

KANTAR MEDIA



NDR
NORDIC DATA RESOURCES



BUILDING BRIDGES

KANTAR AND NDR NORDIC WEBINAR
November, 24 2022

Direct from
TGI Insights to
Digital Activation

Agenda

Welcome

- Ingvar Sandvik, Kantar & Gunnar Kihl, NDR

Kantar and NDR Partnership

- Kantar's TGI
- Connected Consumer Intelligence

Challenges & Data Privacy

- Continuity and branding
- IDFree

New Unified Nordic Taxonomy (NUNT)

- 444 audiences across 4 countries
- Available in relevant DSPs

Direct Activation From TGI

- Direct Custom Audience Activation
- USPs
- How to

Live Q&A

- Send questions to our moderator: ulrik@nordicdataresources.com



Building Bridges - Direct from Insights to Digital Activation

Send your questions to our moderator: ulrik@nordicdataresources.com

INSIGHTS, PLANNING & ACTIVATION

"Kantar's TGI is the single source of consumer intelligence that can inform all marketing activities – whether that is to derive new insights, plan campaigns or activate high-value target audiences."



INGVAR SANDVIK
Director Product Development
Kantar

DATA PRIVACY IS ESSENTIAL

"Brands and advertisers need to navigate the reality of consumers' desires for ever more personalized content, and more robust data protection, by taking a holistic approach to data capture."



GUNNAR KIHIL
Managing Director & Co-Founder
Nordic Data Resources

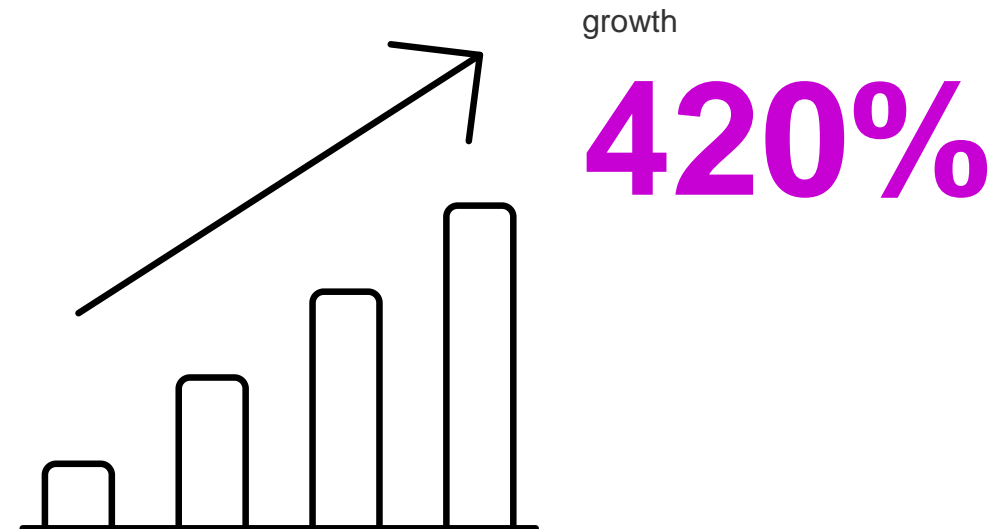
How it Started

Kantar and Nordic Data Resources (NDR)

- TGI data and NDR platform together in the market since 2017
- **NDR** help agencies and advertisers respectfully build and reach their unique audiences in the Nordics
- **Kantar's TGI** is the market standard for combined strategic insights and media planning
- Our partnership began as an answer to programmatic advertisers' call for reliable audiences in the Nordics
- Continuity and branding in focus for both companies
- Sharing Nordic transparency - in business & in life

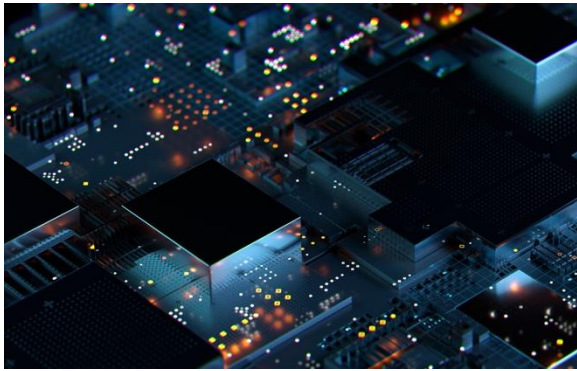
No. of Campaigns with NDR and TGI data

From Q1-2017 to Q3-2022



About

The partnership components



ABOUT KANTAR

Kantar is a data and evidence-based agency providing insights and actionable recommendations to clients. We have a complete, unique and rounded understanding of people in over 90 markets.



ABOUT TGI

Kantar's TGI (Target Group Index) is conducted in more than 55 countries and represents the largest pool of reliable and robust consumer and media research data worldwide. Present in all Nordic markets.



ABOUT NDR

NDR is your marketing partner up north. We rely on geo-targeting and consumer classification data to reach entire populations across your full digital strategy. One of the Privacy-first companies in the digital sphere

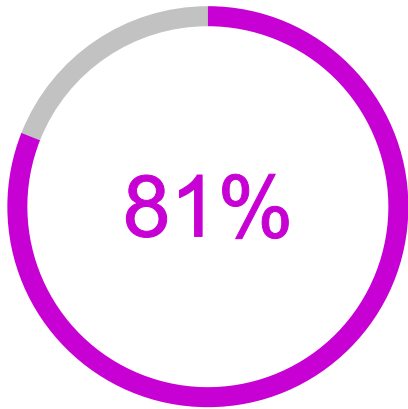


ABOUT IDFREE.COM

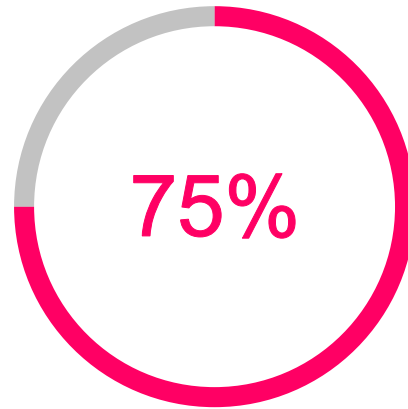
IDFree.com is next-gen privacy-safe targeting with multi-layered target groups to buy or build. IDFree.com enables true online omnichannel activation without relying on cookies or IDs.

