

KANTAR

DAY 1

Meaningful & Different Innovation and the Obsession with Learning

Octobre 2023





1 WHY IS INNOVATION SO IMPORTANT FOR BRAND GROWTH?

2 THE IMPORTANCE OF A DEEP UNDERSTANDING OF PEOPLE IN THEIR CONTEXT

3 DRIVING AGILITY AND BUILDING CONFIDENCE

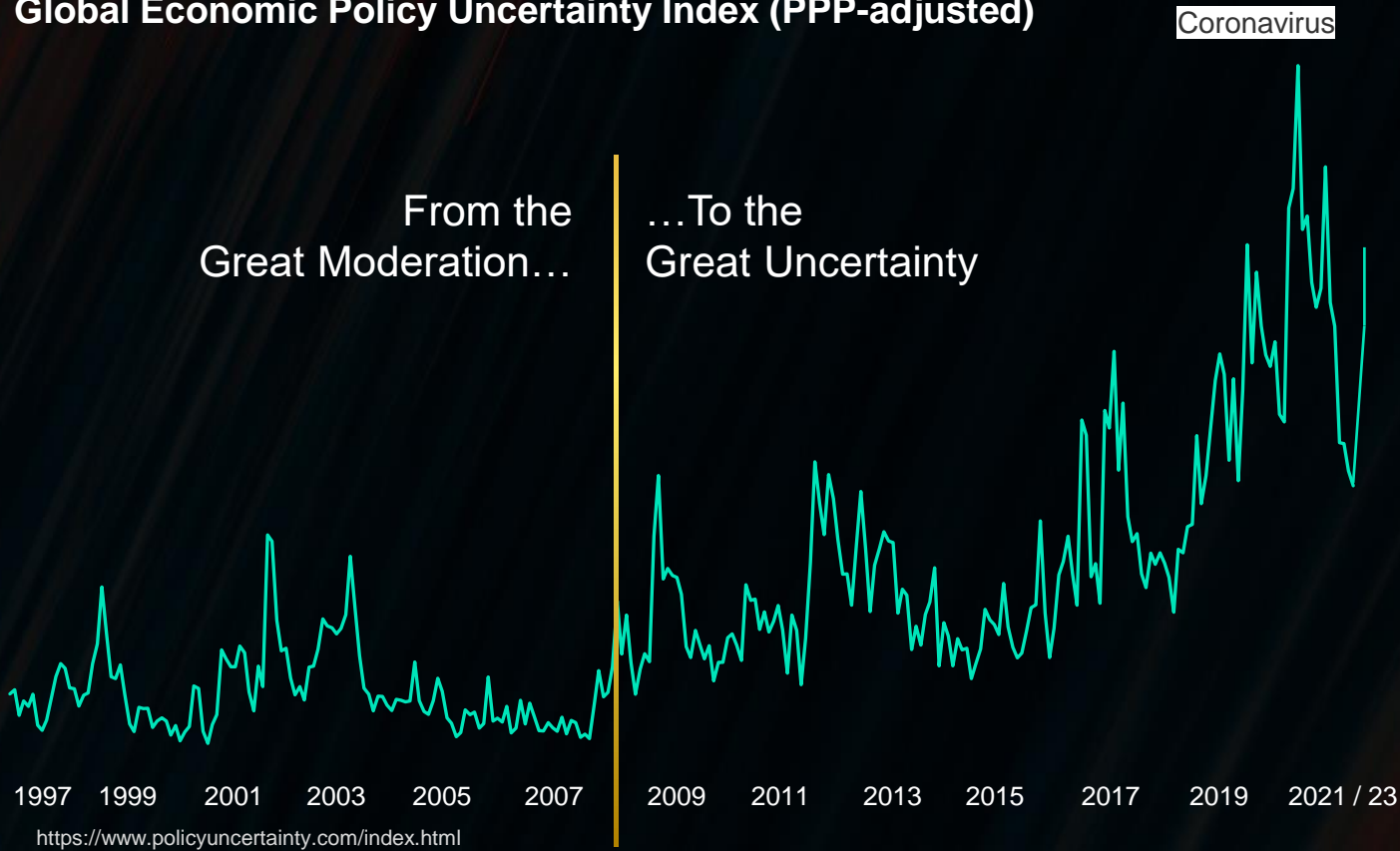
01

**WHY IS INNOVATION
SO IMPORTANT FOR
BRAND GROWTH?**



Volatility has taken root

Global Economic Policy Uncertainty Index (PPP-adjusted)



01 Disruption has become recurrent

02 More uncertainty and volatility

03 Volatility is the future macro context

No-one is safe from being disrupted



Baking flour

All purpose baking flour had been the same for centuries.

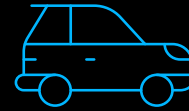
Almond, quinoa, sweet potato, rice, corn, tapioca, craft-type, gluten-free, etc. flours have turned the market upside down.



Milk

Cow's milk has also been around for centuries. Then came fat-content.

Plant-based milks disrupted the category.



Auto

The first gas-powered vehicle was created in late 1800's and was the go-to for a century.

Along come hybrids merging gas-power with electric. Now every auto maker has at least one EV option.



Banking

Banking has remained much the same for centuries, free from disruption.

Fintechs without brick-and-mortar footprints have upended the banking model.

