



**KANTAR**

ANALYTICS • *LIVE*

Curating meaningful data for strong,  
sustainable positioning that drives  
brand success

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15 November 2023

# Introducing our panel



**Jonathan Hall (Host)**  
Managing Partner,  
Sustainable  
Transformation  
Practice  
Kantar

**Stacey Grant**  
Head of Consumer  
& Market Insights  
  
Unilever

**Felipe Thomasz**  
Associate Professor of  
Marketing  
  
University of Oxford

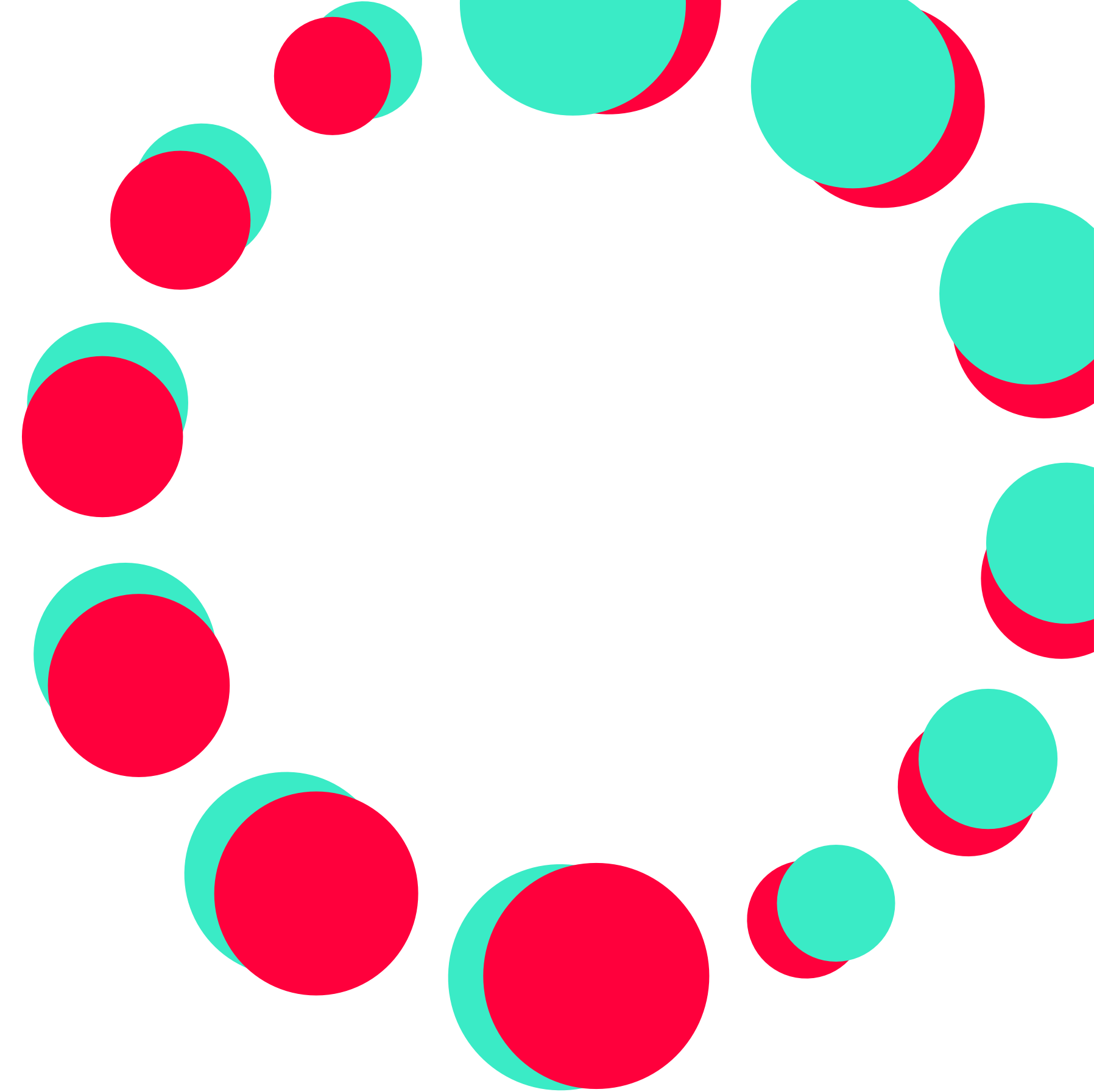
**Stephanie Lambert**  
Sustainability Leader  
Current MSc Candidate  
  
