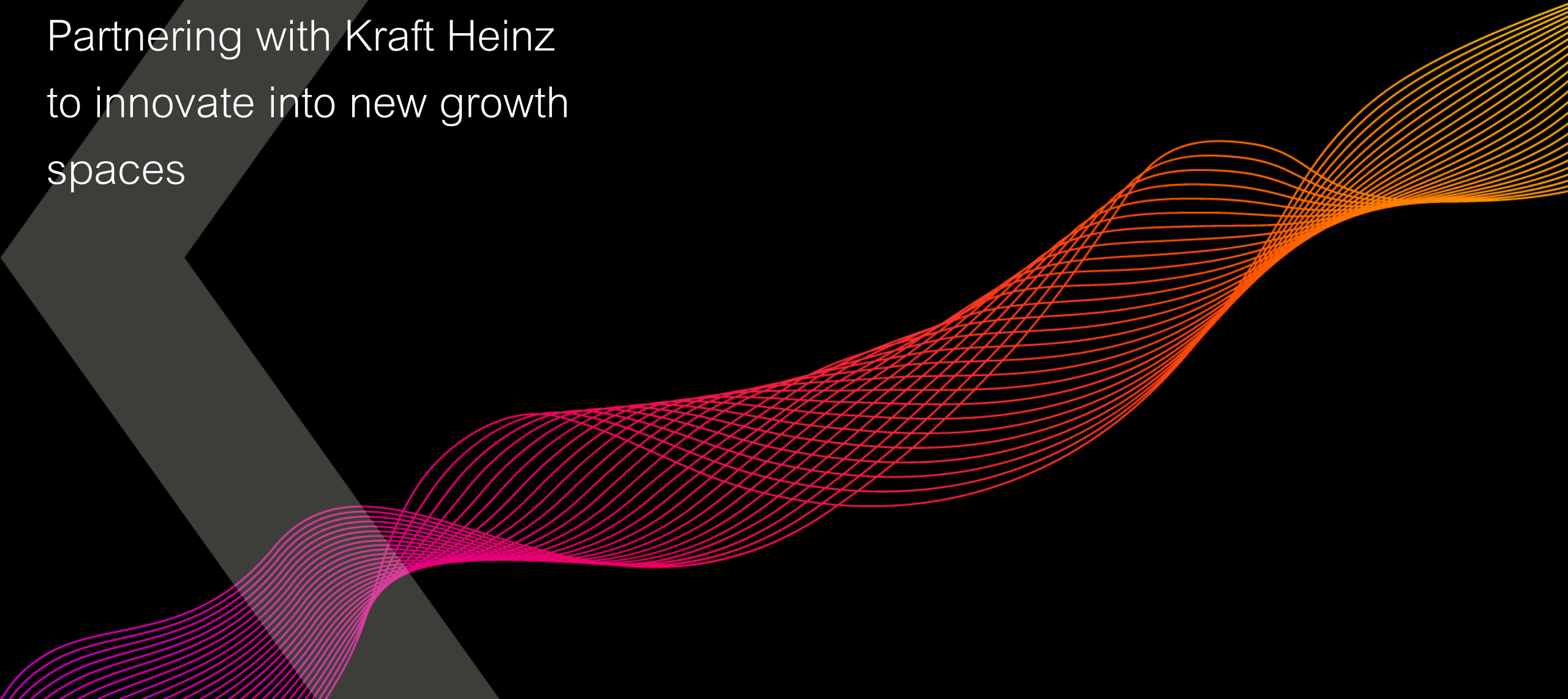


KANTAR MARKETPLACE

Partnering with Kraft Heinz
to innovate into new growth
spaces



Our speakers



Dr Nicki
Morley

Head of
Behavioural Science and Innovation
Expertise
Kantar UK



Mariela
Talavera

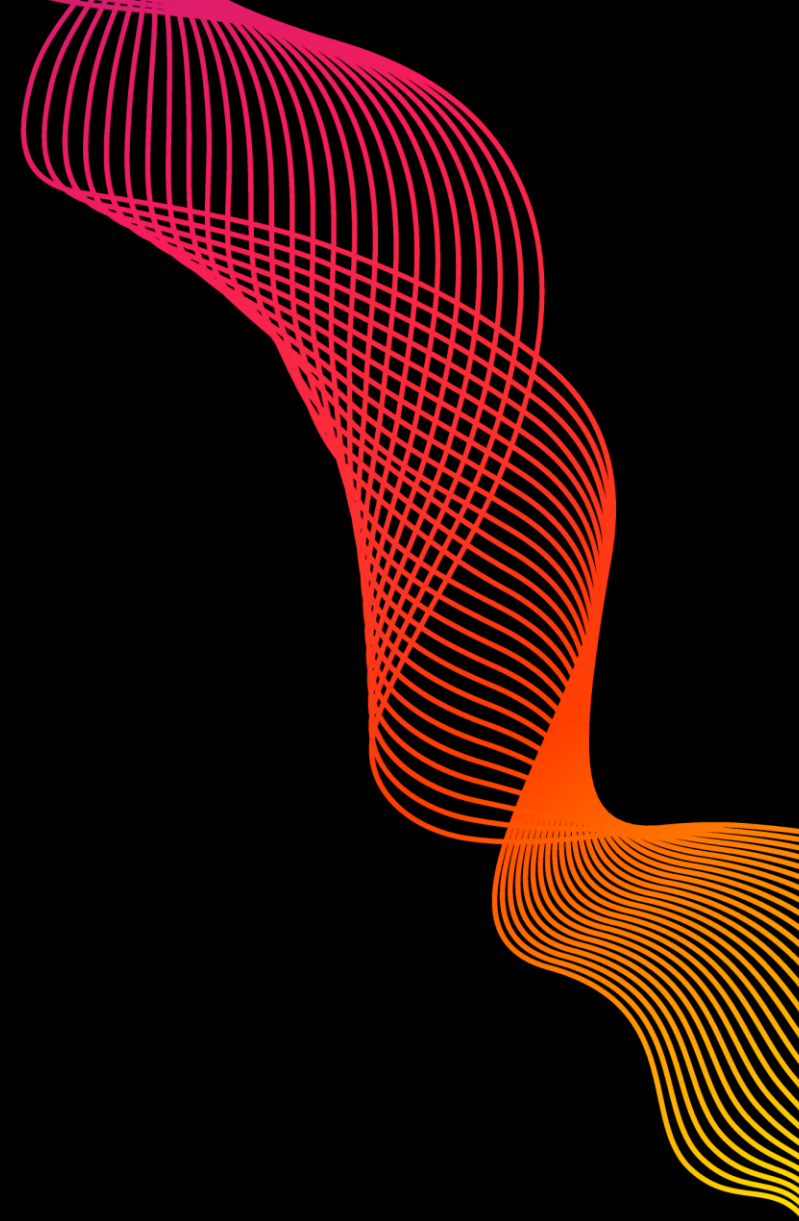
Head of Consumer Insights EPDM
Kraft Heinz