Managing disruption is therefore no longer a choice, it is the new normal

Brands will have to go from planning **for** change to planning and activating **in** change

New Tensions & Needs

More sustainable innovations

New Players

Start-ups finding it so easy to challenge

New Behaviors

Brands are under siege / Own Label brands

New Demands

Digital world changing the way products are delivered

New Moments / habits / routines

Many Brands have embraced this new reality by creating meaningful different Innovations that have transformed product categories.

Meaningful Different Innovations.



Halo Top changed attitudes toward low fat ice cream



Dollar Shave Club proved that a new business model



Warburtons Soft Pitta

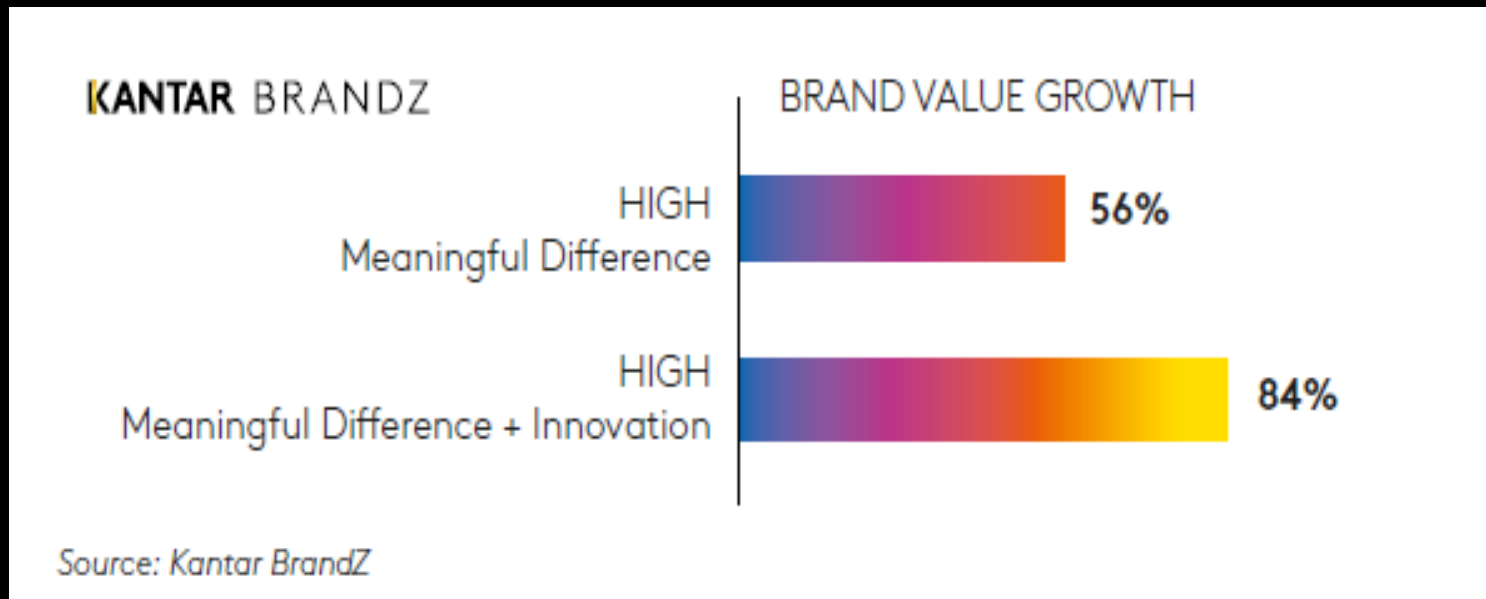


Success of Gordon's 0.0 alcohol-free gin

They have wisely and importantly taken the steps to identify hidden tensions and turned them into **meaningful different innovations.**

And they have innovated with both Business & Brand in Mind

Meaningful difference and perceptions of innovation is a recipe for success



The pace of disruption requires therefore a different approach to innovating



A deeper understanding of the people in their context



Driving agility, while building confidence



02

THE IMPORTANCE OF A
DEEPER
UNDERSTANDING OF
PEOPLE IN THEIR
CONTEXT



The background features a complex, abstract pattern of glowing green and blue light trails, resembling a network or data flow. A faint, semi-transparent human figure is visible in the center, with arms raised, suggesting a person interacting with or being part of the network. The overall aesthetic is futuristic and digital.

