

MAKE IT MATTER





THE ME-ECONOMY



MEANINGFUL
BRANDS™

THE ME-ECONOMY:

Where happiness exists in the now



Our Meaningful Brands™ study is unique

Now in its **17th year**,
it was the **1st proprietary Global study**
to connect **brands with human well-being**

The study lets us explore people's
changing **attitudes, behaviours** and
expectations of brands

WHAT IT MEANS TO BE

'MEANINGFUL'

ATTRIBUTES:

11 Core /
6 Bespoke

10 Core /
6 Bespoke

13 Core /
3 Bespoke

FUNCTIONAL EQUITY

Rational benefits focused on product functionality, customer service, interactivity, and technology.

PERSONAL EQUITY

Messaging and behavior that connects on an individual basis and serves a specific personal need or want.

COLLECTIVE EQUITY

Company initiatives, behaviors, and actions that respond to and connect at the social and cultural level.

Meaningful Brands™
build equity across 3
specific dimensions to
create deeper insights

Happiness



in the now.

Taking back control, the journey continues.

54%

Of people are feeling in control of
their life; we are tracking upwards
collectively.

(+3 p.p. vs 2024)



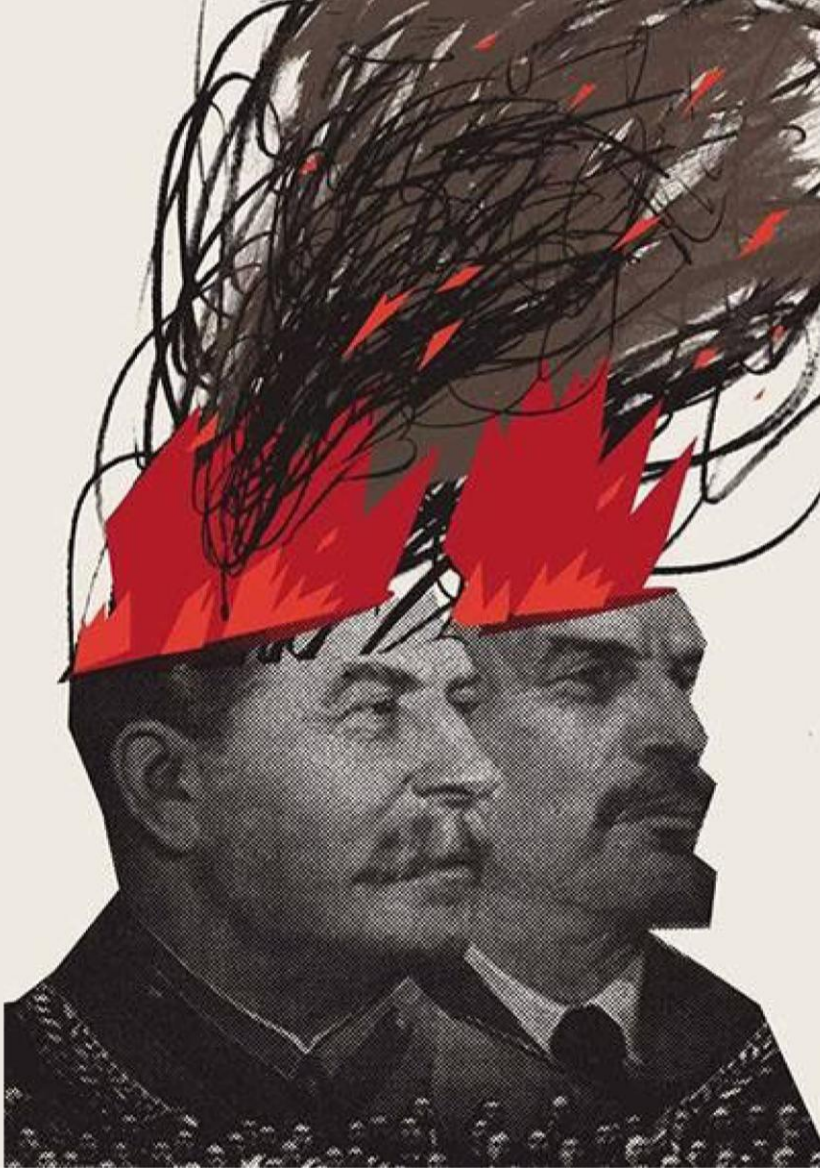
Zooming in **on what matters.**



HAVAS

We are what we experience.

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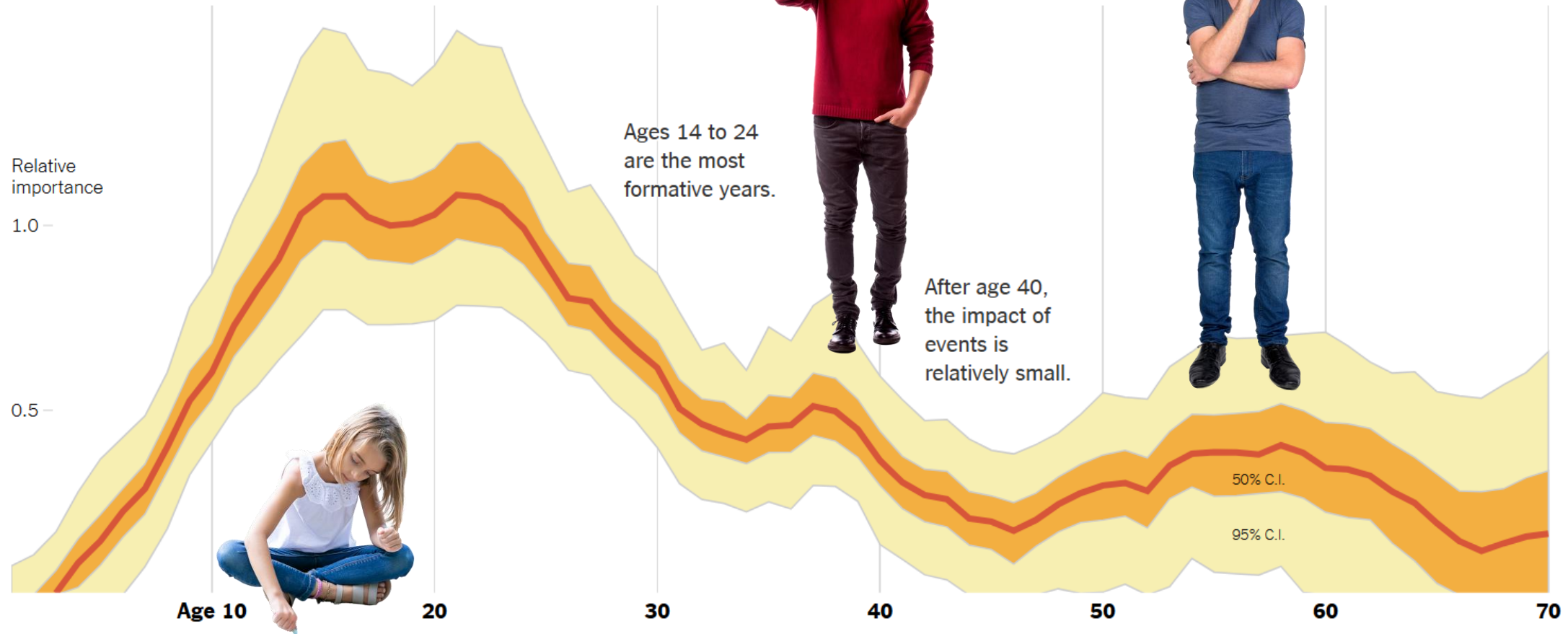


Those who came of age during the Cold War
may be more wary of socialism.