Rich
McLeod

Head of
Innovation
Kantar UK

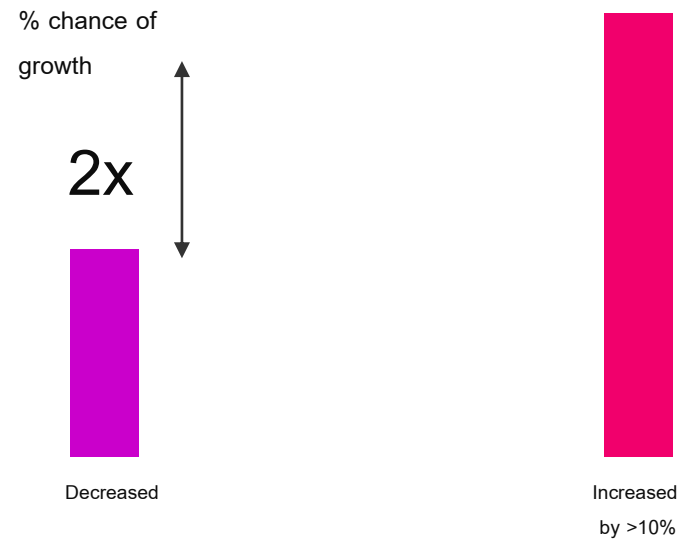
1 Driving growth via new spaces



Brands need to focus on intentional growth into new spaces

A brand's chance of growth doubles if it can find new uses for its range

Change in spread of consumption occasions



What do we mean
by new spaces?

Uber Eats

Moved into food delivery

LinkedIn

Moved into training



Moved into home hygiene.

TESCO

Moved into mobile phones

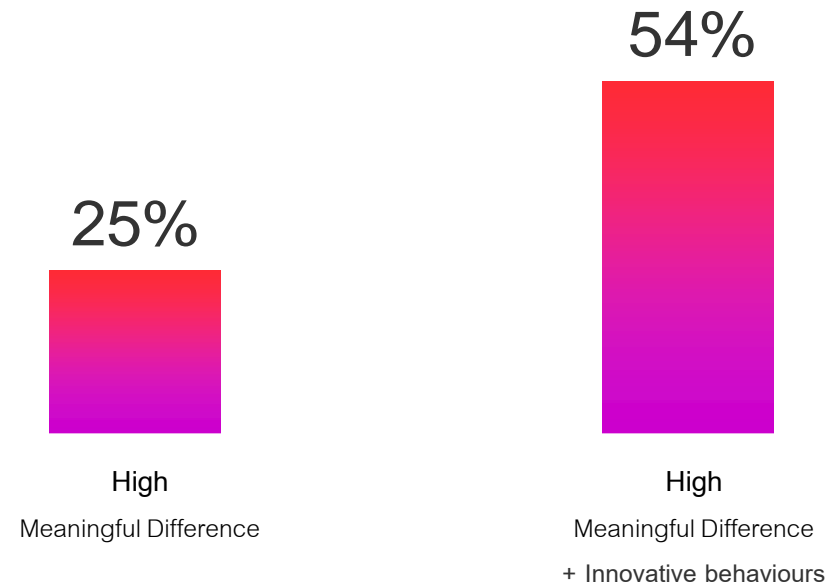
belVita BREAKFAST

Moved into the breakfast biscuit
occasion

Most innovations fail because they are not looking for that rich incremental space that is Meaningful and Different.

Innovation is a key lever for meaningful difference.

