

KANTAR MARKETPLACE

**DARE TO BE
DIFFERENT**



Our daring speakers ...



Dr Nicki
Morley

Head of Behavioural Science
and Innovation Consultant
Kantar UK



Rachel
Evans

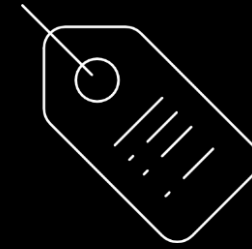
Managing Director
Kantar Marketplace



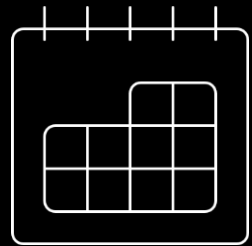
External analysis shows...



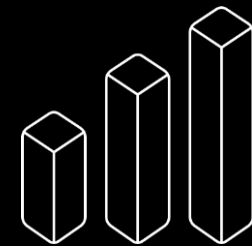
328
companies



872
brands



13
years (2007-19)



15,300
brand data points




× BRANDZ


The No. 1 predictor of the most successful brands is:

DIFFERENCE

Difference makes the difference

A teal-colored circle with a background of small, colorful bubbles. The text is centered in white.

Difference generates 2.5X the average 3-year growth when supported with marketing that creates meaning & salience.²

A circular graphic with a gradient from orange at the top to purple at the bottom, filled with small, colorful bubbles. The text is centered in white.

Difference more than doubles the percentage of consumers who believe a brand is worth paying more for.³

A circular graphic with a gradient from purple at the top to pink at the bottom, filled with small, colorful bubbles. The text is centered in white.

Difference is the single biggest explanation of why companies out-perform existing, standard financial return models.⁴

