

KANTAR MARKETPLACE

From umm to aha!

Supercharge your marketing with
decision-ready insights in real time



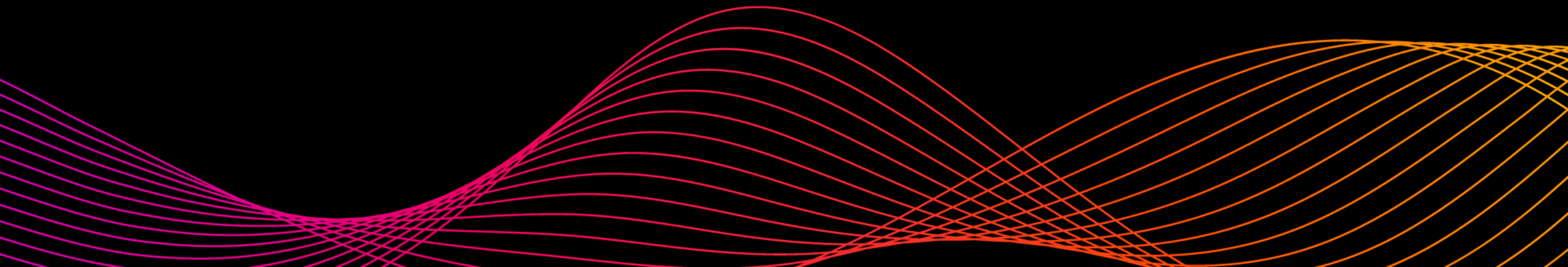
Rachel Evans
Managing Director,
Kantar Marketplace UK