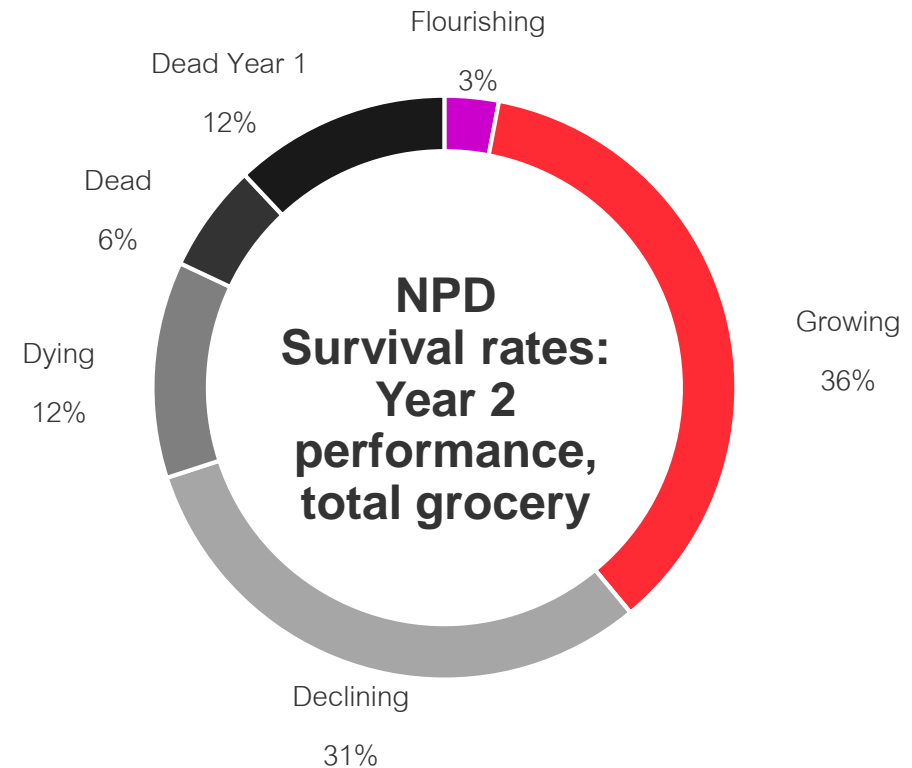
Brand value growth



But innovation isn't easy...

...how can brands explore and realize new spaces that's right for them?

One in three new products are dead or dying by the end of Year 2



Meaningfully different innovation is a powerful driver of brand growth

Different

brands seen to
offer something that others
don't and lead the way.



Meaningful

brands that build a clear and
consistent **emotional connection** and
are seen to deliver against **consumer
needs**.

Salient

The mental availability of the brand:
how **quickly and easily** it comes to
mind.

Kantar's MDS Framework is the only externally validated framework for driving brand growth

Five ways to ensure successful innovation

1

Use meaningful difference
as your foundation

2

Incrementality – progress
short and long term

3

Inspire through
imagination

4

Learn, test
and learn to build
confidence
and momentum

5

Execute
effectively

How Kraft Heinz has delivered this

1

Use meaningful difference as your foundation.



Understanding the market and positioning to meet consumer needs.

2

Incrementality – progress short and long term.



Maintaining playful-ness through meaningful collaboration.

3

Inspire through imagination.



Moving into a new space: pasta sauces.

4

Learn, test and learn to build confidence and momentum.



Optimizing marketing mix but maintaining core brand message.

5

Execute effectively.

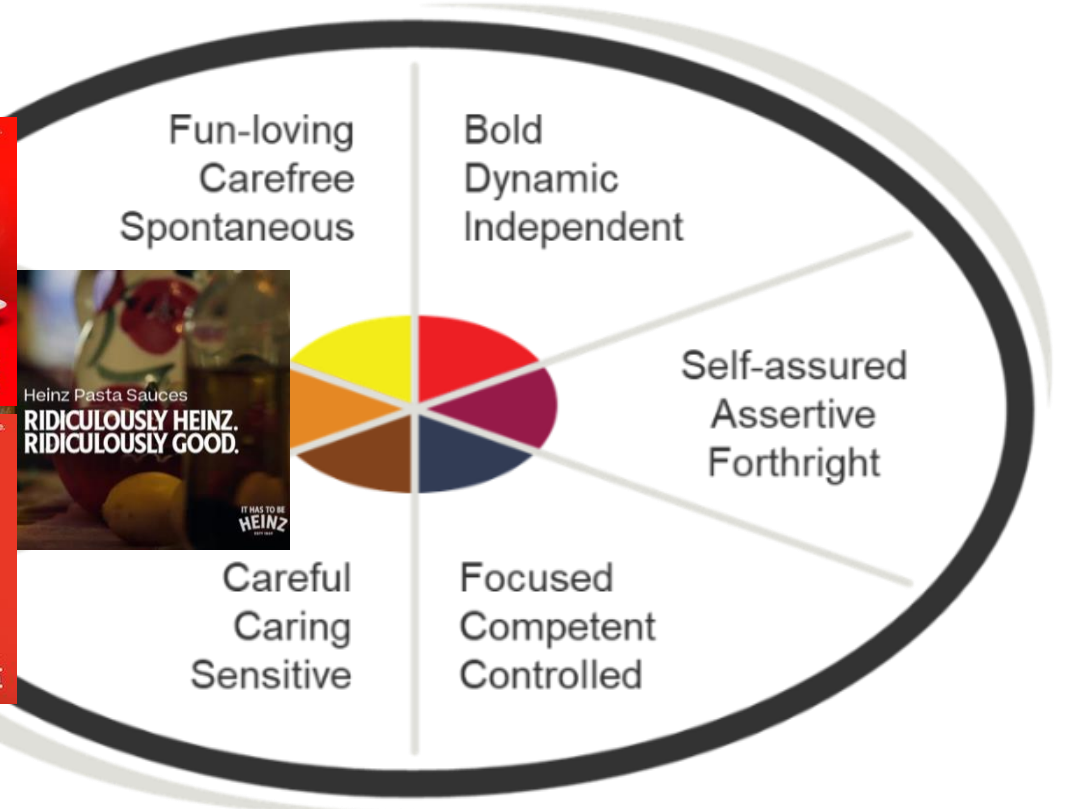


Leveraging trends and wider culture to amplify successful execution.

