

A close-up photograph of a person's face, focusing on the eye and cheek area. The skin is covered in a dense layer of fine, shimmering gold glitter. The person's eye is closed, and their long, dark eyelashes are visible. The lighting is warm, highlighting the texture of the glitter and the skin. The overall mood is glamorous and celebratory.

KANTAR

MEANINGFUL BRANDS 2021 IN MAURITIUS

In partnership with Brand Magic Summit

08th December 2021

HOW WE DO IT?

By determining the perceived Top brands in Mauritius based on the following categories:

I. Preferred local and Mauritian brand



II. Employer brand



III. Brand purpose



IV. Sustainable brand



HOW WE DO IT?

Data collected from 1,000
panelists through our in-
house panel



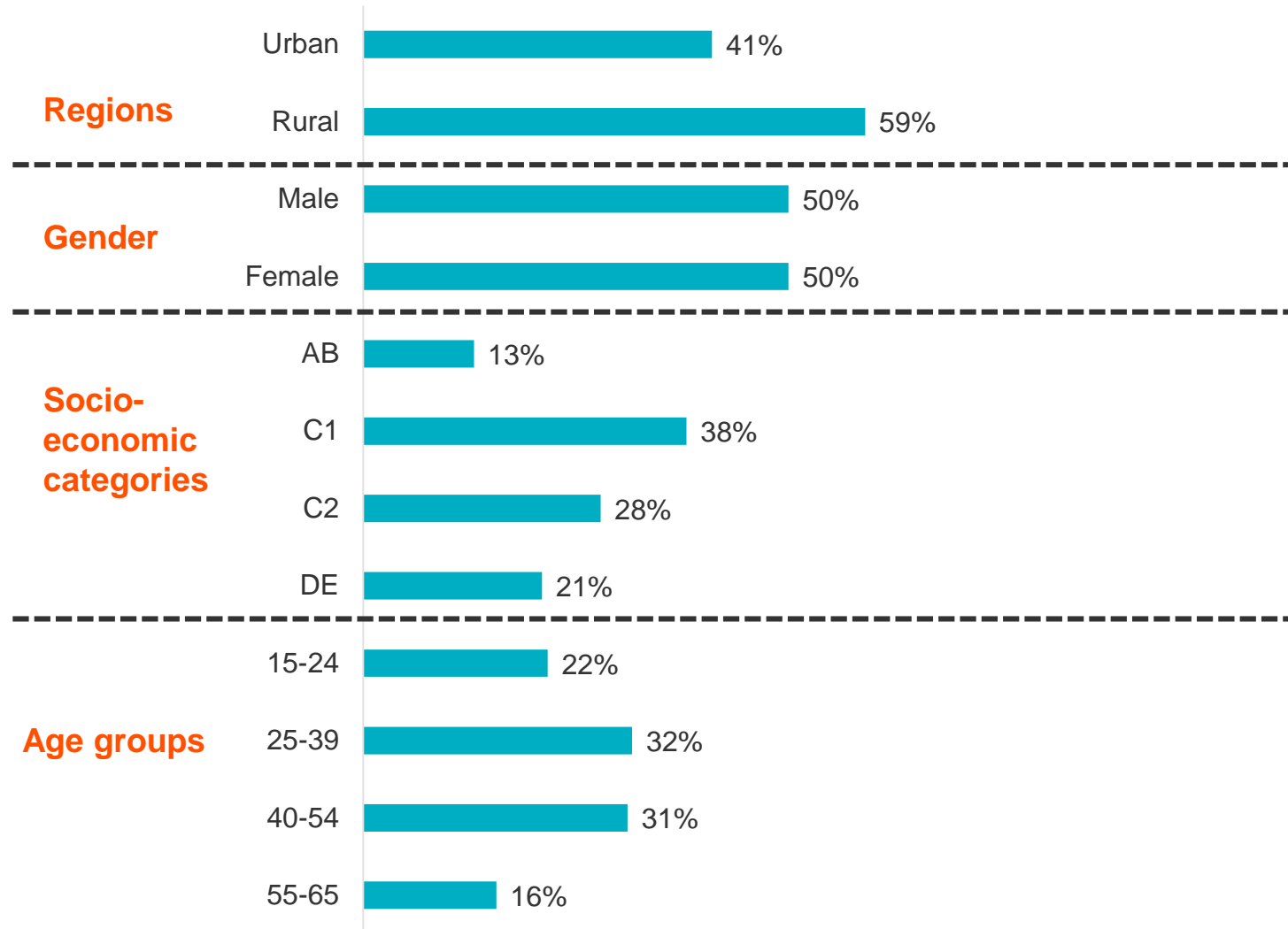
Respondents were
stratified according to
national statistics

