

HAVAS

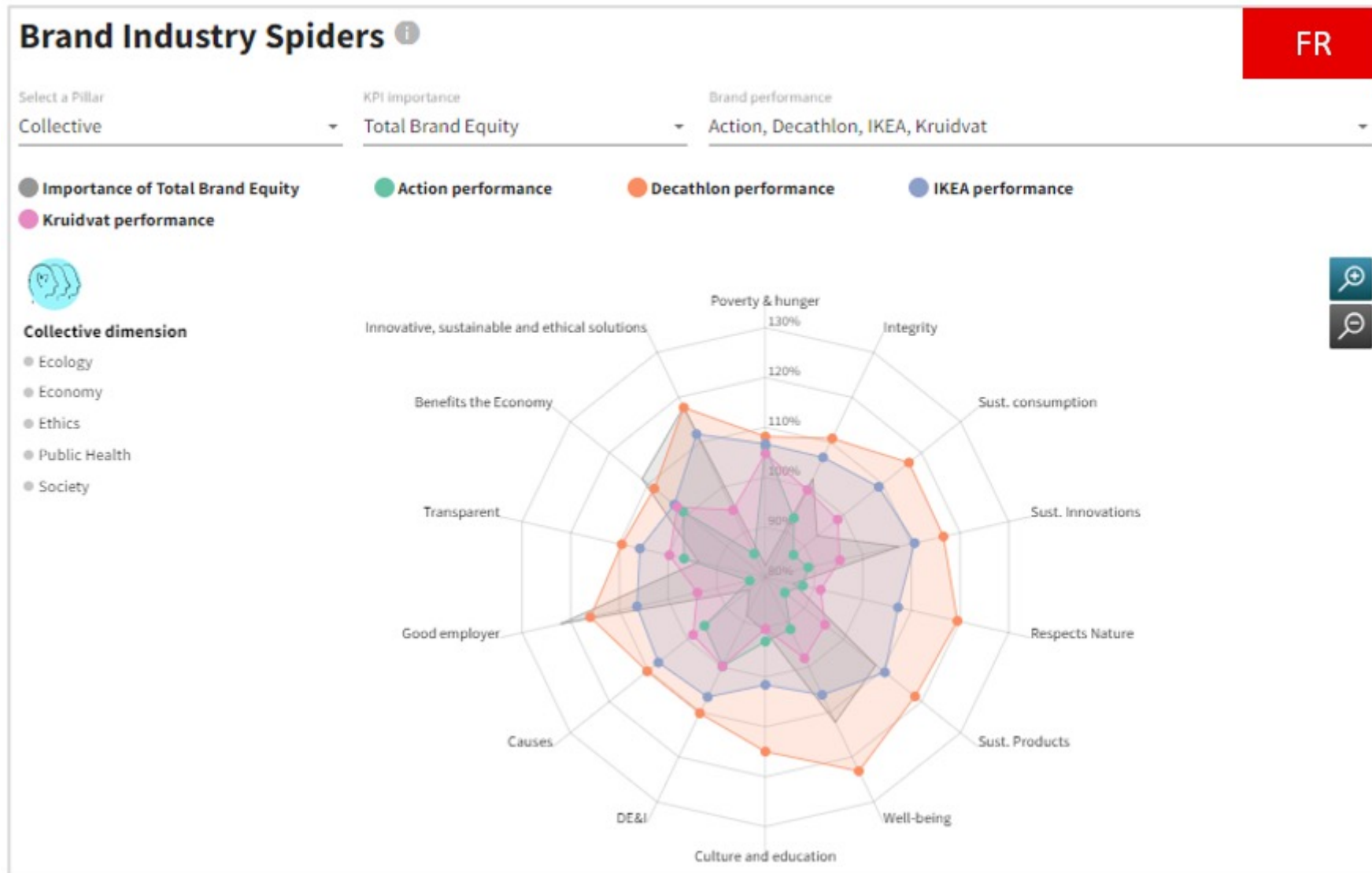
RETAIL SECTOR

MEANINGFUL BRANDS 2023

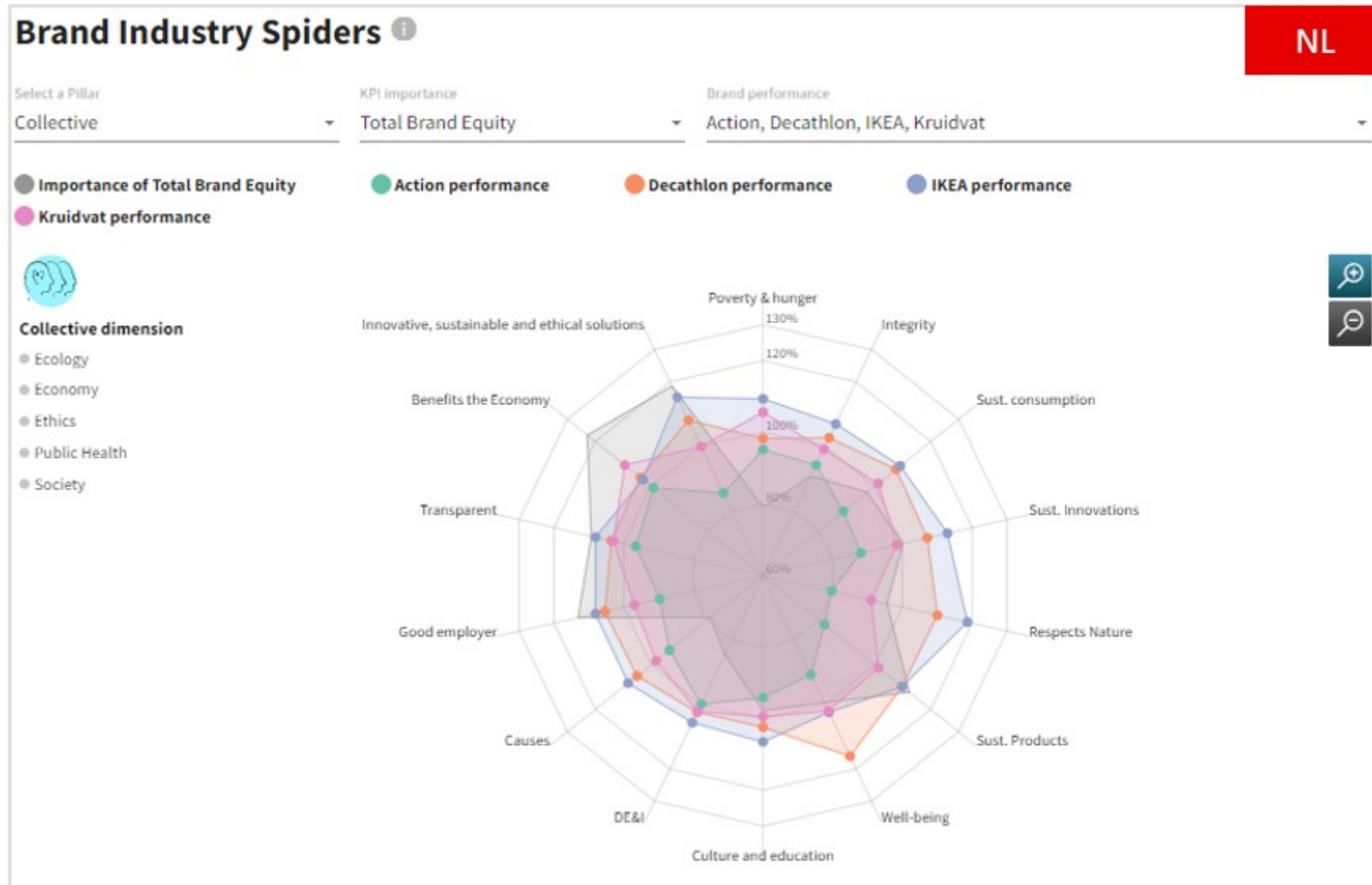