A marketer's world revolves around data

Kantar's global advertiser study* reveals that:



of advertisers want to take more control of their media strategies



of advertisers believe that data should be used by everyone – the advertiser and their agency

Kantar is helping to partner with advertisers seeking to build data strategies that deliver growth

How Kantar's TGI meets the needs of today's marketers

More findings from our global advertiser study...

Activate your audiences

80% want their in-house segmentations to enable media planning and activation



TGI provides the perfect 'hub' to enrich your understanding of your customers and **build plans** that reach your target audiences effectively and efficiently – across all forms of media

Ease of access

53% are looking for simpler, easier and more customisable ways to access and use data



TGI data can be **accessed via a suite of intuitive solutions** – including custom dashboards, powerful analysis software and direct API integrations.

Quality counts

64% believe **quality of data** is the highest rated to grow in importance over the next few years.

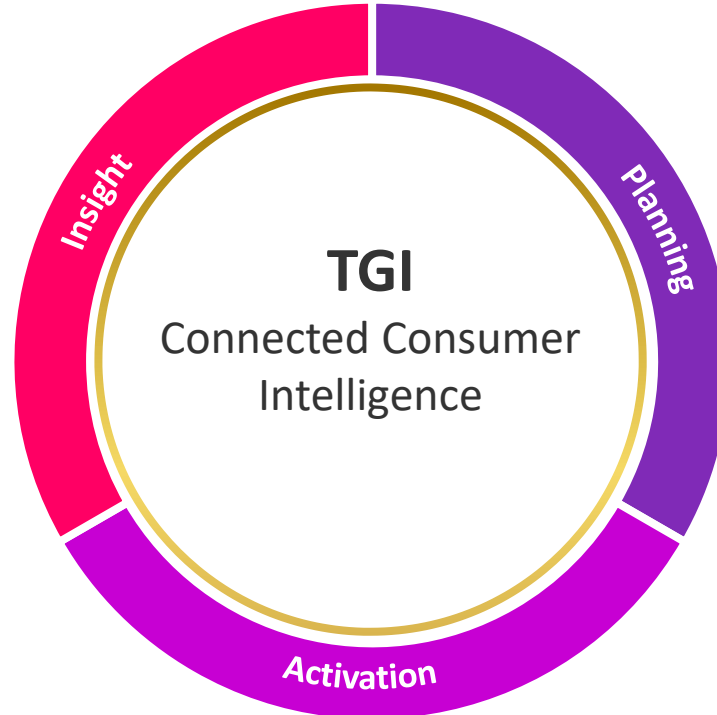


Kantar applies the right levels of **methodological rigour to deliver you trusted outcomes**. TGI is the 'currency' for consumer insights in more than 50 markets worldwide.

Power your marketing with TGI

Enable every member of your strategic team to **put your customers first**

Better understand, profile and segment your customers in a fully populated, integrated dataset



Use deeper insights to identify the most effective ways to **nurture, diversify, grow, and engage** your target audiences

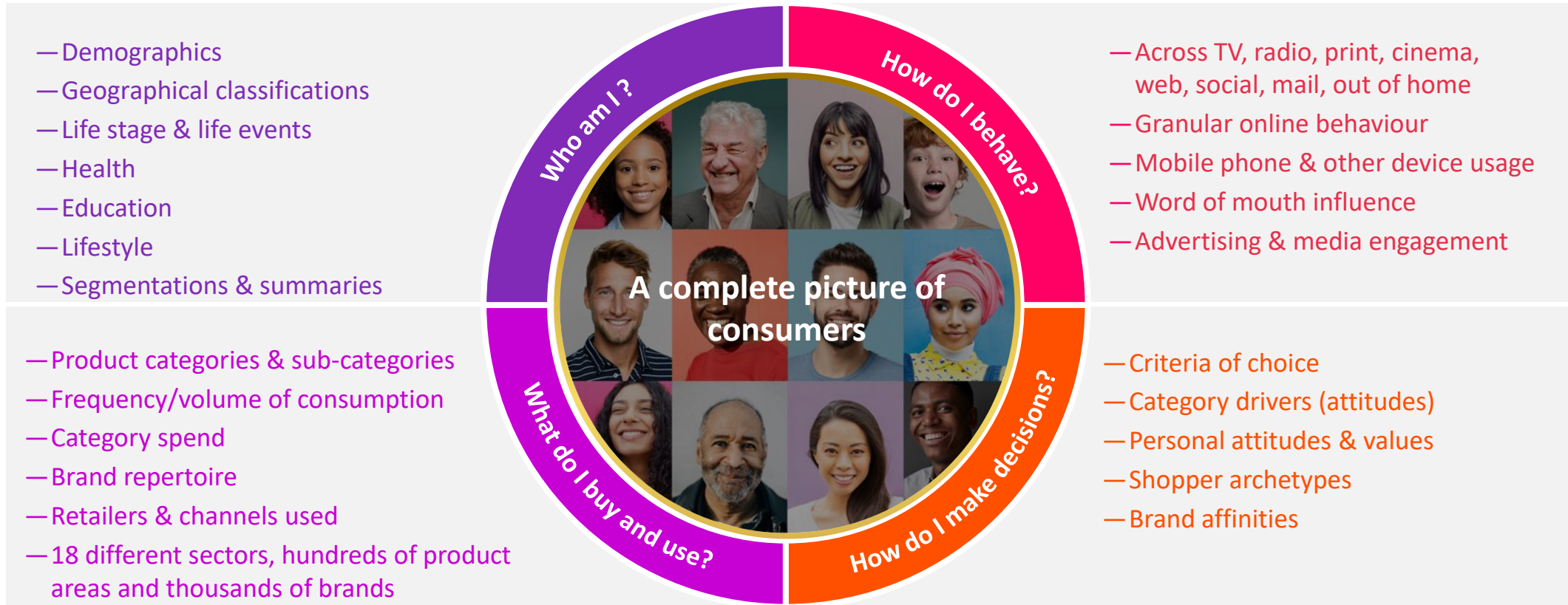
Activate your highest value target audiences **efficiently and effectively** across display, social or offline media campaigns

TGI (Target Group Index)

It all starts with consumers...



Build a complete understanding of your customers with TGI



TGI across Nordics

Norway TGI (Forbruker & Media)

CONTENT SUMMARY

Demographics, usage of 1.060 individual media, Lifestyle (120 attitudes, 100 interests, 50 activities, Life-Values segmentation), Consumption, purchase behavior & product ownership (170 categories, 2.150 brands).

