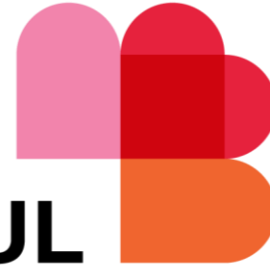


**HAVAS**

# **ENERGY SECTOR**

**MEANINGFUL BRANDS' SERIE, VOL. 3**

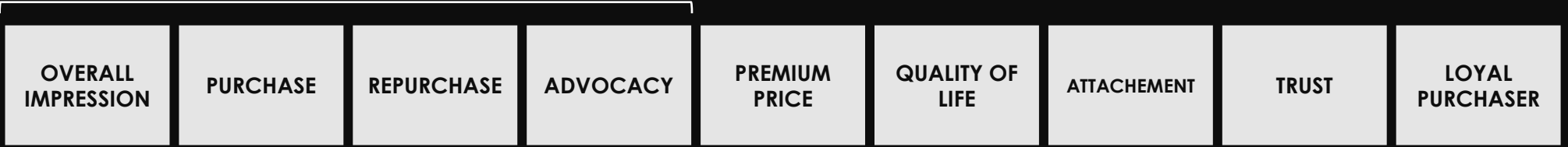


# MEANINGFUL BRANDS

**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

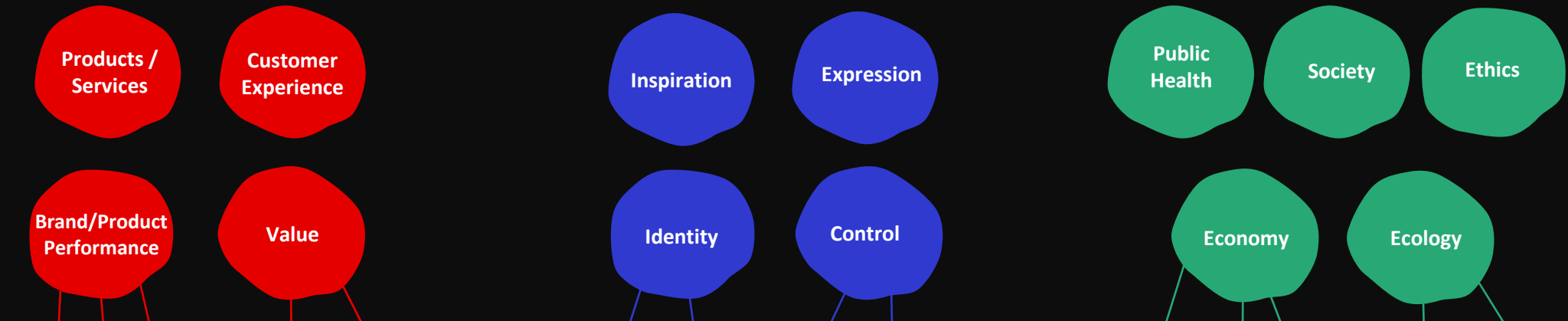


PILLARS



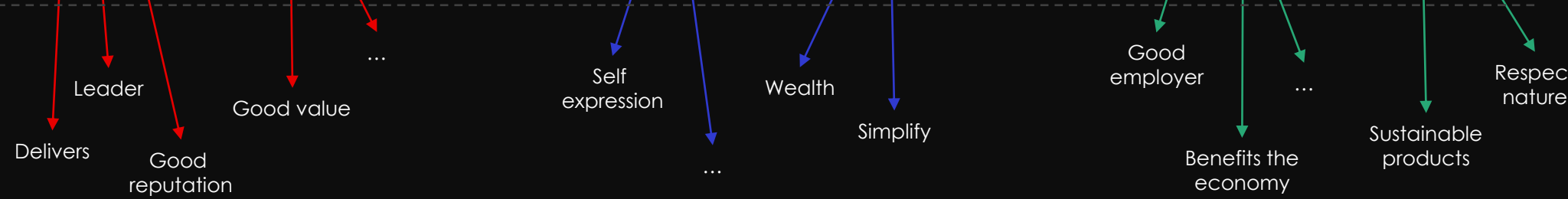