The margin of error at
95% confidence interval
is at $\pm 3\%$.



survey was carried out
from the 01st of October
to 02nd of November
2021.

The profile of the sample

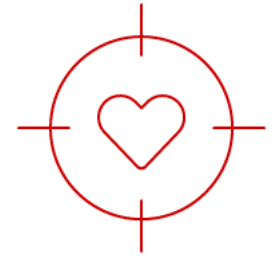


Category #1

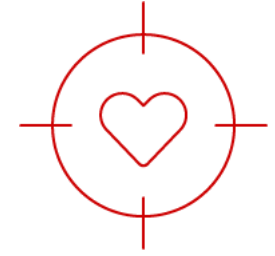
Top preferred brands of Mauritius

Eng_Q. Thinking about local or Mauritian brands, which are your top three preferred brands?

Fre_Q. En pensant aux marques locales et mauriciennes, quelles sont vos trois marques préférées ?

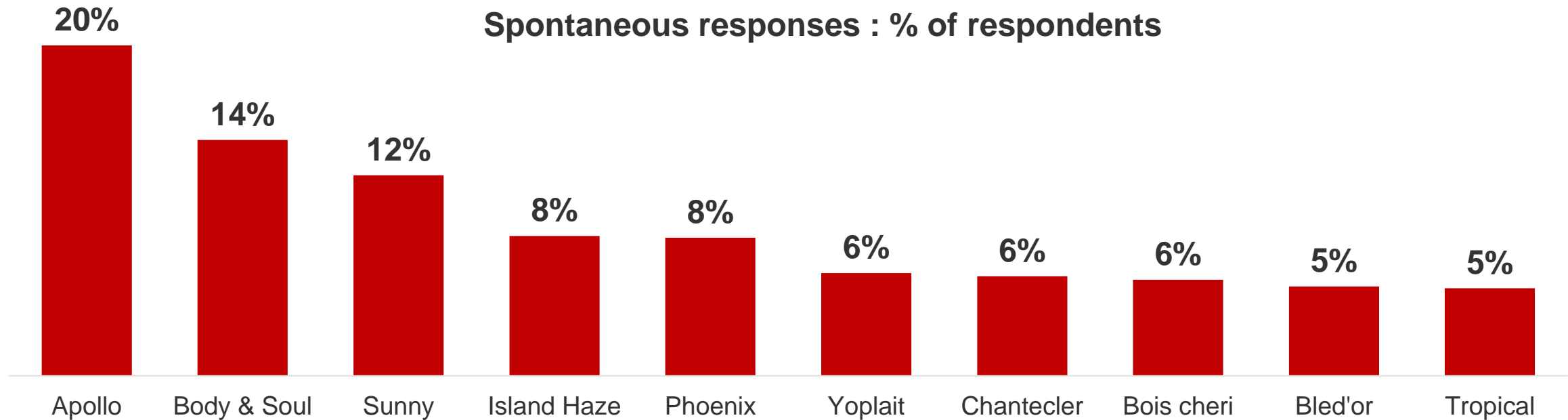


Top 10 preferred local and Mauritian brands 2021

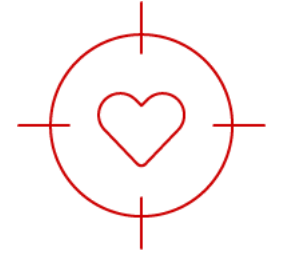


Q. Thinking about local or Mauritian brands, which are your top three preferred brands?
Q. En pensant aux marques locales et mauriciennes, quelles sont vos trois marques préférées ?

