

Dagligvaretrender og innsikt om norske shoppere – merkevare- og kjedevekst

Seminar invitation 4. september 2024 8.15-10.30 i Oslo

AGENDA

08.15 - 08.30 Kaffe & mingling

08.30 – 09.00 Kantar vil presentere prosessen med å få merkevarer (og forhandlere) til å vokse ved å være meningsfullt annerledes for flere mennesker.

09.00 – 09.30 Kauza vil presentere tanker og vei til å rekruttere shoppere – men også andre vekstveier.

09.30 – 09.45 Kort pause

09.45 – 10.15 Tjek vil dykke ned i promo-trendene i 1. halvår 2024 både fra promo-flyers og søkehistorikk.

10.15-10.30 Spørsmål og kaffe



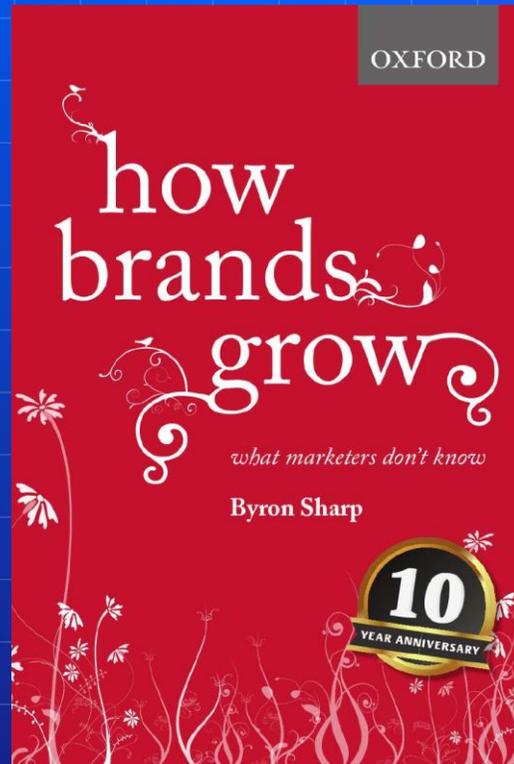
KANTAR

Shape your brand future.

Amund Bråthen



BRAND GROWTH



We took

5.4bn

attitudinal data
points for over

21,000 brands in
540 categories and
54 markets...

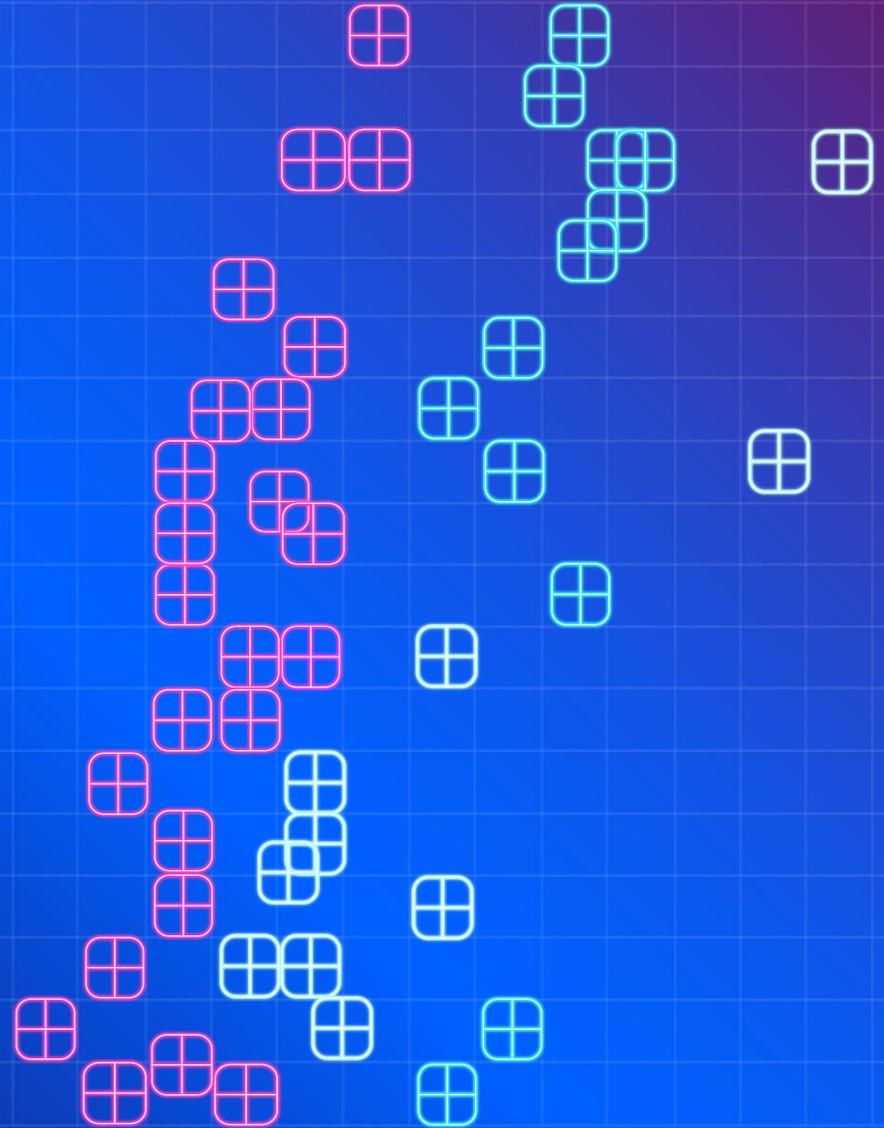
spanning over **10 years** and **analysed** the results