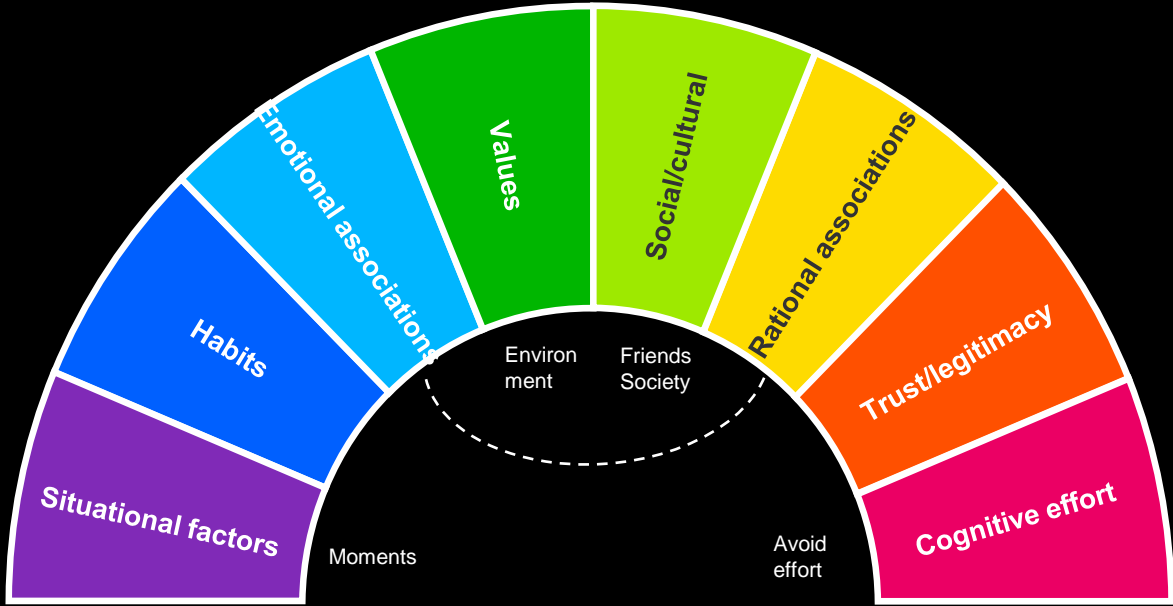
**Innovation is made riskier if you
don't take account of human
nature and the influence of context**

We need to develop an obsession with understanding people and their context

Why Behavioural Science is so important for innovation !

Behavioural Science is a **framework / a lens** through which we can understand people decision-making

Unveiling Fuels & Frictions

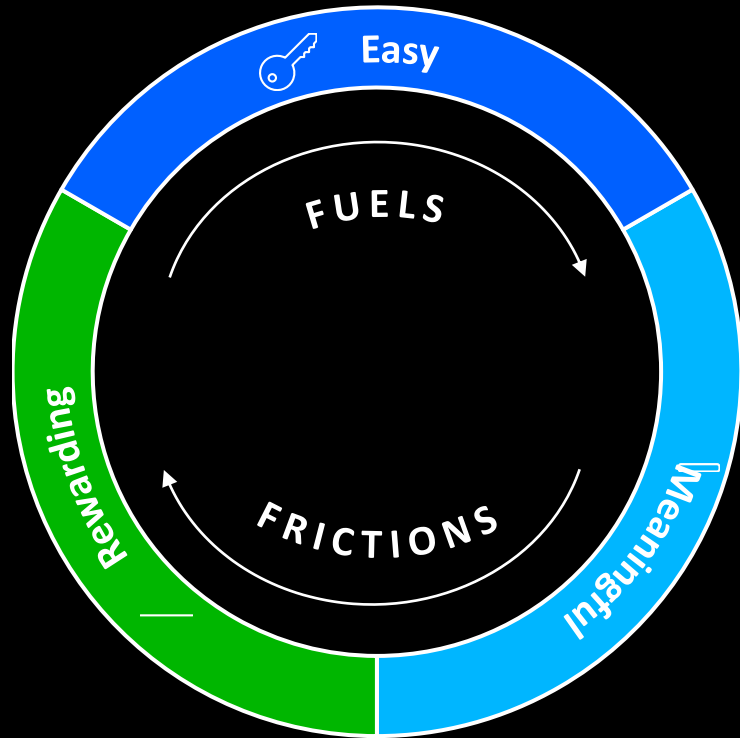


Eight influences on decision making

 <p>Situational Factors</p> <p>Factors like location, time of day, and mood can affect consumer decision making.</p>	 <p>Habits</p> <p>People often make decisions habitually - it's part of the routine, so it's a natural, almost unconscious decision.</p>	 <p>Emotional Associations</p> <p>Have a large influence on decision making. If an ad makes you feel happy, you are likely to want to buy the product.</p>
 <p>Values</p> <p>Values shape our decisions, whether it's choosing a product that will help the environment or avoiding a company known for animal testing.</p>	 <p>Social/Cultural Factors</p> <p>When we make decisions, social and cultural factors, such as the opinion of our friends, can affect our choices.</p>	 <p>Rational Associations</p> <p>Decisions are often based on rational associations - which product is associated with the best performance.</p>
 <p>Trust/Legitimacy</p> <p>Trust is an important factor in decision making, reducing uncertainty and increasing confidence.</p>	 <p>Cognitive Effort</p> <p>Where possible, people will avoid cognitive effort - people want the decision to be easy.</p>	

Behavioural Science is a lens through which we can understand decision-making

Unveiling these fuels & frictions then requires to pass the EMR test



Easy

Remove the FRICTIONS:

- Situational factors
- Effort
- Limiting beliefs
- Availability



Meaningful

Motivate to FUEL the change:

- Deliver a superior benefit
- Align to beliefs and values
- Socially desirable
- Build positive associations with the brand



Rewarding

To cement the new behaviour:

- Deliver on the promise
- Reinforce the behaviour

Thinking

≠

Doing



This is especially true when developing sustainable innovations

Bridging the Value to Action Gap

95% of people want to live a sustainable lifestyle

52% Have done something about it in various degree

But only...

10% of people are actively changing their behaviour

Case Study

Google Glasses

Successful innovation demands far more than just new technology – otherwise Google Glass should have been a stunning success.

Instead, people hesitated before adopting it.
Why?



Case Study

Single Use Bottle Issue in North Africa

OBJECTIVE

Reduce the consumption of single use bottle of water used by mothers for their kids (lunch) outside of Home.