Break through innovative brands show excess difference from Brand Z

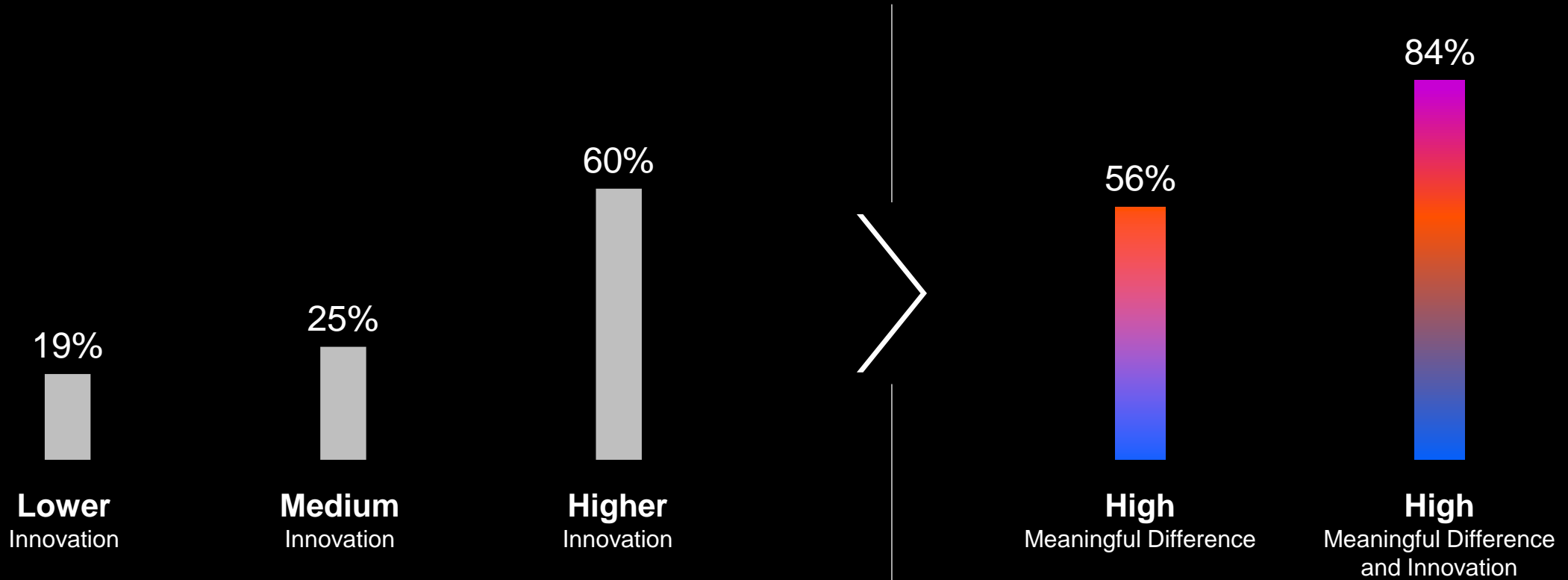


+49

Coca-Cola

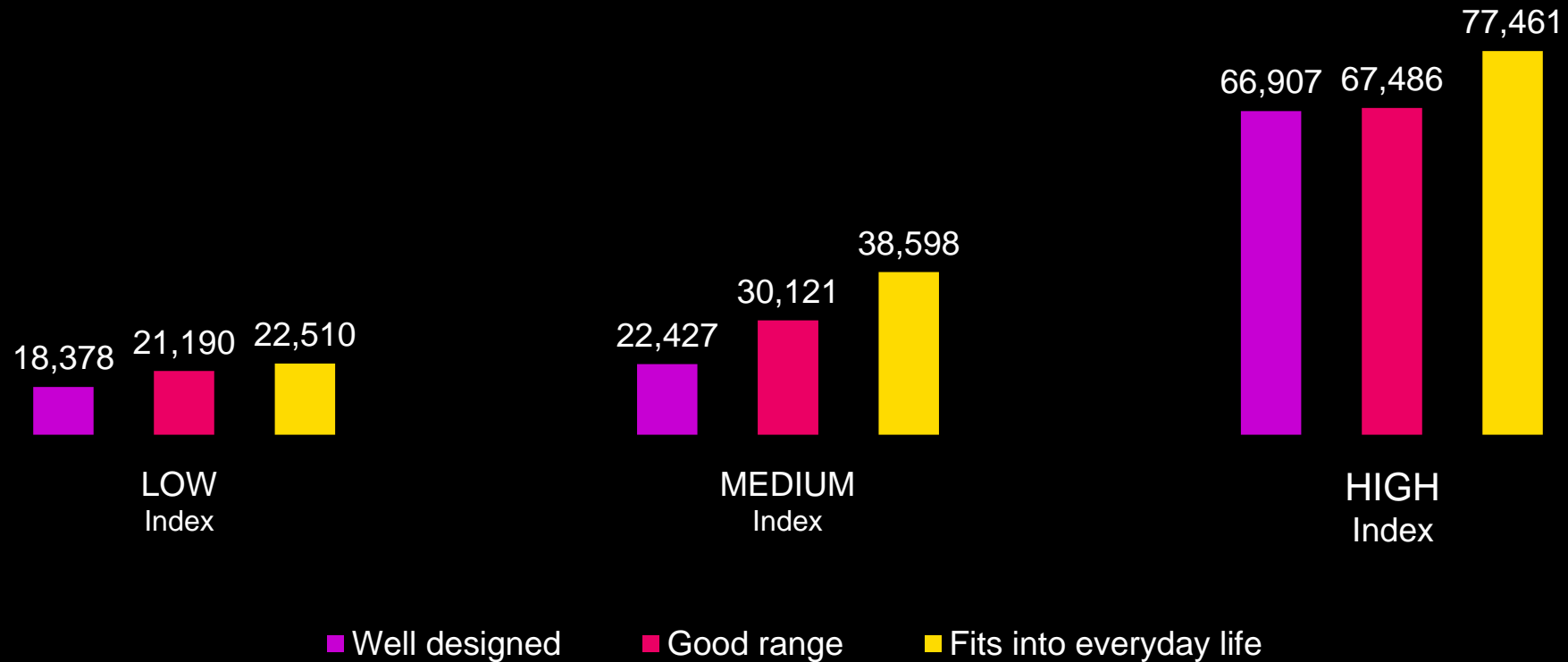
+35

Innovation is fundamental to driving brand growth and **Difference**



Brands that have strong innovation credentials show the greatest brand value