...and

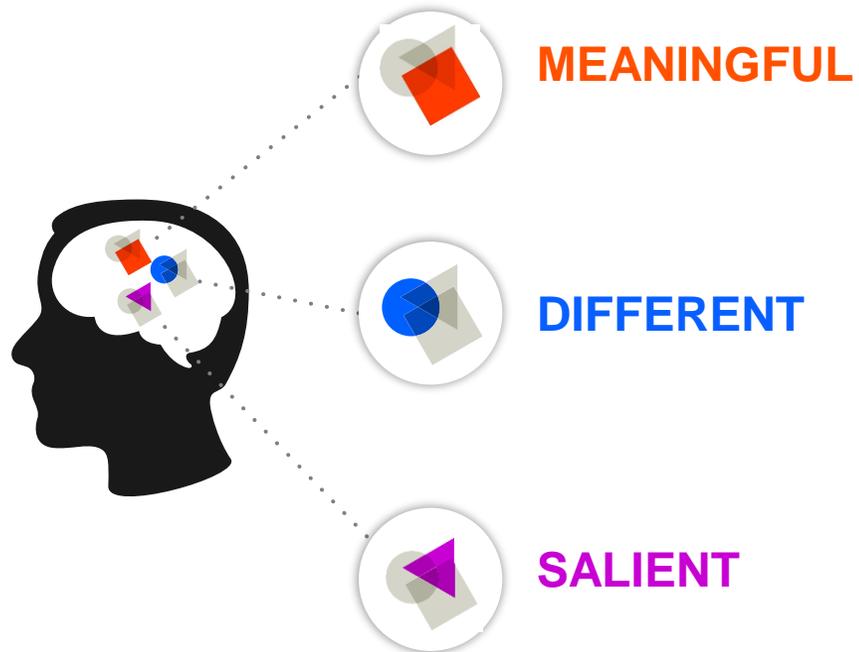
1.1bn

purchase data
points for

20,000 brands in
100 categories and
25 markets...



Our foundation: The core brand equity building blocks



Meets people's needs and they feel emotionally connected to it

Perceived as unique and a trend setter for its category

Comes to mind quickly across category needs and occasions



Our framework is simple, consistent across brands and categories, and uniquely validated

You can have complete confidence in the metrics having been independently validated

“ By putting the Meaningful Different Salient framework through the MMAP protocol, Kantar has shown its commitment to developing disciplined, validated tools that link to financial outcomes and help marketing leaders make confident investment decisions. ”

Frank Findley
MASB Executive Director & Chief Advisor of the MMAP Centre

MASB

KANTAR



The model we are proposing is recognized the world over as the industry-leading diagnostic of brand growth

“ In an industry where holding two contradictory ideas in one's head appears to be hard the Meaningfully Different Framework has been explaining the full picture putting meaning and association on top of brute salience. Kantar's empirical work on this has been really focused and brilliant for years ”