Flagging Environment
Negative Impact is **NOT**
a way to trigger behavioral
change....



Social Recognition
(Good Parents Taking
care of their Kids) **IS**
instead a way to trigger
behavioral change.

Case Study

UK DoT

The UK's Department of Transport leveraged a social influence as fuel, issuing electric vehicles (EVs) with distinctive green license plates.

The vehicles are more visible on the roads: harnessing the power of social proof to encourage more people to buy an EV.



Example of EMR applied to Meatfree

The most successful businesses in #MeatFree have made it easy and rewarding for consumers to swap to their brands: what can we learn from them?



1

Make it easy

- Change has to be straightforward
- Make it an effortless swap to adopt more meat free products

2

Make it stick:

- Understand the points of friction that might be holding people back
- Any new product has to be at least as good or better or different in consumers' eyes

3

Make it positive:

- #Quorn and #Cauldron have moved the conversation away completely from any sense of compromising or cutting back
- Give people something they actively want to adopt, not a battle to give up something they love

Why it is Behavioural Science so important in innovation?



BETTER QUALITY RESEARCH TOOLS

Capture better people 's intentions.



MORE MEANINGFUL INSIGHTS

Framework for better quantitative, analytics and qualitative research



BETTER DEVELOPMENT

Inspiration for the **design of products and services** that are the **frictionless** choice



CLOSE THE VALUE-ACTION GAP

Close the gap between one's **desire to be sustainable** and their ability to do so.