Kraft Heinz designed for difference while reinforcing strong brand foundations



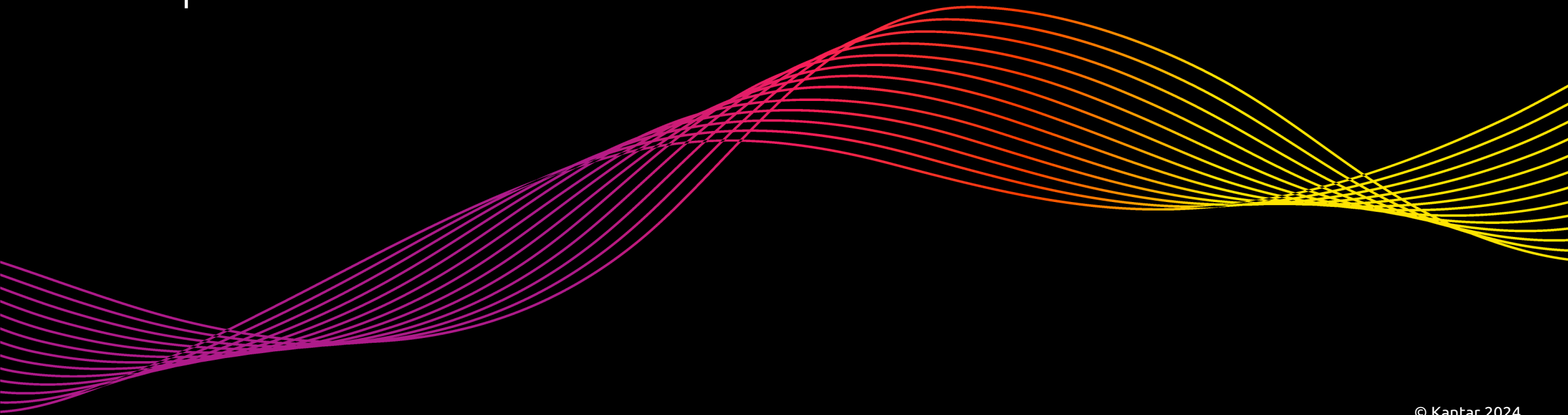
Brand memories reinforced through consistent emotive codes



NEEDSCOPE®

2

How Kraft Heinz innovates in a
new space



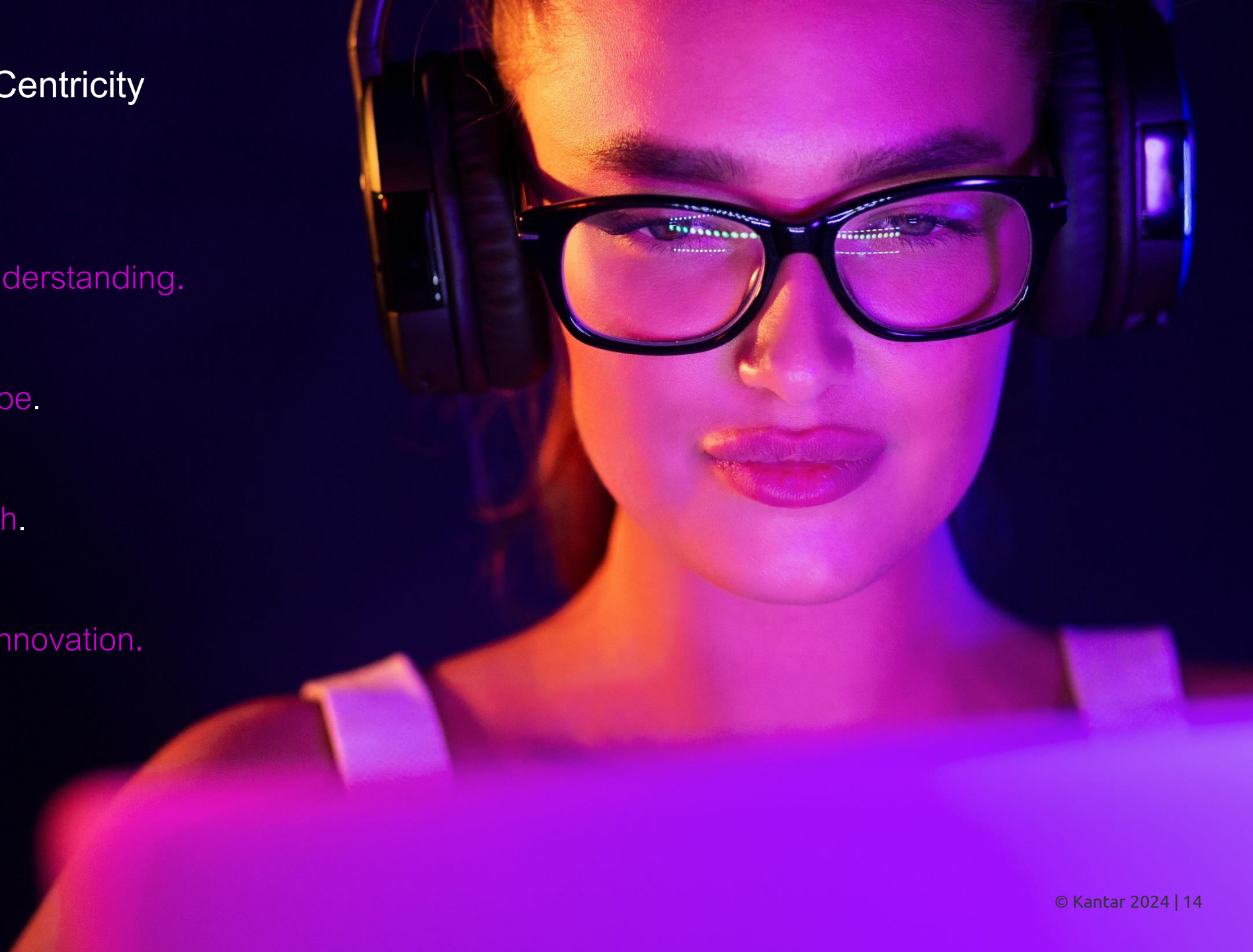
Our Focus: Consumer Centricity

Foundational **Consumer** understanding.

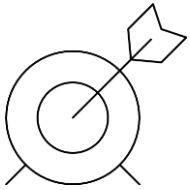
Redefine our **category** scope.

Reframe definition of **growth**.

Insights point of view into **Innovation**.