Meaningful Brands ranking – BE



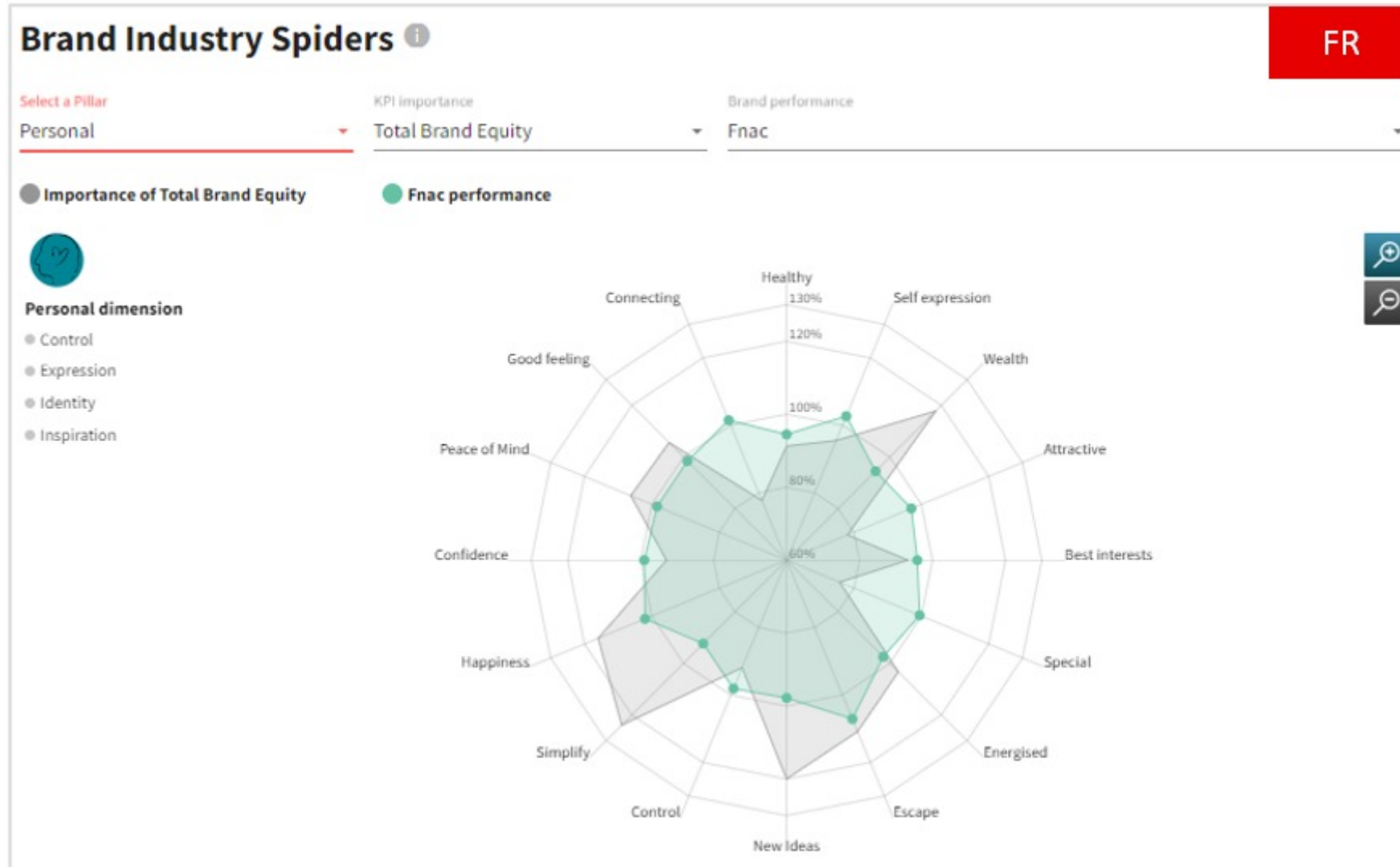
Brand Industry Spiders – Total brand equity – Collective – FR