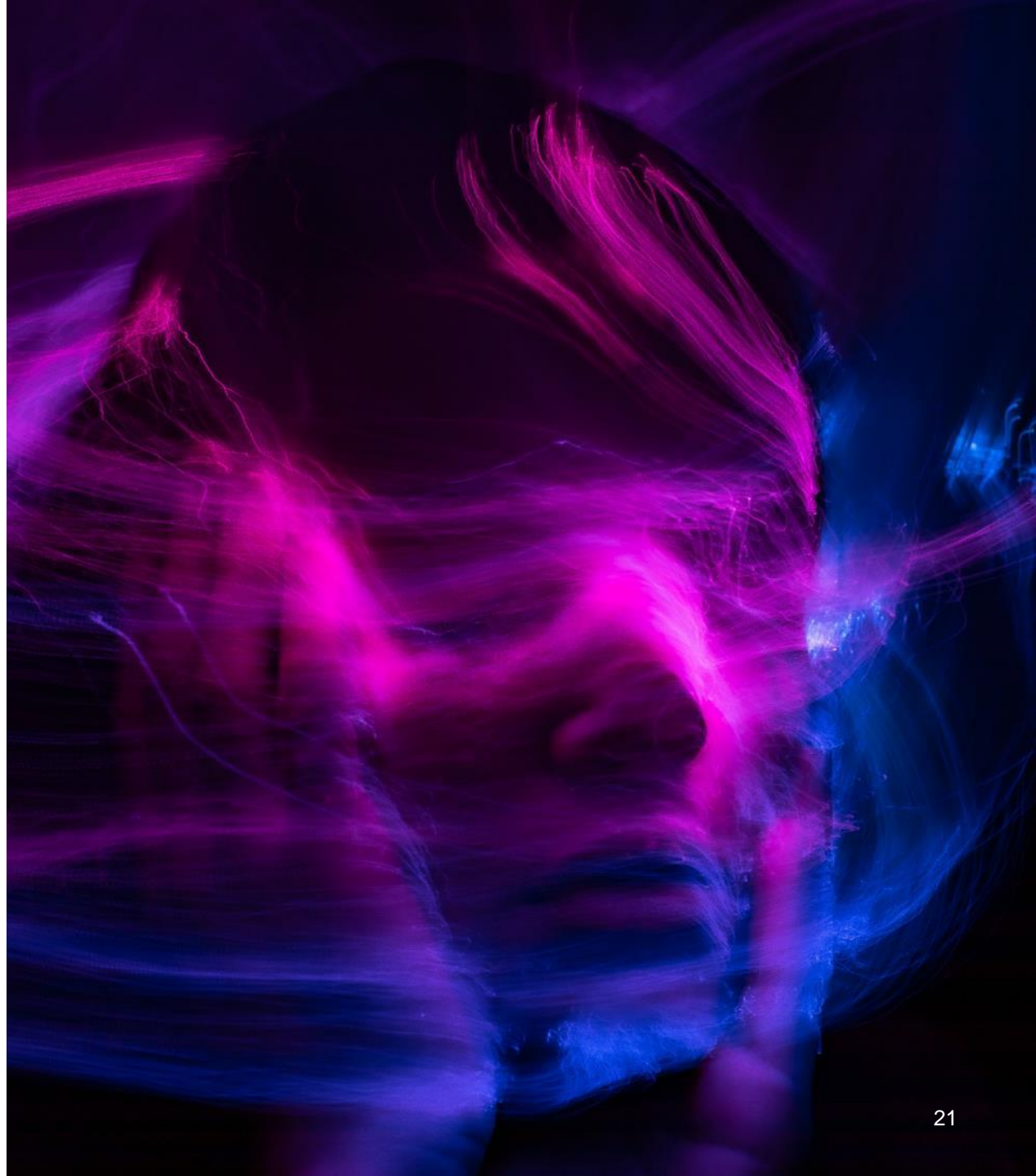


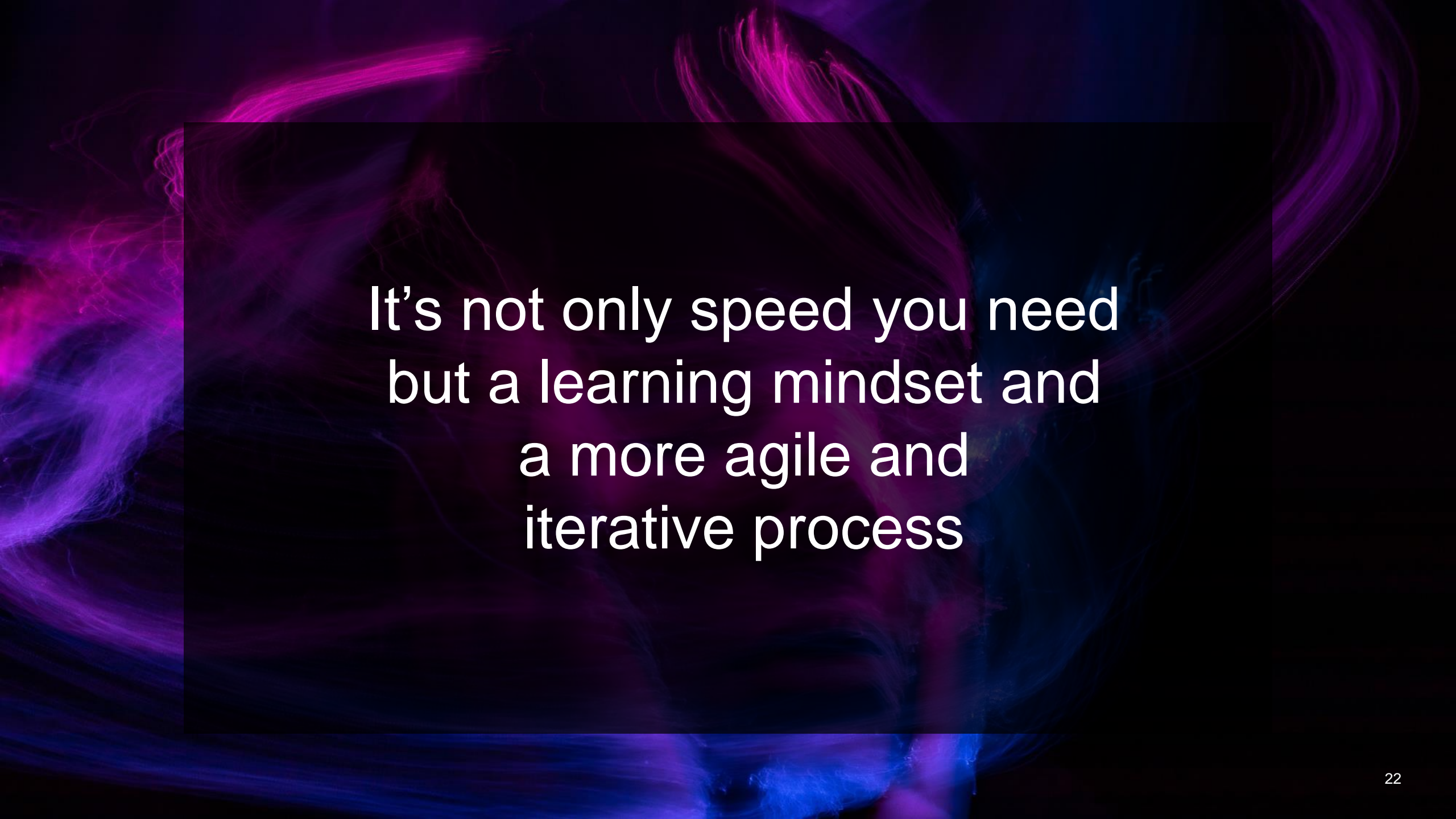
03

DRIVE AGILITY AND BUILD CONFIDENCE

Learn, Test and Learn

Moving away from the
obsession with testing TO
obsession with learning



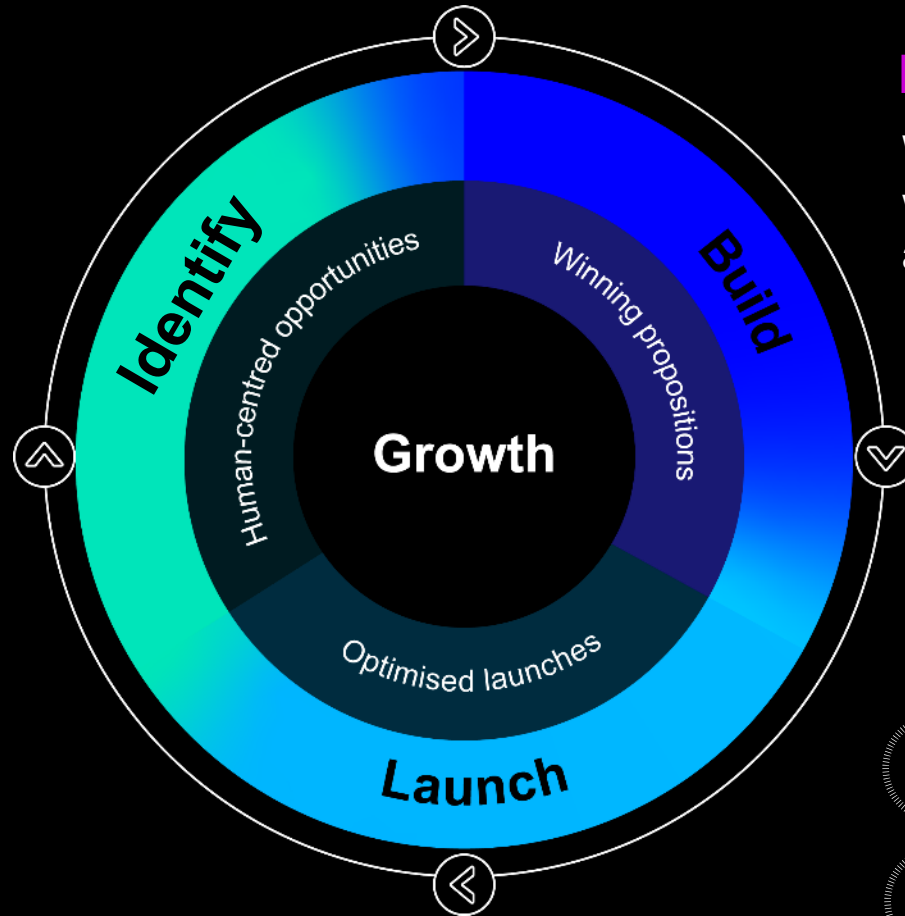
The background of the slide is a dark, almost black, space filled with vibrant, ethereal light trails. These trails are primarily in shades of purple and magenta, with some hints of blue and cyan. They appear as if they were created by a long-exposure photograph of a light source moving through space, resulting in soft, flowing, and somewhat chaotic patterns. The overall effect is one of dynamic energy and movement, contrasting with the static text in the center.

