

THE POWER AND POTENTIAL OF THE
THE CHINESE
DREAM

Examined in context of the
American and British Dreams
Opportunities and Challenges
for Chinese and global brands

POWERED BY **BRANDZ™**



MillwardBrown



Lightspeed
RESEARCH

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WPP



THERE IS NOTHING
LIKE A DREAM TO
CREATE THE FUTURE

VICTOR HUGO, LES MISÉRABLES



引言

INTRODUCTION

OUR EXAMINATION OF THE CHINESE, AMERICAN AND BRITISH DREAMS REVEALS NEW BRAND OPPORTUNITIES AND CHALLENGES

The Chinese Dream is getting a lot of buzz. As a marketer, I admire how China's government has developed extensive, well-considered strategies for future growth and branded them the Chinese Dream.

But based on ongoing conversations with business leaders and academics, both in China and other parts of the world, I also understand that the Chinese Dream has raised a lot of questions about potential obstacles and opportunities for brands.

That's why we quickly and methodically developed this groundbreaking exploration into the meaning of the Chinese Dream for Chinese consumers. Marshaling the extensive resources of WPP and BrandZ™, we conducted original research and analysis to yield insights about the power of the Chinese Dream and its potential impact on brands. To make the findings most useful, we examined the Chinese Dream in a larger context of the American Dream and the British Dream.

Most important, the Chinese Dream is different from other large visions that preceded it in China's 5,000-year history. It's a national agenda that incorporates the personal dreams of individual Chinese people. That amalgam gives it power. Chinese believe that the Chinese Dream will improve their lives and they're determined to realize the Chinese Dream—quickly. Many Chinese believe that in just 10 years China can become one of the world's ideal places to live.

This determination changes the game for brands. We believe Chinese consumers will favor brands they view as allies in the effort to build a safer, more prosperous and equitable China. Call it a new level of social responsibility, Social Responsibility 2.0. Brands—whether Chinese or multinational—that help advance the Chinese Dream can gain an advantage.

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Expectations are high

Expectations are high. It's possible for brands to achieve great success quickly or to misread the opportunity and confront obstacles unnecessarily. The term Chinese Dream resonates with the American Dream. But here's the first mistake to be avoided. Do not assume that the Chinese Dream is the American Dream, or the British Dream for that matter. We discovered that across countries people's personal dreams are similar. People want good health, financial security and a good life for their families. However, what Chinese want as a nation, as the Chinese Dream, is different.

How different? To find out we asked respondents in China, the US and the UK. We compared their answers, formed some preliminary conclusions and then tested those conclusions against other proprietary China research by WPP companies and BrandZ™. We also asked many of our WPP brand and China experts to review and comment on the results. This comprehensive report synthesizes all that knowledge to answer questions like these:

Are dreams important today?

What are the characteristics of the Chinese Dream?

How is it the same or different from the American Dream or the British Dream?

What are the characteristics of brands that most closely match the Chinese Dream?

How important is the Chinese Dream to the Chinese people?

How does the Chinese Dream shape Chinese spending priorities overall and by generation?

What actions will Chinese take to realize their dreams?

What actions can brands take to facilitate those dreams and enhance their own chances for success?

More than in most places, brand actions in China need to consider generational differences. Young people are more individualistic and older people are still inclined to rely on government. That's because today's grandparents were born before the founding of the People's Republic of China in 1949. Their children experienced the Cultural Revolution. But their grandchildren have known only the burgeoning economic power that has developed over the past 30 years.

The impact of dreams on brands

The story is complicated. To present it clearly, we open with Key Results—the top line findings; and Take Aways—insights to help brands act effectively based on these findings. Then we divide the report into two parts. **Part 1:** Overview and Insights defines dreaming and examines the important themes, weaving strands of research and commentary to explain the context and nature of the Chinese Dream, and how it compares and contrasts to the American Dream and the British Dream.

Part 2: Analysis and Implications, presents our core findings, which were compiled in the China Dream Survey, original research in China, the US and the UK, conducted in October 2013. We measure what the Chinese dream means, Chinese confidence in their national dream and their concerns and expectations for the future. And we explain the implications for brands.

Millward Brown with Lightspeed Research undertook the quantitative study. We also relied on analysis and insight from The Futures Company and its Global Monitor, a proprietary annual multinational attitudinal study. With Global Monitor findings, and brand research in China by Y&R, we looked more closely at the dreams and attitudes of Chinese young people. FITCH, the global design consultancy, shared penetrating insights into how important dreams still are in the consumer journey, how the Chinese shop and how dreaming is a vital aspect of shopping.

To evaluate the characteristics of the Chinese Dream and of Chinese and multinational brands that most closely match the Chinese Dream, we engaged two highly respected WPP resources for brand equity intelligence: BrandZ™ the world's most comprehensive resource for brand analytics, with additional insights by Millward Brown, and BrandAsset® Valuator, with the expertise of BAV Consulting.

Additional knowledge and insight

This report is part of our growing WPP library of reports about Chinese consumers and brands powered by BrandZ™. The titles include *BrandZ™ Top 100 Most Valuable Chinese Brands*, the *Chinese Golden Weeks in Fast Growth Cities*, and the *Chinese New Year in Next Growth Cities*. (Please see www.brandz.com)

The Power and Potential of the Chinese Dream is rich with knowledge and insight. For additional details, and to create strategies that apply precisely to your particular brands, I invite you to talk with the WPP companies that contributed to the report.

This publication includes only a small part of our extensive study. To learn more and understand the significance for your brand, strategy and China engagement, please contact any of our participating WPP companies. All of these WPP companies operate extensive global networks and maintain a strong presence in China. You'll find their contact details in the Resources section at the end of this report. Please feel free to contact me directly

Sincerely,



David Roth
Curator - *The Power and Potential of the China Dream*
CEO, The Store WPP
Europe, Middle East, Africa and Asia
droth@wpp.com
Twitter: @davidrothlondon
Blog: www.davidroth.com

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KEY FINDINGS

关键发现

UNDERSTANDING DREAMS

Dreams are powerful.

Chinese, American and Britons strongly agree that dreams make life better. Most important, the Chinese say that dreams give them confidence to face the future, which suggests the potential influence of the Chinese Dream.

REALIZING THE CHINESE DREAM, AND IMPLICATIONS FOR BRANDS, IN THE CONTEXT OF THE AMERICAN AND BRITISH DREAMS

Personal dreams are similar in China, the US and UK.

The personal dreams of people in China, the US and UK are similar. Regardless of nationality, people everywhere want to be healthy, happy and have a good life for their families.

But national dreams are different.

The American Dream and the British Dream are similar to each other and primarily reflect people's personal dreams. The Chinese Dream is different because it combines personal dreams with a national agenda.

Awareness of the Chinese Dream is high.

The Chinese Dream articulates a vision intended to guide and motivate people. Although a recent phenomenon, the Chinese Dream is widely promoted by the government and discussed in social media. And it enjoys a much higher level of awareness than the American Dream or British Dream.



REALIZING DREAMS

Realizing the national dream is more important to Chinese.

Around 70 percent of Chinese say that realization of the Chinese Dream is important to them. Among young people the response increases to 76 percent. In comparison, 65 percent of Americans say realizing the American Dream is important and only 39 percent of Britons are concerned about reaching the British Dream.

Realizing China's personal and national dreams is interdependent.

Roughly two-thirds of Chinese say, the "Chinese dream is the dream of the country" and the "Chinese dream is the dream of the Chinese." By achieving the national dream Chinese expect to realize their personal dreams. For Americans, the personal dream drives the national dream, the "American Dream is the dream of the American people."

Chinese and Americans are confident about realizing their personal dreams.

Chinese and Americans are more confident than Britons about achieving their personal dreams. But Chinese worry about financial

security and retirement, concerns that drive the relatively high savings rate.

Chinese are less confident about realizing the national dream.

Because the Chinese Dream combines personal dreams with a national agenda, some aspects of the Chinese Dream, like becoming a strong country, are beyond the control of individuals and depend on government action.

Personal effort is the key to realizing dreams.

Chinese, Americans and Britons agree that personal effort is necessary to achieve their dreams. In addition to personal effort, Chinese pay attention to developing new interpersonal relationships, while the Americans say they'll take risks, like changing jobs. Britons say luck is an important component.

Path to dreams differs by generation.

Young Chinese believe talent is the most important factor for realizing dreams. They're more willing to learn and acquire new skills. Older people express faith in government and the economy. The generational difference is less pronounced among Americans and Britons.



DREAMS AND COUNTRIES

The environment tops concerns of Chinese.

Chinese worry about poor air and water quality and unsafe food, legacies of the 30 years of extraordinary economic expansion. A related concern, insufficient health insurance, is one of the factors driving the high savings rate. In contrast, Americans and Britons worry about national security, crime and the economy. Educational systems concern people in all three countries.

Chinese expect rapid change.

By an overwhelming majority, 80 percent, Chinese say that the US is the most powerful country today. In just 10 years, however, they expect China and the US to be equally powerful. Both Americans and Britons see the US as most powerful today and they expect it will be in 10 years, with China gaining strength.

China will replace America as the ideal.

More Chinese today see the US, rather than China, as the ideal country. In just 10 years, however, 42 percent say China will be ideal compared with only 14 percent who say the US will be ideal. In contrast, Americans and Britons see their own country as most ideal today and that perception hardly fluctuates over time.

Chinese expect a strong economy to help realize dreams.

Compared with Americans and Britons, Chinese expect strong annual economic growth. They're also more confident that personal income will rise steadily over the next 10 years. Young Chinese are especially optimistic about income growth.

Spending priorities differ by country.

Chinese plan to invest and travel abroad, while Americans rank owning a home and a car as top priorities, and Britons plan to spend on travel and cars. The high rate of Chinese investment conflicts with the goal of shifting to a consumer-driven economy.

Spending priorities differ by generation in China.

Chinese young people mirror the spending priorities of Americans who rank car and home ownership high. In the US and UK, spending priorities are similar across generations.

DREAMS AND BRANDS

Global brands symbolize national power.

Many Chinese equate iconic American brands with US power. Over two-thirds of Chinese say that having a Chinese brand accepted in overseas markets is a manifestation of China's increased global influence. And well over half of Chinese believe that China will create world famous brands. Chinese brands that achieve this iconic stature will help enable and validate the Chinese Dream. By symbolizing China globally, the way iconic US brands symbolize America, these brands will enjoy great consumer respect at home.

The Chinese Dream links with Brand China.

Brand China is the reputation of products and services that originate in China. Chinese say that realizing the Chinese Dream means transforming the meaning of Brand China from "Made in China" to "Created in China."

Chinese and multinational brands can help realize the Chinese Dream.

Currently, Chinese identify only a small group of well-known Chinese brands as symbolizing the Chinese Dream. But there's a great opportunity to connect with the Chinese Dream and it's available to more Chinese brands and to multinationals.



TAKE AWAYS

要点

INSIGHTS AND ACTIONS
FOR UNDERSTANDING
THE CHINESE DREAM
AND BUILDING BRANDS

Make the change

UNDERSTANDING THE CHINESE DREAM

Appreciate the power of dreams.

Given all the research and analysis required to understand a country market and its consumers, it's easy to dismiss dreams as "soft" information, difficult to quantify and connect with key performance results like sales and profit. In China, you dismiss the power of dreams at your own risk. Personal dreams are always powerful, and in China a multiplier of 1.3 billion compounds that power. If national feeling seems too retro, think of the Olympic Gold and the convergence of personal and national dreams that it represents. That's an immense force. And in China it's waiting for brand owners who are sensitive to it and take the time to understand it and take action.

Understand that the Chinese Dream is not the American Dream.

Comprehend the Chinese Dream from the Chinese view. Don't assume that the Chinese Dream is the American Dream in a slightly different flavor. They're similar. But the Chinese Dream is not the first national vision of this 5,000-year-old culture. Today's Chinese Dream draws on the past to create a future that restores China's esteem and international stature. The Chinese Dream projects a vision of a more prosperous and equitable society. Seeing the Chinese Dream as Chinese see it is a prerequisite for brand success in today's China.

Be relevant to the Chinese Dream.

The government reminds the public about the Chinese Dream with promotional posters. And the public reminds the government how it feels about

the dream with constant posts in social media. Ignoring the Chinese Dream is not an option. Brands need to understand the Chinese Dream and make themselves relevant to its realization.

Anticipate how the Chinese Dream will change.

Once you understand the Chinese Dream, don't treat that knowledge as the culmination of your education. The Chinese Dream is not static. Brands that most closely match the Chinese Dream also exhibit other characteristics that suggest how the Chinese Dream is changing. Like the Chinese Dream, these dream-matched brands exhibit qualities associated with both stability and change. But these brands also can be different, fun, brave, desirable and caring, characteristics that don't describe the Chinese Dream of today but may offer a peek at the Chinese Dream of tomorrow.

Respect the Chinese ability to achieve the Chinese Dream.

Many Chinese think of America as the ideal country today, but they believe China will be ideal in only 10 years. And they're determined to see this change happen. They justify their optimism with the example of the past 30 years when extraordinary economic growth helped lift over 200 million Chinese people into the middle class. The challenges of achieving the Chinese Dream, creating prosperity that's equitable and sustainable, may prove more daunting than building economic power alone. But after five millennia, the Chinese are as patient as they are optimistic. They will feel positive toward brands that are as committed to the dream as they are.

COMMUNICATING

Communicate your belief in the Chinese Dream.

Chinese take seriously the Chinese Dream and its promises of a better and more prosperous life. Products and services have a key role to play supporting the Chinese Dream. And brands need to communicate that support. Smaller privately owned brands could especially benefit from association with the Chinese Dream. Connecting with the Chinese Dream would make them appear larger than their actual size.

BRANDS MUST BE PARTICIPANTS IN BUILDING A PROSPEROUS SOCIETY AND NOT SIMPLY BENEFICIARIES OF THAT PROSPERITY.

Customize communication for each generation.

Generational differences are greater in China. That's because of how rapidly China changed within a lifetime. People in their sixties were children in the years before the formation of the People's Republic of China in 1949. The Cultural Revolution shaped the attitude of fifty-year-olds. Younger people are more individualistic, more likely to seek education or a new job. Older people have more faith in the government. Therefore, to fully benefit from the realization of the Chinese Dream, brands need to adjust their tonality and message to the various generations.



Match your brand with the characteristics of the Chinese Dream.

Brands that currently match the Chinese Dream enjoy an advantage. They include both Chinese brands and international brands from a narrow range of categories, like fast food, where brands entered China early and expanded widely. Going forward, the opportunity to match the Chinese Dream is open to many more brands. But presence alone will not be enough to sustain international brands as Chinese brands improve. They need to broaden their appeal. And Chinese brands, which have caught up with international brands on most functional aspects of brand equity, need to strengthen emotional affinity with consumers.

Elevate your commitment to social responsibility.

Brands should expect to make a profit, of course. But they should not expect to take value without adding back value. Respect for the environment, fair labor conditions and product quality and safety are fundamental. But consumers expect more from brands. Brands must be participants in building a prosperous society and not simply beneficiaries of that prosperity. Consumers will reward brands engaged in the realization of the Chinese Dream.

Encourage dreaming.

The Chinese Dream is also about consumption. It resembles the American Dream in this way. The essence of the American Dream is freedom and opportunity. But sometimes, especially in popular media, it seems as if the American Dream is more about acquiring material wealth. Whether Chinese finance the Chinese Dream with conspicuous consumption, or take a more measured and balanced approach, shopping will be a part of dream fulfillment. And the dreaming aspect of shopping, the openness to new possibilities presented at retail in either physical or virtual stores, will be an important driver.



BRAND BUILDING

Expect tougher competition.

Strategic State Owned Enterprises (SOEs) – the major financial institutions, airlines and energy companies – exist to ensure and perpetuate the strength of the state. That won't change. However, SOEs, like other brands, will need to become better at brand building because the government has promised reforms that will make many markets more competitive. Companies in consumer-facing categories, both SOEs and privately owned companies, also need to strengthen their brands.

CHINA WILL NOT BE THE ONLY PLACE TO ENCOUNTER CHINESE BRANDS. BE PREPARED TO FACE MORE COMPETITIVE CHINESE BRANDS WORLDWIDE.

Find opportunities across categories.

Investment and overseas travel top Chinese spending priorities today. But Chinese, especially the young, also aspire to own cars and homes. Entertainment is important and luxury still commands attention. In fact, 23 percent of Chinese say they'd like to have a personal staff, a desire that hardly registers in the US and UK. These spending priorities reflect how Chinese expect to realize their personal and national dreams. Over time, dream realization will open opportunities in additional categories for more brands.

Create new opportunities.

Personal dreams and the Chinese Dream are similar but not completely aligned. Brand opportunities are strongest when they touch aspects common to both personal dreams and the Chinese Dream. Brands also benefit when they help bring the dreams into more harmonious alignment. For example, the desire for financial security is a top priority of the personal dream but a lower priority of the national dream.

Expand to the lower tier markets.

People living in lower tier cities and rural areas are less likely to have experienced the benefits of the Chinese Dream compared with urban dwellers in the major metropolises along the coast. People in these developing areas are eager to share in the Chinese Dream and, because real estate costs are lower, they're more likely to have disposable income to spend on consumer products.

Prepare for Chinese brand competition worldwide.

The presence of global Chinese brands is an expression of the Chinese Dream. Chinese brands will expand abroad in a variety of ways. Some Chinese brands may leverage the appeal of Brand China, which is the collective reputation of products and services that originate in China. Because Brand China is still too associated with quality problems, some brands may diminish the role of Brand China and grow overseas simply on their own brand strength. Other brands may adopt new expansion strategies. The bottom line: China will not be the only place to encounter Chinese brands. Be prepared to face more competitive Chinese brands worldwide.



PART ONE

OVERVIEW **AND** INSIGHTS

概览与洞察



OVERVIEW

THE CHINESE DREAM EXPRESSES HOPES OF BOTH THE GOVERNMENT AND THE PEOPLE

Soon after ascending to the head of the Chinese Communist Party, in November 2012, Xi Jinping articulated a vision for the nation's future that he called the Chinese Dream. He presented the dream with specific goals, like becoming a well off society by 2020, and he enumerated detailed action plans a year later at the Central Committee's Third Plenum meeting.

contemporary dream integrates national and personal aspirations. It can be realized only with the participation of consumers, a development that opens opportunities for brands. Along with the government and the people, brands help enable the Chinese Dream.

This role requires a new and higher level of social responsibility well beyond compliance with regulations about working conditions or environmental responsibility, although those factors remain important. Brands that extract value also must contribute value back. The brands that make the Chinese Dream tangible with quality and healthy desirable products will benefit the customer, the society and themselves.

This forward-facing Chinese Dream also looks back. It is a dream of national renewal that seeks, in Chinese history and heritage, the guidance for China to reclaim its stature as a formidable and respected world presence. The Chinese Dream shifts attention to the resurgence of a 5,000-year heritage and away from the humiliations of nineteenth century imperialism, the struggles to create a republic, the invasions of World War II, and the tribulations of a young regime. With the twin goals of reclaiming national pride and achieving personal wellbeing, the Chinese Dream requires sustained economic growth, expanded equality and an infusion of cultural values to balance materialism.

