

A man with dark curly hair, wearing a black and white striped t-shirt and khaki shorts, is riding a bicycle on a city street. He is looking back over his shoulder towards the camera. In the foreground, a yellow taxi is blurred, suggesting motion. The background shows a city street with parked cars and buildings.

KANTAR

**Make better, faster decisions
to grow your brand**

BRAND GUIDANCE

Today's Agenda

1. **Act and react quickly:** Brand Pulse – thin spine of core metrics from survey, social, search and digital exposure.
2. **Get more from your brand and budget:** Deep-dive modules when needed covering brand, media and creative challenges.
3. **Shape the future:** Advanced modelling and our analytics capabilities
4. **Cases**

We live in a complex, connected,
fast changing world

90%

of the world's data
produced in the
last 2 years



2.5 quintillion bytes of digital
data are created every day



4.3 million YouTube videos
viewed every minute



481,000 Tweets sent every minute

People

- More choice
- More to say
- More demanding

Brands

- More touchpoints
- More competition
- More pace
- More risks

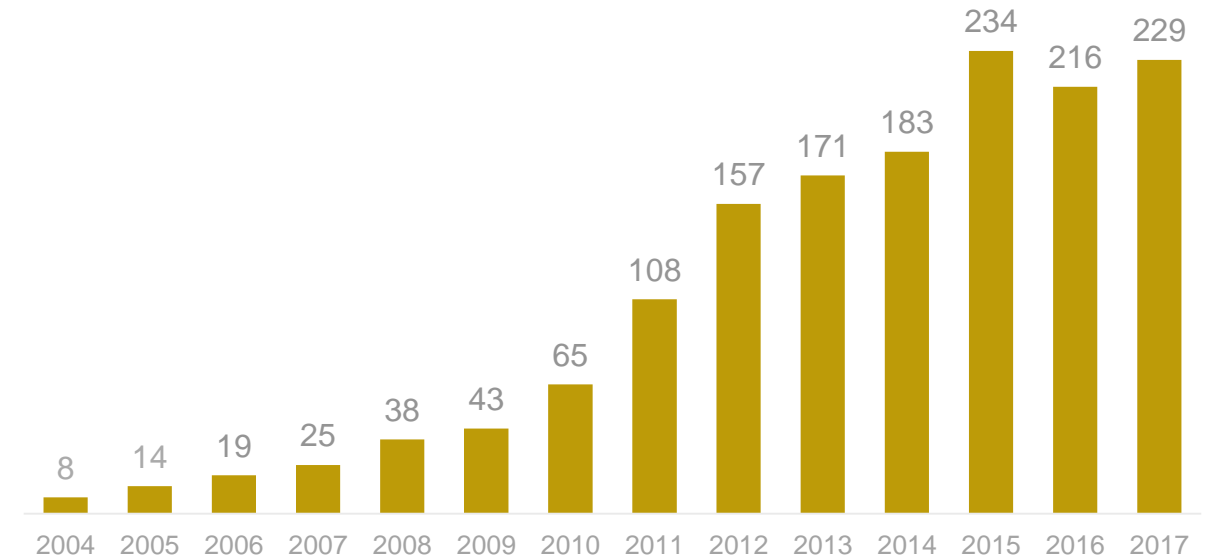
...and more
opportunities

Brands that do grow really add value

	Brand	Category	Brand value 2018 \$ million
1	Google	Technology	302,063
2	Apple	Technology	300,595
3	amazon	Retail	207,594
4	Microsoft	Technology	200,987
5	Tencent 腾讯	Technology	178,990

Apple ranks as the second most valuable brand

Worldwide revenue – billion US\$

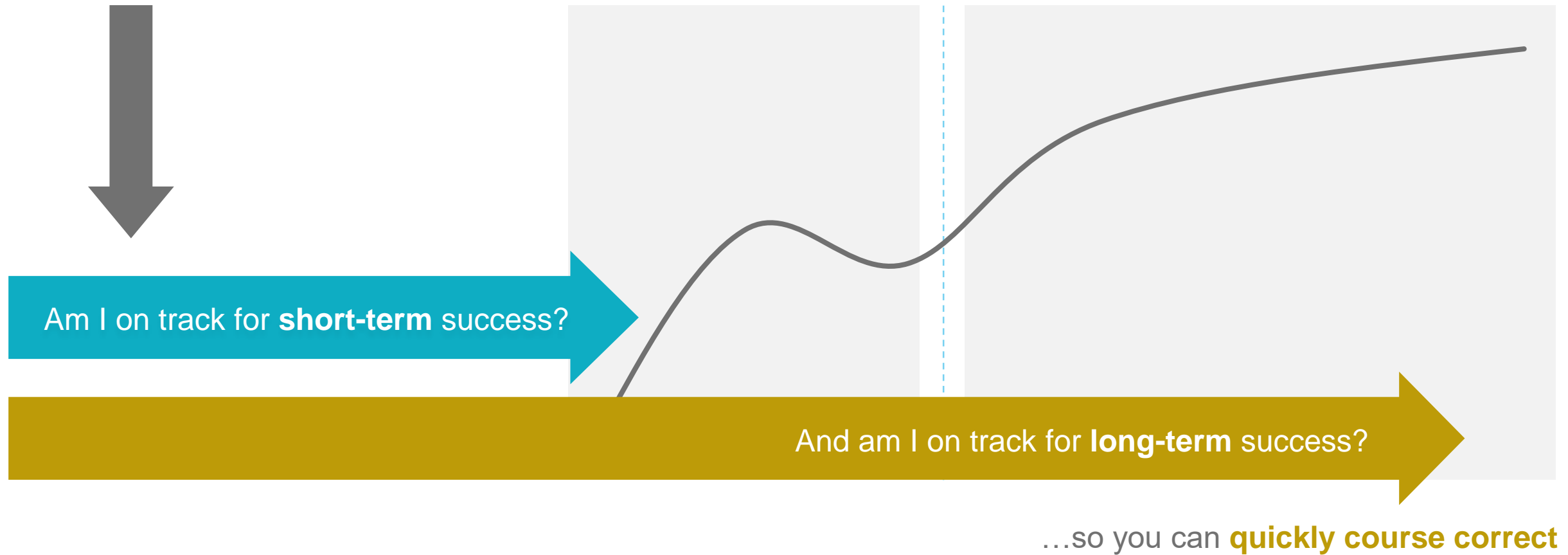


But fewer than one in ten brands grow in this connected world

Knowing how, when and where to act has never been more important, more urgent or more possible

You need to act and react at speed

You need the signals now....



But traditional trackers leave brands trailing behind



Little or no apparent relationship with **equity and sales**



Measures that don't move and aren't forward looking enough



Expensive programmes which **don't meet business needs**



Poor quality data from rigid boring, long questionnaires



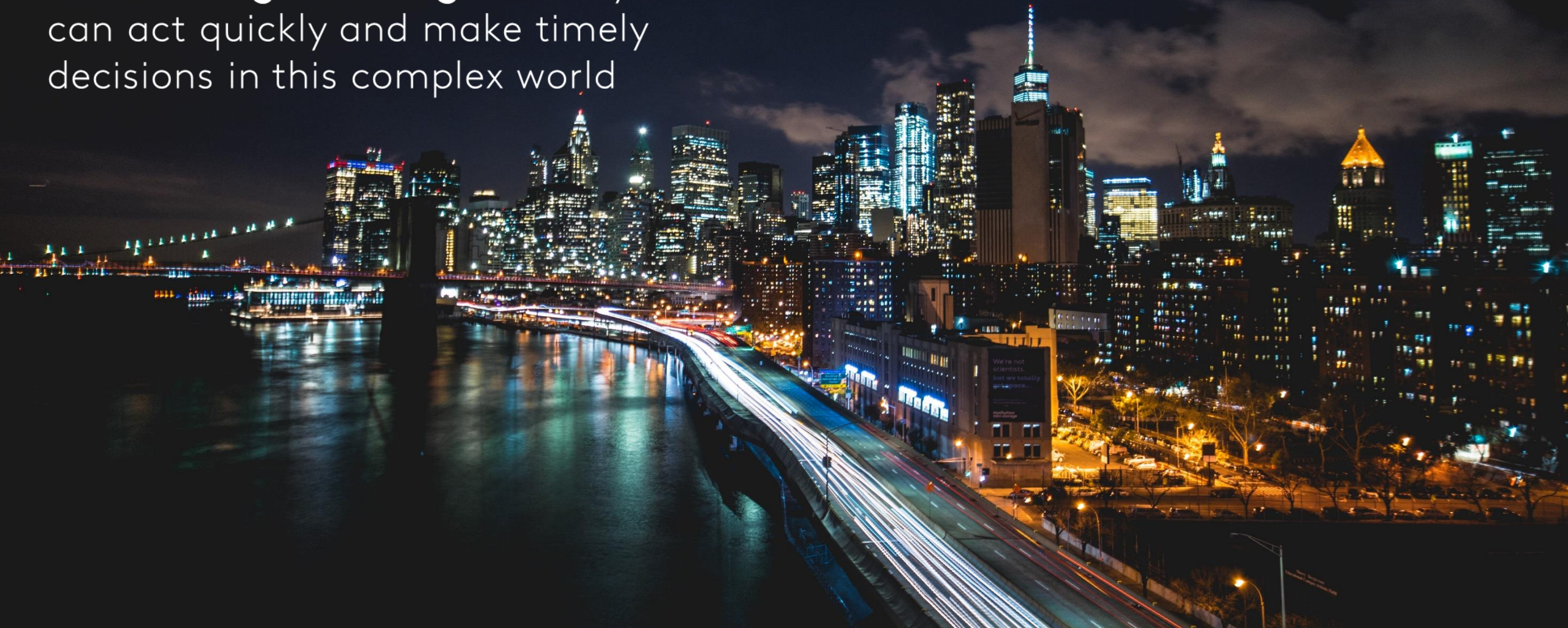
No connection with other sources of insight (e.g. social, sales)



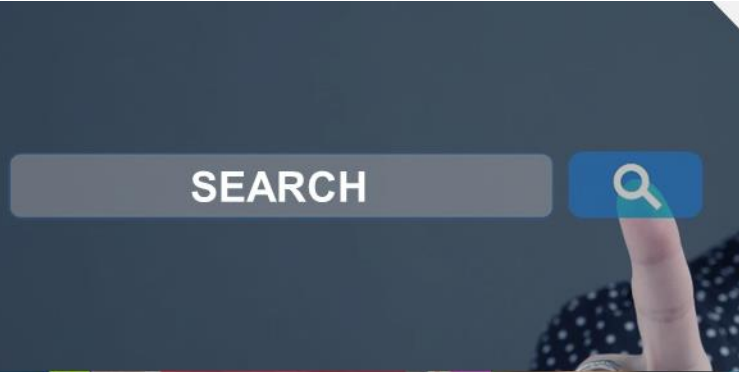
Too slow and inflexible to meet the needs of business today