DIMENSIONS

Groups of attributes



ATTRIBUTES

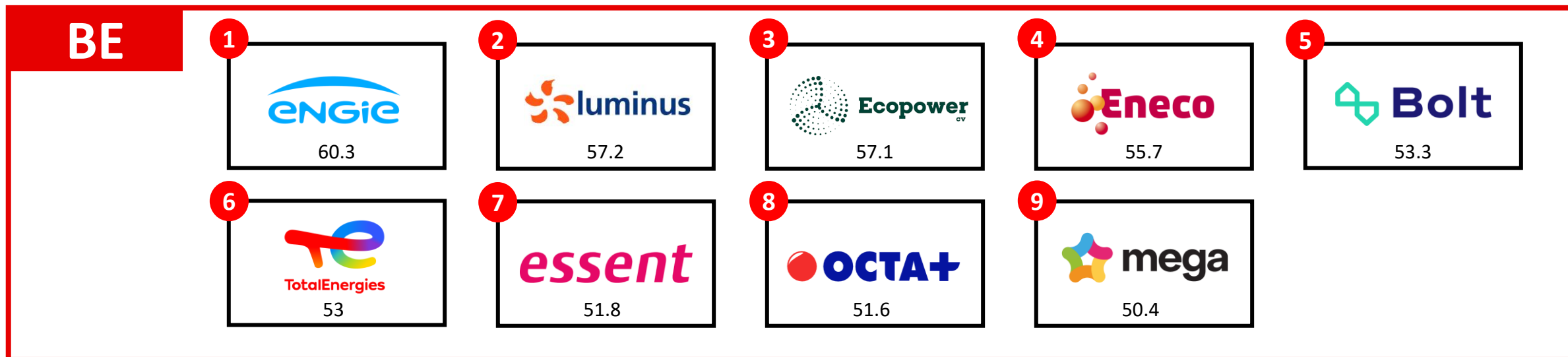
Indicating expectations within a dimension. Once identified, brands can leverage it to meet customer expectations.



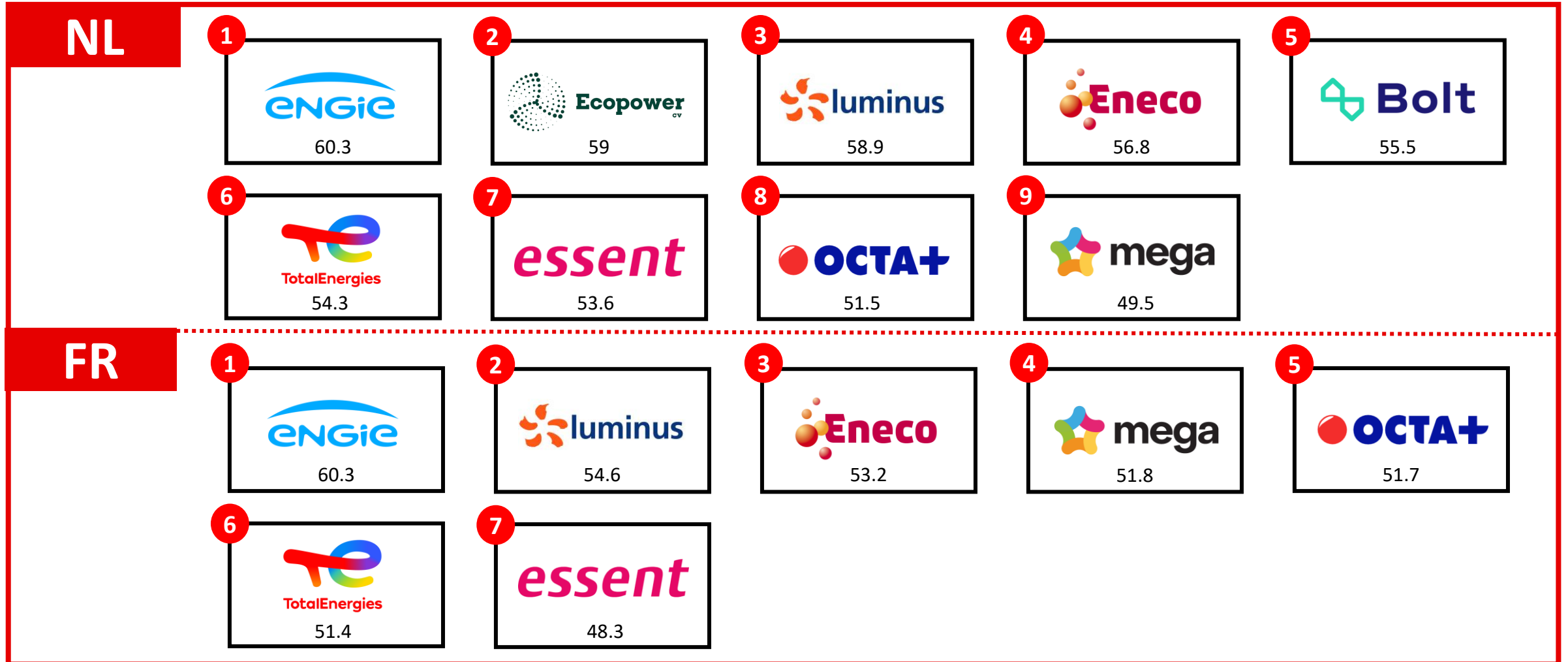
***Ranking of Meaningful Brands: Engie and  
Luminus top the list***