Mark Ritson,
Marketing guru and resident columnist at Marketing Week

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BRANDS
GROW BY BEING
MEANINGFULLY
DIFFERENT
TO MORE PEOPLE

KANTAR



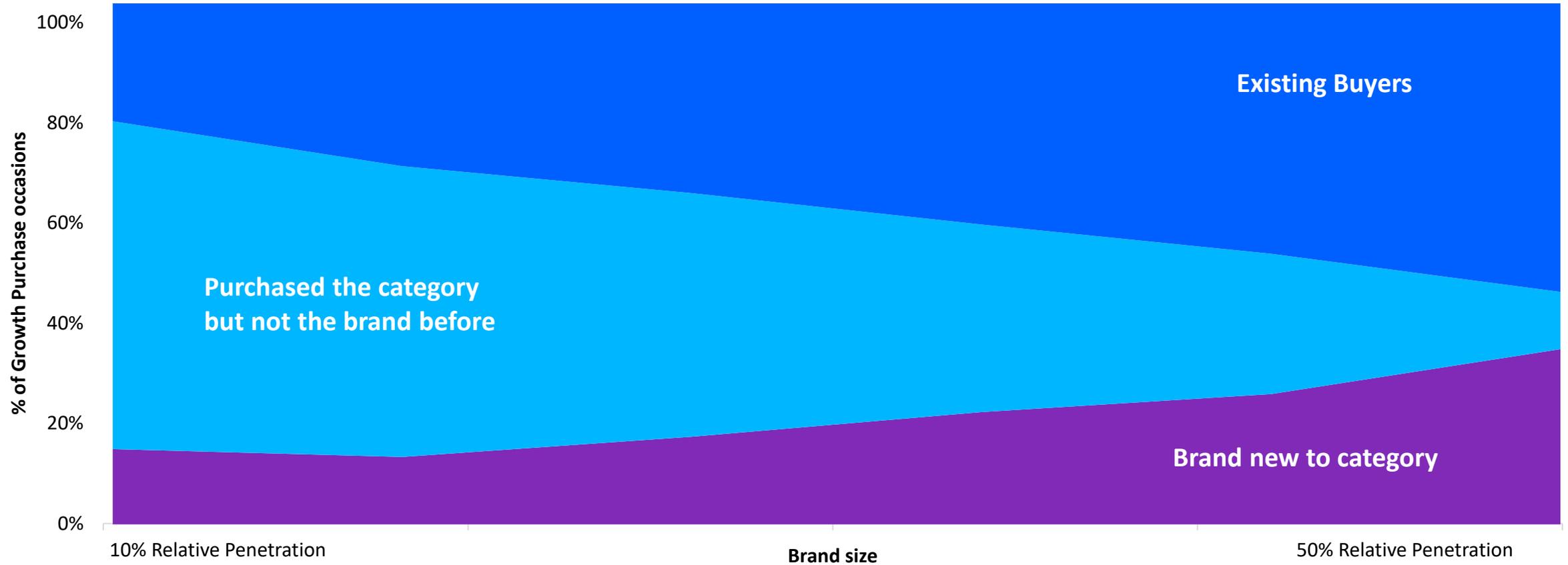
**BE MEANINGFULLY
DIFFERENT TO
MORE PEOPLE**

**Brands that are Meaningfully
Different command**

5x

penetration today and real
advantage in penetration growth
over the next two years

All brands grow through penetration but the route to growth varies based on your brand size