The Chinese Dream is the inspirational arch over the building blocks of renewal, the implementation strategies collectively referred to as rebalancing. Rebalancing describes efforts to remediate the terrible air pollution, recurring food safety problems, and other excesses, which followed the 30 years of remarkable economic growth that lifted over 200 million people into the middle class.

THE CHINESE DREAM IS THE INSPIRATIONAL ARCH OVER THE BUILDING BLOCKS OF RENEWAL, THE IMPLEMENTATION STRATEGIES COLLECTIVELY REFERRED TO AS REBALANCING

The national dream President Xi expressed wasn't the first for China. Over 2,000 years ago, in 221 BCE, King Ying Zheng united warring states, established the Qin Dynasty and declared himself China's first emperor. He introduced reforms such as a single administration system and currency. In the fourteenth century, the Ming moved their capital to a site today known as Beijing. Mao asserted a national dream with the formation of the People's Republic of China, in 1949.

Unlike earlier dreams, however, today's Chinese Dream is not exclusively an assertion of government prerogative subordinating the individual interests to the collective welfare. With limitations, the



Influences include the American Dream

Dreams are powerful. They express our deepest desires and shape personal and national destinies. Our capacity to consider the future and give shape to its random possibilities is part of what makes us human. In the Bible, the dreams of Joseph anticipate the transformation of a people from exile to nationhood. Five dreams inform the Bodhisattva just prior to his enlightenment as the Buddha.

Personal dreams plus volition help determine our individual destinies. National dreams are promises that governments make to citizens and citizens make to themselves and to each other. The equivalent of a corporate mission statement, national dreams distill values and aspirations into the cohesion that bonds us together.

The Chinese Dream is both a lofty vision for the future and a propaganda tool for motivating people to act today. For the government, the Chinese Dream serves several purposes. Internally, it unites people around a shared mission and drives change, especially for people in lower tier cities and rural areas, as they experience increased affluence and opportunity. In advancing the Chinese Dream the government also dispenses prescriptive advice to help guide people through these changing circumstances.



Externally, the Chinese Dream can improve the image of China as a fast growing nation struggling to improve the welfare of its people and secure its place as a respected leader of the international community. In addition, the Chinese Dream can help elevate the overseas perception of Brand China, the collective reputation of products and services that originate in China.

The term Chinese Dream surfaced in China around 2006, in academic and political conversations. These discussions explored the meaning and impact of the American Dream. The essence of the American Dream is contained in two words: freedom and opportunity. They can sound calculating in a political speech but it depends on the politician.

In 1863, in the midst of the American Civil War, Abraham Lincoln summarized the dream in his Gettysburg Address. He described America as “conceived in liberty and dedicated to the proposition that all men are created equal.” He urged renewal of the dream, for a “new birth of freedom” and the continuation of “government of the people, by the people and for the people.”

When those words go unheeded, and the nation fails to reach its promise, prophets arise in the land, like Dr. Martin Luther King, who in 1963, a century after Lincoln and from the steps of the Lincoln Memorial, proclaimed, “I have a dream that my four little girls will one day be judged not by the color of their skin but by the content of their character.”



A dream of the nation and of the people

For Americans, the personal and national dreams are almost identical. However, Americans say that realization for the dream is more up to the people than the government. In China today, personal dreams exist parallel to the national dream. The personal and national dreams are similar but not identical. The Chinese see them as interdependent, meaning that their realization of the dreams depends on the collaboration of the people and government

Two thirds of the Chinese respondents in our study, conducted by WPP market research specialists Millward Brown and Lightspeed, say the “Chinese Dream is the dream of the country,” and two thirds also agree that the “Chinese Dream is the dream of the Chinese.”

The American Dream is cultural wallpaper. It surrounds Americans in film, advertising and other popular media, sets the tone for how they think about the nation, but it remains in the background until particular circumstances prompt a political leader or someone else to point it out. Less defined, the British Dream lacks the presence and pattern of wallpaper. It’s more like a room filled with random memorabilia that reminds Britons of their history and heritage.

Unlike the American Dream or the British Dream, the Chinese Dream, articulated only 18 months ago, today is part of the daily conversation. Like many developments in modern China, awareness of the Chinese Dream happened with great speed. Our study found that 92 percent of Chinese have heard of the Chinese Dream and 80 percent heard about it on the Internet. In contrast, 81 percent of Americans have heard of the American Dream and just 10 percent of Britons have heard of the British Dream.

Living in the most social media connected country on earth, Chinese make their opinions known online, asserting that the Chinese Dream needs to be more than a political slogan. Chinese social media is full of postings about the Chinese Dream, in which people express their demand for free education, air quality and safe food. The government has raised awareness of its view of the Chinese Dream with a poster campaign and other publicity. Brands must consider the Chinese Dream a work in progress that will change more rapidly than either the American Dream or the British Dream and, most important, cannot be ignored.

TRADITIONAL ECONOMIC AND MILITARY MIGHT MAY BE PREREQUISITES FOR STATUS AS A WORLD POWER. BUT THEY ARE NOT ENOUGH.

Realizing the Chinese Dream opens specific opportunities for brands

Brands have opportunities to help Chinese fulfill specific aspects of their personal and national dreams, like improving everyday life for individuals and families. Other opportunities emerge from the lack of close alignment between aspects of the Chinese Dream and personal dreams of the Chinese people. The national dream includes ambitions about being a powerful country, for example, which generally refers to economic and military might and is less relevant to people's personal dreams.

The introduction of a personal dream alongside the national dream requires a wider definition of power. Traditional economic and military might may be prerequisites for status as a world power. But they are not enough. The power that sustains a modern and progressive nation is the assent of citizens who trust that the government can enable a prosperous and equitable society and ensure the fundamentals of life: safe water, food and air. Brands that address these issues help bring

the personal dreams of Chinese and the national dream into a close harmony that we believe will appeal to Chinese consumers.

Imperfect alignment between personal dreams and the national dream can have practical consequences. For example, Chinese worry on a personal level about the lack of a substantial social safety net or social security system at a time when the society is changing and care of the elderly, a family responsibility in the past, becomes more difficult as family members move away from ancestral homes in search of new opportunities.

Without confidence that the national dream will produce programs to help defray health care and retirement costs, people will continue to save a high proportion of income. A high savings rate slows spending and the transition to the consumer-

driven economy that is fundamental to achieving the Chinese Dream. Removing this uncertainty is critical. While government must provide leadership, this challenge also presents opportunities for businesses - in insurance and wealth management, for example - to help improve life for Chinese while also building strong brands.





High expectations and optimism

Chinese may express their support for the Chinese Dream out of deep belief. Or they may support it for pragmatic reasons, because being in accord with the government is the best assurance of getting what they need. The bottom line is that the Chinese people say they support the Chinese Dream. And they mean it. They take national pride seriously. According to our WPP research from The Futures Company, 67 percent of Chinese say showing national pride is very or extremely important. Only 60 percent of Americans and 48 percent of Britons agree.

Chinese expect rapid change. The dramatic reversal in living standards they witnessed in just 30 years makes them optimistic about the future. When we asked Chinese what country they feel is most ideal today, they answered America. When we asked them what country would be ideal in 10 years, they said China. Americans and Britons say their country is ideal today and will remain ideal.

This Chinese optimism may be driven by a phenomenon articulated by The Futures Company, which suggests that personal satisfaction is determined less by one's current status and more by the prospects of improvement in the future. In its Global Monitor 2013, a consumer intelligence tool, The Futures Company found that 58 percent of



Chinese say they're very or extremely satisfied with their lives, compared with 48 percent of Americans and only 33 percent of Britons.

At the same time, Chinese realize that their lives have room for improvement, with an overwhelming 79 percent agreeing that they'd be happier with more possessions. Only 16 percent of Britons and 14 percent of Americans say they need more stuff. Based on Global Monitor research, The Futures Company concludes that once people worldwide satisfy their basic material needs, adding more possessions doesn't usually increase happiness. Chinese aren't there yet.

But they're determined to reach this threshold; 83 percent believe it's very or extremely important to remain optimistic. For the past 30 years Chinese have been manufacturing and exporting products to meet the materialistic aspirations of consumers in the West. Chinese are now ready to consume what they produce, to realize the materialistic aspect of the Chinese Dream.

Brands have an opportunity to participate in this growth the way they participated - and even symbolized - the realization of the American Dream. The only question is whether this acquisition of material goods will unfold as western-style conspicuous consumption in China or in a more considered way, informed by a Chinese cultural appreciation for keeping life in balance.

Attitudes vary by generation

The government raised expectations and it can't achieve them without the engagement of the Chinese people. Yet advancing the wellbeing and happiness of individuals in just 10 years, may be more difficult than transforming the economy over the last 30 years. How will the people respond if it takes longer than a decade to realize the dream? Levels of patience will vary by age.

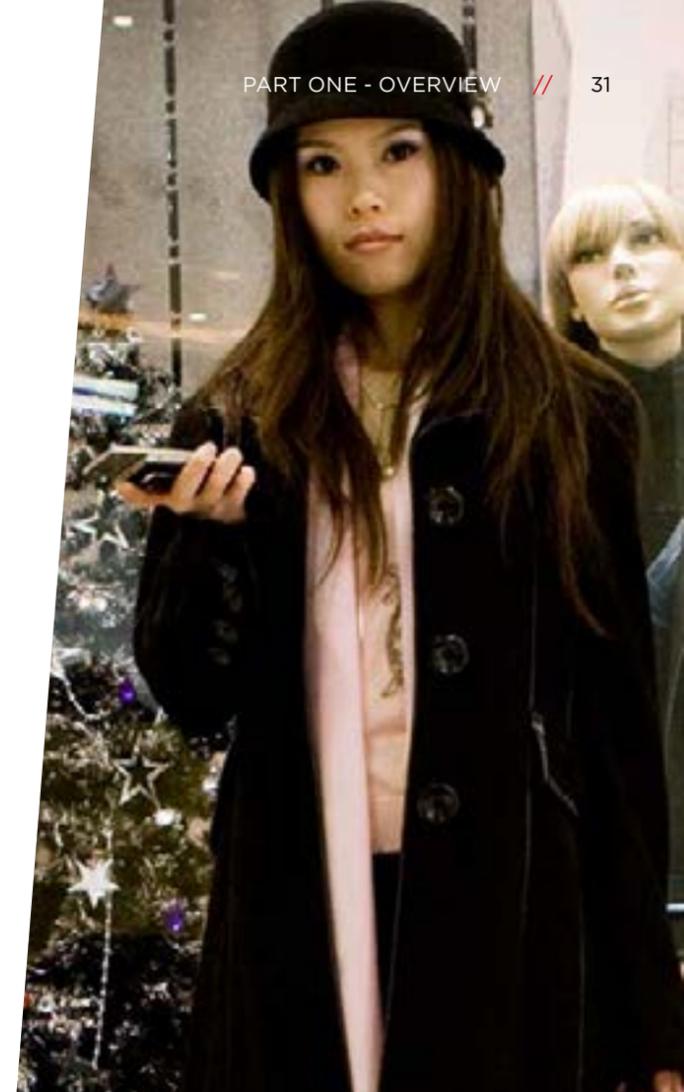
Generational changes are sharper in China, compared with the US or UK, because of the remarkable events that unfolded in just the course of one lifetime. Chinese over age 65 were alive before the formation of the People's Republic of China in 1949. Those around age 50 were born during the Cultural Revolution that began in 1966. Anyone age 35 was born at the dawn of the Reform and Opening up that launched the economic boom in 1978.

Younger people tend to be more individualistic. Older people report more faith in government. That said, the sense of national pride cuts across all age groups. And Chinese are used to formal national planning that measures progress in increments of five or 10 years.

In the cooperation between government and the people to achieve the national dream, it's likely that Chinese will work hard to achieve those aspects of the Chinese Dream that they can personally control and be willing to wait if it takes longer to achieve aspects of the Chinese Dream, such as becoming as powerful as the US, that are more the province of the government.

And the urgency of achieving the Chinese Dream needs to be appreciated in context of a society that's been evolving for five millennia, where the concept of keeping life's pressures in balance coexists with the more western view of perpetual progress. Adjusting as necessary, the Chinese people will sustain their effort to achieve the Chinese Dream, believing that the greatest power is not brute force but steady persistence, as the aphorism says, "Dripping water pierces stone."

GENERATIONAL CHANGES ARE SHARPER IN CHINA, COMPARED WITH THE US OR UK, BECAUSE OF THE REMARKABLE EVENTS THAT UNFOLDED IN JUST THE COURSE OF ONE LIFETIME.



THE POWER OF DREAMS

梦想的力量

HAVING A NATIONAL DREAM IS A GOOD IDEA SAY CHINESE, AMERICANS AND BRITISH

Chinese, Americans and British people say that having a national dream is a good idea, although enthusiasm varies. In China, 70 percent are enthusiastic about having a national dream, compared with 48 percent in the US and 20 percent in the UK.

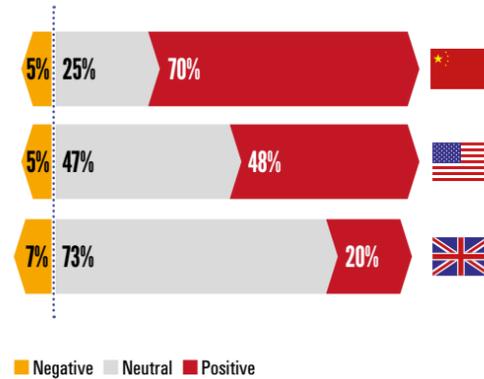
When we asked people whether dreams make life better, the answers were universally yes, with 79 percent of Chinese, 72 percent of Americans and 65 percent of Britons saying that, "Life is much better with dreams." The Chinese also believe overwhelmingly, that "Dreams give me more confidence to face my future."

But Chinese were much more aware of their national dream. Over half of our Chinese respondents say they're quite familiar or very familiar with their national dream, compared with 43 percent of the Americans. In contrast, only about 8 percent of the British respondents say they're familiar with their national dream.



1 PEOPLE SAY DREAMS ARE POSITIVE...

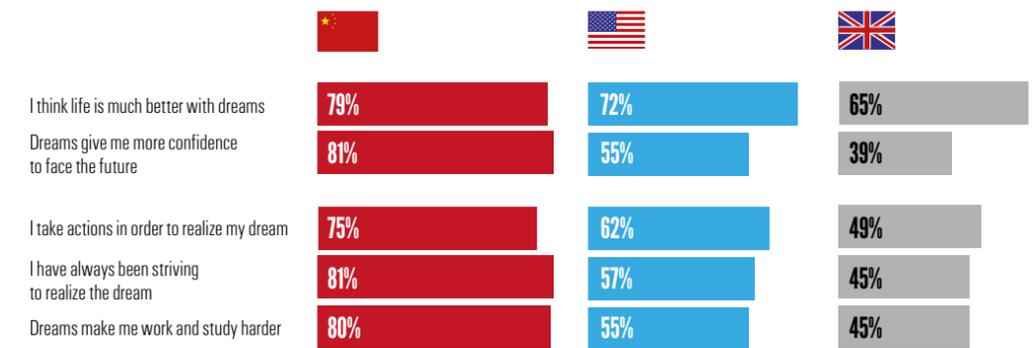
Chinese, American and British people say that national dreams are positive.



How people feel about country dreams, positive or negative

2 ...THEY BELIEVE DREAMS MAKE LIFE BETTER...

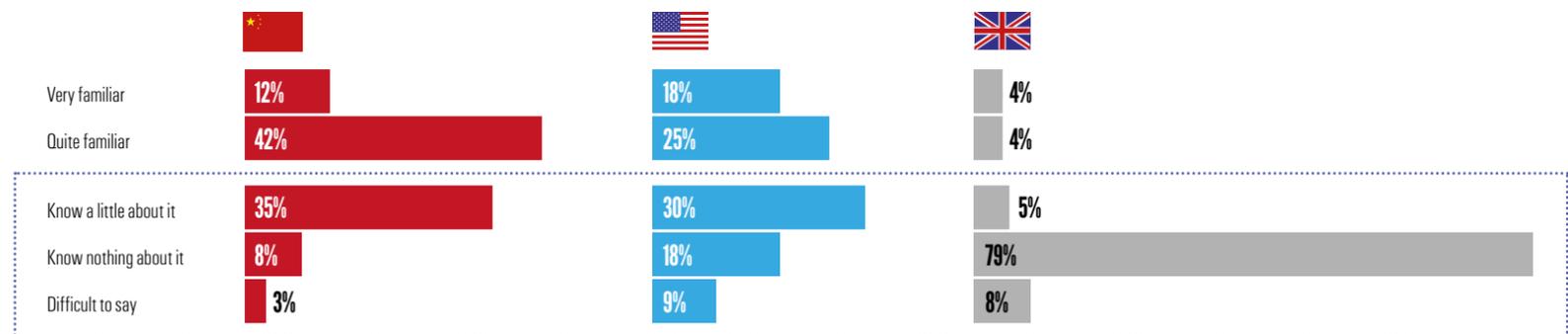
Chinese, Americans and Britons say dreams make life better. For Chinese, dreams also add confidence to face the future.



How people say dreams affect their lives

3 ...BUT CHINESE ARE MUCH MORE FAMILIAR WITH THEIR NATIONAL DREAM

Chinese are most familiar with their national dream, while 79 percent of Britons say they know nothing about the British Dream.



How familiar people are with their country dream

DREAMING IS A PART OF SHOPPING, AND SHOPPING FULFILLS DREAMS

The resonance between the Chinese Dream and the American Dream is not only about lofty ideals that define and unify a society. It's also about shopping. Without shopping there's no consumption, and consumption powers the realization of these national dreams.

Dreaming of freedom, immigrants traveled to America. Dreaming of a better life as Americans, they shopped for homes and cars and refrigerators and all kinds of other necessities and indulgences.

Freedom and opportunity differentiate America, but consumerism and purchasing power helped lift the nation out of the Great Depression and create unparalleled affluence in the decades following World War II, with iconic brands influencing consumption worldwide.

Having a basic level of material wealth correlates with personal happiness, according to The Futures Company, but for most people, surpassing that level doesn't increase happiness. Many Chinese are still working toward the happiness threshold.

While a majority of Chinese say they're satisfied with their lives, according to The Futures Company's Global Monitor findings, 79 percent also say they'd be happier with more material possessions, compared with 16 percent of Britons and 14 percent of Americans.



Avid shoppers and dreamers

In this quest, Chinese are both avid shoppers and dreamers, dreaming being one of three shopping stages identified by FITCH, the global retail and brand consultancy. The stages are: dreaming (looking for something new); exploring (narrowed purchase intent, but still open-minded); and locating (decision made but need to find item).

These stages aren't linear, but retailers often focus on the locating stage. It's more productive to begin with dreaming. Retailers and brand owners who understand and fulfill dreams, even dreams unspoken and only dimly recognized, strengthen customer loyalty.

This phenomenon is particularly relevant in China because of the urgency people feel about achieving their personal dreams and the Chinese Dream. They expect China to be an ideal place to live in just 10 years.

Chinese spend much of their shopping time in the dreaming stage. And Chinese are happier shoppers than consumers in the eight countries FITCH researched, including the US and UK.