# Meaningful Brands ranking: Belgium

Engie, Luminus and Ecopower on the podium.

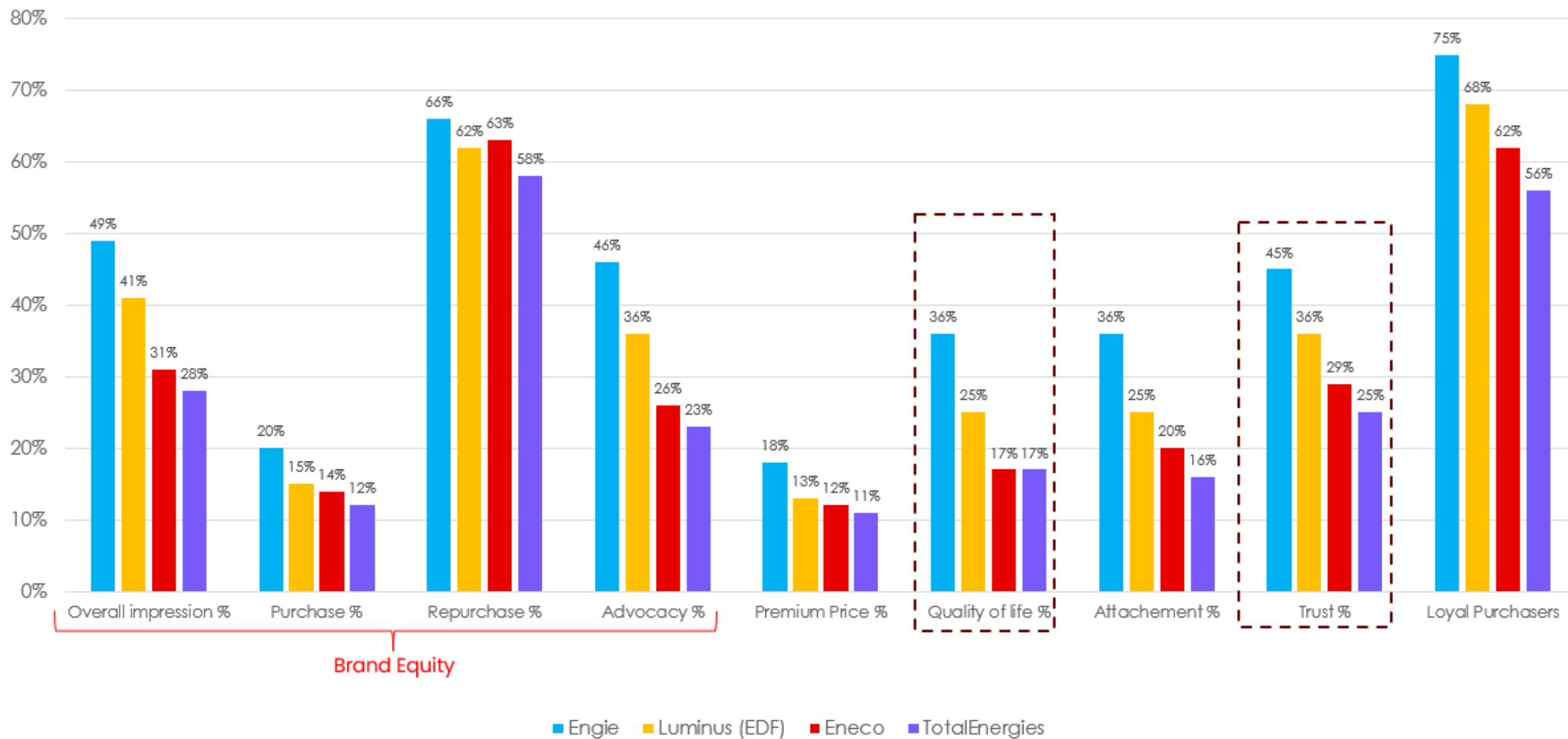


# Meaningful Brands ranking: North vs. South



# Meaningful Brands KPIs

Engie and Luminus secure their hegemony through various funnel KPIs.

