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Magnify creative effectiveness at scale with AI & Analytics

September 28th 2023

Today's speakers

Geoffrey Ferlay

Chief Offer Officer,
Northern & Eastern Europe, Kantar

Matthew Dodd

Head of Analytics,
Global Clients, Kantar

Patrycja Herbowska-Tytro

Head of Analytics,
Poland, Kantar

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Today's agenda

1

Before campaign development:

Get alignment on the unique message and positioning that will bring your brand to life.

2

During campaign development:

Get the content right to unleash short- and long-term effectiveness.

3

While the campaign is live:

Optimize your media ROI in a granular and actionable way.

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1

Before campaign development:

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Optimize your media ROI in a granular and actionable way.

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Years of validating our brand tracking with financial performance proves the most important traits of financial growth
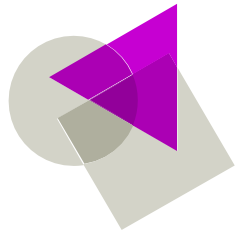
Meaningful
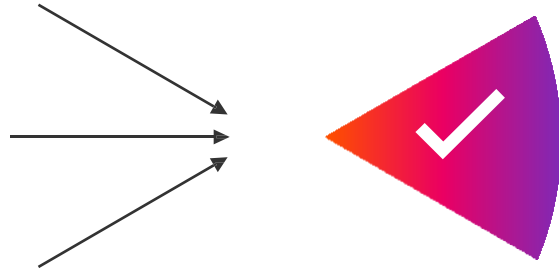Consumers feel an affinity for the brand or think it meets their needs

Different
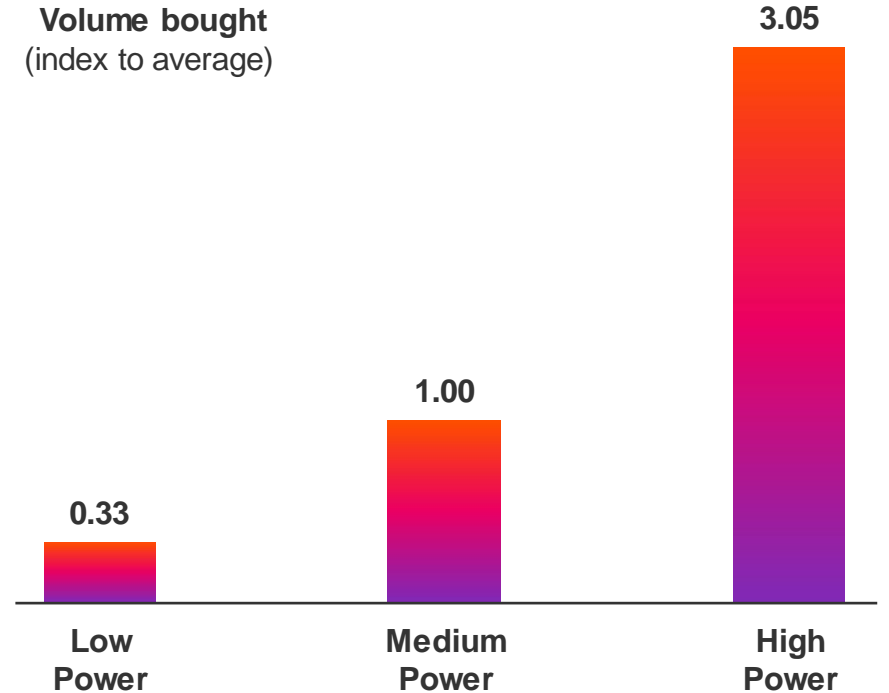The brand feels different from others or sets trends in the category

Salient
Comes to mind quickly and readily when activated by ideas relating to retailer or category choice
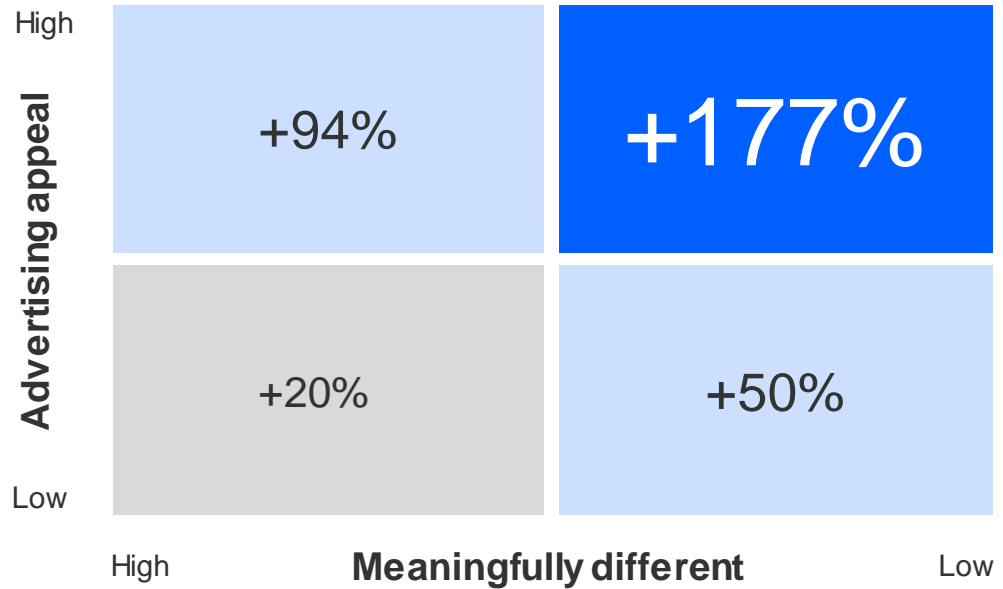
POWER

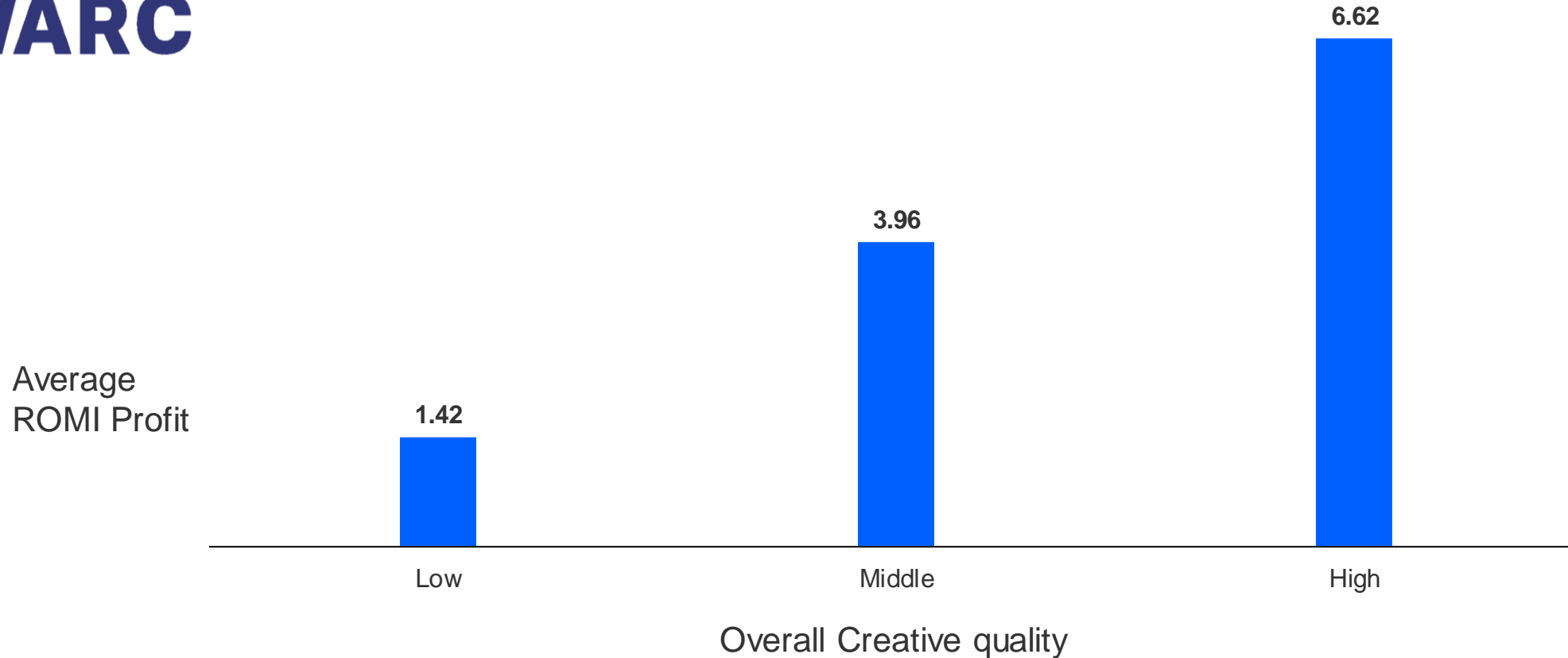**Volume bought**
(index to average)

3.05

1.00

0.33

Low
Power

Medium
Power

High
Power

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We also know that Creative Quality is a key factor in brand growth

	High	Meaningfully different	Low

Advertising appeal

High
+94%   +177%

Low
+20%   +50%

High   **Meaningfully different**   Low

Analysis of same 83 brands
Average change in brand value from 2014-2020

Creative & Effective ads generate more than 4 times as much profit

WARC

Average
ROMI Profit

```
                                                          6.62

                            3.96

         1.42
```

Low   Middle   High

Overall Creative quality

Source: Kantar Linkdatabase and WARC ROI database

**BREAK THROUGH
THE CLUTTER**

**CONVEY
MEANINGFUL DIFFERENCE**

CREATIVE QUALITY

**TRIGGER
THE RIGHT RESPONSE**

**WORK FOR
YOUR BRAND**

BREAK THROUGH
THE CLUTTER

CONVEY
MEANINGFUL DIFFERENCE

CREATIVE QUALITY

TRIGGER
THE RIGHT RESPONSE

WORK FOR
YOUR BRAND

Get aligned behind
what matters
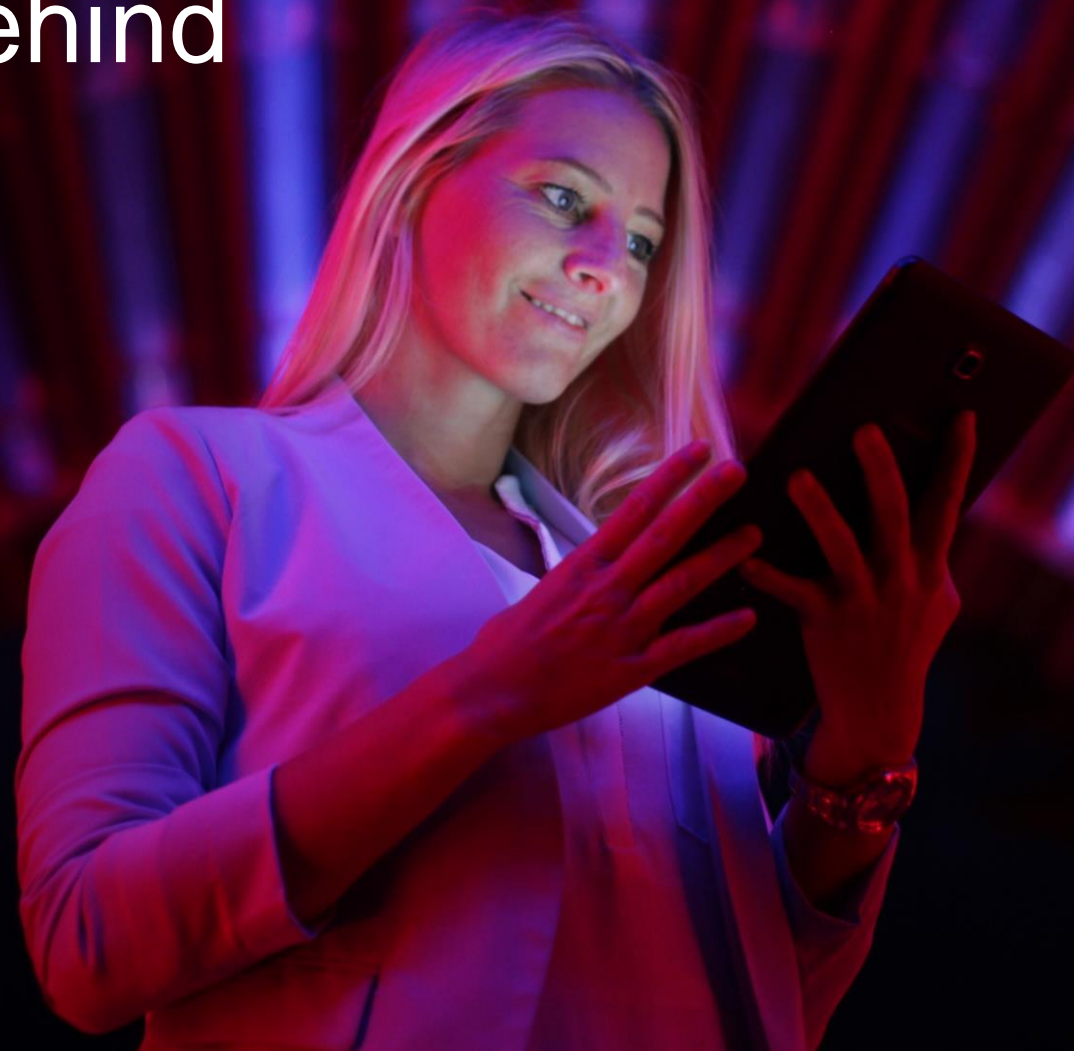
People think of brands as a set of associations

Fragrance

Healthy hair

For the whole family

Encourage to make a difference

Attractive Packaging

Innovative

Delivers the desired look

Trust

TBCA

Personalised experience

Environmentally conscious

Worth

Celebrates and empowers women

Heritage

Recyclable Packaging

Feel good

Celebrates Differences

Affordable

Active lifestyle

Accessible professional products

Promotes self love

And the way they make choices is not straightforward

Fragrance

Healthy hair

For the whole family

Encourage to make a difference

Trust

Attractive Packaging

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Delivers the desired look

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Personalised experience

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Affordable

Feel good

Celebrates Differences

Accessible professional products

Promotes self love

Active lifestyle

Interlinked /// Indirect effects

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Activating one brand lever has a knock-on effect on others, impacting your brand perception
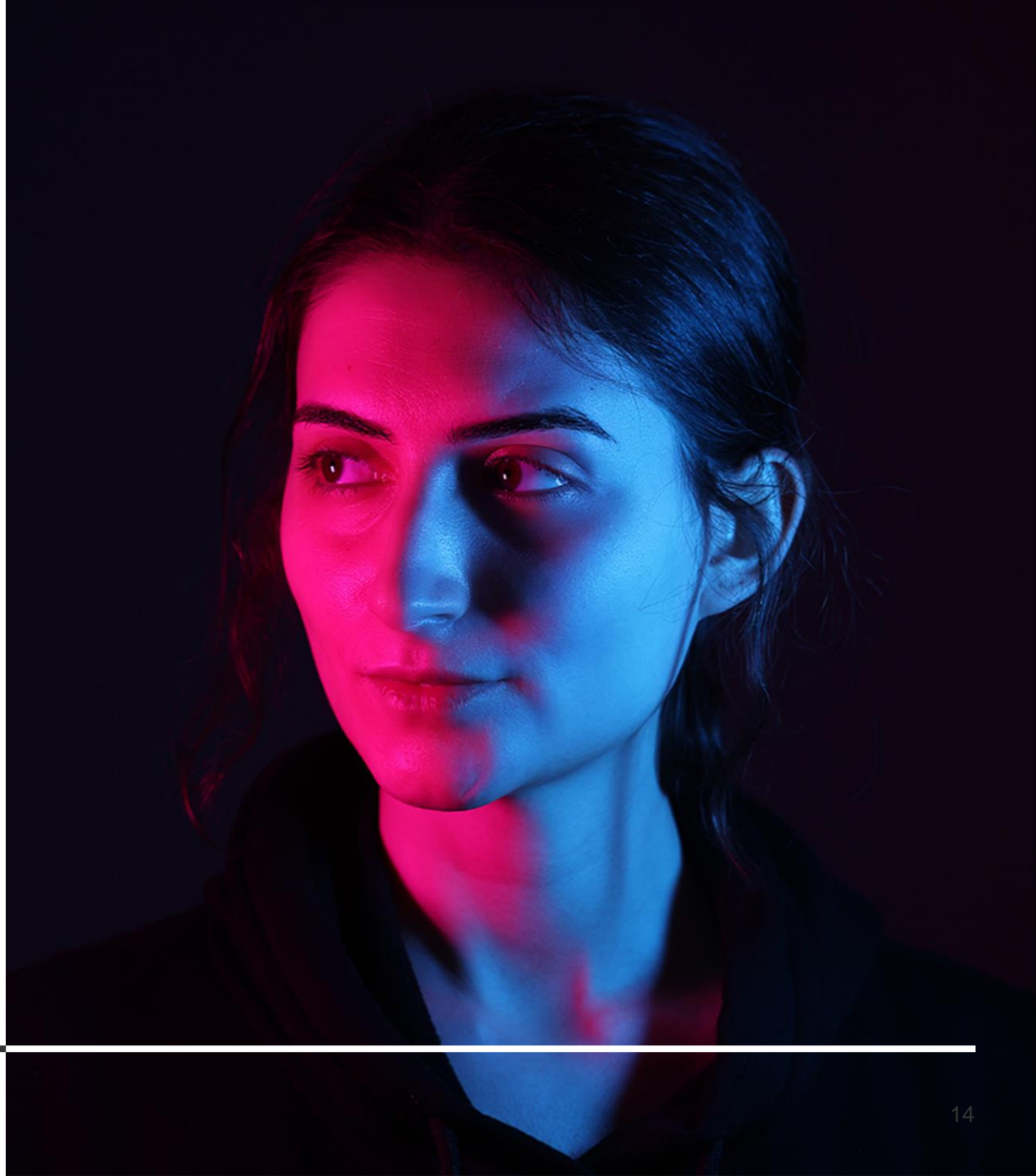
Direct Impact on Brand Equity

Indirect impact on Brand Equity

What are the implications?