It's not only speed you need
but a learning mindset and
a more agile and
iterative process

Kantar Innovation framework mirrors the Learn-Test-Learn philosophy

Identify: Learn

Understanding people and context
Understanding data

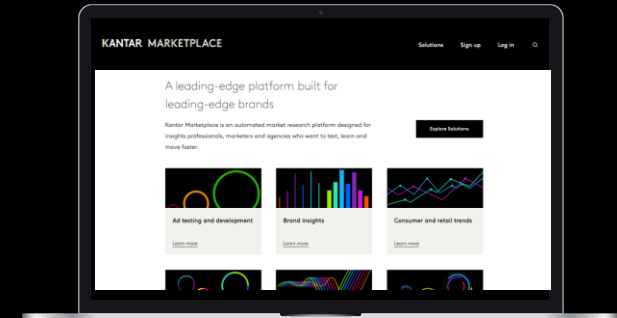


Build: Test and learn

We are redefining agility with Kantar Marketplace an automated market research platform



KANTAR MARKETPLACE



Find the best ideas



Optimise winning concepts



Identify stand out packaging



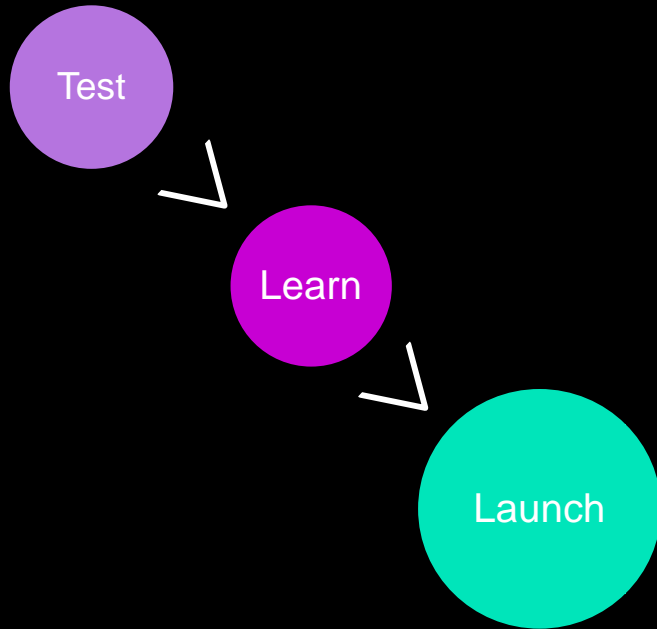
Maximise your product's launch appeal

Launch: Learn

We support you to monitor, course correct and optimise with our Innovation Guidance System

