

**KANTAR**

**S U S T A I N A B L E  
T R A N S F O R M A T I O N**



# We have a specialised Sustainable Transformation Practice to guide your brand through the shaping of strong ambitions and actions

## STRATEGIC FRAMING

Define the social and environmental issues that your brand can deliver in an authentic, unique and consistent way. Understand and prioritise different audiences, including under-represented populations.

## SUSTAINABLE INNOVATION

Anticipate disruptive change, consider underserved high-growth populations and facilitate behaviour change to build impactful innovations.

## ENGAGING ACTIVATION

Create communications and experiences that connect with people through the 'human story' and emotions to engage and empower people to act.

## MEASURING IMPACT

Benchmarking and brand value metrics to provide a strategic feedback loop across stakeholder audiences tracking the impact and ROI of your sustainability initiatives.



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**ELEVATOR PITCH PACK**  
**INNOVATION**

# Sustainability must be at the heart of your innovation development in order to develop a relevant and future-proofed portfolio



To serve the needs of underserved high growth populations



To enable behaviour change and close the value action gap

**\$1.1 trillion**

People who are taking actions to reduce their waste footprint are spending over \$1.1 trillion in FMCG.

Source: Kantar Who Cares Who Does



To future-proof your brand and anticipate disruptive change

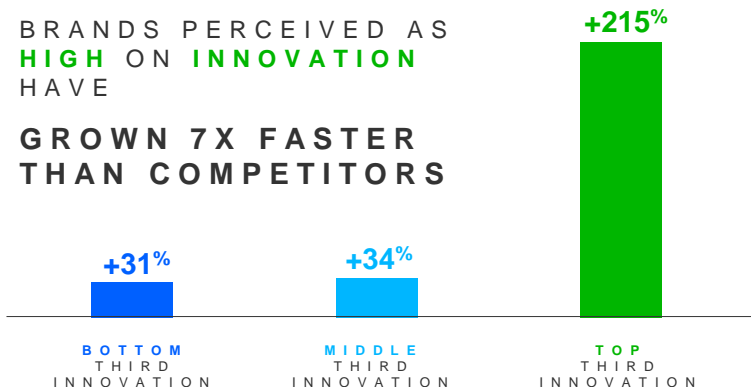
**63%**

of overperforming businesses take a **long-term view of the future** – the single biggest predictor of growth.

Source: Kantar Brand Z

BRANDS PERCEIVED AS **HIGH ON INNOVATION** HAVE

**GROWN 7X FASTER THAN COMPETITORS**



Source: Kantar Brand Z



# We have a suite of innovation tools and expertise to help you win



We are well equipped to support across your innovation journey from ideation through to launch. Here are **two of our hero tools** that can help you design for success:

WE CAN HELP YOU IDENTIFY...

## Demand Signals

INTEREST IN ENERGY TYPES RANKED BY VOLUME						
	Solar energy	Renewable energy	Wind power	Electric energy consumption	Geothermal energy	Hydropower
AVG. MONTHLY INTEREST	11m	2m	1m	555k	482k	315k
24M GROWTH	241%	293%	129%	129%	77%	194%

Source: Search data

**Tool: Dx Analytics for Sustainability**

Identify the **demand signals** behind sustainability issues like 'Decarbonization' or 'Circularity' to anticipate disruptive change and develop a relevant portfolio.

WE CAN HELP YOU ASSESS...

## New Launches

ACTIVES

CONSIDERERS

BELIEVERS

DISMISSERS

**eEvaluate Innovation Portfolio + Segments**

We are integrating Kantar's Sustainability Segmentation into our best-in-class innovation testing suite, to help you understand how new propositions or concepts will perform and how to maximise ROI. A proxy question will be available at the end of Q1 to include as a custom question in Kantar Marketplace eEvaluate tools.

# We've worked with hundreds of clients across different sectors unlocking growth through innovation



Helping clients answer their burning questions:

<p>How do I help consumers close the value-action gap?</p>	<p>What is changing in the sustainability landscape?</p>
<p>Which proposition will best meet an underserved cohort's needs?</p>	<p>How do we help people to switch to better-for-the-planet products?</p>

A collection of logos for various clients, arranged in three rows. Row 1: Unilever, GSK, Reckitt, Essity. Row 2: British Gas, a stylized four-pointed star logo, Mondelēz International, Starbucks. Row 3: Diageo, HSBC, Kraft Heinz, ScottishPower.

# Case study: Designing for mainstream

Central question: What pack design and messaging would resonate beyond eco-actives and engage with a broader audience?

## Challenge

Craft beer brewers BrewDog turned to Kantar when needing to explore the best way to convey sustainability for their Lost Lager brand.

Importantly, they wanted to understand whether the pack designs and messaging would resonate beyond the minority of active sustainability seekers to those less engaged in sustainability, the believers and considers.

## Approach

We used Kantar Marketplace behavioural science inspired agile pack screening tool **[pack e-evaluate]** to screen different design where they manipulated the messaging, the impact of design and the impact of short-cut logos that convey its sustainability credentials.

This solution uses swipe technology, combining Type 1 and Type 2 approaches, providing a shortlist of preferred packs from a large number of options, and clear diagnostic insights to help improve them.

We recruited the different audiences who are distinguished by their level of engagement in sustainability (actives, believers, considers and dismissers).

## Insight

1. Less is more: messaging needs to divulge as much sustainable information in as few words as possible.
2. Pack aesthetics (use of the green colour) are prominent drivers of appeal amongst those actively engaged in sustainability and those who are less so.
3. Actions that are led by the single consumer appealed more to actives, with collective messaging (e.g “Let’s plant together”) creating a broader appeal for those less engaged.
4. With the actives, we need to be more careful with the pack designs and the messages we use; as they are so closely engaged with sustainability, they scrutinize everything a brand does.