1.
Focusing on category drivers is not enough. You need to find your own path
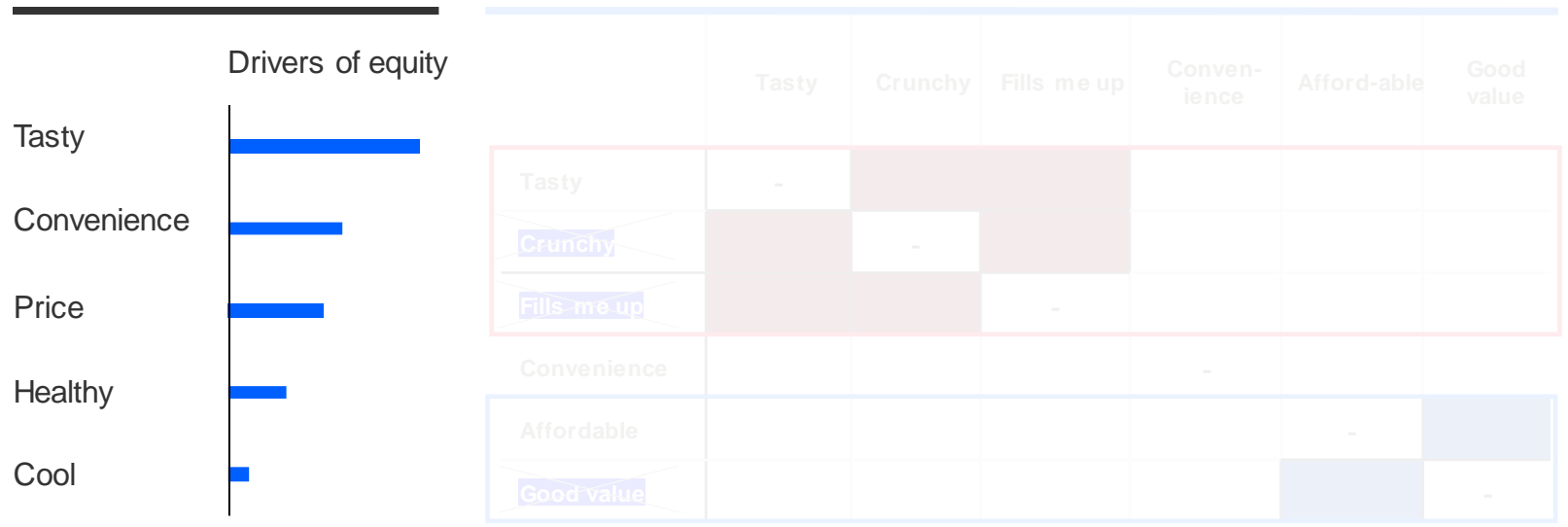
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Implications…

2.
Regular driver analysis is not sufficient

You need to identify the full 'web of brand drivers' to truly understand which levers to pull

> But **it may leave behind important attributes** that have to be eliminated from the analysis due to multicollinearity

Drivers of equity

- Tasty
- Convenience
- Price
- Healthy
- Cool

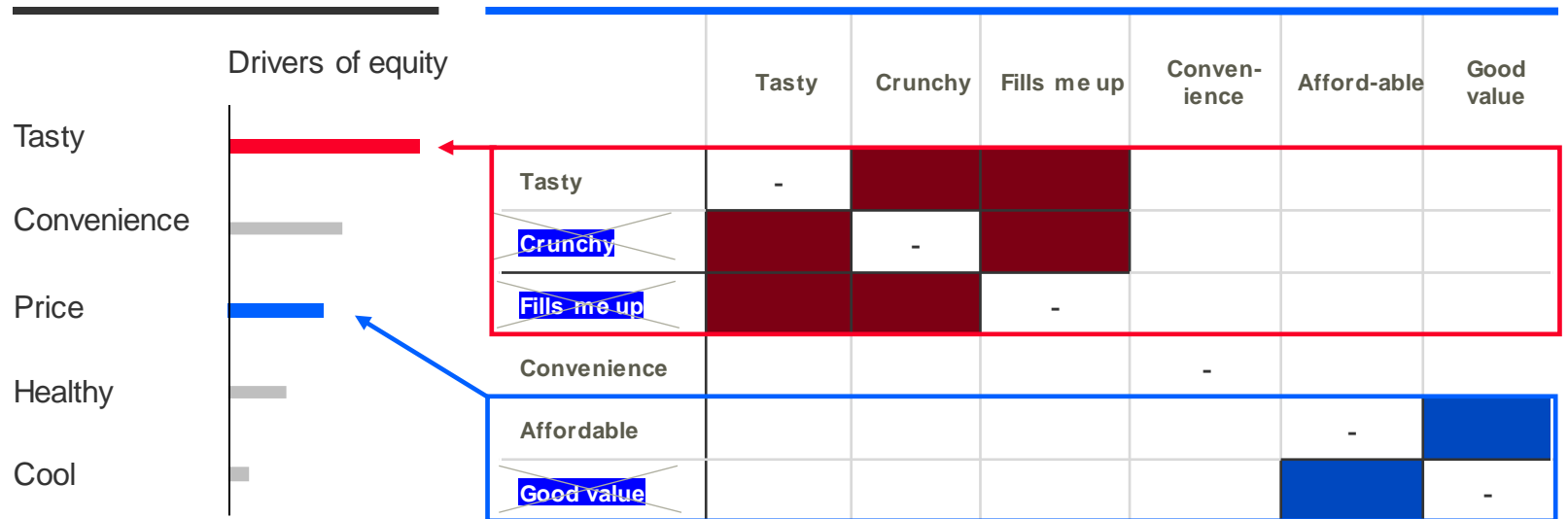|	Tasty	Crunchy	Fills me up	Conven-ience	Afford-able	Good value
Tasty	–					
Crunchy		–				
Fills me up			–			
Convenience				–		
Affordable					–	
Good value						–

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Implications…

2.
Regular driver analysis is not sufficient

Regular brand driver decomposition isolates the drivers that correlate the most with brand equity

But **it may leave behind important attributes** that have to be eliminated from the analysis due to multicollinearity
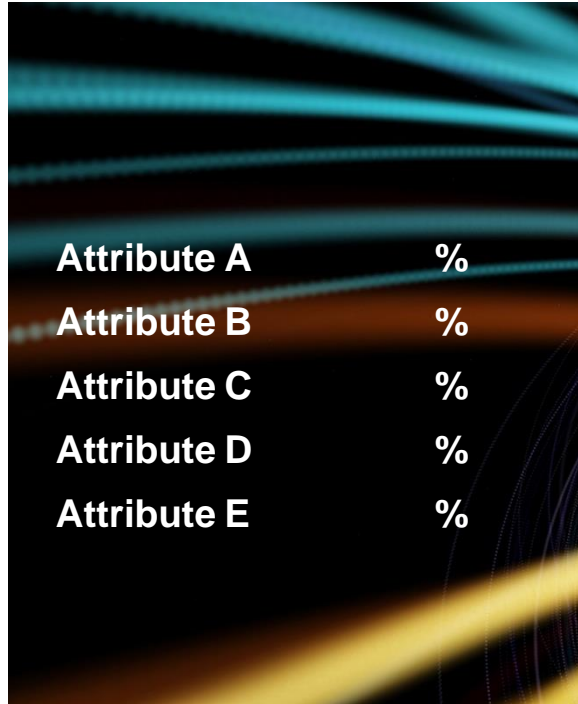
Drivers of equity

- Tasty
- Convenience
- Price
- Healthy
- Cool

	Tasty	Crunchy	Fills me up	Conven-ience	Afford-able	Good value
Tasty	-					
Crunchy		-				
Fills me up			-			
Convenience				-		
Affordable					-	
Good value						-

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BrandStructures embraces the complexity and allows you to explore all possible routes to growth

How do we do this?

BrandStructures is an analytical, data-led tool to prioritise actions that will maximise growth
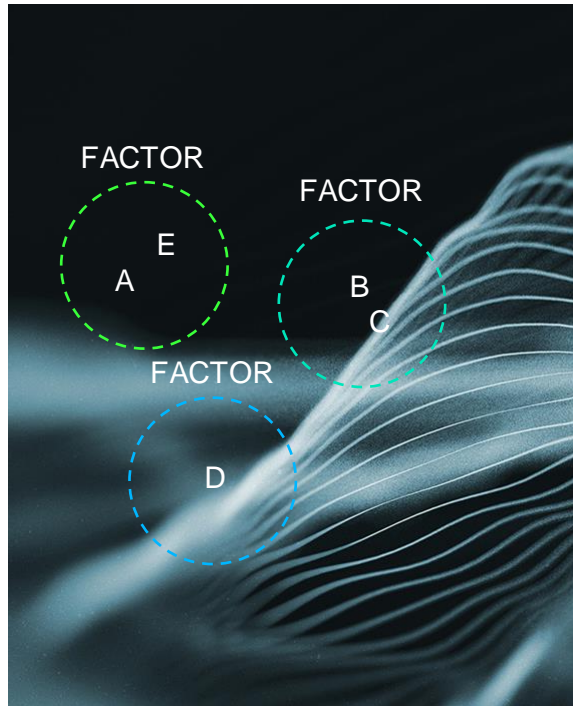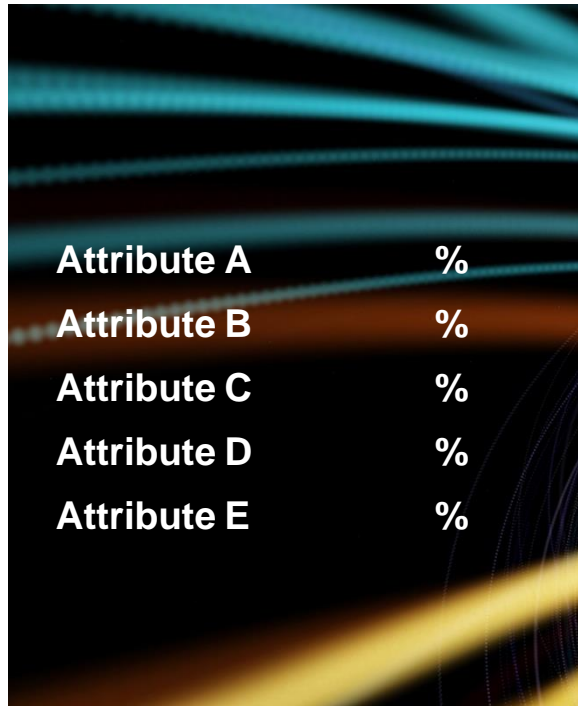
Measure

Attribute A	**%**
Attribute B	**%**
Attribute C	**%**
Attribute D	**%**
Attribute E	**%**

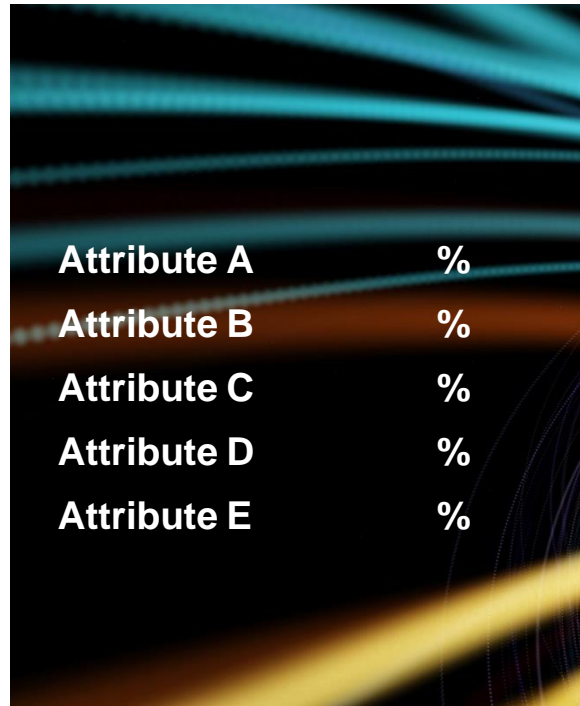KANTAR

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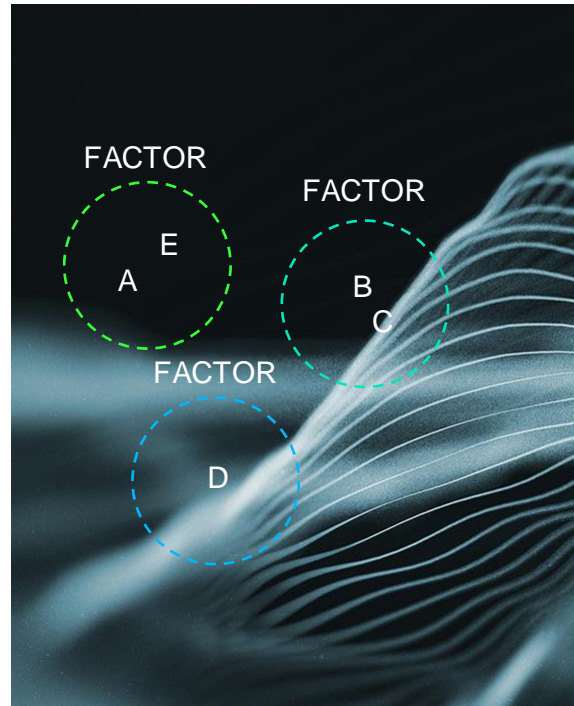
Measure

Identify themes

Attribute A   %
Attribute B   %
Attribute C   %
Attribute D   %
Attribute E   %

FACTOR

FACTOR

E
A

B
C

FACTOR

D

How do we do this?

