

# What are the messages my brand should be focusing on?

## The need

In the current environment of uncertainty, consumer needs from, and expectations of, brands are changing rapidly. Kantar clients urgently need to understand how attitudes are evolving – both to plan brand messaging through the crisis and to plan growth opportunities into recovery.

## Our approach

Businesses are reluctant to commission new custom research but social media is an agile alternative, especially important as digital channels have become even more central to consumers lives. STAN - Kantar Analytics' AI social media intelligence platform – has developed a **COVID-19 Agile Landscape** offer to meet this client need, using the speed and flexibility of social media analytics.

The STAN platform is available in markets globally for analysing consumers top-of-mind needs, behaviours and emotions in different industry sectors. For clients needing a deep-dive specific to their brand and key questions, bespoke studies using our AI techniques, can be completed in 2-3 weeks, in multiple markets & languages.

As useful brand tracking data becomes readily available, covering before and during COVID-19 time periods, including specific COVID sentiment questions, it becomes possible to analyse changes to brand perceptions over time.

Kantar's **Brand Structures Analysis (BSA)** optimises brand strategy by understanding the imagery, messaging and positioning drivers that matter to customers and set a brand apart from its competitors. **BSA** delivered as an on-going monitoring solution, as new data becomes available, can become a leading indicator of how brands need to evolve and re-invent as consumers old preferences and loyalties change.



## Benefit for your business

Now, more than ever, it is critical to understand what matters to consumers and the messaging that will genuinely drive brand preference both during this crisis and in the new reality. These analytics solutions will help optimise marketing ROI of the spend clients are able to make now and better prepare brands for opportunities in the recovery period.