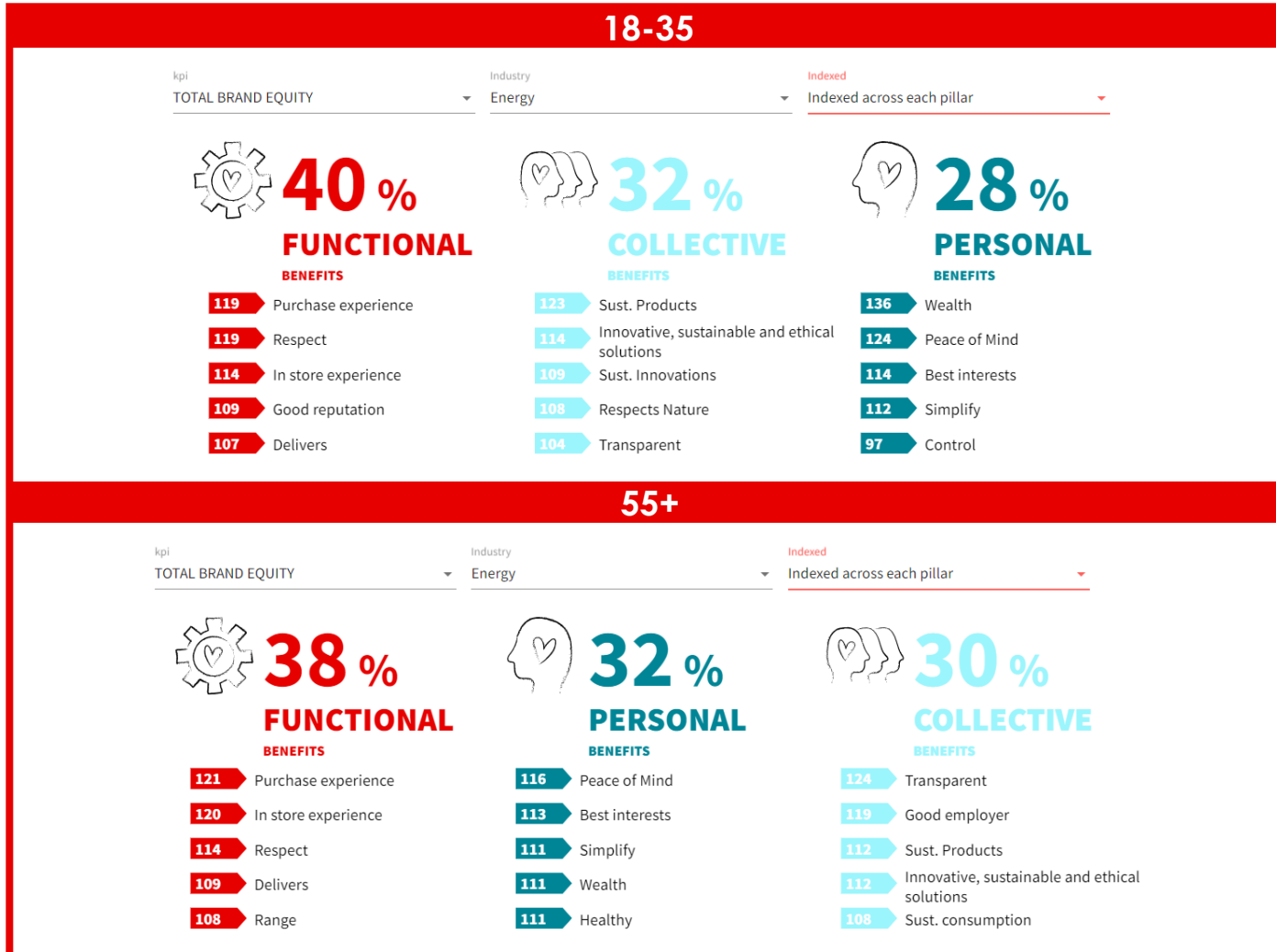


***Generational gap:  
Engie retains its leadership position for the 55+,  
but Luminus takes over for the 18-35.***



# Meaningful Brands pillars: 18-35 vs. 55+

Collective benefits take over among young people.



## Key takeaways

- The **functional** pillar remains the most important for **both** segments.