University College  
London

**Cynthia Vega**  
Global Head  
Digital Analytics (Dx)  
  
Kantar



# Sustainable *marketing 2030*

*“A sustainable growth framework for marketing”*



# Progress is happening.

## Exec involvement

- 87% say the Chief Sustainability Officer reports to CEO/Board vs 80% in 2021

## Visibility of KPIs

- Sustainability as a KPI in marketing dashboards increased to 42% in 2023 vs 26% in 2021

## Sustainability comms

- 40% say they have a sustainability story and are proud to communicate it versus 25% in 2021

# But not fast enough...

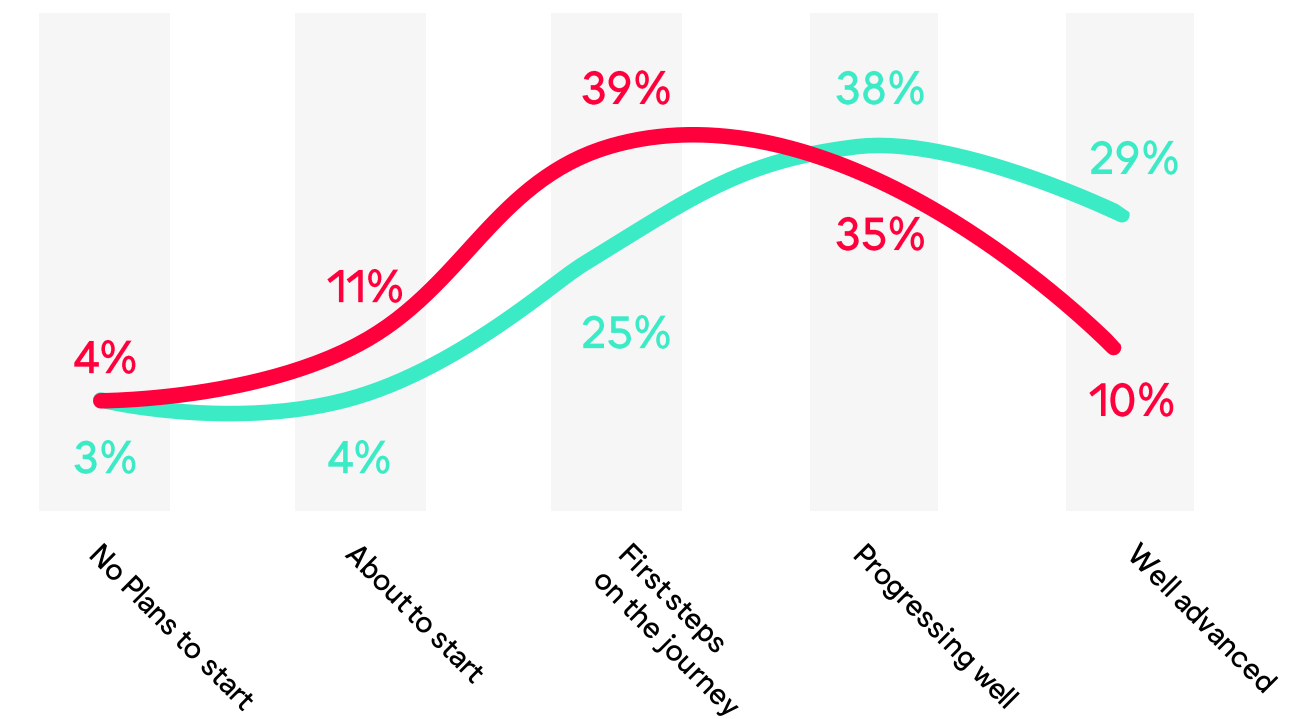