Key lessons from Kraft Heinz



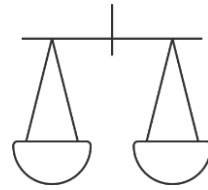
Innovations starts before
Ideation

Starting with consumers.
Foundational Consumer
Understanding is the
baseline!



Organizational
Introspection

Utilize introspection as a
catalyst for Innovation



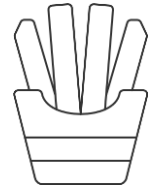
Play the long and short-
term game

Show the quick wins, but
don't give away the Long
term.



Learning
mindset

Move away from
obsession in testing to
Obsession in Learning.



Inspire Growth!

Get the business
inspired and excited for
Growth!

Innovation starts before Ideation

Foundational Consumer Understanding is the baseline!

Reallocate energy and investment on Discovery & Immersion

Immerse in Foundational Strategic consumer and category understanding, unlocking the **why**?

Develop an obsession with people and context, before starting Ideation.

Consumer

Strategic consumer understanding



Competitors

Competitor intelligence



Category

Category landscape and commercial analysis



Future

Future trends



Brand

The brand positioning and guardrails



Deliverables

Growth opportunities



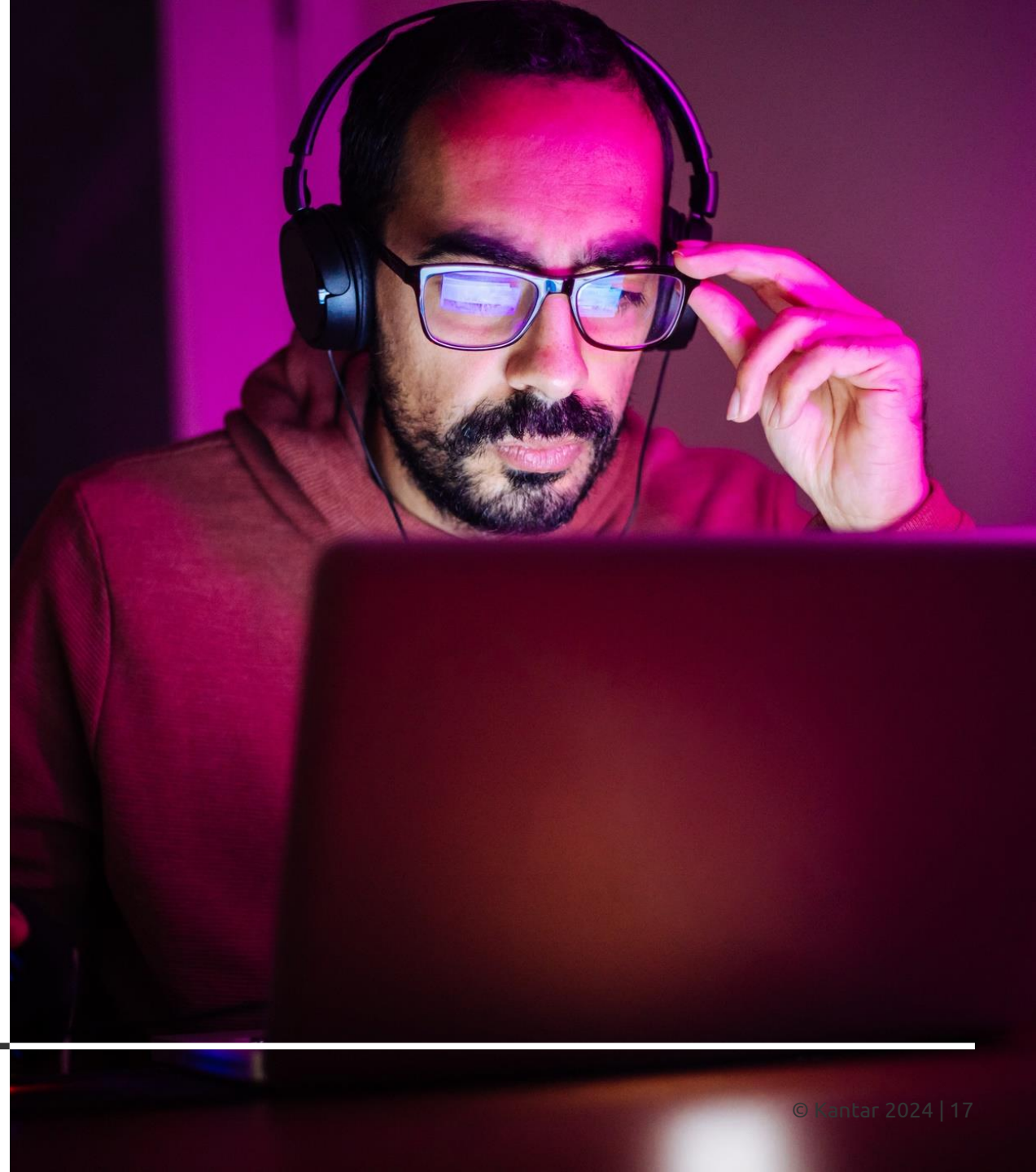
Organizational Introspection

Utilize introspection as a catalyst for Innovation

How to design for Meaningful Difference?

Understanding what are our gaps, how we can do things differently, can break boundaries.

We developed with Kantar a Meaningful Difference concept & Innovation clinic to unlock **How to write meaningful and different propositions.**



Play the long and short-term game.

Show the quick wins, but don't give away the Long term!

Always prioritize Long term thinking.

Longevity and incremental growth will pay off.

Integrate a framework that allows you to **show the short term** (hanging fruit opportunities), **as well as medium and long-term & strategic thinking** (Design principles, Product architecture, Innovation Pillars, Roadmap mapping).