BRANDS

GROW BY BEING
MEANINGFULLY
DIFFERENT
TO MORE PEOPLE

Growth accelerators for winning marketers to operationalise effectively

PREDISPOSE MORE PEOPLE

BE MORE PRESENT

FIND NEW SPACE

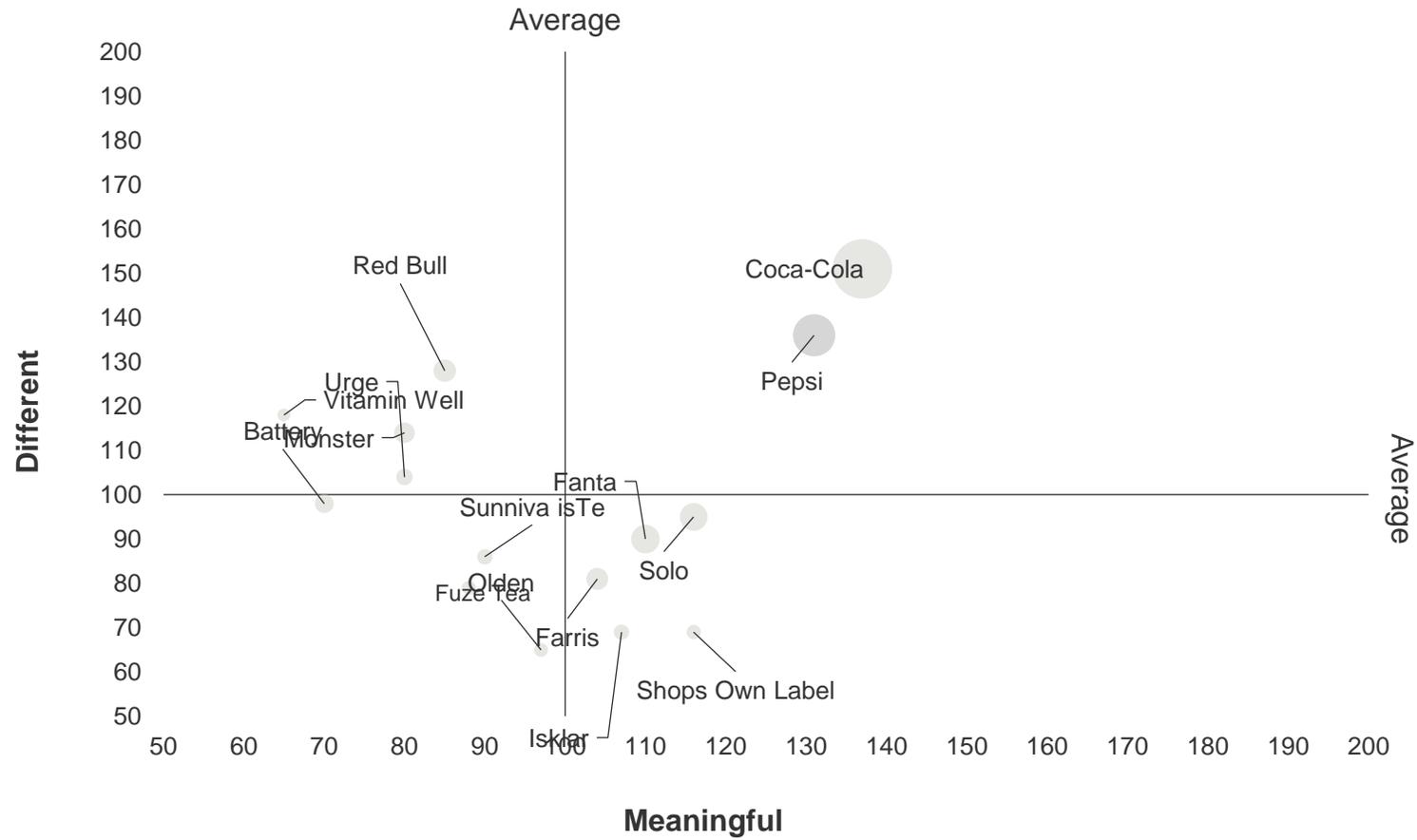
BEHAVIOURS: CONSISTENT, CONNECTED, OPTIMISED