SURVEY UNIVERSE SIZE

4.7 million

UNIVERSE COVERAGE

Individuals aged 12+

YEAR SURVEY STARTED

1988

ACTUAL POPULATION

5.4 million

DATA COLLECTION METHOD

CATI and 100% online self completion

ANNUAL SAMPLE SIZE

Approx. 12,500

DATA RELEASE

Twice per year

FIELDWORK PERIOD

Continuous

SAMPLING METHOD

Multi-stage probability sample (Cati recruitment to online TGI)

SWEDEN TGI (Orvesto)

CONTENT SUMMARY

Demographics, usage of 1.000 individual media, Lifestyle (140 attitudes, 92 interests, 50 activities, Life-Values segmentation), Consumption, purchase behavior & product ownership (60 categories, 2.000+ brands).

SURVEY UNIVERSE SIZE

8.0 million

UNIVERSE COVERAGE

Individuals aged 12 - 80

YEAR SURVEY STARTED

1965

ACTUAL POPULATION

10.4 million

DATA COLLECTION METHOD

Self completion (40% Postal 60% Online)

ANNUAL SAMPLE SIZE

Approx. 40,000

DATA RELEASE

Three times per year, + annual base

FIELDWORK PERIOD

Continuous, 3 waves, 4 months

SAMPLING METHOD

Sample from the updated register of the Swedish population

DENMARK TGI (Index Denmark)

CONTENT SUMMARY

Demographics, usage of app. 450 individual media, Lifestyle (59 attitudes, 52 interests, 68 activities, Life-Values segmentation), Consumption, purchase behavior & product ownership (105 categories, 1.680 brands).

SURVEY UNIVERSE SIZE

5.1 million

UNIVERSE COVERAGE

Individuals aged 12+

YEAR SURVEY STARTED

1996

ACTUAL POPULATION

5.8 million

DATA COLLECTION METHOD

CATI and 100% online self completion

ANNUAL SAMPLE SIZE

Approx. 22,000

DATA RELEASE

Twice per year

FIELDWORK PERIOD

Continuous

SAMPLING METHOD

Stratified random sample and re-contact

FINLAND TGI (Mind)

CONTENT SUMMARY

Demographics, usage of 730 individual media, Lifestyle (190 attitudes, 31 interests, 66 activities, Life-Values segmentation), Consumption, purchase behavior & product ownership (200 categories, 1.385 brands).

SURVEY UNIVERSE SIZE

3.8 million

UNIVERSE COVERAGE

Individuals aged 15 - 74

YEAR SURVEY STARTED

2005

ACTUAL POPULATION

5.5 million

DATA COLLECTION METHOD

100% online self completion

ANNUAL SAMPLE SIZE

Approx. 20,000/16,000

DATA RELEASE

Twice per year

FIELDWORK PERIOD

Continuous,

SAMPLING METHOD

Multi-stage probability sample (Cati recruitment to Cawi TGI)

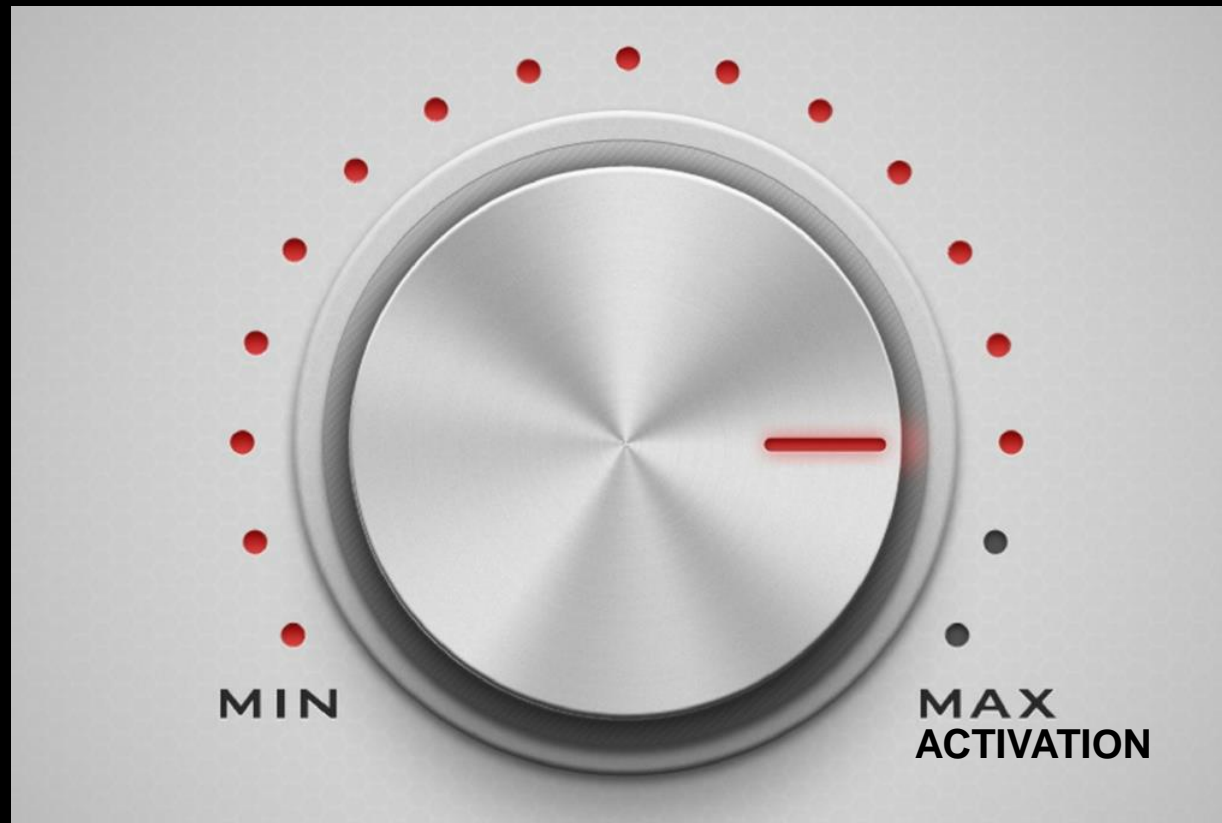
“We targeted too much, and we went too narrow...The bigger your brand, the more you need broad reach and less targeted media.”

Marc Pritchard, CMO P&G

Wall Street Journal, Aug. 17, 2016

Change the mix back!