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Measure

Identify themes
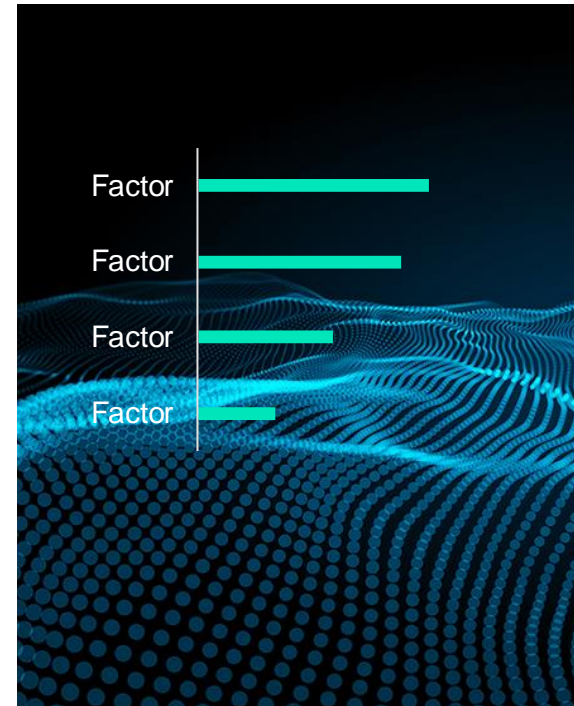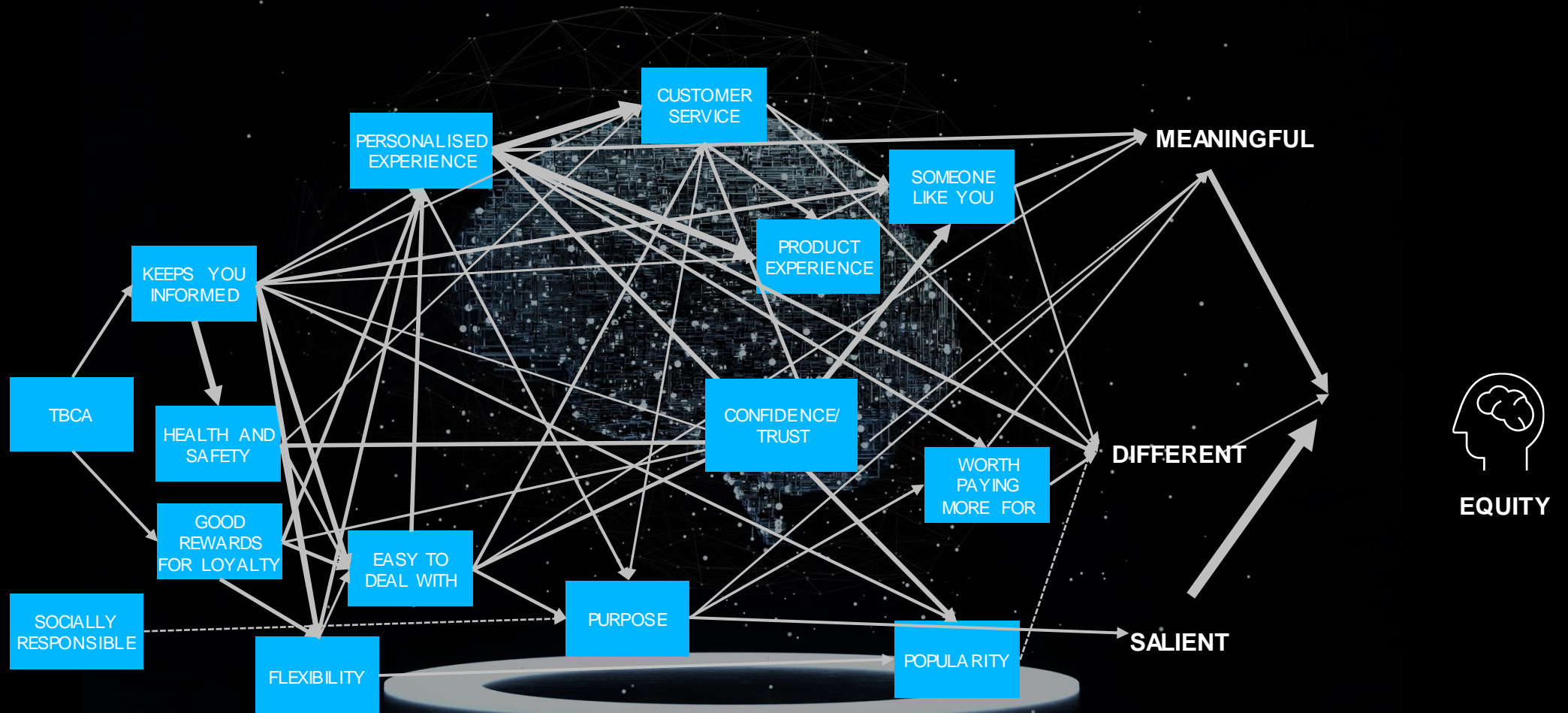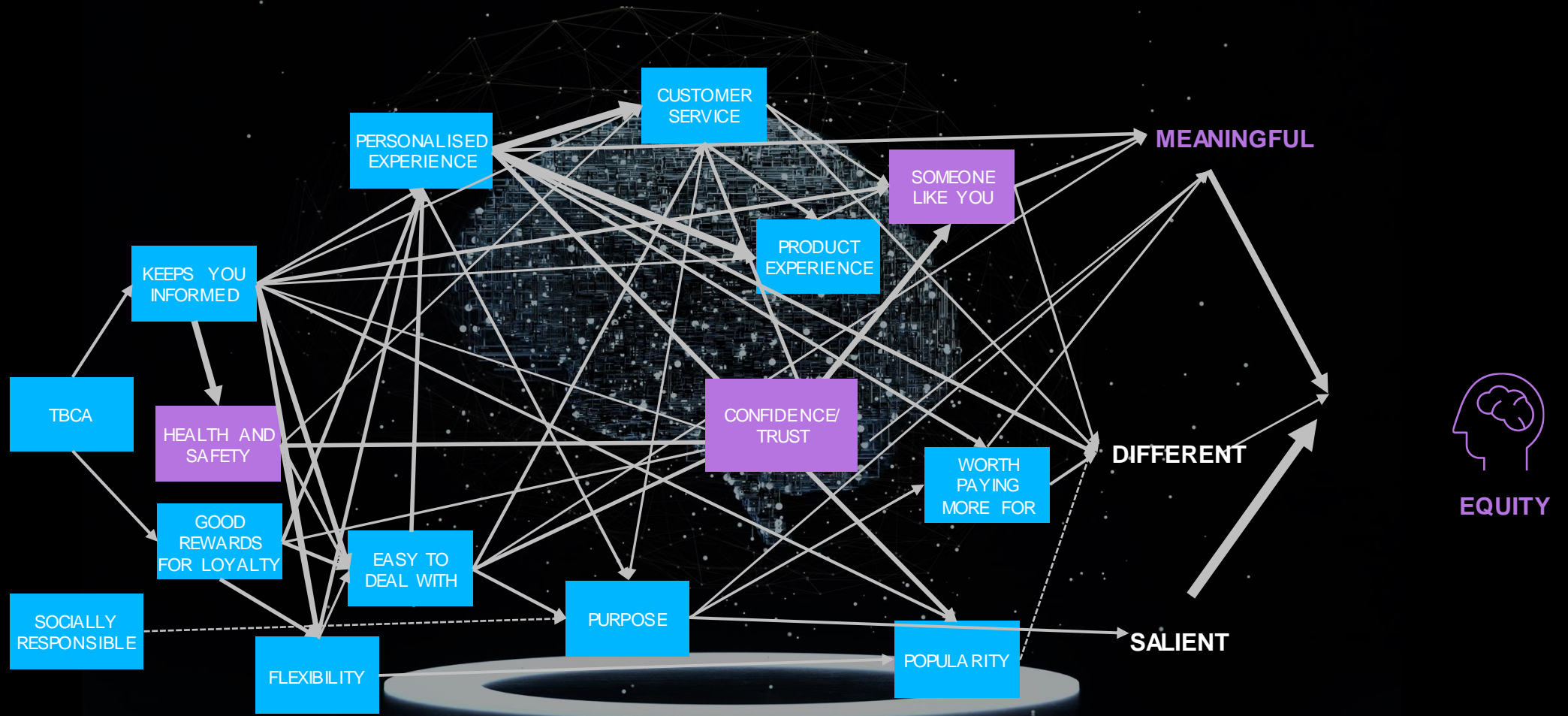
Rank the importance

Attribute A	**%**
Attribute B	**%**
Attribute C	**%**
Attribute D	**%**
Attribute E	**%**

FACTOR

FACTOR

E

A

B

C

FACTOR

D

Factor

Factor

Factor

Factor

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How do we do this?

BrandStructures is an analytical, data-led tool to prioritise actions that will maximise growth

Measure

Attribute A   %
Attribute B   %
Attribute C   %
Attribute D   %
Attribute E   %

Identify themes

FACTOR

FACTOR

E
A

B
C

FACTOR

D

Rank the importance

Factor
Factor
Factor
Factor

Quantify relationships and identify paths

Healthy hair   For the hole family   Encu a
ctive aging   Innovative   Delivers the desired look
onmentally onscious   Worth
affordable   Feel good
Celebrates ifferences   Accessible professional products   Promote self love

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Understand your brand structures and align everyone based on it
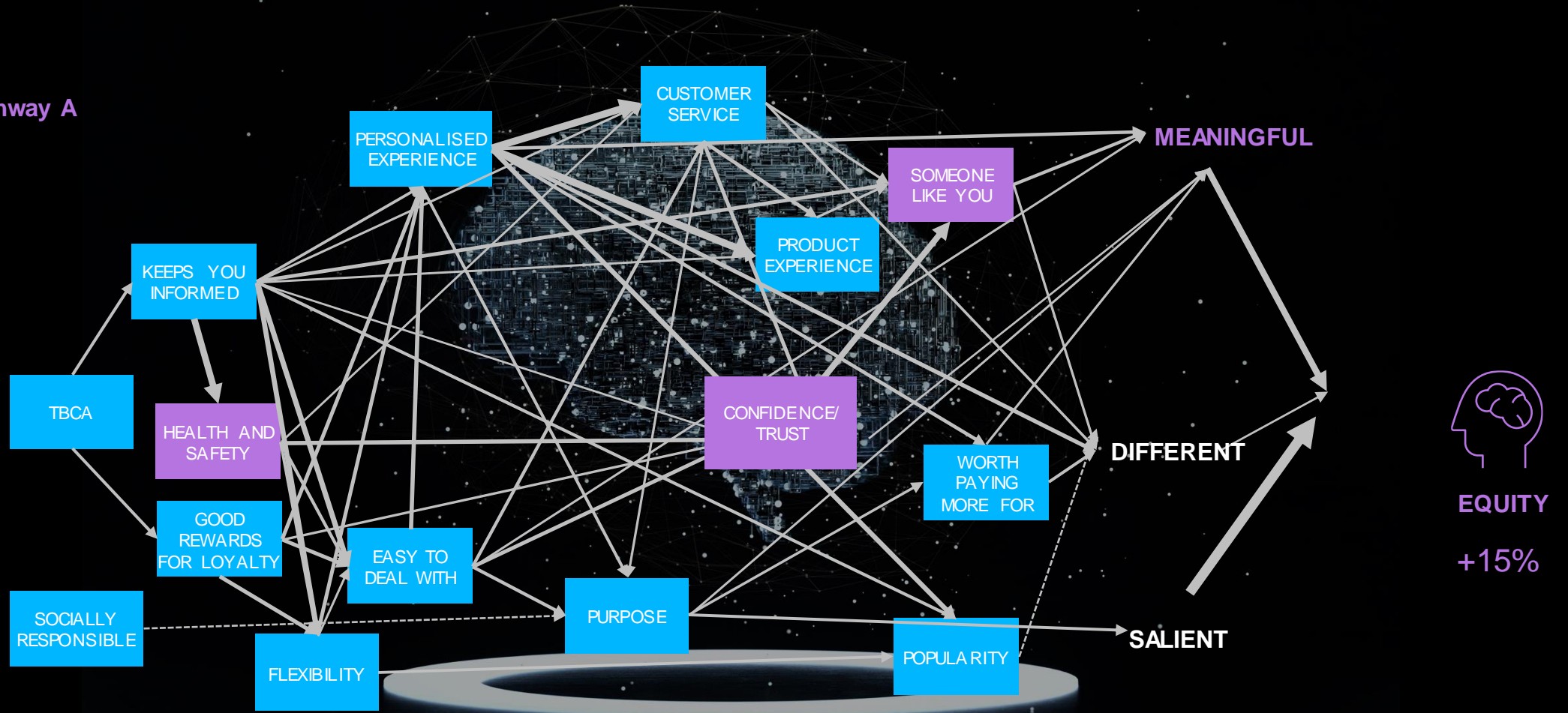
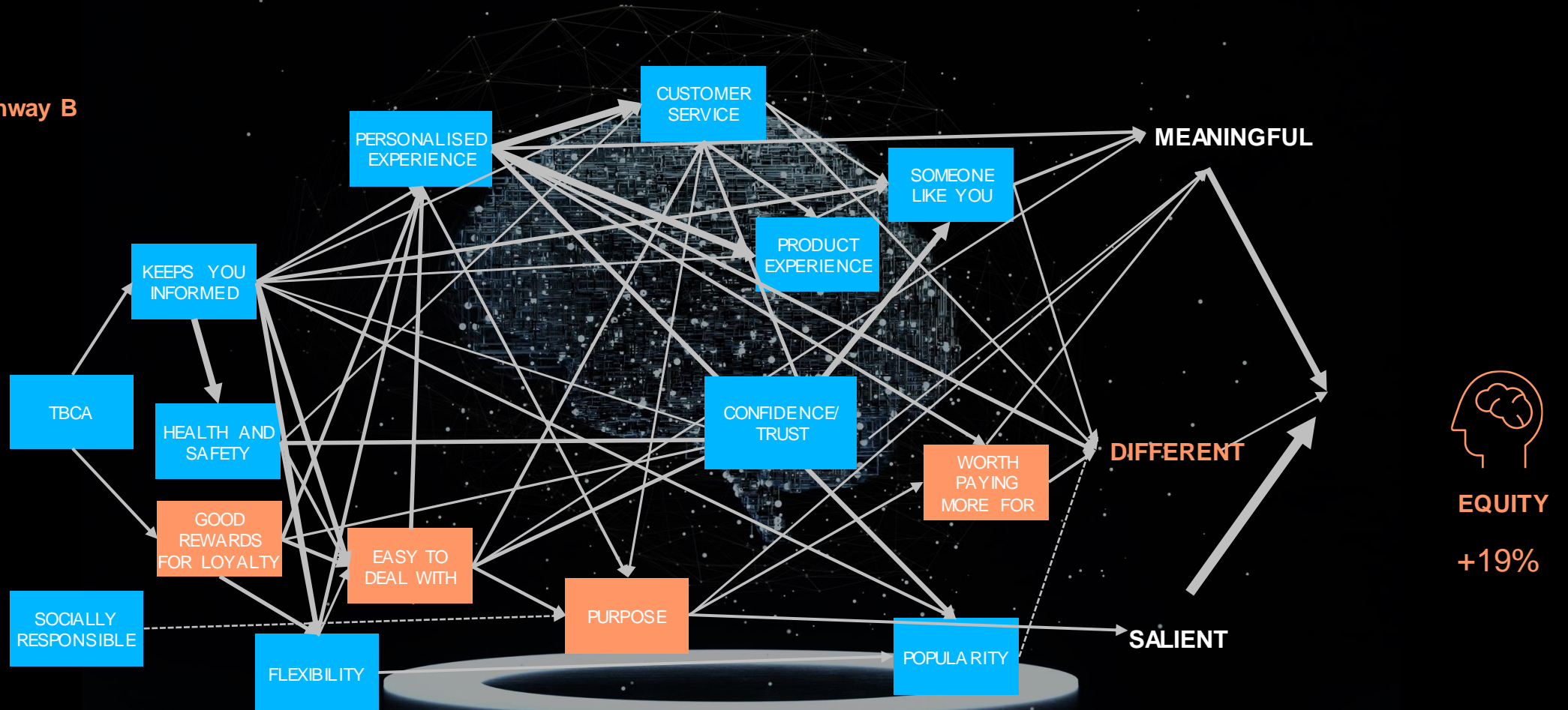# Understand your brand structures and align everyone based on it

Understand your brand structures and align everyone based on it

5% increase in pathway A leads to…

PERSONALISED EXPERIENCE
CUSTOMER SERVICE
MEANINGFUL
SOMEONE LIKE YOU
PRODUCT EXPERIENCE
KEEPS YOU INFORMED
TBCA
HEALTH AND SAFETY
CONFIDENCE/ TRUST
DIFFERENT
WORTH PAYING MORE FOR
GOOD REWARDS FOR LOYALTY
EASY TO DEAL WITH
EQUITY
+15%
SOCIALLY RESPONSIBLE
PURPOSE
SALIENT
FLEXIBILITY
POPULARITY

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Understand your brand structures and align everyone based on it

5% increase in pathway B leads to…

PERSONALISED EXPERIENCE

CUSTOMER SERVICE

MEANINGFUL

SOMEONE LIKE YOU

KEEPS YOU INFORMED

PRODUCT EXPERIENCE

TBCA

CONFIDENCE/ TRUST

HEALTH AND SAFETY

DIFFERENT

WORTH PAYING MORE FOR

EQUITY

+19%

GOOD REWARDS FOR LOYALTY

EASY TO DEAL WITH

SOCIALLY RESPONSIBLE

PURPOSE

POPULARITY

SALIENT

FLEXIBILITY

BrandStructures provided Löfbergs with clear focus areas for sustainable growth to develop a new successful communication platform

The Client challenge

Increased price competition in the market, new competitors entering and clear decline in brand strength.

