

A vibrant, high-angle photograph of four young people celebrating. They are surrounded by a shower of colorful confetti (red, blue, green, yellow, and white) that is falling all around them. The scene is brightly lit, likely by sunlight, creating a warm, golden glow and some lens flare effects. The people are smiling and looking towards the camera. One person in the center is wearing a wide-brimmed hat, and another is wearing sunglasses. The background is slightly out of focus, showing what appears to be a crowd of people at an outdoor event.

KANTAR

Welcome to the UK & Ireland
Insights Division



FOREWORD



Amy Cashman
Executive Managing Director, Insights Division, UK&I

The UK&I Insights Division is inclusive, diverse and commercially focussed, ensuring the work we do helps us grow as professionals and our clients grow their businesses.

I have worked for Kantar since 2008 during which time the business has changed enormously, transforming to stay at the forefront of the industry and our clients' needs. That transformation is ongoing and we welcome people to the business who display openness to new ideas, willingness to grow as professionals and a passion to help Kantar grow and succeed.

We work with the world's biggest and best companies on a huge wealth of challenges across Brand, Customer Experience, Media, Creative and Innovation using cutting edge analytics and qualitative techniques alongside other data collection methods. Through our work we look to have a positive impact on the world around us and our fast-growing Sustainability practice and the work in which I have been personally involved around better understanding women as customers are good examples of this.

We are a very friendly group who are always willing to offer our support when needed - I hope to see you in person at some point soon!

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CURIOSITY



OUR SPARK

During the past 3 years, Kantar has been through a lot of change. We have sharpened who we are as a business, and the impact we want to have in the world. Our Spark is the compass that gives us a clear direction in order to succeed.

WHY: Our Purpose

A simple and stretching affirmation of the role we play in our customers' lives.

WHAT: Our Strategic Drivers

The key things that all of us must focus our time and money on to drive our Purpose and commercial growth.

HOW: Our Behaviours

How every one of our people must operate to deliver our Purpose and Strategy.



WE SHAPE THE
BRANDS
OF TOMORROW
BY BETTER UNDERSTANDING
PEOPLE
EVERYWHERE

WHAT

**INDISPENSABLE BRAND PARTNER
MOST MEANINGFUL DATA
EXPERTISE AMPLIFIED BY TECH
SIMPLER AND STRONGER**

**ALWAYS GETTING BETTER
MAKING TODAY COUNT
WINNING TOGETHER**

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IMPACT

The UK&I Insights Division of Kantar is in the business of human understanding.

We work with the biggest brands in the world, ranging from Adidas to TikTok and HSBC to Unilever, understanding their customers and businesses, helping them take the right decisions in relation to their Brand, Creative, Media, Innovation, Customer Experience and Analytics opportunities and challenges.

We are part of Kantar – home to some of the world's leading research, data and insights. We have over 800 wonderful colleagues in the UK&I who you can find in our offices or based remotely. We are part of a global company which has presence in over 90 countries.