From 20 % brand building, to 60 % brand building





SOARING COSTS: MANAGING CONSUMER AND MEDIA INFLATION



As prices rise across the globe, impacting consumer spend and advertising costs, data and insight are helping optimize campaign planning and make budgets go further



**DATA:
DRIVING AN EVOLUTION
IN MEDIA STRATEGY**

From post-cookie solutions to improvements in campaign planning, data is the media and advertising sector's fuel – and the way it's used is changing

Data activation in a post-cookie world

The view from the advertisers

In-housing data strategies

80%

of advertisers want their own in-house segmentations to enable media planning and activation

Investing in data

78%

of large businesses are planning to strengthen the data platforms they use to understand and segment consumers

Data quality

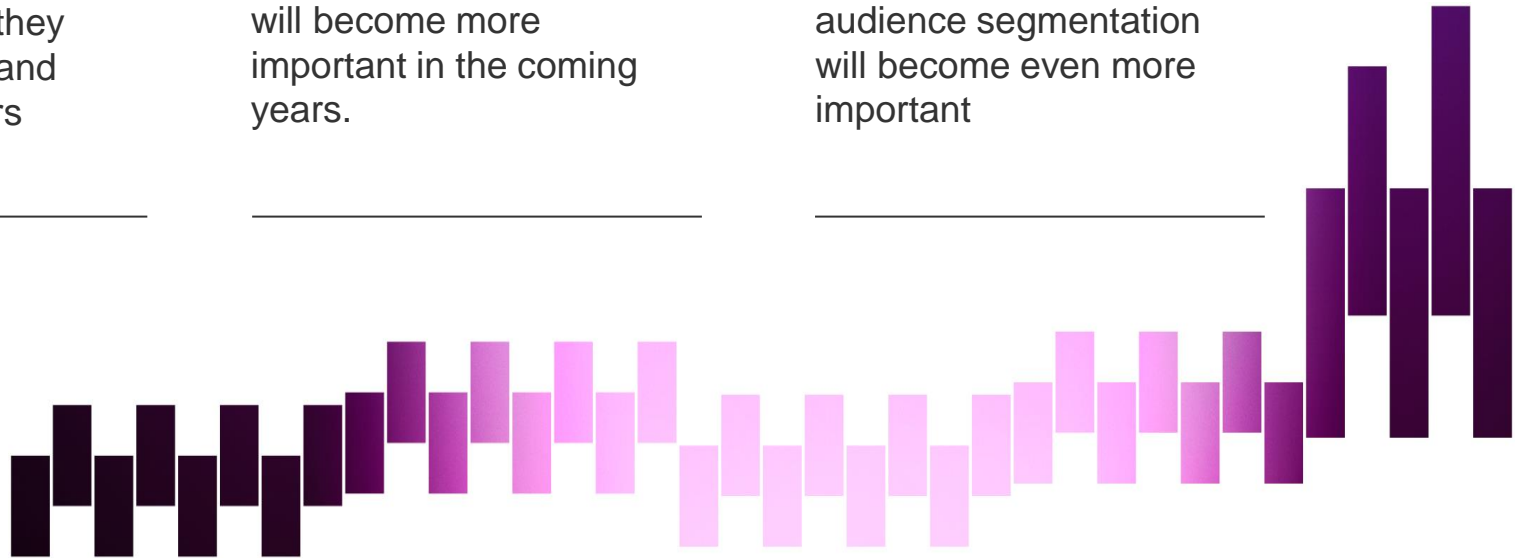
64%

of advertisers believe that data quality will become more important in the coming years.

Enriching data

54%

believe that integrating other data sources with audience segmentation will become even more important



HOW CAN WE HELP?

DISCOVER MORE WITH
**KANTAR'S KNOWLEDGE
AND INSIGHT**

**Reach and engage real-world
audience segments online**

TGI Audience Activation

We enable efficient digital targeting of offline-built consumer segments. Drawn from syndicated studies such as TGI, as well as custom studies from our access panels. We have 444 pre-built, privacy-safe audience segments in our New Unified Nordic Taxonomy across a wide variety of categories.

These are available for activation across a range of data management platforms (DMPs) and demand-side platforms (DSPs), to help make your digital advertising more addressable, personal and impactful.

And, we build bespoke target audiences.

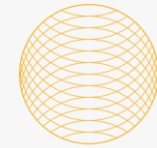


ACTIVATING TGI INSIGHT IN THE NORDICS



NDR

NORDIC DATA RESOURCES



IDFree.com

NEXT-GEN TARGETING

KANTAR MEDIA

IDFree.com

Next-Gen Privacy-Safe Targeting

- IDFree.com is a research & targeting tool, allowing our clients to advertise in sync with the brand critical data privacy
- IDFree.com embrace the ethical sourcing of data by offering 100% privacy-safe consumer lifestyle data
- *No creepy tracking through third-party cookies or online IDs*
- *No "work-around" with formal cookie consent*
- *No storing or selling of private data*
- Omnichannel activation with integration of publisher platforms through our industry-acknowledged partners
- IDFree.com enable marketers to safe & easy buy or build, validate, and activate unique, privacy-safe audiences
- Book a demo online





KANTAR MEDIA

The New Unified Nordic Taxonomy

444 audiences across 4 Nordic
markets

The Global Kantar Taxonomy (Video stills)

01



02



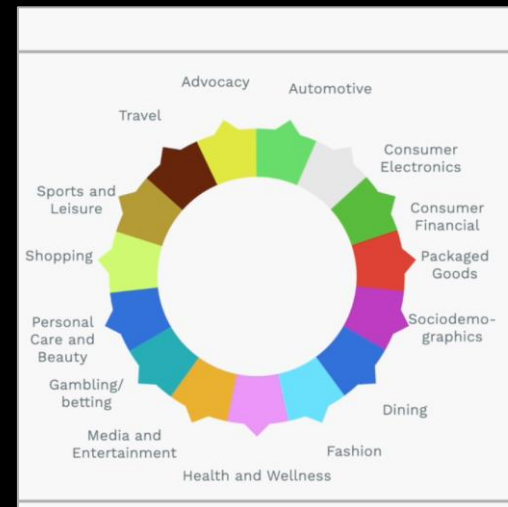
03



04



05



A new unified taxonomy with 444 audiences across the Nordics

16 major categories and 444 audiences

The Global Kantar Taxonomy

Matching our Nordic digital target groups across the region and aligning with the global taxonomy

Kantar Audiences provides 100s of audience segments covering key consumer categories to help make advertising more addressable, personal and impactful.