- The **collective** pillar takes second place for the **18-35** age group.
- On the other hand, the **55+** put **personal** benefits in the runner-up spot.

# 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

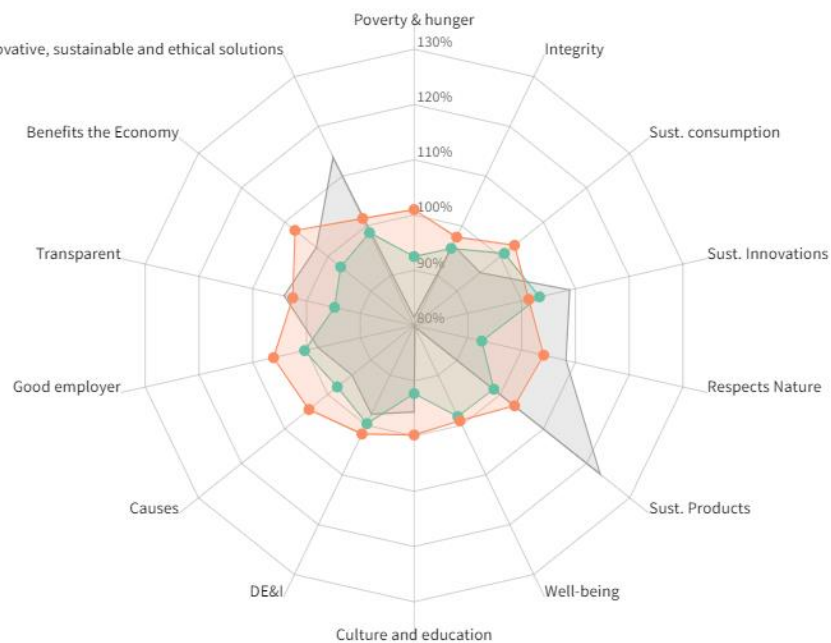
● Importance of Total Brand Equity ● Engie Electrabel performance ● Luminus performance