250+

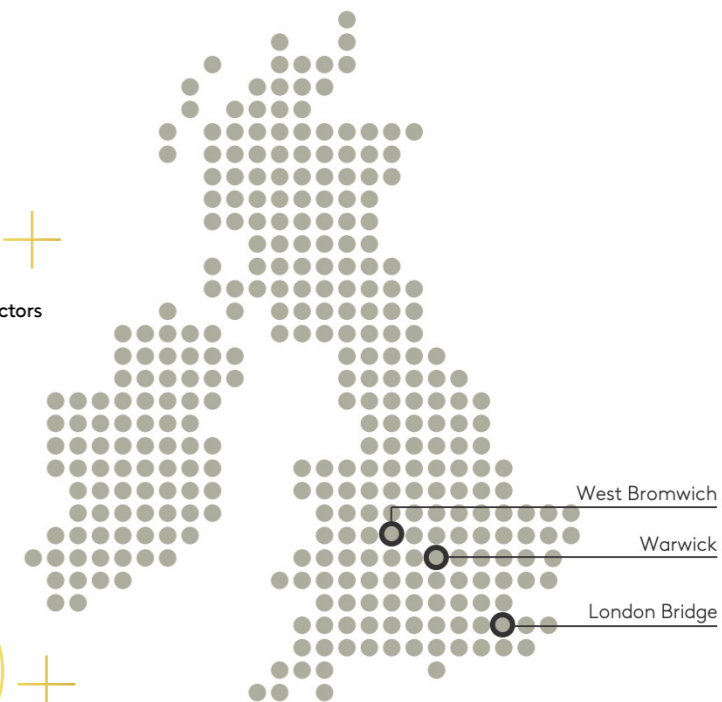
Clients across different sectors

75

Years leading the market

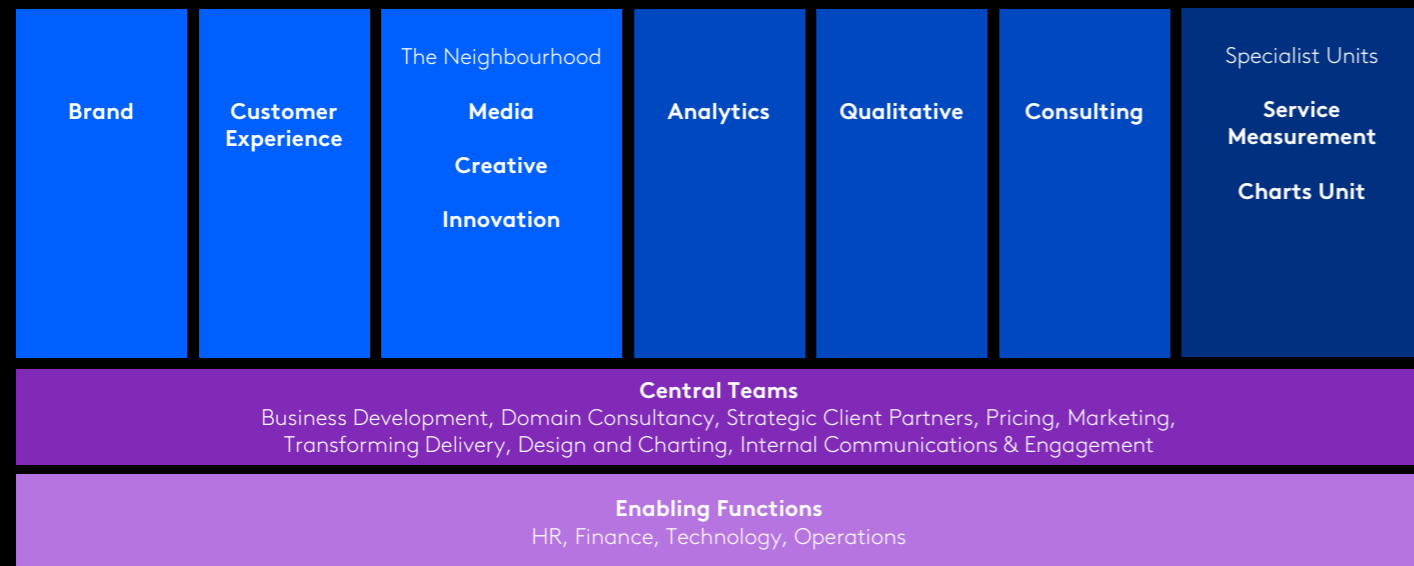
800+

Hybrid staff based across 7 offices



OUR TEAMS

Our business is structured into **five domains**: Creative, Media, Innovation (we call these 'The Neighbourhood'), Brand and Customer Experience, **three practice areas** in Analytics, Qualitative and Consulting, and our **stand-alone specialist units**. Spanning these are our **central team** and **enabling function experts** who support on successful client delivery.



OUR DOMAINS & PRACTICE AREAS

ANALYTICS

We combine human insight, digital data, and AI-powered technology to help our clients predict consumer behaviour, optimise brand and business growth, and measure effectiveness. We do this by bringing together clever, curious, and creative people with world-class technology and commercial expertise.



BRAND

We help clients navigate the challenge of balancing both long-term and short-term success through the most comprehensive understanding of what motivates people and what drives business growth.