In the Nordics, we now have 444 common audiences



Automotive



Consumer Electronics



Consumer Financial



Demographics



Socio demographics



Dining



Health and Wellness



Fashion



Media & Entertainment



Personal Care



Political and Advocacy



Shopping



Sports



Telecommunications



Travel



Consumer Packaged Goods



Online Betting/Gaming

KANTAR MEDIA

Activating your custom
target groups for digital
media buying directly from
you local TGI

THE NEW FEATURE



A vibrant nightclub scene with people dancing and socializing under colorful lights. The background is filled with blurred figures of people in various outfits, including a woman in a purple dress and another in a blue sequined top. The lighting is a mix of blue, purple, and orange, creating a lively atmosphere. The text is overlaid in the center of the image.

Activate your TGI target groups
in all your digital media buying
through [IDFree.com](https://www.IDFree.com)

INSIGHTS APPLIED

Activating audiences built from Kantar TGI consumer insight in the Nordics (Denmark, Finland, Norway, Sweden) is now just a button click away.

One audience ecosystem for everyone!

01 BUILD WITH KANTAR TGI

Build your audiences from TGI consumer insight and push to KANTAR.IDFREE.COM (account is personal and will be provided).

02 APPROVE TGI AUDIENCE

Log in to your personal account and approve the audiences. They will be added in real-time and are ready to use without any delay.

03 ACTIVATE ON CHANNELS

From your account, make final approval of your audiences. Now, choose from a list of local media, social media, DSPs & other publishers and click **ACTIVATE**.



Benefits / product value



Omnichannel Targeting

Your target groups can be activated on all major platforms like Meta, Google, Snapchat, Xandr, Adform, The Trade Desk, BidTheatre etc.



Nothing lost in 'translation'

Your audiences are directly transferred from strategy and planning to the digital trading desk.



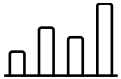
Future proof

Don't worry about your audience being affected of the next ITP change or if Google excludes anything - this is a future proof model



Speed

You can get your target group ready within minutes through a seamless-self service integration in your TGI platform.



Scalable Reach

Our model is built on a scalable methodology that gives you the sufficient reach. You can even adjust it to your campaign goals.



Ethical targeting

Your audiences will be created on privacy-by-design. Never touching any kind of PII or sensitive information.

ACTIVATE YOUR AUDIENCE RIGHT AWAY

Previously you had to wait for weeks for cookies to populate, sync with platforms.
We can make it ready while you grab a cup of coffee.



Your custom audiences are ready to push within 5 minutes

THIS IS HOW IT'S DONE STEP 1

01
**BUILD YOUR TARGET
GROUPS**

02
**PUSH TO
[KANTAR.IDFREE.COM](https://www.kantar.idfree.com)**

Undersøkelse Utforsker

Tittel: Forbruker_Media '22/2 - Q2(22) - MGI

Base... 18+ år

Gruppe: FELLES

Univers: 4 316,747 Utvalg: 12 283

Filter:

- Batch 1
 - Gamers
 - Self employed
 - Domestic business
 - International business
 - Early adopters
 - Eco, Fair & Local
 - Flexitarians
 - Attractiv

Klipp ut Ctrl+X

Kopier Ctrl+C

Lim inn Ctrl+V

Kopier Variabel som Aggregert...

Kopier til fil...

Lim Inn fra Fil...

Eksporter Variabel som TGT...

Importer Variabel som TGT...

Importer Variabel som verdier...

Eksporter Variabel til CSV...

Eksport av Målgruppe...

Målgruppeaktivering...

Eksporter Aktiv Målgruppe

Del Horisontalt

Del Vertikalt

Ikke sorter

Sorter Stigende

Sorter Fallende

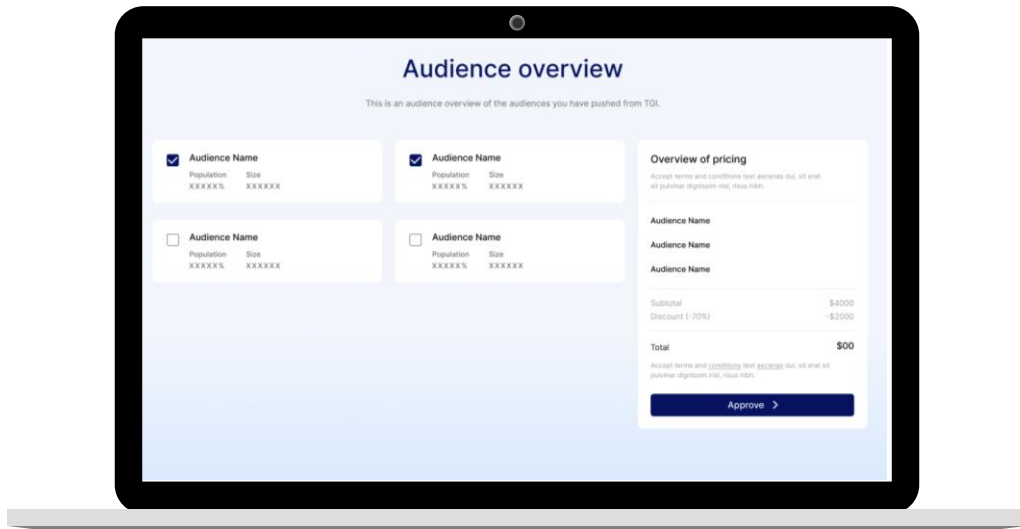
Vis Tomme Klasser

Finn i Undersøkelser...

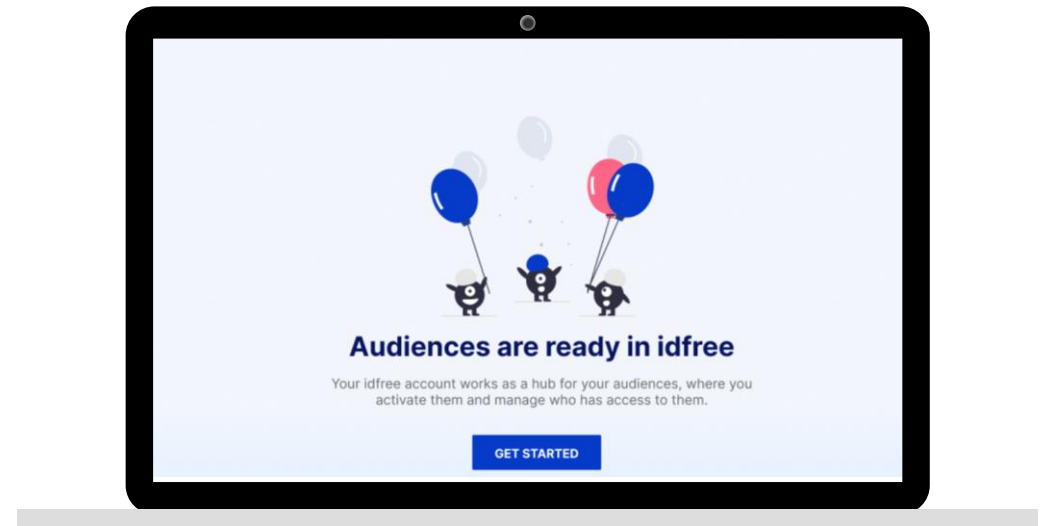
Mediebaserte Variabler for alle medier...