The dreaming stage of shopping includes three states, according to FITCH, and Chinese are active in all of them: being inspired, having fun and learning something. For example, 70 percent of Chinese say they have fun shopping compared with 41 percent of Americans and only 30 percent of Britons.

The breadth of information available on the Internet, and easy mobile access, encourages consumers to dream. FITCH discovered a correlation between being in the dreaming stage of shopping and engagement in social media. This phenomenon is particularly relevant in China with about 600 million people using the Internet, mostly with mobile devices.

Not surprisingly in China, with the world's highest level of social media involvement, people enjoy being social when shopping and, much more than Americans or Britons, Chinese are multichannel shoppers, using social media, mobile apps, websites and physical stores.

An overwhelming number of Chinese shoppers, 55 percent, consider themselves opinion formers, compared with 29 percent of Americans and 21 percent of Britons. Only 3 percent of Chinese say they're reluctant shoppers compared with 19 percent of Britons. This unusually high level of shopper engagement opens opportunities for effective brand communication.

Brands must inspire dreaming

Focusing on dreaming alone is insufficient for retail success, of course. The richest shopping experiences across all country markets involve all three stages of the shopping experience: dreaming, exploring and locating.

But dreaming is the most important stage of shopping in China, where consumer fervor around shopping remains strong, relative to the US, the UK and most other countries. People are still acquiring basic material possessions and the appearance of new brands and retail formats creates excitement.

We believe that China's consumers will favor those retailers and brands that enable them to dream and to fulfill their dreams, improving their personal lives and the wellbeing of the Chinese society.

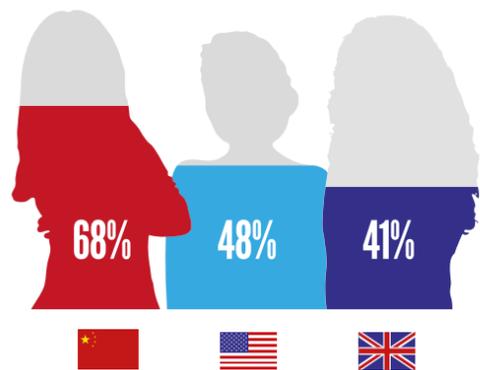
BRANDS NEED TO INSPIRE DREAMING, IN BOTH VIRTUAL AND PHYSICAL WORLDS, IN WAYS SUITED TO EACH REALITY.

Brands need to be aware of the importance of dreaming as an aspect of shopping. And they need to inspire dreaming, in both virtual and physical worlds, in ways suited to each reality. In contrast to how dreaming drove consumption in the US and UK, much of the shopping in China will take place digitally rather than in physical stores. Like brands everywhere, brands in China must touch the personal dreams of consumers, but in China it's critical that brands also connect with the national Chinese Dream.

The opportunity for retailers and brands is great, but complicated by China's vast size and its rapid, geographically uneven economic growth. The dreams of consumers in the large coastal cities are mostly hopeful and sometimes indulgent, while in the lower tier cities and the countryside people's dreams remain more basic - at least for now. The success of the Chinese Dream depends on the extent to which these people experience it. Retailers and brands can play an important and rewarding role making that happen.

1 CHINESE ARE HAPPY SHOPPERS...

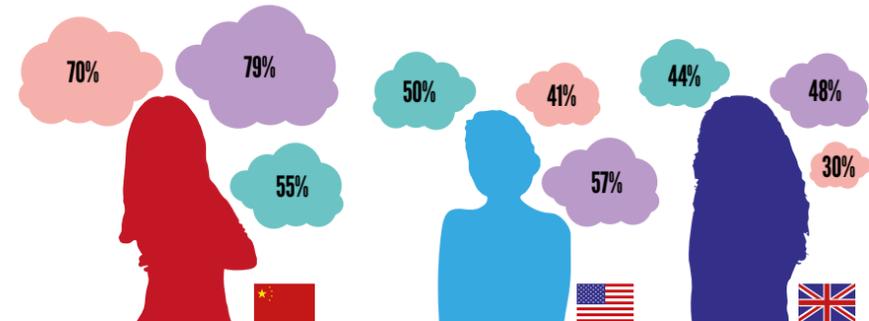
Chinese are more satisfied shoppers than Americans or Britons.



Percent of all people saying they're happy or overjoyed with their shopping experience

2 ...CHINESE ARE STRONG IN ALL PHASES OF DREAMING...

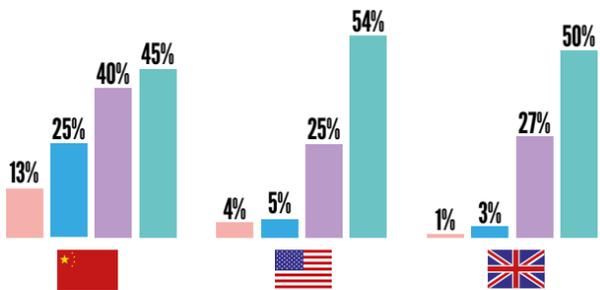
Results for three categories, fashion, electronics and grocery, indicate that Chinese are more engaged in each phase of dreaming than Americans or Britons.



Phases of dreaming:
 ■ Being inspired ■ Having fun ■ Learning something

3 ...CHINESE ARE MULTICHANNEL SHOPPERS...

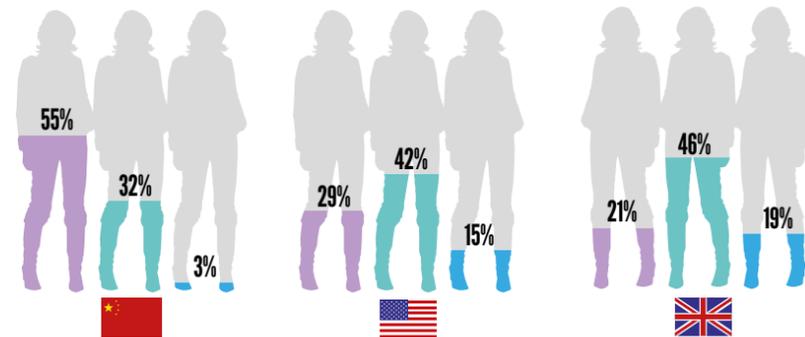
Chinese are multichannel shoppers, and say that mobile and social are important components of their ideal shopping experience.



■ Social media ■ Mobile app ■ Web ■ In store
 Percent saying a shopping channel is part of their ideal shopping experience

4 ...AND CHINESE SHOPPERS ARE OPINION FORMERS

Chinese say they're opinion formers, enthusiastic shoppers sought out for advice.



■ Opinion former ■ Opinion follower ■ Reluctant shopper
 How people classify themselves as shoppers

Source: FITCH





YOUNG PEOPLE ARE MORE CONFIDENT ABOUT ACHIEVING THE CHINESE DREAM

Young Chinese are more individualistic than their parents. While the older generation grew up in a planned economy, young people have experienced only economic openness and strong growth. They feel more empowered.

Compared with their parents, young people expect to achieve their goals through personal initiative rather than faith in government, according to our Millward Brown research. They're optimistic and more confident than their parents about achieving the Chinese Dream and their personal dreams.

Young people, however, believe that opportunities are not as limitless as they seemed during the height of China's economic expansion. This finding was revealed in *Chinese Whispers*, research by Y&R using BrandAsset® Valuator (BAV) data to explore how the attitudes of people 18 to 34 have evolved.

Compared with older generations, young Chinese feel more uncertain about the future but believe they have some control over their personal destiny and that they can achieve their goals with hard work, according to analysis by The Futures Company, based on Global Monitor, its annual survey of consumers worldwide.

The Y&R research also found that young people today are more internally driven compared with young people 20 years ago, when individualism was new and fashionable and expressing individuality meant appearing different. Today, young people are more likely to ask simply, "What's right for me?"

More comfortable with their individuality, younger people generally are less conflicted than earlier generations about separation from parents. At the same time, the gap between generations remains larger in China than in the US, according to Y&R and BAV research.

The research compared the perceptions of various leadership brands across generations. It found that in America, parents and children are more likely to hold similar attitudes toward particular brands, compared with China, where attitudes vary more by generation.

Marketers need to be sensitive to the generational differences. Members of the younger generation are aspirational, have higher incomes and grew up familiar with contemporary marketing and advertising and interested in brands.

They're looking for brands that offer sustained value rather than an opportunity to show off, brands that are trustworthy and intelligent as well as fun. In selecting their brands, these young consumers are, in the shorthand of the Y&R's *Chinese Whispers* report, moving "From badge to buddy."

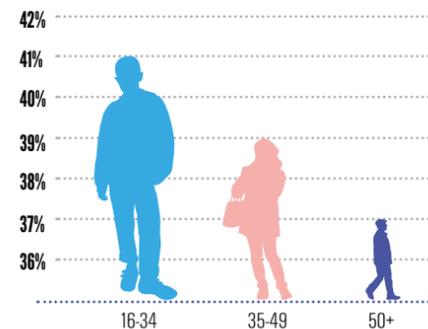
Their spending priorities differ from earlier generations, too. While their parents are more likely to invest or save, young people want to buy a house and a car. These priorities reflect both the continued importance of home and family in China and a societal change. In the past, housing often was supplied for little or no cost, either through family inheritance or government policy that provided shelter as an employment benefit.

Because of their strong individualism, young people probably are more focused on their personal dream rather than on China's national dream. For young people to be interested in the Chinese Dream they need to see it as relevant to their lives, interests and ambitions. Some young people view the dream skeptically, as a top-down construct of the government, judging from some of the comments in social media, like this joke:

Teacher: *What is your Chinese Dream?*
 Student: My Chinese Dream is to go to America.
 Teacher: *Why?*
 Student: Because then I can dream the American Dream.

1 YOUNG CHINESE FEEL UNCERTAIN...

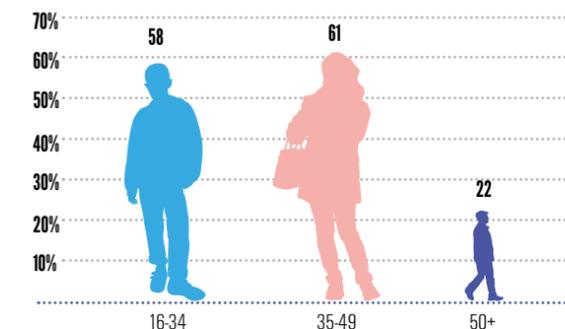
China's youngest consumers are most uncertain about a world that they find increasingly hostile.



"The world I live in feels like an increasingly hostile and uncertain place"

2 ...THEY'RE CONCERNED ABOUT GLOBALIZATION...

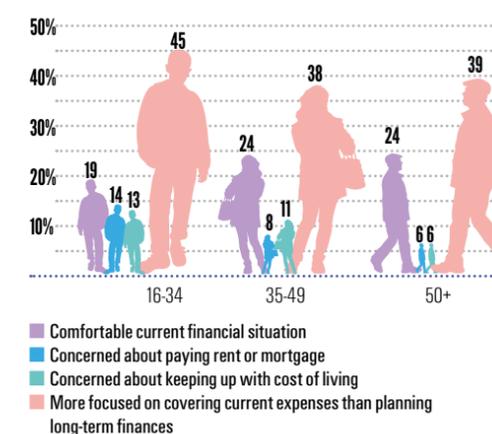
Younger people are more concerned about the impact of globalization on Chinese culture.



"I worry that the values and traditions that I most appreciate about my country are being eroded by other cultural/global influences"

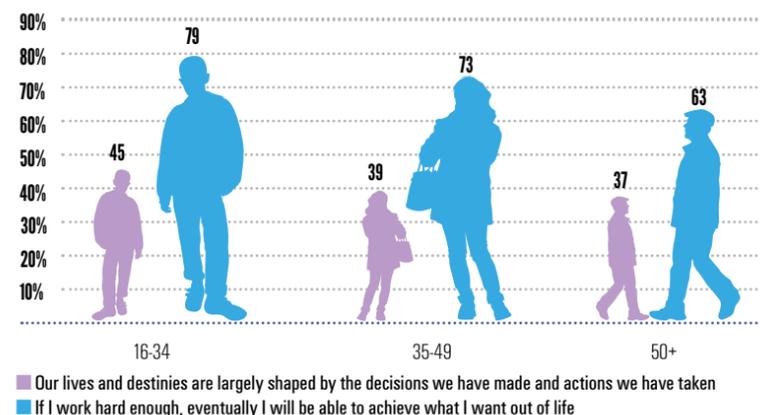
3 ...AND THEY WORRY ABOUT FINANCES...

Compared to the older generations, younger Chinese worry more about finances.



4 ...BUT THEY FEEL IN CONTROL...

Young consumers are more likely to believe that they can control their future and achieve their goals through hard work.



5 ...AND ARE LESS DEVOTED TO BUYING CHINESE PRODUCTS

Compared with older consumers, young Chinese are less likely to buy Chinese products to demonstrate national pride.



"I like to show pride in my country by buying products made there whenever possible"

Source: The Futures Company/Global Monitor 2013

BRANDS AND DREAMS

品牌与梦想

CHINESE DREAM OFFERS OPPORTUNITIES FOR CHINESE AND MULTINATIONAL BRANDS

To advance the Chinese Dream, the government anticipates a more open and competitive economic environment that should benefit most brands, whether Chinese or multinational, big or small.

Levels of market openness will vary by product category and brand ownership. Chinese brands fall into two categories of ownership: State Owned Enterprises (SOEs) and private firms.

The SOEs further divide into two types: Strategic SOEs that serve the national welfare directly, and Competitive SOEs that face consumers. Competitive SOEs and private firms will experience the most open markets.

Relationships and connections will still matter in China. But consumer choice will become more relevant. And brands that produce and effectively market the quality products and services people desire should have a better chance of success.

Profit making is essential in a rebalancing China. But the profit motive alone will not be enough. Consumers will reward brands that help them achieve their personal dreams and realize the Chinese Dream of becoming a more prosperous and equitable society.

Most brand expansion will take place in lower tier markets where consumer demand is growing. Lower housing costs in those areas should enable people to spend disposable income on consumer goods and services.

The change in the single-child policy also will positively impact brand building. The revised policy allows people from one-child families to have two children. The larger family size will drive consumer demand.

CHINESE BRANDS FROM A BROAD RANGE OF CATEGORIES, AND WITH PARTICULAR STRENGTHS, ALREADY HAVE ATTAINED OVERSEAS STATURE.

Realizing dreams requires collaboration

The government may articulate and manage the unfolding of the Chinese Dream, but fulfillment of the Chinese Dream is a collaborative endeavor by the government, the people and business.

Brand opportunities cross most categories, an obvious example being food processing. Respondents in our study say that food safety is among their most troubling concerns.

These opportunities are open to both Chinese and multinational brands, but multinationals will find it harder to win strictly on novelty or first mover advantage, as Chinese brands are quickly catching up. It's important for multinational brands to offer differentiated products.

These brands also need to worry about recruitment. In the past, multinationals had their choice of top talent. That's less the case today, with more sophisticated Chinese brands where people feel proud to work.

Chinese brands are responding to pressure from international brands in certain categories, such as cars and wine. Chinese carmakers seek to design cars that better meet the needs of Chinese consumers. Leading Chinese wine brands promote not only their own products but also the Chinese wine industry.

Chinese brand competitiveness rising

Even international brands that do not compete in China – and have no plans to enter China – need to be aware of the rising competitiveness of Chinese brands because the Chinese government has explicitly set overseas expansion as an important goal.

Chinese brands from a broad range of categories, and with particular strengths, already have attained overseas stature. Haier, the home appliance manufacturer, and the technology company Lenovo, are considered Chinese innovators. The e-commerce brand Alibaba demonstrates China's internet leadership. Tong Ren Tang, a traditional Chinese medicine, exemplifies Chinese heritage.

The attributes of these brands closely match those of the Chinese Dream, according to both the opinions of consumers in our study and quantitative BrandZ™ data. WPP's proprietary BrandZ™ is an authoritative source for brand analytics and brand equity knowledge and insight. (Please see related story)

Also, the brand equity of these brands matches the brand equity of the BrandZ™ Top 100 Most Valuable Global Brands. These findings mean that when it comes to brand equity – the appeal that influences consumers to choose one brand over another – Chinese brands are competitive with some of the strongest brands in the world. One shortcoming: Chinese brands lag the global brands in emotional affinity, a bonding weakness that Chinese brands should correct and global brands could exploit.



The challenge of Brand China

As Chinese brands expand abroad, their progress can be accelerated or slowed by the perception of Brand China, the overall reputation of products and services originating in China.

Brand China potentially is the highest expression of the Chinese Dream. For products like traditional Chinese medicines, where Chinese heritage is the essence of the brand, Brand China can enhance overseas consumer acceptance. The problem is that Brand China sometimes triggers concerns about quality, safety and security.

The problem is one of both reality and perception. Overcoming the reality problem depends on Chinese brands improving their standards. Overcoming the perception problem depends on Chinese brands improving their communications. Western consumers have used and admired Chinese manufactured products for years. However, these products carried the names of well-known western brands.

To accelerate overseas expansion, some Chinese brands may follow the example of Samsung, which deemphasized its Korean origin and instead created consumer demand for its products. While a similar strategy could help particular Chinese brands succeed overseas, it would not burnish the reputation of Brand China.

Overseas expansion strategies

Brand Korea and Brand Japan are excellent examples of how national reputations for products and services can change rapidly. Samsung and other Korean brands, such as Hyundai, have tremendously advanced what Brand Korea symbolizes and have opened opportunities for other Korean manufacturers to expand abroad.

Brand Japan, which originally implied cheap and disposable merchandise, quickly came to symbolize some of the world's most innovative technology and production techniques. Over time, and with commitment from Chinese brands and the Chinese government, Brand China can move along a similar arc.

Chinese brands will impact the improvement of Brand China and Brand China will impact the international development of Chinese brands. Are there Chinese brands with the potential to symbolize the Chinese Dream and become global and iconic, the Chinese equivalent to Levi's or Coca Cola?

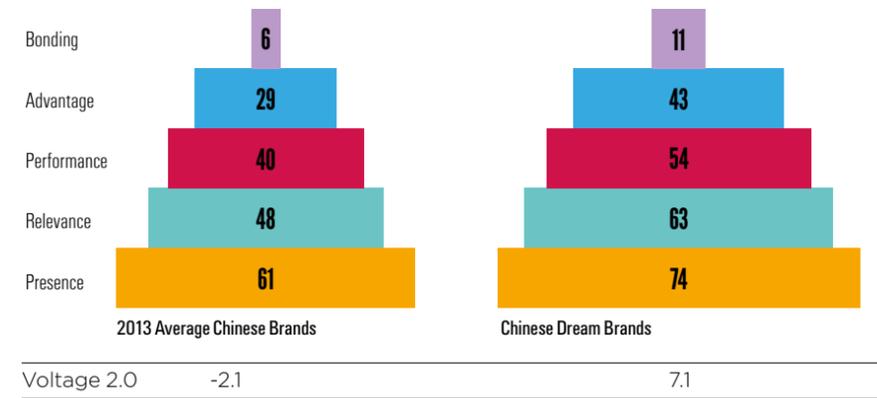
The answer to that question is not as clear. But it's vital that Chinese brands with overseas ambition cultivate some of the brand characteristics exhibited by the BrandZ™ Top 100 Most Valuable Global Brands. These characteristics include being in control, wise, straightforward, friendly, different, adventurous and idealistic. (Please see chart)

We also believe that Chinese brands could select a third way for international expansion. Chinese brands expanding abroad could serve an emerging segment of middle class consumers who identify less with their compatriots and more with people across the world that share similar values and aspirations. Chinese brands would be at the vanguard of a new global branding strategy that emphasizes universality over national provenance. By delivering quality products and services in a "non-denominational" way, Chinese brands potentially could appeal to this growing market of global citizens.