CHARTS

We collect music and video consumption data from every conceivable channel, whether it is a vinyl record or the latest releases streamed via providers such as Spotify, Apple Music and all other major platforms, then use the data to compile the official weekly Charts across the UK, Ireland and France.

CONSULTING

We drive transformative growth by anticipating, unlocking and activating human-centric demand for our clients' business and brands.

CREATIVE

We love advertising; but the quality of ads can vary enormously. We use our expertise through the development journey to help clients win by ensuring that the content they develop will be effective in a given context.

CUSTOMER EXPERIENCE

We help clients navigate and activate the Customer Experience moments that matter most.



INNOVATION

We work with creativity and agility to provide the insight that surfaces opportunities for clients. We find the ideas that will disrupt markets and help clients make this innovation real and get it to consumers fast.

MEDIA

We partner with media owners, agencies and advertisers to navigate brands through an increasingly complex, digital world. Providing evidence that dispels the hype and informs the right media choices to maximise brand growth and return.

QUALITATIVE

We help brands understand the emotional context of decision making, providing the human understanding required to create growth through the brand strategy, the services they create, the communications they develop and ultimately the brand experiences they build.

SERVICE MEASUREMENT

We collect, validate and report hard to find data for our clients, whether through bespoke, custom panels measuring transit time performance for our postal clients, or multi-method, multi-country incidence measurement work for our tobacco clients. Our work puts actionable data in the hands of our clients every single day.



We're data-agnostic

We identify, navigate and harmonise our own unique data sets, combined with a wide range of client and third-party data sets to answer current and future questions that provide continuous business value.

BRAND

Client challenge

Strong brands are a valuable asset to business because they maximise the number of people who are attracted to buy products or services and help to justify a price – sometimes a price way beyond the functional difference a product might have. Making decisions about brands – what they should stand for and how to invest to support that – is often therefore at the forefront of business success and brand owners need to make the right decisions at the right time to ensure they spend their budgets with maximum return.

We help brand owners with the most comprehensive view of how to drive growth. From decoding the underlying motivations and emotions of a category to providing quantified evidence of what associations to build to increase their share of preference vs competitors, through evidence-based insight we help our clients make brand decisions that set them up for success.

Our offer

Our goal in the Brand Domain is not just to help our clients win, but to keep winning. We do this through week-in-week-out monitoring of how their investments are affecting their brand outcomes, when and how to course-correct or capitalise on new opportunities. In helping clients guide their brands to successful outcomes we use data from multiple sources including surveys and sales as well as search and social. Our platforms use artificial intelligence at scale to analyse data and help us get to the important insights, fast.

Through this data integration and intelligence, we are a critical partner to our clients as they navigate the constant challenge of balancing the demand for both long term and short term success.

Some of the tools we use for our clients are:

- Our brand and campaign guidance systems help clients manage and improve their brand performance, optimise marketing investment, and shape the future to ensure brand growth.
- The Meaningfully Different Framework: a series of brand metrics independently validated to commercial outcomes that underpins BrandZ, the world's largest brand equity database
- Neuroscience toolkit including timed-response to identify brand heuristics
- Apps that execute data analytics, use artificial intelligence and more

Growth strategy and prospect

We will help clients with a data eco-system with our data at the heart and brought to life through indispensable expertise that helps them leverage their brands for short term success and invest in the right way to nurture brands that maximise long term growth.

CREATIVE

Client challenge

In today's hyper-connected digital world, people see more content, in more places, than ever before, creating endless possibilities for brands to connect. But with people empowered and motivated to skip, avoid or block ads, how can you stand out and maximise return on your creative investment?

Successful campaigns are underpinned by human insight and tell stories that resonate, consistently, across all touchpoints, online and off. What makes a brand meaningful and different from other alternatives and can a key part of what inspires people to love the brand. They can generate short term sales, but also build brands in the long-term. The best ads have the power to increase ROI ten-fold or greater.

Our creative specialists are passionate about advertising and deliver actionable recommendations, not just data. We've researched more content, for more brands - in more markets, than anyone else... Kantar's

creative experts ensure client's content and brands flourish in this ever evolving world.

