

KANTAR

**Build  
Stronger  
Brands**  
with Kantar



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# Building Strong Brands

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**Q:** What do these brands have in common?

**APPLE, GOOGLE, IKEA, DISNEY, MCDONALD'S,  
TIKTOK, SALESFORCE, RED BULL, LUSH**

**A.** They are all consistent strong performers in Kantar's BrandZ Top 100 and they are all **Meaningfully Different**. Powerful brand positioning is in their DNA.



Brands grow by being **Meaningfully Different** to more people

**5X**

Kantar's Blueprint for Brand Growth reveals that brands that are **Meaningfully Different** to more people command x5 penetration today and real advantage in penetration growth over the next two years.



# Kantar's Blueprint for Brand Growth

**BRANDS**  
GROW BY BEING  
MEANINGFULLY  
DIFFERENT  
TO MORE PEOPLE

Growth accelerators for winning marketers to operationalise effectively

PREDISPOSE MORE **PEOPLE**

BE MORE **PRESENT**

FIND NEW **SPACE**

**BEHAVIOURS:** CONSISTENT, CONNECTED, OPTIMISED

POWERED BY THE MEANINGFUL DIFFERENT AND SALIENT FRAMEWORK AND BY THE MOST MEANINGFUL DATA

**KANTAR**

Kantar's Blueprint for Brand Growth, the result of a mega meta-analysis of attitudinal data, behavioural data and Kantar IP, reveals what drives truly sustainable business growth.

To summarise the model, in order to grow share brands need to grow penetration by attracting more people. And brands do this by being Meaningfully Different to More People. This increases the probability of future growth and allows brands to charge and maintain a price premium.

Marketers can achieve this via three growth accelerators, which are interconnected:

- 1 Predispose People More** – This is about increasing your brand's chances of being bought by leveraging exposure and experience.
- 2 Be More Present** – Make your brand easier to buy by leveraging the customer journey, distribution, range, pack, pricing and activation.
- 3 Find New Space** – Keep growing by redefining the business you're in, stretching to cover new motivations, occasions, categories and services.

These growth accelerators can be amplified by leaning into three key brand behaviours: being **Consistent, Connected** and **Optimised**.

# Powerful brands deliver against 3 positioning principles

They are:



**Meaningful:** Meeting needs and offering everyday utility drives positive emotion, affinity and relevance.



**Different:** A competitive edge that is more unique or more dynamic. They have recognisable, defensible qualities that drive difference such as leading the way, functional superiority, distinctive assets and emotive clarity.



**Consistent:** Reinforcing a highly distinctive look and feel consistently across time and touchpoints through codified brand assets and emotive tone of voice.

Applying principals helps brands stand out and drive growth with sharp, relevant and consistent positioning.

## Getting this right builds powerful brands.

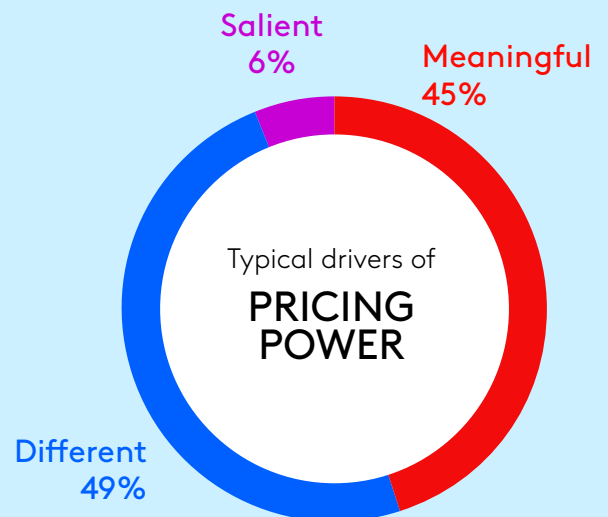
Brands that show up with clarity in a consistent and codified way, where each encounter reinforces the last, build more perceived Meaningful Difference relative to competition.

## Getting this right also commands pricing power.

When we ask consumers whether a brand is worth paying more for, we find the critical driver of worth is Meaningful Difference.

Brands with high Meaningful Difference are so attractive that people will pay up to twice as much for them.

Source: Kantar BrandZ global database 2014-2023



## Consistency makes sense when we think about how brands are built.

Brands are built in our memories in small increments. Little connections accrue across a lifetime of experience and exposure to many touchpoints. If a brand is showing up with resonant clarity in a consistent, congruent way, each encounter reinforces the next and your **Meaningful Difference** becomes stronger and stronger.

To do this, brand teams need to be clear on their DNA and on what makes them Meaningful and Different. This enables alignment and discipline within brand teams, across markets and to their agency partners, ensuring all brand encounters build **Meaningful Difference**.

## Consistency maximises growth potential.

**+111%**  
growth advantage

Brands with more consistent perceptions have a +111% growth advantage.

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# Enduring brands

are timeless, yet timely

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## To stay **timeless**, they leverage the power of their **Meaningful Difference** by:

### Creating internal alignment and external clarity:

They invest in systems and processes to ensure that they're amplifying their Meaningful Difference with discipline so that it emanates from them like a beacon.

