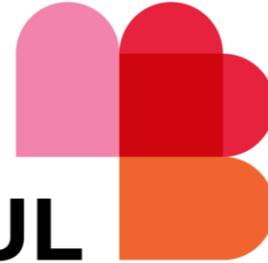


HAVAS

AUTOMOTIVE SECTOR

MEANINGFUL BRANDS 2023



MEANINGFUL BRANDS

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

Brand equity

BRAND KPI'S

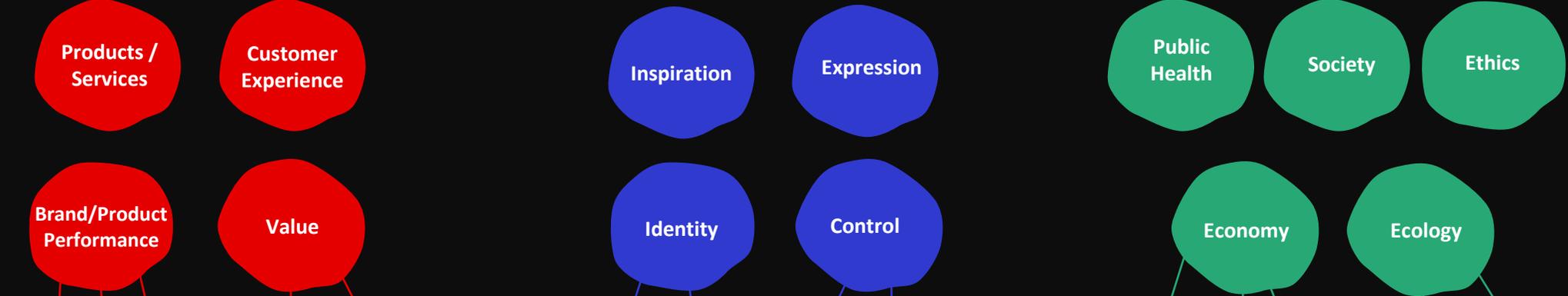


PILLARS



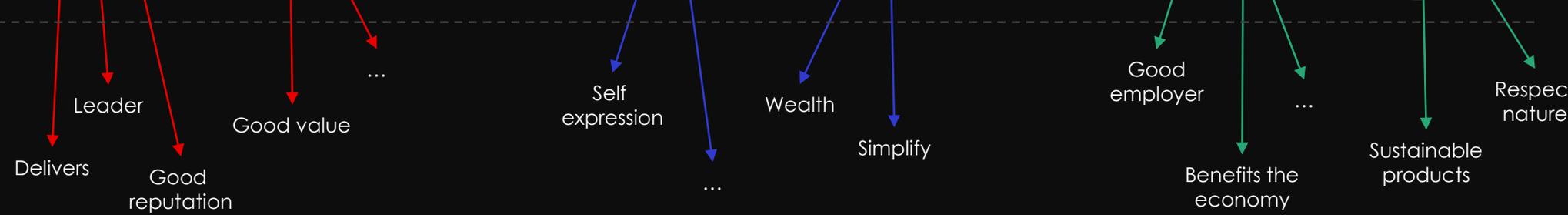
DIMENSIONS

Groups of attributes



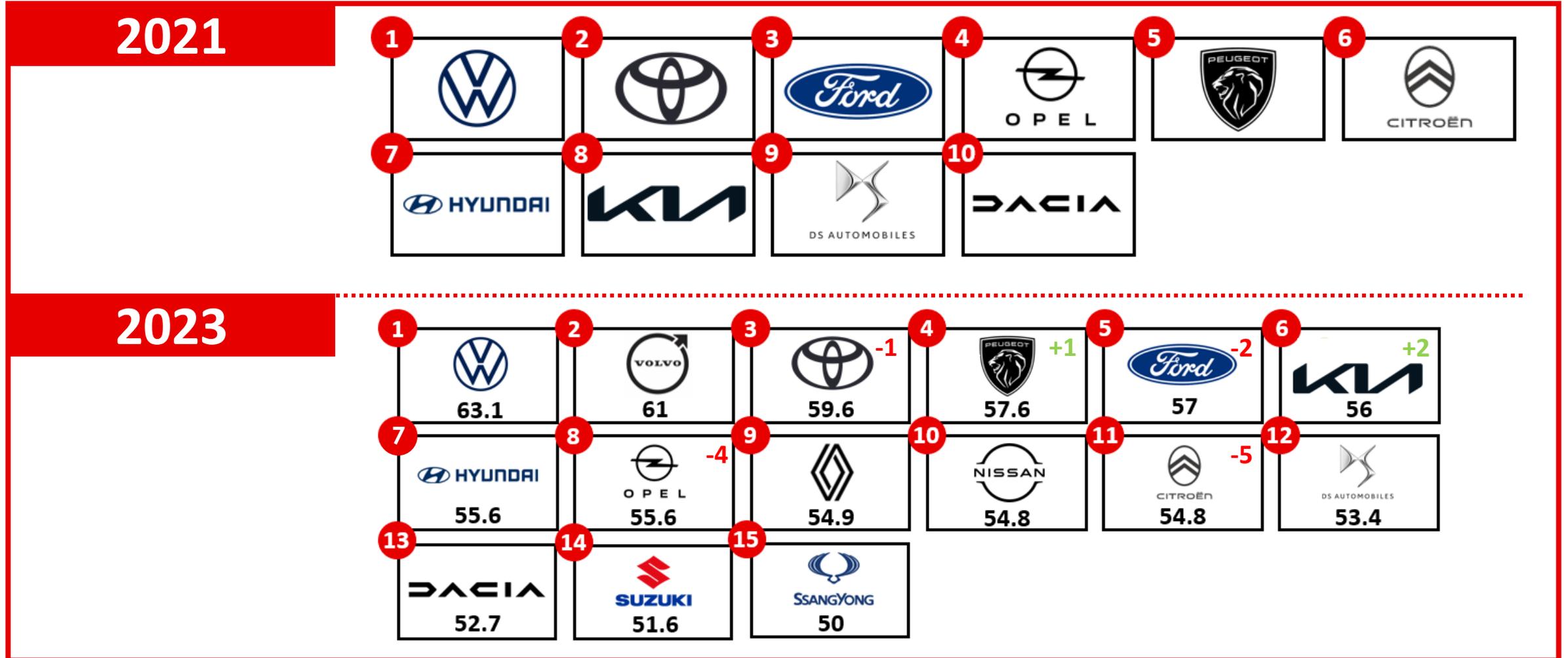
ATTRIBUTES

Indicating expectations within a dimension. Once identified, brands can leverage it to meet customer expectations.



Meaningful Brands ranking

Relatively stable in view of the entry of new brands! **VW** and **Volvo** are going strong, while **Citroën** and **Opel** are in decline.



CONSUMER'S EXPECTATIONS FOR THE AUTOMOTIVE INDUSTRY: **PURCHASE**

2021



BENEFITS

- 107 Safe & Responsible
- 107 Quality Prods
- 107 Handling
- 105 Delivers
- 104 In store experience



BENEFITS

- 119 Content
- 110 Peace of Mind
- 108 Life Easier
- 106 Self expression
- 105 Show-off/Pride



BENEFITS

- 114 Sust. Innovations
- 111 Good employer
- 110 Benefits the Economy
- 109 Clean supply chain
- 109 Transparent

2023



BENEFITS

- 120 Purchase experience
- 115 Good reputation
- 112 Quality Prods
- 111 Digital experience
- 106 In store experience



BENEFITS

- 137 Happiness
- 111 Self expression
- 110 Peace of Mind
- 105 Energised
- 104 Confidence