The solution

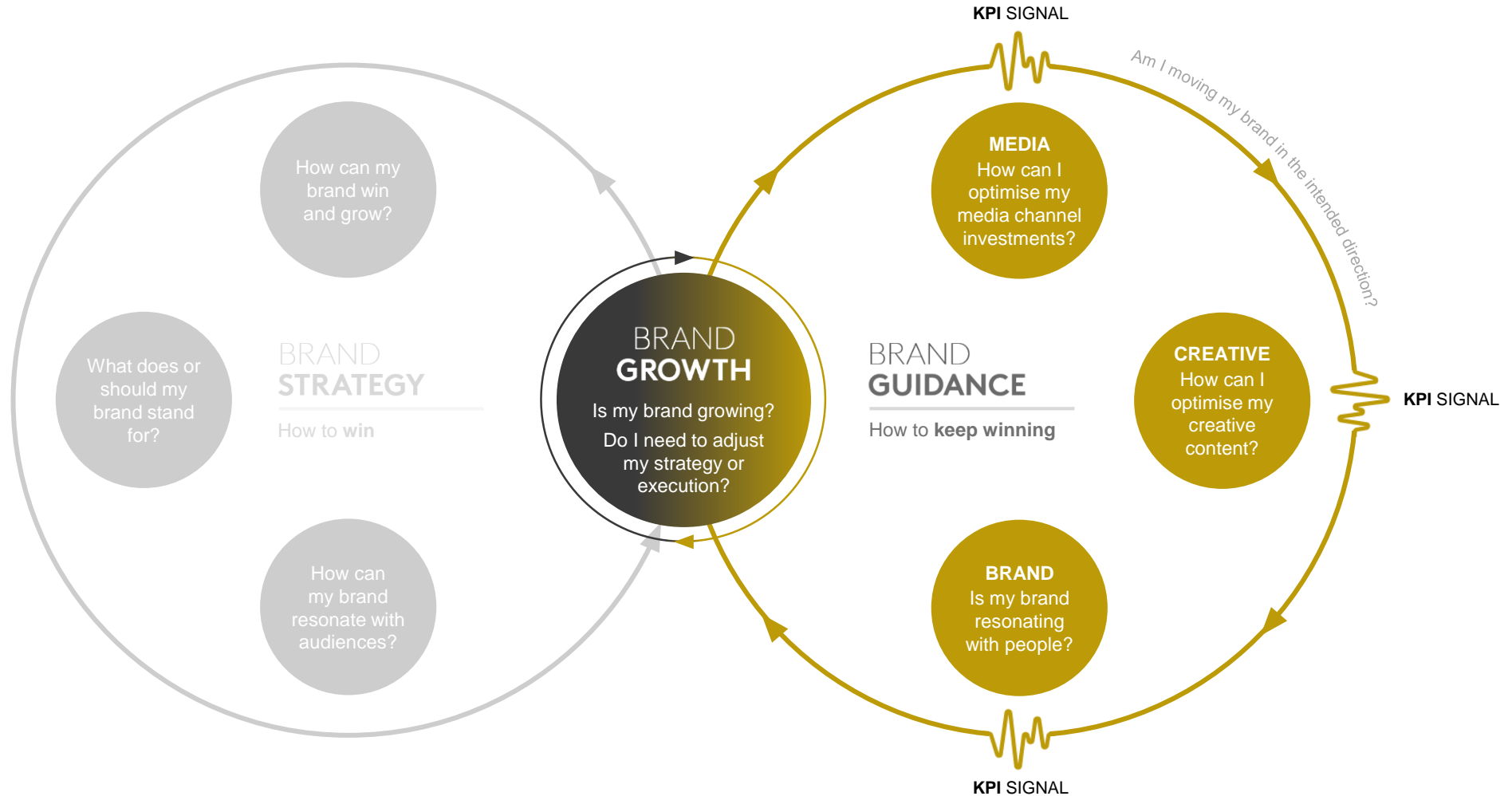
You need **agile intelligence** so you
can act quickly and make timely
decisions in this complex world



We live in a world full of data to inform decision making



You need an agile, integrated framework to help define, build and manage your brand



Underpinned by an extensively validated brand equity system



Meaningful

Foundation-
meets needs
and liked



Different

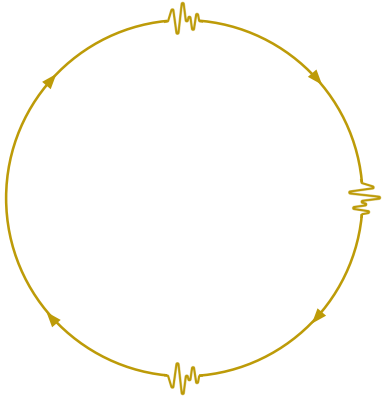
Competitive
edge – unique
and sets trends



Salient

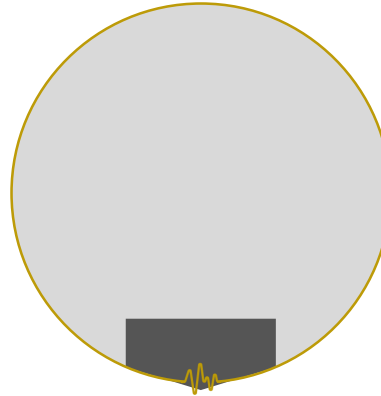
Main growth lever- speed
to mind in relation to
purchase occasion

And a growth focused system to guide your brand



1. Act and react quickly

Always-on signals about your brand and campaign performance



2. Get more from your brand and budget

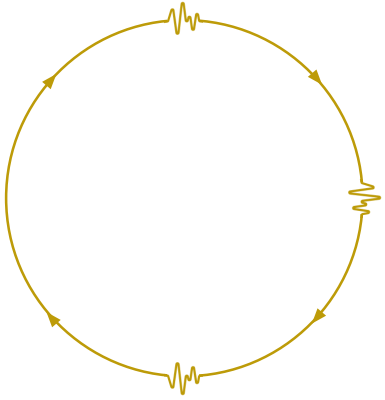
Diagnostic insight into the latest consumer sentiment and how people are engaging with your activities



3. Shape the future

Harnessing market and consumer data to uncover opportunities for growth

And a growth focused system to guide your brand



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Always-on signals about your brand and campaign performance



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Harnessing market and consumer data to uncover opportunities for growth

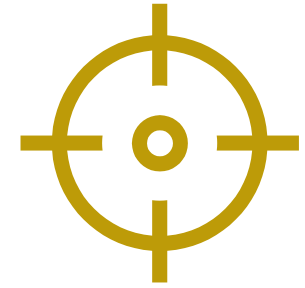
Act and react quickly: an agile 'spine' measuring the KPI's you need



Brand Pulse provides **real-time brand and campaign measurement**, so you can quickly identify opportunities for course correction to optimise your marketing investments.



A streamlined approach to brand guidance that integrates readily available 'big data' with **responsive, growth-linked** survey measures in an compelling, **interactive dashboard**.



Alerts and advanced analytics highlight critical information to provide the insights you need to grow your brand, when you need them.

We integrate multiple data sources for fast, affordable, intelligent feedback



Survey: Short, mobile friendly target audience surveys

A seven minute survey with the measures that move so you can course correct



Actionable measures

Early indicators of
KPI changes



Validated metrics

Validated, responsive
metrics linked to growth



Mobile friendly

Reach people in situ for
representative data



Speed and quality

Fast insight and better
quality from short surveys
and automation



Cost effective

Redirect investment on timely
modules for topical issues



Flexible

Include custom KPIs as well as
core fast moving measures

Social and search: A great indicator a brand's mental availability

Mental availability relies on two things...

1. Being generally **famous**

Making your brand prominent in people's minds

2. Having **relevant associations** with category needs and occasions

Ensuring your brand is easily triggered in buying situations

Social and search provide a good indication of both...

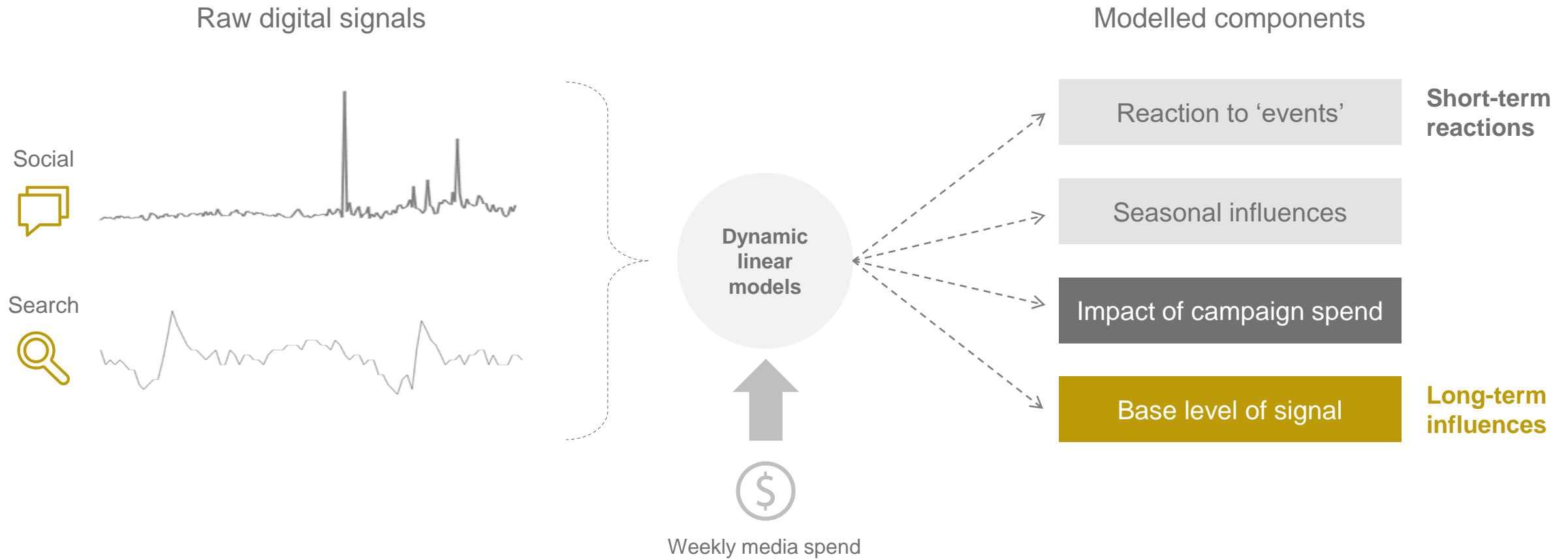


Levels of social conversation about a brand are a good indicator of how well known it is, and how prominent it is in day to day life



The number of searches for a brand indicates how often the brand is a relevant answer to the need that stimulated the search

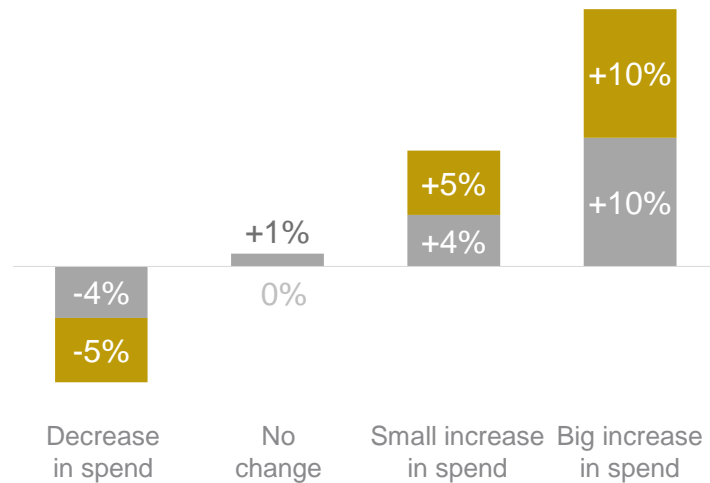
Social and search: Advanced modelling approaches identify short-term reactions and long-term influences



Social and search: Providing early warning signals proven to...