Nicki Morley
Head of Behavioural Science
Innovation, Insights, UK

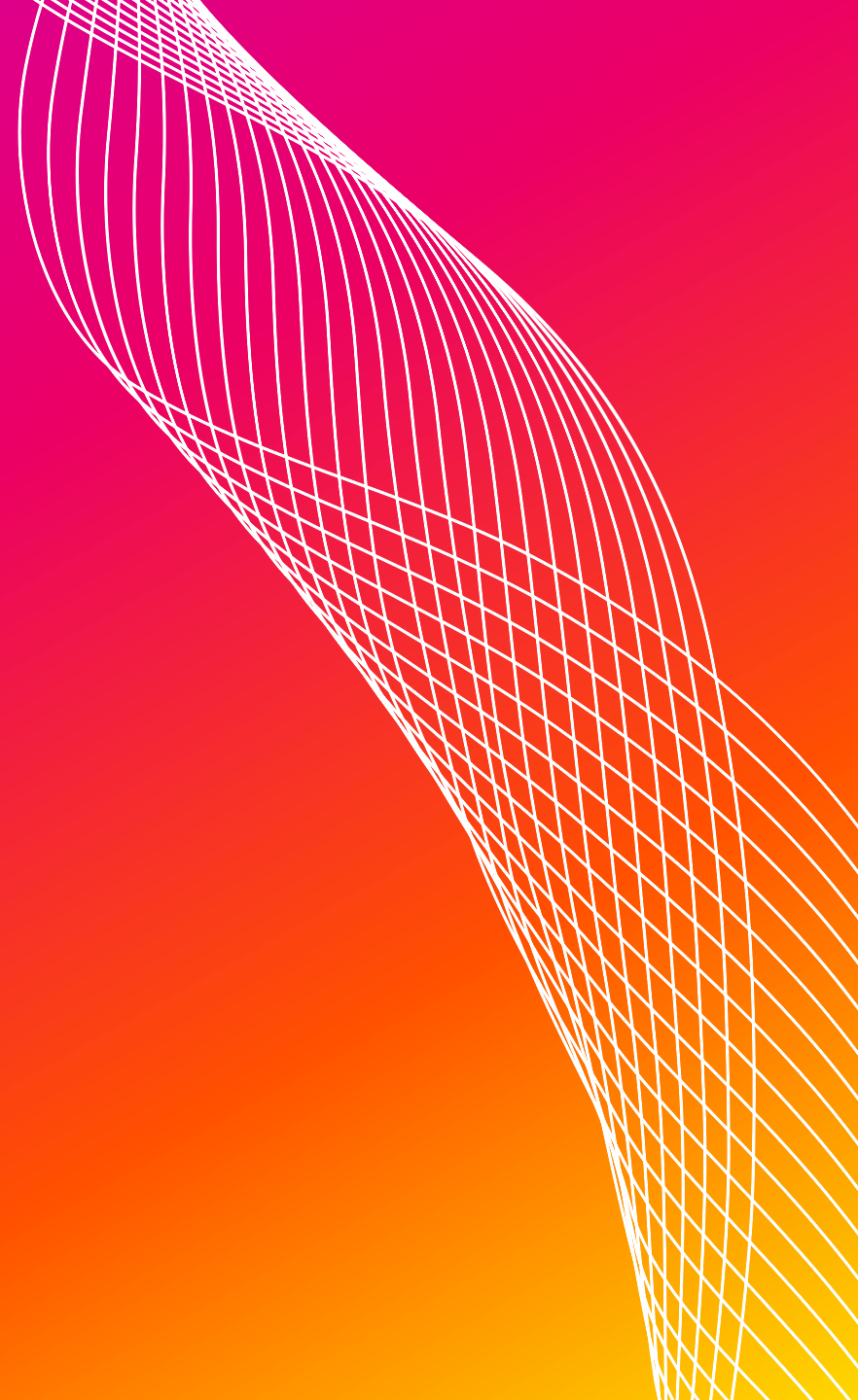


KANTAR MARKETPLACE

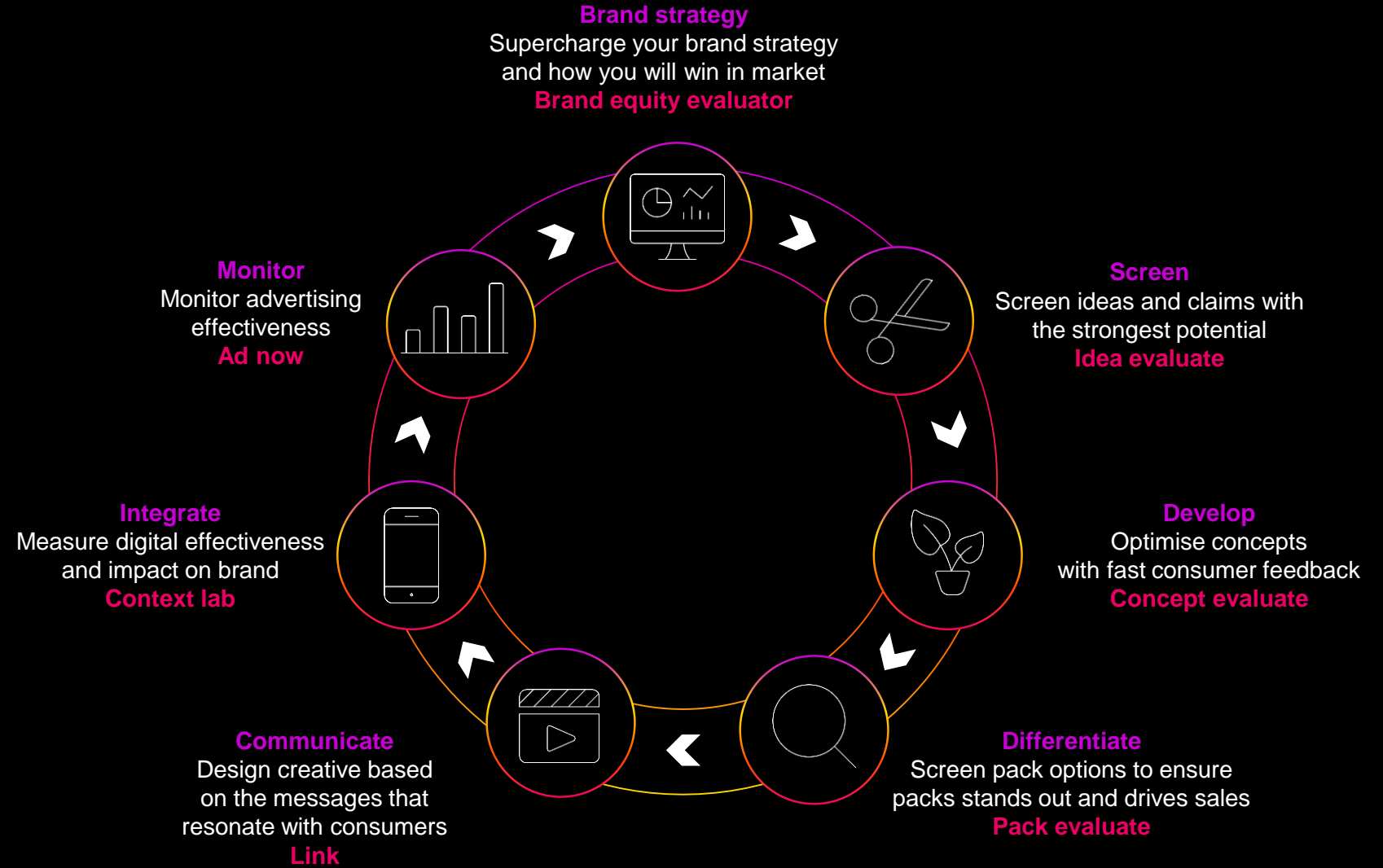


The world is evolving

Did you know that according to the GRIT report, the most cited unmet need was speed to insights?



Data driven
decisions using
validated solutions
at every stage
of the product
development
process





Myth busting

Creative work won't test well!

“There was this preconception internally that **you can't really test creativity**. That almost testing is a bit of a blocker. That was a myth we really wanted to overcome.

We found this more **creative work performed a lot better**, it met all the KPIs we wanted it to and drove the equities we were looking for on the brand.

The research enabled the team to **influence the marketing investment**, pushing the decision to shift plans in favour of the creative route, and make **'tangible optimisations'** ahead of launch.”

—**Caroline Cookson**
Consumer and Shopper
Insights Manager, Heineken





FRUITY CIDER