Learning mindset

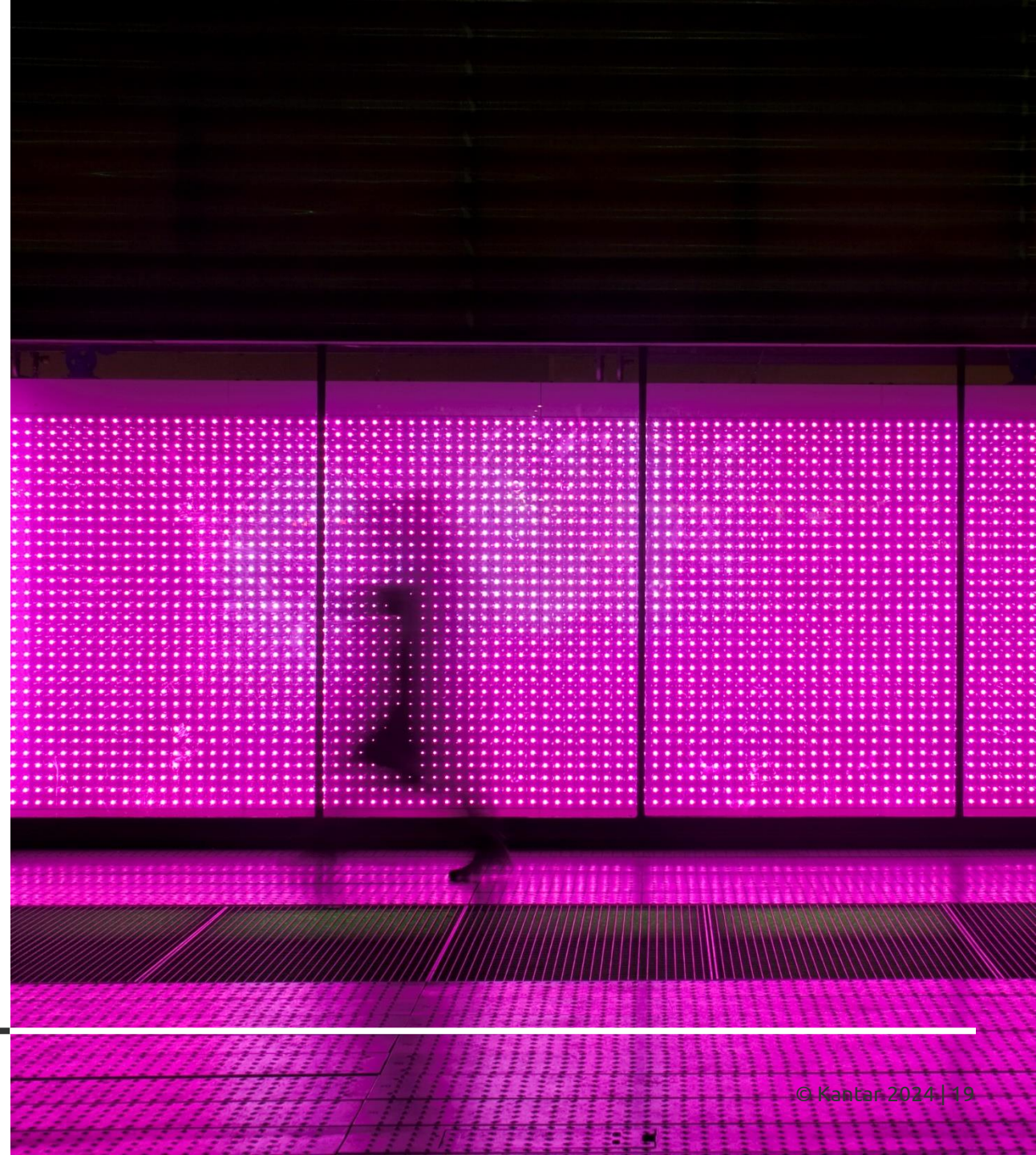
Move away from obsession in testing to
obsession in learning

Build as you learn.

Make early choices based on
consumer feedback.

Champion agile consumer centric-testing.

Consumer exploration and validation that can
be interactive, adapted, provocative; and
inspire us to think and do things differently.



Inspire Growth

Get the business inspired and excited for Growth!

Having an aligned strategy and way of working is critical.

What takes team to the next level is getting them excited and inspired.



Kraft Heinz and Kantar Partnership

1

New Growth Framework, rooted in consumer needs and occasions. (Kantar Demand Spaces UK).

2

Category Landscaping & Shopper understanding. (Kantar Worldpanel).

3

Integrate Future Trends. (Kantar Trends Framework).

4

Brand Equity Guardians and expertise. (Kantar BHT).

5

Innovation Expertise (Innovation workshops, Concept clinics, Defining new growth thresholds).

6

Agile consumer-centric testing that fuels a learn, test, learn mentality. (Kantar Marketplace).