Our offer

- Uncovering the human truth: LifeStreaming, Conversational AI
- Translating into content ideas: ThinkTank, IdeaBlog
- Optimising the execution: Spotlight
- Quick Turn excellence: Link AI
- Optimising while live: ContextLab, Brand Lift
- In Context Capabilities: Spotlight



Growth strategy and prospect

We are the market leader; but we don't rest on our laurels. Our solutions and approaches continue to innovate and lead the market; integrating neuroscience and AI powered approaches to increase the accuracy of our predictions and provide more meaningful and actionable diagnostics. We have just launched an AI powered solution that predicts creative effectiveness.

This isn't just quick turn research excellence, this is being an expert in the nature of early stage idea creation, content across channels, digital ecosystems, media buying, brand storytelling, live solutions and personalisation whilst we embark on a significant Link renovation program that will create a solution to meet the needs of marketers into the 2020s.

CONSULTING

Client challenge

Clients realise, more than ever, that real, sustainable growth lies in uncomfortable places, within what is deemed to be a new disruptive world.

In Consulting we drive transformative growth by anticipating, unlocking, and activating human-centric demand for businesses and brands.

Our offer

We cover four main areas that support clients holistically across their growth challenges, focused on answering questions including:

Business:

- How to identify growth opportunities and create a new strategy?
- How is consumer behaviour shifting and how should I adapt my strategy to win new pockets of growth?

Channel & Category:

- What are current shopper motivations and behaviours in the path to purchase?
- How can we create a compelling Category vision for brands in a retail context?

Brand:

- How can my brand be seen as modern, meaningful, and inclusive in an ever-changing world?
- Where should I place future bets and how can I innovate against emerging opportunities?

People:

- How do we ensure that global strategy, ways of working, thinking and tools are standardised, understood and adopted locally?

We understand people more than any other consultancy; we understand growth more than any other research agency and we have access to Kantar's unparalleled global ecosystem of data, insight, and capabilities to tap into.

With this supreme combination, we develop and embed actionable strategy that drives commercial impact.

Growth strategy and prospect

The Consulting team consists of world-class practitioners divided into four teams: Commercial Strategy, Creative Strategy, Organisational Performance and Perfect Category.

We collaborate across Kantar teams to help clients with their biggest growth challenges.

By 2024, our ambition is to be the leading Demand Strategy & Activation Consultancy that goes the extra mile in supporting client needs; through agile, repeatable propositions to larger scale bespoke work.

CUSTOMER EXPERIENCE (CX)

Client challenge

Our clients live in a world where experience is the new competitive differentiator. To thrive, they need to better understand their customers, improve how they deliver exceptional CX and, in turn, improve their business outcomes and commercial ROI.

Our offer

We've created a CX offer that helps clients to navigate and activate the CX moments that matter most and, in parallel, helps them avoid (or de-prioritise) areas that matter less. We help them to optimise the impact of their CX efforts by better targeting their CX resources, initiatives, and investments.

We have a unique end-to-end CX offer, comprising CX insights, best-in-class CX delivery platforms (Medallia, Qualtrics), predictive customer analytics, and CX activation and consulting services.

Integrating multiple data sources using world-leading technology, we provide a view of the customer across all areas and touchpoints to power positive CX business change. Bringing brand, customer, and employee data together (as well as CRM, operational, complaints data, and social media commentary) we provide a better understanding of the holistic experience delivered, helping clients to prioritise business transformation initiatives.

We analyse the way that organisations run their customer feedback programmes, evolving them from CX measurement to best practice CX management. Our team of CX consultants are well-versed in the challenges that organisations come across when driving an operational CX programme, and how to change the culture of an organisation to be more customer-centric.

Growth strategy and prospect

CX is an area of rapid growth. It's a top strategic priority for most organisations, and whilst a relatively new offer from Kantar, taking a disruptive 'new kid on the block' go-to-market stance is exciting.

We're building expertise and successfully landing new clients from a diverse range of sectors and categories (from Bupa and Hyundai to Nationwide and Virgin Atlantic), often through buying points that Kantar hasn't traditionally touched, such as CX, Customer Service, Operations, Contact Centres, Strategy & Transformation, Digital and Service Design.