Going forward there will be an increased focus on strengthening the brand and growing the business in both long and short term.

To do that, clear need for deeper and more actionable brand and market insights and specifically understand what levers could help the brand grow.

How did Kantar help?

Used BrandStructures:

- Brand and Category drivers identified and quantified

- Competitor analysis to identify spaces to play that are not owned by ithers

- Explore relationships to identify optimal paths and levers for growth

What was the impact?

Modelling and results were fed straight into the creative process for the new brand and communication platform

Clear areas to focus on for sustainable growth

New platform and campaign launched building on these finding

+35 %

11.5 → 15.6

Brand Power

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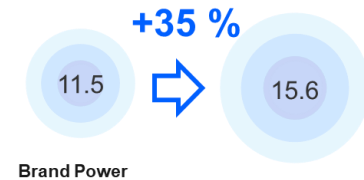
"The BrandStructures analysis gave us valuable insight that formed the foundation for the development of our brand strategy and the development of a completely new communication platform"

Gabriella Gille
Chief Brand & Category Officer, Löfbergs

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Before campaign development:

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MY POLL

What % of marketers think that all major assets in a campaign should be tested:

- 50-60%

- 60-70%

- 70%+

What % of marketers test little to none of their creative

- 20-30%

- 30-40%

- 40%+

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Creative quality matters

Marketers agree but don't act accordingly
There is an important Marketers' *value-action gap*

76%
think that all major assets in a campaign should be tested

42%
test little to none of their creative

Identified barriers:

— **Cost**

— **Speed to Market**

— **Project Time**

Investments are getting bigger (+90% between 2014-2022)
- The creative economy has been growing faster than the wider economy in 9 major countries in EMEA and APAC and total creative economy employment is up 4 million from 2011

Digital spend is growing
- Digital pureplay ad revenue will account for 68.8% of the total in 2023 and will reach 74.4% of total ad revenue by 2028

Huge disparity between winners and losers
- Some advertisers generating £13 for every £1 spent
- However, 70% generating less than £2 for every £1 spent

https://www2.deloitte.com/content/dam/Deloitte/uk/Documents/technology-media-telecommunications/deloitte-uk-future-creative-economy-report-final.pdf

https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/creativitys-bottom-line-how-winning-companies-turn-creativity-into-business-value-and-growth

https://www.groupm.com/mid-year-advertising-forecast-2023

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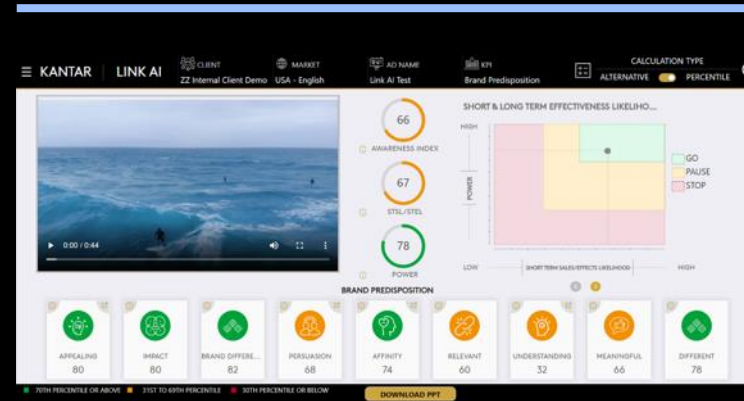# Kantar's AI solutions for creative measurement

Available on Kantar Marketplace
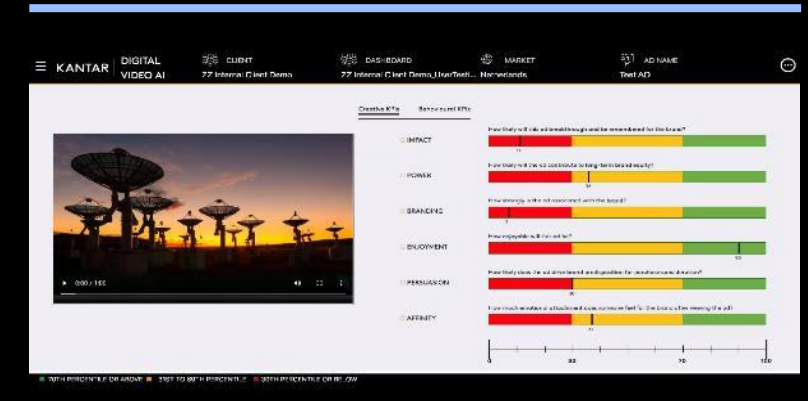
Link AI for TV
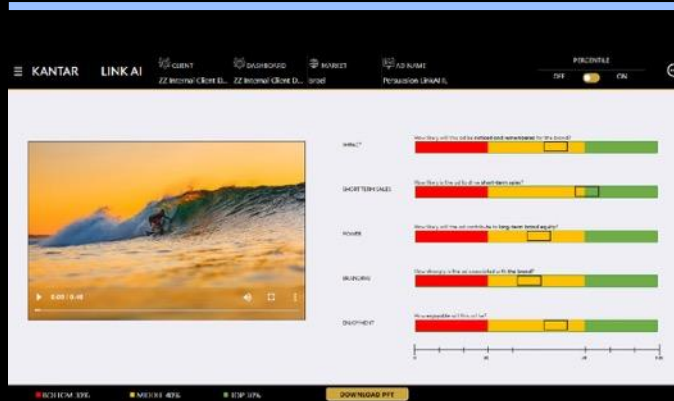
— Simple dashboard
— 5 measures
— TV norms

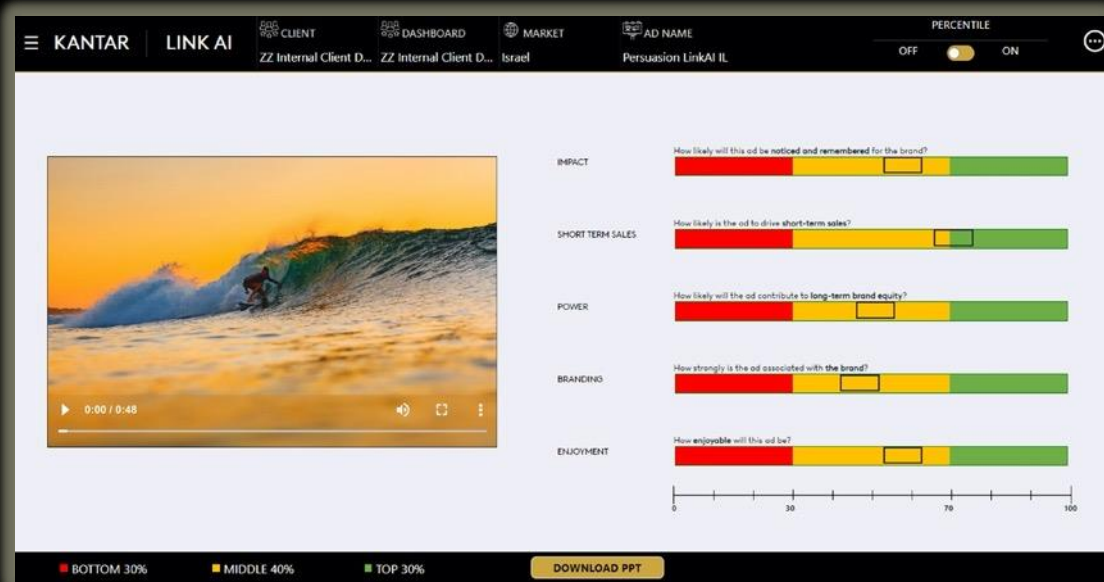## Link AI for TV + Analyser Module

— Diagnostic dashboard
— 15 measures, KPI traces, Emotion snapshot
— TV norms

Link AI for Digital

— Simple dashboard
— 9 creative and behavioral measures
— Digital norms (Facebook, YouTube and OLV)

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Link AI for TV focuses on core measures in an easy-to-use dashboard

Rapidly predict how an ad will perform along five key measures against TV norms.

Designed for the fast pace and high volume of TV ad development.

Features:

— Predictions in 15 minutes

   — Predictions on key creative pre-testing metrics, including:

   — Short-Term Sales Likelihood

   — Brand Power

   — Impact Score

   — Branding

   — Enjoyment

— Predictions are benchmarked against TV norms for the market

Analyser Module enables Link AI for TV to go deeper into each ad

Adding diagnostic power to Link AI for TV by providing additional measures to help users understand why an ad performs the way it does and what needs improvement
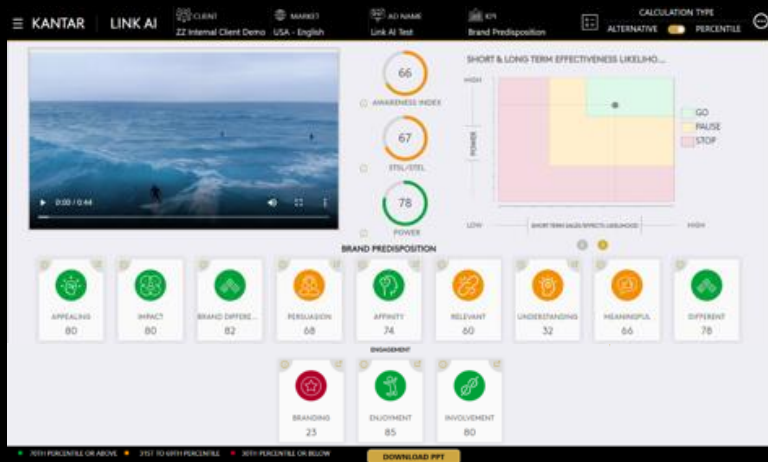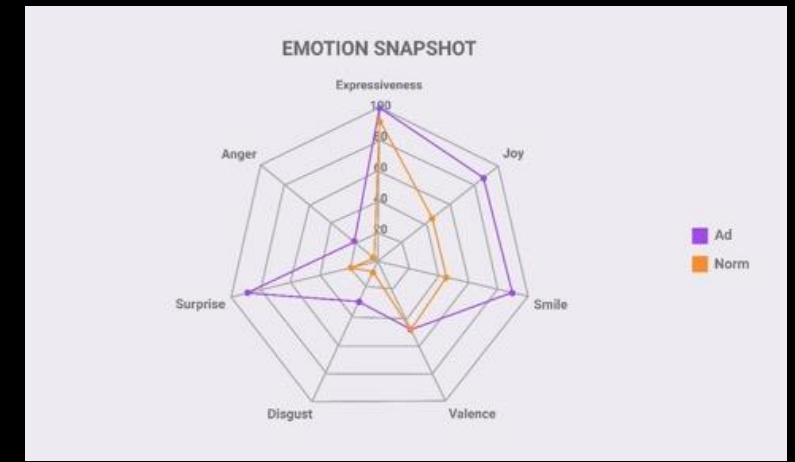

Additional Link KPIs

Analyser Module provides the predictions on fifteen metrics that help you better understand why the ad is performing the way it does.

Diagnostic Traces

Trace lines are the machine's second-by-second prediction for each KPI based on the content up until that moment, to help reveal which scenes impact the KPI the most.

Emotion Snapshot

Emotion snapshot shows the probability of the ad evoking a given emotion or facial response for a viewer, to help assess the underlying emotional reaction to the ad.

Link AI for Digital rapidly predicts performance in online video, YouTube or Facebook

— Decision-quality insights in **15 minutes**

— Results are delivered to an easy-to-use dashboard

— Benchmarked against channel-specific norms (YouTube, Facebook, Tik Tok, online videos)

— Informed by Kantar's validated Link creative testing suite and trained on the world's largest advertising database

It's trained on multiple data sets and is the only AI solution that combines creative engagement, brand lift and behavioural predictions
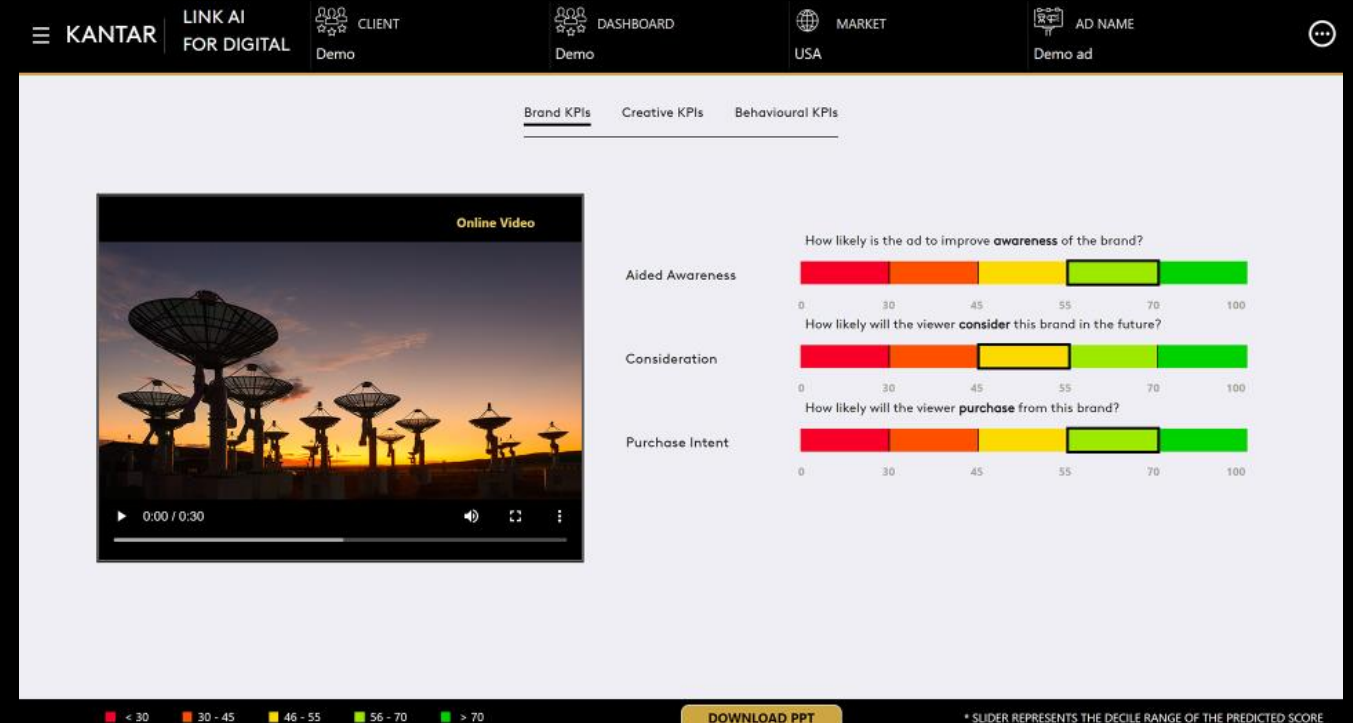
Receive a comprehensive view of predicted digital ad performance with 3 sets of metrics

1. Brand metrics
The ad's likely contribution to campaign effectiveness with media weight behind it

2. Creative metrics
What people think/feel about the ad/brand

3. Behavioral metrics
How people interact with the ad

1. Brand metrics
- Aided Awareness
- Consideration
- Purchase Intent
- Ad Recall *(Tik Tok only)*

2. Creative metrics
- Impact
- Power
- Branding
- Enjoyment
- Persuasion
- Affinity

3. Behavioral metrics
- Interaction *(Facebook only)*
- Skip Time
- Action Likelihood
- Watchability *(Tik Tok Only)*
- Likeability *(Tik Tok Only)*

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Action Likelihood score is designed to predict the likelihood a user visits the brand's website after viewing
Skip Time is a score to measure the percent of ad length that is viewed by the consumer before skipping
Interaction is a score to measure how likely a user will interaction (like, click, share, etc.) the ad while viewing.

Watchability score is the likelihood the ad will be replayed
Likeability score is the likelihood a consumer will like an ad

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How it works

With best-in-class AI and ML technology, our AI solutions deliver results you can count on.