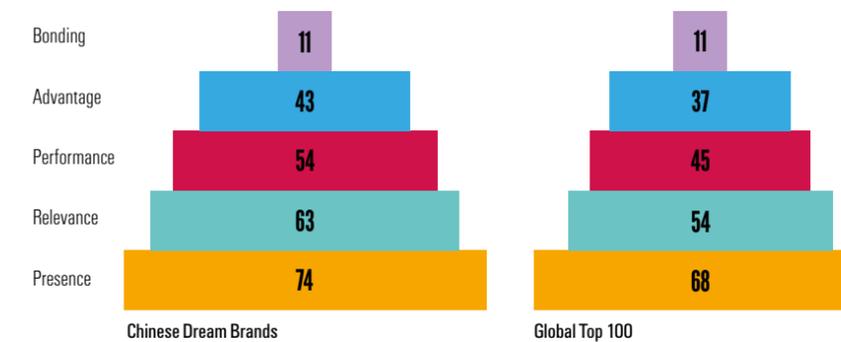
1 BRAND EQUITY IS HIGHER FOR DREAM-MATCHED BRANDS...

The BrandZ™ Pyramid represents a hierarchy of brand equity building blocks: presence (familiarity), relevance (meeting needs), performance (functionality), advantage (benefits over the competition), and bonding (emotional engagement). Brands that match the attributes of the Chinese Dream exceed Chinese brands overall at every level. These brands also win in Voltage, which measures a brand's growth potential; it's ability to move customers up the Pyramid.



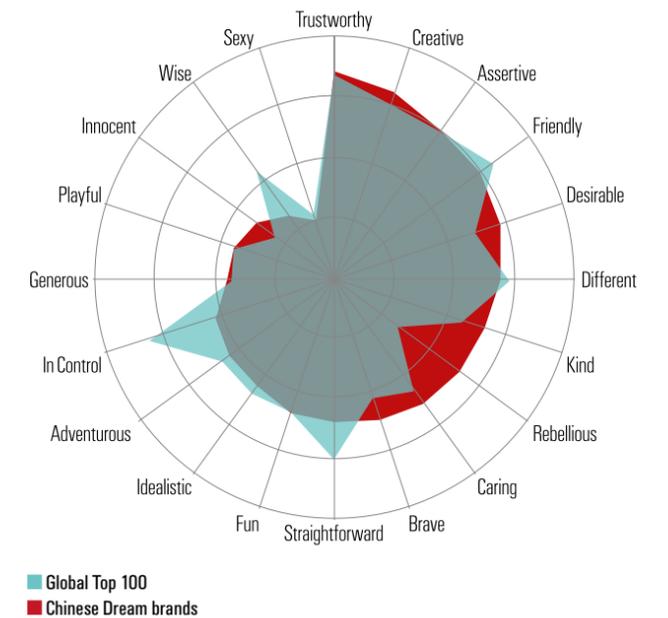
2 ...AND THE EQUITY OF DREAM-MATCHED BRANDS EQUALS GLOBAL LEADERS

Brands that match the Chinese Dream in attributes exceed the BrandZ™ Top 100 Most Valuable Global Brands at every level of the BrandZ™ Pyramid. However, the Chinese brands lag in one of the important drivers of bonding, emotional affinity.



3 TO GO GLOBAL CHINESE BRANDS NEED TO EXPAND THEIR APPEAL

We construct brand personalities based on how consumers in our extensive BrandZ™ research perceive brands according to 20 characteristics. Chinese brands could enhance their chances of global success by cultivating the characteristics of successful global brands. For example, Chinese brands whose characteristics most closely match those of the Chinese Dream could cultivate characteristics exemplified by the BrandZ™ Top 100 Most Valuable Global Brands, such as being in control, wise, straightforward, friendly, different, adventurous and idealistic.



Source: BrandZ™ / Millward Brown

CHARACTERISTICS OF THE CHINESE DREAM DIFFER FROM THE AMERICAN AND BRITISH DREAMS

Every brand has a personality, a set of characteristics that consumers associate with it. In our WPP BrandZ™ research we ask consumers which of 20 characteristics best describe thousands of brands in over 40 countries.

We used this BrandZ™ approach to question respondents in China, the US and UK about characteristics of their respective national dreams. We learned that the Chinese Dream is different from the American Dream and British Dream.

Respondents say both the American and British Dreams are desirable and idealistic. The American Dream is more adventurous. The British Dream is more straightforward and generous.

The Chinese Dream is substantially different than either the American Dream or the British Dream, however. It's much more assertive, trustworthy, creative, rebellious, friendly and wise.

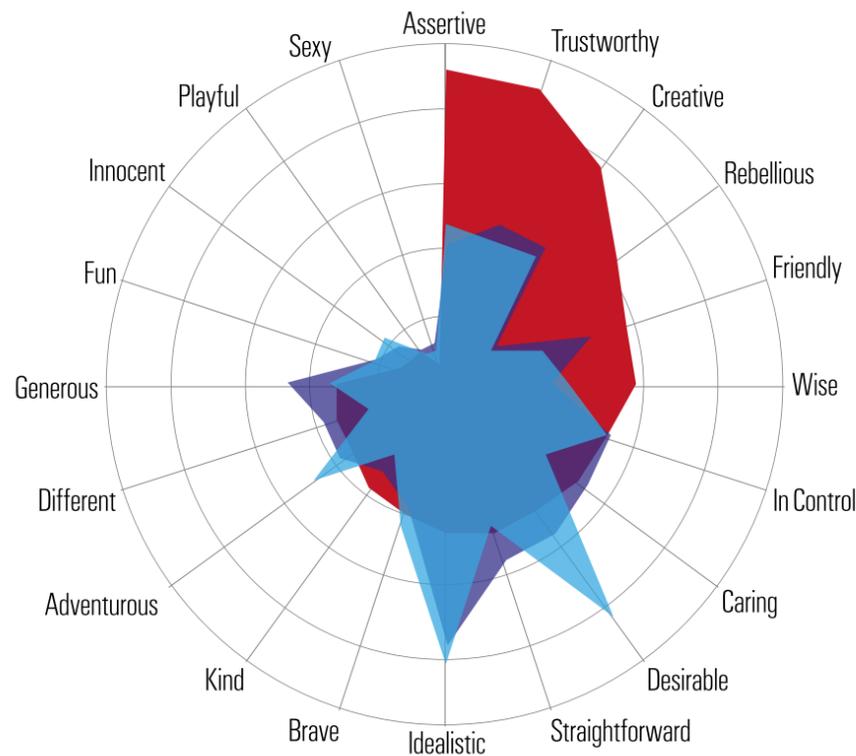
These characteristics describe personalities that are in some ways polar opposites. Assertive and creative correlate with change; trustworthy and wise correlate with stability.

The brands that Chinese associate with the Chinese Dream reflect this personality dichotomy and come from a wide range of categories. Baidu, Alibaba or Tencent, technology leaders, are about change. In contrast, Tong Ren Tang and Yunnan Baiyao, Traditional Chinese Medicines (TMCs), suggest stability.

These brands also exhibit strength in additional characteristics that are weaker in the Chinese Dream, such as being different, fun, brave, desirable and caring. These characteristics suggest how the evolving Chinese Dream may look tomorrow.

1 THE CHINESE DREAM IS DIFFERENT FROM THE AMERICAN AND BRITISH DREAMS...

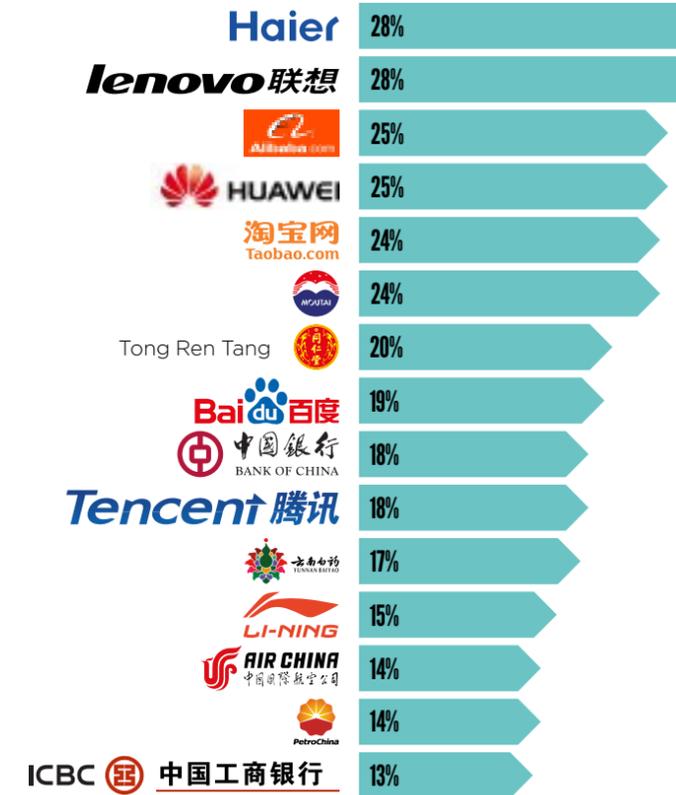
The American Dream and British Dream are similar, but the Chinese Dream is different, more assertive, trustworthy, creative, rebellious, friendly and wise.



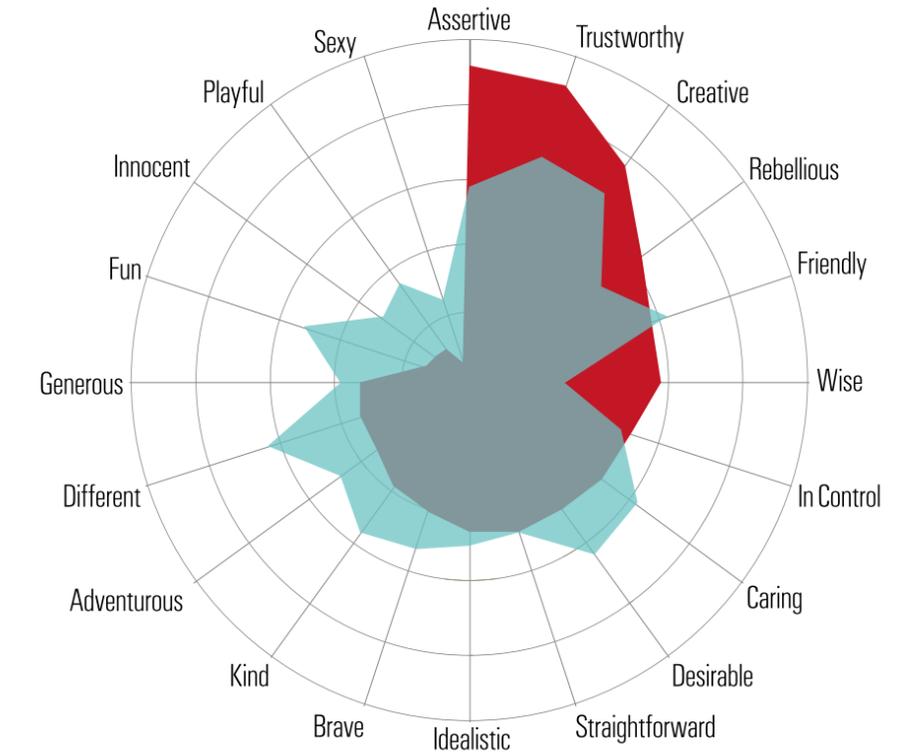
■ Chinese Dream
■ American Dream
■ British Dream

2 ...AND BRANDS THAT MATCH THE CHINESE DREAM ADD OTHER CHARACTERISTICS

Brands that most match the Chinese Dream are also stronger in these characteristics – different, fun, kind, brave, desirable and caring - perhaps providing a glimpse of the future Chinese Dream.



Brands that are symbols of China Dream in the eyes of Chinese consumers



■ Chinese Dream
■ Brands that most match the Chinese Dream

Source: BrandZ™ / Millward Brown



CERTAIN CHINESE AND MULTINATIONAL BRANDS MATCH THE CHINESE DREAM

In a new and original piece of research, using our extensive BrandZ™ brand equity data, we identified brands whose characteristics most closely match those of the Chinese Dream. (Please see related tables)

This research is important because we believe that Chinese consumers will favor brands that seem consistent with their personal dreams and the Chinese Dream.

We discovered that it's not only Chinese brands that have the potential to match the Chinese Dream. A cluster of multinational brands also connected.

The Chinese brands come from a wide variety of product categories and include State Owned Enterprises (SOEs) and private firms. The multinational brands come from technology and a more limited and consumer-focused group of categories. The multinational brands are more aspirational than the Chinese brands.

All brands potentially can more closely align with the Chinese Dream. How to accomplish that goal will differ from brand to brand and require some strategic analysis and planning.



1 CHINESE BRANDS THAT MATCH THE CHINESE DREAM

These Chinese brands, from a wide variety of categories, are the most matched with the Chinese Dream.

Brand	Category
 AIR CHINA 中国国際航空公司	Air China Airline
 CITS 中国国旅	CITS.com.cn Travel Agency
 万科	Vanke Real Estate
 HUAWEI	Huawei Technology Provider/ Consumer Electronics
 中国平安 PING AN	PingAn Bank Banking
 lenovo 联想	Lenovo Consumer Electronics
 ZTE中兴	ZTE Technology Provider
 HTC	HTC Consumer Electronics
 sina 新浪网 sina.com.cn	Sina.com.cn Internet Technology
 伊利	Yili Dairy

Brand	Category
 Bai 百度	Baidu Internet Technology
 Haier	Haier Home Appliances
 LI-NING	Li-Ning Sports Goods
 MOUTAI	Moutai Alcohol
 中國銀行 BANK OF CHINA	Bank of China Banking
 PetroChina	PetroChina Oil and Gas
 360 www.360.cn	360.com.cn Internet Technology
 TSINGTAO 青島啤酒	Tsingdao Alcohol
 Tencent 腾讯	Tencent Internet Technology
 双汇集团 SHUANGHUI GROUP	Shineway Food

2 MULTINATIONAL BRANDS THAT MATCH THE CHINESE DREAM

These multinational brands, from predominately consumer-focused categories, are the most matched with the Chinese Dream.

Brand	Category
 IBM	IBM Technology Provider
 Starbucks	Starbucks Recreational Food and Drink
 SAMSUNG	Samsung Consumer Electronics
 DELL	Dell Technology Provider
 Pizza Hut	Pizza Hut Recreational Food and Drink

Brand	Category
 Häagen-Dazs	Häagen-Dazs Recreational Food and Drink
 COSTA COFFEE	Costa Coffee Recreational Food and Drink
 NIKE	Nike Sports Goods
 L'ORÉAL®	L'Oreal Personal Care
 Red Bull®	Red Bull Beverage

Source: BrandZ™ / Millward Brown

CHINESE DREAM CHALLENGES CHINESE AND AMERICAN BRANDS

As the Chinese Dream is promoted and adopted it's likely to influence the way Chinese consumers feel about the brands they buy.

To understand how consumer attitudes may change, we asked one of our WPP sister companies, BAV Consulting, to compared five American brands and eight Chinese brands that have attained iconic stature in China, according to BAV measures.

These brands score at the highest level on BrandAsset® Valuator, a four-part metric that assesses consumer perception of brands. The parts are: awareness, differentiation, relevance and esteem.

Consumers say American brands have transitory characteristics, such as trendy and glamorous. They describe the Chinese brands with characteristics that connote stability, including trustworthy, socially responsible and caring.

This contrast in characteristics may in part reflect brand ownership and category differences. The American brands are publicly held companies in technology, consumer goods, food service or apparel. Many of the Chinese brands are State Owned Enterprises (SOEs) in financial services or telecommunications.

The implication for American brands is that characteristics, such as being glamorous and trendy, may have been enough to get them to the party. But as the novelty and idealization of American brands wears thin, sustained success in China may require American brands to cultivate Chinese brand characteristics.

The wide gap between how Chinese rank iconic American and Chinese brands on being customer focused and socially responsible is potentially a problem for American brands and an advantage for Chinese brands, because these two characteristics are so closely linked with the Chinese Dream.

Conversely, Chinese brands that want to be successful outside of China could learn from American brands that have succeeded globally and are relatively stronger in characteristics such as trendiness and style.



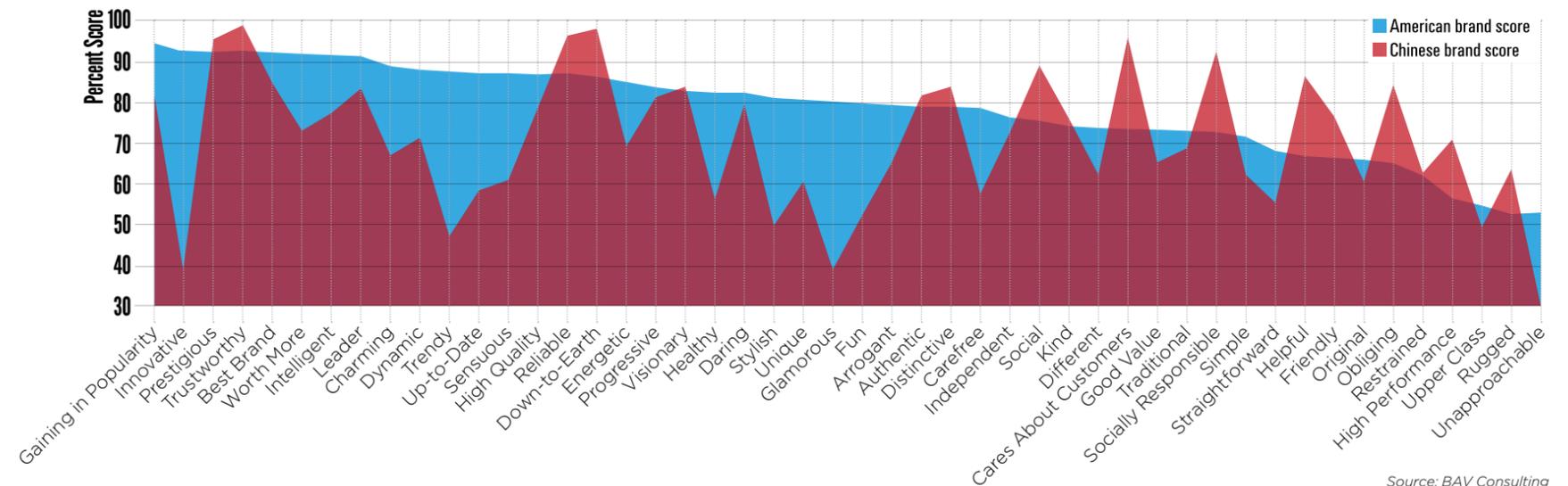
1 AMERICAN AND CHINESE ICONIC BRANDS IN CHINA

These brands achieve iconic status in China based on their BrandAsset® Valuator scores, a BAV metric of brand strength.