3

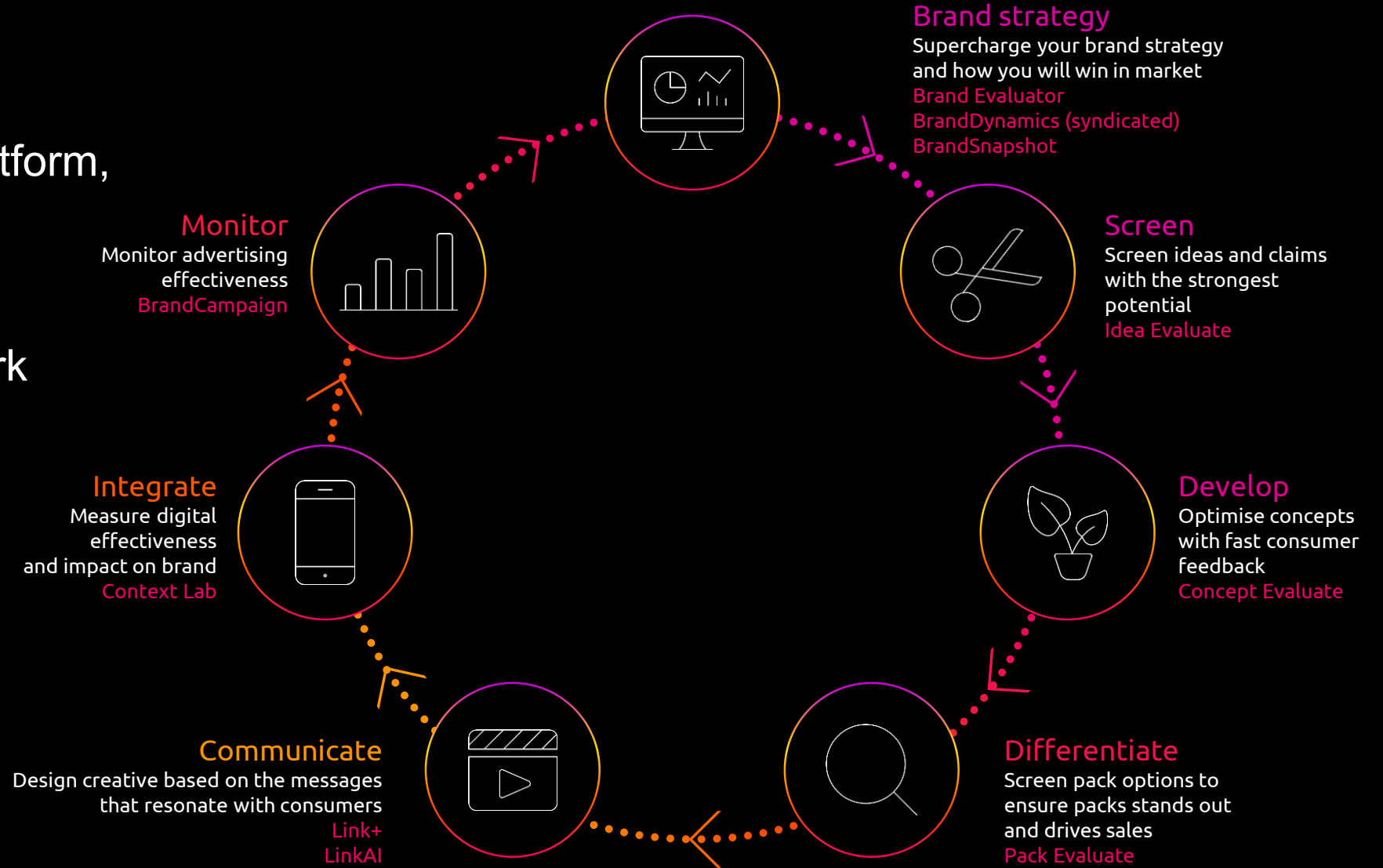
How has Kantar helped Kraft

Heinz innovate differently

KANTAR MARKETPLACE = expertise **amplified** by tech



Kantar Marketplace
is the largest global
packaged research platform,
infused with our
Meaningfully Different
brand growth framework

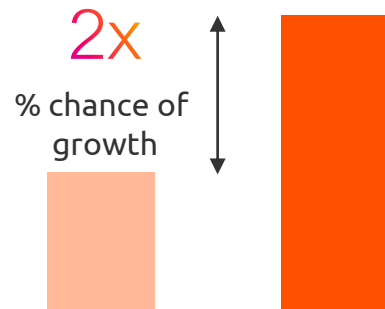


Kantar Marketplace allowed Kraft Heinz to...