INNOVATION

Client challenge

Innovation is the best route that clients have to unlock transformative growth for their business. Innovation is an imperative, not an option – in the last 15 years, 52% of the Fortune 500 companies have disappeared. Businesses need to be prepared to disrupt themselves before someone else does. That's where Kantar comes in, we help clients find and launch the innovation that delivers transformative business growth.



Our offer

We bring to clients an unrivalled set of capabilities to support a leaner innovation model, we blend primary data, digital signals and cultural insight to help our clients launch better innovation at a faster pace.

Our work has a learning first mindset and is made up of rapid sprints and evaluations to move from unpacking opportunities, through to scaled launch.

- Exploration: Opportunity learning system (Ethno, Future Brain, Cultural Insight, Segmentation, Critical assumption exploration)
- Build: Idea Sprints, Design sprints, Big Idea Test Executions test, Concept eValueate, Spotlight, Ideastock, Product Express, Pack eValueate
- Launch: Innovation guidance systems

Growth strategy and prospect

We already work to help some of the world's leading brands achieve innovation led growth, but we have revolutionised our capabilities that will allow us to reach our goals of:

- Helping our clients to bring winning innovation to market faster than ever before
- Win across a broader journey from early exploration, to launch and activation guidance
- Leverage Kantar Marketplace as an enabler of a more rapid learn-test-learn model across the build phase
- Help our clients build back better through more sustainable innovation

Ultimately being true partners to maverick clients to help them “find their inner entrepreneur”.

MEDIA

Client challenge

25% of brand is built from paid media campaigns. The Media domain play an important role in advising clients on how to make the most of their media budgets.



By helping clients understand the impact their campaign has had on key brand KPIs we can advise them on channel choice, optimum frequency of exposure, synergies between channels and efficiency versus spend.

Our extensive knowledge in this space and impressive databases means we are the go to thought leaders on campaign effectiveness.

Our offer

- Connect: How can I plan which touchpoints will work best for my brand?
- Context Lab: How can I measure and optimize my digital campaign prior to launch or once the campaign has already started?
- Brand Lift Insights: How can I measure and optimise my in-market digital campaigns?
- CrossMedia: How can I measure and optimise my multimedia campaigns?

Growth strategy and prospect

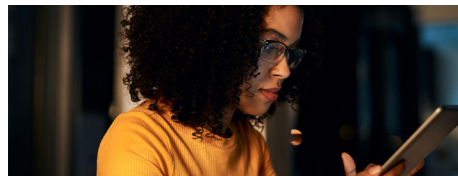
- Goal for all Kantar Insights clients to be buying Media solutions
- Embedding Media solutions into annual HBG programmes
- Identifying and targeting the next big publisher clients
- Maintaining partnerships with global publishers e.g. Google, Snap, Amazon, Pinterest
- Partnering with Media Agencies to inform their media strategies

ANALYTICS

Client challenge

There is no shortage of data out there, but brands and businesses often struggle with finding meaning amidst the noise of digital channels; be that from search and social media, ecommerce and signals from customer behaviour, or in identifying return on marketing investments.

We help our clients navigate, aggregate, and deploy data to ensure their success. Our experts include consultants, marketing analysts, data scientists, developers, and content creators who know how to surface critical insights and take the extra step to provide actionable recommendations to make strategy a reality.



Our offer

- Digital Analytics (Dx: understanding online trends and patterns to identify consumer insights, develop brand and digital strategies, and the steps needed to measure and maximise the value of search, social, or other online campaigns
- Digital Activation: helping our clients make digital success real, including creating search, social, or eCommerce content, and expert technical advice on how to build successful digital brand platforms
- Brand and Marketing Return on Investment (BMROI): analysis to support brands make the best decisions about how to support the right markets, categories, channels and assets that will drive their growth

- Customer Analytics - help brands learn from transactional, behavioural, and attitudinal data to better create relevant communications aligned to their customer segments that deliver measurable results
- Data Strategy and Engineering - explore and structure client data sets, combining internal sources with market leading technology to more rapidly surface valuable insights

Growth strategy and prospect

We help our clients harness the best of the available internal and external data, and as more of the world shifts online and into digital commerce, the opportunity for data-led decision making has never been greater or more important.