95 CALORIES

STRONGBOW
ULTRA
DARK FRUIT
CIDER

**NEW TASTES
ULTRA GOOD**

STRONGBOW
ULTRA
DARK FRUIT

Consumers expect so much more from brands

Gender

Inclusion and diversity

Sustainability

Purpose

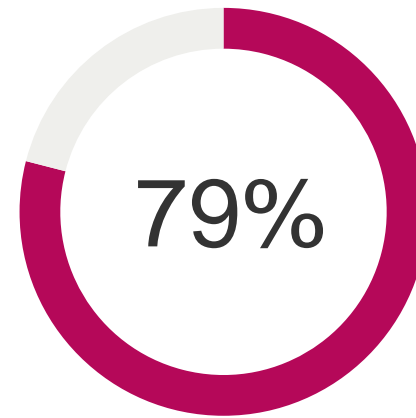
Authenticity...

Getting the sustainable messaging right is difficult

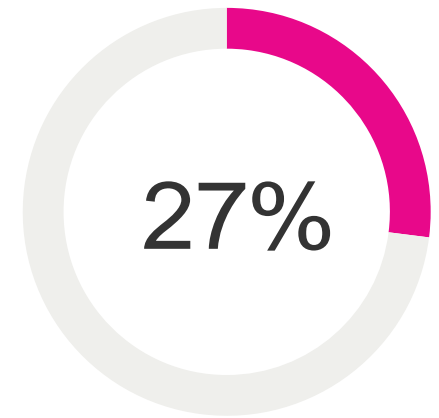
Simply talking about brand purpose and sustainability doesn't equal success.

:) **Affectiva**

Brand 'power contribution'



With 'purpose'
and fits
with brand



With 'purpose'
but weak fit
with brand





Myth busting

Complex/deep brand problems
can't be solved with agile tech

“When you try to do purpose with a functional brand
there is no blueprint so you have to create one.

We sat down with our Kantar team, used the
technology and ran some meta-analysis. And within
days we put together a framework, created 3 new
ideas and had to pick an idea very quickly.

The tech helped navigate these uncharted waters
but combined with the human capital the insight,
and end result, became extremely powerful.”