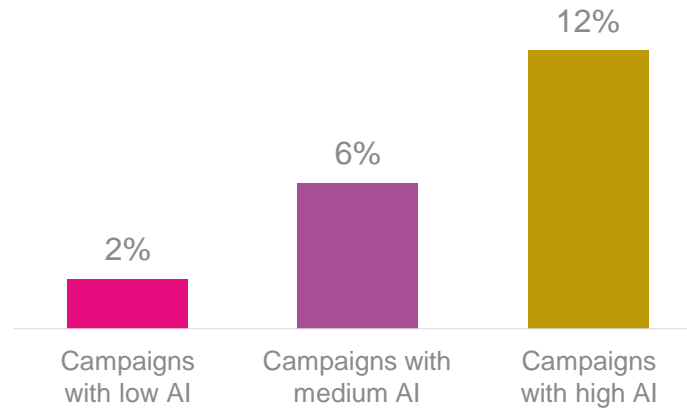
be responsive to changes
in **media spend**

% increase in **search volume**
and **social conversation**



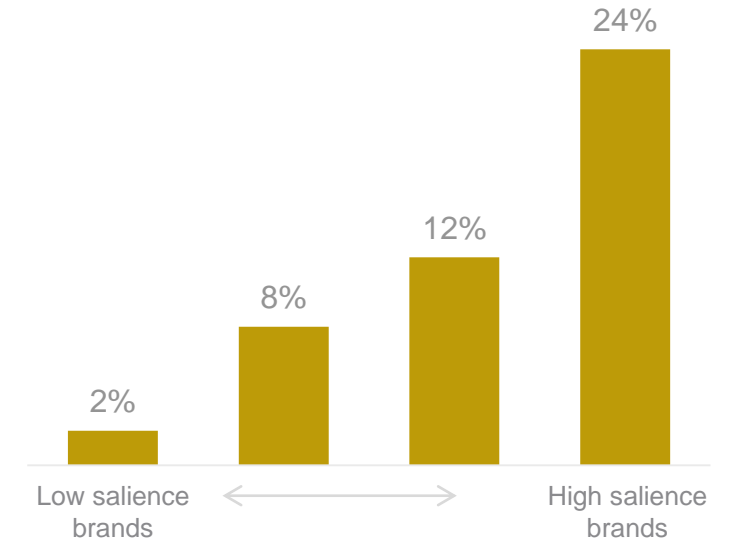
provide a measure
of **creative quality**

Efficiency of impact
on social buzz



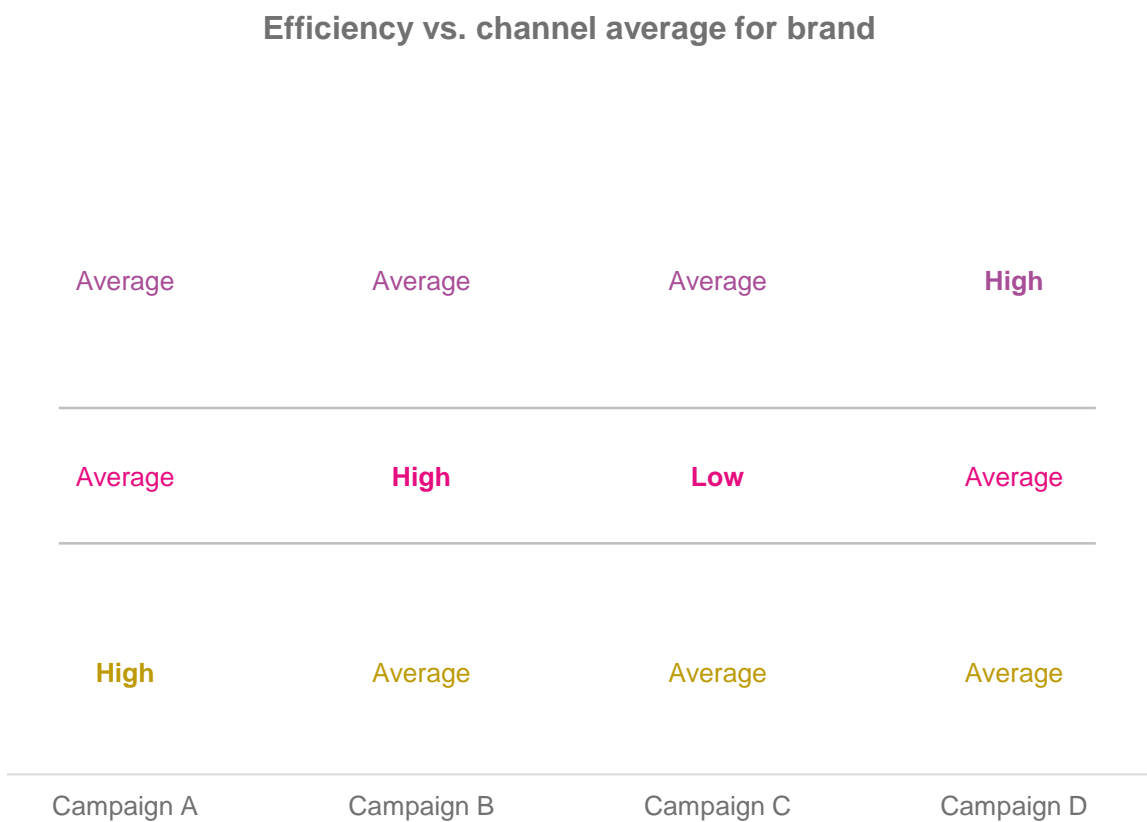
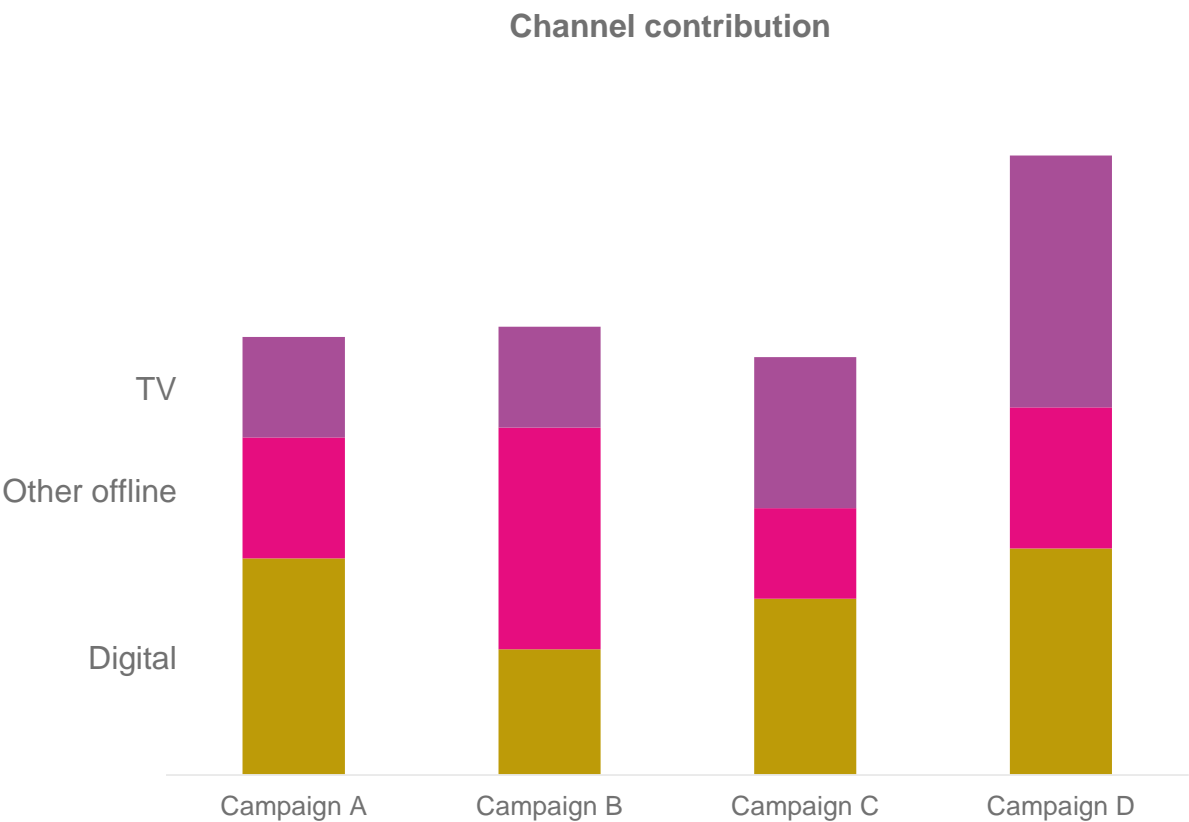
provide a good reflection
of **brand salience**

Share of
category search



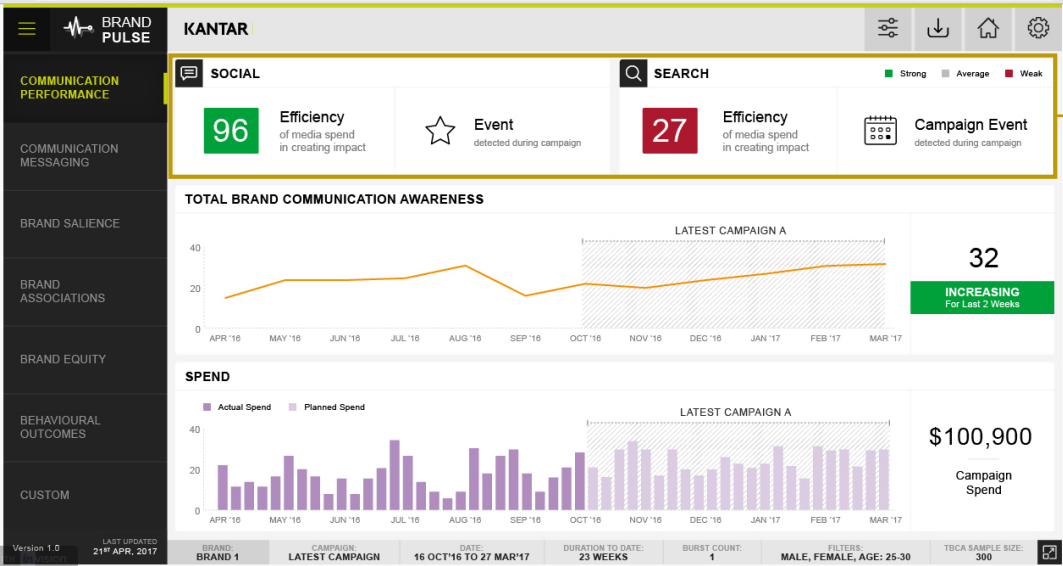
Social and search: Evaluating channel contribution

Are my campaign investments effectively supporting my brand's performance?



Social and search: And benchmarking your campaigns against others

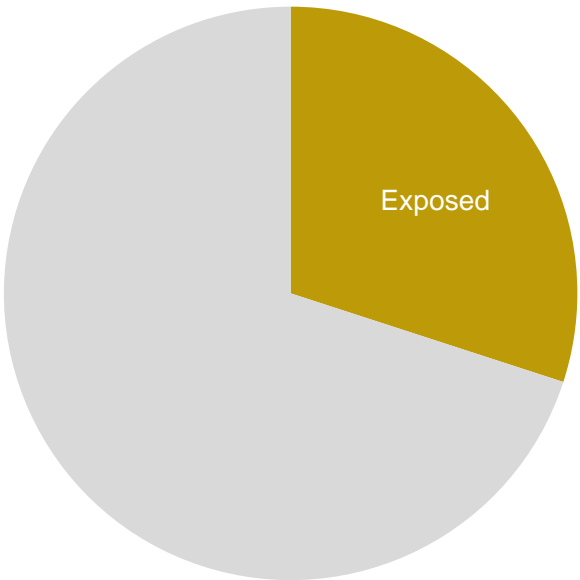
How strong is my campaign relative to others?