## Impact

Our findings have been fed into the Brewdog’s long term packaging strategy. These findings reinforce how important it is to test pack designs, as small changes to colour, design and messaging can have a strong impact on intuitive appeal and more deliberative assessment of the pack by different audiences.





# Coming soon to Kantar's Sustainable Transformation Innovation Toolkit

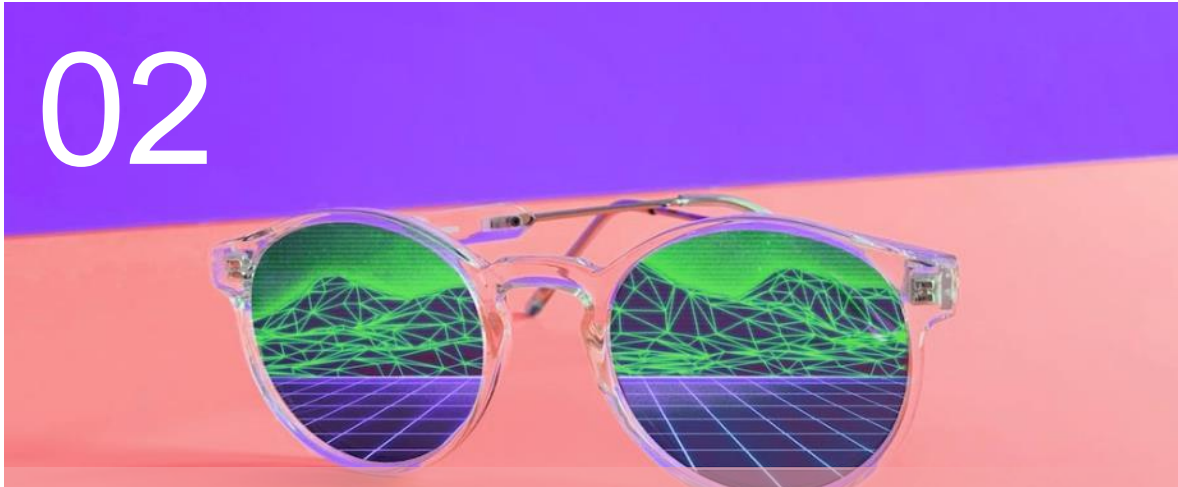


## 01 Fuels & Frictions

To unlock sustainable adoption at scale, brands must identify the factors that prevent or enable change to both design and execute for success.

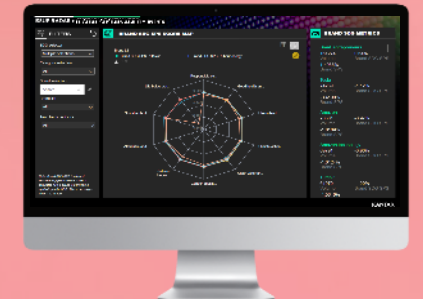
Our 'Ability to Change' framework provides a rich lens through which we can identify the **fuels and frictions** that **influence decision making** and create experiences that help close the value-action gap.

We are currently exploring how to quantify an existing qualitative methodology.



## 02 Tool: Issue Radar

Helps you harness new opportunities in Sustainability. Our AI technology can identify the **trends** shaping and driving the sustainability landscape, understand what sustainability means for consumers and help you anticipate how these spaces will evolve in the future.





# Case study: Reducing water waste

Central question: How can we encourage people to reduce water wastage through our product?



## Challenge

- Existing campaigns on water saving weren't driving behaviour change
- Over 80% of people don't even think about the fact that pre-rinsing might be wasting water

## Approach

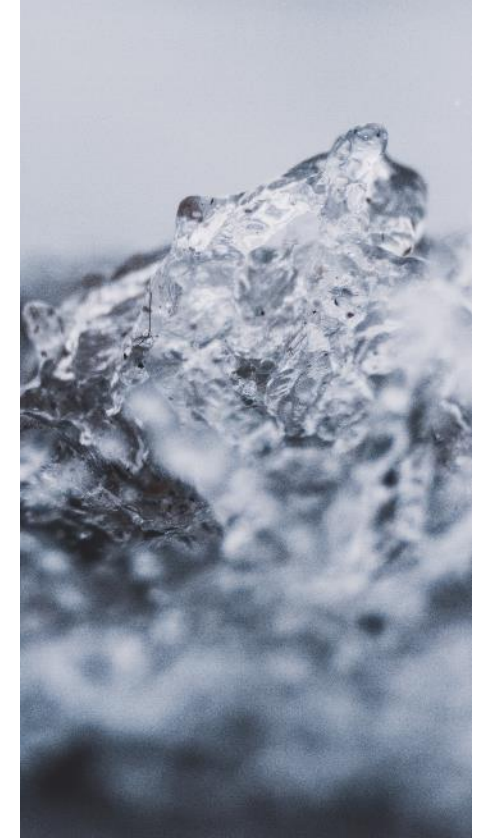
- Qualitative virtual immersions with tasks. Followed by focus and frictions validation, sizing and behavioural measurement
- Intervention toolkit and academic reviewing
- Designing workshops with tangible intervention ideation

## Insight

- Pre-rinsing is an engrained habit that serves a purpose
- People don't trust the dishwasher or the product
- **Easy:** Make them stop and reflect at moment of tidying
- **Meaningful:** Link to future generations – make water closer to home
- **Rewarding:** Demonstrate efficacy on the toughest stains

## Impact

- Created creative guardrails for communications, pack, and future innovation
- Ideated multiple different solutions, some of which have been launched in market
- New pack design, a comms relaunch
- Currently measuring impact on behaviour through water meter measurements



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**THANK YOU**