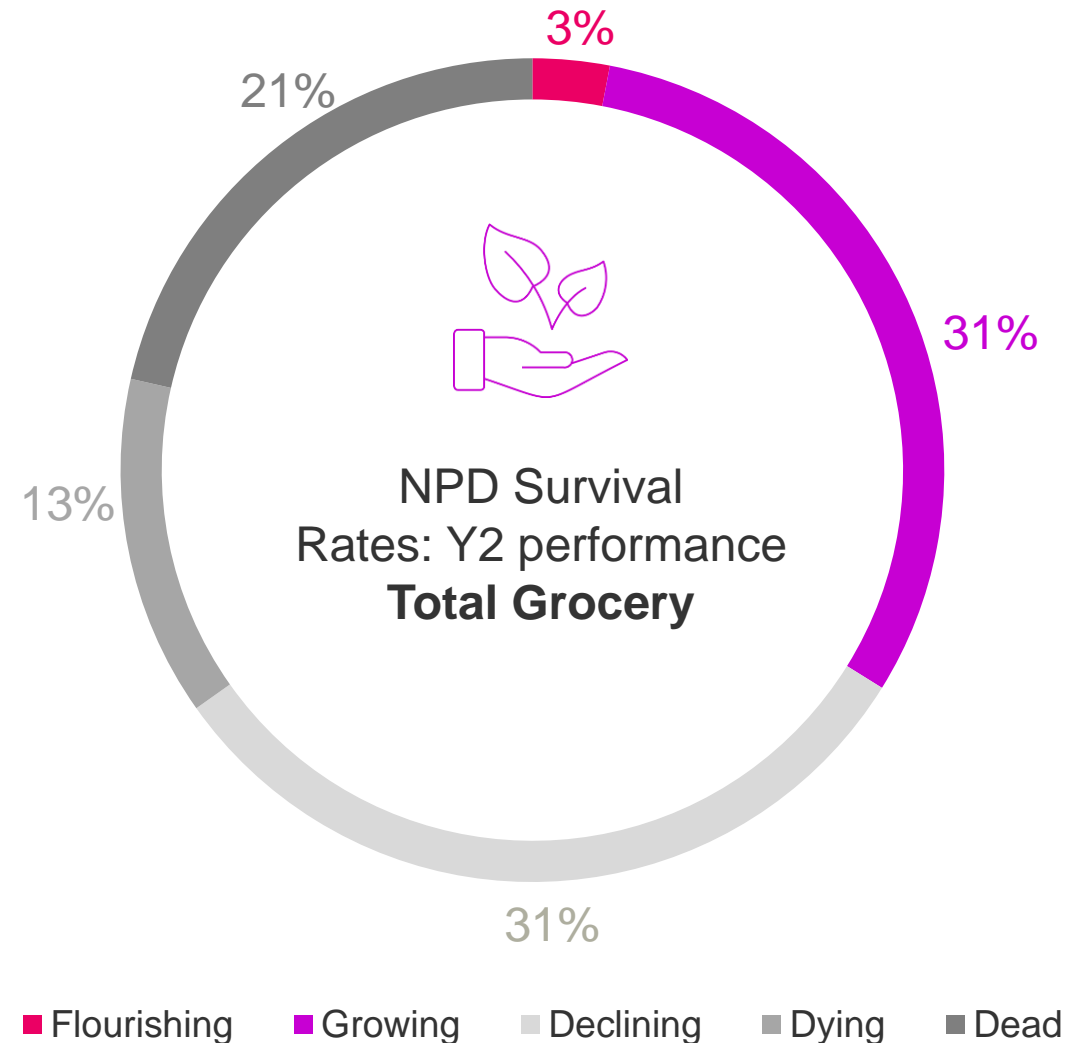
Average brand value (\$ million)



Yet successful innovation is tough

Only 1 in 3 launches continues to drive growth in its second year.

The biggest challenge is developing **meaningfully different** breakthrough innovations at pace in this changing context.