Those who came of age during the 2008 financial crisis
might be more sceptical of capitalism and more open to
progressive policies.

Our youth is when the world leaves its mark.



Source: The Great Society, Reagan's Revolution, and Generations of Presidential Voting

Gen Z are in their formative years NOW.



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Irish Examiner

Ireland at risk of energy crisis without gas reserve, warns environment minister

Ireland at risk of energy crisis without gas reserve, warns environment minister ...
Ireland would have as little as "three days of normal energy..."

12 Apr 2025



Cost of living and housing are 'bleeding talent from Ireland'

Businesses fear the high cost of living and a shortage in housing supply are "bleeding talent" from Ireland, writes Adam Van Eekeren.

1 month ago

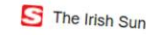


FINN MCREDMOND

It's no wonder people my age are miserable. Everyone keeps telling them they're totally screwed

Gen-Z may be the most chronicled generation in history. Yes, we hear a lot about the rapacious boomers and their wealth hoarding; ...

June 19, 2025



'Completely unsustainable' - Govt blasted for failing to tackle Ireland's deepening housing crisis as prices rise 7%

'Completely unsustainable' - Govt blasted for failing to tackle Ireland's deepening housing crisis as prices rise 7% ... THE Government has been...

7 Jul 2025



This is their Ireland.



businessplus.ie

Ireland risks being fined between €8bn and €26bn if climate targets are not met

Ireland risks being hit with fines of between €8bn and €26bn for missing their climate targets. The stark warning was issued by both the Fiscal Council and...

4 Mar 2025



Education used to be the path to owning a home. Now it's all about assets

As Margaret Thatcher's funeral cortege wound its way through London on the day of her state funeral, a woman stood holding a ...

November 16, 2024



Irish Examiner

Housing crisis: 'I feel more hopeless than I ever have before about life in Ireland'

Housing crisis: 'I feel more hopeless than I ever have before about life in Ireland' ... All of Eoin Kennedy and his fiancée Aisling O'Donovan's...

9 Jun 2025



Is Gen Z the most cynically manipulated generation in history?

As I've mentioned here a few dozen times, I have quite the collection of children, some of whom were born between ...

February 23, 2025

In Ireland, they are the generation with the highest education.

65%

Of 25–34-year-olds have at least a third level education

VS

38%

Of adults 60-64
(Q2 2024 CSO)



+35%

Believe the nation is
going in the wrong
direction.

Please note figures are compared to nat. rep.



**When you can't fix
everything, fix today.**

2 in 5

Don't feel in control of
where their life is heading.

So, they need to find ways
to ease their worries.

HAVAS





2 in 3

Say they don't let tough times
keep them down, they keep
moving forward.



**They've built
frameworks
for resilience.**

73%

Look to humour as a way to lighten the load when times are tough.



67%

Make a real effort to be mentally and physically healthy.

70%

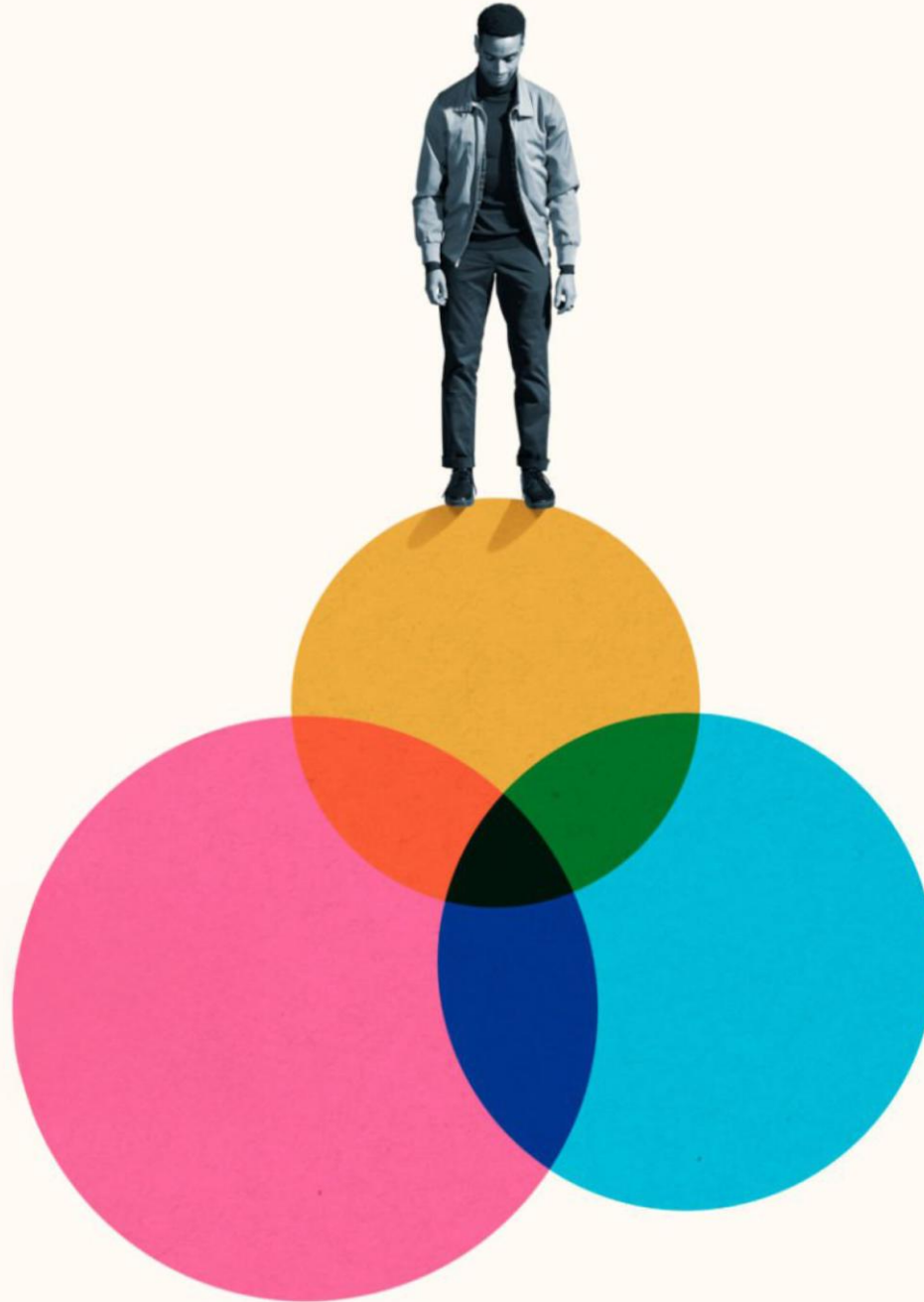
do more now to improve their mental health than a year ago.