For any new ad:

— Our AI tools systematically decomposes each ad into a sequence of frames

— The machine extracts up to 20,000 features from the video file using AI video processors

— Inputs them into machine-learning models trained on the Link database

— Predicts the ad's percentile score on creative effectiveness metrics

Kantar's AI-driven process and machine learning to predict ad effectiveness in 15 minutes and without surveys

Upload video file for new ad

Decompose by time

AI analyses ad to extract features

Things you can see:

- Image
- OCR [1]

Things you can hear:

- Audio
- Transcript

Ad features collated into dataset

Var. 1
Var. 2
Var. 3
Var. 4
Var. 5
Var. 6
Var. 7
Var. X

Dataset input into machine-learning model

Features for new ad are input into algorithms trained by machine learning on the Link database

Model predicts ad performance

Sample Output for New Ad

KPI	Impact Score
Market	Germany
Channel	TV
Percentile Score *(out of 100)*	**88**

[1] OCR stands for Optical Character Recognition, and refers to text and other machine-recognisable elements such as brand logos appearing on screen

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Creative effectiveness through Link AI identifies interconnections (on top of presence) of specific features

We have more than **20,000 features** included in our Artificial Intelligence model from 250k ads tested globally

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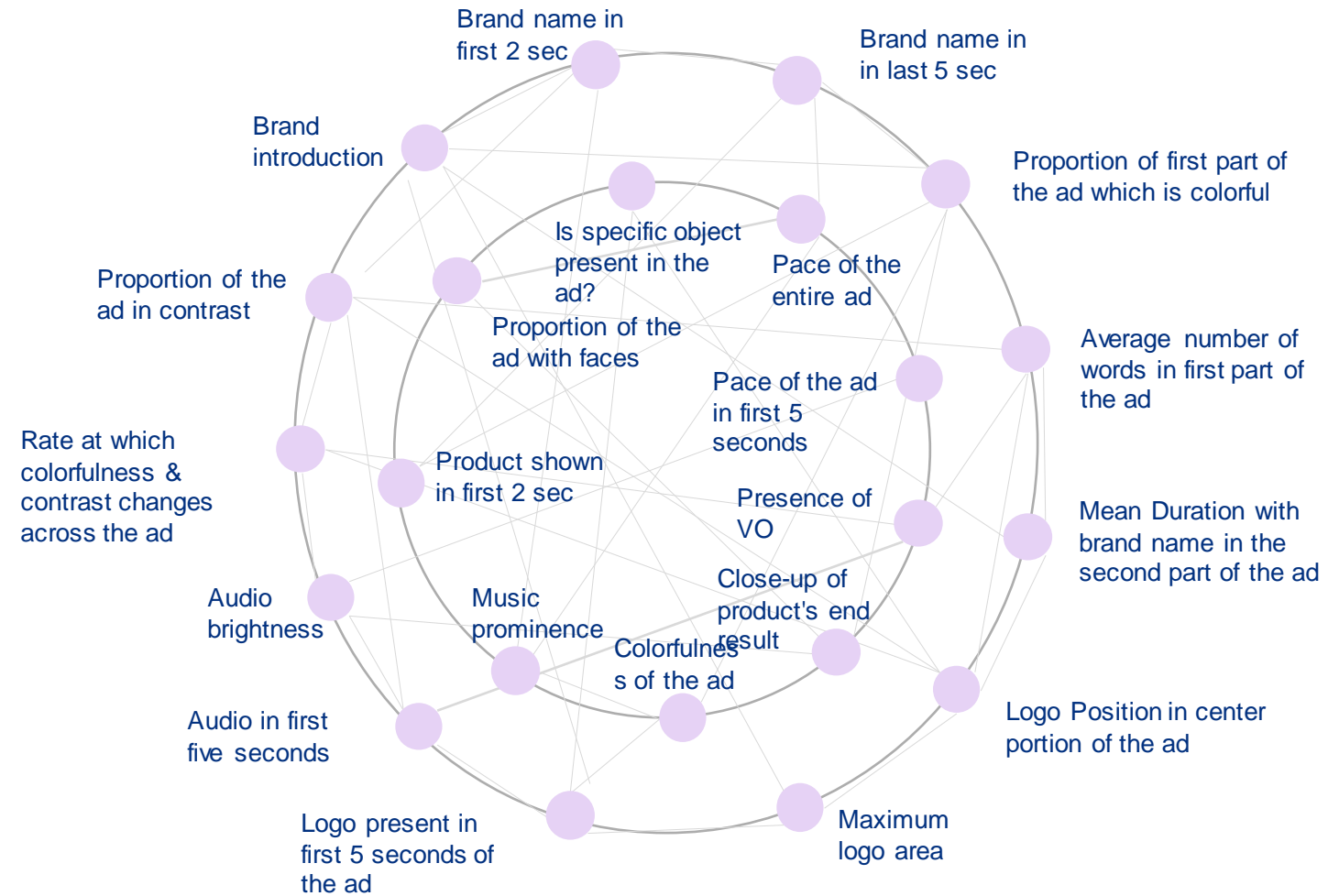
Link AI validations bring confidence to the market

Strong correlation to survey on KPIs
Predicted vs. actual creative test score for Branding, Enjoyment, Persuasion

Branding — Correlation = 0.90 (Predicted vs. Actual)

Enjoyment — Correlation = 0.95 (Predicted vs. Actual)

Persuasion — Correlation = 0.96 (Predicted vs. Actual)

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Link AI for TV is available in 80 markets and Link AI for Digital is available in 33 markets

■ Link AI for TV & Digital

■ Link AI for TV only

Link AI for TV markets:

Argentina, Australia, Bangladesh, Belgium, Brazil, Bulgaria, Canada, Chile, Chinese Mainland, Colombia, Costa Rica, Croatia, Czech Republic, Denmark, Ecuador, Egypt, El Salvador, Finland, France, Germany, Ghana, Greece, Guatemala, Honduras, Hong Kong, Hungary, India, Indonesia, Ireland, Israel, Italy, Japan, Kazakhstan, Kenya, Malaysia, Mexico, Morocco, Myanmar, Netherlands, New Zealand, Nigeria, Norway, Pakistan, Panama, Peru, Philippines, Poland, Portugal, Romania, Saudi Arabia, Serbia, Singapore, Slovakia, South Africa, South Korea, Spain, Sri Lanka, Sweden, Switzerland, Taiwan, Thailand, Turkey, United Arab Emirates, United Kingdom, United States, Vietnam

Link AI for Digital markets:

Argentina, Australia, Brazil, Canada, Chile, China, Colombia, Czech Republic, Denmark, Finland, France, Germany, India, Indonesia, Italy, Japan, Malaysia, Mexico, Netherlands, New Zealand, Norway, Peru, Poland, Saudi Arabia, Singapore, Spain, Sweden, Thailand, Turkey, United Arab Emirates, United Kingdom, United States

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Link AI is part of an agile creative testing suite on KANTAR MARKETPLACE

AI creative testing creates new ways to gain insights throughout the creative process and improve advertising ROI

MACRO INSIGHTS

CONCEPT

DEVELOPMENT

CREATIVE BRIEF

IN-MARKET PERFORMANCE

Meta-Analysis/ Benchmarking

Rapidly build library of results to identify patterns, trends across campaigns and categories

Competitive intelligence

Instantly test breaking competitor ads and keep a pulse on patterns and trends in competitive activity

Rapid predictions

Get fast results on any video ad creative with channel specific norms

Real-Time optimisation

Test iteratively and optimise in real-time (use to experiment with different music, formats, CTAs, offers, etc.)

Global testing

Quickly identify whether an ad will perform well or not in other market(s)

Secure testing

Test highly confidential ads

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LEARN: Batch testing for creative meta-analysis or benchmarking

Rapidly build library of results to identify patterns, trends across campaigns and categories

Tag

Tag ads on creative elements coding frame

Ad List & Creative Tags		Creative Element 1	Creative Element 2	Creative Element 3
Campaign A	Ad 1	Yes	No	Yes
	Ad 2	No	Yes	Yes
	Ad 3	Yes	No	No
	Ad 4	No	Yes	No
	Ad 5	Yes	No	Yes
Campaign B	Ad 1	No	Yes	Yes
	Ad 2	Yes	No	No
	Ad 3	No	Yes	No
C	Ad 1	Yes	No	Yes

Test

Test each ad for performance metrics
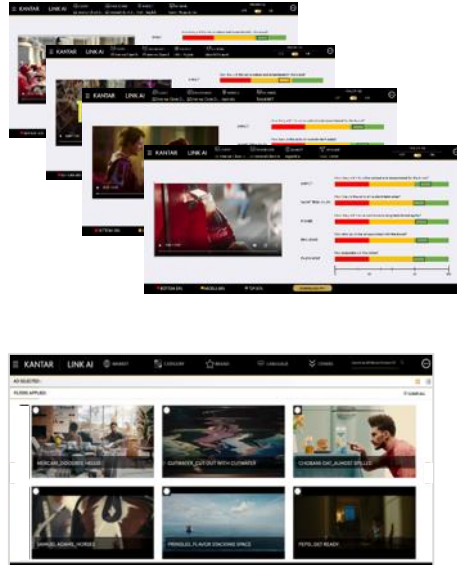
Collate

Collate ad performance on creative KPIs using dashboard export button

Link AI Scores		Creative KPI 1	Creative KPI 2	Creative KPI 3
Campaign A	Ad 1	71	87	49
	Ad 2	36	45	41
	Ad 3	46	52	50
	Ad 4	26	26	44
	Ad 5	58	71	46
Campaign B	Ad 1	60	90	64
	Ad 2	49	61	33
	Ad 3	24	83	78
C	Ad 1	78	53	52

Analyse

Analyse based on learning agenda – category creative dynamics, creative drivers, etc.

Example of creative insights:

— Ads that incorporate creative element 1 are twice as likely to score in the top 20th percentile on creative KPI 1 than ads that do not

— The top 10 ads in creative KPI 2 all had creative element 2

— Ads that incorporate both creative elements 2 and 3 are twice as likely to score in the top 10th percentile on creative KPI 3 than ads that incorporate just one or none of the creative elements

Case in point

Google has used Link AI to test over 11,000 ads in one month, enabling analysis at scale and validation that ads following their ABCD playbook for building effective creative yielded a significant lift in short-term sales likelihood and long-term brand contribution[1].

Note that creative meta-analysis using Link AI can start at as few as 30 ads.

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LEARN: Competitive intelligence on demand

Test breaking competitor ads and keep a pulse on patterns and trends in competitive activity
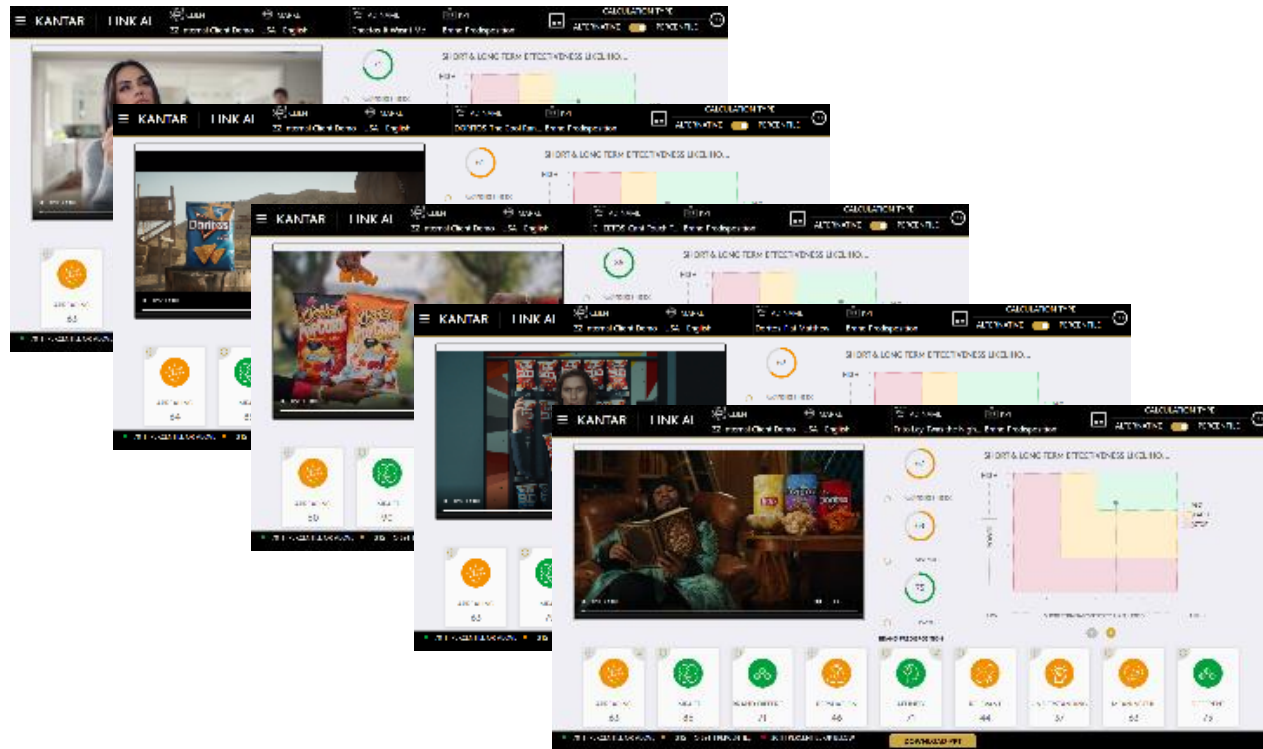
Link AI can test and benchmark competitor ads against robust creative effectiveness norms

- Test competitor ads across brand pre-disposition, engagement, and awareness metrics
- Directly compare and benchmark your ads against the competition
- Create a library or archive of competitor ads in the Link AI dashboard
- Easily download the data for meta-analysis to analyse trends and for strategic inputs on new campaign development

Case in point

Whirlpool has used Link AI for over the past year to evaluate competitive ads as they break across multiple categories.

Creative trends from Link AI results were analysed against media trends from Kantar Media's Ad Insights platform for a more holistic view on competitor activity which informed advertising strategies for the next year.

OPTIMISE: Test iteratively and optimise throughout ad development process

With Analyser Module, the additional Link KPIs, diagnostic traces and emotion snapshot help identify ways to optimise the creative and improve overall performance

Digimatic

Average

Rough cut

Borderline

Finished film

Best
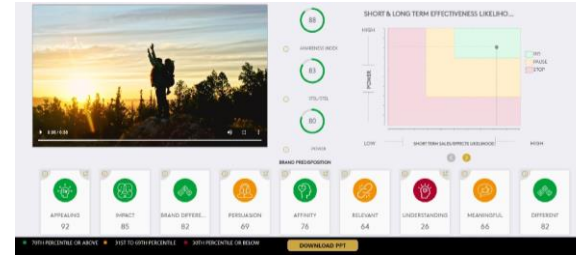
Case in point

Publicis used Link AI + Analyser throughout the creative development process to test iteratively and optimise quickly. The Analyser module offered the diagnostic measures needed to help the agency identify areas for improvement and measure the incremental improvement from edits along the way.
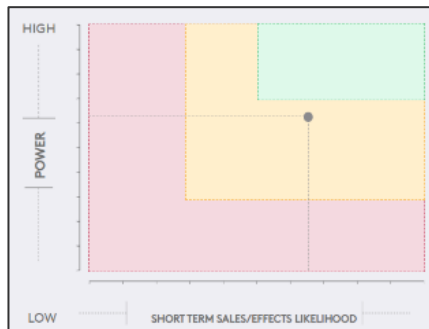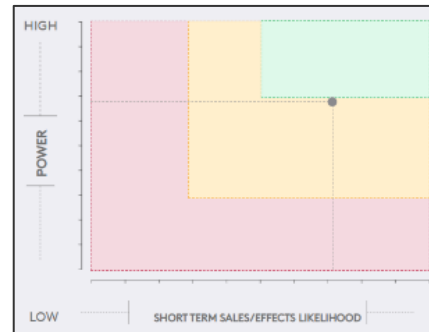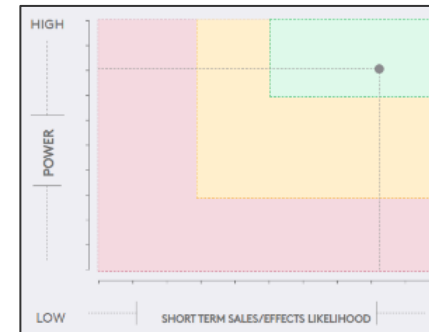
TRANSFER: Global testing to check if an ad will perform in another market

With coverage for 80 markets in Link AI for TV and 23 markets in Link AI for Digital, predict whether an ad will transfer to other markets effectively