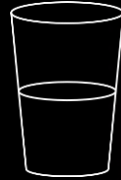


Being different is possible

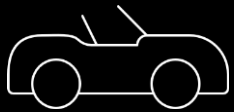
Successful disruption is seen in previously stable categories



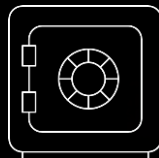
Baking flour



Milk



Auto



Banking

'Safe' categories have seen cut-through innovation

Differentiated benefit, meaningful to consumers and sustainability baked in



Soft Pittas

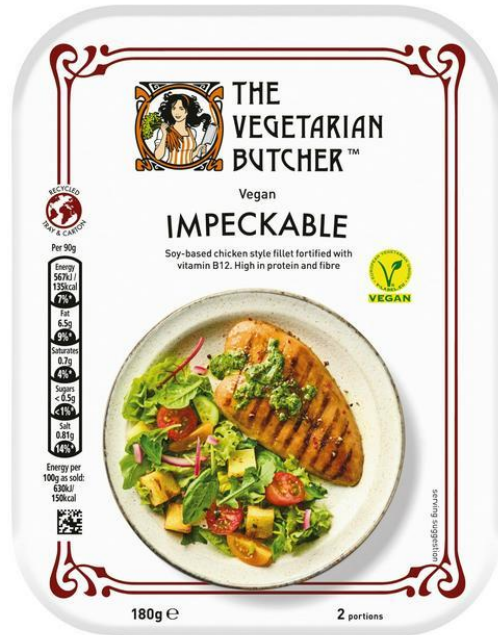
New need uncovered (easy to open);
vegan and recyclable packaging



Inch's

Back to basics apple cider,
locally-sourced apples

What different looks like (in a meaningful way)...



So how can you be

DIFFERENT



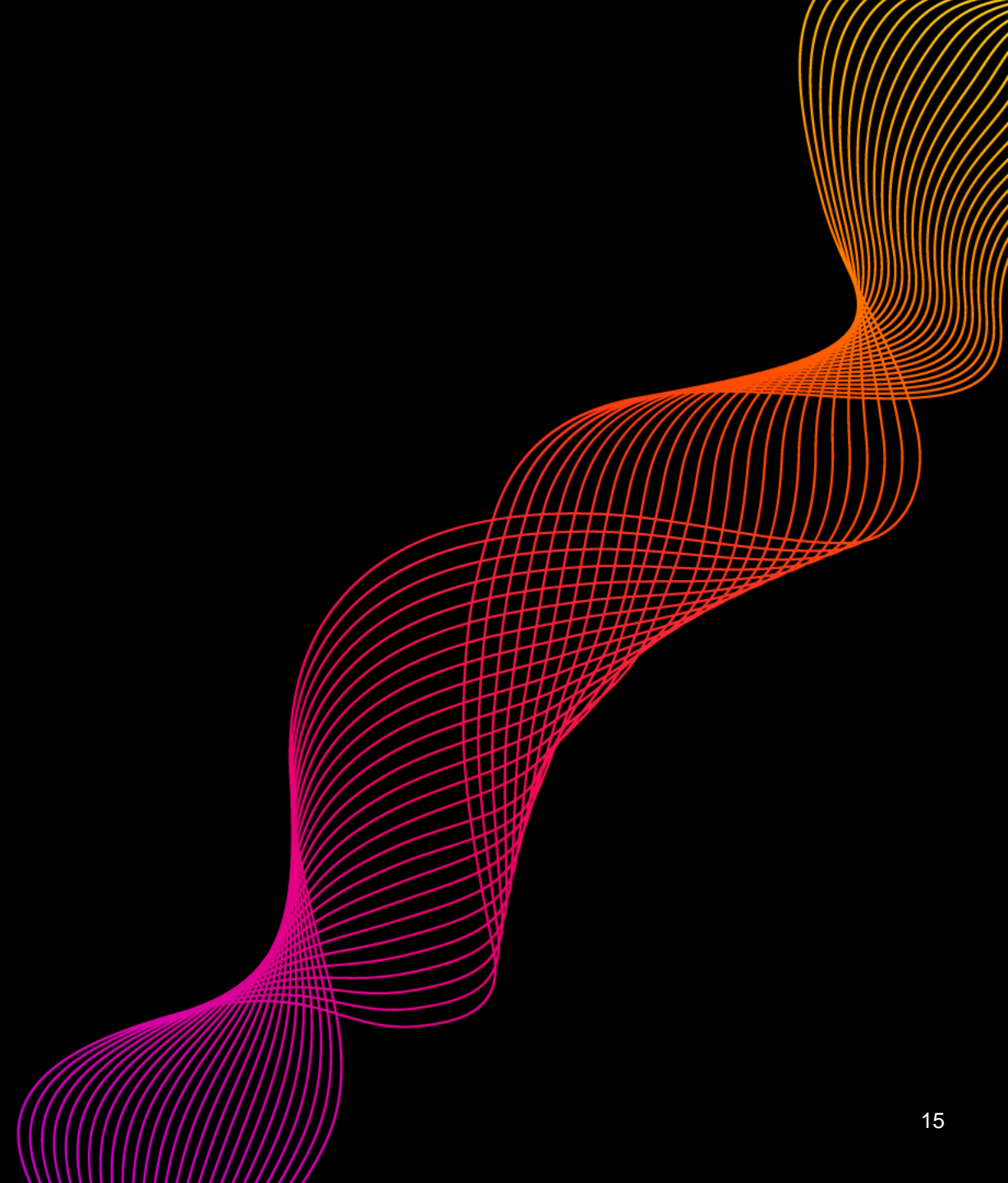
You need to...