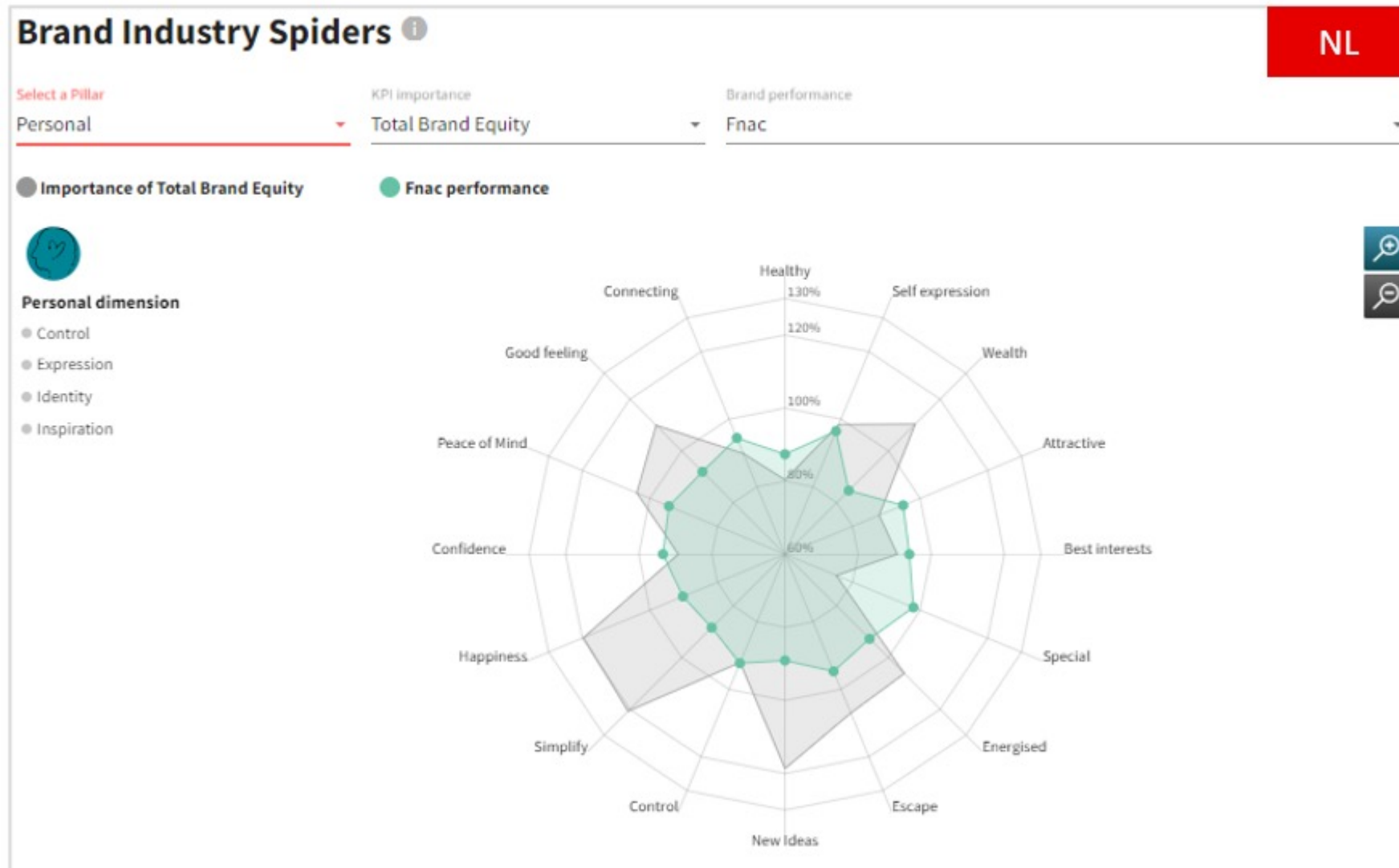
Brand Industry Spiders – Total brand equity – Collective – NL