Origin market

Potential transfer market
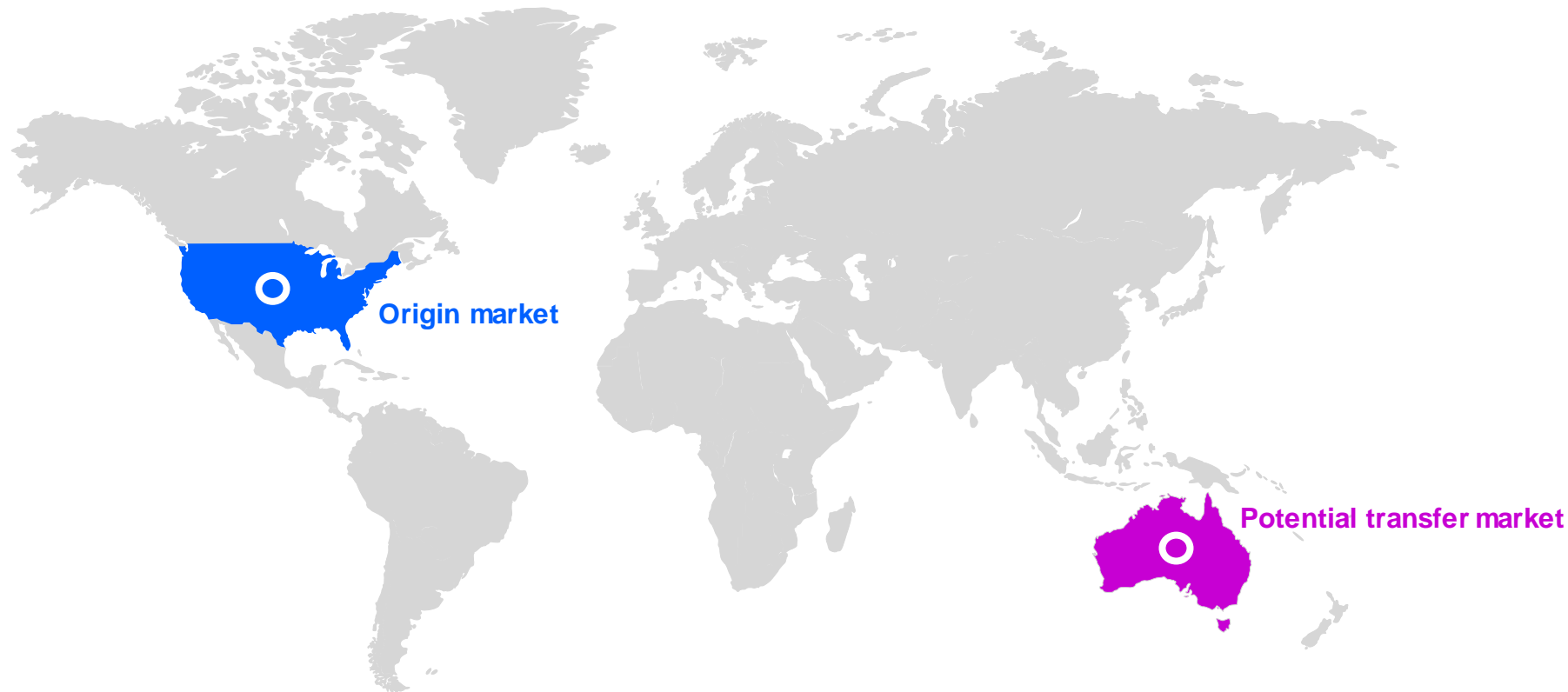
Case in point

The Coca-Cola Company has used Link AI to check on ad performance in multiple markets, maximising advertising ROI and saving creative time and production dollars by extending the use of best creatives in more markets and sharing creative best practices globally.

MEASURE: More testing = more insight = more effectiveness

Case in point

Since 2021 Kantar's AI-based Creative Testing solutions have enabled Unilever to test more than 1,500 Digital and more than 500 TV ads, the majority of which would not otherwise.

1

Before campaign development:

Get alignment on the unique message and positioning that will bring your brand to life.

2

During campaign development:

Get the content right to unleash short- and long-term effectiveness.

3

While the campaign is live:

Optimize your media ROI in a granular and actionable way.

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MY POLL

Are you confident about your media mix?

- **Very confident**

- **Confident**

- **Not sure**

- **Rather not**

- **Not at all**

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In an increasingly uncertain world marketers' confidence in their organisation's media mix has dropped

Confident organisation has optimal media mix (Top 2 Box) 2022

59% — 2021

52% — 2022

KANTAR
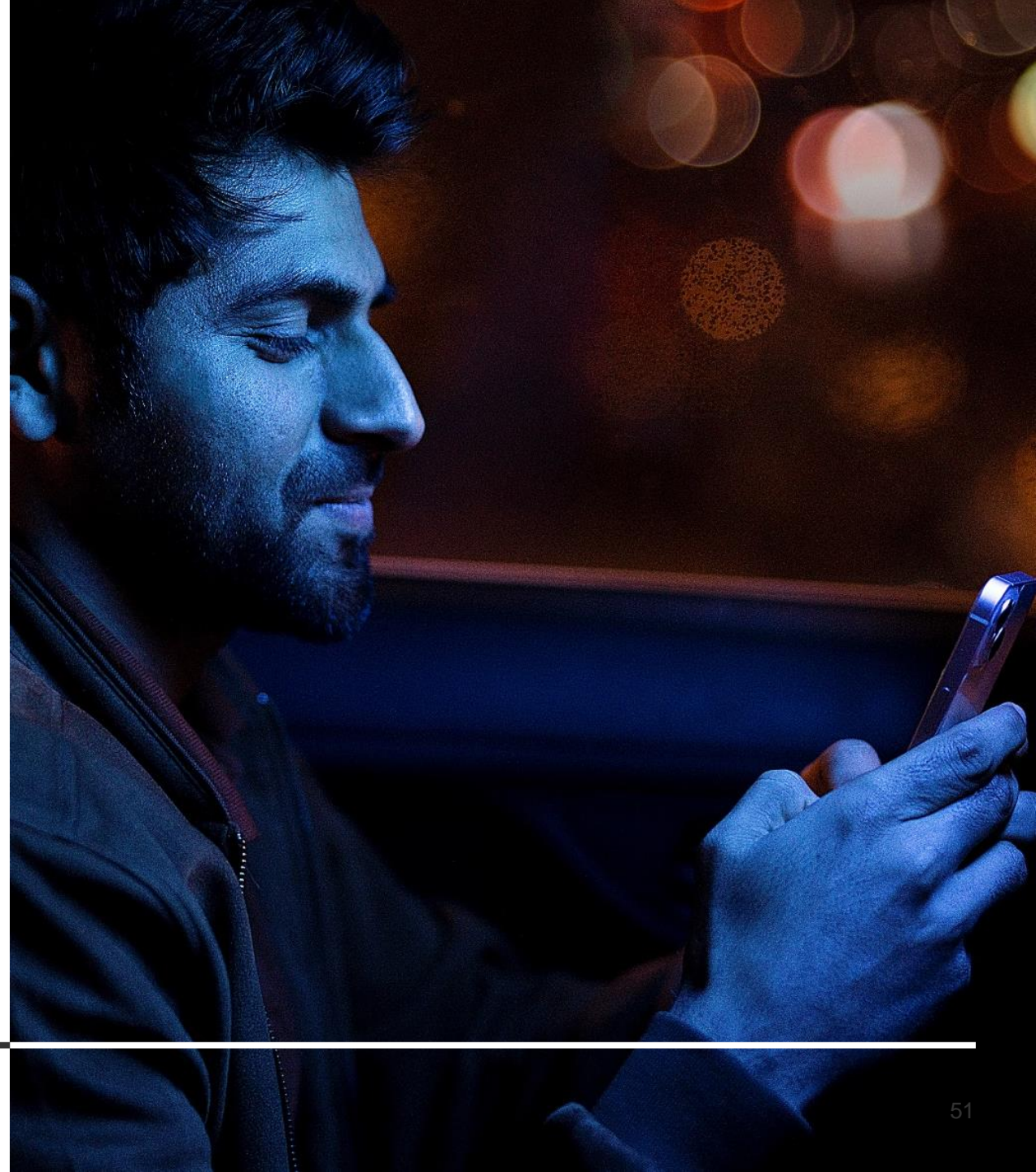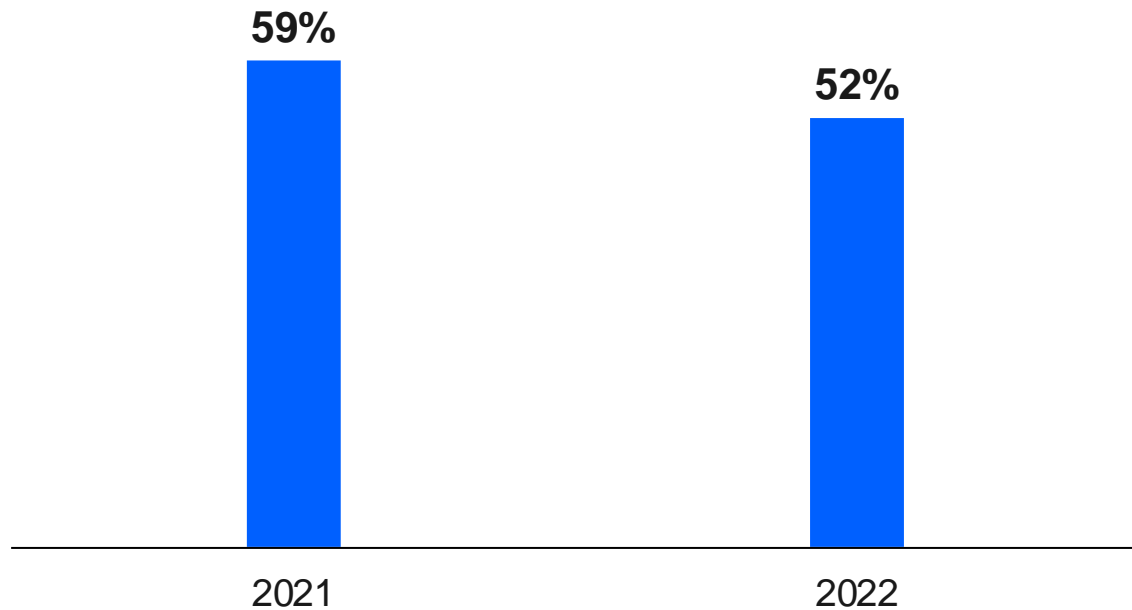
The majority of advertisers are concerned about the loss of cookies

56%
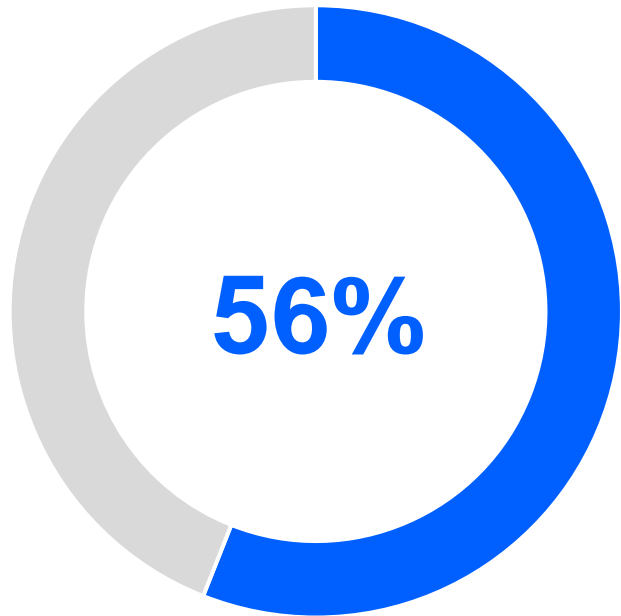
of advertisers concerned with ability to measure digital in cookie-less world

KANTAR
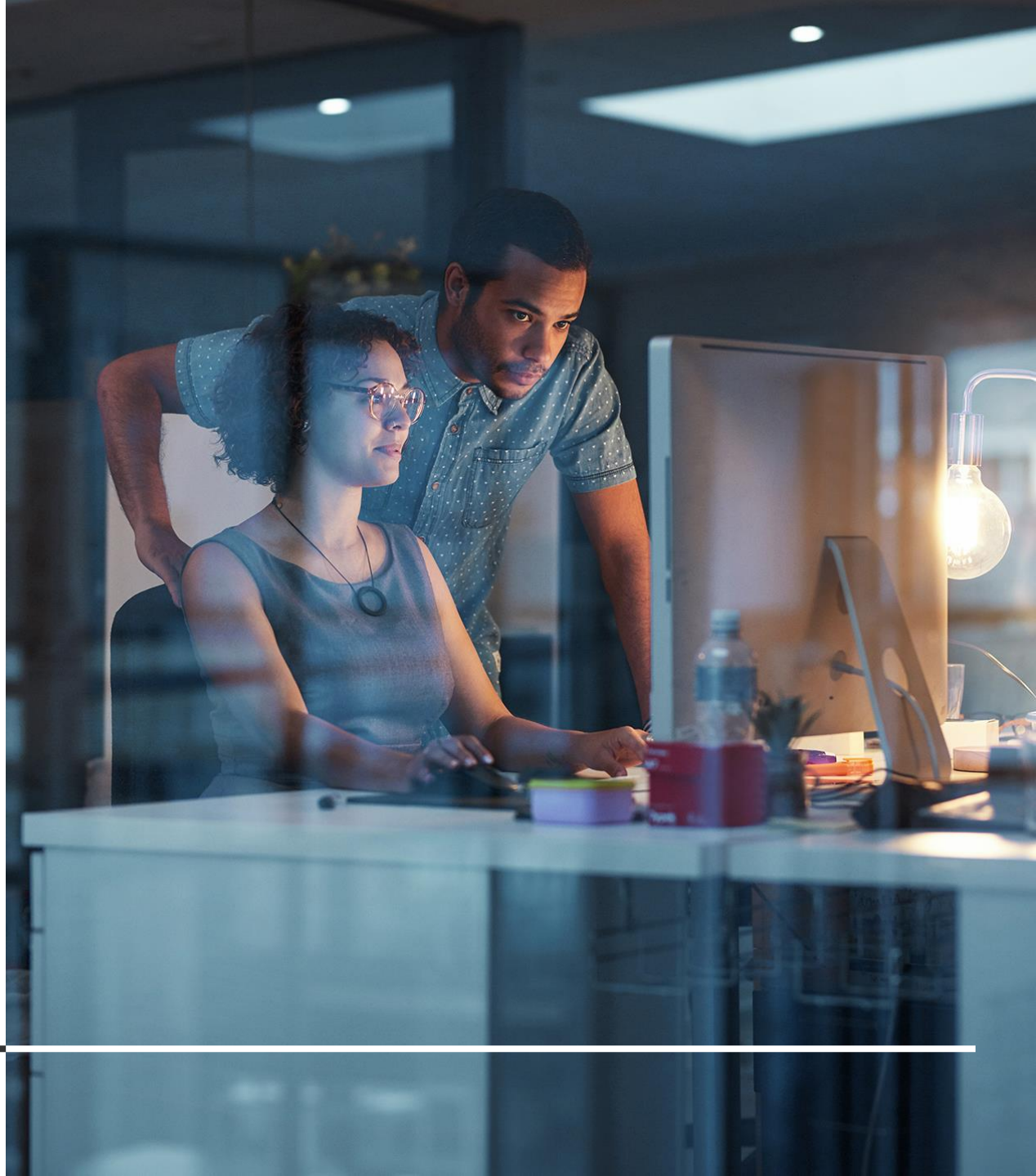
We have also seen greater emphasis on understanding the role that ad spend supports in future brand sales

AirBnB made the decision to vary its marcomms activity in 2021 after admitting that it had previously favoured performance channels at the expense of brand building

airbnb

Airbnb says 'full funnel approach' to marketing is driving 'strong' ROI

After posting its first ever quarterly profit, Airbnb says it's pleased with the payoff from its marketing spend in the last year with an improved ROI.

By Molly Innes | 10 May 2023   Share this article

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Our marketing measurement clients share common challenges

1

How to balance the need for sales today with long-term demand creation?