## 90%

of marketers agreeing that sustainability agendas must be more ambitious

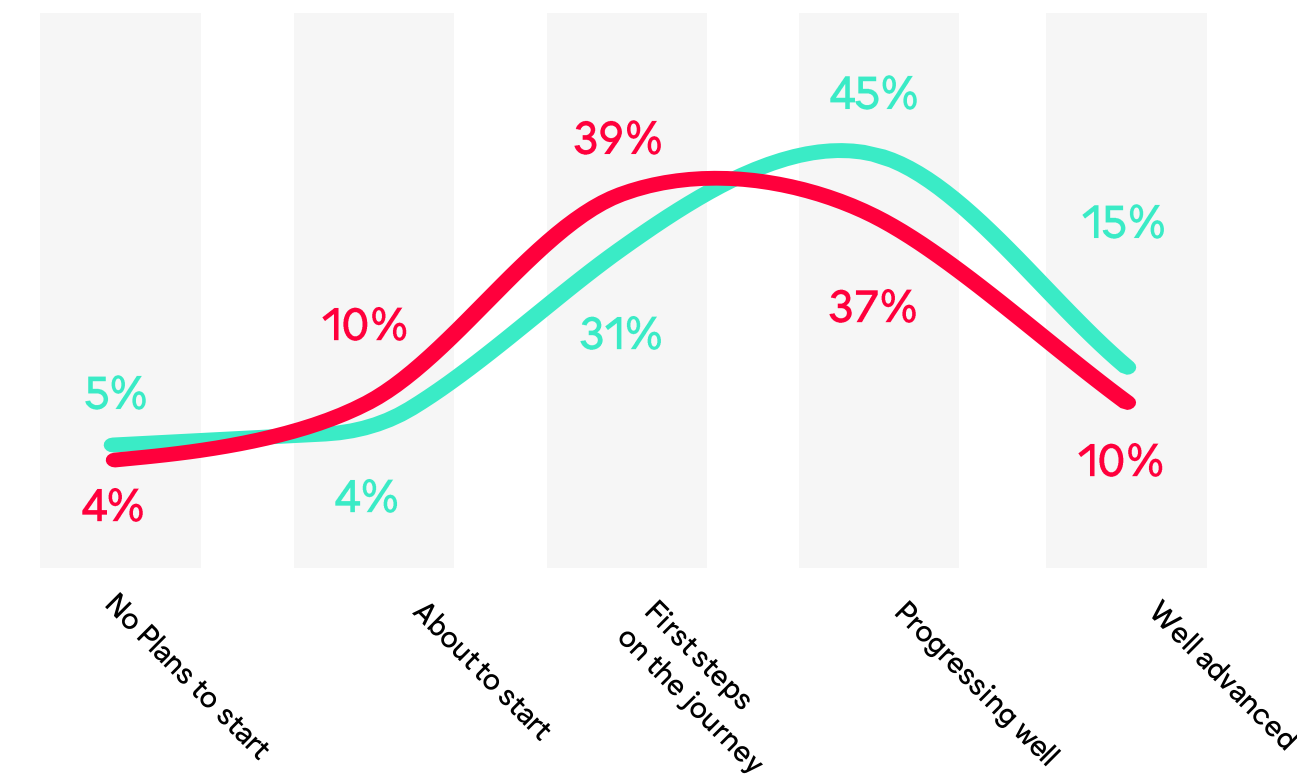
## 94%

saying marketers need to act more bravely and experiment to drive transformative change

“Marketing and Sustainability: Closing the Gaps”  
(WFA 2021 report)



“Sustainable Marketing 2030”  
(WFA 2023 report)



At company level  
Marketing function

# The Value-Action Gap



**84%** of people want to live a sustainable lifestyle

But only...



**27%** of people are actively changing their behaviour

Source: Kantar Sustainability Sector Index 2023

Sustainability value contribution to brands is growing significantly.