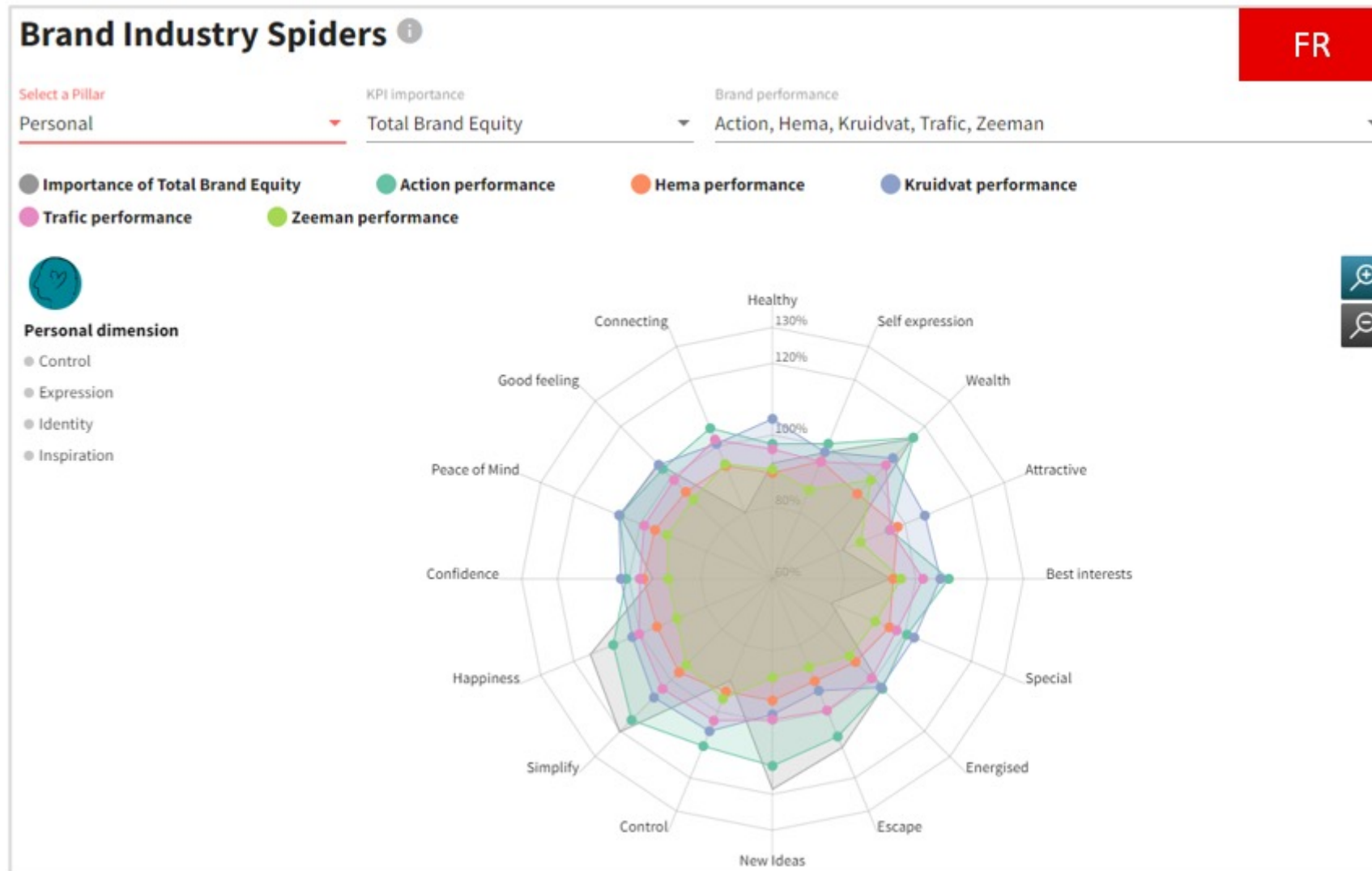
Brand Industry Spiders – Total brand equity – Personal – Fnac – FR