### Collective dimension

- Ecology
- Economy
- Ethics
- Public Health
- Society

Innovative, sustainable and ethical solutions



## ENGIE – 55+ yo. – PERSONAL

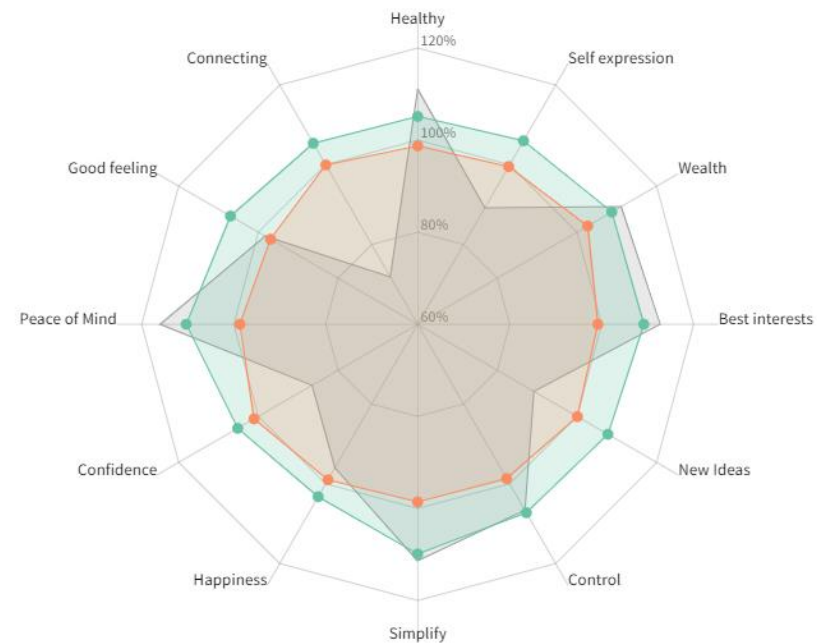
Select a Pillar: Personal  
 KPI importance: Total Brand Equity  
 Brand performance: Engie Electrabel, Luminus

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



### Personal dimension

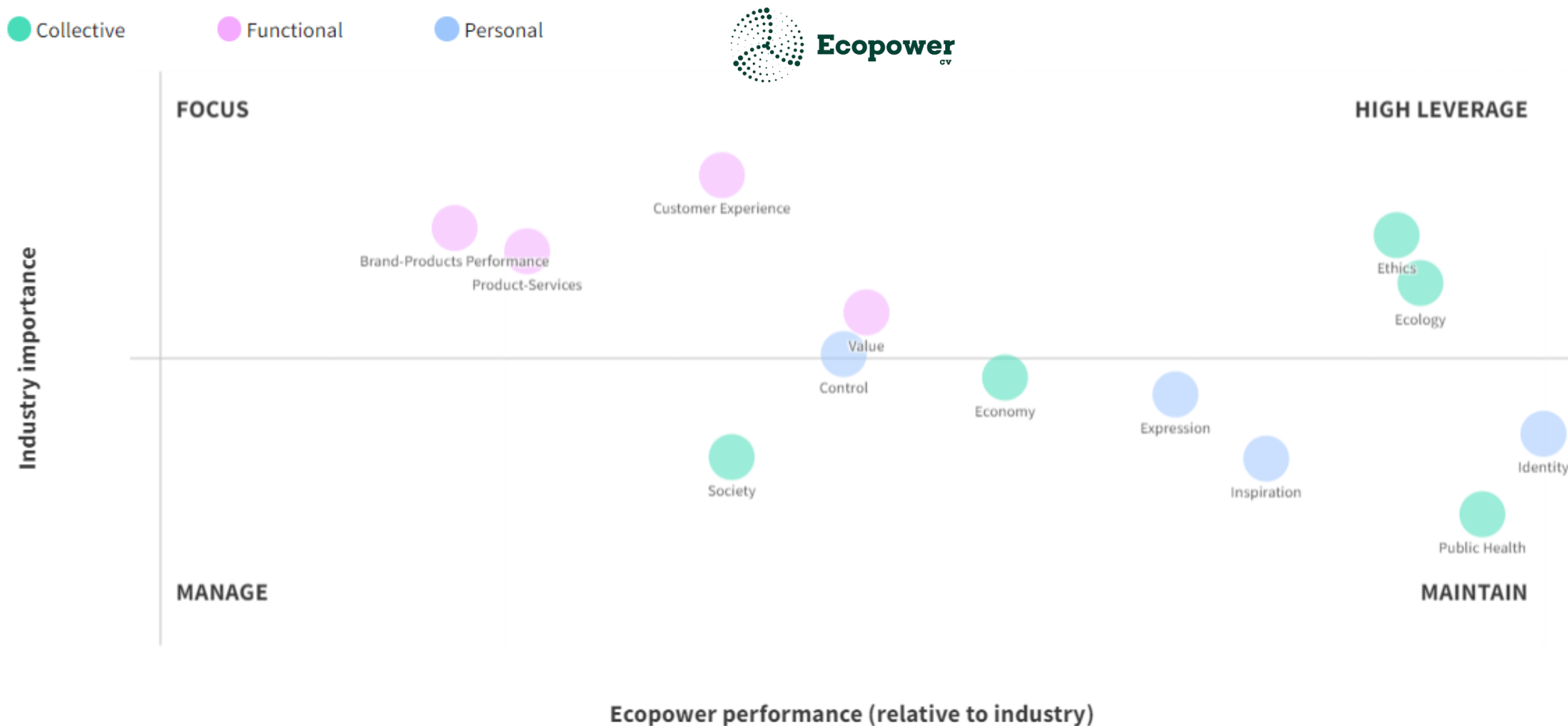
- Control
- Expression
- Identity
- Inspiration