**MEANINGFUL
BRANDS™**

33%

Are setting better
boundaries for work life
balance, compared to a
year ago.



In contrast, we have Boomers.

-18%

Believe the nation is in
an economic crisis, this is
due to their frames of
reference.

Please note figures are compared to nat. rep.

+12%

Believe the world is
going in the wrong
direction.



Please note figures are compared to nat. rep.

**Boomers have
lived through
enough cycles
to know...**



**crises come, and
crises go.**

73%

Of Boomers report making a real effort to be physically and mentally healthy.



+6%

Believe the nation is experiencing a health crisis.

A hand in a blue and white patterned sweater is shown dropping a coin into the palm of a hand in a green and white patterned sweater. The coin is captured mid-air between the two hands. The background consists of a large blue circle on a pink background.

**But when it comes to financial wealth,
things are not so straightforward.**

only

45%

Believe their financial future is positive.

That is despite being the wealthiest generation on paper and lower concerns for the local economy.

(-5 p.p. vs All Adults)

**Despite all of this, they are the
happiest of the generations.**



MEANINGFUL
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Four generations and four realities.

GEN Z

A generation of duality.



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63%

Believe in technology's
potential.

(+7 p.p. vs All Adults)

But **1 in 2** also say it
does more harm than
good.

(+11 p.p. vs All Adults)

1 in 5

Admit they've increased their impulse buys since last year.



29%

Say that compared to last year they're purchasing after saving to be cautious with expenses.

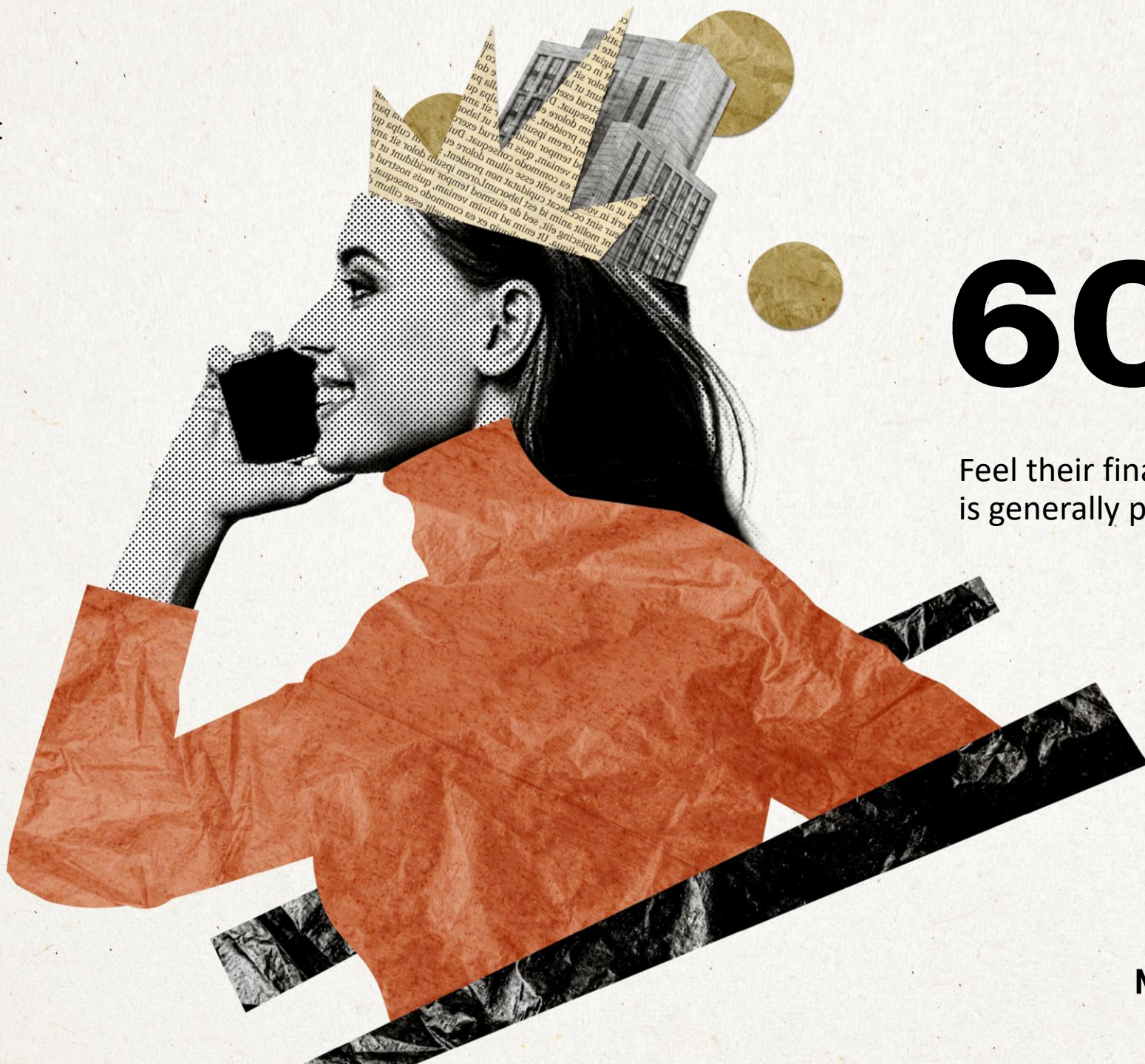


MILLENNIALS

The eternal optimists.

Millennials feel the most
in control of where their
life is heading at

61%



60%

Feel their financial future
is generally positive.



68%

Say they take a stand on key issues important to them.
(highest of all generations)

56%

Say they actively contribute to charities or causes that address issues that are important to them.

51%

Have stopped buying from brands that don't respect people or the planet.
(+10 p.p. vs All Adults)

A close-up photograph of a hand squeezing a thick slice of orange. Bright orange juice is dripping from the bottom of the slice, forming a thin stream that falls towards the bottom of the frame. The background is solid black, making the orange and the dripping juice stand out.