THIS IS HOW IT'S DONE: STEP 2

- Approve the TGI Build audiences and push them directly to your own personal IDFree account.

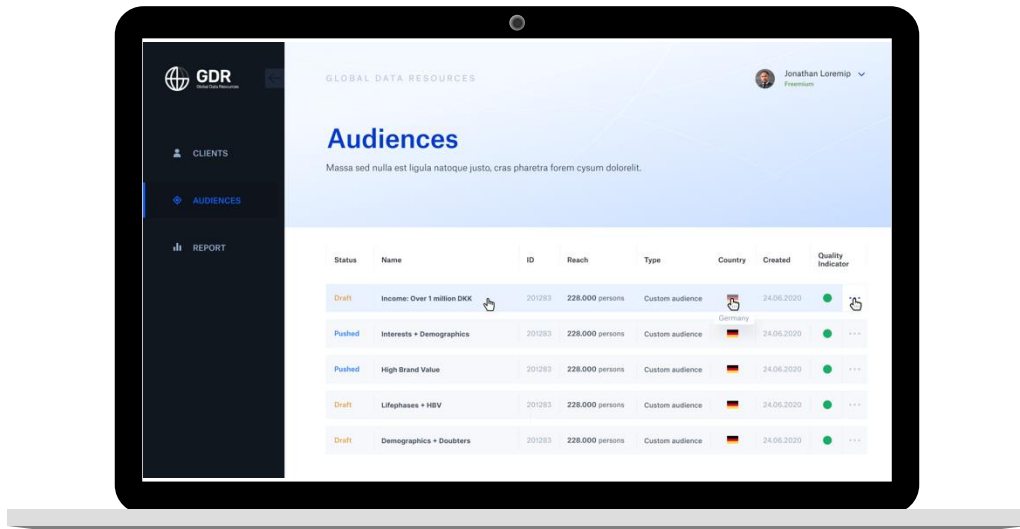


- Your audiences will be added real time. So, you are ready to use them without any delay.

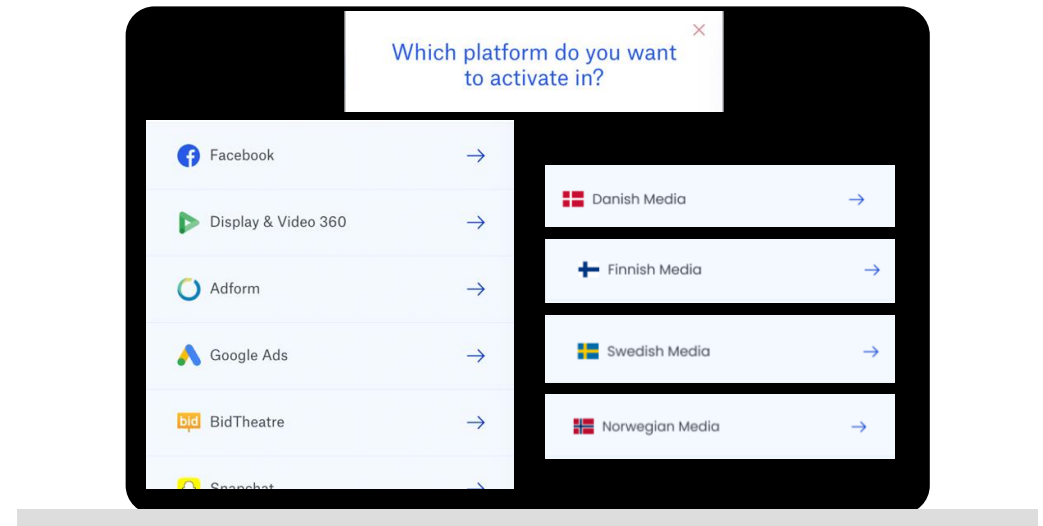


THIS IS HOW IT'S DONE: STEP 3

- View your audiences directly in the IDFree platform and choose which one to activate

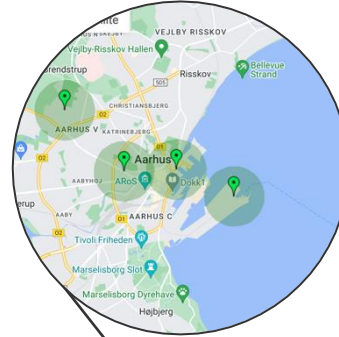


- Push to platform, local media etc.

