



## **BRANDS MATTER MANIFESTO**

Brands are a fundamental part of the European Union's economy and play a key role in the everyday choices of each of us as consumers. Brands help consumers navigate the huge array of product choices we make every day. They provide us with vital guidance as to the safety and quality of the products we consume and use on a daily basis. Brands help consumers to distinguish themselves from others and to follow individual lifestyle choices.

Just one example is the recent emergence on local and slow food cultures and the success of craft beers which would not be possible without local branding and novel marketing techniques. Consumers benefit from innovations of local and novel brands.

We, the members of the Brands Matter Working Group, aim to advocate to European policy makers the importance of brands in a free society.

### **Protecting the Consumer:**

Brands enhance the customer's ability to interpret and process information, improve confidence in the purchase decision and affects the quality of the user experience. They achieve this in a variety of ways.

- Peace of mind: If the brands we use consistently deliver a positive experience, consumers form an opinion that the brand is trustworthy, which gives us peace of mind when buying.
- Brands save decision-making time: Picking a brand helps reduce the clutter, making it easier to find what we are looking for.
- Brands provide safety: By giving people what they expect, brands are shorthand for safety and reduce the risk of disappointment.
- Brands add value: The brands we use make a statement about who we are and who we want to be. People become emotionally attached to the brands they use and view them as part of their self-image.
- Brands shape our local identity: No matter if one enjoys a local beer, wears a regional fashion brand, or snacks a cheese brand from ones hometown, brands give us a feeling of identity.

As such, I have serious concerns about any legislative measure that could potentially have a detrimental impact on the value and visibility of brands. Policies that are adopted without considering all the evidence inevitably lead to unintended consequences that may prove harmful to consumers. I want to shape a brand policy which focuses on evidence and the benefits that brands bring to European consumers and allow innovation in the space of consumer goods, and I commit to oppose any policy measure that limits brand freedom.

**You can find additional information on our BrandsMatter! website:  
[consumerchoicecenter.org/brandsmatter](http://consumerchoicecenter.org/brandsmatter)**