

How do I make agile marketing investment decisions?

The need

In these difficult times, all businesses are needing to make difficult decisions on marketing investment changes.

Marketers need to quickly understand the implications of different marketing spend scenarios to answer questions such as:

- My marketing budget must be cut, but what do I cut first?
- How do I efficiently reduce my media spend whilst protecting my brand for the future?
- What would the impact on the short and long-term of a specific cut-down media plan be?
- How do I best reallocate spend previously focused upon options such as outdoor and sporting sponsorships that will no longer deliver results?

Our approach

Kantar Analytics can support immediate decision-making using our **Agile Budget Allocation Framework**, which can deliver clear recommendations within 3-4 weeks.

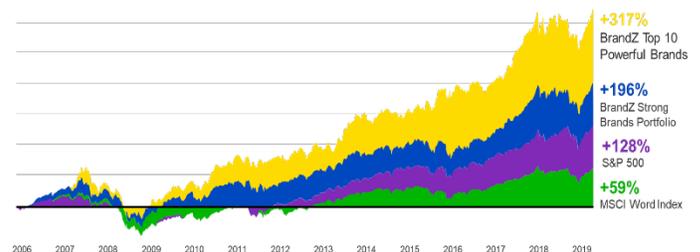
This approach uses simulation tools built upon extensive Kantar ROI norms in different categories and markets, and experience from previous recessions. We make use of norms from our global database of past marketing effectiveness studies (Marketing ROI projects and our Cross-Media offer) and from BrandZ. These are used to build models specific to different markets and categories. Where clients have their own media ROI data sets readily available (whether created by Kantar or not), these can be added to the analysis.

We can model different media spend scenarios to understand impacts on short-term sales and key brand health metrics to inform immediate decisions on what to cut and where.

Depending on your needs and timescales, we can run virtual budget planning workshops, to understand the broader context of your business and to use the tools to explore different options together.

Benefit for your business

This approach, built upon a wealth of Kantar learnings, will provide optimized budget reallocations and its impact on brand and sales outcomes. Our learnings from BrandZ alone, for example, tell us that brands that continue to advertise during a recession are both impacted less by that recession and able to recover much faster from it.



BrandZ from Kantar is the largest global brand equity platform and database covering over 100,000 brands across 45 countries

Our **Agile Budget Allocation Framework** can deliver reliable insights and support rapid decision-making, without the need for extensive new data collection and custom modelling. Investment in refreshed **Total Marketing ROI** models will be important as attention moves to medium-term planning for recovery.