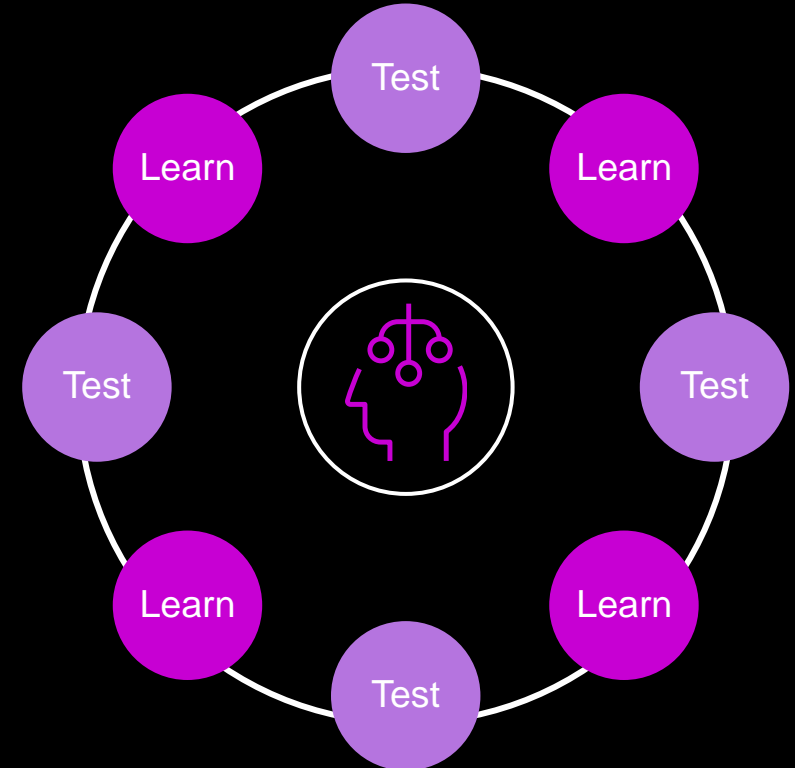
Moving From a linear to agile cycle approach

BEFORE IN THE PAST: IN 2 MONTHS



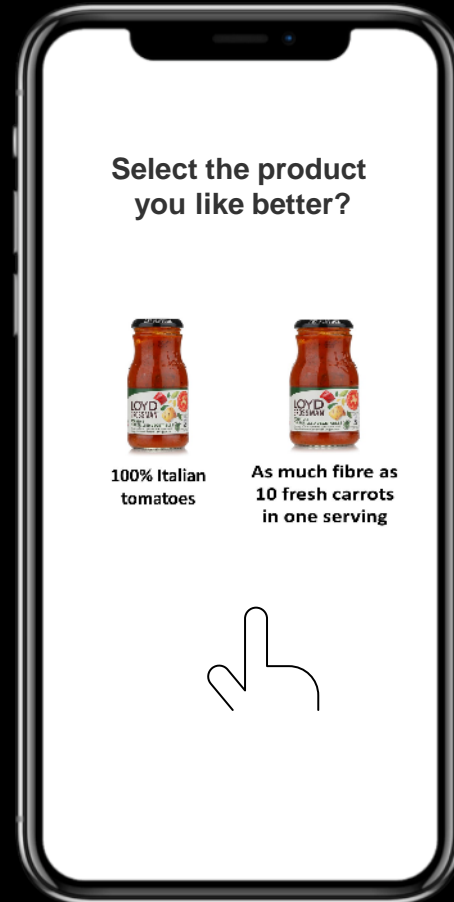
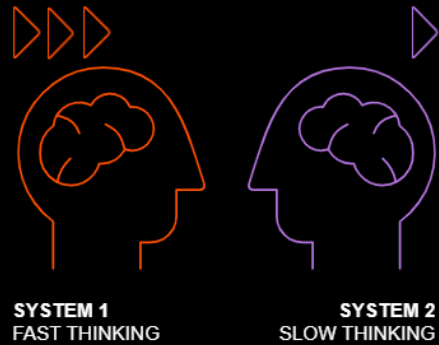
NOW: IN A WEEK WITH **KANTAR MARKETPLACE**

Thanks to our new agile approach, there is the possibility to test an idea, a concept, a pack, **in a week time**, receiving valid feedback on value, as well as suggestions on how to improve the product/service, before launching it.