QUALITATIVE

Client challenge

Brand owners swim in a vast lake of data on their brands, their customers and the eco-system they inhabit.

Their key challenge is often to know what and how to act on this to make a real difference to the future.

The Qualitative team seek to ensure brands understand their customers as human beings. We use this depth of understanding and emotional context to help them build greater meaning for their brands and to enable them to become more effectively differentiated in a rapidly changing and complex world



Our offer

The Qualitative offer sits across our Domains and forms a holistic package that cover four main areas of focus:

- Brand: Building meaningful and differentiated brand positioning and strategies
- Creative: Developing communications that have real impact
- Innovation: Establishing how brands will win with new product and service creation
- Customer Experience: Ensuring customers have meaningful and positive connections with brands in the moments that matter

We collect data from group discussions and in-depth interviews, online communities and ChatBots, in addition to text and visual search and social inputs

Growth strategy and prospect

The UK&I Qualitative team sits within a 600 strong global community of Qualitative researchers – a key area of our growth is to ensure that we are able to offer our clients cultural understanding at a local level, in a way they can utilise to build global actions.

We continually develop ways of using technology such as automated data collection and AI so that our practitioners can spend more of their time really understanding what motivates and how brands can leverage this.

There has never been a time where understanding the human in the data has been more important - our expertise helps our clients grow their brands and grow ourselves as people and citizens of the globe!



OPPORTUNITY

WORKING MEANINGFULLY

Catalysts for change

Redefining the Menopause

Partnering with menopause support provider Over the Bloody Moon we spoke to 1,000 perimenopausal and menopausal women, uncovering powerful findings to ensure proper representation by brands' advertising and marketing.

Global Issues Barometer - Inflation Nation

Post-pandemic life, the war in Ukraine, the climate and environmental issues, inflation, and the cost-of-living crisis created an exceptionally challenging environment for consumers. We asked over 11,000 people worldwide what issues were on their minds to explore how brands could respond to a challenging climate.

The Future of Travel

Using our Global Issues Barometer, we explored the consumers' travel aspirations and how they were responding to global pressures. We uncovered where they were likely to cut back and which elements of the travel experience they were unwilling to sacrifice, presenting new opportunities for brands to meet their needs.

Who we work with

We are proud to work with some of the world's biggest brands.



INSPIRING GROWTH

Graduates

Each year we bring a cohort of graduates into the Insights Division. These talented entry-level individuals support our business in not only delivering the “here and now” but also in positioning us for a successful future.

We firmly believe that they will grow to be our future leaders, following in the success of perhaps Amy Cashman (previous grad, now leading our Division). We utilise innovative and inclusive app-based recruitment methods to ensure we attract the best talent every time.

To develop our graduate’s capabilities rapidly, we support them with a variety of learning initiatives throughout the year they spend as a graduate, before being placed in a permanent position.

Apprenticeships

We’re building an outstanding alternative to university and corporate training schemes to ensure we hire a diverse workforce using apprenticeships.

We encourage constant learning, where delegates are able to access learning that supports them to grow their careers, increase potential and support the Insights Division.

The Apprenticeship levy is also used to support our existing colleagues to get further accreditation in areas important to them, and us. Recent apprenticeships have been completed in Project Management, Digital Analytics and Digital Leadership, with more to follow.

The Adventure

“A year of accelerated growth geared towards building career paths that support the strategic direction of the business.”

This development program runs for 20 high potential colleagues each year. It looks to acknowledge, develop and retain our next generation leaders. It moves away from a top-down programme to a self-led approach encouraging delegates to see their “career as an adventure”.

The Adventurers take part in dedicated leadership courses, fun networking activities and are supported by an executive coach who works with them to unlock their potential and grow their careers.

Kantar Academy

Kantar Academy is one unified place to help everyone easily navigate through the wealth of learning resources available to us, making it simpler for each of us to build our capabilities for the future job roles we want. With extensive expertise and unique learning content across our business, your opportunities to learn and reach new and interesting career goals are endless.