American Brand	Category	Chinese Brand	Category	Chinese Brand	Category
KFC	Fast Food	China Mobile	Telecom	中国电信 China Telecom	Telecom
Apple	Technology	中國銀行 BANK OF CHINA	Financial Services	蒙牛 MENGNIU	Food and Dairy
Nike	Apparel	中國人民銀行	Financial Services	苏宁 SUNING	Retail
Colgate	Personal Care	中國建設銀行 China Construction Bank	Financial Services	云南白药 YUNNAN BAIYAO	Pharmacy
McDonald's	Fast Food				

2 DIFFERENT CHARACTERISTICS DEFINE AMERICAN AND CHINESE BRANDS

Chinese consumers say iconic Chinese brands care about customers and are more trustworthy and socially responsible than iconic American brands in China.



Source: BAV Consulting



PART TWO

ANALYSIS **AND** IMPLICATIONS

分析与启示



个人梦想与国家梦想

PERSONAL AND NATIONAL DREAMS

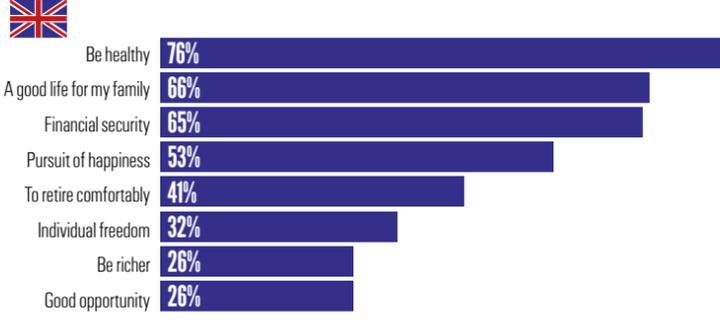
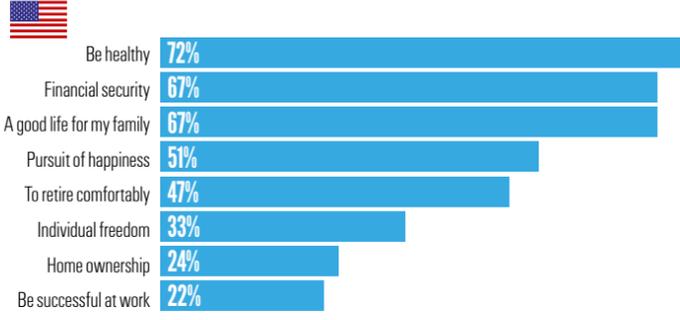
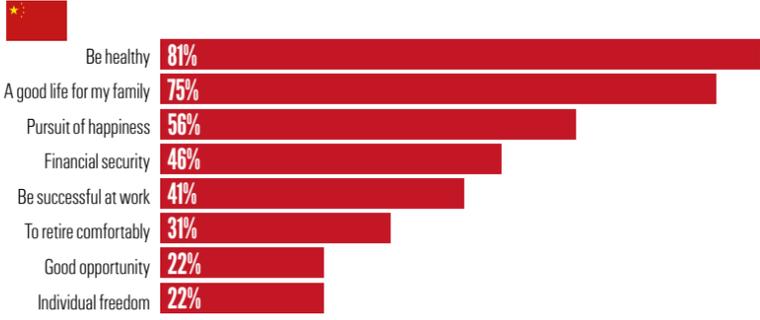
DEFINITION OF PERSONAL AND NATIONAL DREAMS

The personal dreams of people are remarkably similar worldwide, pointing to our common humanity. Being healthy tops the list of personal dreams for Chinese, Americans and Britons. A good life for family, happiness and financial security also rank high regardless of nationality.

National dreams, the aspirations of a country, generally reflect the personal dreams of its inhabitants. But the personal and national dreams don't always perfectly align. In this study, personal dreams are the aspirations people say they have for themselves and their families; and national dreams are the aspirations people say their country has.

PERSONAL DREAMS ARE SIMILAR WORLDWIDE

Chinese, American and British people share similar personal dreams.



Source: China Dream 2014 Millward Brown/Lightspeed Research

ALIGNMENT OF PERSONAL AND NATIONAL DREAMS

The personal and national dreams are less aligned in China than in the US and UK. That's because the Chinese Dream is more top down than the American Dream or the British Dream.

In China, the government articulated the Chinese Dream and incorporated into it both a national agenda and the personal aspirations of individuals. The American Dream, in contrast, is a more organic expression of individual aspirations that the government articulates as necessary.

The gap between the Chinese Dream and personal dreams also reflects the reality that many people remain relatively untouched by China's new power and wealth and feel a disconnection between the rapid realization of the national dream and the slower progress of their personal dream.

About 53 percent of Chinese see being a "powerful country" as part of the national dream, but only 19 percent see "powerful country" as part of their personal dream. In the US and the UK the notion of "powerful country" ranks at the bottom the priorities for both personal and national dreams.

Similarly, Chinese rank having a "good life for my family" and "being healthy" as much more important to their personal dream than to the national dream. In contrast, people are less concerned in their personal dream with "equal opportunity" and "sustainable economic development," which they rank high as aspects of the national dream.

The US and UK national and personal dreams are out of alignment only in minor ways. While 72 percent of Americans say "being healthy" is important to their personal dream only 40 percent believe it's important to the national dream. Britons rank "pursuit of happiness" much higher as an aspect their personal dream, 53 percent, than as an aspect of the national dream, 37 percent.

There's one other important difference between the Chinese and the American and British Dreams. Generational changes are sharper in China, compared with the US or UK, because of the remarkable events witnessed in one lifetime, including civil war, World War II, the formation of the People's Republic of China, the Cultural Revolution and Reform and Opening Up.

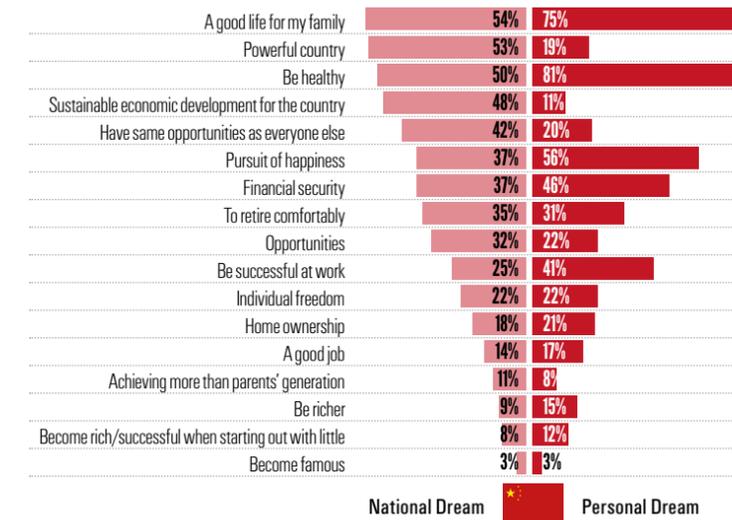
In their personal dreams, older Chinese, age 50 and above, are much more likely to consider aspects of the national dream important. Although only 19 percent of all Chinese say being a "powerful country" is an important aspect of their personal dream, 37 percent of older Chinese say "powerful country" is an important aspect of their personal dream.

PERSONAL AND NATIONAL DREAMS



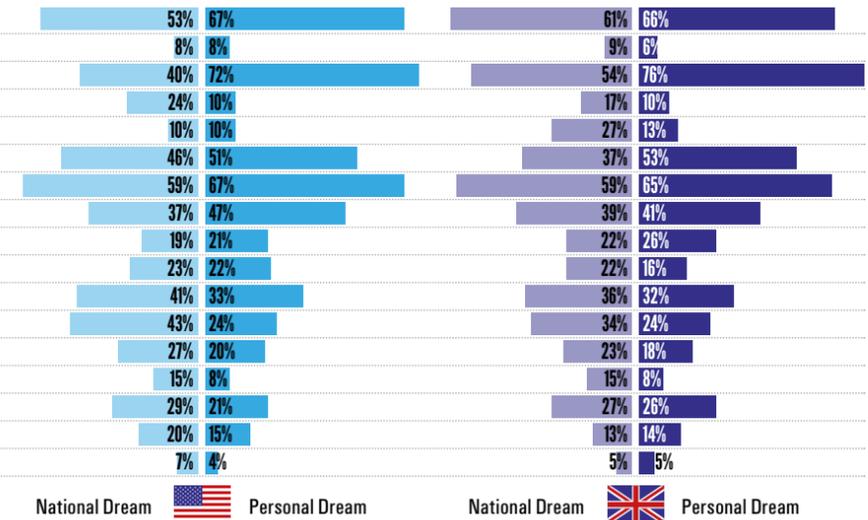
1 THE NATIONAL AND PERSONAL DREAMS DIFFER IN CHINA...

The Chinese Dream and the personal dreams of Chinese differ in the priority people assign to the various aspects of the dreams.



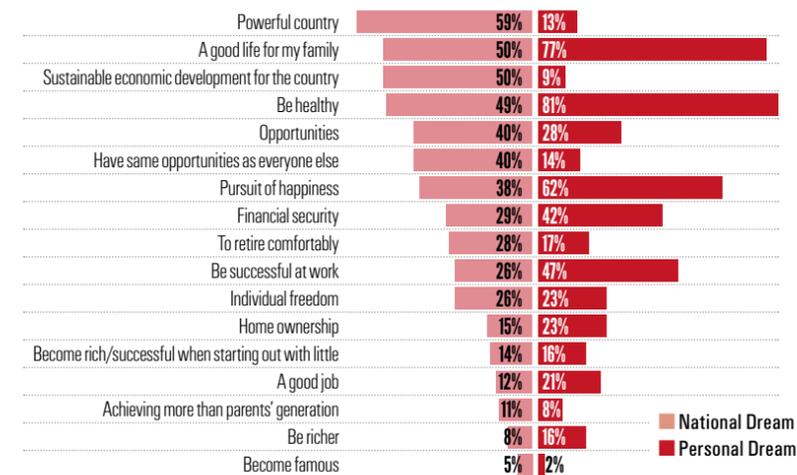
2 ...THE DREAMS ARE CLOSELY ALIGNED IN THE US AND UK

The American/British Dream and the personal dreams of Americans/Britons are closely aligned.



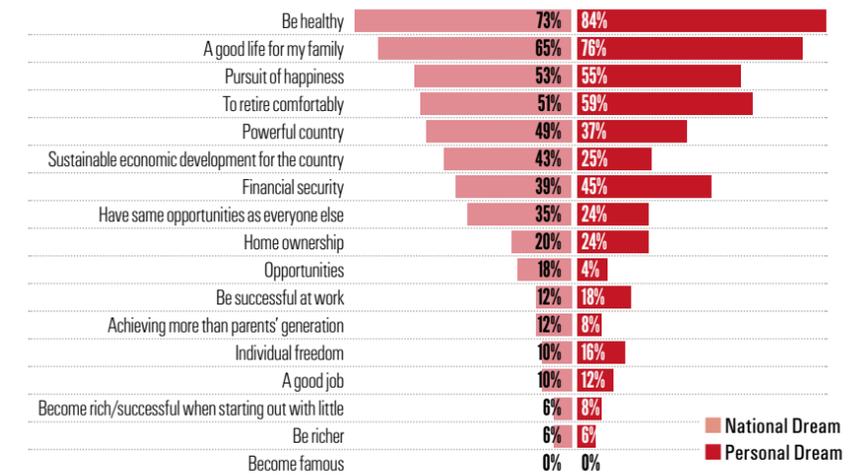
3 PERSONAL DREAMS OF YOUNG CHINESE DIFFER FROM THEIR NATIONAL DREAM...

The factors that tell young Chinese they've achieved the Chinese Dream do not always align closely with their personal dream priorities.



4 ...PERSONAL DREAMS OF OLDER CHINESE ALIGN MORE CLOSELY

The factors that tell older Chinese they've achieved the Chinese Dream align closely with their personal dream priorities.



Source: China Dream 2014 Millward Brown/Lightspeed Research

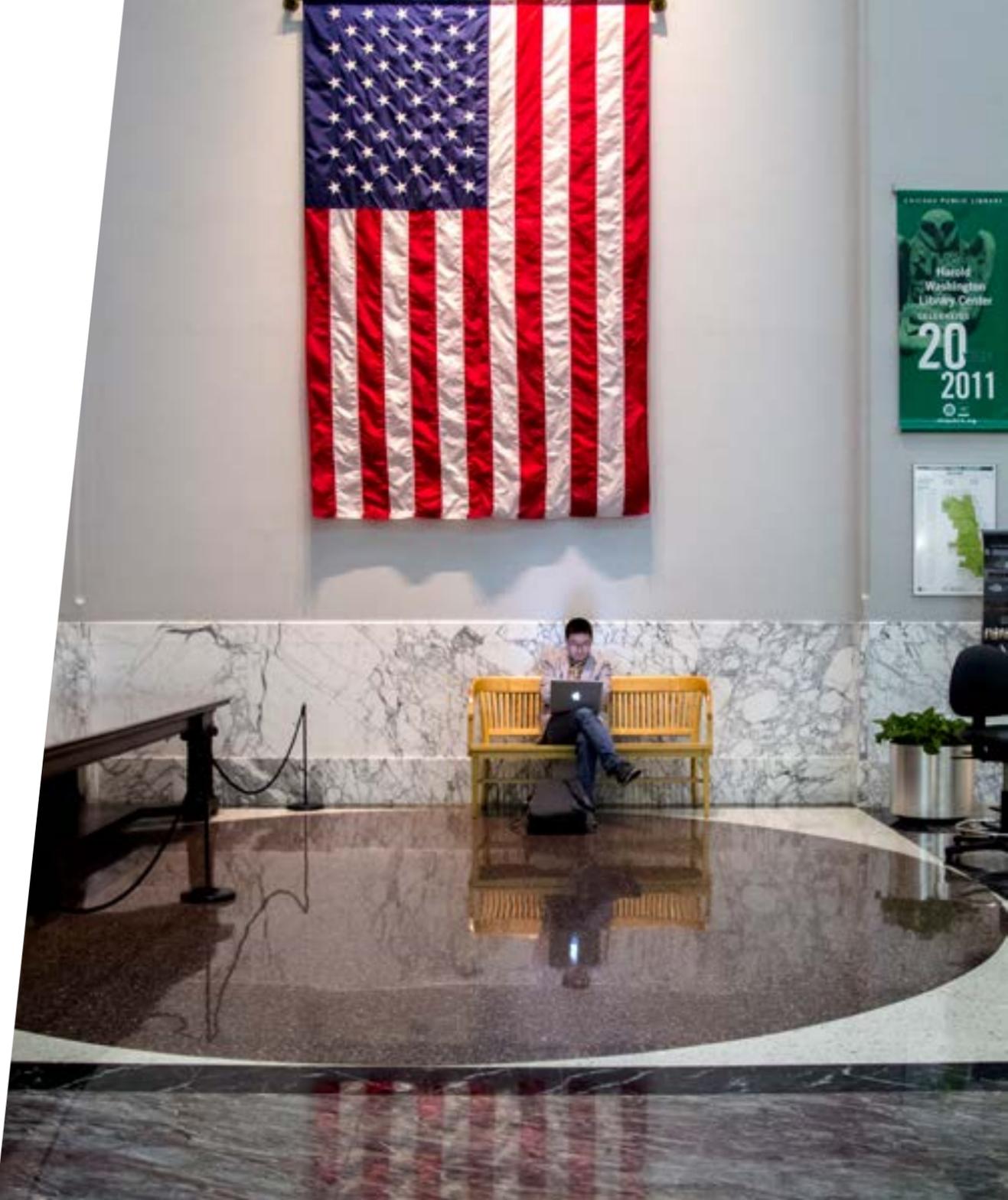
INTERDEPENDENCE OF PERSONAL AND NATIONAL DREAMS

Regardless of how the aspects of the national and personal dreams align or not, their fulfillment depends on some mix of interdependence between the government and the people. That's especially true of the Chinese Dream.

About two-thirds of Chinese say the "Chinese Dream is the dream of the country" and the "Chinese Dream is the dream of the Chinese." Although the specific aspects of the personal and national dreams don't perfectly align, Chinese see them as interdependent; realize one and you realize the other.

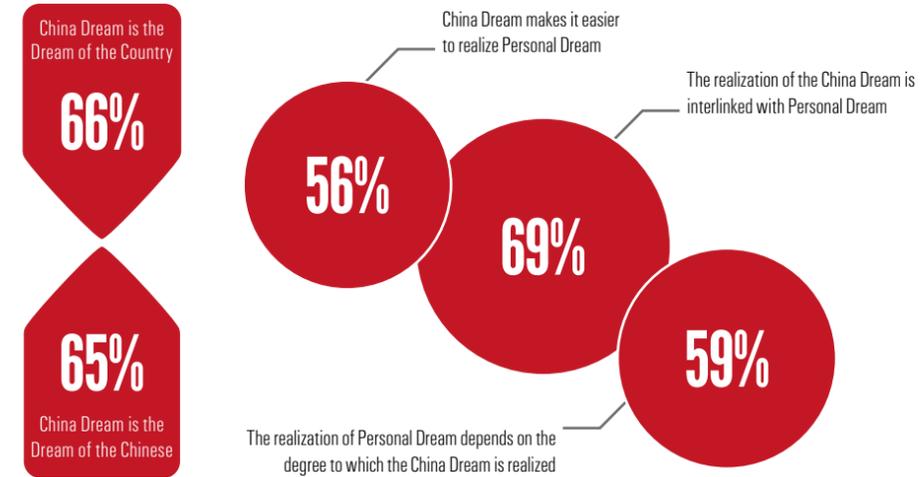
That view contrasts with the US, where only 27 percent say that the American Dream is the dream of the country, while 57 percent say the American Dream is the dream of the people. Americans don't reject the interdependence of personal and national dreams, but they say that fulfillment of the American Dream follows when people fulfill their personal dreams.

In China, 69 percent say that the "realization of the Chinese Dream is interlinked with the personal dream." When Americans are asked whether the national and personal dreams are interlinked only 55 percent say that they are. When the question is reversed, asking to what extent the realization of the personal dream depends on realizing the national dream, 59 percent of Chinese see a high correlation compared with only 44 percent of Americans.



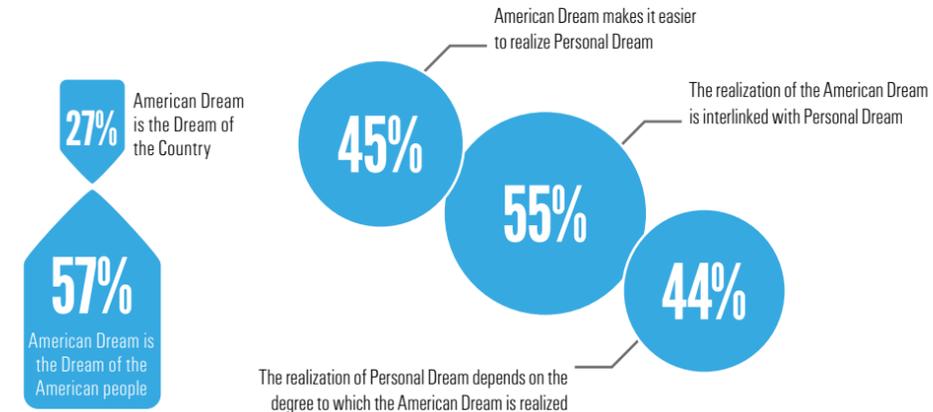
1 THE CHINESE DREAM AND PERSONAL DREAMS ARE INTERDEPENDENT...