GEN X

The squeezed generation.

Underperforming across every measure of wellbeing

Optimism

Happiness

Control

Financial wellbeing

**They're more
considered with
their purchases.**



BOOMERS

Breaking old habits.



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Compared to a
year ago...

63%

Are trying to be more
physically active.
(Vs 53% all adults)

55%

Are trying to make more mindful nutritional
choices.
(Vs 49% all adults)

51%

Are trying to be better at tracking
their health.
(Vs 44% all adults)

69%

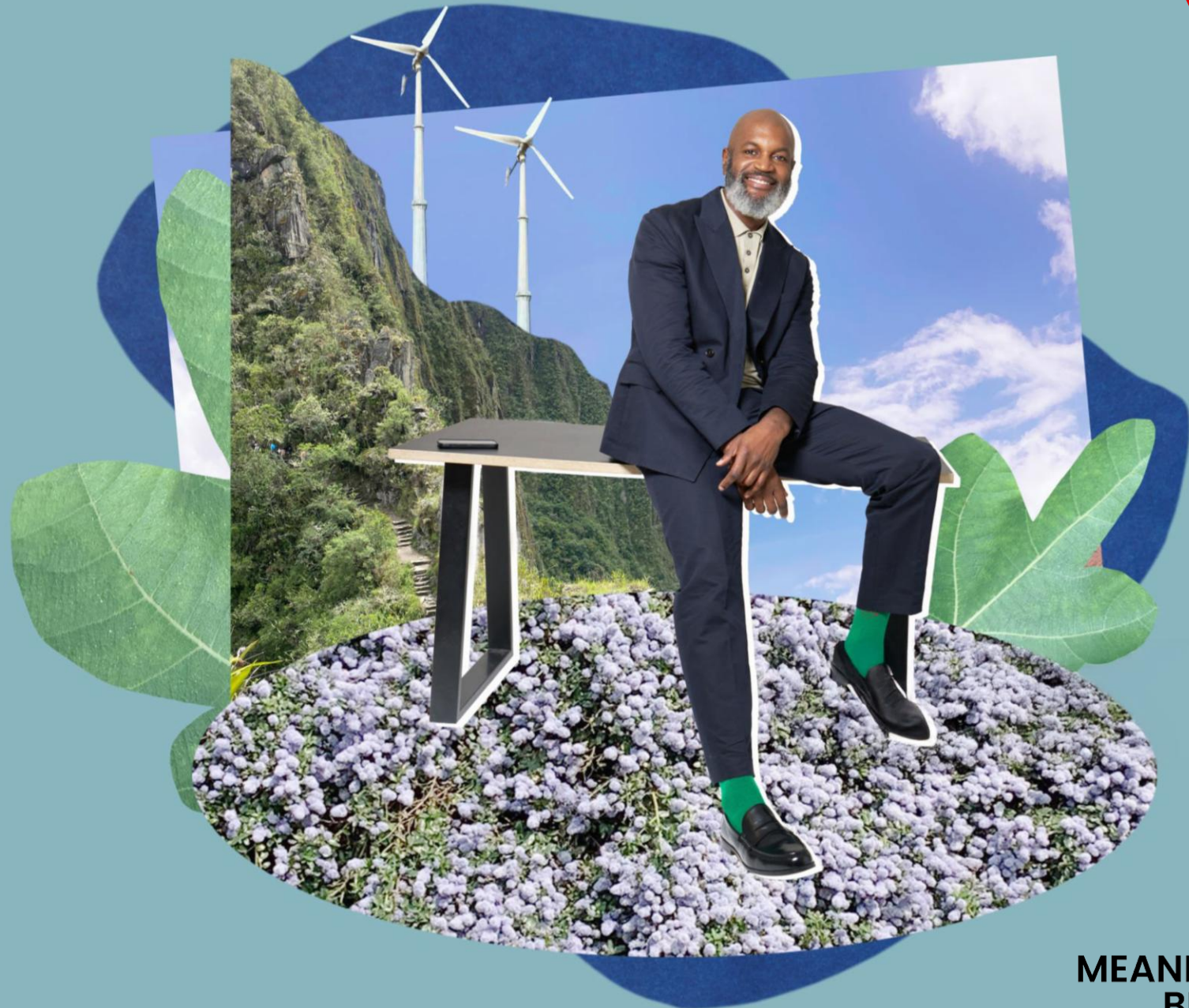
Are trying to be better at
wasting less products/
food/ clothes compared to
a year ago.

(Vs 57% all adults)

63%

Say they put a lot of effort into
being environmentally
responsible and protecting
nature.

(+6 p.p. as All Adults)



What this means. How do these different perspectives impact their relationships with brands?

Expectations for brands remain high.

68%

Believe brands should be doing much more for the good of society and the future of our planet.

(on par vs 2024)

70%

Believe companies/brands should show more humanity and generosity when times are tough.

(on par vs 2024)

68%

Believe companies/brands should help them save money.

(+1 p.p. vs 2024)