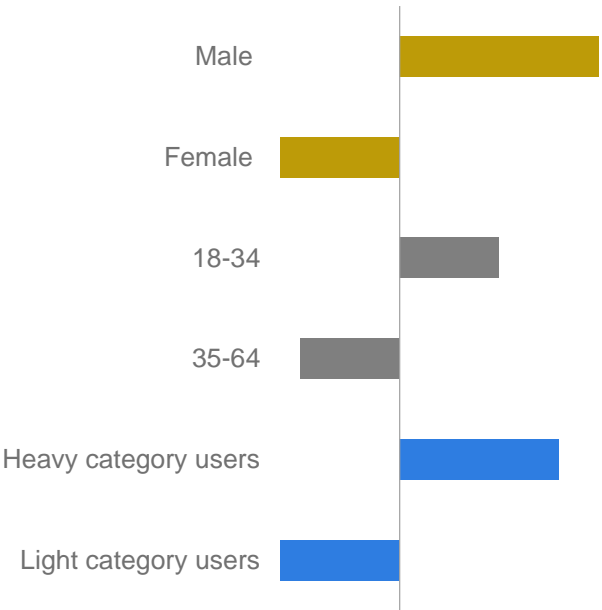
New campaign efficiency index, plus competitive context

Digital exposure: Delivering deep audience profiles, and a more precise understanding of brand impact

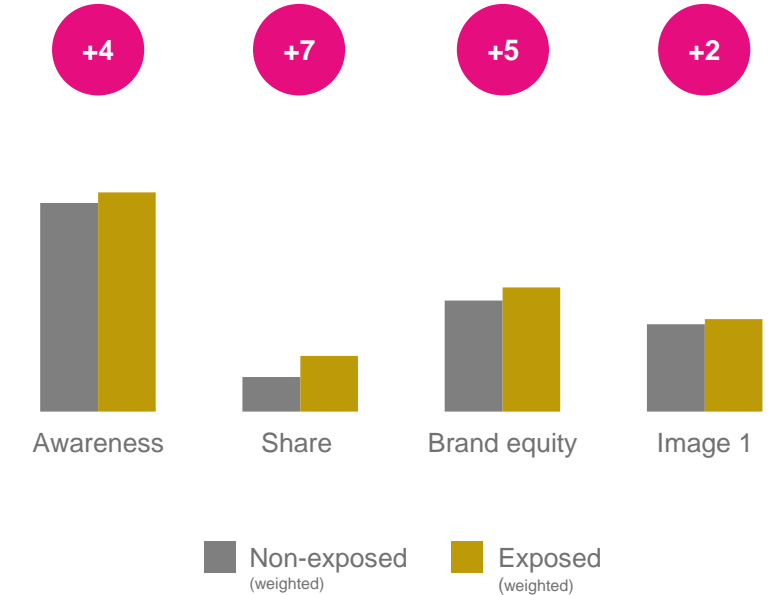
1. Incidence of people within tracking respondents exposed to brand communication



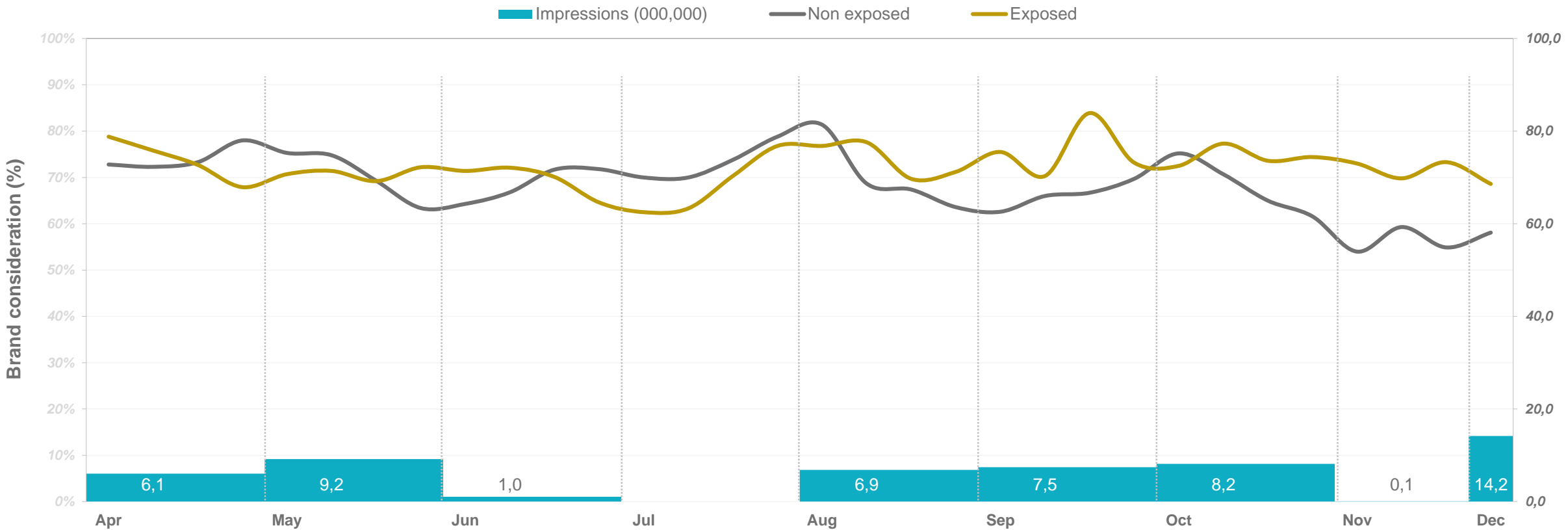
2. Profile of those exposed to brand communication



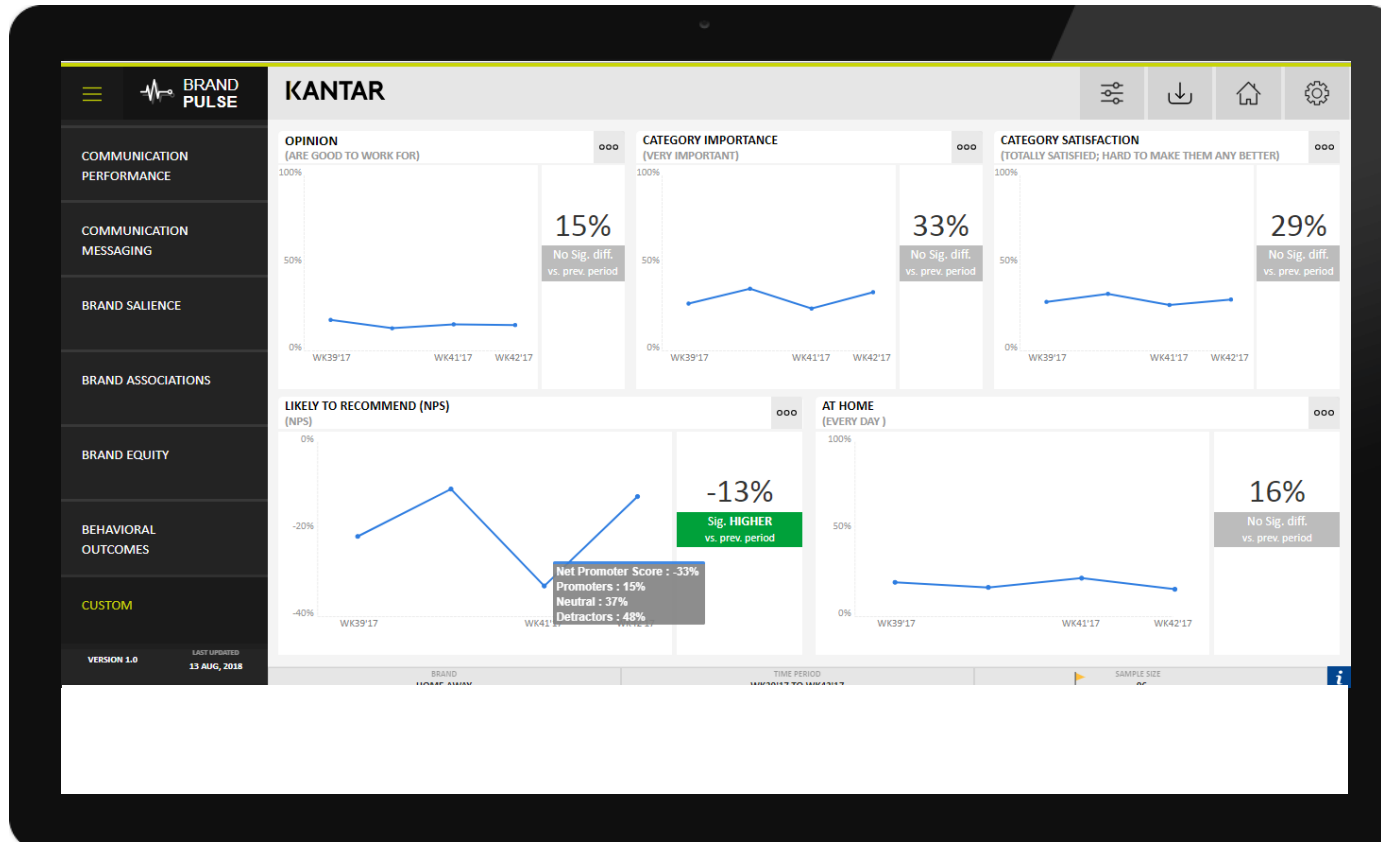
3. Impact on brand KPIs (based on comparisons of those exposed versus those not exposed)



Digital exposure: And monitoring ongoing progress to assess how digital advertising builds your brand over time



Brand Pulse: Available in an integrated dashboard with 'alerts' for fast action



A great response from the client



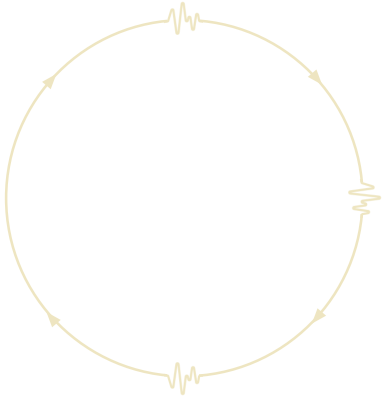
..a slick dashboard...

...it feels like we're getting more different things but it's still one programme so we don't have to worry about the moving parts...

...it will help the team know what matters.