2

How do we account for creative impact?
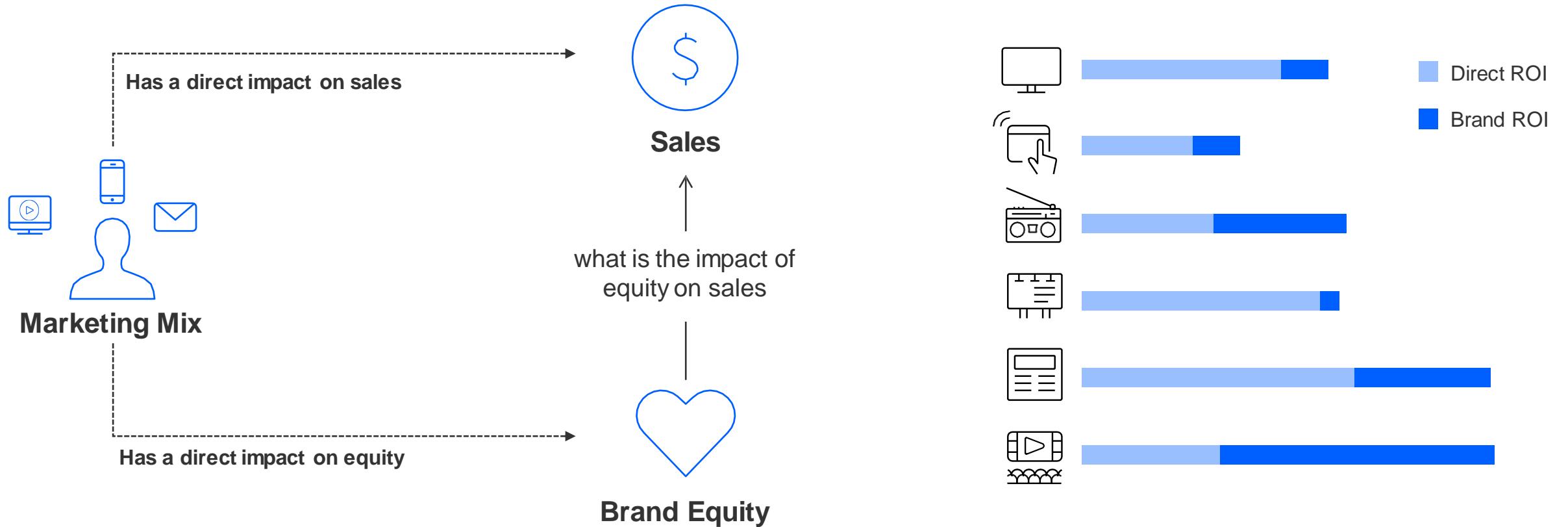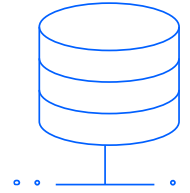
3

How can we make the data collection process easier?

4

How can we quantify and then use the results at both a strategic and tactical level?

KANTAR

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Integrating sales and brand goals simultaneously within Kantar Unified Marketing Measurement & Optimization (UMMO) framework

Measure, predict and optimize marketing levers including indirect effects

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API connections and automated validation checks deliver speed and accuracy for nimble responses with actionable insights

Data Ingestion

Granular Data

- Media (by publisher/placement)
- Sales
- **Brand health metrics**
- **Creative Quality**
- Digital behaviors
- Macro economic

Customer data

API access to all documented…

Media Platforms

Google Analytics	Google AdWords
DoubleClick Campaign Manager	adform
DoubleClick Bid Manager	YouTube Analytics
facebook Ads Insights	facebook Page Insights

…and more

Data Platforms

amazon webservices S3	box
ORACLE	hadoop
SharePoint	snowflake
salesforce marketing cloud	Google Big Query

…and more

+ 400 different connections

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AI-driven process of media effectiveness and efficiency assessment on a continuous basis

Accurate decisions on a continuous basis

Model is continuously refreshed through AI-treated data streams to improve predictive power and incorporate new parameters periodically
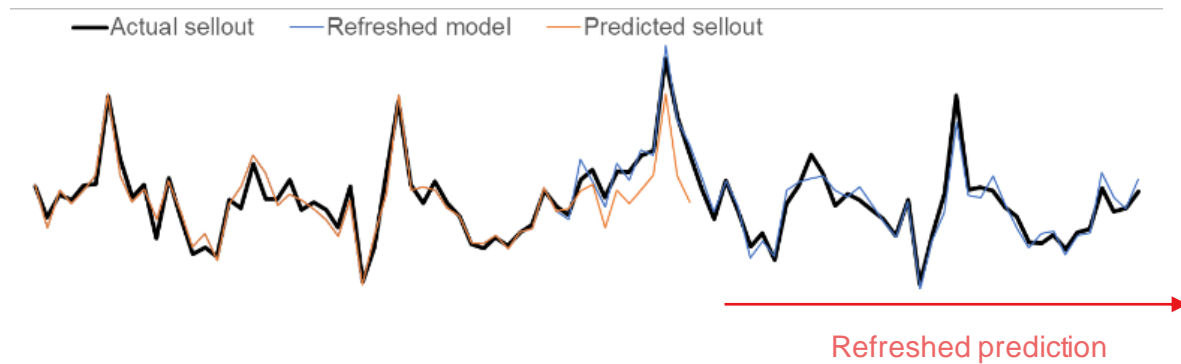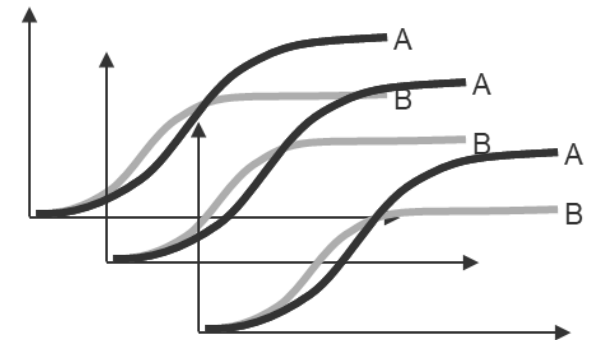

Modelling and insights

Measurement of media efficiency based on probability density
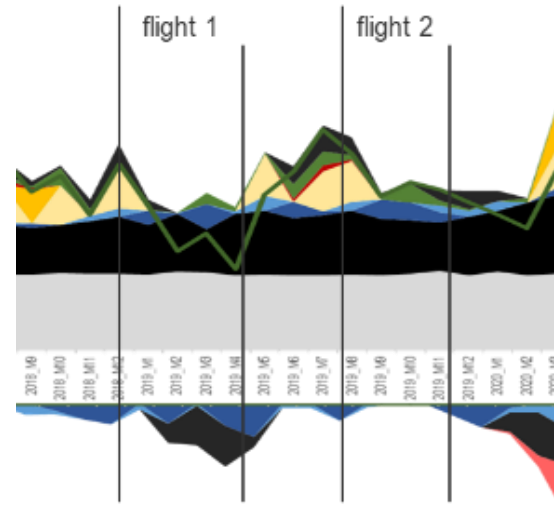
Optimising media allocation

Prediction leveraging contribution, ROIs, saturation curves for each media tactics at a given point of time by means of deep learning algorithm

Our marketing measurement clients share common challenges

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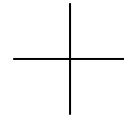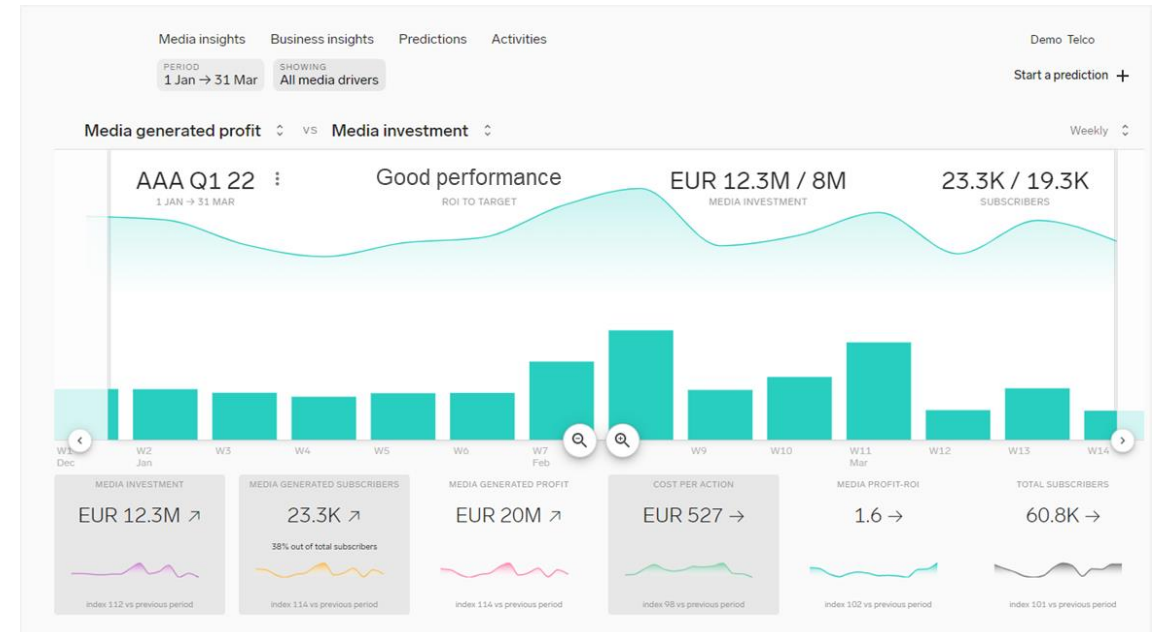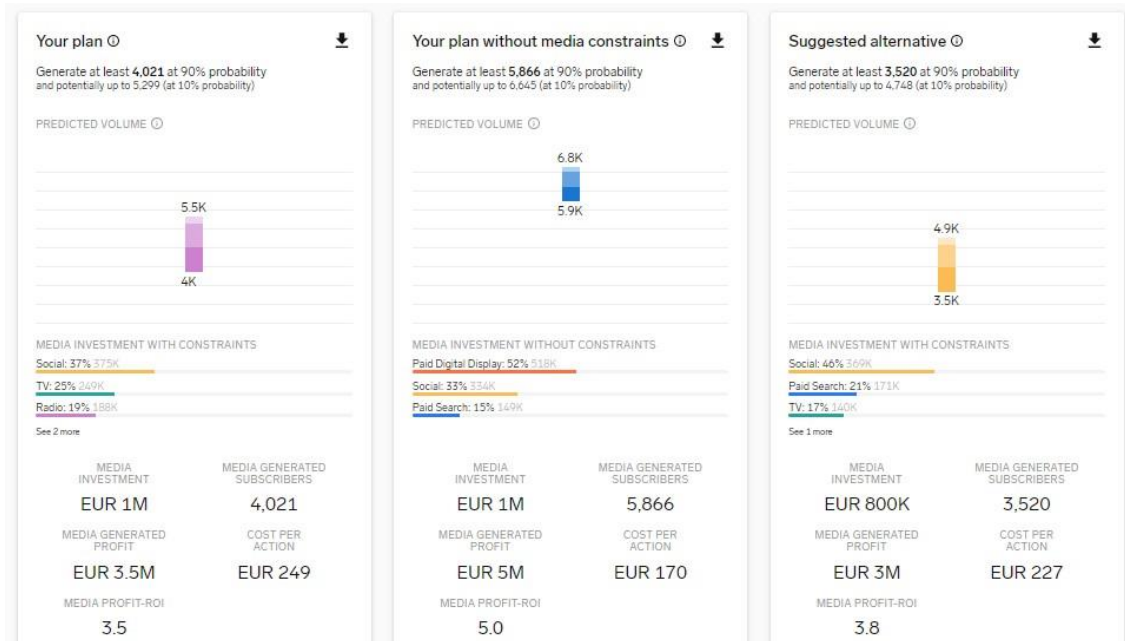
4
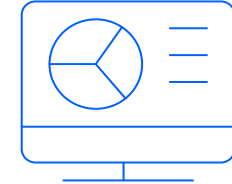
How can we quantify and then use the results at both a strategic and tactical level?

Quantifying and then leveraging the results at both a strategic (budget) and tactical (campaign) level

STRATEGIC BUDGET ALLOCATION
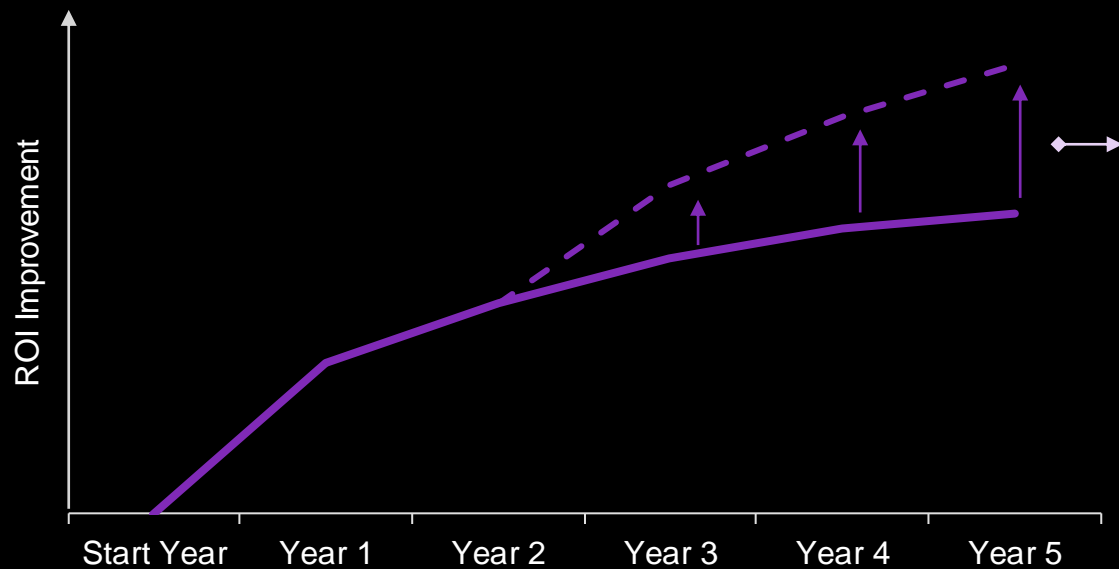Scenarios, simulations, optimal paths for growth

TACTICAL ACTIVATION
In-flight corrections, campaign plan activation

UMMO uses machine learning to unlock insights from an expanded set of data sources with deeper variation in attributes

ROI improvement curve

Added ROI optimization opportunities

Media Granularity
- Campaign types
- Format & placement
- Buying tactics
- Publisher level

Holistic View
- Portfolio analysis
- Allocation across products
- Media/marketing long-term impact

Understanding Content
- Messaging
- Formats
- Creatives
- Product benefits
- Funnel

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Let's focus on Creative Quality impact

Maximize media effectiveness by elevating creative quality

1

How to balance the need for sales today with long-term demand creation?

2

How do we account for creative impact?