67%

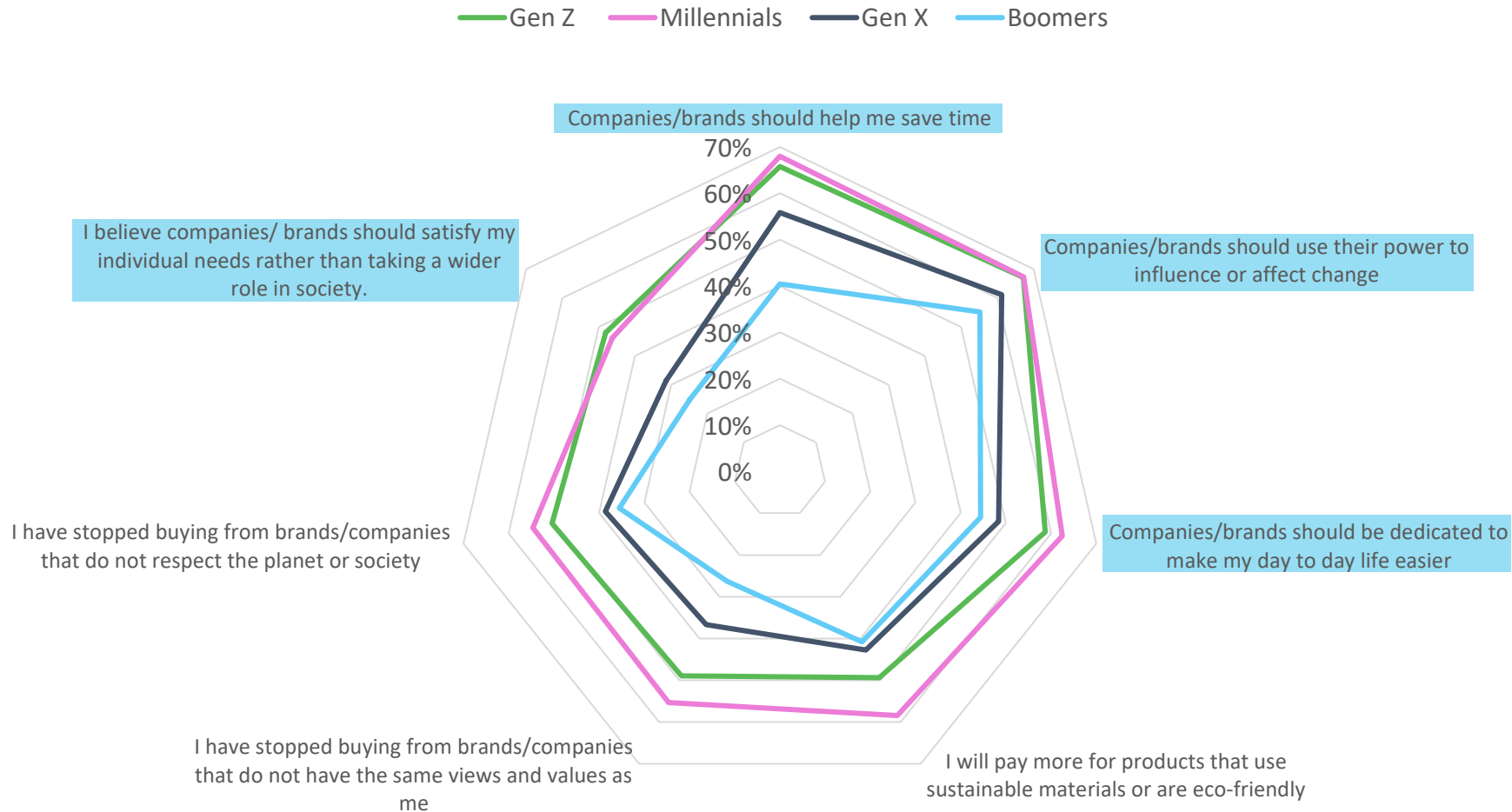
Believe companies should have
a long-term plan in place given
all the uncertainty we are living
in.

(+6 p.p. vs 2024)



**Four generations and four
realities all in one market.**

Millennials & Gen Z have the highest expectations for brands.

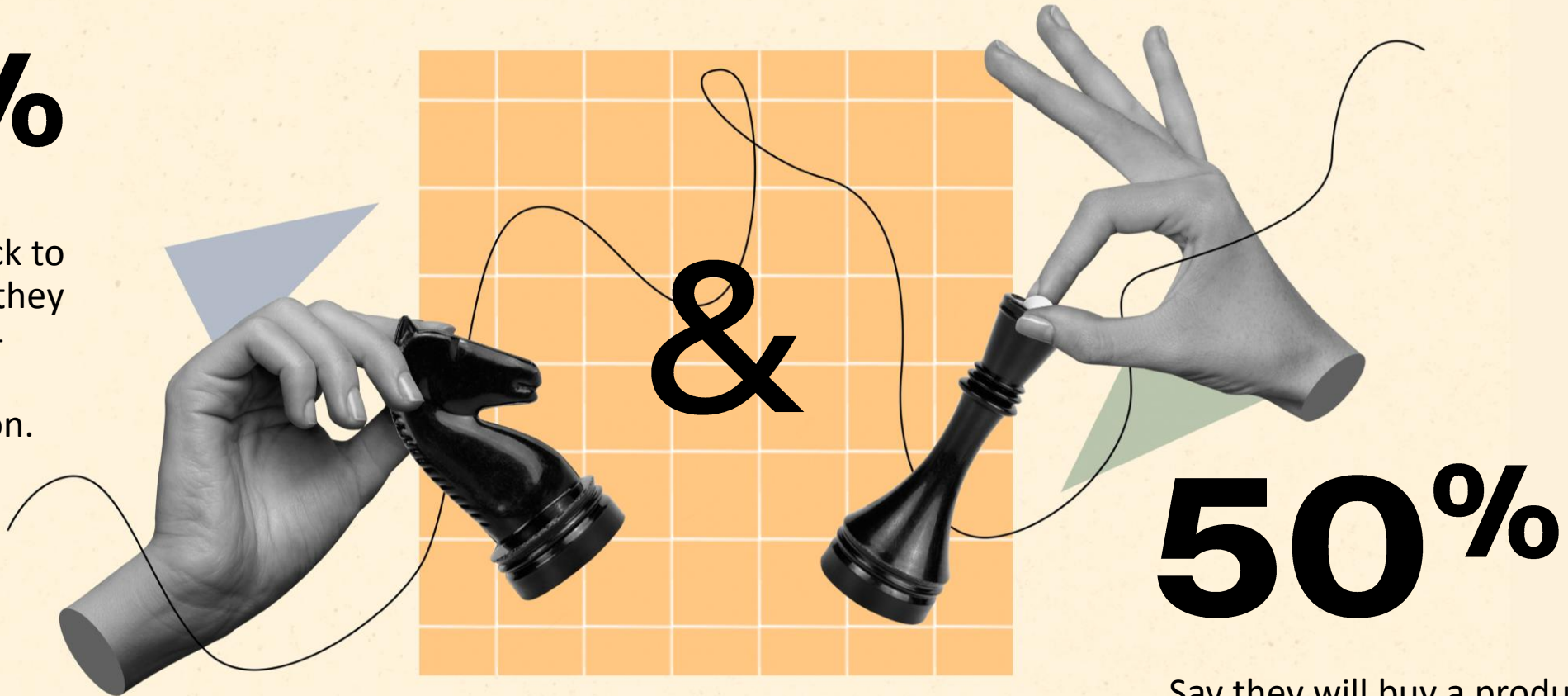


But loyalty has limits.

71%

Say they are quick to switch brands if they find a more cost-effective or convenient option.

(+2 p.p. vs 2024)



50%

Say they will buy a product if it best suits their needs, even if they disagree with the company's views.

(+4 p.p. vs 2024)

WHY IS ALL OF THIS IMPORTANT?

Brand value is under scrutiny.

73%

Say they are more cautious
today about how they spend
their money.



54%

Believe private/generic labels
offer better value for money
than branded products.



46%

Find online shopping more convenient than in-store shopping for most of their needs.