Chinese see the national and personal dreams as interdependent.



2 ... THE AMERICAN DREAM AND PERSONAL DREAM ARE LESS INTERDEPENDENT

Americans say that when people fulfill their personal dreams the nation realizes the American Dream.



Source: China Dream 2014 Millward Brown/Lightspeed Research

IMPLICATIONS

启示

The Chinese dream needs to be made more relevant to lives of more people. Although China's economic growth outpaces most of the world, too many Chinese consumers still don't sufficiently share in the benefits.

Brands have an opportunity to help realize the Chinese Dream. Consumers will look favorably at brands that help them fulfill their personal dream and also advance the Chinese Dream of a more prosperous and equitable society.

The priorities of the personal and Chinese Dream indicate areas of opportunity for brands. Aspects that appear in both the personal and national dreams would seem to offer the strongest opportunities. When the aspects are not aligned in priority, brands can help bridge the gap.

BELIEF IN THE CHINESE DREAM

对中国梦的信仰

STRONG DESIRE TO REALIZE THE CHINESE DREAM

Realization of the Chinese Dream is important to Chinese for practical reasons, because it will improve the lives of people, particularly in lower tier cities and rural areas. And it's important for reasons of national identity, to bring a country with a proud 5,000-year history out of the shadows of the troubling last couple of centuries.

In fact, 70 percent of our respondents say it's important to achieve the Chinese Dream. This commitment to the dream is consistent across all age groups and highest among younger people, ages 30 to 39. These people, who mostly grew up during the period of China's rapid economic growth, tend to be more individualistic and determined to advance either by finding a good job or starting a business.

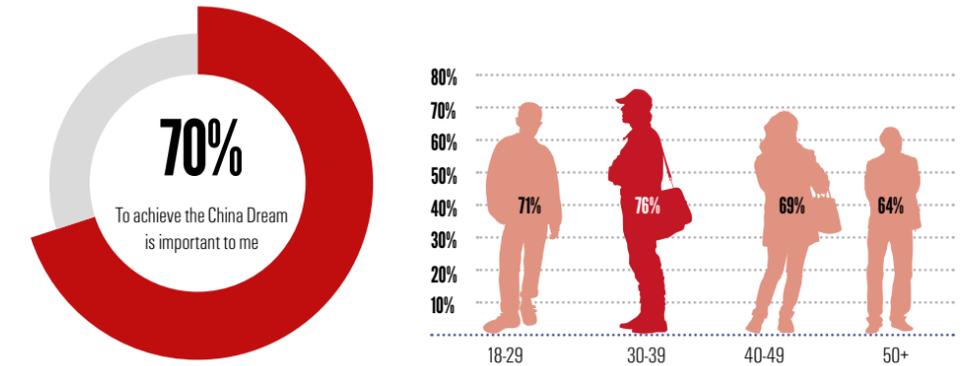
But even among people over 50, almost two-thirds say that achieving the Chinese Dream is important. These people, who experienced the early years of the People's Republic of China, before the Reform and Opening Up of 1978, are more communal in outlook and they express more confidence in government.

Two-thirds of Chinese people say the Chinese dream makes them feel more confident about their personal future and 61 percent say the dream makes them feel more confident about the future of the country. They also rate the dream high for strengthening social cohesion, making the country more energetic and influencing positive social change.



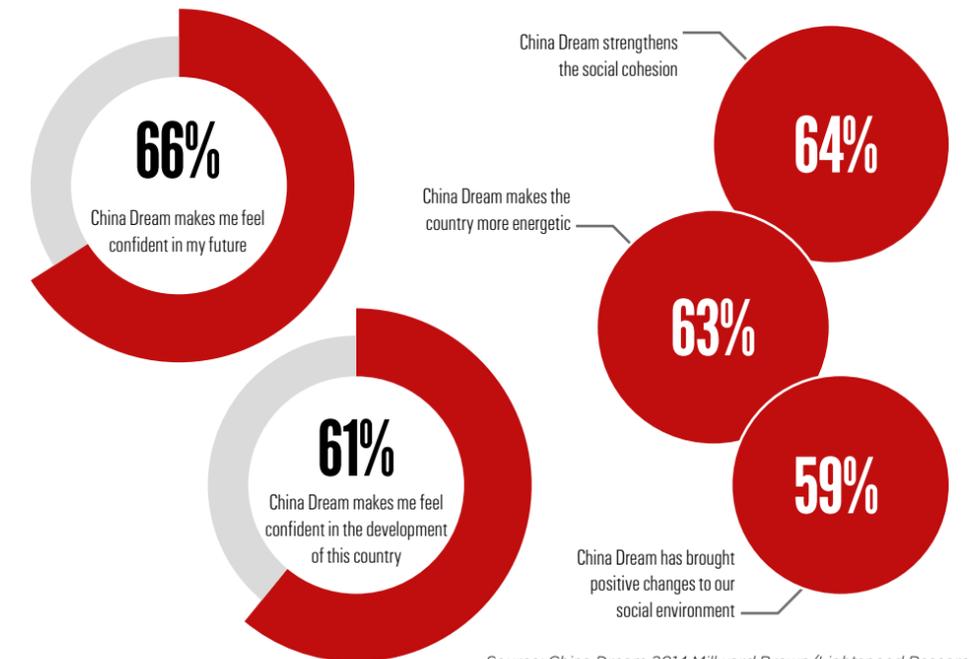
1 REALIZING THE CHINESE DREAM IS IMPORTANT TO CHINESE...

The Chinese Dream is important to Chinese of all ages, particularly young people.



2 ...THE CHINESE DREAM FOSTERS THEIR CONFIDENCE IN SELF AND COUNTRY

People gain personal and national confidence from the Chinese Dream.



Source: China Dream 2014 Millward Brown/Lightspeed Research

WEAKER EXPECTATIONS IN THE US AND UK

In contrast, achievement of the national dream is not as urgent in the UK or the US, developed nations that continue to evolve, but not at the pace of fast-growing China. Only 39 percent of British people say that achieving the British dream is important to them. And the result drops off dramatically with age. Only one-third of Britons over age 50 say achieving the dream is important.

The absence of a clearly articulated national dream in the UK may reflect an overall sense of national confidence that a nation with a rich heritage can endure without a national dream. Or the absence may indicate a missed opportunity to inspire people and reenergize the country for successful engagement with the modern world. Younger Britons are more open to a having a British Dream. Over half of people ages 18 to 29 say a national dream is important.

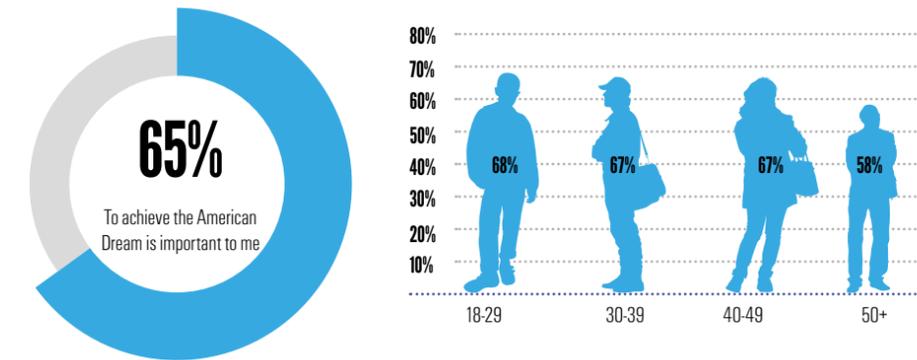
America falls in the middle, with about two-thirds saying that achieving the American Dream is important to them individually. That response stays fairly consistent regardless of age, with a modest decline after age 50. The American Dream is not publicized in the US as the Chinese Dream is in China. In the background of the culture, the American Dream holds out the prospect of freedom and opportunity both to aspiring citizens and new arrivals.

In the US and the UK, there is also a link between the extent to which the national dream inspires people to feel confident both about their personal future and the future of the nation. The intensity of these beliefs is much lower, however, compared with China. In the US, 45 percent of people polled said that the American Dream makes them feel more confident about their own future; 42 percent said the American Dream makes them confident about the future of the nation. That compares with 66 percent and 61 percent in China.



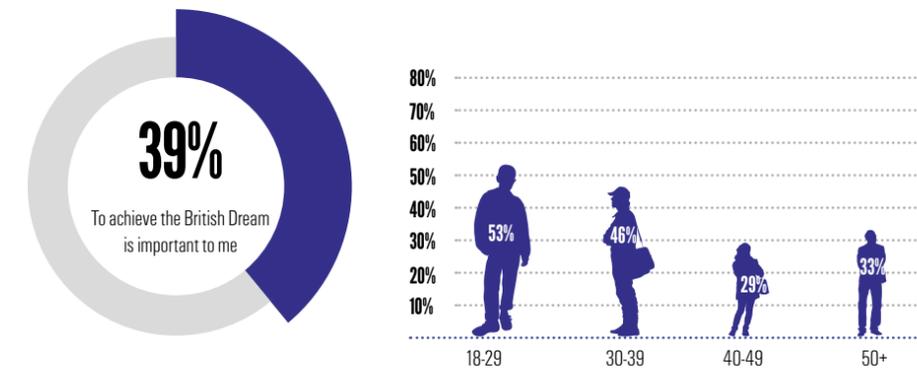
1 MOST AMERICANS SAY THE AMERICAN DREAM IS IMPORTANT...

About two-thirds of Americans, across most age groups, say the American Dream is important to them.



2 ...THE MAJORITY OF BRITONS DON'T FEEL THE BRITISH DREAM IS IMPORTANT

Britons, across most age groups, don't feel that the British Dream is important to them.



Source: China Dream 2014 Millward Brown/Lightspeed Research

IMPLICATIONS

启示

For Chinese, the Chinese Dream is not an abstraction, a vague statement of national purpose to recite in school and file for future reference. Chinese don't enjoy the privilege of being casual about the national dream.

Because people believe that the national dream has real consequences for their lives, it can have real consequences for brands.

At the very least, brands cannot ignore the Chinese Dream. At best, they can understand it and find genuine ways to help realize it.

This assertion is true both for Chinese and multinational brands. The Chinese Dream is not static. Understanding it is a continuous process. Things can change quickly in China. Like in the West, social media influences the speed of change. And, relative to the West, the government can form and implement policy instantaneously.

从梦想到现实

FROM DREAM TO REALITY

CONFIDENCE IN THE DREAM

Both Chinese and Americans express confidence that their individual and national dreams can be realized. Americans express equal levels of confidence in achieving both their personal and national dreams. Chinese are somewhat more confident about the realization of their personal dreams.

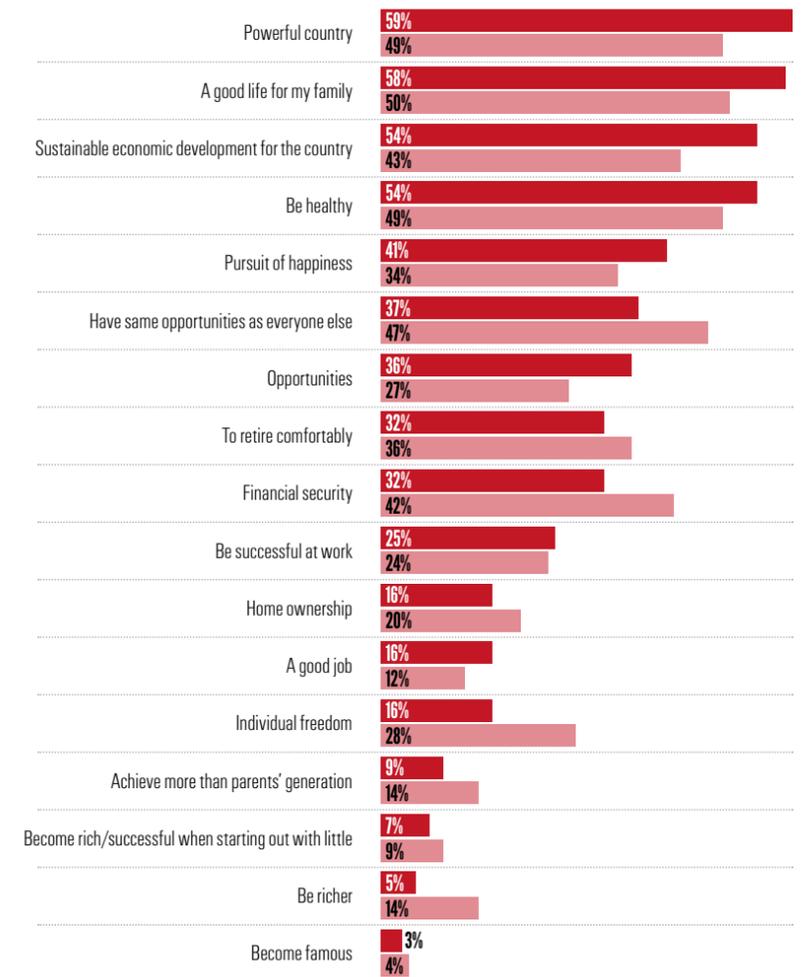
Among Americans, 59 percent say they're confident that their personal dream will be realized in 10 years, and 58 percent also express confidence that the national dream will be realized. That's because the aspects of both the personal and national dreams are much the same. Also, Americans believe that if they achieve their personal dream they will have achieved the national dream. Fulfillment depends more on the people and less on the government.

In China, the confidence level for fulfilling the personal dream is 59 percent, but for the national dream the confidence level is 49 percent. That's because aspects of the national and personal dreams differ somewhat, and aspects of the Chinese Dream are beyond individual control. The British express a much lower level of confidence about achieving either their personal or national dreams, perhaps because the notion of a national dream is less well established in the UK.

In China, the US and the UK, young people, ages 18 to 29, express the highest level of confidence about achieving their national or personal dreams, confidence and optimism being attributes of youth across cultures. Also, young Chinese are more individualistic. Their attitudes sometimes resemble those of young people in other countries more than those of their Chinese elders.

NATIONAL POWER AND THE GOOD LIFE TOP CHINESE DREAM PRIORITIES

How people rank aspects of the Chinese Dream in relative importance varies somewhat according to how confident they are about achieving the dream.



■ People highly confident about achieving the Chinese Dream
 ■ People less confident about achieving the Chinese Dream

Source: China Dream 2014 Millward Brown/Lightspeed Research



STRATEGIES FOR REALIZING THE DREAM

Chinese, Americans, and Britons rank personal effort as the most important factor for realizing their dreams. Personal effort can take many forms, including learning new skills, changing a lifestyle or working harder in a current position.

In each instance, Chinese are most willing to devote time and energy followed by Americans and Britons. All believe that hard work alone does not always guarantee success. But they disagree on the next most important factor.

For the Chinese, developing interpersonal relationships is critical to success. This attitude makes sense in a culture where relationships are an important currency typified by the reciprocated favors of *guanxi*. This attitude is consistent with the communal nature of Chinese society.

In contrast, reflecting their individualistic culture, Americans say courage is important. Courage can mean taking risks, like starting a new job or moving to another city for work. Britons see a component of luck, a pragmatic view that career advancement is about being in the right place at the right time.

Age affects attitudes in China. Of Chinese ages 18 to 29, 87 percent say that personal effort is key to dream realization and only 26 percent would rely on government policy support. Attitudes reverse among older Chinese. Just 57 percent point to personal efforts and 53 percent cite government policy support. In America, the importance of personal effort remains consistent regardless of age.

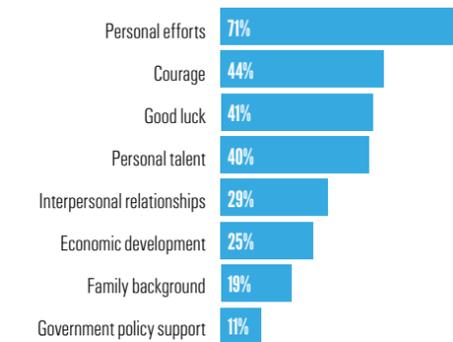
1 AFTER EFFORT, CHINESE EMPHASIZE RELATIONSHIPS...

Chinese consider interpersonal relationships important for realizing their dreams.



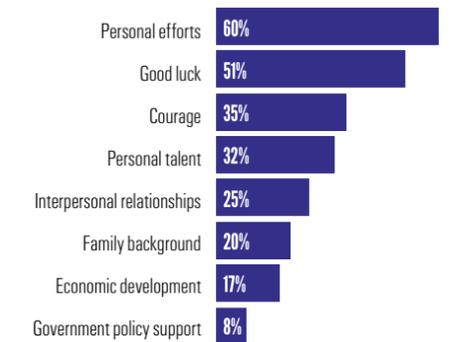
2 ...AMERICANS DEPEND ON COURAGE...

Americans say taking risks, such as starting a new job, are important for realizing dreams.



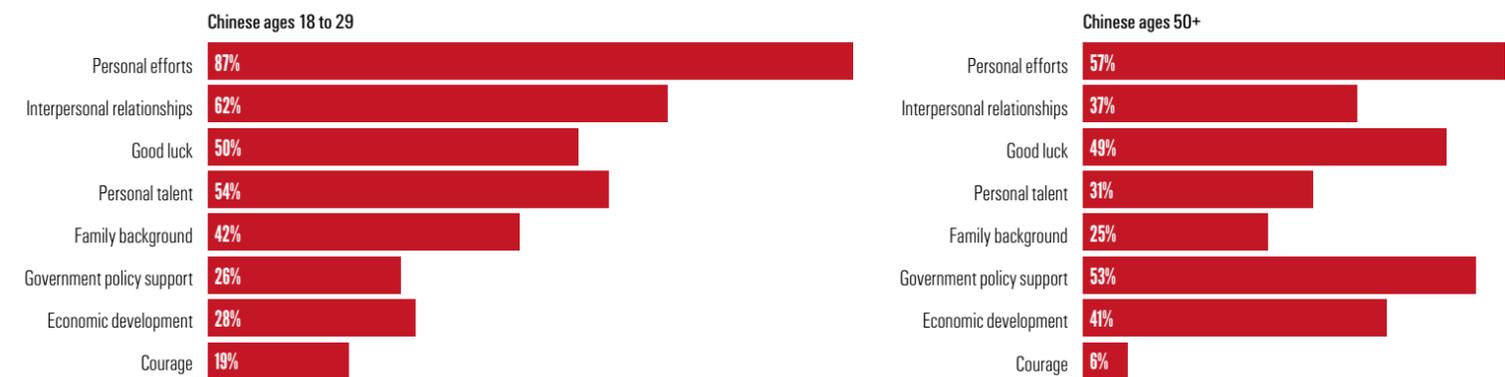
3 ...AND BRITONS SAY LUCK IS IMPORTANT, TOO

Britons believe that luck plays an important role in realizing dreams.



4 IN CHINA ACTIONS VARY BY AGE

To achieve their dreams, young Chinese are more likely to rely on personal effort, older people on the government.