3

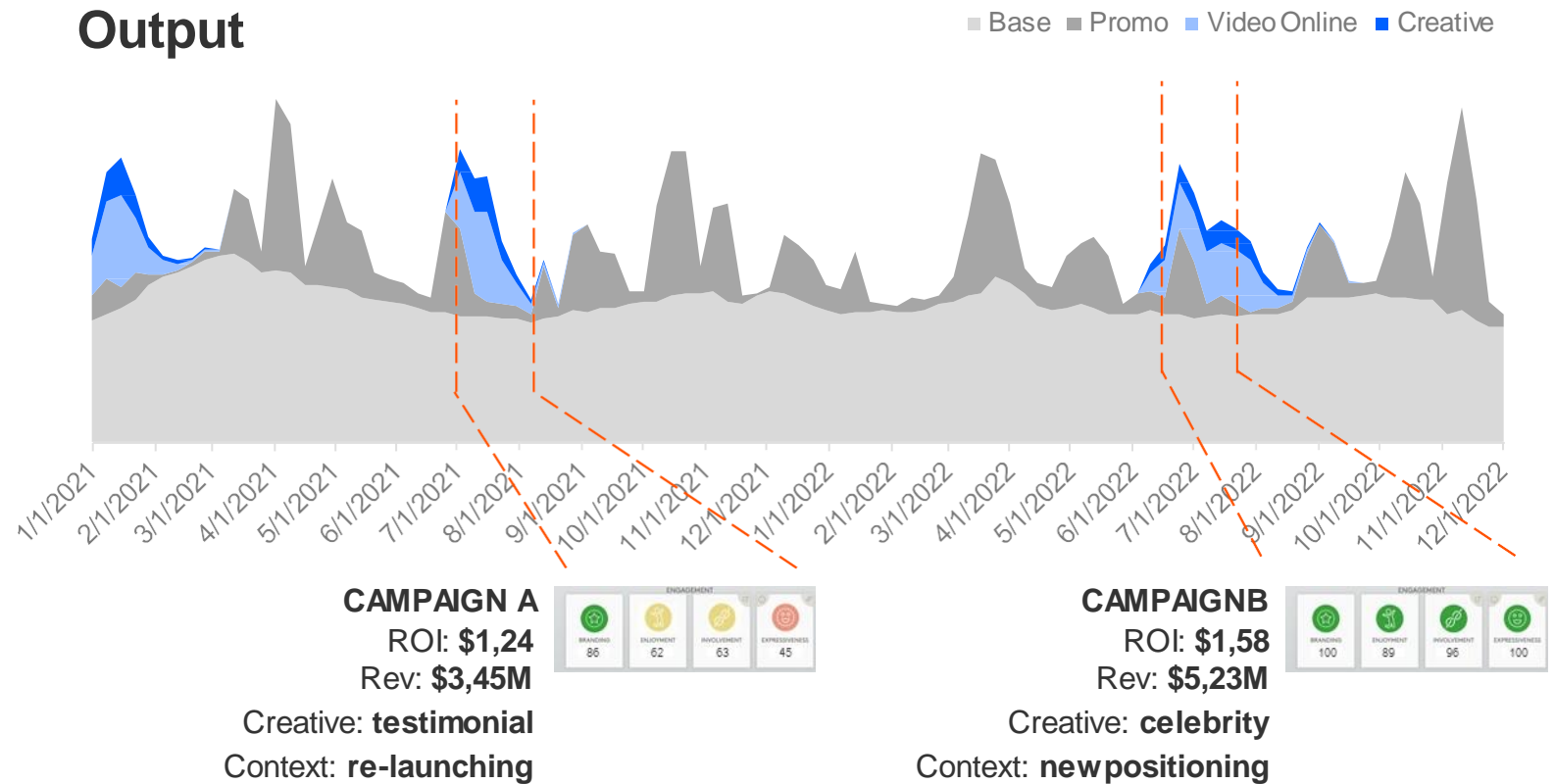How can we make the data collection process easier?

4

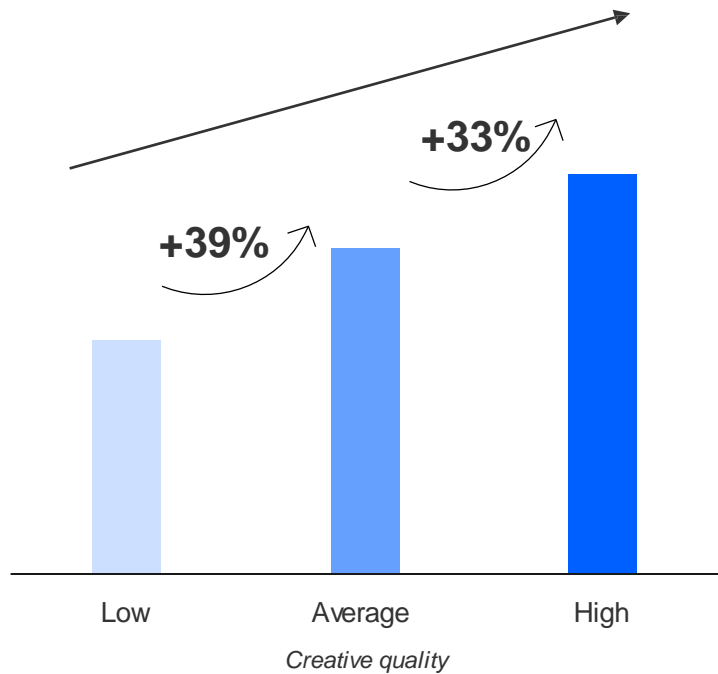How can we quantify and then use the results at both a strategic and tactical level?

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UMMO model isolating creative quality from media performance
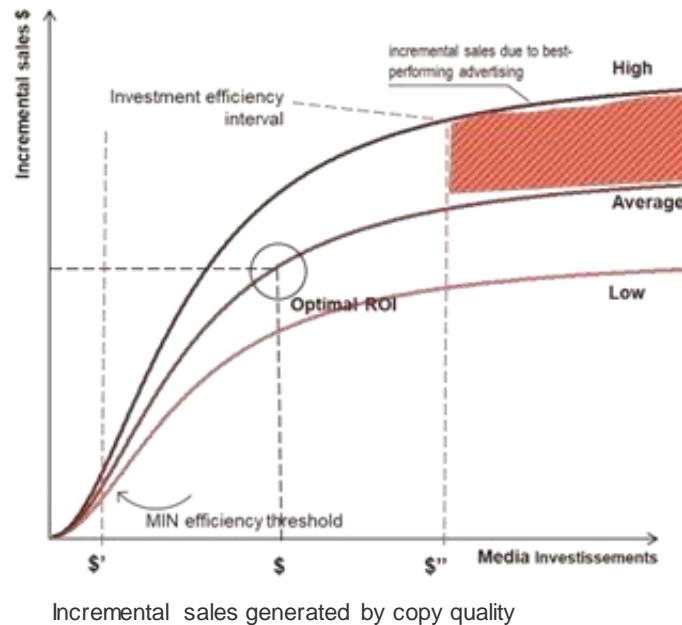
Touchpoints weighted by the creative score obtained

Output

CAMPAIGN A
ROI: **$1,24**
Rev: **$3,45M**
Creative: **testimonial**
Context: **re-launching**

CAMPAIGN B
ROI: **$1,58**
Rev: **$5,23M**
Creative: **celebrity**
Context: **new positioning**

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Budget related recommendations considering copy impact

Creative quality as an essential lever for optimizing your business

+33%

+39%

| Low | Average | High |

Creative quality

The potential for better allocation of investments by content

Incremental sales $

incremental sales due to best-performing advertising

High

Investment efficiency interval

Optimal ROI

Average

Low

MIN efficiency threshold

$' $ $"   Media Investissements

Incremental sales generated by copy quality

A significant new business opportunity

What TV budget* to generate sales of €500 k

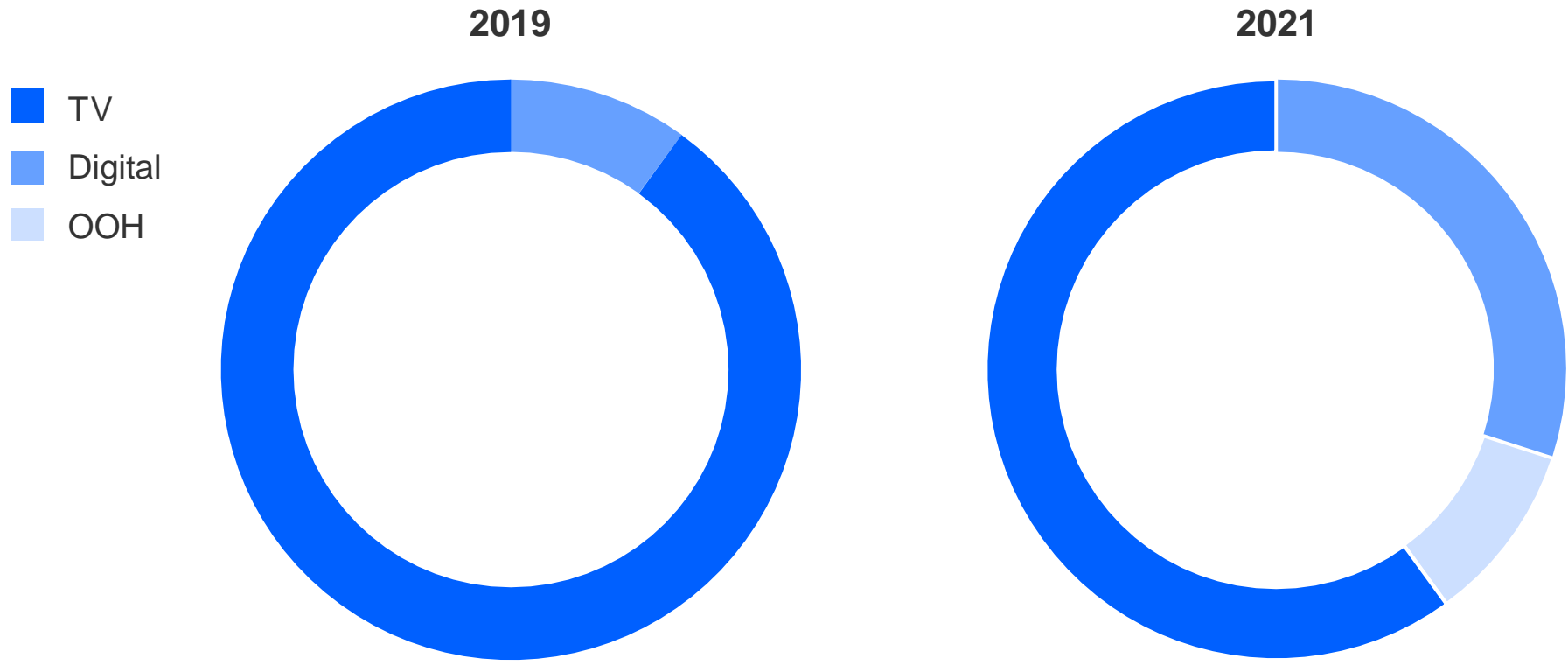| If **high creative quality** copy	If **moderate quality** copy	If **low creative quality**
100	117	140

Investment gain with a high creative quality copy

+40%

Marketing Mix Modelling: Optimise KFC media strategy

KFC - Crispy - YouTube

KFC: From a mono-media to a diversified media strategy

2019

2021

- TV
- Digital
- OOH

x2
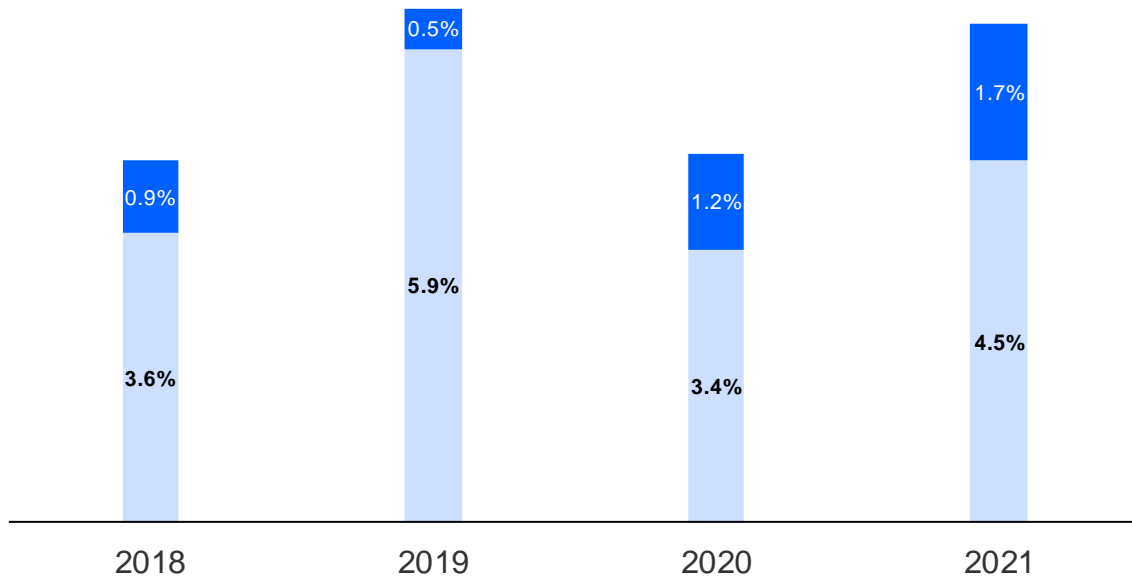**CONTRIBUTION TO SALES**

x2,5
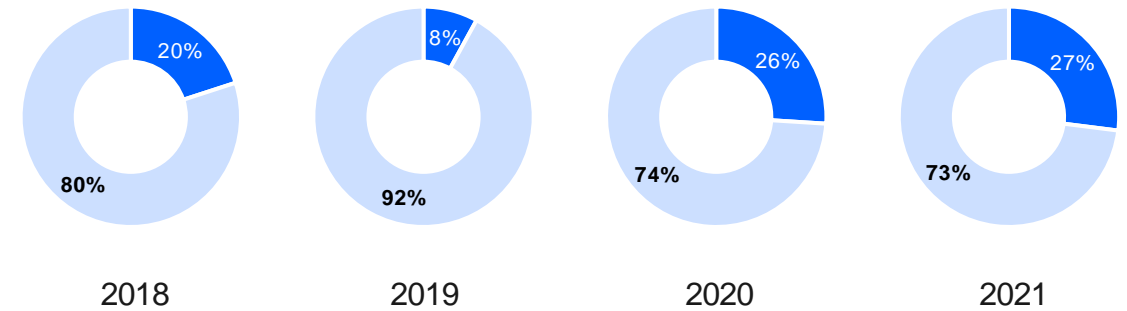**CONTRIBUTION TO CONSIDERATION**

x1,7
MEDIA ROI

We were able to compare the budget allocated to the client's Media/Creative Agencies with their Sales contribution for each

TV Contribution to total sales

Year	Creative quality	TV
2018	0.9%	3.6%
2019	0.5%	5.9%
2020	1.2%	3.4%
2021	1.7%	4.5%

Shares of contribution generated by TV

Year	Creative quality	TV
2018	20%	80%
2019	8%	92%
2020	26%	74%
2021	27%	73%

TV   Creative quality

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A game changing brand platform resulting in short-term sales and brand building
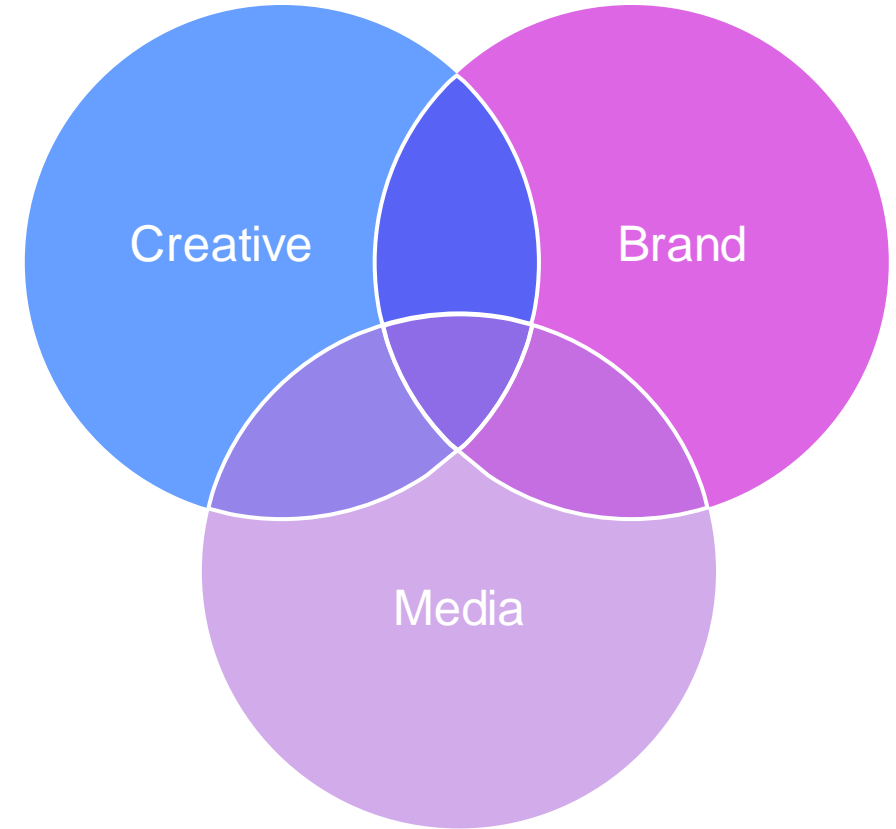
30% Creative quality sales contribution

x5 Brand building vs activation campaign ROI

UMMO: Our value proposition

"
Empower our clients to maximize media effectiveness, for both the buy and sell side, leveraging Kantar's expertise in media, creative, and brand.
"

Creative

Brand

Media

Expertise empowered by tech:
Hamilton AI

KANTAR

Questions?

Key take-aways

1. Before anything, understand the structure of your brand.

2. During development, don't guess. Test in 15min & optimize.

3. When live, granularly optimize your media plan in real time

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Thank you!

To learn more about these and other Kantar solutions, please contact us here

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