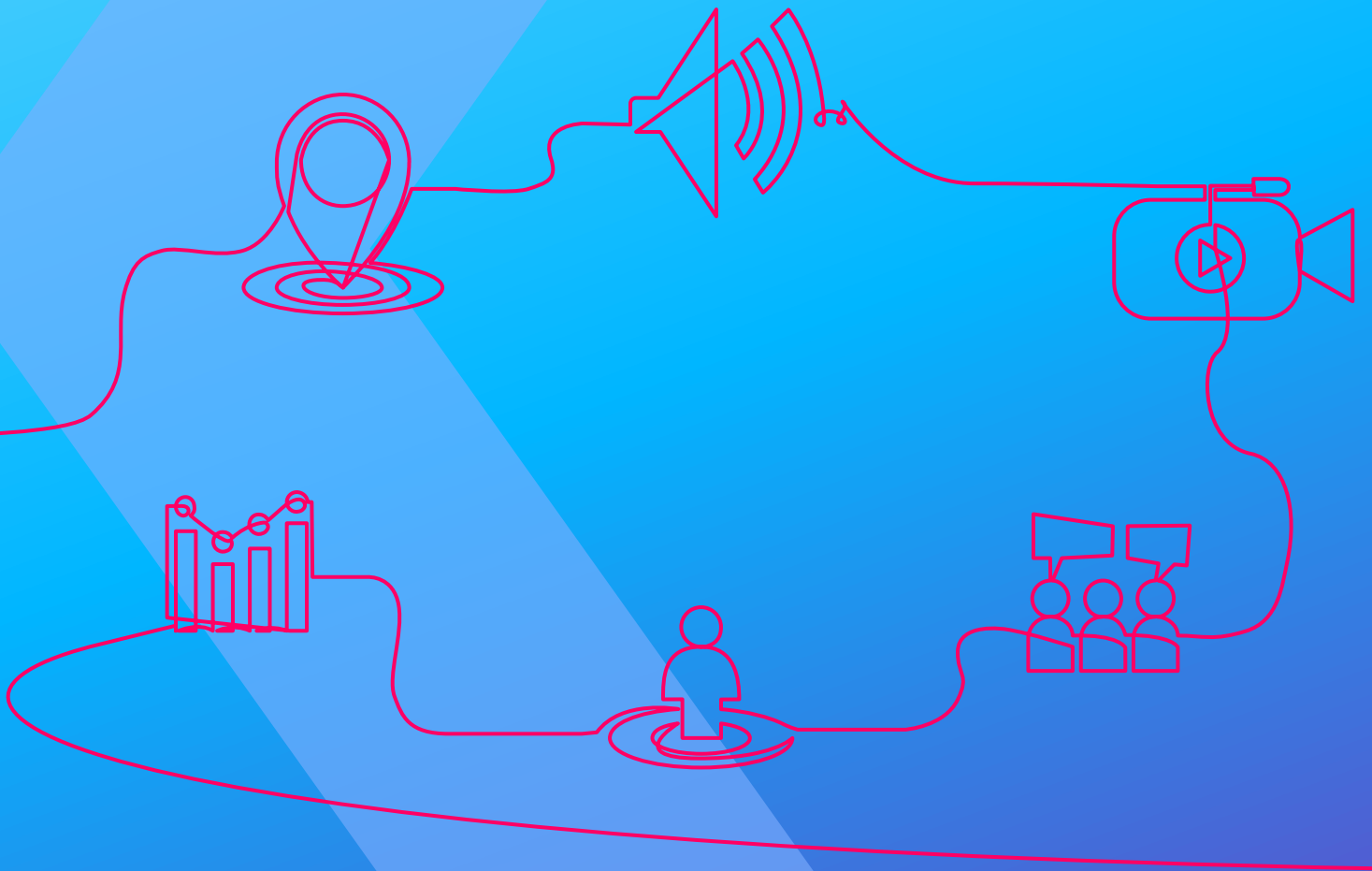


Mastering multichannel marketing

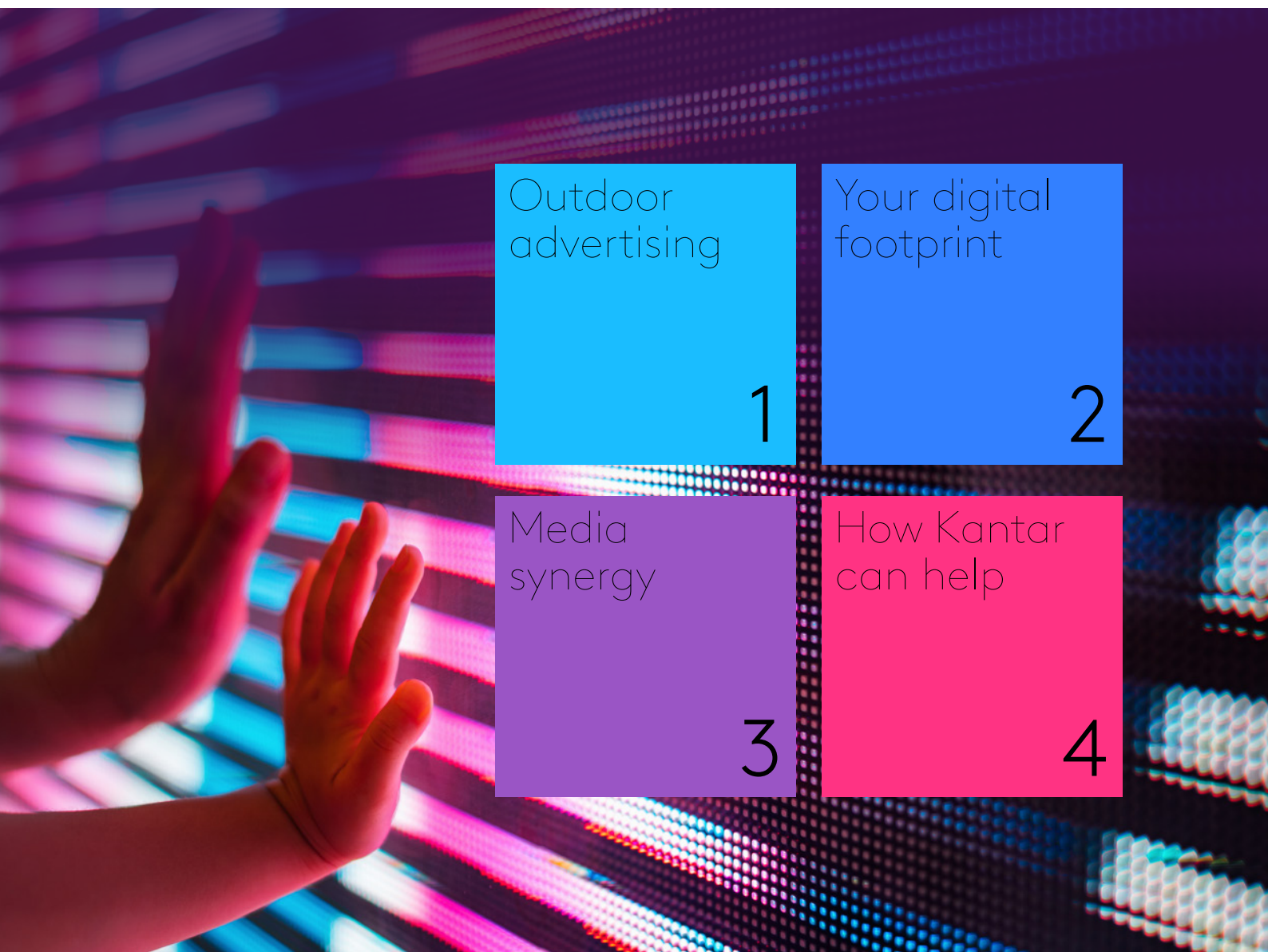
Kantar's top tips for brand impact



Elevate your cross-media game

The media landscape is continually changing and the fragmentation of channels, and new ad platforms can make media planning challenging. As a result, understanding the impact of each channel you invest in is more important than ever.

To help inform these media decisions, Kantar has summarised three top tips for campaign success. These are evidence-based recommendations for optimising brand growth, based on our latest insights.



Outdoor advertising

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Outdoor advertising

A golden opportunity

Ad equity matters. Our meta data shows that campaigns are seven times more impactful among more receptive audiences. This is good news for those investing in outdoor advertising and digital outdoor advertising, with these channels rising to the top for UK consumers in terms of ad receptivity.