**Sustainability contribution to value of Global BrandZ Top 100**

**\$193B**

**Over 10 years, endorsements of sustainability perceptions have risen**

**84%**

**Sustainability remains the most important driver of corporate reputation, contributing**

**45%**

**YOY growth of brands rating highest on BrandZ Sustainability Index**

**31%**

# It's time for marketing to step up.



*“We are moved as a species by creativity. Marketers have the ability to take the science and the data, and to move people by connecting them to that information in a meaningful way. Now more than ever, the world needs marketers’ creativity, commercial acumen and storytelling. That’s what makes our industry part of the solution.”*

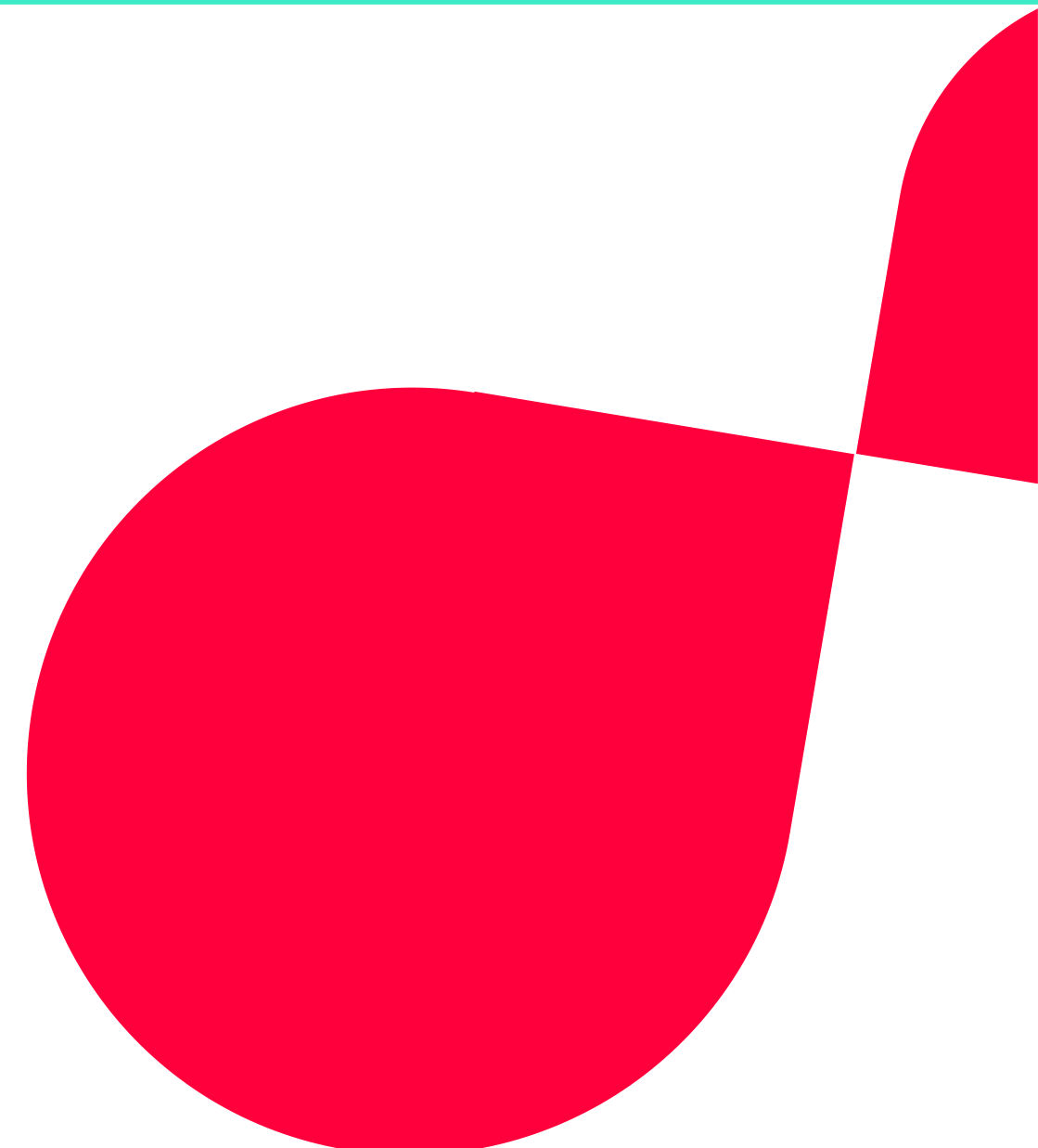
**Charlie Thompson, Programme Director – Executive Education, Cambridge Institute for Sustainability Leadership**