Source: China Dream 2014 Millward Brown/Lightspeed Research

CONCERNS ABOUT REALIZING THE DREAM

Chinese, Americans and Britons express concern about external factors, beyond individual control, which can influence the realization of both national and personal dreams.

In China, much more than in the US or UK, people say they worry about these three issues: environmental damage, food safety and insufficient medical insurance. Pollution and food safety are residual problems from 30 years of remarkable economic growth. Remediation of these problems is a key component of the Chinese Dream.

The absence of medical insurance was less of a concern in the past when, in family-centered Chinese society, the younger generation cared for the elderly. Today, however, mass migration to cities by people seeking work disrupts the traditional family structure.

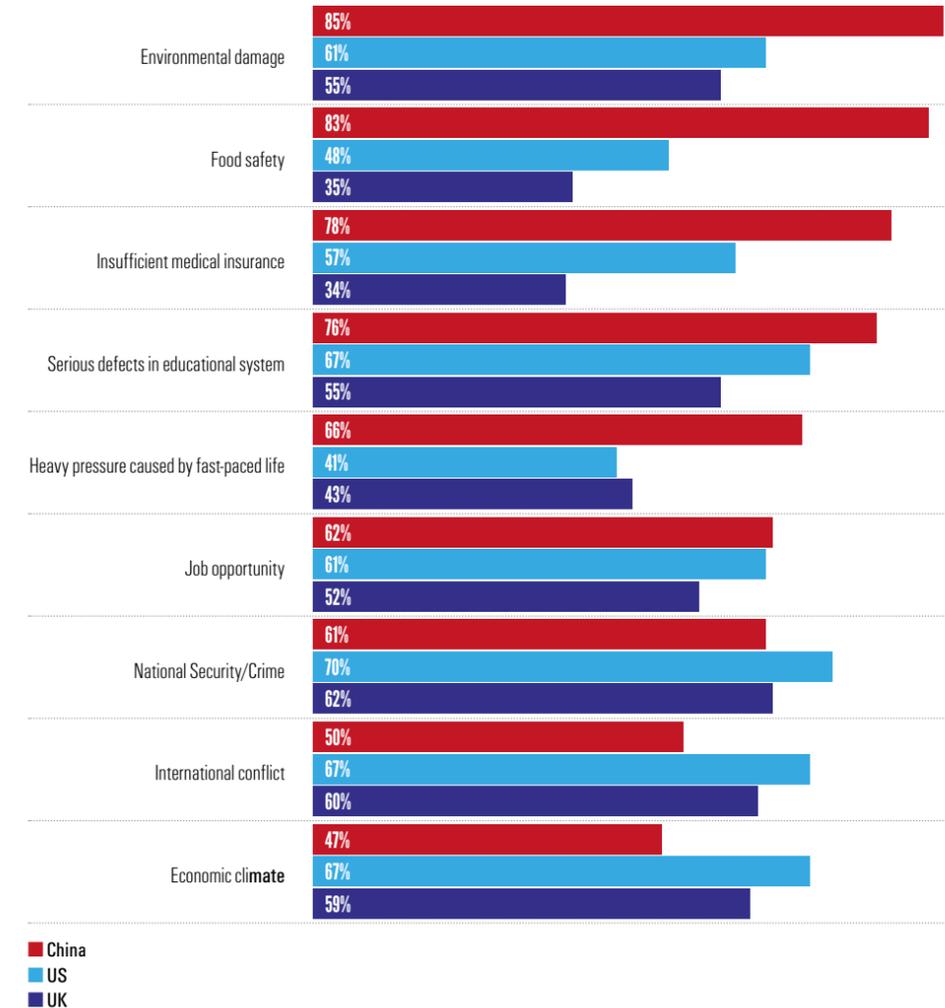
The environment, food safety and medical insurance concern people in the US and UK, but not as much as a different set of issues: national security and crime, international conflict and the economy.

Chinese, Americans and Britons share a concern for quality education, so young people can find meaningful employment and the nation can remain competitive.



CONCERNS FOR ACHIEVING NATIONAL DREAMS VARY

Chinese worry about problems created by the past 30 years of extraordinary economic growth.



Source: China Dream 2014 Millward Brown/Lightspeed Research

IMPLICATIONS

启示

Chinese worry about issues related to the national dream that are mostly out of their control. These include remediating problems of pollution and food safety, improving education and improving health care and retirement systems.

Insecurity around health care and retirement causes people to save rather than spend, which slows China's shift from an economy driven by production to one driven by consumers.

It's mostly the Chinese government's responsibility to address these problems. But brands have a role – and an opportunity – to offer products and services that help improve life for Chinese people or at least don't cause further concern.

SHAPING THE FUTURE

塑造未来

NATIONAL POWER

Chinese, Americans and Britons agree that the US is the world's most powerful nation. In fact, more Chinese than Americans believe that statement. Only 12 percent of Chinese today see China as the most powerful country.

But Chinese expect rapid change, and 44 percent say China will be the world's most powerful country in 10 years, which is comparable to the 45 percent of Chinese who expect the US to remain most powerful.

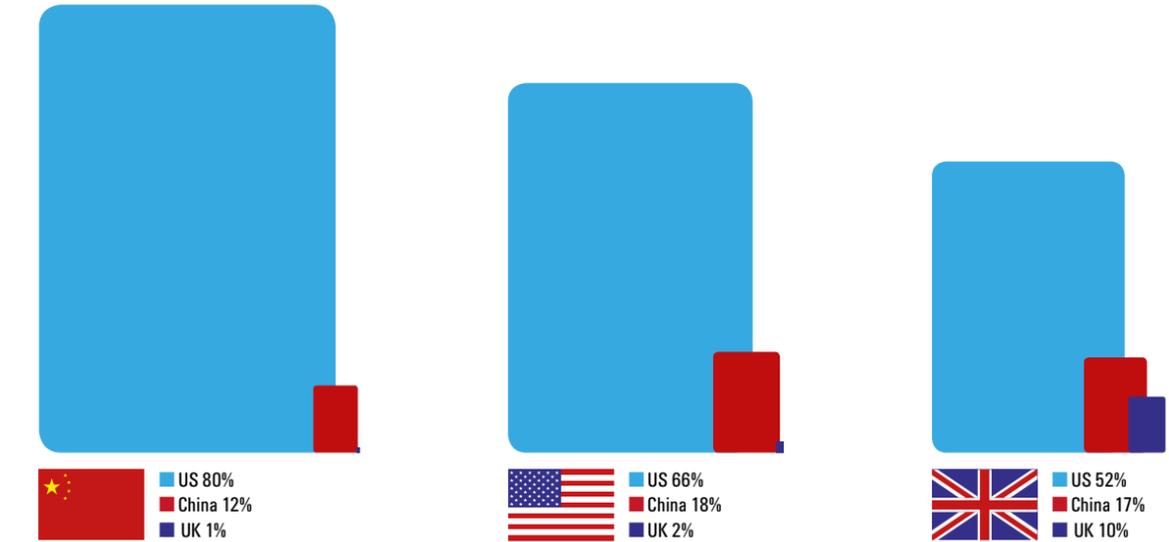
Americans believe the US will remain the most powerful nation even as China's power increases. Britons say that in the next 10 years China will surpass America in power.

CHINESE EXPECT A DECADE OF MAJOR CHANGE



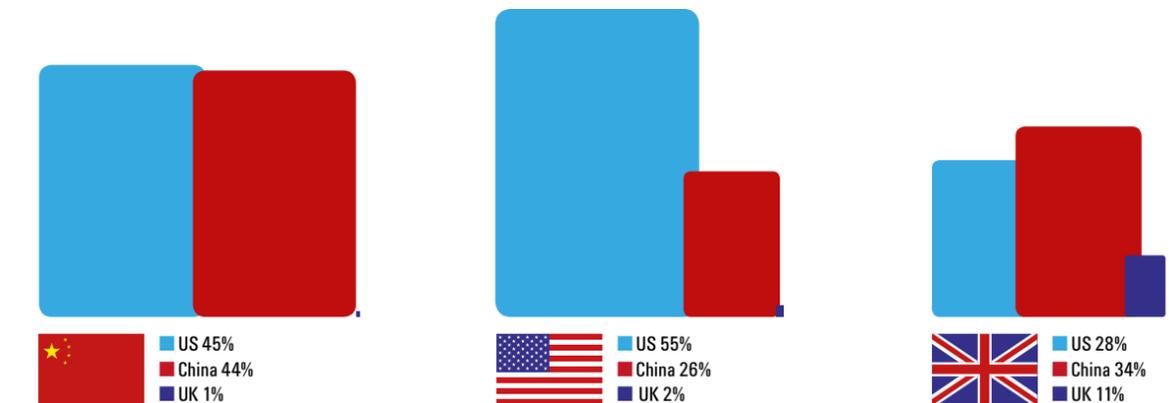
1 CHINESE SEE THE US AS THE MOST POWERFUL NATION TODAY...

Chinese, Americans and Britons say the US is the strongest country today.



2 ...BUT THEY EXPECT CHINA TO EQUAL THE US IN JUST 10 YEARS

The Chinese expect to equal the US in power in just 10 years.



Source: China Dream 2014 Millward Brown/Lightspeed Research

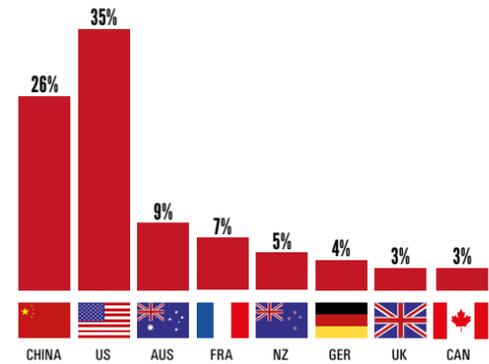
THE IDEAL NATION

Today, over one-third of Chinese say that the US is ideal. Only about a quarter of Chinese say that China is ideal. Those perceptions flip dramatically when Chinese consider which country will be ideal in just a decade. Only 14 percent of Chinese say the US, while 42 percent say China.

Americans and Britons expect little change over the next 10 years. Roughly half of Americans say that the US is the ideal country today and will be tomorrow. Of Britons, 30 percent see the UK as ideal today and exactly 30 percent say it will be ideal in 10 years.

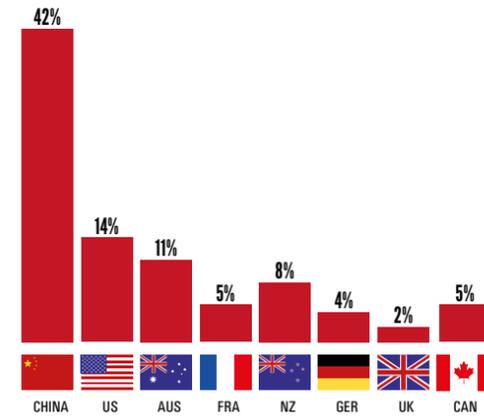
1 CHINESE SEE THE US AS THE IDEAL COUNTRY TODAY...

Over one-third of Chinese consider the US ideal.



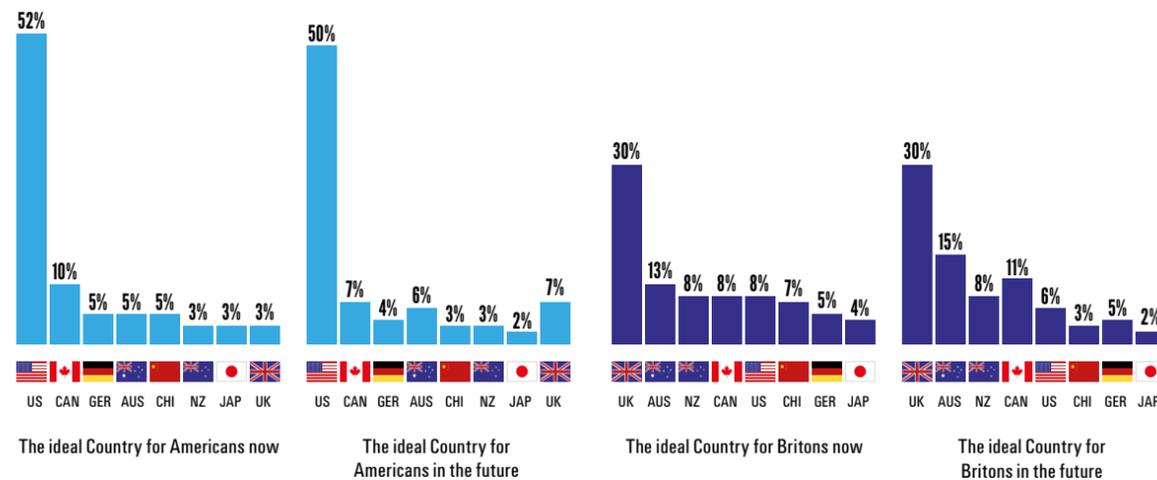
2 ...BUT CHINESE SAY CHINA WILL BE IDEAL IN JUST 10 YEARS...

When thinking about the future perceptions change rapidly.



3 ...WHILE AMERICANS AND BRITONS EXPECT LITTLE CHANGE

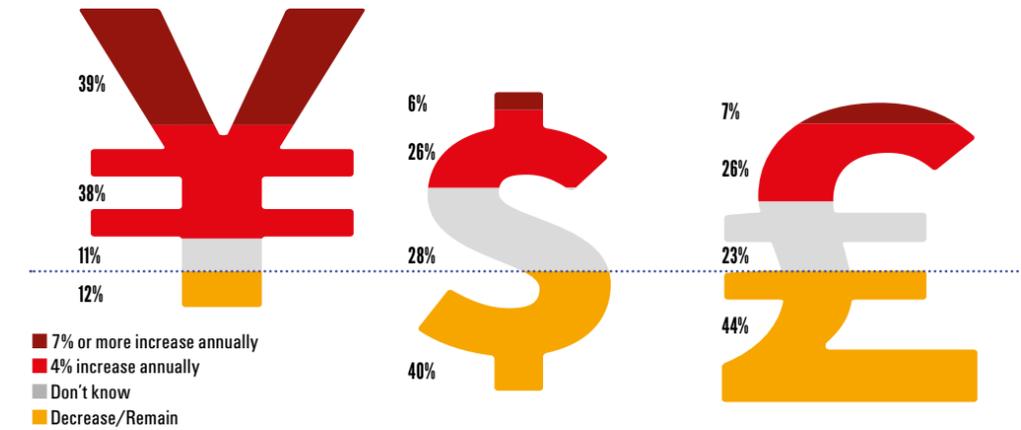
For Americans and Britons there's no place like home.



Source: China Dream 2014 Millward Brown/Lightspeed Research

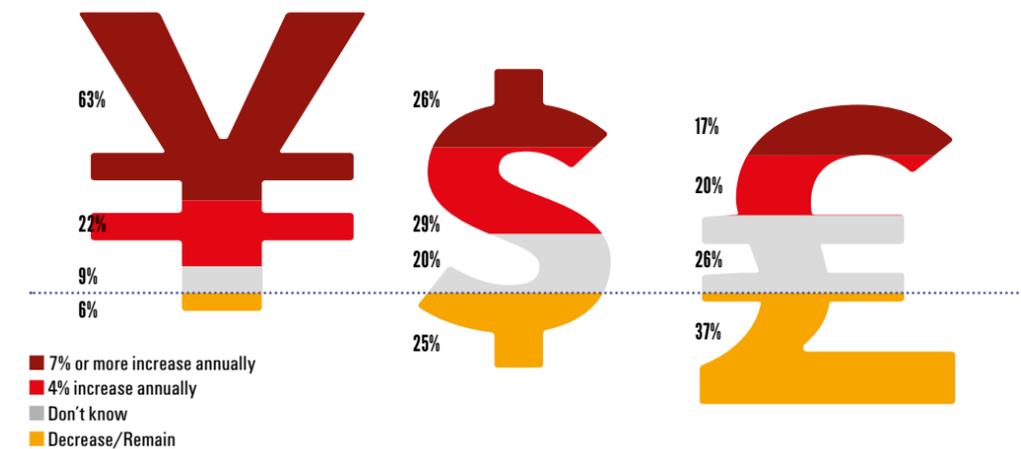
1 CHINESE ARE MOST OPTIMISTIC ABOUT ECONOMIC GROWTH...

Chinese are much more optimistic about economic growth than either Americans or Britons.



2 ...AND CHINESE ARE MOST OPTIMISTIC ABOUT INCOME GROWTH

Chinese are much more optimistic about personal income growth than either Americans or Britons.



Source: China Dream 2014 Millward Brown/Lightspeed Research

ECONOMIC GROWTH AND PERSONAL INCOME

Despite the slowdown of China's economic expansion, its rate of growth far surpasses that of the US and the UK. And the Chinese are much more optimistic than Americans or Britons about continued economic growth.

A large proportion of Chinese, 39 percent, expect the economy to expand 7 percent or more annually over the next 10 years, while only 6 percent of Americans and 7 percent of Britons make the same claim. In contrast, 40 percent of Americans and 44 percent of Britons expect the economies of their countries to remain flat or decline in the next decade.

Chinese also are much more confident that personal income will rise steadily over the next 10 years. Almost two-thirds of Chinese say that their personal income will rise 7 percent annually over the next 10 years. Americans and Britons are less sanguine.

Among Americans, roughly one quarter believe personal income will rise 7 percent annually, but a quarter expect personal income to be flat or decline. In the UK, only 17 percent expect annual 7 percent increases in personal income and 37 percent expect personal income to be flat or decline. In all three countries younger people are most optimistic about the economy and rising income.

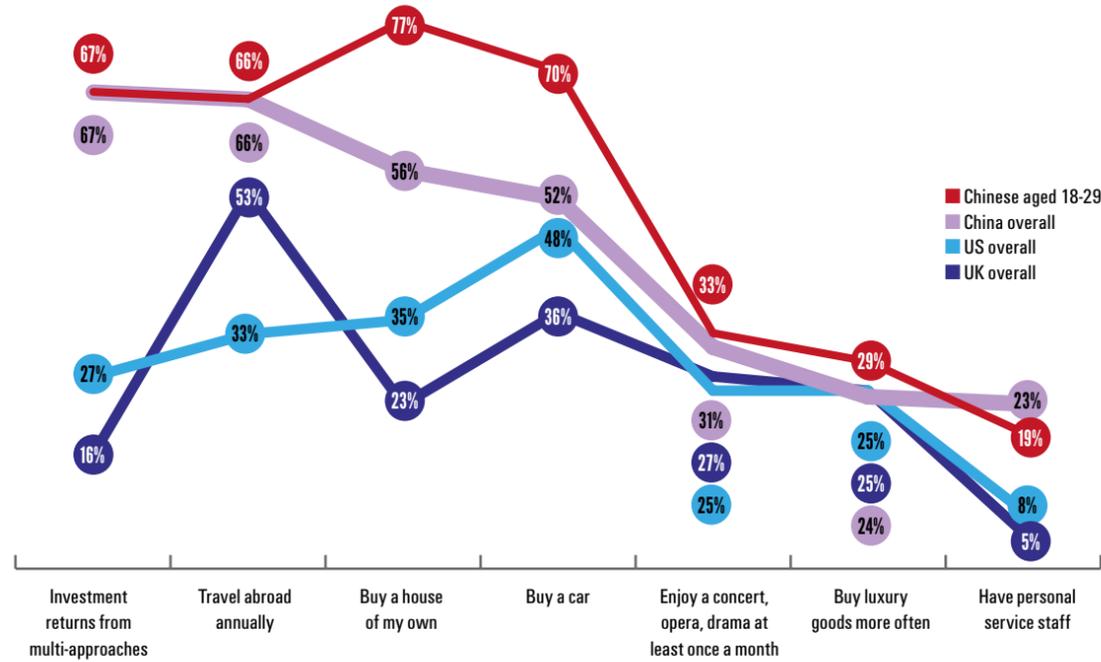
SPENDING PRIORITIES

The top spending priorities for two-thirds of Chinese are financial investment and traveling abroad. Just over half say buying a house or a car is important. The priorities of young Chinese, 18 to 29, are different, however. More individualistic, and inclined to spend rather than save, young people rank buying a home and a car as their highest priorities.