DESIGN FOR
DIFFERENCE

THINK
DIFFERENTLY

DARE TO BE
DIFFERENT

Five lessons learnt from
the food, soft drink and
alcohol sectors...



01

Put consumers at the heart
of designing for difference



What you need to do differently



Think **intuitive**
responses

66

The partnership we've had with Kantar from the beginning of the journey of this innovation has been really critical to the success. We've made learnings all the way through, and kept the consumer at the very heart of what we've delivered...The most important thing throughout the process and the journey that we've been on with Kantar, was that we knew exactly what the most compelling aspects were for consumers and we ensured that we didn't lose sight of that

Think **early**
adopters

Sarah Babb
McVitie's Jaffa Cakes Marketing Manager

99

02

Move beyond easy wins



What you need to do differently

Cannibalisation rates
can be up to **50%**

Measure incremental trial

Measure **Difference**

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We are very choiceful around where we innovate, so we work out how we deliver innovation that is working in service of the business strategy or is so meaningfully different that it will change the business's strategy.

Steve White
Diageo

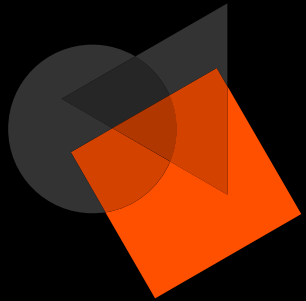
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03

Not all innovations are
right for all brands

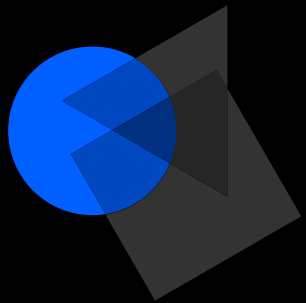


What you need to do differently



Meaningful

A clear and consistent **emotional connection** and are seen to deliver against **consumer needs**.



Different

Offer something that others don't and lead the way.



Taking into account the impact on Brand Equity, in addition to the performance on sales, is very relevant to Ferrero, since our innovation strategy is built on our power brands

Alexandra Farina
Innovation Product Manager at Kinder



04

Adopt a learning mindset



What you need to do differently

Scope:

Learn

Invest more in learning at the start

Build:

Test and learn

Iterate with agility to test and learn

Launch:

Learn

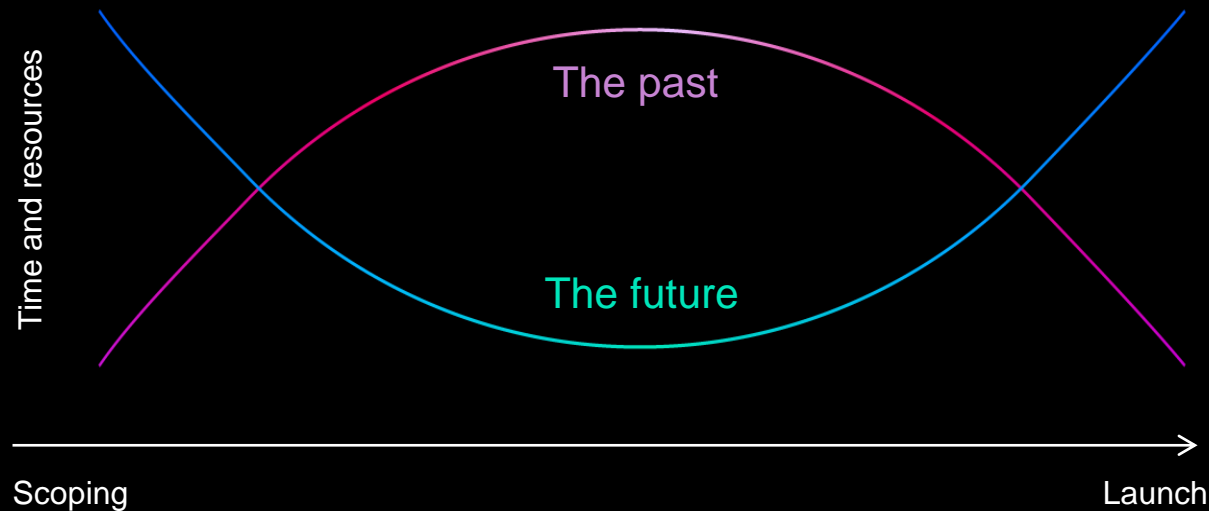
Launch with guidance to respond to demand

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Test and learn is so powerful. It's really important for me to learn in real life, gaining real insights from consumers in real time in real situations.

Barbara Schandl
Mondelez

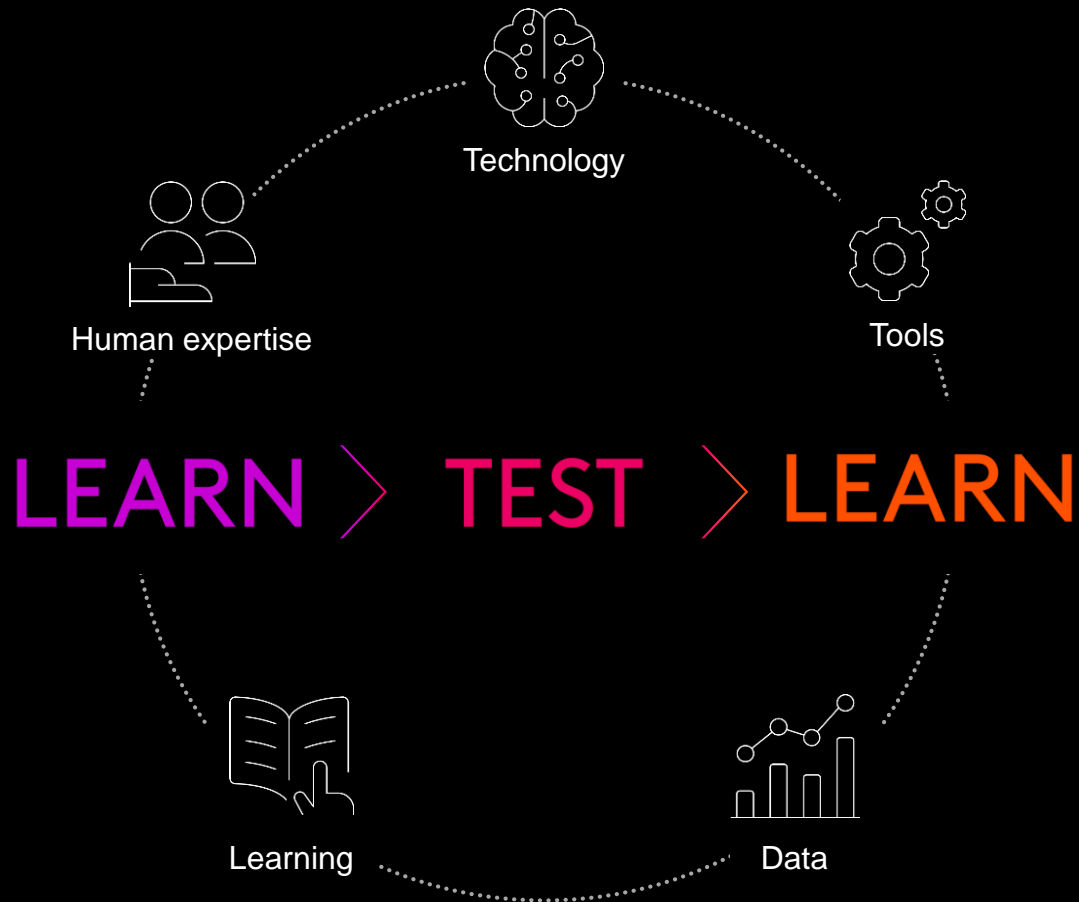
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05