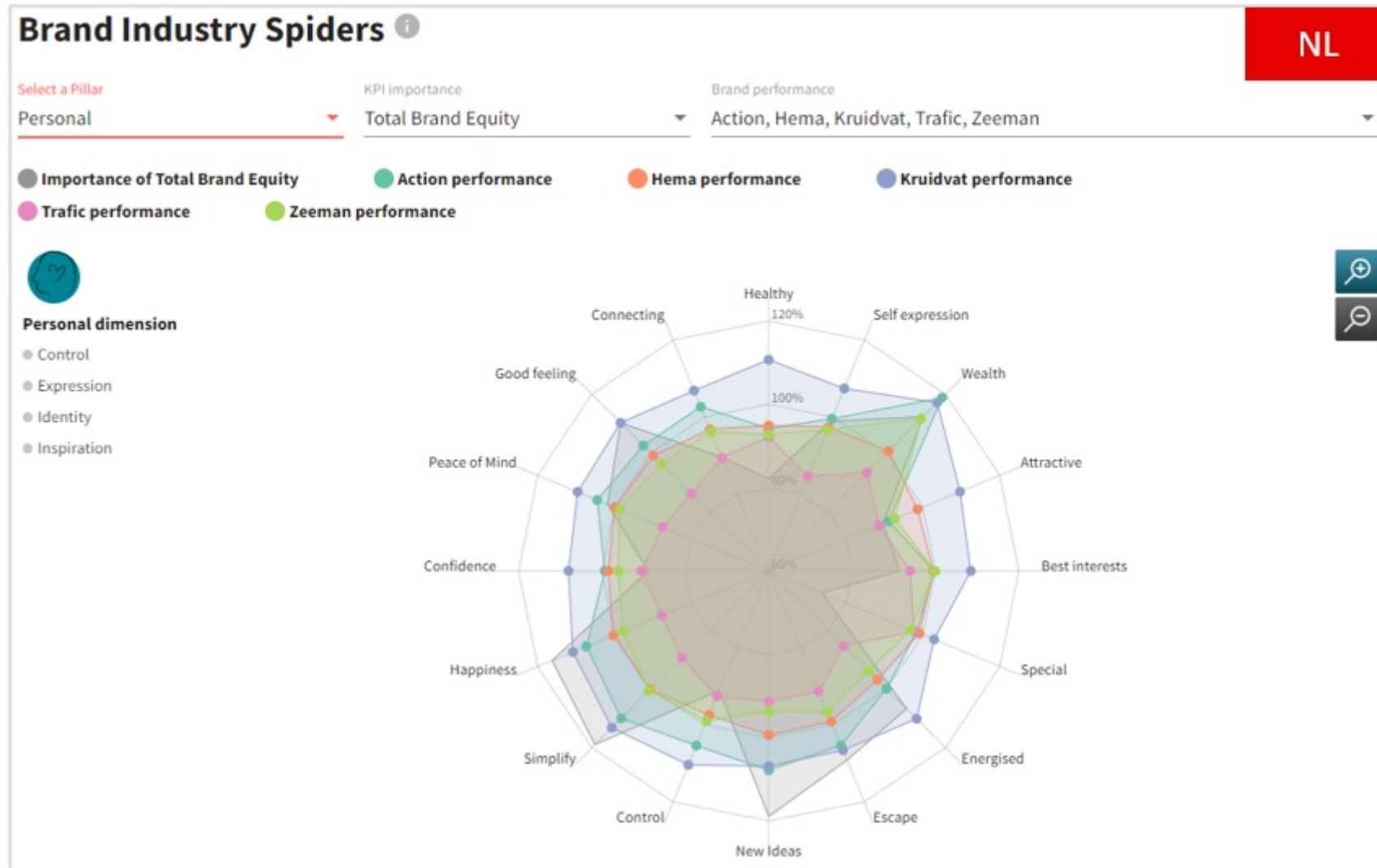
Brand Industry Spiders – Total brand equity – Personal – Fnac – NL



