

Brand Leaders - UK - December 2017

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“Whether consumers are sympathetic towards their motivation or not, market-leading brands are using their resources towards the betterment of society.”
– **Richard Hopping, Senior Brand and Household Analyst**

This report looks at the following areas:

Of course, brands benefit from this in return through the positive consumer perceptions that are generated, whilst the popularity and widespread influence of the brands at large means that, whatever their intentions, they are capable of effecting change.

Whether consumers are sympathetic towards their motivation or not, market-leading brands are using their resources and their reputations towards the betterment of society. For example, more brands are taking up the fight to tackle ocean plastic, while brands are also getting involved in helping to improve consumer health and wellbeing.

Brands benefit from this through the consumer perceptions that are generated by their involvement, although the problems that are being faced are likely to take more than just brand activity to solve. However, the popularity and widespread influence of the biggest brands means that they are capable of effecting change, and helping consumers to look after the world and the people in it.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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