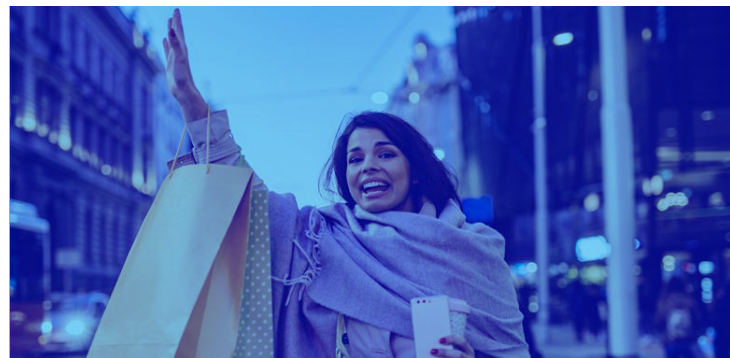
**Building on foundations:** They know who they are, where they come from and what people expect of them.

**Being distinctive:** They ruthlessly manage their identity even while evolving and collaborating by leveraging recognisable, distinctive assets that are intuitively associated with the brand wherever they show up to ensure that they create stickiness in people's minds and stand out from the rest.

**Leveraging strong emotive tone of voice:** They harness a clear, recognisable emotive tone of voice, this enables them to span ideas and platforms with consistency. A brand's emotive tone of voice, is that consistent essence that permeates through every encounter from browsing to the purchase experience, the user experience and the communications people interact with.

## To stay **timely**, they stay connected to what matters in culture and to the people they serve by:

- Leading the way with visionary genius
- Inspiring by connecting with people's values
- Being boldly meaningfully different in all the right contexts
- Exciting by shaking things up in their category and beyond

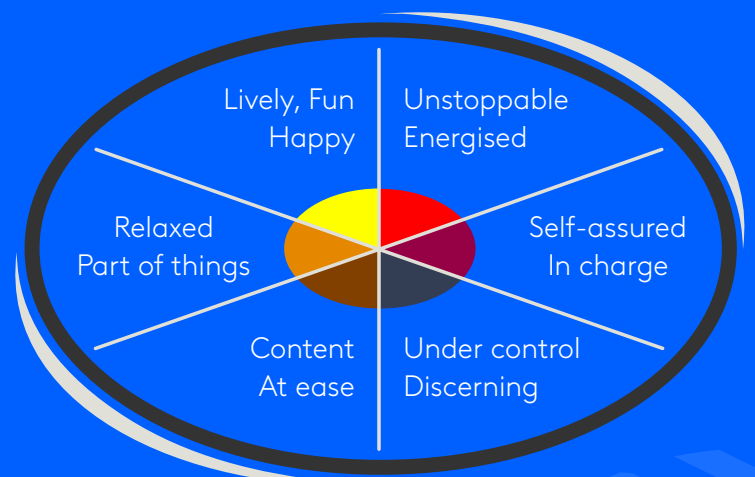


## Kantar's NeedScope framework, with a focus on emotion helps develop brand positioning and enable consistency.

Define and differentiate your brand positioning versus competitors and enable a consistent experience across touchpoints.

NeedScope helps uncover brand foundations, unpack what your brand really means to people and distil your unique emotive tone of voice, helping you develop a **Meaningfully Different** positioning that drives growth advantage.

NeedScope helps align experience, creative and innovation with brand positioning strategy based on emotive tone of voice. We can map asset positioning to the emotive framework using AI, expert consultancy and consumer perceptions.



# 2X

Brands that remained in the top 100 are 2x as likely to have strong emotive clarity than dropouts.

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# Powerful positioning

doesn't have to be something only Apple or Airbnb can achieve

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**Kantar's Strategic Brand Practice** specialises in collaboratively clarifying the positioning of your brand or portfolio. Our positioning programs are an immersive process, designed to develop strong, **Meaningfully Different** brands with sharp emotive clarity.

It's not a one-size-fits-all program. We build custom journeys based on your needs whether you're starting with discovery or working to shape activation. We craft architecture, playbooks, systems and processes to ensure that brand teams and their agencies are equipped to amplify this **Meaningful Difference** with discipline.

We help with articulation and sharpening, as well as identifying the jobs to be done to get there and embedding across the organisation to ensure consistent brand stewardship.



# Want to learn more about how we can help you position your brand for growth?

Please reach out if you'd like to find out more:

**Michelle O'Mahony**

Business Development Director at Kantar  
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"We stayed true to what people loved about Cadbury, its warmth, approachability, and sincerity. Staying true to that, being respectful to the past and building on it has been very important. Of course, you need to constantly adapt to the moment and the times otherwise you risk becoming dated, but always in a meaningful, relevant way which is true to the brand's generosity. Doing so reinforces brand memories, building Cadbury's meaningful difference."

**Mariarita Mugnai, Cadbury's Global Consumer Insights Manager**