Testing Ideas with Kantar MarketPlace

A smart survey that measures implicit and explicit responses

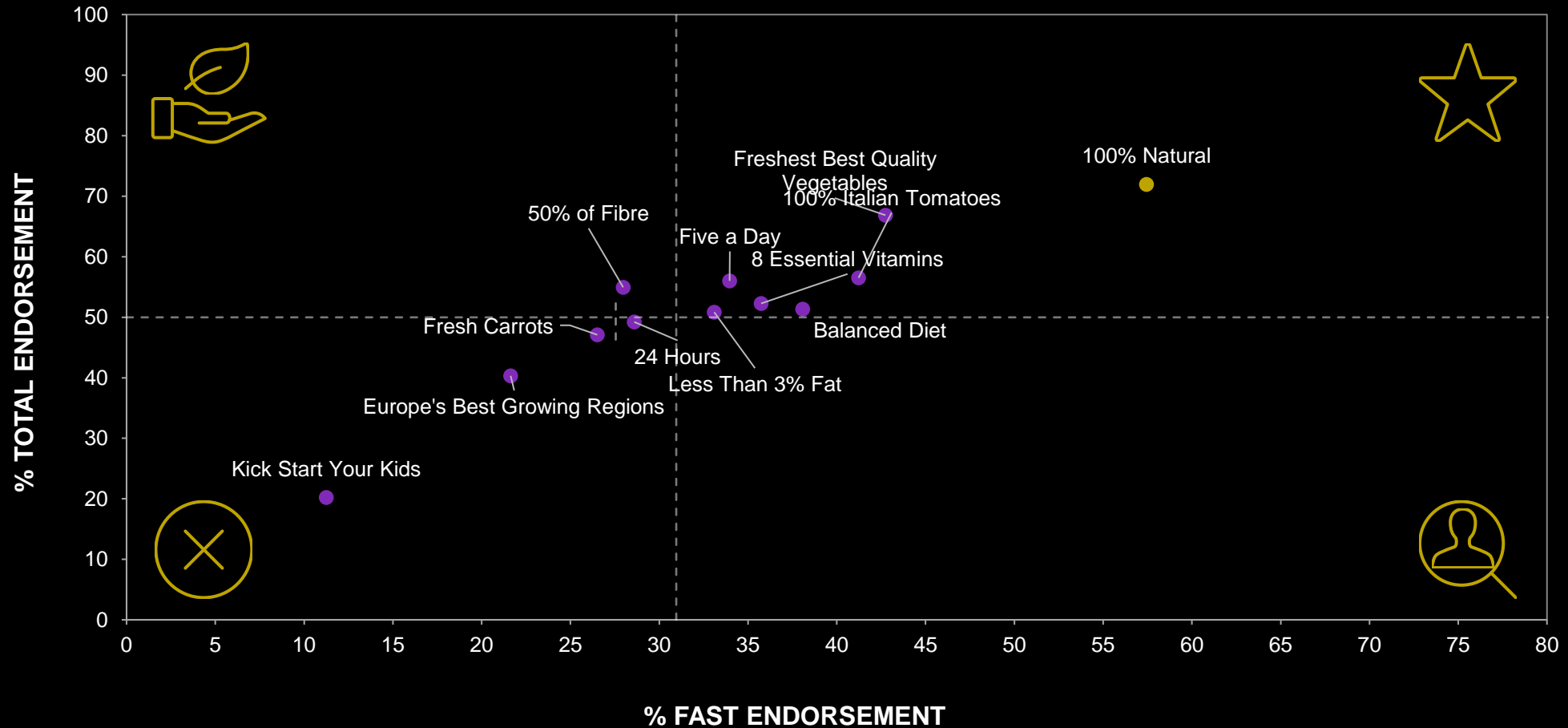


FAST TRADE-OFF

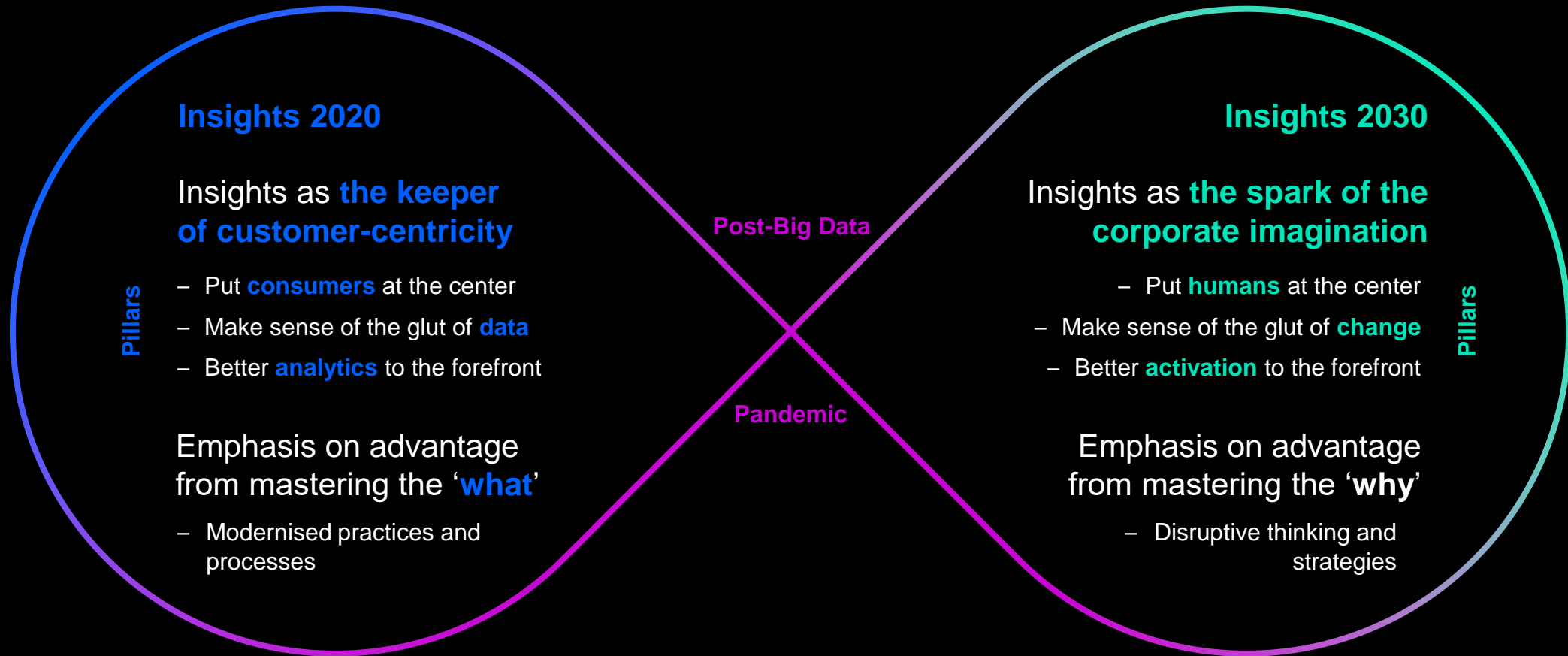
Shortlisting of ideas using timed paired trade-offs based on type 1 and type 2 philosophy (all respondents all ideas)

Idea map

Based on fast endorsement and total endorsement, classifying the ideas to guide prioritization



Mastering Corporate Imagination



Contacts



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Thank You



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