Kantar Academy is our knowledge library covering everything our people need to succeed, including: leadership, management, inclusion & diversity, client & commercial, research & insight, specialist expertise, compliance, and personal effectiveness.



REWARD AND RECOGNITION

Recognising extraordinary work and taking time out to thank our colleagues is part of our day-to-day. Our reward and recognition schemes are owned by each and every one of us, everyone has the chance to celebrate, thank and nominate their colleagues.

Excellence Awards

Our Excellence Awards are quarterly awards which are aligned to our Behaviours and our strategic pillars. Anyone can nominate a colleague through the Excellence Awards portal. Winners are publicly celebrated and awarded prizes ranging from £1500 for winners (per category), £750 for finalists (per category), and £500 for those highly commended (per category).

#HeroWall

The Hero Wall is an online platform created to say thank you to your colleagues from across Insights and recognise their great work, tag them and let them know that they are a Hero for going the extra mile.

Appreciate

We also have an online platform dedicated to rewarding those who make an impact. Through Appreciate, colleagues can send e-cards to people who go above and beyond, along with digital points that can be exchanged for real-world gifts and experiences.



EXTRAORDINARY PEOPLE

Our corporate social responsibility programme at Kantar

Our purpose: To inspire our people, our clients and society to create and flourish in an extraordinary world.

At Kantar, we know more about this extraordinary world than anyone else. We are committed to helping our clients better understand humans – how we live, think, feel, vote, shop, view and share – and help them and their businesses flourish. But this commitment does not stop with our clients. We want to ensure we're helping to enable everyone to flourish, by building an inclusive and diverse society, creating

positive impact in the communities we live and work in and encouraging our employees to tap into opportunities to support local causes and global programmes.

Through our *Extraordinary People* programme, we can give back to the communities we work in and take part in activities that make a difference to the world around us - we regularly engage in company wide fundraising initiatives and pro-bono work.

Volunteer with Charity Days

Everyone at Kantar is entitled to two days' paid leave a year to undertake volunteering work at a charity. This can be taken as whole days or as hours of volunteering.

We encourage volunteering because it demonstrates our core values through involvement in the local communities we live and work in, whilst allowing employees to give back to causes they feel strongly about.



INDIVIDUALITY



CULTURE

We have an open and inclusive culture where diversity in ideas, teams, and people are valued.

To achieve this, we continuously develop our skills and knowledge to ensure we have the relevant expertise our clients require and that will enhance our own careers.

We're not hierarchical. We love to listen and encourage everyone to have a voice. We dare to take accountability for the performance of ourselves and our team.

We strive to ensure our people learn and improve through a variety of stretching work and continuous feedback.

We use our sound judgment to ensure that the buzz we get out of sparking new ideas and trying new things, does not come at the expense of our hard-won reputation for precision and accuracy.

We celebrate winning new clients and projects. We're not embarrassed to be properly rewarded for the value we bring – we're worth it.

We take pride in the positive impact that our insight and advice have on our clients' businesses and the extraordinary results that we achieve together with our Insights Division and Kantar colleagues.



INCLUSION AND DIVERSITY

We are committed to building an inclusive and diverse workplace at Kantar where a wide range of backgrounds, styles and thinking can come together to inspire our clients.

There are three pillars to our global Inclusion and Diversity (I&D) strategy:

Gender: We have improved senior level representation by 9% over 5 years and aspire globally to achieve 50:50 gender parity by 2025.

Embracing Difference: We value the uniqueness of our workforce. This includes, but is not limited to, race and ethnicity, generations, disabilities, LGBTQi+, culture and religions, and thought and skill diversity.

Valuing Inclusion: We are creating a culture and climate where people can be themselves, contribute and feel a sense of belonging.

We have I&D Steering Committees in 38 markets, as well as Executive Ambassadors in our divisions and functions - along with groups you can get involved in:

- Women at Kantar
- CREW (Culture, Race & Ethnicity at Work)
- Accessibility (Disability & Neurodiversity)
- No Limits (Age inclusivity)
- Pride
- Parents & Carers
- Lean In
- Safe Space Circles

Find out more about Inclusion and Diversity across Kantar [here](#).