BENEFITS

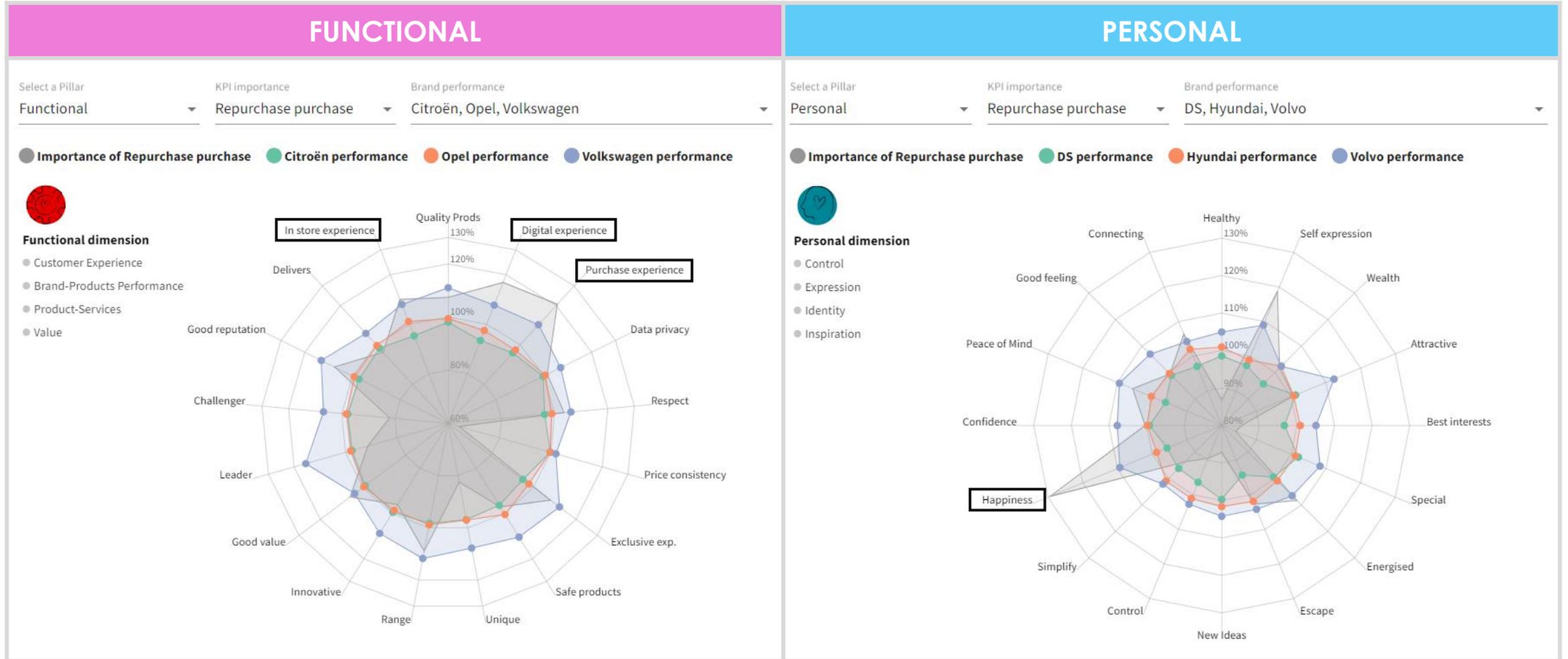
- 124 Good employer
- 123 Innovative, sustainable and ethical solutions
- 117 Sust. Products
- 107 Culture and education
- 107 Benefits the Economy

Key takeaways

- **Functional:** Shift towards the **experience** on every level (purchase, digital and in store).
- **Personal:** Breakthrough of the **Happiness** attribute.
- **Collective:** Importance of **sustainability** and **Benefits the economy**.

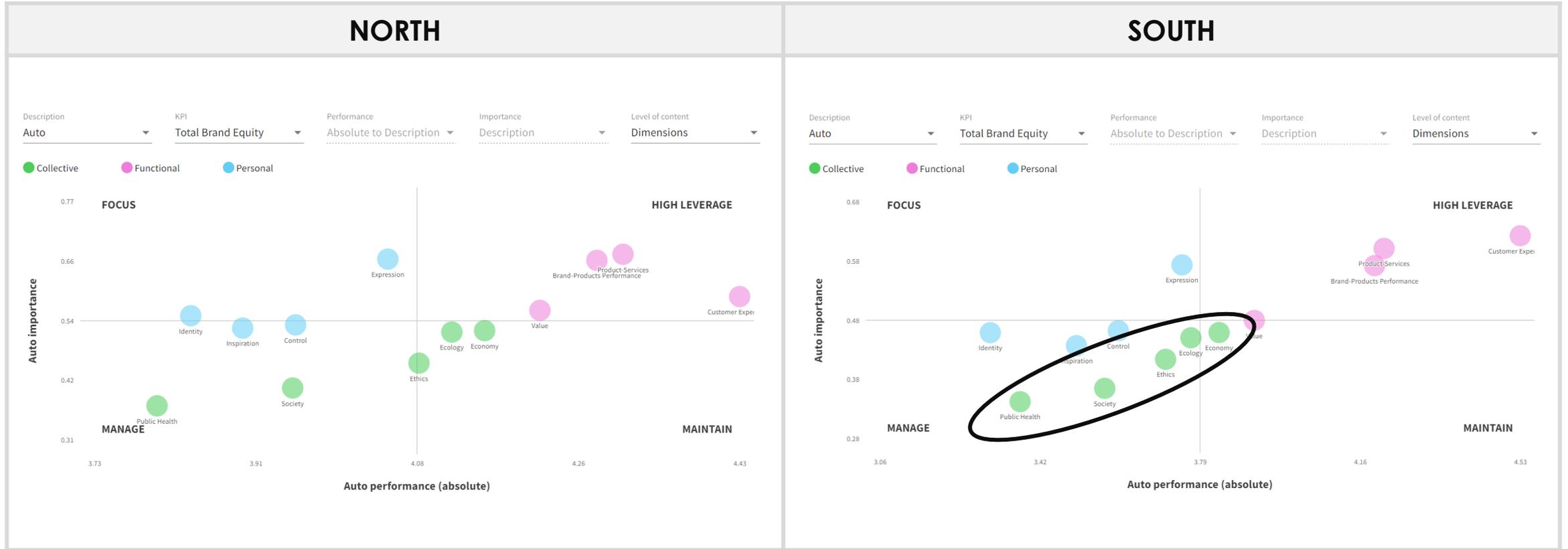
CONSUMER'S EXPECTATIONS FOR THE AUTOMOTIVE INDUSTRY: **PURCHASE**

Importance vs. Performance for brands that are the most expected on the functional or personal pillar: Efforts need to be done on both sides to reach the level of importance.