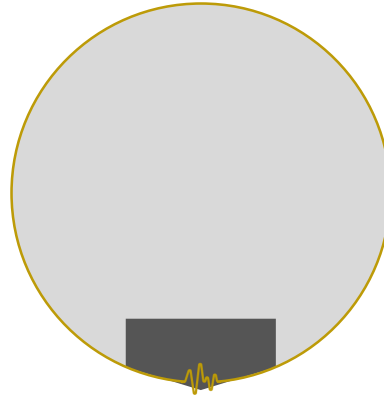
Beverage client

The foundations of a growth focused brand guidance system



1. Act and react quickly

Always-on signals about your brand and campaign performance



2. Get more from your brand and budget

Diagnostic insight into the latest consumer sentiment and how people are engaging with your activities



3. Shape the future

Harnessing market and consumer data to uncover opportunities for growth

With alerts to identify a range of issues you need to quickly respond to

Brand growth is slow. I need to understand which moments offer the best opportunities

I need to understand the effectiveness of different media for my new campaign

I'm launching a digital campaign and want to optimise it for maximum impact

I'm concerned my brand positioning is no longer aligned with my strategy

My brands share is declining and want to know if this is linked to emotional connection

My brand equity is declining and I need to understand why

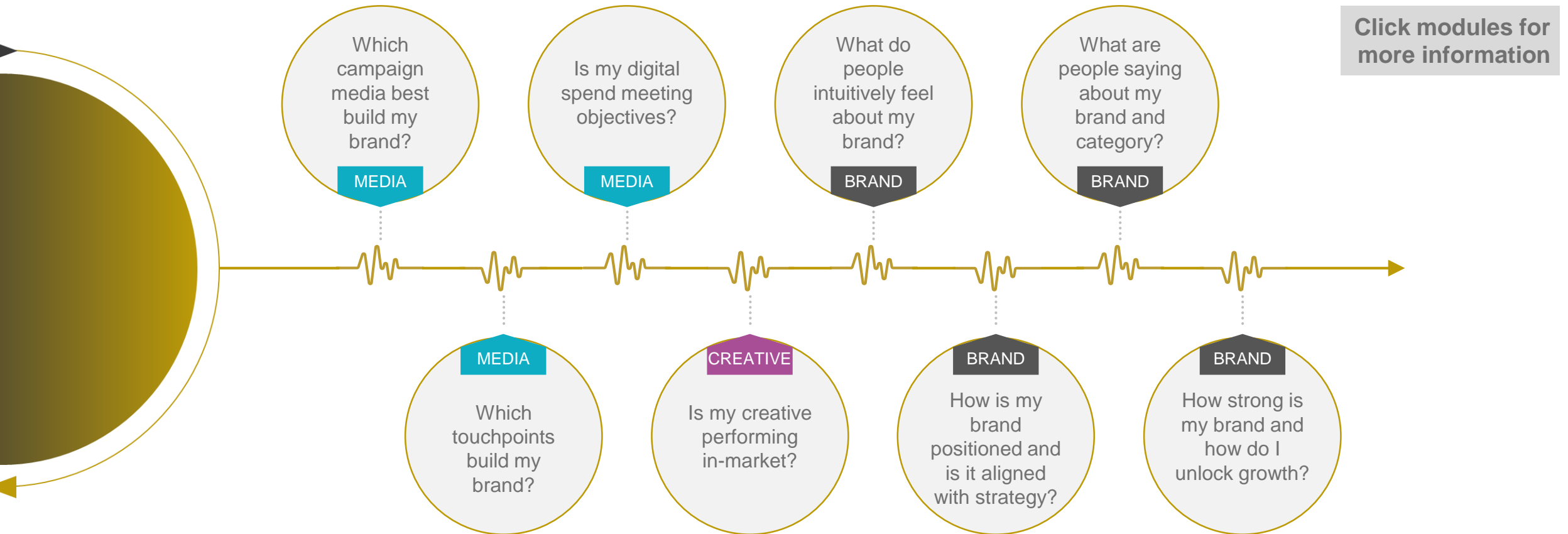
I want to use my brands' instinctive emotional assets to optimise my communications

I'm changing my strategy and need to understand my intuitive brand associations

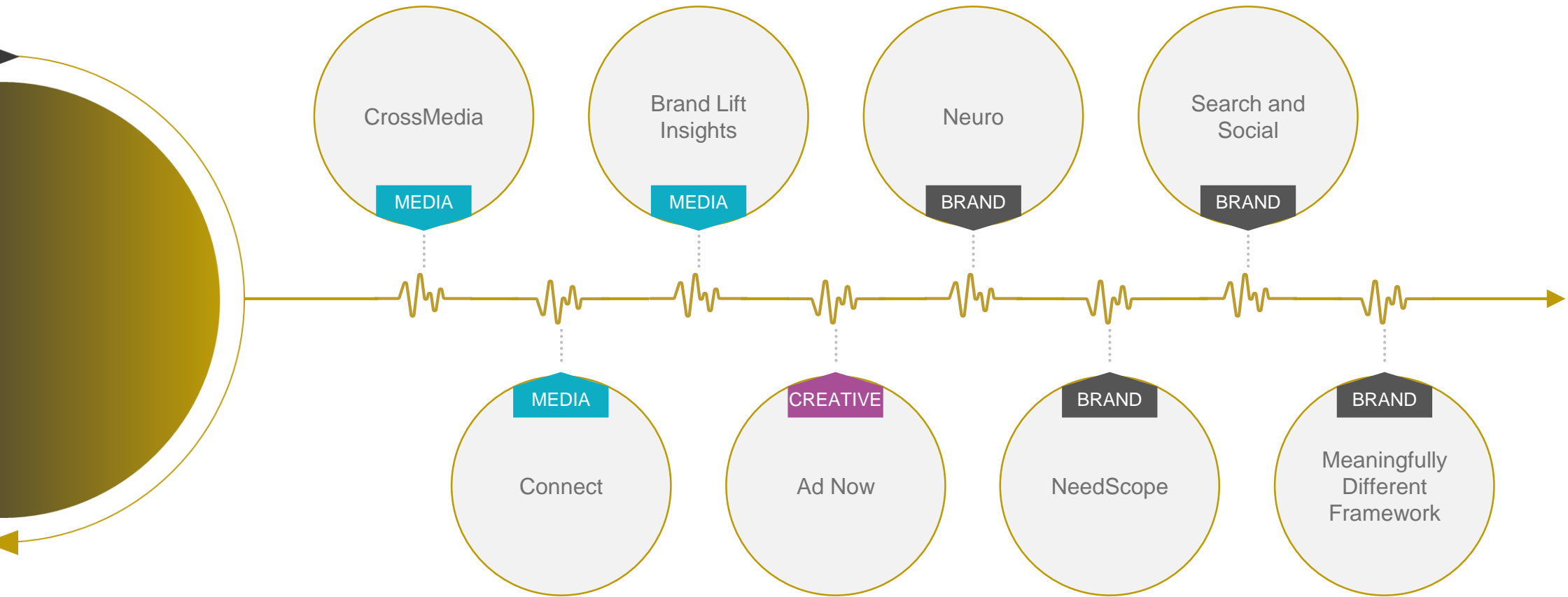
I need to know why changes in saliency are not translating into sales

To reach consumers more effectively I need to know which brand assets will perform best in specific channels

And the flexibility to uncover the deep insight you need to optimise brand activation



Our range of modules help you to optimise specific brand levers



Deep-dive modules

Keeping track of your media performance

Which campaign media best build my brand?

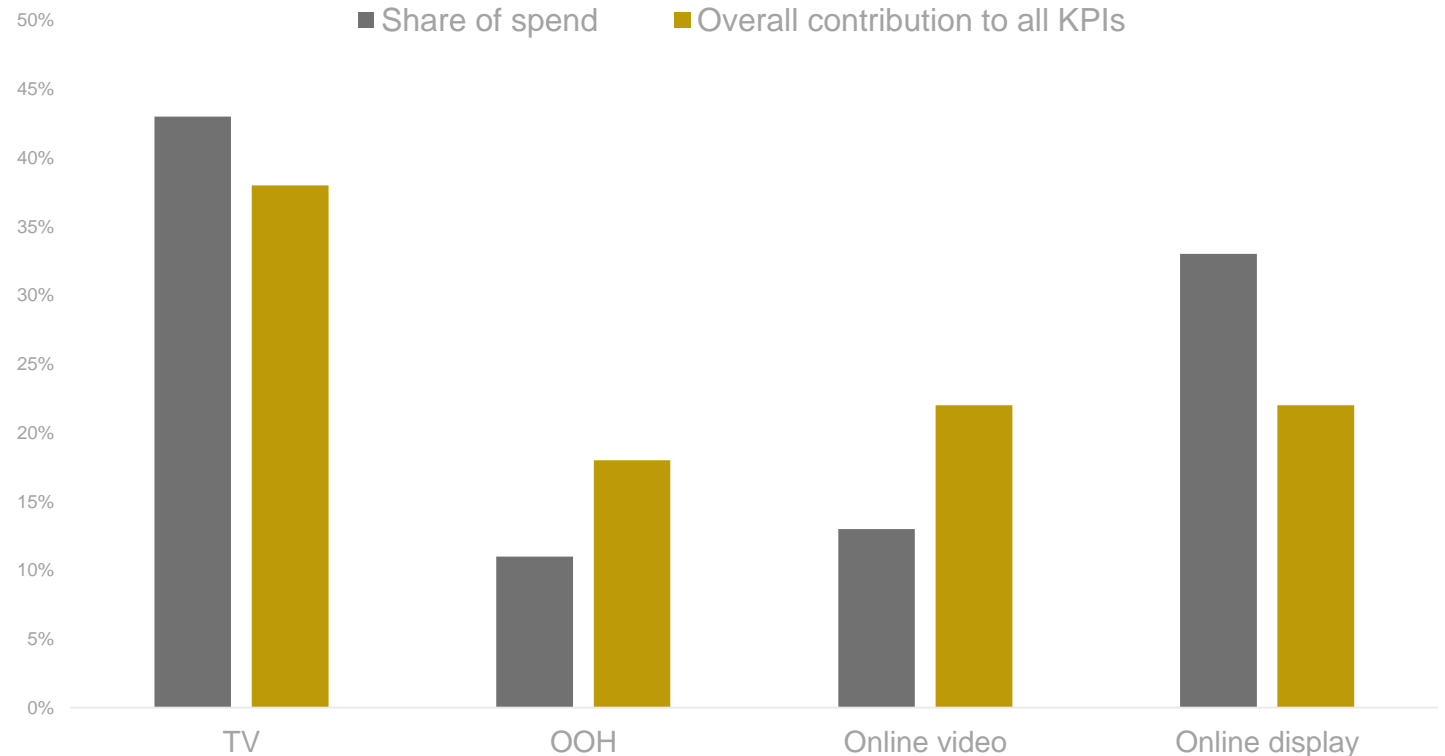
CrossMedia evaluates multi-channel campaigns by isolating the impact of each channel on brand success.

In tracking it provides a cost-effective way to understand campaign impact and channel effects against customised KPIs and shows how campaigns work to build stronger brands.

This agile module can be switched on quickly, for fast feedback and provides an efficient use of the tracking sample.

BACK

Share of spend vs. KPI contribution



Keeping track of your touchpoint performance

Which touchpoints build my brand?

Connect in tracking allows you to monitor your performance on key touchpoints. It helps you optimise ROI on your marketing spend and drive growth on an ongoing basis.