# *Brands focus*

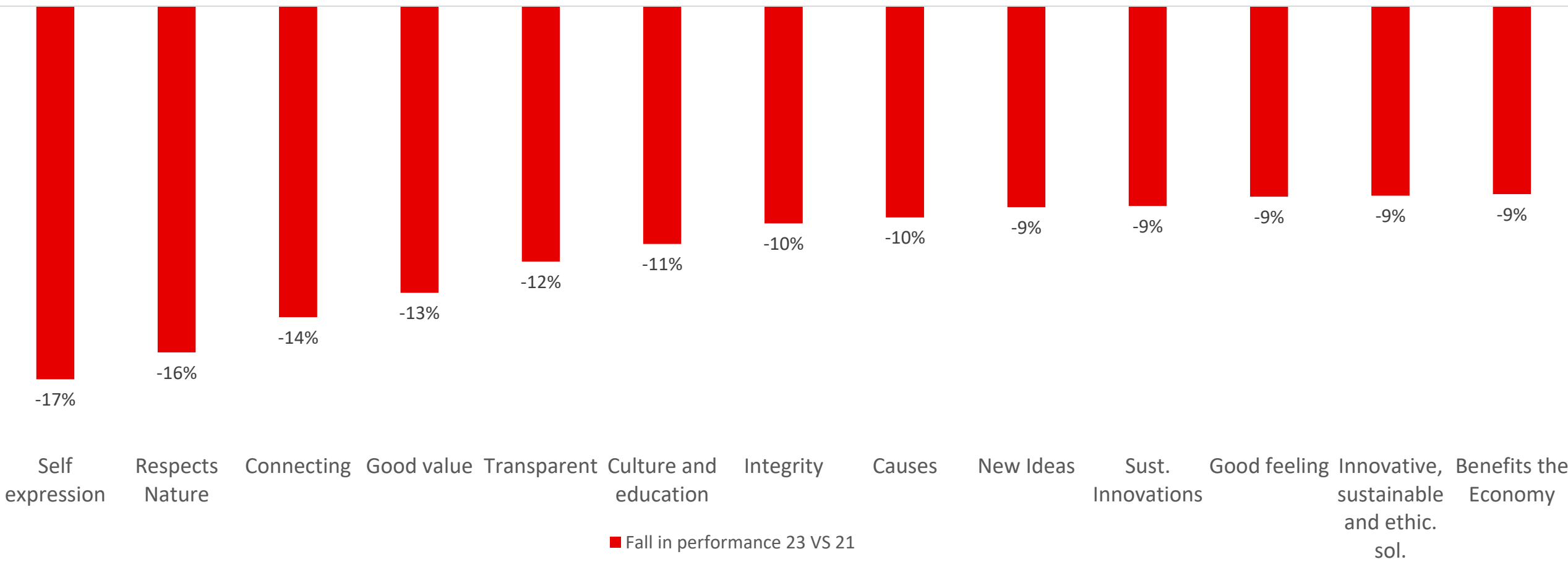
# Ecopower very strong on ethics & ecology in the north