Use insight to build confidence
and momentum

What you need to do differently



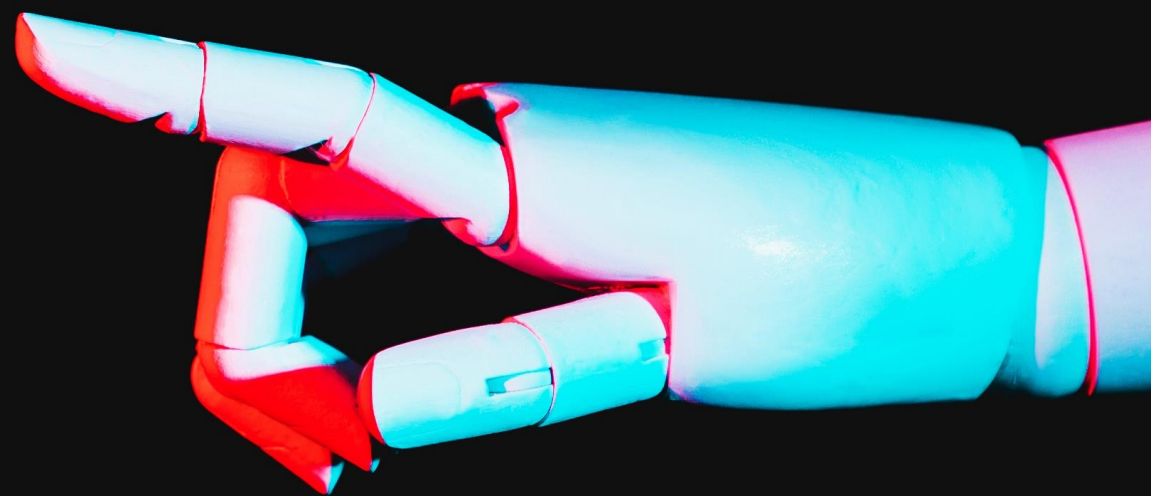
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Working with Kantar on testing our NPD has enabled us to confidently show real insight regarding our NPD to our retailer partners, it helped us prioritise what NPD to launch, and also helped further enhance these propositions.