It helps you:

- Reduce the complexity of the touchpoint landscape; do fewer things excellently
- Identify threats and challenges against competitors
- Improve and track your touchpoint performance
- Optimise your touchpoint investments

BACK

■ Current performance ■ Previous wave

Top 5 touchpoints



TV ad



Social media



POS display



Billboard



Online banner ad

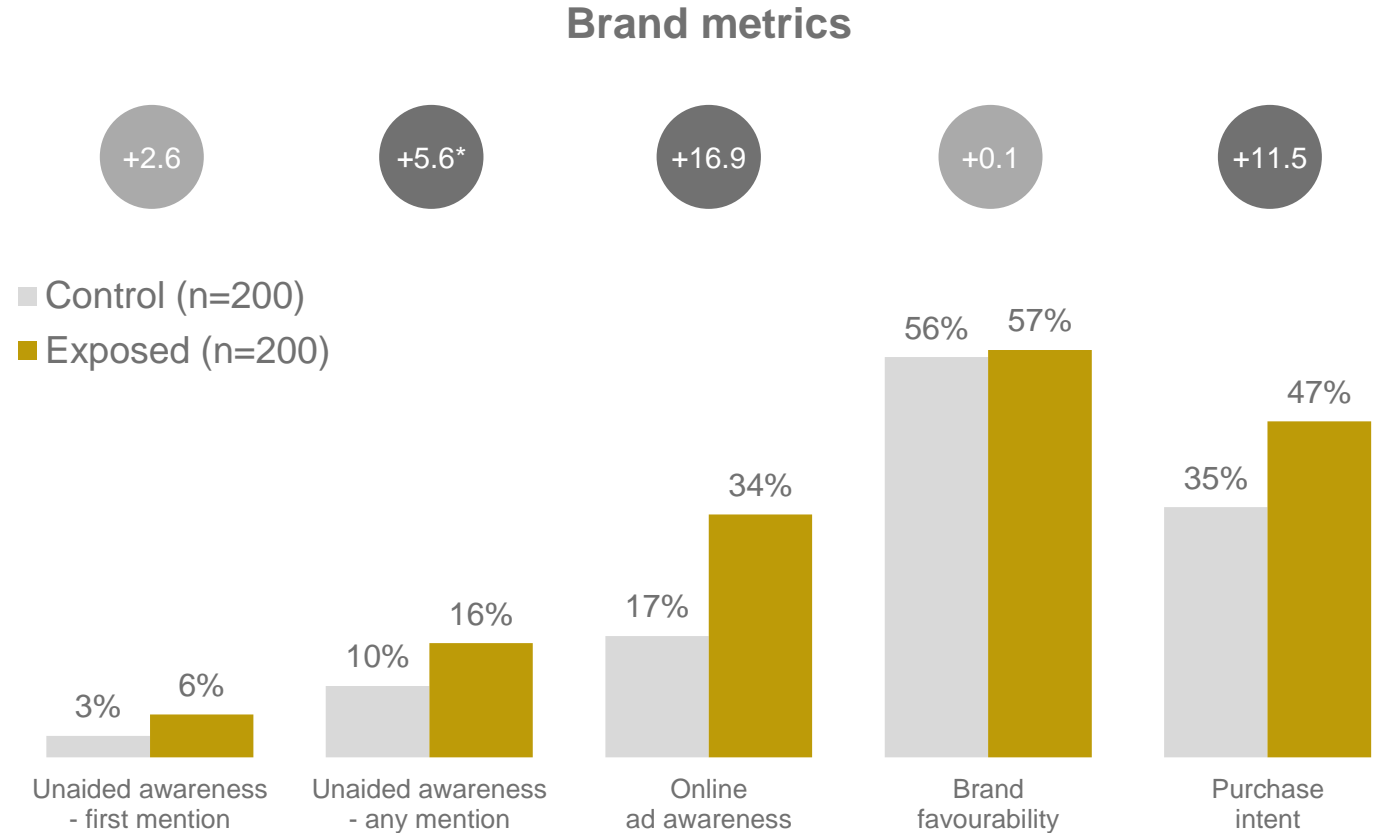


Build your brand with better digital advertising

Is my digital spend meeting objectives?

Brand Lift Insights measures campaign impact, analyses performance, highlights what's working and shows how to optimise return on investment for current and future campaigns. It shows:

- Which sites, creative formats, themes or frequency have most brand impact
- How to optimise ROI for current and future campaigns
- How your campaigns benchmark against the world's largest database
- How well your digital and mobile media spend is delivering long-term brand objectives



BACK

Tracking real emotions and brands' 'instant meaning'

Understanding **System 1** responses to brands, ads, concepts, logos, products and packs

Intuitive Associations

Identify the **ideas and feelings intuitively associated with a brand** and its competitors.

Evaluate where the brand is meeting its strategic goals, where it may be falling short and where the opportunities lie.

Emotional Priming

Assess the **valence and strength of the implicit emotional connection** consumers have with a brand and its competitors.

Determine if **emotion is important** in the category and/or whether one or several brands have an advantage.

Respondent-level results can feed into higher order analyses investigating category drivers and identifying brand opportunities.

Brand Imprint

It is important that a brand **comes easily to mind and has various assets which can cue the brand to consumers** at key decision points.

Brand Imprint identifies a brand's strongest assets and those with potential (with greater exposure) to supplement the portfolio.

Once identified, assets can be tracked in-market to evaluate how their use affects brand equity.

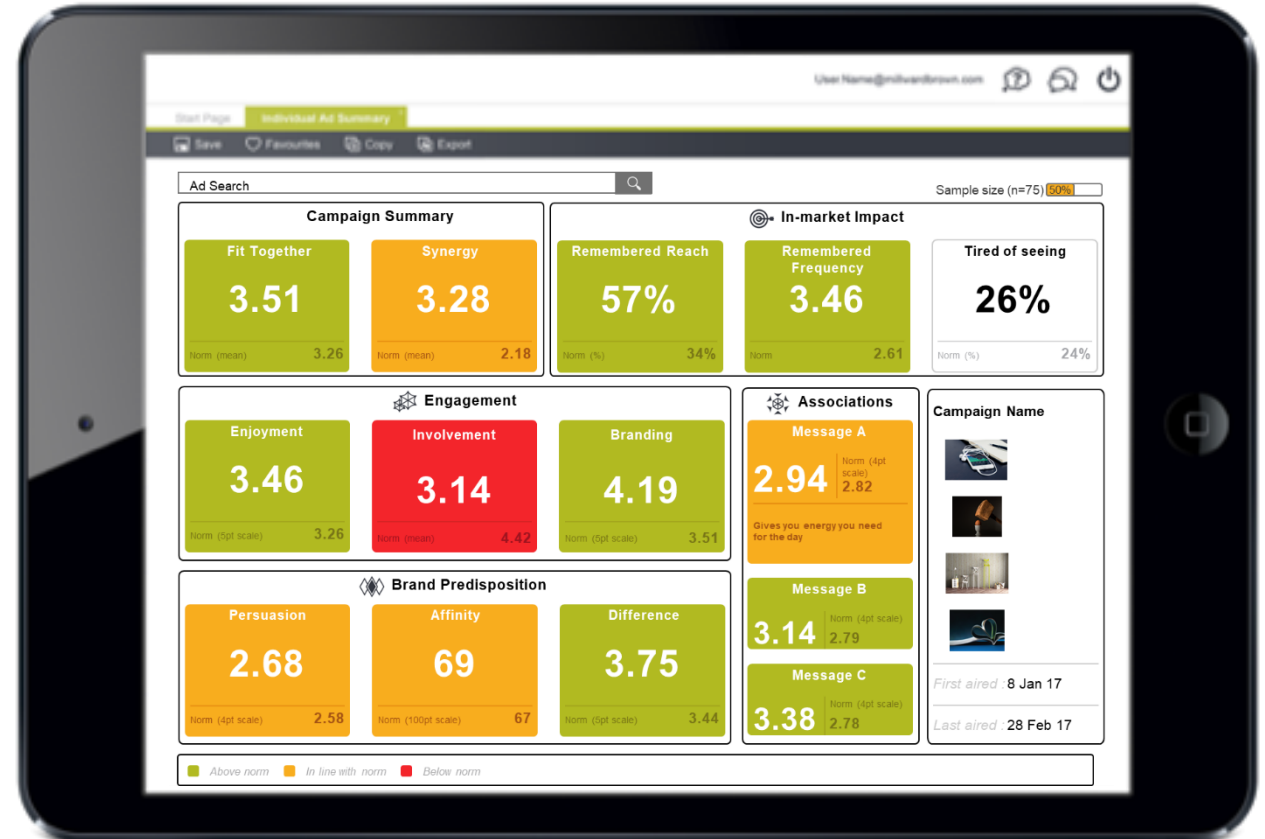
BACK

Make fast, smart campaign investment decisions

Is my creative performing in-market?

Ad Now measures the in-market creative performance of your and competitor ads across multiple channels. It tells you how well your ads create lasting memories and which will generate most ROI. It helps you:

- Find out which of your ads will generate maximum ROI
- Optimise investment while your ads are live
- Know what channels and creative work best for future campaigns
- Identify competitive threats to quickly take action



BACK

Keeping track of your brand's positioning

How is my brand positioned and is it aligned with strategy?

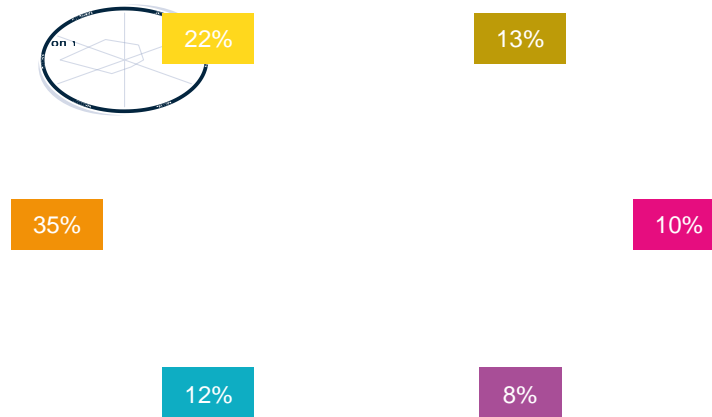
With a focus on emotion, **NeedScope** helps you differentiate your brand and deliver a consistent experience across touchpoints. **In tracking** it shows how your brand and competitors are positioned. It provides:

- A holistic view of your brand position
- Better discrimination between brands than other tracking measures
- A better understanding of true brand shifts over time
- A framework of brand irresistibility to explore brand shifts

BACK

Footprint tracking

Provides an overview of the brand landscape and tracks emotive brand positioning.



Brand footprint and fit with target position

Mini-positioner

Monitors brand positioning and differentiation and identifies issues for attention.



Attribute profile to audit emotive core

Identify levers for brand growth through intelligent social and search insight

What are people saying about my brand and category?

Social conversations and online searches

yield a wealth of rich insight into consumer needs, attitudes and reactions to brand activities. It helps you understand:

- When, where and how people use your brand
- What your brand means to people
- How your brand compares to competitors
- Which in-market factors influence consumers to choose/avoid your brand
- Where and what people have heard about your brand



BACK

Tracking and optimising your equity and sales conversion

How strong is my brand and how do I unlock growth?

Our **Meaningfully Different Framework** measures equity and helps you grow meaningful, different and salient brands. It looks at:

- The strength of your brand and drivers of your brand's equity
- Which short and long-term opportunities will increase equity and grow sales
- How in-market factors influence brand choice

Monitoring equity

- Tracks equity (power and premium) showing how your brand is supporting sales and pricing
- Includes top-level diagnosis of key equity and growth pillars (Meaningful, Difference and Salience)



POWER



PREMIUM

Future growth deep-dive module

- Evaluates brand growth potential by diagnosing image strengths and weaknesses
- Identifies point of sale barriers or facilitators and opportunities to improve



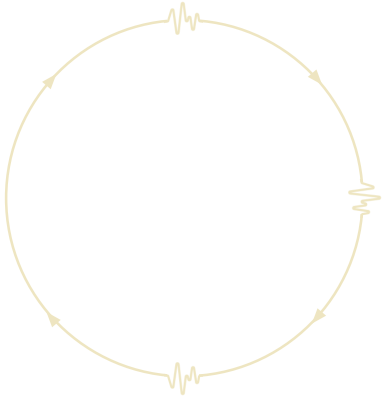
GROWTH



BARRIERS

BACK

The foundations of a growth focused brand guidance system



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Always-on signals about your brand and campaign performance



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Diagnostic insight into the latest consumer sentiment and how people are engaging with your activities



3. Shape the future

Harnessing market and consumer data to uncover opportunities for growth

To help you drive faster, better growth, now and into the future

Optimising brand value and marketing ROI in today's competitive, fast changing marketplace is difficult, but essential.

We explore trends, uncover sales drivers and look at the impact of future scenarios on sales to help you build growth with **improved marketing actions and prioritisations**.

We define the drivers of your long and short-term sales with sophisticated analytics to advise on the **optimum media mix and investment** to grow brand equity, long-term demand and incremental sales.

This is underpinned by our **validated frameworks** and understanding of how people respond to brands in the real world.