POWERED BY THE MEANINGFUL DIFFERENT AND SALIENT FRAMEWORK AND MOST MEANINGFUL DATA

KANTAR

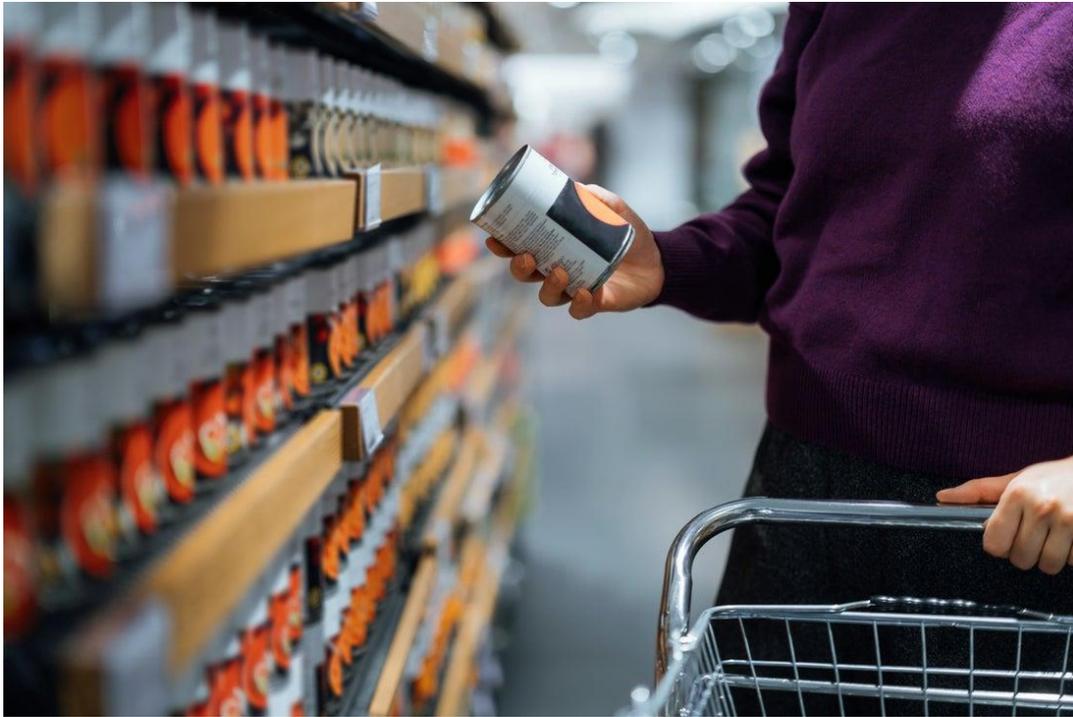
PREDISPOSE MORE PEOPLE





PREDISPOSITION IS CREATED BY

EXPOSURE



EXPERIENCE



DEMAND POWER



VOLUME SHARE



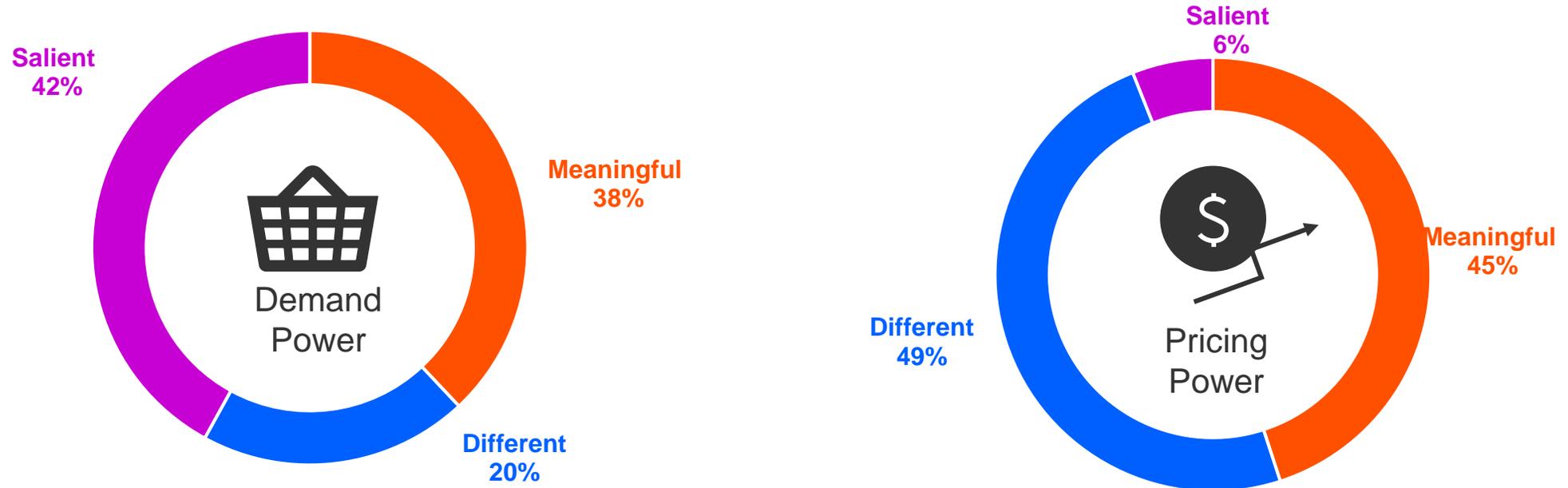
PENETRATION

PRICING POWER



PRICE

THE DIFFERENCE BETWEEN DEMAND POWER AND PRICING POWER



DEMAND POWER