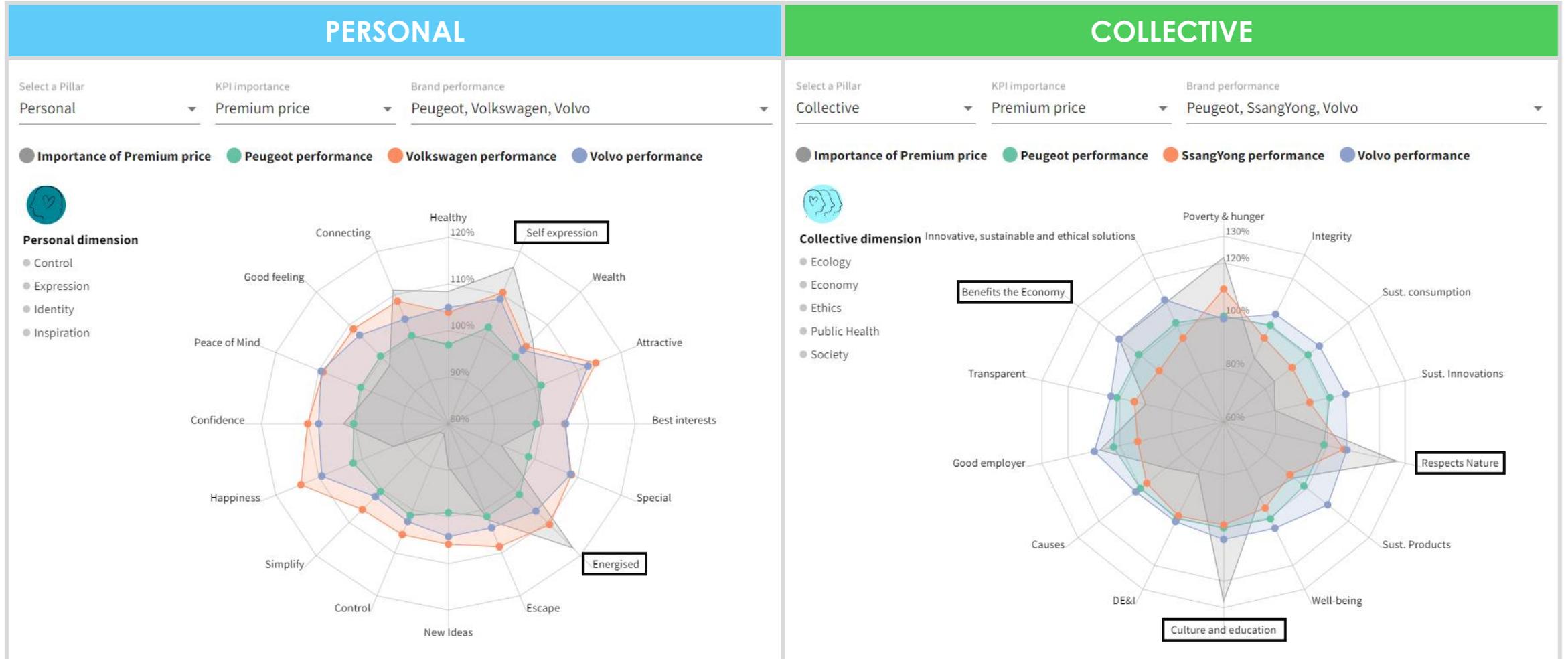
DIMENSIONS IN THE NORTH VS. IN THE SOUTH: BRAND EQUITY

Compared with the north, the south is less mature on collective pillar.



CONSUMER'S EXPECTATIONS FOR THE AUTOMOTIVE INDUSTRY: **PREM. PRICE**

Relevant attributes to activate in order to overcome the price barrier, especially for electric vehicles.



CONSUMER'S EXPECTATIONS FOR THE AUTOMOTIVE INDUSTRY: **TRUST**

Attributes to prioritize for establishing a trustworthy relationship, essential for the long-term success on the electric vehicles market.