Spontaneous responses : % of respondents



Top 3 preferred local brands 2021



Category #2

Employer brand

Eng_Q. Which are the top three local brands or companies you would be proud to work for or a family member works for?

Fre_Q. Quelles sont les trois principales marques ou entreprises locales pour lesquelles vous seriez fier de travailler ou un membre de votre famille?

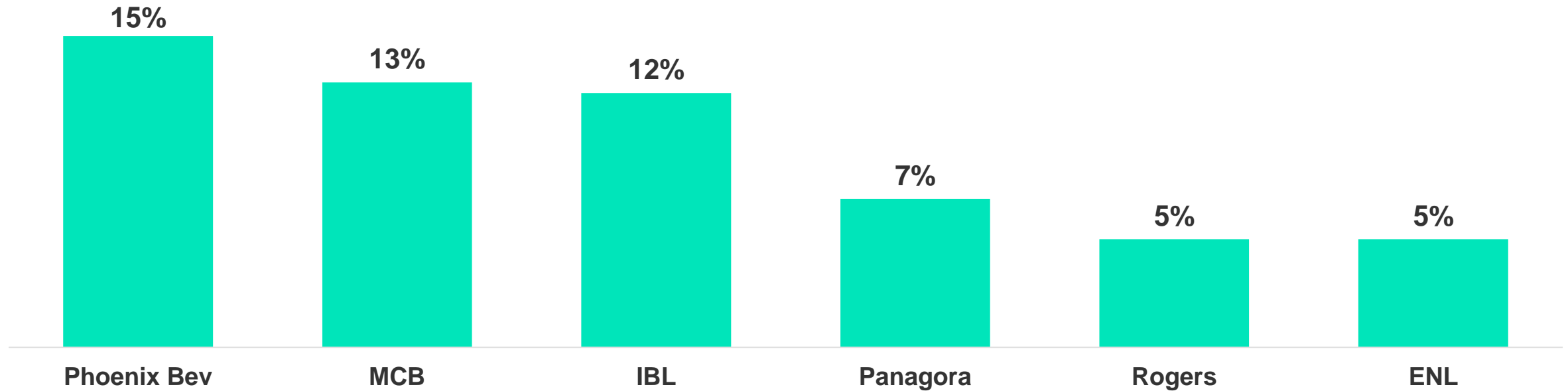


Top 6 preferred Employer Brands 2021



Q. Which are the top three local brands or companies you would be proud to work for or a family member works for?

Q. Quelles sont les trois principales marques ou entreprises locales pour lesquelles vous seriez fier de travailler ou un membre de votre famille?

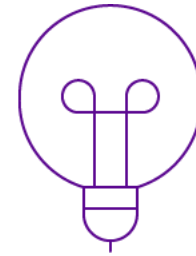


Category #3

Brand Purpose

Eng_Q. Which are the top three local brands or companies that are trying to make Mauritians' lives better?

Fre_Q. Quelles sont les trois principales marques ou entreprises locales qui essaient vraiment d'améliorer la vie des Mauriciens?



Brand purpose

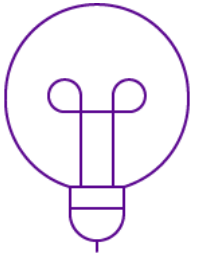
The brand essence or purpose is the foundation to create meaningful difference. It helps finding the edge that your brand can have clear stamp on.

It is also helpful to re-imagine the spaces brands can play in, reframing how we define categories – moving away from categories as type of manufactured products. This way, it becomes more meaningful for a brand to build on or drive change and stay relevant overtime.