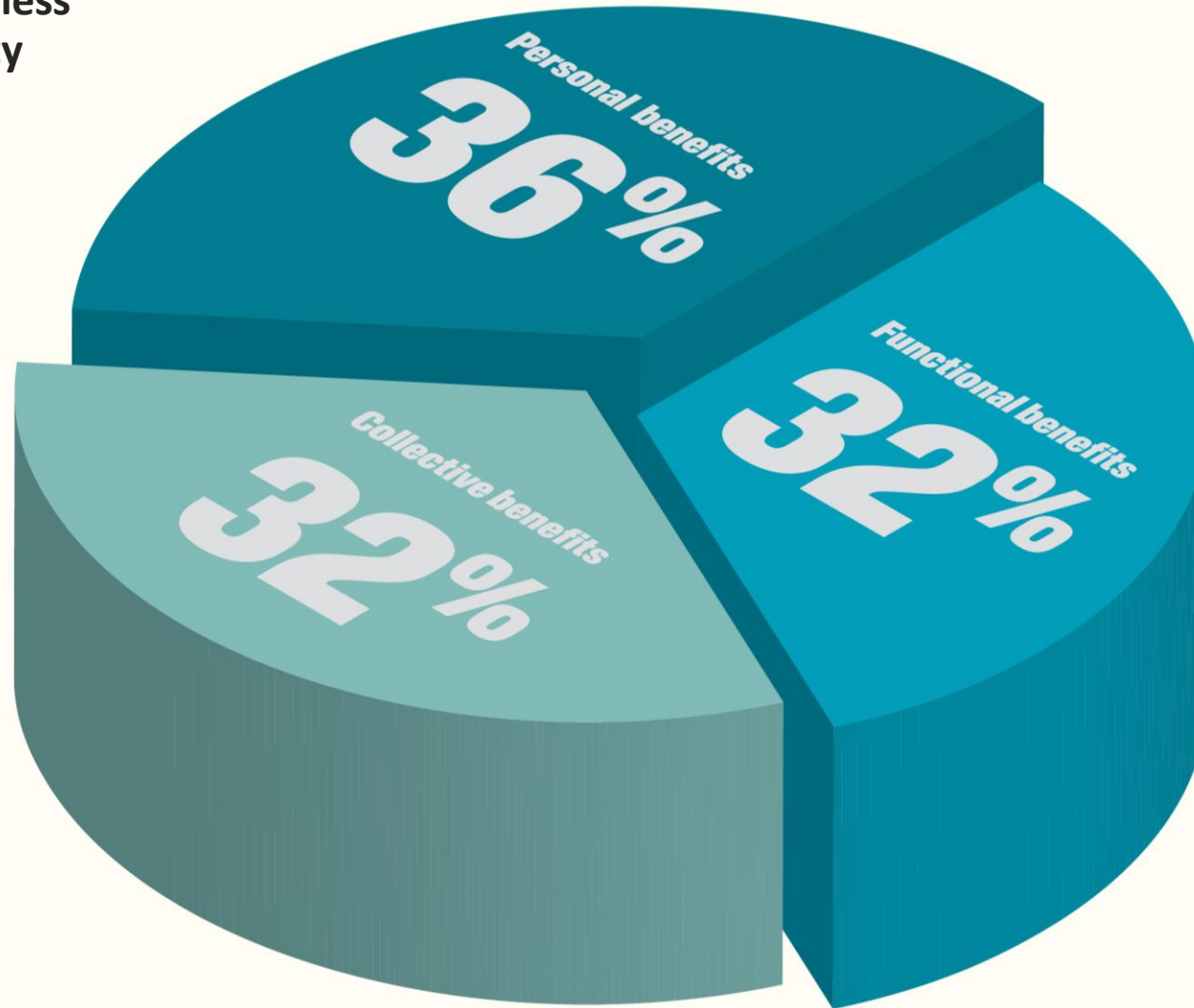
60%

Say they prefer shopping in physical stores because they enjoy experiencing products firsthand and receiving in-person assistance when needed.

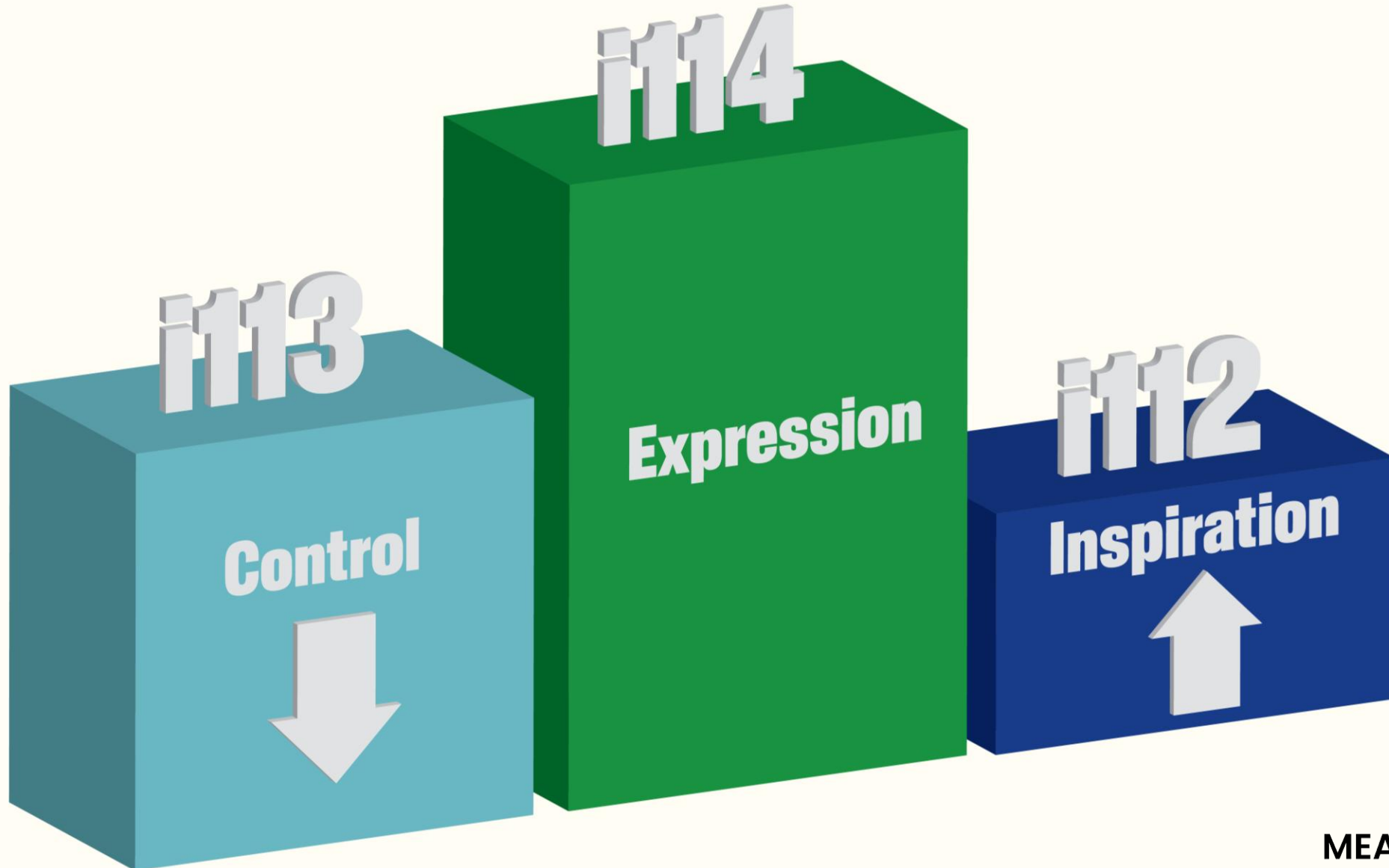
BRAND IMPACT

Brand impact is measured across 3 pillars.