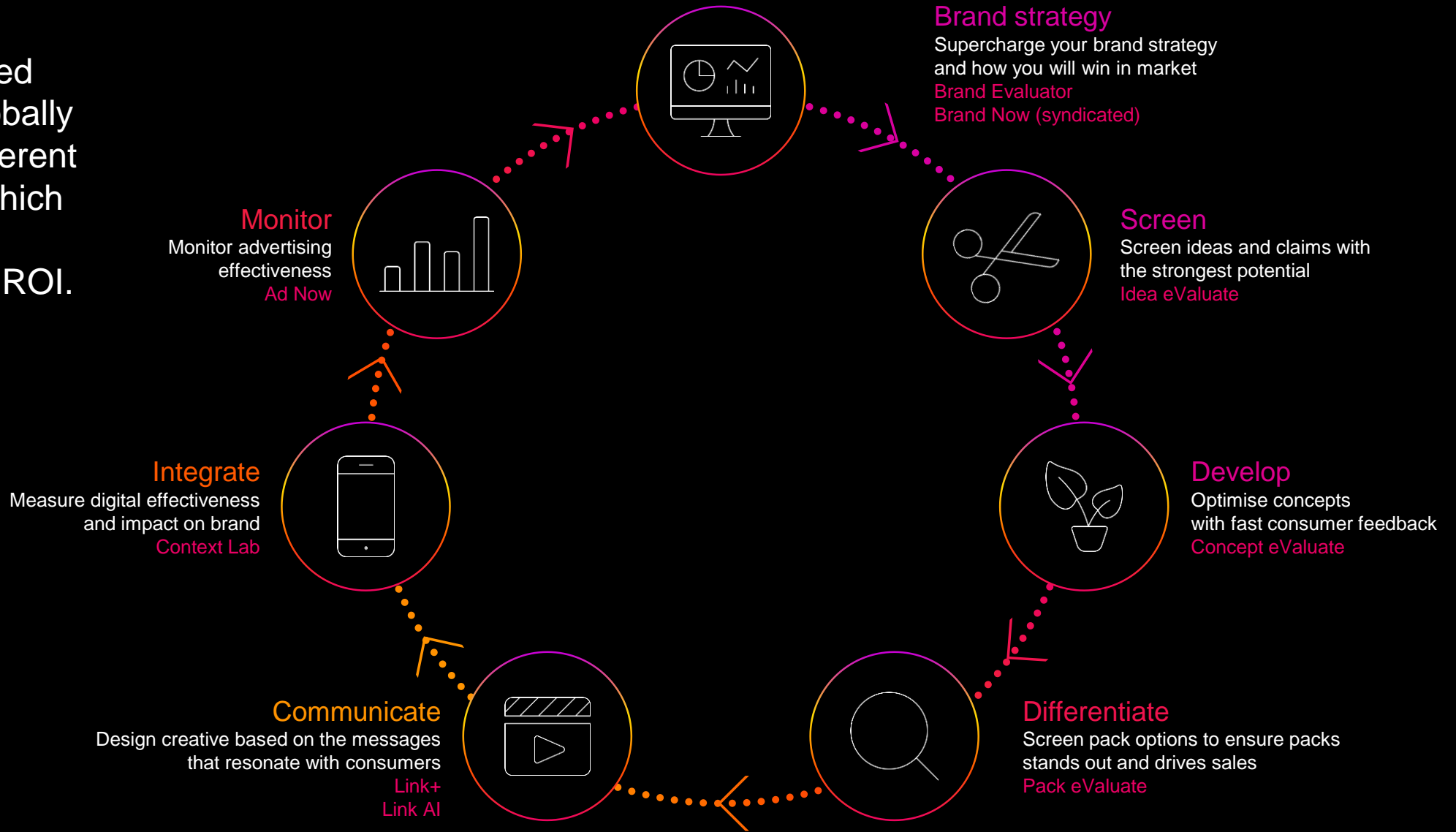
Libby Williams
Tassal Group

99

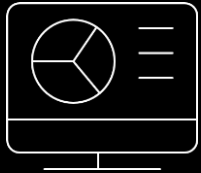
KANTAR MARKETPLACE = expertise **amplified** by tech



Kantar Marketplace is the largest packaged research platform globally with meaningfully different framework at heart which is proven to help our clients deliver higher ROI.

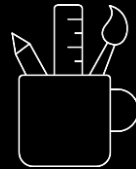


Powerful technology, built by market researchers for market researchers



Industry-leading analytics

Interpret your results effortlessly with powerful analytics that put you in control of your data. Compare results across tests or versus our norms.



Best-in-class methodology

Unlike our competitors, we own and control the methodology and the technology, which means you benefit from both speed *and* reliability.



Unmatched survey sample

Make decisions confidently with the benefit of survey sampling that is unparalleled on breadth, depth and quality.



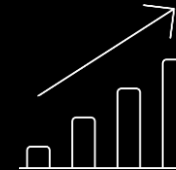
Global footprint

Wherever you are, we've got boots on the ground in your market ready to help you succeed.



Deep brand-building expertise

We know brands. We've taken our industry-leading track record and brought it to the technology space.



Ongoing investment

We're continually investing in the Marketplace platform to bring you the latest innovations, and we won't stop.

WE DARE YOU

...to be different and create
meaningfully different innovations

Talk to us today and find out how



Download 'Dare to be Different' at
<https://www.kantar.com/campaigns/marketplace-dare-to-be-different>



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Any questions?

Thank you!