Which is the most expected from a collective point of view in the North

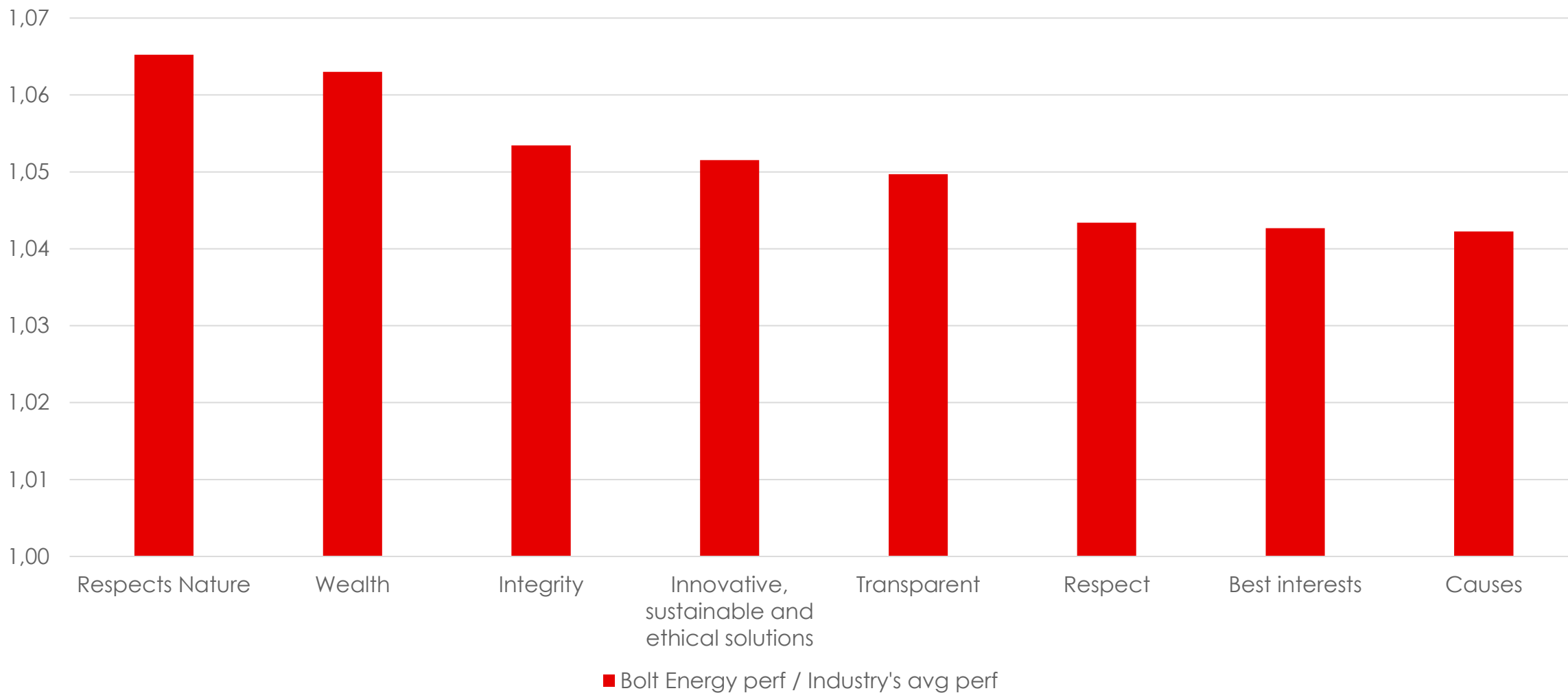


# A difficult brand transition between Lampiris and TotalEnergies

Decrease mainly in personal and collective. Only increase on some functional attributes (digital experience, leader and data privacy).



# Different attributes where Bolt Energy stands out



# Meaningful Brands' Serie

MAY 2024



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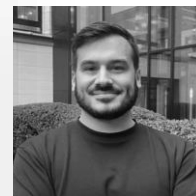


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