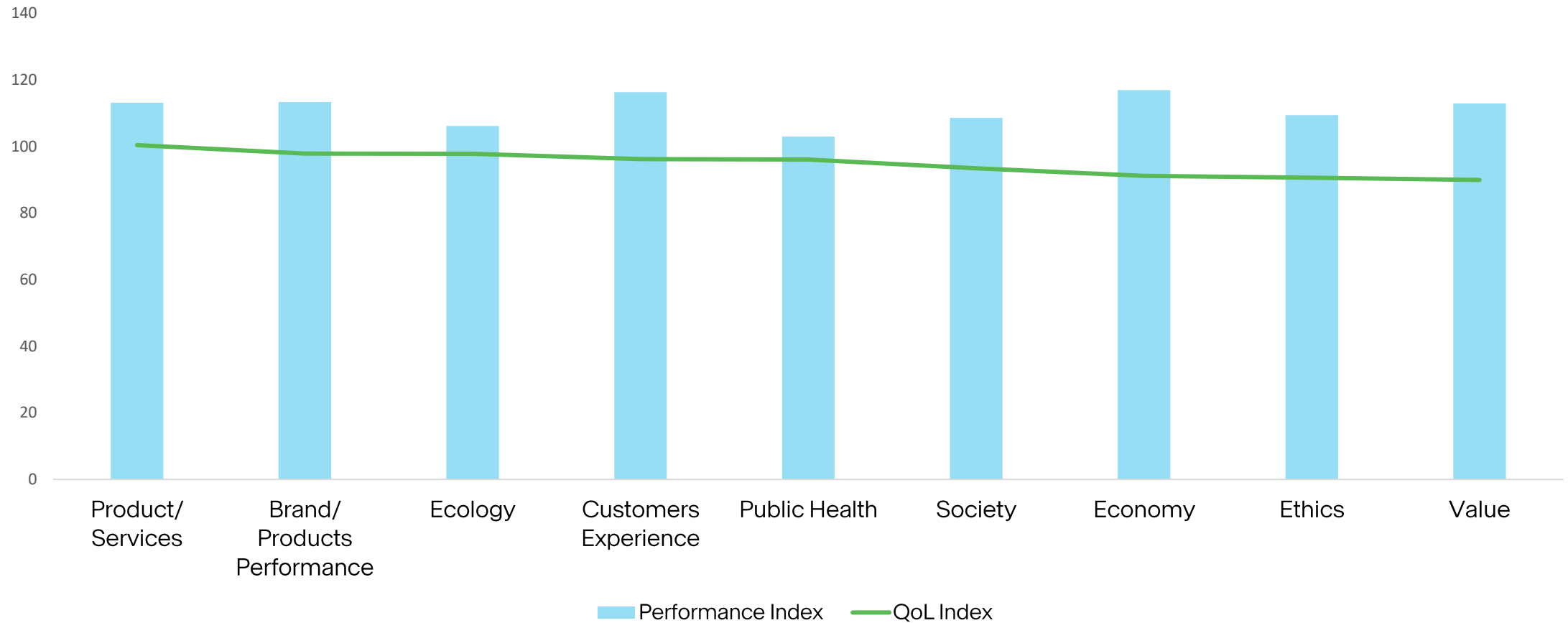
What you do as a **business**
What you do for **society**
What you do for **ME**



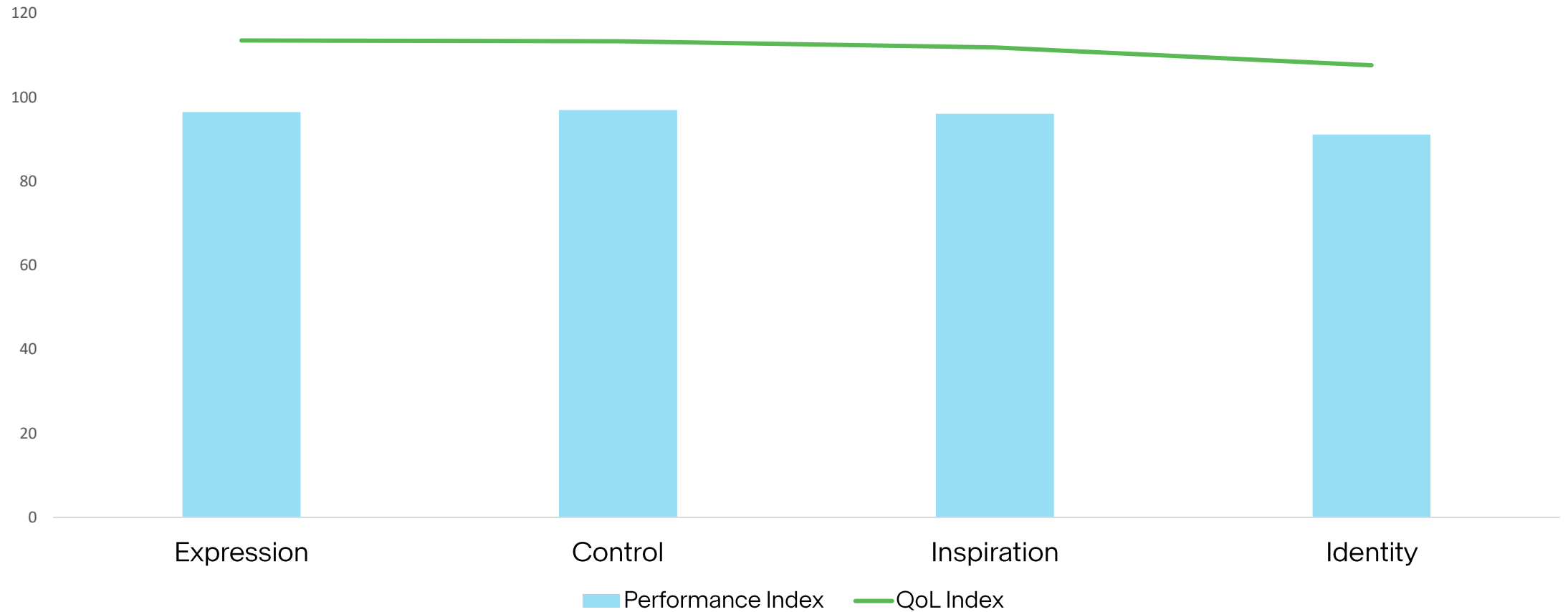
Control unlocks expression.