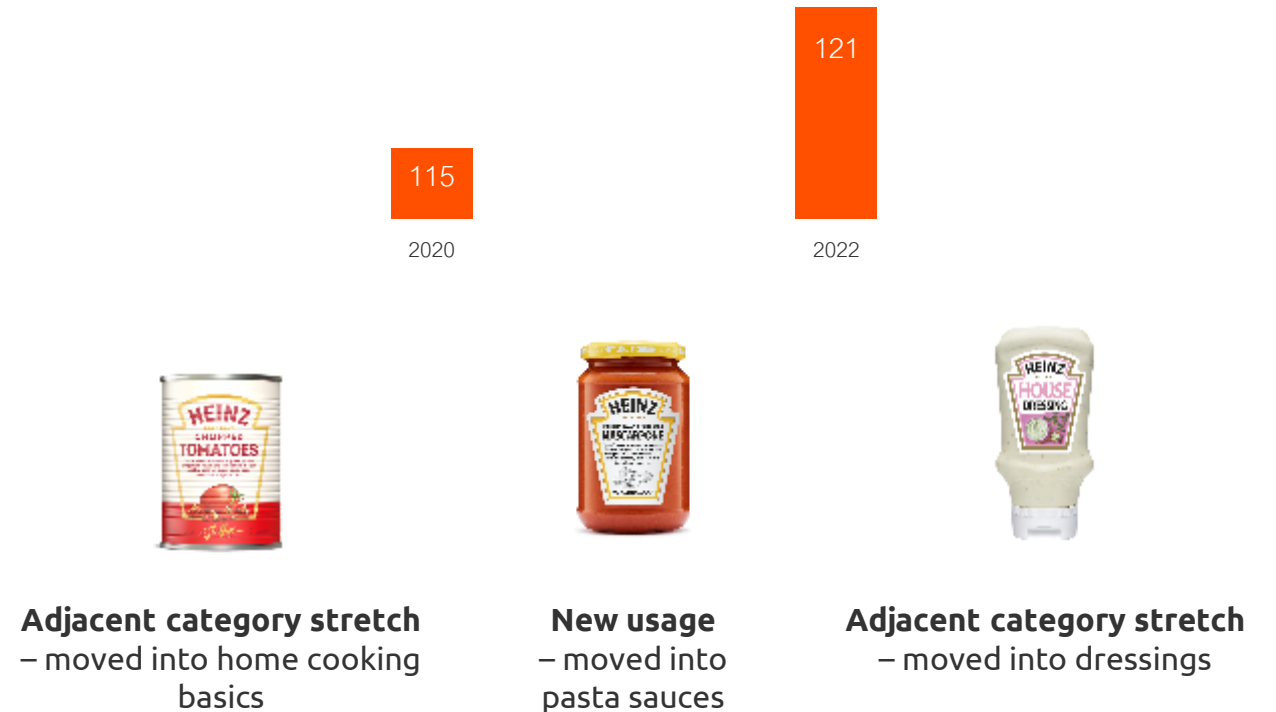
Focus on Meaningful Difference

A brand's chance of growth doubles if it can find new uses for its range

Change in spread of consumption occasions



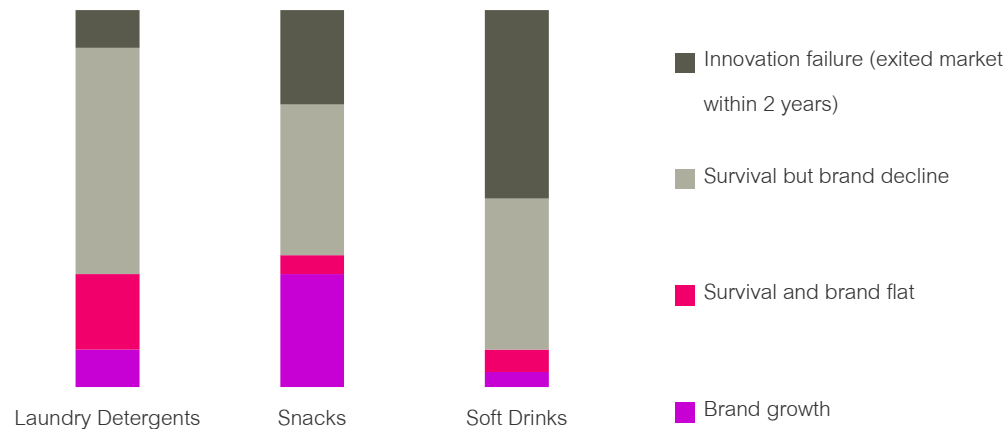
Meaningful index for Kraft Heinz



Kantar Marketplace allowed Kraft Heinz to...

Look for incremental opportunity

Not all innovation is good for growth, be aware of cannibals



Kraft Heinz used innovation to drive growth and stay true to their brand



Kantar Marketplace allowed Kraft Heinz to...

Learn, test, learn

Scope Learn

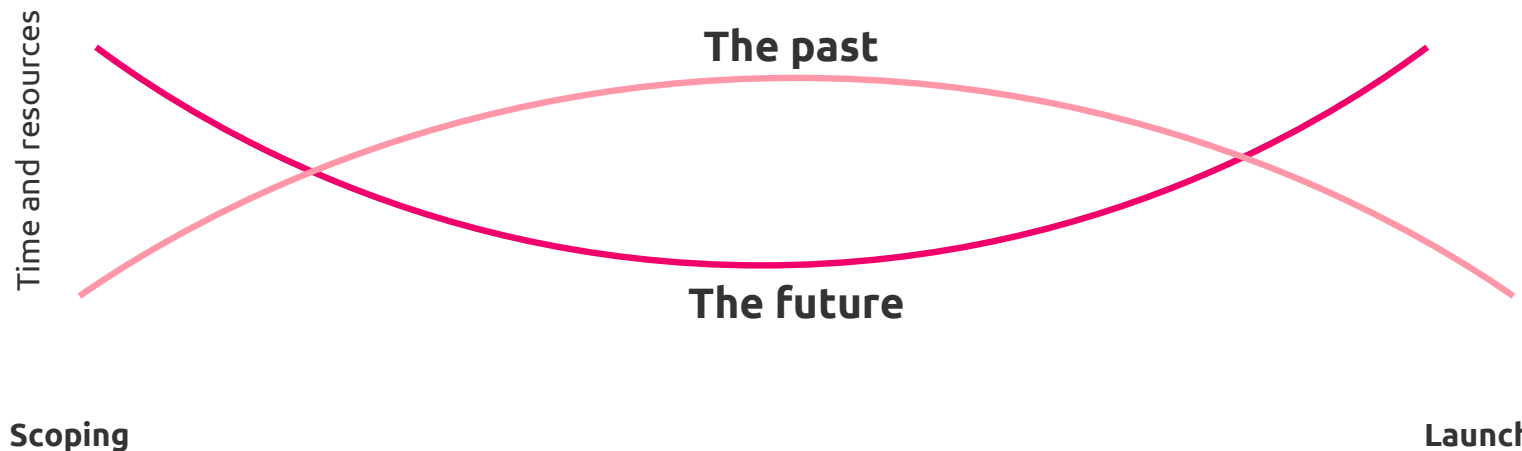
Prioritise strategic opportunities grounded in deep human understanding.

Build Test and learn

Develop minimal viable products through a series of agile experiments.

Launch Learn

Optimise your marketing mix in real time pre and through launch.



Learn, test and learn mindset and approach builds confidence and momentum

Kantar Marketplace allowed Kraft Heinz to...

Execute effectively

“Great innovations deserve great advertising.”

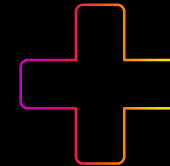


The
Kantar
Advantage

Most
meaningful data



Unrivalled expertise



Transformative technology

Try our latest innovations

Trend Evaluate

Unique combination of AI and Human Intelligence analytics, moving at scale and speed to explore potential new spaces for brands to stretch into.

ConceptEvaluate AI

Identify high potential concepts quickly and more cost effectively leveraging Kantar's proprietary AI-powered insights and expertise.

KANTAR MARKETPLACE



Dr Nicki
Morley

nicki.morley@kantar.com



Mariela
Talavera



Rich
McLeod

richard.mcleod@kantar.com

Any questions?

Thank
you