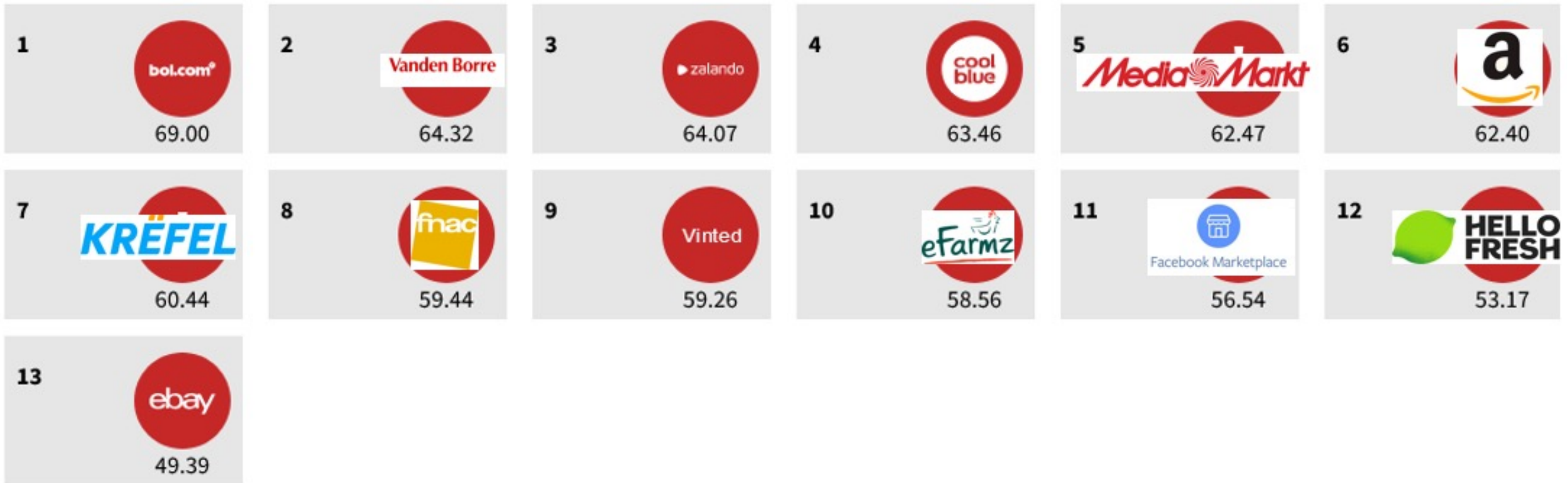
Brand Industry Spiders – Total brand equity – Personal – FR



Brand Industry Spiders – Total brand equity – Personal – NL



Meaningful Brands ranking – e-retail – BE



Brand Industry Spiders – Total brand equity – Collective – e-retail

● Importance of Total Brand Equity

● Vinted performance

● Zalando performance



Collective dimension

- Ecology
- Economy
- Ethics
- Public Health
- Society

