in India, have 'high expectations' and 'reward' those brands that contribute to their wellbeing - this is the second time in a row that LIC has scored as the brand with the highest attachment. The study throws open exciting possibilities for marketers and brands to interact with their customers."

Across the globe, the research covered over 1000 brands across 12 industries and 300,000 people in 34 countries. The India leg covered 100 brands, 13,000 people and 11 sectors.