– Georgios Papadopoulos
Insights and Analytics Lead,
Reckitt Health, UK



Myth busting

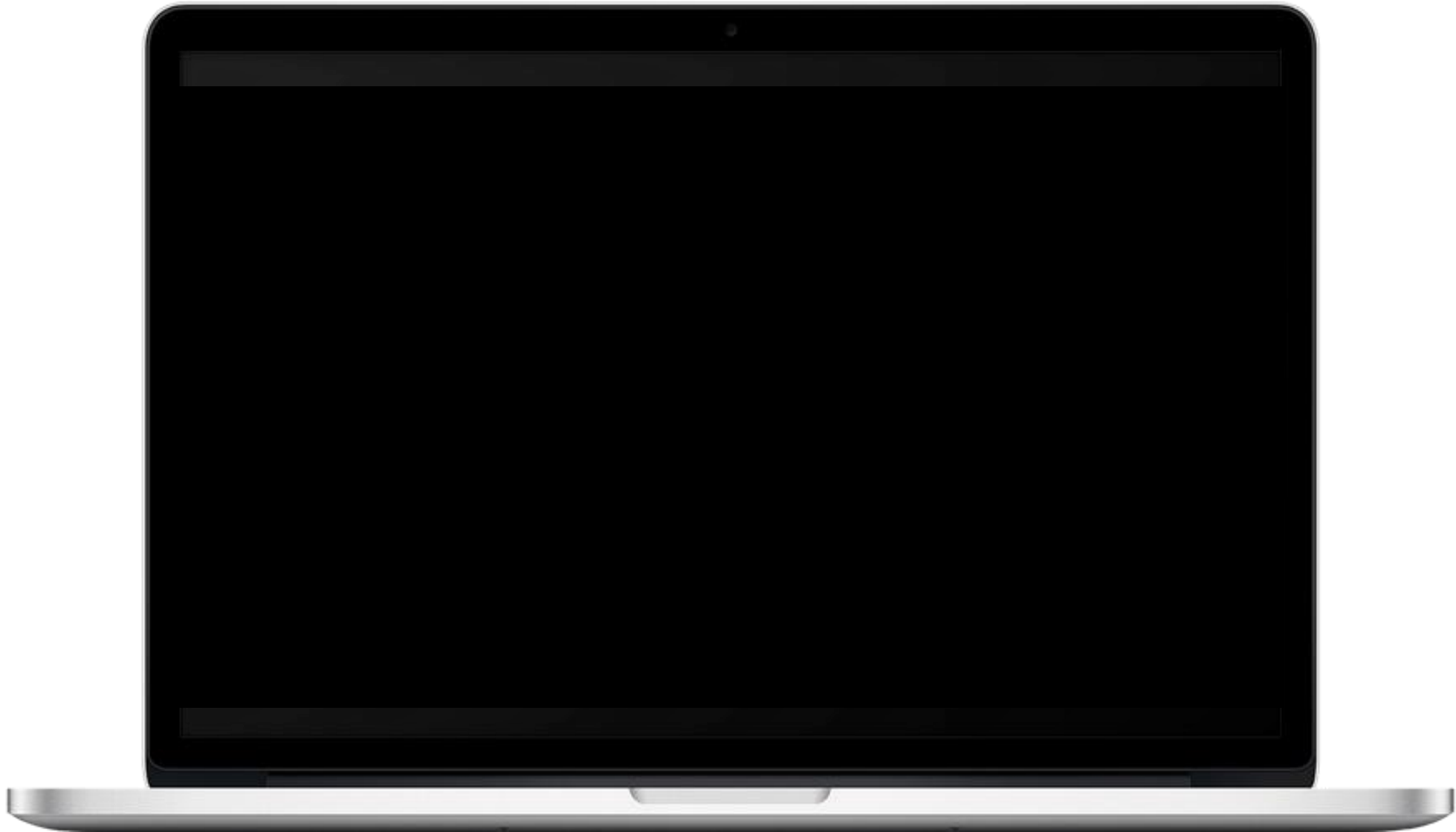
Complex/deep brand problems
can't be solved with agile tech

“Even though all of these tools are
incredibly useful right now, you
still need **human capital**.”

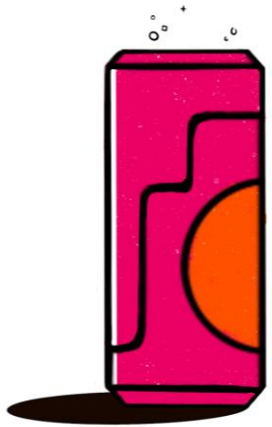
You still need the human brain to come
in and look **beyond** the data. Help you
connect the data and make **sense** of the
data, and help you **tell a story** and make
an **informed decision**.”