In setting their spending priorities, young Chinese more closely match Americans than their parent's generation. For almost half of Americans, buying a car is the number one spending priority. Roughly one-third say buying a house and international travel are important. International travel leads British spending priorities followed by buying a car. Spending on cultural events ranks high in the UK, while investing is low.

OLDER CHINESE WANT TO INVEST, YOUNGER PLAN TO SPEND

Spending priorities vary by country, with the Chinese more inclined to invest, although young people want to spend on homes and cars. Those desires mirror the spending priorities of Americans. Britons like to travel but also rank car ownership high.



Source: China Dream 2014 Millward Brown/Lightspeed Research

IMPLICATIONS

启示

National strength in a rebalancing China means not only military or economic might, but also the development of a more equitable society where people can find opportunities to build healthy and fulfilling lives for themselves and their families.

Chinese expect some of these changes to happen quickly, over the next 10 years. For Americans and Britons, in contrast, the next decade is just one more 10-year period of incremental change. If these varying expectations become self-fulfilling prophecies the world will become quite different in a relatively short period of time.

More reform needs to happen for the expectations of the Chinese to be fulfilled. The realization of the Chinese Dream depends on a consumption-driven economy, which means Chinese will need to shift their spending priorities.

Currently, the spending priorities are investment, which is savings, or international travel, which is spending that mostly benefits other national economies. But consumers are unlikely to save less and spend more until they're confident that a social safety net protects them.

Young consumers provide a glimpse of a more consumption-driven China and an interesting counterpoint to older Chinese. The desire of Chinese young people to own a home and a car matches the spending priorities of Americans.

Brands need to be aware generational differences. In China, compared with most places, they can be substantial. Brands also need to understand that for Chinese, a more powerful and affluent China in just 10 years is a dream not a fantasy.



品牌的角色

THE ROLE OF BRANDS

CHINESE BRANDS AND CHINESE POWER

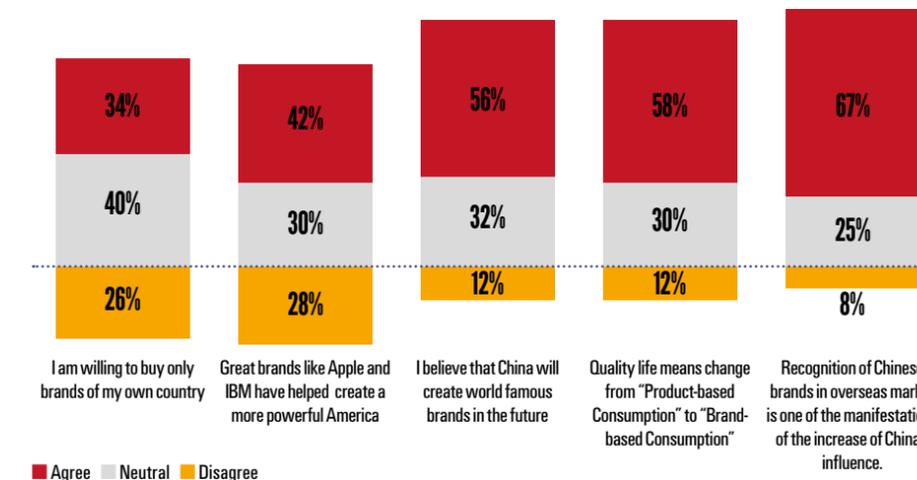
Being a powerful nation is only one aspect of the Chinese Dream, but its high priority distinguishes the Chinese Dream from the American Dream or British Dream. Chinese see several links between successful brands and national power.

Over two-thirds of Chinese believe that recognition of a Chinese brand overseas is a manifestation of China's growing influence. In a similar way, 42 percent of Chinese think that iconic US brands contribute to America's international prestige.

While 56 percent of Chinese believe that China will create world famous brands in the future, only one-third of Chinese are willing to buy only Chinese brands today. Chinese also believe that their quality of life, essentially their personal dream, depends on China's transition from maker to marketer.

CHINESE EQUATE STRONG BRANDS WITH NATIONAL POWER

Chinese equate strong brands with national power and expect that China will create world famous brands in the future.



Source: China Dream 2014 Millward Brown/Lightspeed Research

BRAND CHINA AND THE CHINESE DREAM

Brand China is the overall reputation of Chinese products and services. Chinese see a strong link between Brand China and the Chinese Dream. Around two-thirds of Chinese believe that building strong brands worldwide is essential for advancing the Chinese Dream, and the Chinese Dream helps Chinese brands succeed abroad.

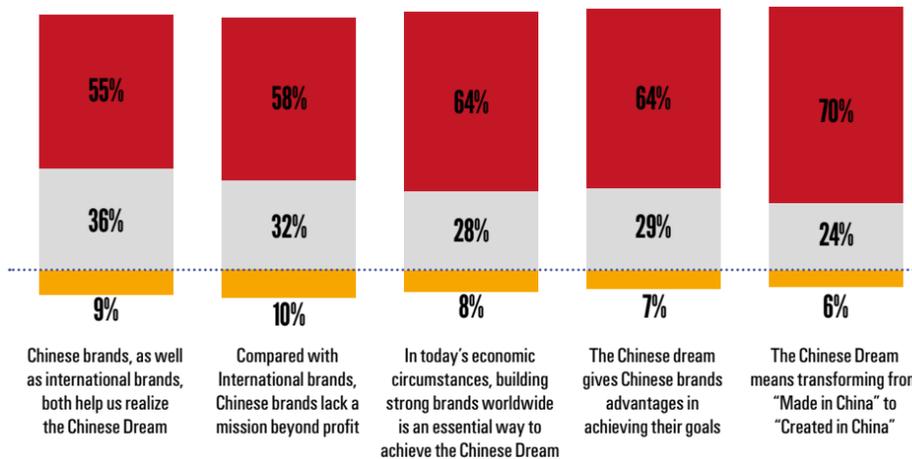
At the same time, the vast majority of Chinese say that the Chinese Dream is about shifting the Brand China essence

from a manufacturing “Made in China” focus to one of added value, “Created in China.”

A majority of Chinese, 55 percent, also believes that international as well as Chinese brands can help China achieve the Chinese Dream. And they point out that Chinese brands have something to learn from international brands about embracing a larger mission than profit alone.

BRAND CHINA AND THE CHINESE DREAM ARE MUTUALLY BENEFICIAL

Chinese see a close link between the development of strong Chinese brands and the realization of the Chinese Dream



■ Agree ■ Neutral ■ Disagree

Source: China Dream 2014 Millward Brown/Lightspeed Research





SYMBOLIZING THE CHINESE DREAM

To the Chinese, no single Chinese brand symbolizes the Chinese Dream. The brands they associate with the Chinese Dream come from a variety of categories and ownership models. All have significantly improved the reality and image of China. Some brands are powerful State Owned Enterprises (SOEs), banks and energy companies that drove national economic growth. Others successfully built global brands. A few Traditional Chinese Medicines (TCMs) evoke historical heritage. Technology and Internet brands represent innovation.

BRANDS ASSOCIATED WITH THE CHINESE DREAM COME FROM MANY CATEGORIES

Chinese associate brands from many categories with the Chinese Dream. All have helped improve the reality and image of China.

Brand		Category
	Haier	Home Appliances
	Lenovo	Consumer Electronics
	Alibaba	Internet Technology
	Huawei	Technology Provider
	Taobao	Internet Technology
	Moutai	Alcohol
	Tong Ren Tang	Health Care
	Baidu	Internet Technology
	Bank of China	Financial Institution
	Tencent	Internet Technology
	Yunnan Baiyao	Health Care
	Li-Ning	Sports Goods
	Air China	Airline
	PetroChina	Energy
	ICBC	Financial Institution

Source: China Dream 2014 Millward Brown/Lightspeed Research

IMPLICATIONS

启示

Both Brand China and the Chinese Dream are works in progress. And their progress is linked. Lingering associations with quality and safety problems could impede the international growth of Chinese brands and acceptance of the Chinese Dream. Conversely, realization of the Chinese Dream would burnish Brand China.

The gap between Brand China and the Chinese Dream is part real and part perception. Chinese brands have improved quality and safety and still need to do more. At the same time, China has exported well-regarded products for years, but they've been marketed as famous western brands.

Chinese brands can contribute to the further development of Brand China and the Chinese Dream, with the products and services that help China increase prosperity, improve air quality and food safety and in other ways strengthen Chinese society.

And the opportunity to help China achieve the Chinese Dream is not restricted only to Chinese brands. Multinational brands that genuinely help improve the lives of Chinese can also contribute to the realization of the Chinese Dream.

Chinese believe that globally recognized Chinese brands help build the nation's reputation and power. There are no global iconic Chinese brands, but that could change quickly.



PART THREE

RESOURCES

BrandZ™ is the definitive source for brand equity knowledge and insight.

Reports, apps and iPad magazines powered by BrandZ™

BrandZ™ on the move

Get the BrandZ™ Top 100 Most Valuable Global Brands, the Latin American Top 50, the China Top 50 and Top 100 and many more insightful reports on your smartphone or tablet.

To download the apps for the brand rankings go to www.brandz.com/mobile (for iPhone and Android). The iPad interactive magazine BrandZ™ Top 100 is packed with exclusive content and available from the Apple App store (search for BrandZ 100).

BrandZ™ is the world's largest and most reliable customer-focused source of brand equity knowledge and insight exclusive to WPP companies. To learn more about BrandZ™ data or studies, please visit www.brandz.com, contact any WPP Group company or contact:

Graham Staplehurst, Global BrandZ™ Director
t: +44 (0) 1926 826259
Graham.Staplehurst@millwardbrown.com

ValueD: Balancing Desire and Price for Brand Success

An index based on BrandZ™, ValueD measures the gap between the consumer's desire for a brand and perception of the brand's price. It helps brands optimize sales, profit and positioning. Complete information is available from WPP companies.

The Chinese Golden Weeks In Fast Growth Cities

With research and case studies the report examines the shopping attitudes and habits of China's rising middle class and explores opportunities for brands in many categories. For the iPad magazine search Golden Weeks on iTunes.

The Chinese New Year in Next Growth Cities

The report explores how Chinese families celebrate this ancient festival and describes how the holiday unlocks year-round opportunities for brands and retailers, especially in China's Lower Tier cities. For the iPad magazine search for Chinese New Year on iTunes.

Beyond Trust: Engaging Consumers in the Post-Recession World

An index based on BrandZ™, TrustR measures the extent to which consumers trust and are willing to recommend individual brands. High TrustR correlates with bonding, sales and brand value. Complete information is available from WPP companies.

BrandZ™ Top 100 Most Valuable Global Brands 2013

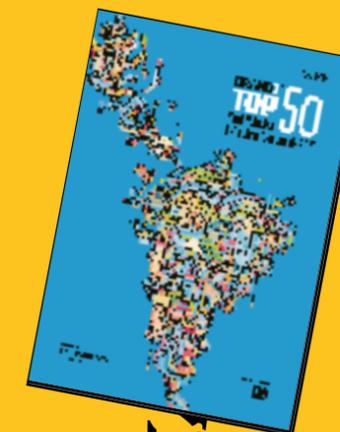
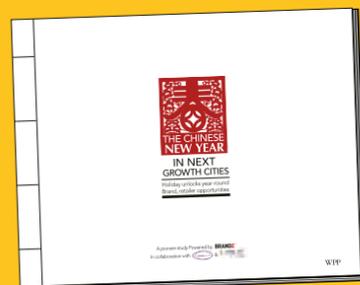
The report includes brand valuations and profiles of key categories along with analysis and insights about building and sustaining strong brands worldwide. For the iPad magazine search BrandZ 100 on iTunes.

BrandZ™ Top 100 Most Valuable Chinese Brands 2014

The report profiles Chinese brands, outlines major trends driving brand value growth and includes commentary on the growing influence of Chinese brands at home and abroad. Go to www.brandz.com/mobile.

BrandZ™ Top 50 Most Valuable Latin American Brands 2013

The report profiles the most valuable brands of Argentina, Brazil, Chile, Colombia, Peru and Mexico and explores the socio-economic context for brand growth in the region. For the iPad magazine search BrandZ Latin America on iTunes.



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WPP COMPANY CONTRIBUTORS

THESE WPP COMPANIES AND BRAND EXPERTS ENRICHED THE CHINESE DREAM REPORT WITH THEIR KNOWLEDGE, EXPERTISE AND INSIGHTS.

BAV Consulting

John Gerzema
Jordana Roberts Marcus
Claire Repp
Chip Walker
Elena Weinstein

BAV Consulting is a global strategic consultancy with expertise in corporate, brand and marketing strategies, trends, and consumer insights. It seeks to change the way the world thinks about brands by using a proprietary and academically validated model that leverages the BrandAsset® Valuator database to connect the emotional attachment created by brands to financial returns. Through its brand and business strategy engagements, the clients of BAV Consulting see increased consideration, usage, sales, and shareholder value. The BAV Database is the leading and largest quantitative, empirical study of brands and consumers in the world. Spanning 20 years, 51 countries, and over 1,000,000 respondents, BAV contains ratings of 50,000 brands on 72 dimensions.

www.bavconsulting.com

Elena Weinstein

Manager of Communications
Eweinstein@bavconsulting.com

FITCH

Tim Greenhalgh
Aaron Shields

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www.fitch.com

Tim Greenhalgh

Chairman & Chief Creative Officer
Tim.Greenhalgh@fitch.com

The Futures Company

Simran Gill
Jeremy Sy

The Futures Company is a strategic insight and innovation consultancy focused on unlocking new sources of growth for clients through unparalleled global expertise in foresight and futures. The Futures Company was formed through the integration of The Henley Centre, HeadlightVision, Yankelovich and most recently, TRU. The Futures Company is a Kantar company within WPP with teams in Europe, North America, Latin America and Asia-Pacific.

www.thefuturescompany.com

Will Galgey

Global CEO
will.galgey@thefuturescompany.com

Lightspeed Research

Melvin Tan
Ben He
Hedy Zhang
Wynn Guo

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www.lightspeedresearch.com

Melvin Tan

Marketing Manager, APAC | GMI
mtan@gmi-mr.com | www.gmi-mr.com

Millward Brown

Peking Tan
Doreen Wang
Emma You

Millward Brown is a leading global research agency specializing in advertising effectiveness, strategic communication, media and brand equity research. Millward Brown helps clients grow great brands through comprehensive research-based qualitative and quantitative solutions. Millward Brown operates in more than 55 countries and is part of Kantar, WPP's data investment management division.

www.millwardbrown.com

Doreen Wang

Deputy Managing Director
Doreen.Wang@millwardbrown.com

Y&R

Kaiyu Li

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www.yr.com

Kaiyu Li

Chief Strategy Officer, Y&R China
kaiyu.li@yr.com

THE CHINESE DREAM TEAM

THESE INDIVIDUALS CREATED THE CHINESE DREAM REPORT, PROVIDING RESEARCH AND ANALYSIS, WRITING AND EDITING, PHOTOGRAPHY, GRAPHIC DESIGN AND PRODUCTION.

KAY BLEWETT has extensive experience in the design industry, working with a broad spectrum of clients in a wide variety of sectors, from charities and educational establishments through to pharmaceutical companies and government departments. She has spent the last 15 years working principally with some of the UK's leading retailers, as well as with WPP and its operating companies.

CAROLYN CUMMINGS-OSMOND is a freelance editor and copywriter, Carolyn is also a senior lecturer and the course leader of the BA Honours degree in English at Southampton Solent University. Prior to her university career, Carolyn was managing editor and product development manager at educational publishers, Philip and Tacey Ltd.

AMANDA HARRISON serves as projects and events manager for The Store WPP and project manager for the BrandZ™ Top 100 Most Valuable Chinese Brands and Latin America studies as well as the Chinese New Year and Golden Weeks reports.

DR. YUHUI LI is a research expert specializing in cross-cultural psychology and management, personality, and wellbeing. She is a professor at Renmin University of China.

CECILIE ØSTERGREN is a professional photographer, based in Shanghai, who has worked closely with WPP agencies since 2009. Her prize-winning documentary and portraiture work includes a project with Added Value on Chinese consumers, exhibited at the Houses of Parliament in London. Cecilie's images have appeared in WPP's BrandZ™ reports about brands in China and Latin America. Working with Danish publisher Politikens Forlag she's photographed travel books about India, Greece and Denmark, her native country.

DAVID ROTH is the CEO of the Store WPP for Europe, the Middle East and Africa (EMEA) and Asia and leads the WPP BrandZ™ worldwide project. He has been doing business in China for 20 years and advises many companies and retailers on their China entry strategy and the changing Chinese consumer. Prior to joining WPP David was main board director of the international retailer B&Q.

KEN SCHEPT is a professional writer and editor specializing in reports and books about brands and marketing. He helped develop WPP's extensive library of global publications, with special focus on China and Latin America. Prior to launching his freelance career, he reported on the international retail sector as an editor with a leading US business media publisher. He also organized industry conferences and study tours.

PEKING TAN is the research and development director of Millward Brown Greater China. He leads innovation, developing and standardizing several data analysis and market research models, through the integration of IT, data mining and cognitive science.

DOREEN WANG is the deputy managing director for Millward Brown China. She has extensive experience providing branding research and consulting services for senior executives of Fortune 500 companies in both the US and China. She often speaks at prestigious forums, including the China Ministry of Commerce and the Cambridge University Judge School of Business.

EMMA YOU is the research executive in the China R&D team of Millward Brown. She works in the new solution group to apply both global solutions and original local solutions to help clients build better brands in China.

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TB Song
CHAIRMAN, WPP GREATER CHINA tbsong@wpp.com

Bessie Lee
CHIEF EXECUTIVE OFFICER, WPP CHINA blee@wpp.com

Belinda Rabano
HEAD OF CORPORATE COMMUNICATIONS, WPP ASIA PACIFIC brabano@wpp.com

For further information about WPP companies worldwide, please visit: www.wpp.com/wpp/companies

or contact:

David Roth
CEO, THE STORE WPP EMEA AND ASIA droth@wpp.com

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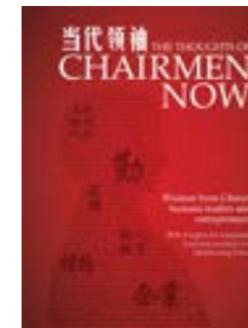


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