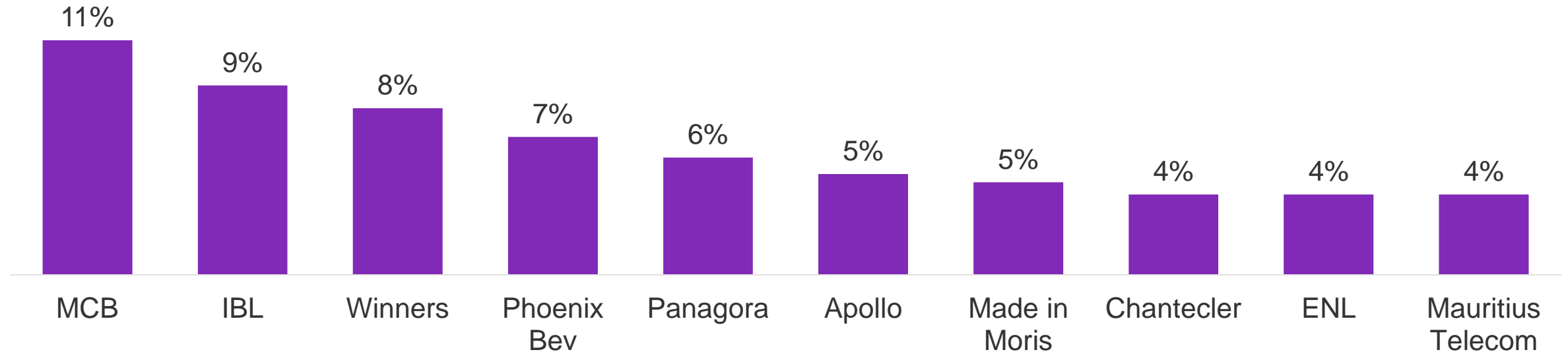
Brands acknowledged for Their Brand Purpose ® 2021

Defined by Kantar RepZ Methodology



Q. Which are the top three local brands or companies that are trying to make Mauritians' lives better?

Q. Quelles sont les trois principales marques ou entreprises locales qui essaient vraiment d'améliorer la vie des Mauriciens?



Category #4

Sustainable brand

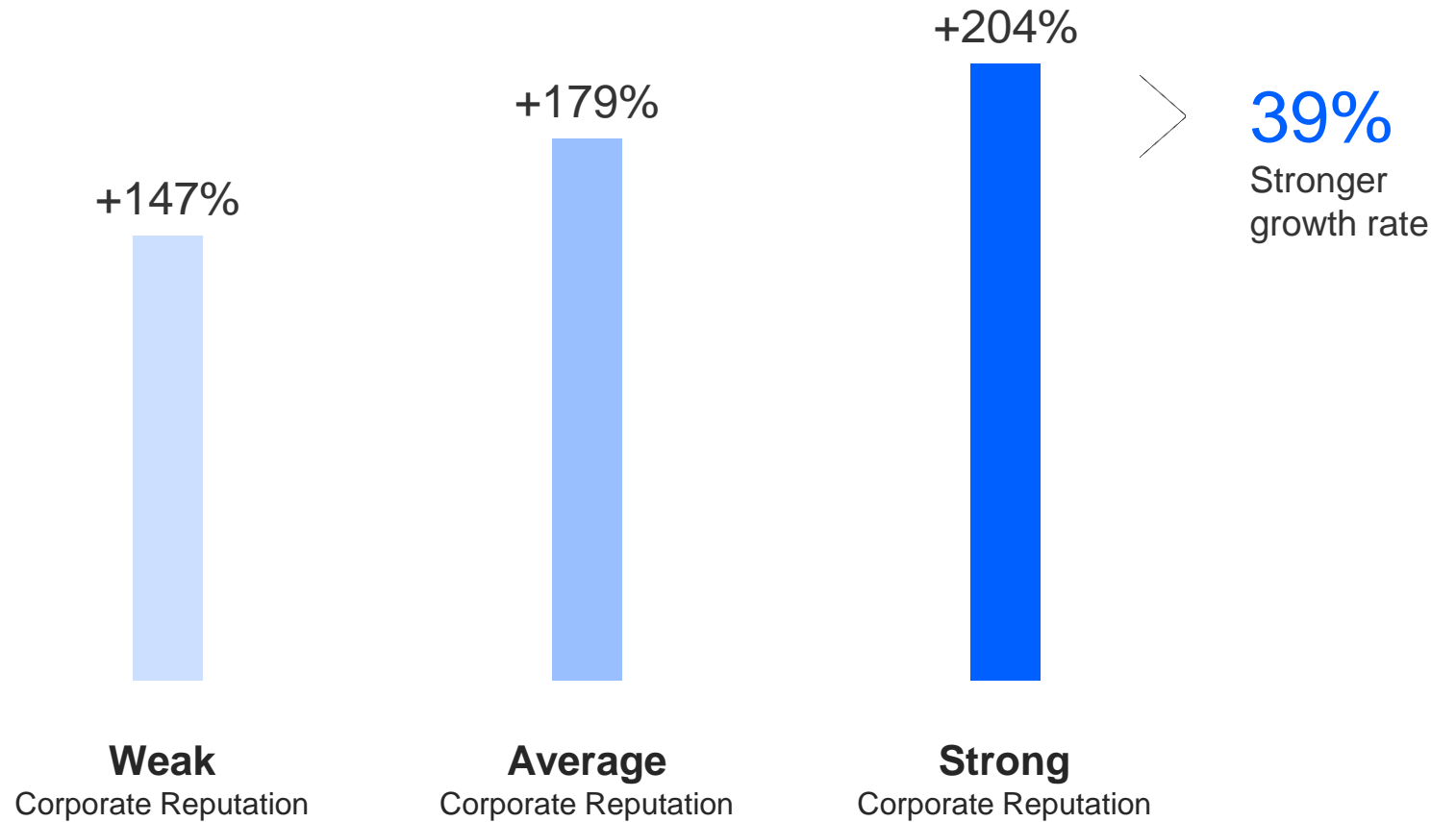
Eng_Q. Which are the top three local brands or companies that behave responsibly towards the environment?