STRONG DEMAND POWER
GENERATES UP TO

9X

VOLUMESHARE COMPARED TO
BRANDS WITH WEAK DEMAND
POWER

PRICING POWER



STRONG PRICING POWER
GENERATES UP TO

2X

HIGHER PRICE PAID
COMPARED TO WEAK
PRICING POWER BRANDS

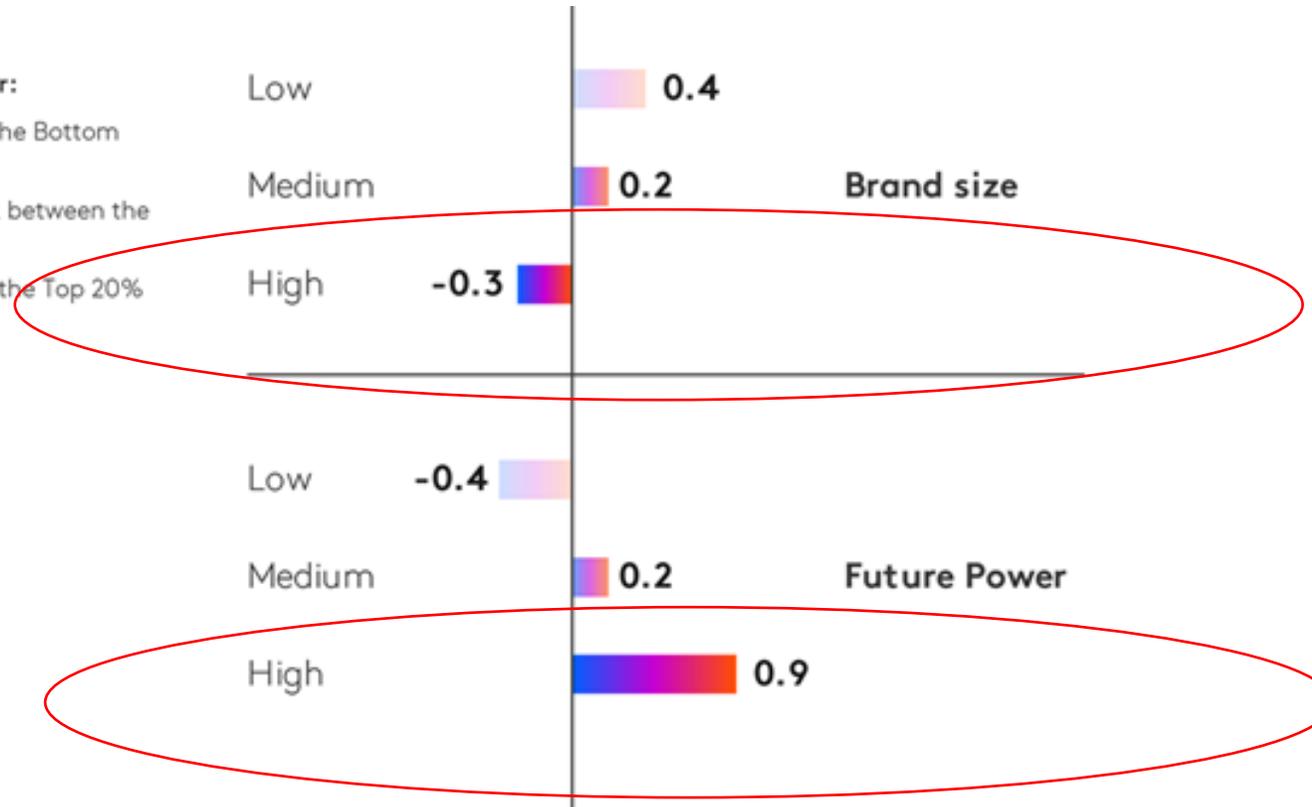
PREDISPOSITION PREDICTS FUTURE GROWTH BETTER THAN BRAND SIZE

Brand size / Future Power:

Low: Brands that rank at the Bottom 20% of the metric.