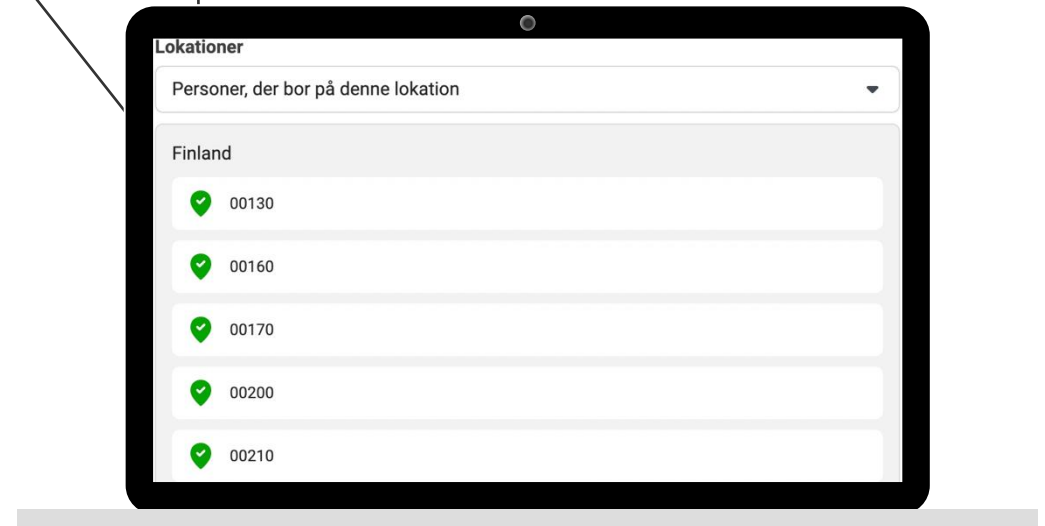
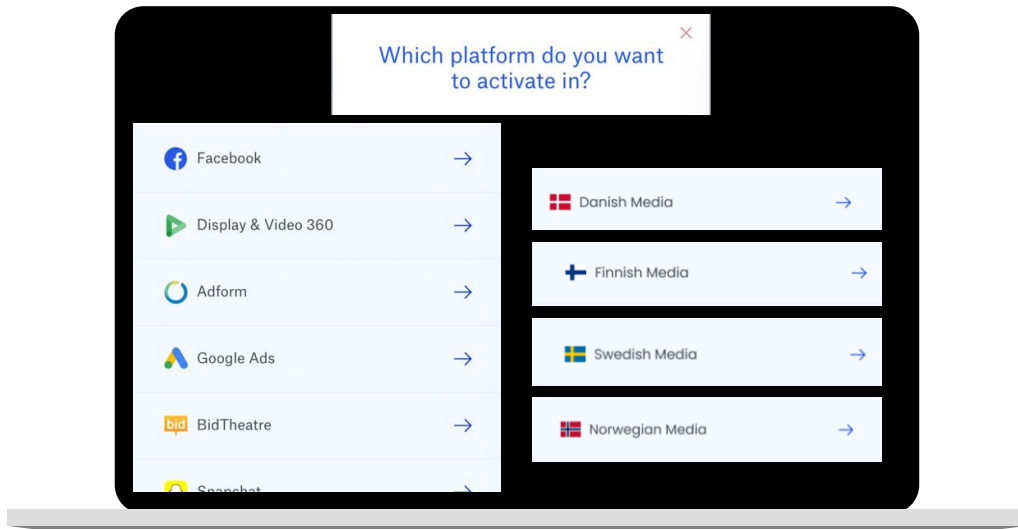


THIS IS HOW IT'S DONE: STEP 4

- Targeting the neighbourhoods with the highest density of your target group



- Proximity targeting by LL-coordinates or postal codes - dependent on platform possibilities and requirements

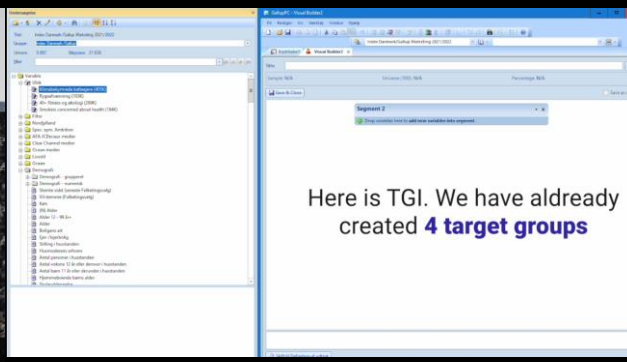


Workflow - Direct From Insights To Digital Activation Feature (Video stills)

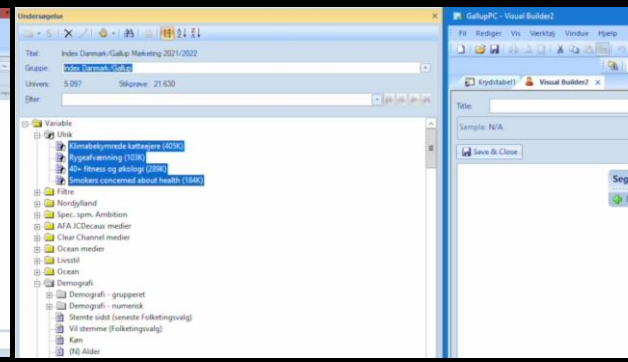
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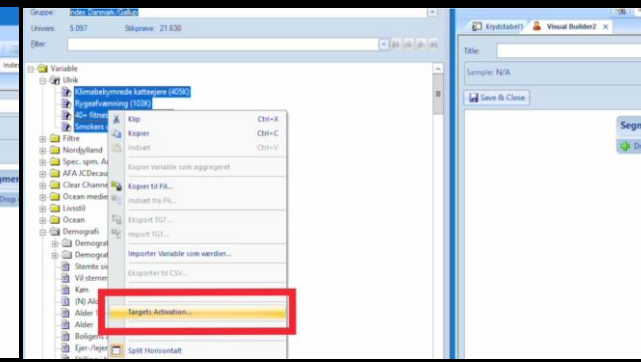
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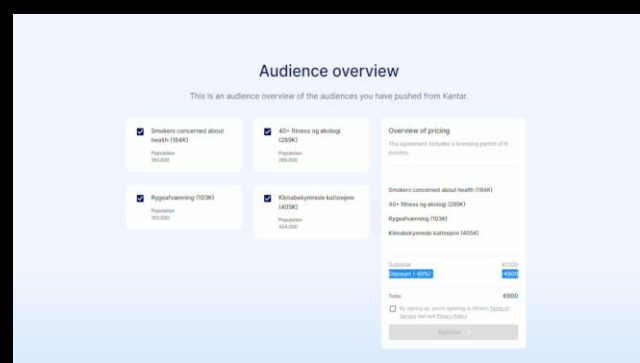
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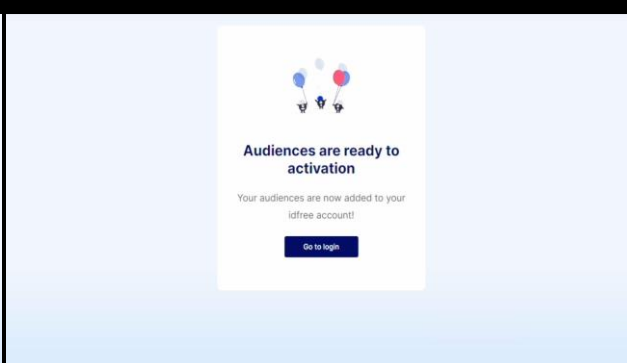
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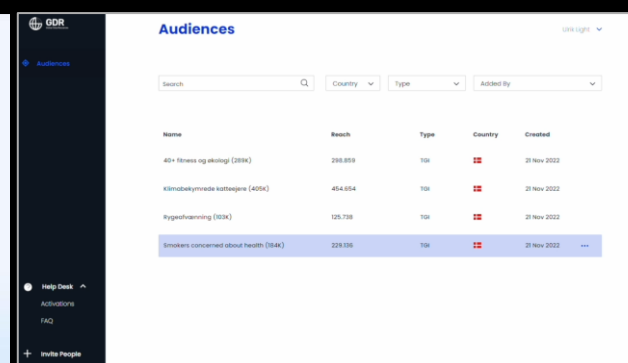
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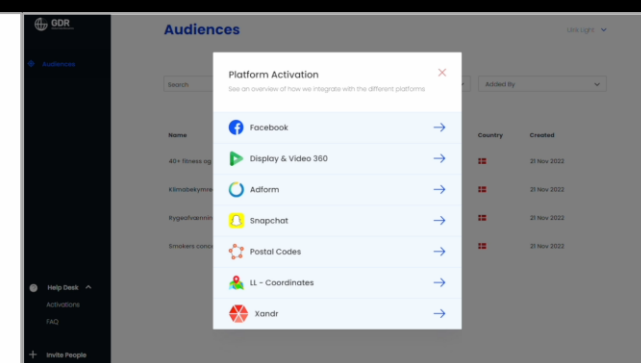
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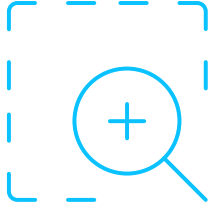
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08