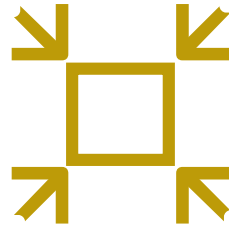


We bring data sources together to understand what drives growth for your brand



Data access

Across Kantar and WPP we have rich data sources that we can build into our models to cover all growth drivers.



Integration expertise

Our expertise in data integration and connections across Kantar mean we can add value to the analysis with insight from the network.



Multiple sources

From social listening to discover what people are saying about your brand, to linking to your customer database to understand drives behavior.

And draw on our global analytics expertise to intelligently integrate insights

Kantar Analytics Practice unifies a global network of 800 data scientists, analytics consultants, technologists and data designers.

We combine the **world's most in-depth understanding of consumers with a deep analytics toolkit** developed over four decades to solve challenging sales, brand, media and marketing problems.



To address a wide range of business questions

Improving the impact of marketing actions to increase brand and sales growth

Monitoring and responding to your changing competitive context

- Are my brand and sales growing?
- How can I improve impact?
- How well am I growing my brand equity and how can I strengthen it?
- What trends and momentum are there in my KPIs?
- How does my brand keep winning in the market place versus the competition?
- What is changing in my category that I need to be aware of or respond to?
- What are the competitive dynamics and emerging threats I need to address?

Relationship between equity and financial outcomes

- What is the likely impact of equity shifts on sales?
- Which positioning platforms and brand drivers are most effective?

Optimising media deployment

- How is my touchpoint strategy working? Can it be improved?
- How does my media mix impact key brand metrics?

To address a wide range of business questions

Optimising media and marketing to grow equity, long-term demand and incremental sales

Drivers of short and long-term sales

- How can I optimise content, channels and targeting?
- How effective are different channels in building brand effects?
- What is the ROI of each marketing lever?
- Can I connect my brand and sales data to understand my ROI and drive an integrated strategy?

Optimising media mix to grow brand equity and long-term demand

- How do I allocate spend to drive short and long-term objectives?
- How can I use digital and other data sources to inform on brand and campaign performance?

Optimising media mix to grow incremental sales

- How can I optimise my activation and improve my sales ROI on marketing investment?
- How does my media mix impact sales?
- How do I get the optimum allocation of communication budget?

Developing an agile brand guidance system



Shape the future

Identifying the right strategic direction and KPI framework

Advanced analytics to identify strategic opportunities and key levers (associations, investment levels etc.) and the right performance metrics to measure success against.

Act and react quickly

An agile response system

Measuring the key metrics using the best mix of data sources (e.g. social, search, survey and digital exposure) to create the spine.

Ongoing insight with alerts, an early warning system and interactive dashboard.

Get more from your brand and budget

In depth focus

Ad hoc deep-dive modules to measure effectiveness against campaign goals, etc.

Triggered by alerts or trends from the spine – or your or competitor's current activities.

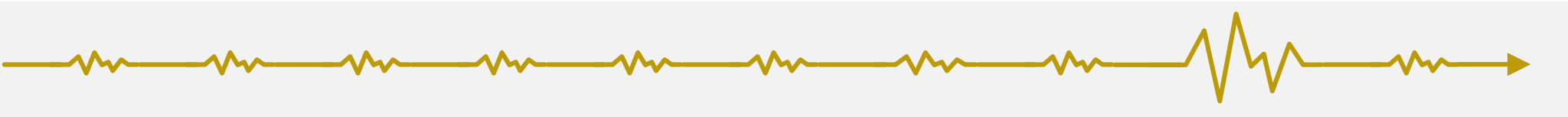
(Re)-shape the future

Deep diving on overall brand progress and marketing effectiveness

Reviewing growth momentum and KPI progress. Identifying the contribution of brand equity, image associations and media investment to sales so you know which levers can be pulled to further optimise growth.

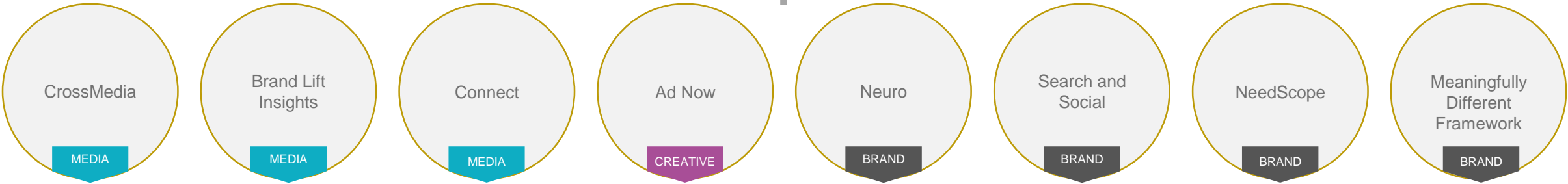
Developing an agile brand guidance system for you

Act and react quickly: Core survey spine

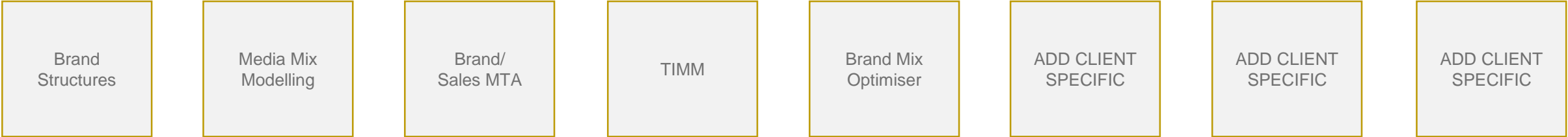


- Short survey
- Social
- Search
- Digital exposure

Get more from your brand and budget: On demand deep-dive modules



Shape the future: Advanced analytics





Brand guidance case studies

Brand guidance case studies

Driving search and sales with agile campaign evaluation

Financial services case study

Issue

Our client was experiencing declining market share and sales due to a fall in search, a key source of web traffic and sales.



Insight

Social and search analysis gave fast, clear feedback the new campaign and how different variations of the creative increased overall brand searches.



Impact

The new campaign increased average monthly visitors by 5%, leading to increased revenue and shareholder value.



Connecting data to understand brand perceptions and drive brand growth

Appliance manufacturer case study

Issue

Our client needed to understand how to grow their brand through improved communications and messaging.



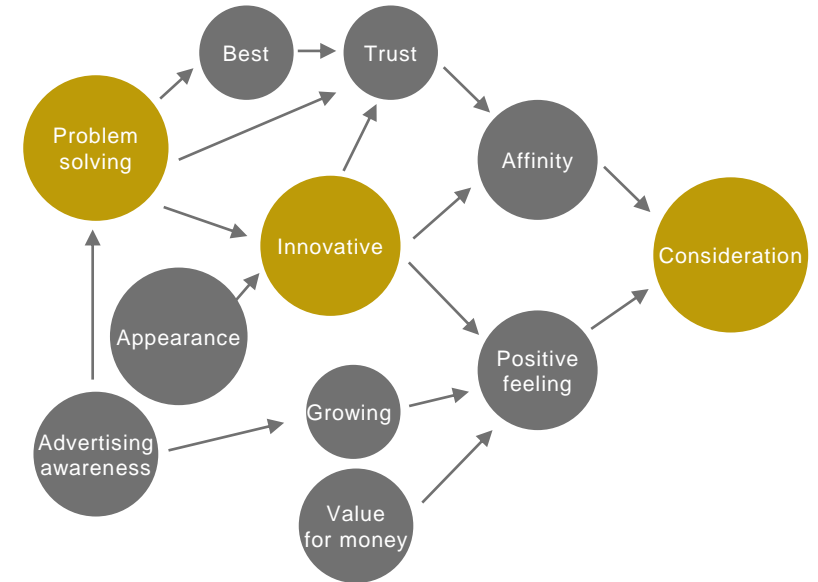
Insight

We identified that talking to consumers in a 'problem solving' tone was an opportunity to own category drivers.



Impact

A 3% increased association with problem solving and innovative factors increased consideration by 1.5%.



Establishing the contribution of brand to sales through intelligent analytics

Financial services case study

Issue

A need to understand the relationship between equity and business performance to optimise growth strategy.



Insight

The Masterbrand was shown to be a significant contributor to sales.



Impact

With the financial contribution of the brand quantified investment was secured to grow brand and sales in the future.

	Simulated brand equity % endorsement			Simulated increase in total volume sales (%)
Scenario 1	28	+1% ▶	29	= 0.4
Scenario 2	28	+2% ▶	30	= 0.8
Scenario 3	28	+5% ▶	33	= 1.9

Optimising creative mid-campaign to drive success

Hospitality, Ad Now case study

Issue

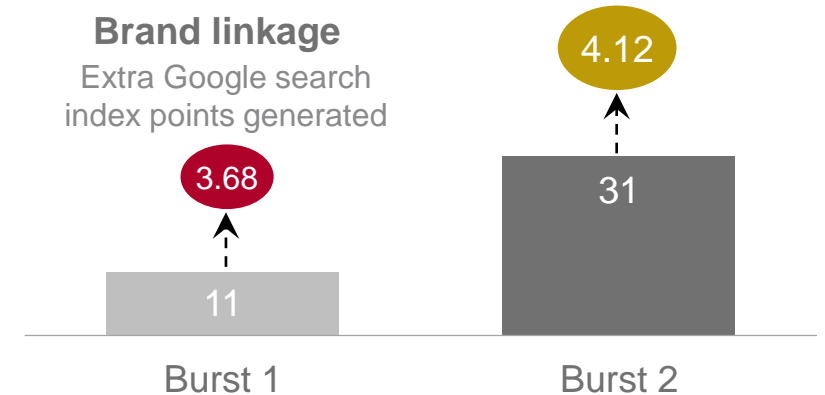
Our client wanted to fine-tune their advertising mid-campaign to maximise the impact of their investment in Google search.

Insight

The initial campaign burst was not well linked to the brand and wasn't translating into consumer activity.

Impact

As a result our client re-edited the creative and nearly tripled the search index points in second campaign burst.



A winning formula for digital campaign evaluation

Confectionary, Brand lift insights case study

Issue

The need to confirm whether ground-breaking campaign can position Cadbury Buttons as synonymous with shared moments.

Insight

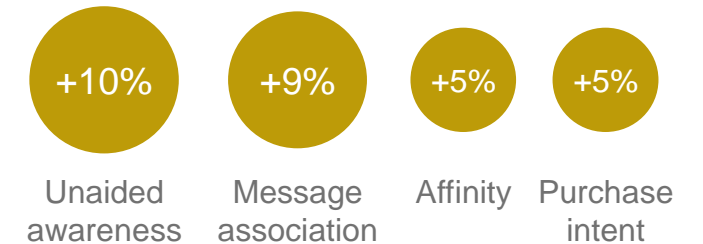
The campaign excelled at driving awareness, message and purchase intent. Properly amplified and branded novel campaigns can deliver strong impact.

Impact

This research won the brand advertising effectiveness category in the IAB Europe Research Awards 2017.