– Georgios Papadopoulos
Insights and Analytics Lead,
Reckitt Health, UK





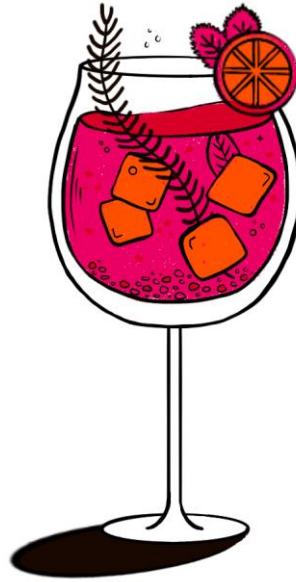
Have it your way



Self-serve



Assisted by a
Kantar expert



Fully managed in
partnership with
a Kantar expert

Let's share a quick example

Marmite's 'Flippin Tasty'
pancake post ranks
among most effective
Facebook ads

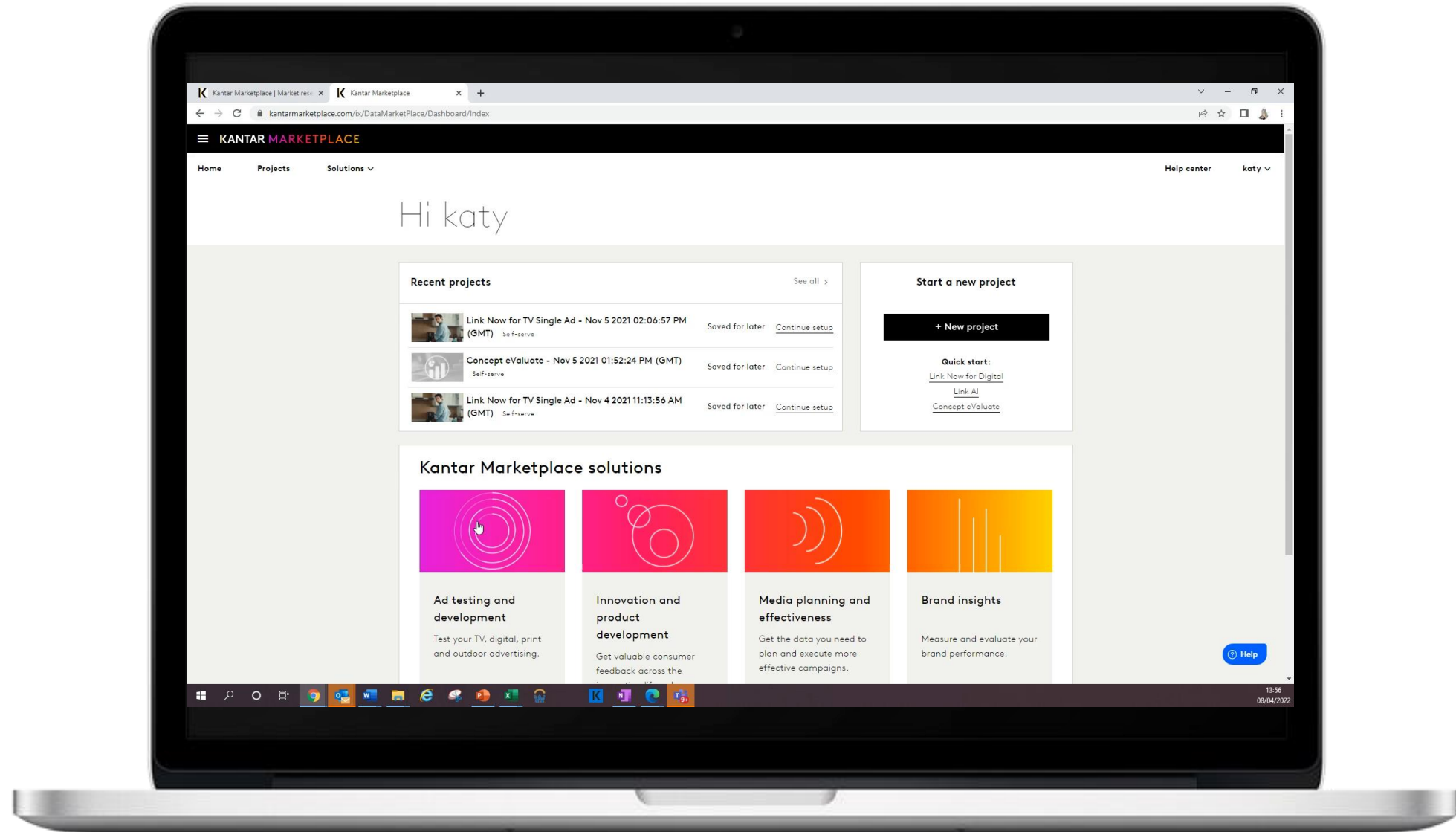


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**ADVERTISING
ASSOCIATION**

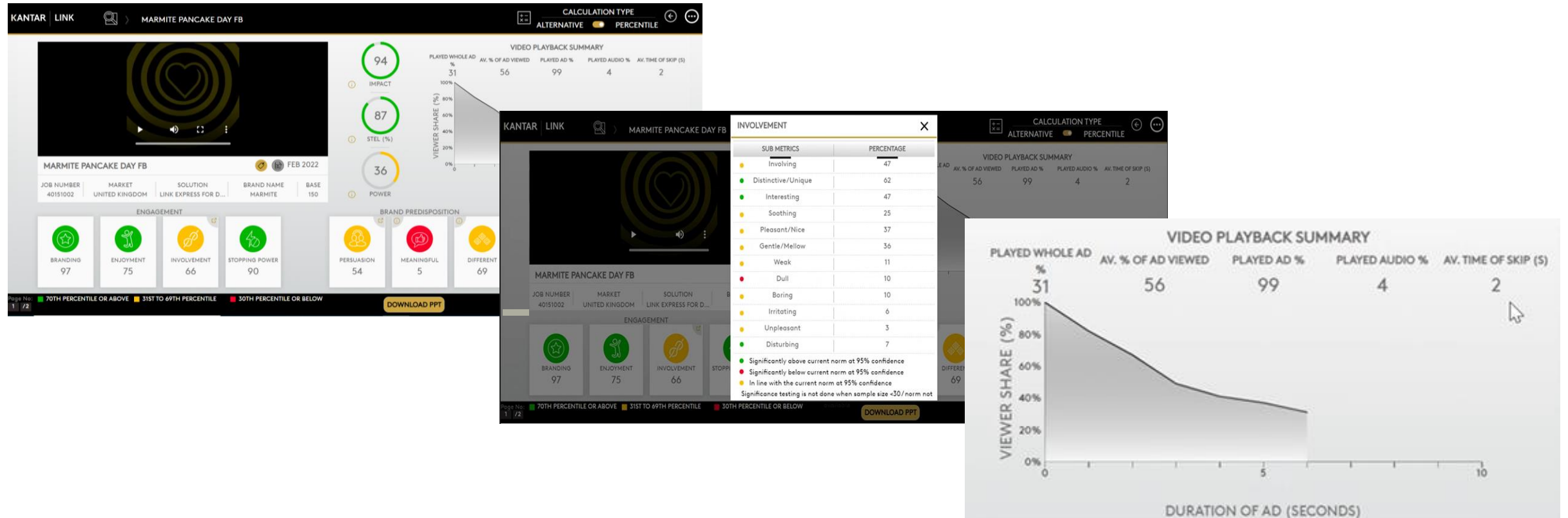
KANTAR





From umm to aha!

Straight through to intuitive analytics: Survey based, behavioural, neuro and AI. Your current project and your whole library



Powerful technology, built for brand owners to enable growth



Industry-leading
analytics



Best-in-class
methodology



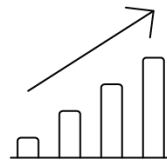
Unmatched
survey sample



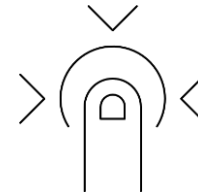
Global
footprint



Deep brand-building
expertise



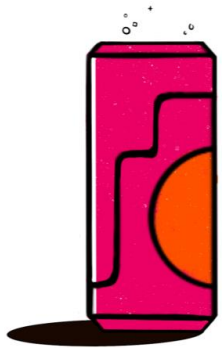
Ongoing
investment



Always-on
24/7 support

Have your cocktail
whichever way you like it

It will always be perfect with
the right quality ingredients



Self-serve



Assisted by a
Kantar expert



Fully managed in
partnership with
a Kantar expert

People

Experience



Platform

KANTAR MARKETPLACE

Talk to us at Stand 300 to
find out how you can get
from the 'Umm to the
Aha!