Fre_Q. Quelles sont les trois principales marques ou entreprises locales qui se comportent de façon responsable envers l'environnement?




Brands with a strong Corporate Reputation grow brand value at a faster rate

12 years Brand Value growth



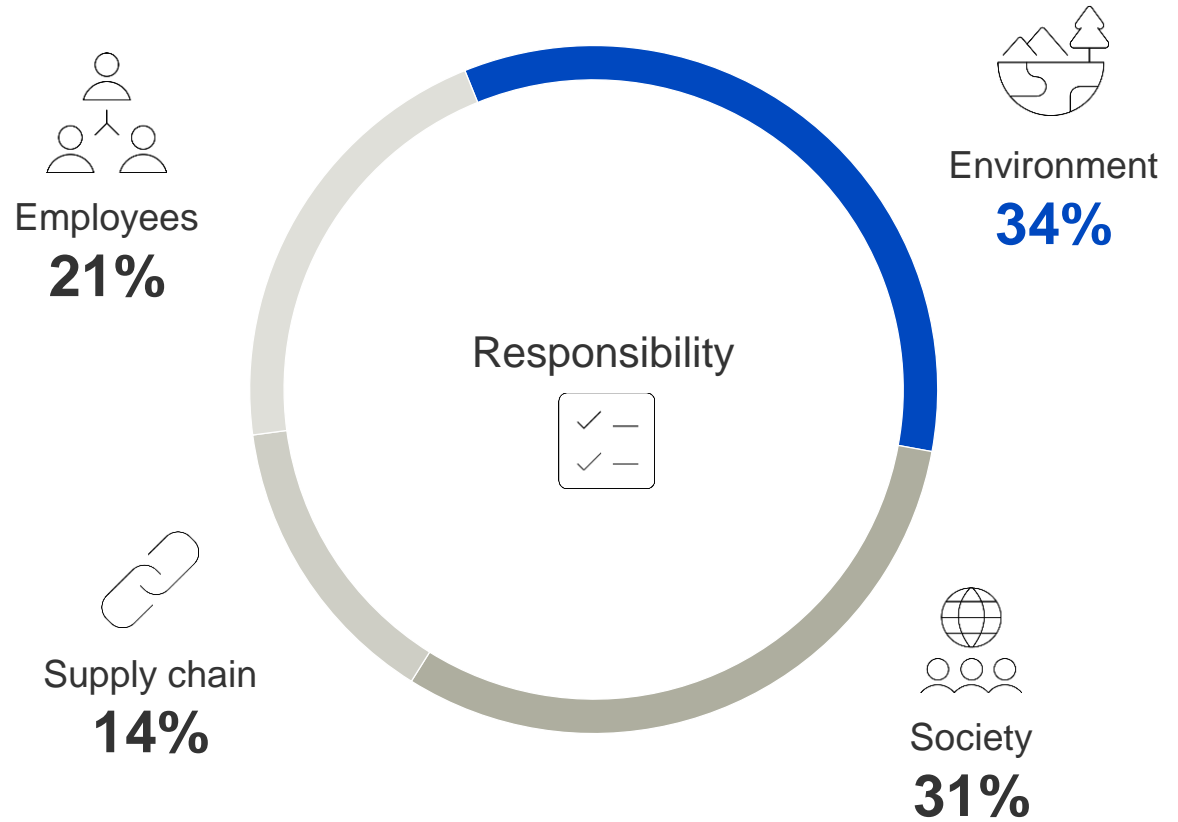
RepZ is a set of corporate reputation metrics based on 7 key attitudes