Brand metrics: Cadbury Buttons

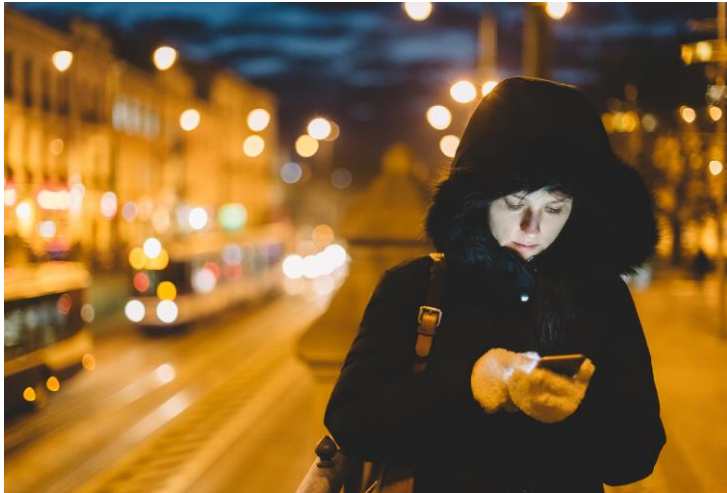


Unlocking the power of digital touchpoints

Financial services, Connect case study

Issue

Our retail banking client needed to understand the potential of emerging digital touchpoints, but had little information on their ROI.



Insight

Digital and physical product experience touchpoints were the most impactful and traditional channels and sponsorship were not achieving the expected ROI.



Impact

The client began to focus on digital banking solutions and decreased paid media. Activities and ROI on identified key touchpoints are monitored in a brand tracking programme.



Driving success through a master brand strategy

Soft drinks, ConversionModel case study

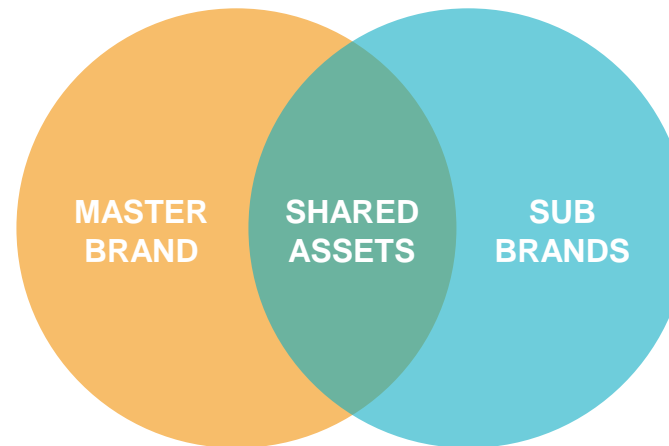
Issue

A market leading global health and wellness company selling packaged juices was struggling to grow so wanted to explore a Masterbrand strategy.



Insight

We identified the shared equity assets for master and sub-brands and a central new Masterbrand idea to drive the campaign and brand salience.

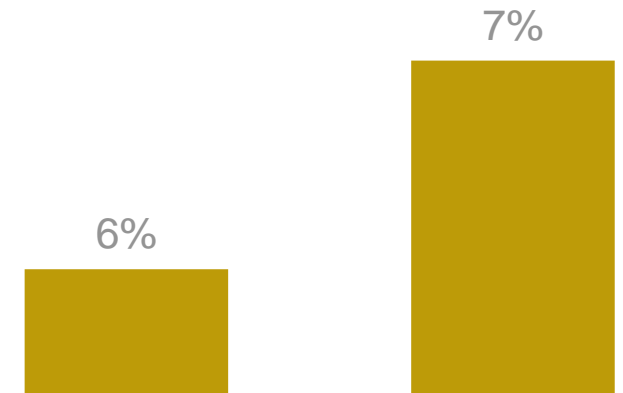


Impact

The campaign platform helped reverse declining sales. We tracked a 6% growth in sales and a 7% lift in brand equity.

Growth in sales

Uplift in brand equity



A well integrated multimedia campaign drives core brand growth

Personal care, CrossMedia case study



Issue

The client needed to establish levels of awareness, consideration, trial and point of difference for a new product line through advertising.



Insight

Having established the key visual hook through creative optimisation work, the campaign performed well, and an integrated approach across media was key to success.



Impact

Creative optimisation and CrossMedia learnings were taken forward into workshops to inform future campaigns. Future campaigns were optimised around brand effects.



Tuning up a TV brands' image to maximise equity and market share

Electronics, BrandDynamics case study

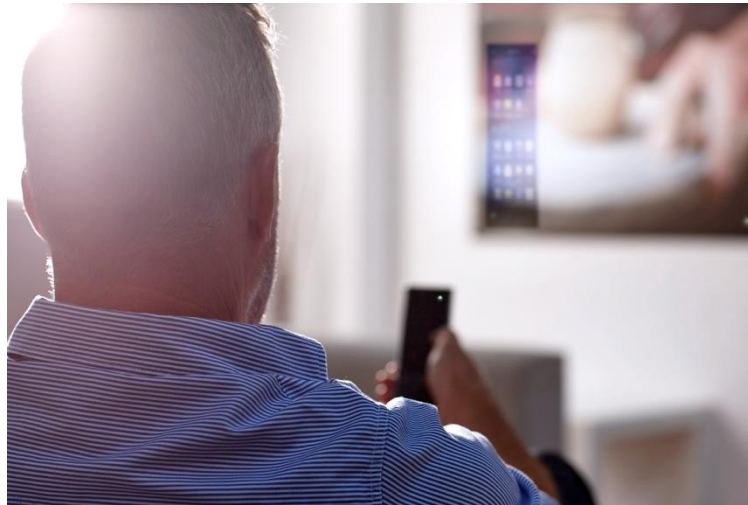
Issue

Our client, a new market entrant, wanted to set the optimum strategic direction for brand development.



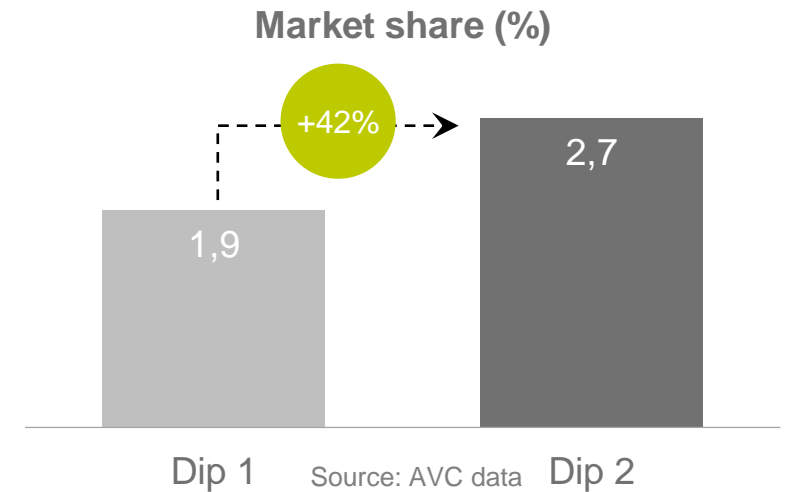
Insight

We identified advanced technology and quality as key associations to establish promote through advertising.



Impact

As we predicted, after following our recommendations, social buzz increased by 25% and market share by 42% associations.



Managing an efficient and growth-oriented airlines brand portfolio

Airline, NeedScope case study

Issue

Our client needed worldwide insights to optimise the strength of each of their brands, differentiating them and driving growth.



Insight

Research highlighted the positioning and communication priorities that would best differentiate different brands in different markets.



Impact

These insights highlighted a growing threat from a new competitor and an approach to counter this threat.



Integrating System 1 and System 2 measures provides a richer picture of the brand and drive brand strategy

Intuitive associations and emotional priming case study

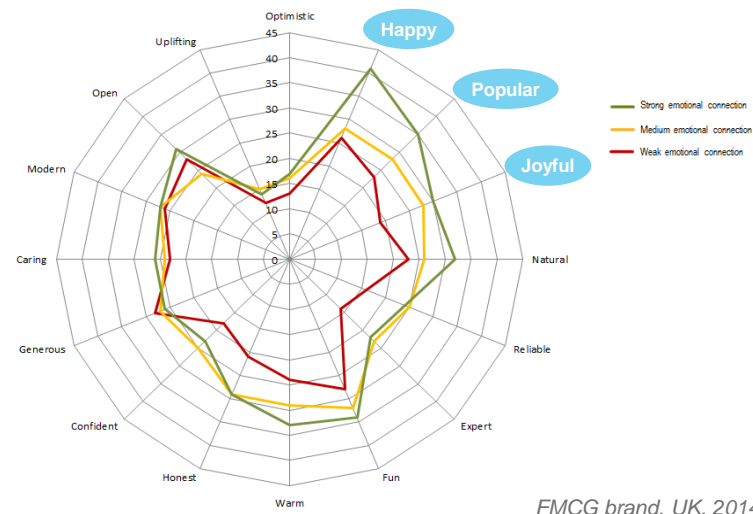
Issue

Our client was in a category where emotional connection was an important but unrealised differentiator for most brands.



Insight

We identified the three strongest brand associations held by people, with the strongest emotional connection to our client's brand.



Impact

Our client was able to confidently invest in communications they knew would drive the strongest emotional connection with their brand in the future.



Turning around a decline in market share

Alcoholic beverages, social and search case study

Issue

Our market leading client was under intense competitive pressure and needed to halt market share loss.



Insight

The brand was reliant on 'empty fame' maintained with high spend rather than by communicating a compelling USP.



Impact

We identified our client's unique benefits and how to maximise communications to reverse their share loss and maximise marketing ROI.



Ongoing digital exposure tracking delivering fresh insights

FMCG, Digital exposure tracking case study

Issue

A major FMCG brands' significant digital advertising expenditure improving perception of the brand in the long-term?



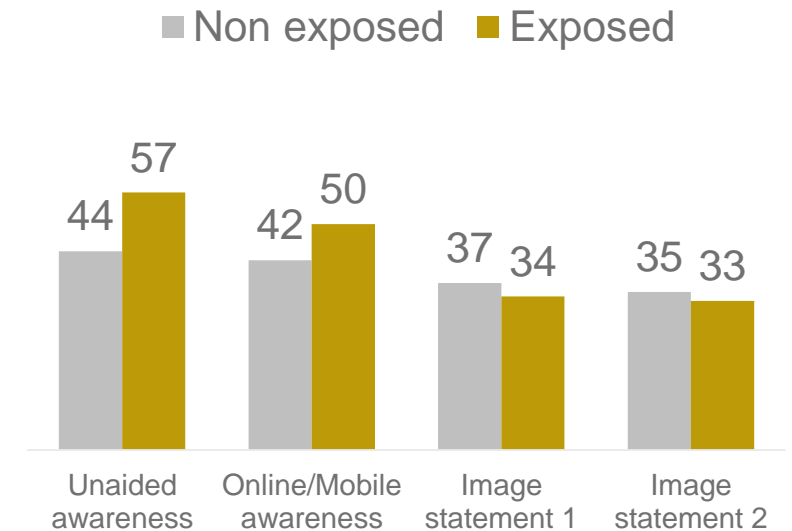
Insight

The campaign was driving awareness but wasn't doing enough to change brand perceptions.



Impact

Insights allowed the brand to improve quality and targeting of their digital communications going forward.



Why Kantar?

Brand Pulse: Agile insight to inform brand growth



Fast, early indicators of brand and campaign success



Validated to future growth



Full and actionable insight from search, social and survey



Understands short and long-term equity



Measures only what matters and moves



Device agnostic for representative reach and quality insight



Fast, affordable and flexible



Automated and globally scalable solutions

With relevant expertise worldwide

BRAND GROWTH EXPERTS

40+ years
experience

50,000 brands

THOUGHT LEADERS



Regular
industry
publishers

WORLD-LEADING



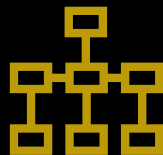
Validated
techniques
and equity systems

ANALYTICAL EXPERTISE



Leading experts in
data integration,
modelling, and
interpreting
for action

BRAND GUIDANCE EXPERTS



3,500+
Brand guidance
studies a year

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data and data and experts

Make better, faster decisions to drive
profitable growth in today's extraordinary world