Drive efficiency and consistency in your campaign planning and targeting

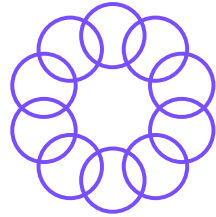


Define

Helping you find the right audiences within TGI Consumer Data.

Standard audiences

On-demand audiences



Connect

Helping you connect TGI Consumer Data into your first party data.

Audience match

Audience sync



Activate

Helping you use TGI Consumer Data by agreeing the right commercial approach for you.

Per campaign

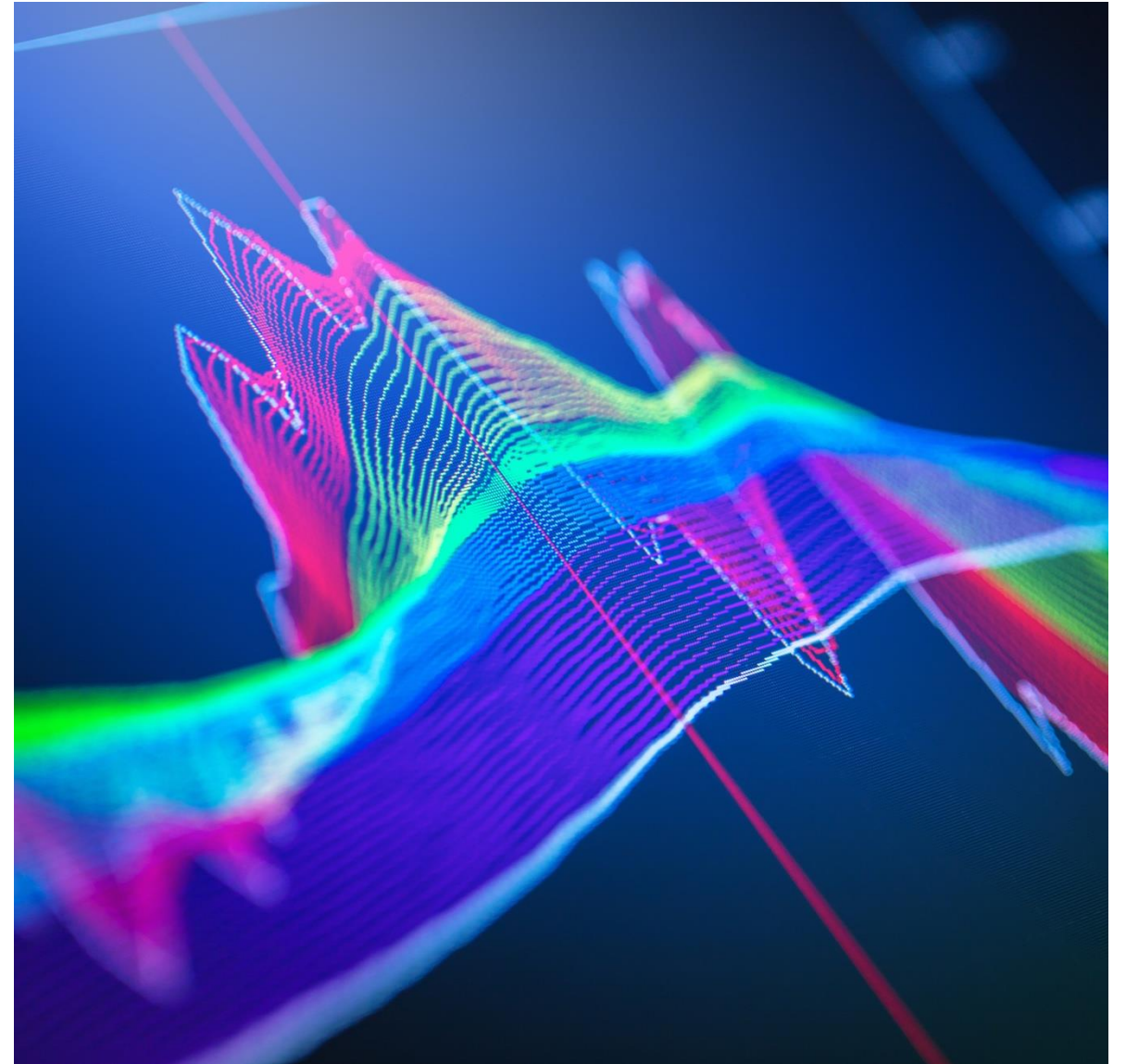
Unlimited usage

LAUNCH OF SERVICE

DIRECT FROM INSIGHTS TO DIGITAL ACTIVATION

Special Launch rates from now
and through Q1-2023

Please contact your Kantar and/or NDR
representatives



ACTIVATE YOUR AUDIENCE RIGHT AWAY

Previously you had to wait for weeks for cookies to populate, sync with platforms. We can make it ready while you grab a cup of coffee.

