

Brand industry spiders: Luminus 18-35 vs. Engie 55+

Luminus responds more successfully to the collective expectations of the 18-35, while Engie retains its leadership position among the 55+.

LUMINUS – 18-35 yo. – COLLECTIVE

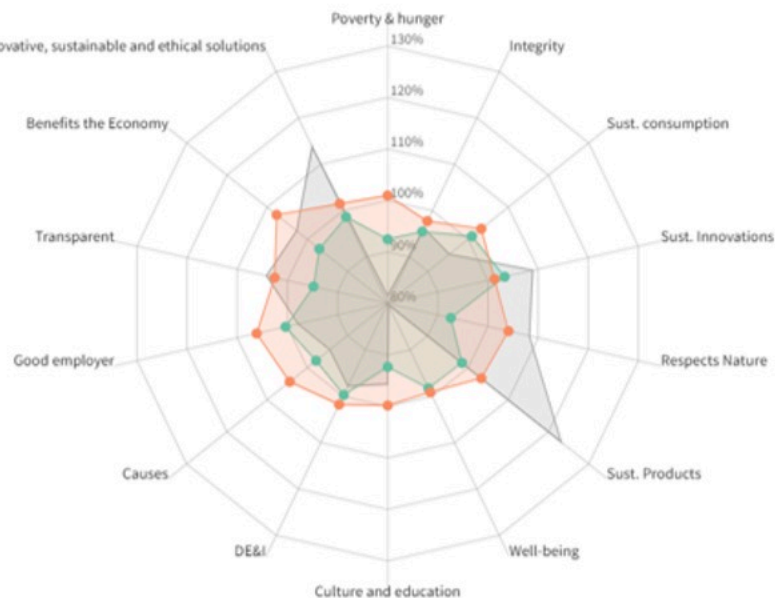
Select a Pillar: **Collective** | KPI importance: **Total Brand Equity** | Brand performance: **Engie Electrabel, Luminus**

● Importance of Total Brand Equity ● Engie Electrabel performance ● Luminus performance



Collective dimension Innovative, sustainable and ethical solutions

- Ecology
- Economy
- Ethics
- Public Health
- Society



ENGIE – 55+ yo. – PERSONAL

Select a Pillar: **Personal** | KPI importance: **Total Brand Equity** | Brand performance: **Engie Electrabel, Luminus**

● Importance of Total Brand Equity ● Engie Electrabel performance ● Luminus performance



Personal dimension

- Control
- Expression
- Identity
- Inspiration