Thinking about the companies that make or own these brands, which of them...

RepZ component	Attitude statement
Responsibility	 Behave responsibly towards the environment
	Behave in a socially responsible way
	Treat their employees well
	Deal fairly with suppliers and other companies
Leading	Are leading the way
Success	Offer investors a good financial return
Fair prices	Charge fair prices

Responsibility breaks down into four elements

Environmental responsibility or **Sustainability** is now the most important component of corporate reputation

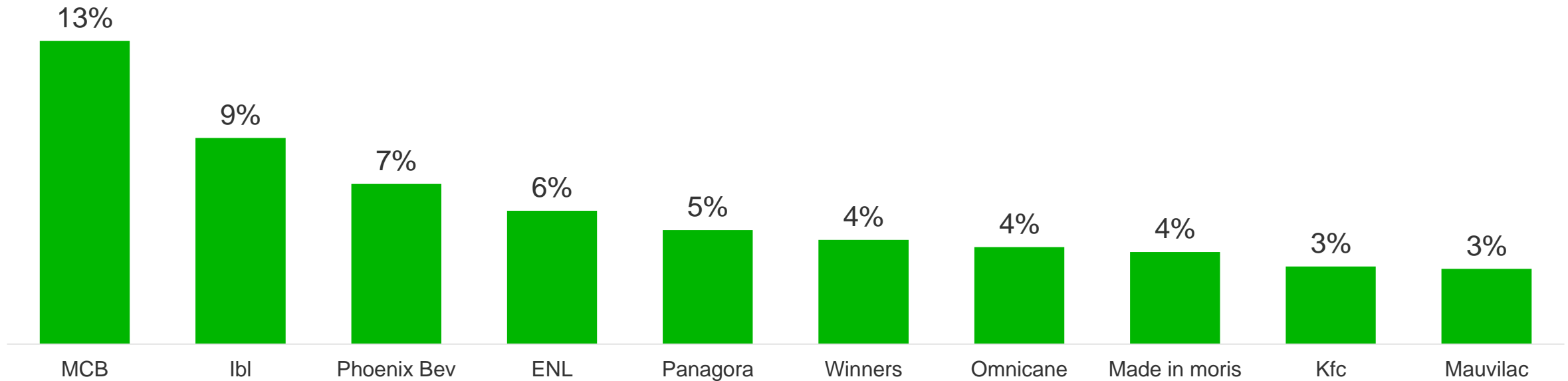


Brands recognised for their Sustainable Behaviours 2021



Q. Which are the top three local brands or companies that behave responsibly towards the environment?

Q. Quelles sont les trois principales marques ou entreprises locales qui se comportent de façon responsable envers l'environnement?



Sustainable brand

60%

of the respondents could quote a specific green initiative done by a specific brand.



KEY TAKE OUT



“Meaningfully different brands help people stop considering and make a choice.”

KANTAR

MARKET INTELLIGENCE :
Act with reliable data and studies

Comoros

Madagascar

Mauritius

Mayotte

Reunion

Seychelles

Maldives

KANTAR (INDIAN OCEAN)

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