OUR I&D THINKING & RESEARCH

As we work to better understand people everywhere, we bring diverse perspectives to opportunities and challenges for our clients, across sectors and markets. Recent projects have brought our I&D commitments into our clients' organisations, making positive changes.

The Inclusion Index helps companies assess their performance on issues of Equality, Inclusion and Diversity, and to support them in making positive change internally.

What Women Want analysed the role of self-esteem and gender, and how this might impact brand perception. The report showed that brands are risking their customer relationships (and their brand value) by failing to correctly reflect, represent and champion women in their marketing and advertising efforts.

AdReaction: Getting Gender Right delivers new insights into the role of gender in brand strategy, creative response and media targeting.

The Reykjavik Index for Leadership – a collaboration with Women Political Leaders – measures the extent to which society is comfortable with women in leadership as compared to men in leadership.

FLEXIBILITY



WELLBEING & FLEXIBLE WORKING

Health and wellbeing is a vitally important area of focus for us here in Insights. We have a well-established wellbeing programme, which allows us to bring physical, mental, financial and social wellbeing to the forefront, driving a change in how we approach our working lives and ultimately moving us to a life-work balance. Our wellbeing programme is extensive and full of variety, here are a few examples of what you can get involved in:

- Compete in fun team and personal challenges designed to get us moving, off our devices, and looking after our health.
- Listen to eye-opening talks from our expert guest speakers, also available as webinars for you to watch at your leisure.
- Use your paid volunteering hours to collect food bank donations or clean up beaches with colleagues, or work with a charity of your choice.

Autonomy & Agency

Here at Kantar, our Flexible Working Policy encourages staff to work in the way, place and time that suits them best.

We're set up for remote working and the Kantar Healthy Working Programme ensures you have everything you need to safely work from home.

We love to collaborate across locations and have offices with a range of workspaces from beanbags to stand-up desks so there is something for everyone.



OUR PLATFORMS

Communicate and collaborate

Microsoft Teams

Get in touch, participate in conference calls or present.

Office 365

Tools for your daily work: Outlook, OneDrive and more.

Connect

Yammer

Stay up to date, connect, share, solve and innovate with others in Kantar.

Manage

Workday

Our people management tool.

Learn

LinkedIn Learning

Enhance your skills and learn new things.

Develop

Career Pathways & Set for Success

Find out more about career development and progression - know your specialism and grow your expertise.

Intranet

The Source

Your portal to access official information, resources, and directory links to other tools

Share

Kiteworks

Securely share and host files.

Self-serve

My Kantar Services

Our one-stop shop for all HR, Finance, IT and Procurement requests, led by a dedicated Kantar team.

Powerful Platforms

Powerful Platforms is all about how we collaborate, innovate and engage in a new age of remote working – equipping you with the latest tools we have at our disposal.

Join us for quick demos on the latest tech, ways of working and general top-tips, allowing us to lead the pack in defining what the workforce of tomorrow looks like, today.



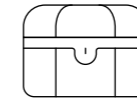


THE INSIGHTS DIVISION SNAPSHOT



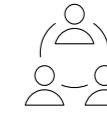
Learning made easy

A subscription to LinkedIn learning - over 16,000+ online courses taught by industry experts.



Competitive compensation

25 days annual leave, with an option to sell or buy additional days, a pension and healthcare cover as standard - and a wealth of additional benefits on offer.



Communities for all

From Wellbeing to Netflix Addicts Anonymous, Kantar Book Club to Friday Choons, Yoga and Running to Pet Lovers - there is a Yammer group for everyone!



Paid charity days

Two paid days per year to undertake volunteering work at a charity of your choice.



Flexible working

Our Flexible Working Policy encourages staff to work in the way that suits them best. We're truly hybrid and the Kantar Healthy Working Programme ensures you have everything you need to safely work from home.



An inclusive culture

- We are 65% Female, 35% Male and 0.2% Other
- Of all senior leader roles, 52.5% are held by women
- We're truly global with 57+ nationalities

KANTAR