Medium: Brands that rank between the 20% to 80% of the metric.

High: Brands that rank at the Top 20% of the metric.



Source: 14,623 brands with matched data points two years apart using BrandZ data, linked to Kantar WorldPanel data. © Kantar 2024

BRANDS

GROW BY BEING
MEANINGFULLY
DIFFERENT
TO MORE PEOPLE

Growth accelerators for winning marketers to operationalise effectively

PREDISPOSE MORE PEOPLE

BE MORE PRESENT

FIND NEW SPACE

BEHAVIOURS: CONSISTENT, CONNECTED, OPTIMISED

POWERED BY THE MEANINGFUL DIFFERENT AND SALIENT FRAMEWORK AND MOST MEANINGFUL DATA

KANTAR

BE MORE PRESENT



ACTIVATION

Be **physically and mentally available / present at the time of purchase** with the right product / service to **meet buyers' needs at the right price.**



«EASY IN MIND»



PREDISPOSED



ACTIVATION



«EASY TO FIND»



OTHER

ACTIVATION



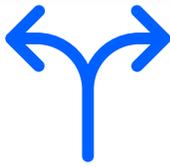
OPTIMAL PRODUCT RANGE



VISIBILITY



PRISING STRATEGY



Formats



Sizes



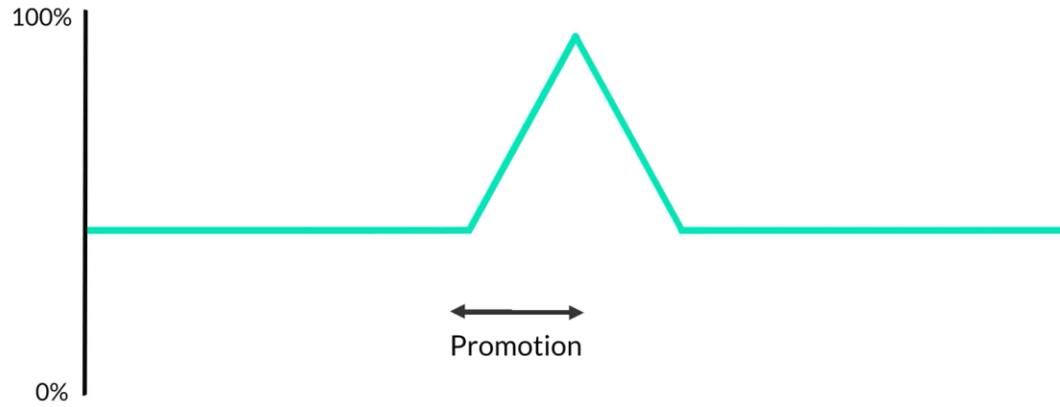
Variants



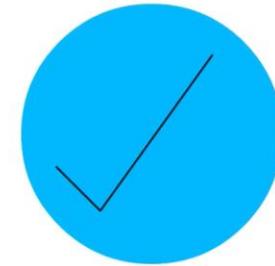




% Brand buyers buying brand



Pricing strategy



Promotions

STRONG



DEMAND POWER

+

STRONG



ACTIVATION

=

2.5X

HIGHER GROWTH THAN THOSE
WITH WEAK ACTIVATION
STRENGTH

- Long-term brand growth does not **ONLY** result from the brand being distinctive, having mental availability and being easy to see in the store
- It is important to understand how **meaningful and different** your brand is to consumers, and **how to activate** it to predisposed and not predisposed consumers.

Takk for meg og ta gjerne kontakt om du
har spørsmål om «BLUEPRINT FOR
BRAND GROWTH»

Amund.Brathen@kantar.com

Last gjerne ned hele studien «Blueprint for Brand Growth»
<https://www.kantar.com/campaigns/blueprint-for-brand-growth>