## It's our responsibility.

**93%** of marketers say brands have a responsibility to help people live more sustainably (vs. 92% in 2021)

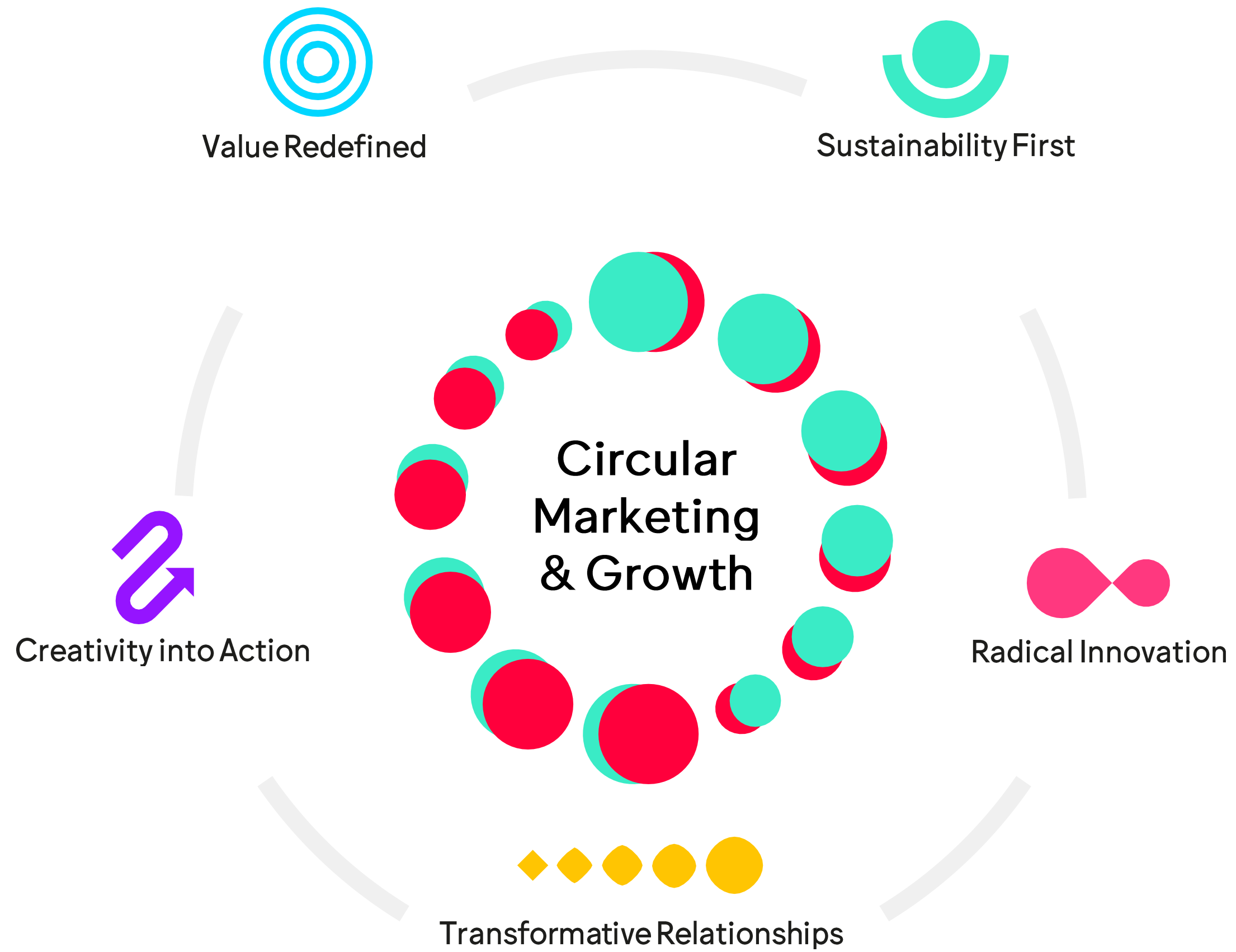
## We have the right skills.

**93%** say marketing can make a difference in the sustainability journey (vs. 95% in 2021)



*“Over the last 70 years, we’ve been creating demand for lifestyles that call for more, more and more. We don’t just need to make incremental changes in industry, we have to fundamentally rethink the model and the purpose of our industry. The good news is that’s completely within our reach.”*

**Anna Lungley, Chief Sustainability Officer, International Markets, Dentsu**



# Thank you

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