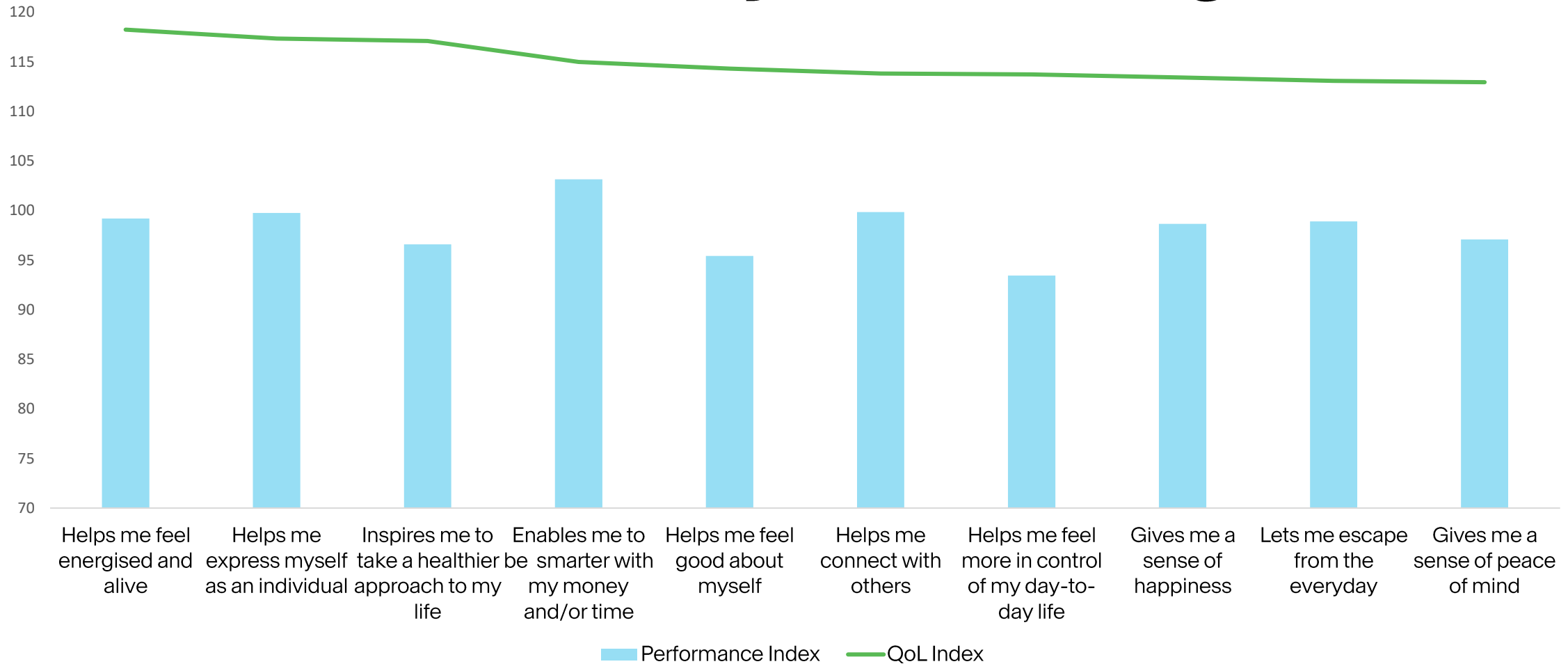
The Irish brand strength:



The gap that matters most:

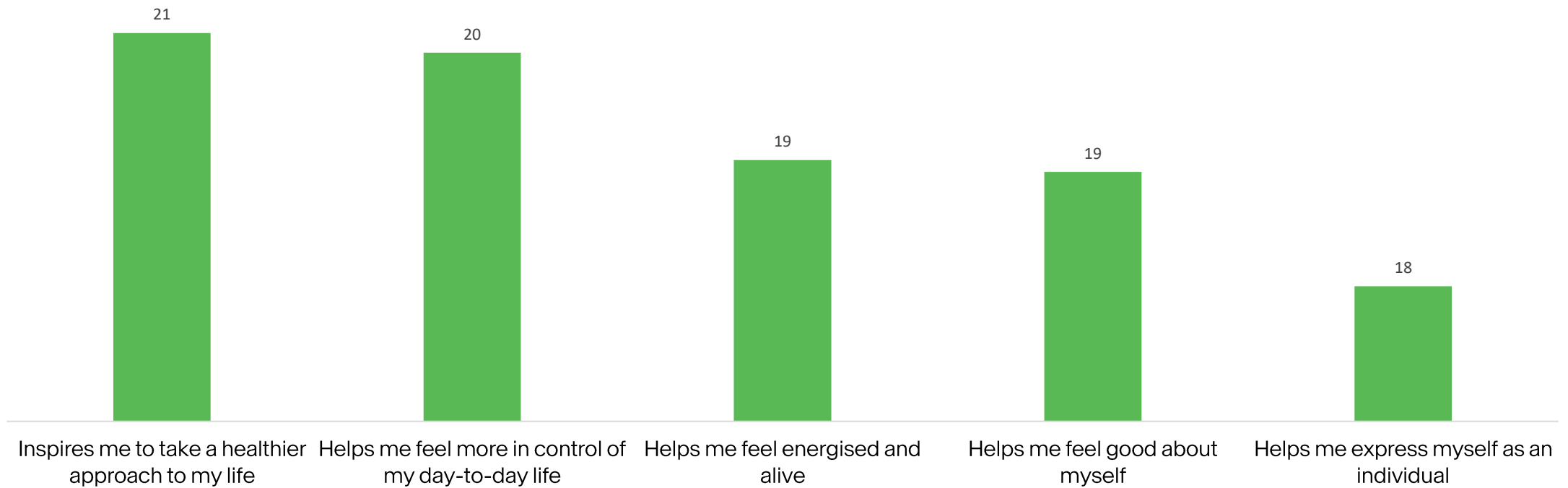


What actually drives change?



HOW DO WE START TO CLOSE THE GAP?

Where to win:



Summary & key take outs

In a world of uncertainty, people are reclaiming control by focusing on what matters most to them in the here and now.

Brands that help them do that, while proving their worth every single day, will win.



**Help build those
resilience
frameworks.**



The components of resilience are

Expression. Control. Health & Wellbeing. Happiness.



**Prove you have
a plan beyond
the immediate.**



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