

# KANTAR

## BRANDSTRUCTURES

Leverage your brand's DNA to accelerate growth



Building strong brands insures against volatility and uncertainty. In tough times, consumers gravitate towards brands they believe in.

But identifying these drivers of consumer belief that can accelerate growth for brands while also differentiating them from competition can be a struggle.

**Kantar BrandStructures** identifies the top perceptual associations your brand should focus on. Expert consultants apply advanced statistical modelling to existing tracking data and other data sources to explain the relationship between brand attitudes, equity and even sales. It identifies which levers will help you achieve brand growth.

### When you need to:

- Optimise your current positioning and differentiate versus competitors
- Grow multiple brands in your portfolio without cannibalisation
- Improve communication and messaging effectiveness for differentiation
- Set targets for brand equity strengthening and how to achieve them, leading to sustainable brand growth

### Why BrandStructures?

- Provides actionable recommendations to drive brand planning and marketing strategy
- Fully leverages multiple data sources and integrates with your tracking program for ongoing learning and optimisation

- The combination of analytic excellence and client expertise with deep knowledge of brand and category nuances identifies the key drivers of growth

### About Kantar BrandTek

**Brand expertise. Powered by MDS, amplified by tech.**

**Market understanding** to identify value in the category and how to unlock it.

**Brand positioning** for your brand portfolio to create value.

**Brand guidance** with our Meaningful Different Salient framework to diagnose the strength of your brand and unlock its future value and stay on track to deliver value and maximise impact of campaigns.

For 50+ years the world's most valuable brands have chosen to partner with Kantar to shape their brand future.

### Contact us

To know more, write to [insights@kantar.com](mailto:insights@kantar.com) or visit [www.kantar.com](http://www.kantar.com)



Kantar is the world's leading marketing data and analytics business and an indispensable brand partner to the world's top companies, including 96 of the world's 100 biggest advertisers. We combine the most meaningful attitudinal and behavioural data with deep expertise and technology platforms to track how people think and act. We help clients develop the marketing strategies that shape their future and deliver sustainable growth.