Last year saw shifts that put static and digital outdoor ad placements above the rest when it comes to advertising equity. Consumers find that outdoor ads offer better quality content than other channels. The nature of outdoor advertising means it doesn't interrupt peoples' experiences while they are out.

Consumers also report outdoor as an attention-grabbing channel, only outpaced by cinema and its context of the captive audience. There is a disconnect with marketers here, who don't rate static or digital outdoor as strongly as consumers.



Ad equity matters:

Campaigns are seven times more impactful among more receptive audiences

Analysis of Kantar's media effectiveness database shows that campaigns have a far greater impact among a receptive audience. The chart here shows the average brand impact delta for an ad with positive receptivity is 4.1% versus 0.6% for ads perceived more negatively.

Ad receptivity

Average brand impact delta %

Positive

Neutral

Negative

4.1

2.3

0.6

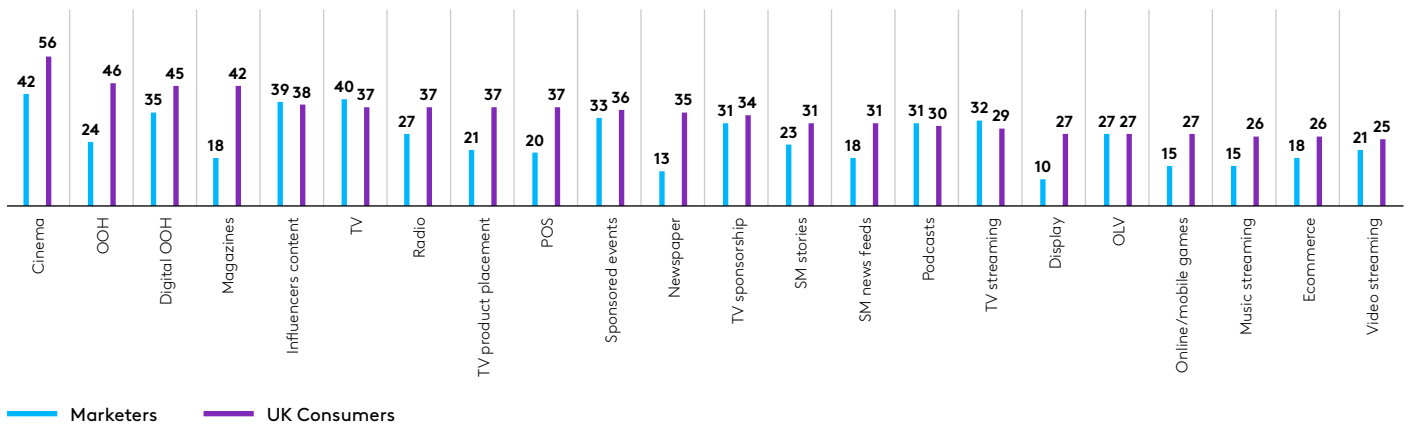
A recent survey of UK consumers found outdoor advertising formats had the highest perceived advertising equity among this group.

Preference	Consumer UK ad equity ranking – all media channels 2023	Change in rank from 2022
1	Out-of-home ads	(+4)
2	Digital out-of-home ads	(+2)
3	Point-of-sale ads	(-3)
4	Cinema ads	(-2)
5	Magazine ads	(-1)

Source: Kantar Context Lab research. Brand impact metric is the average difference on core brand metrics between exposed and control respondents. This research was conducted across 104 data points and across the following 6 contexts: Facebook, YouTube, Social Media, OOH in-store, OOH roadside, TV. Sub-analysis of the Context Lab brand lift results was conducted based on respondents' claimed receptivity to ads in each of those contexts.

A recent Kantar survey of UK consumers found they rate outdoor advertising highly for grabbing attention. The data shows a different story for marketers, showing a disconnect between the two groups.

Attention delivering advertising on media channels



Source: Kantar Media Reactions 2023

How to get outdoor advertising right with LIFT+

Advanced geo-location technology powers our outdoor advertising offering through LIFT+, it means you can track real consumers to within meters of your outdoor sites. This is key to understanding who is being exposed to your ads, where the most impactful placements are, and how to optimise against brand impact for future campaigns. Enabling you to spend your media budget more effectively.



Your digital footprint

Harness the power of social and online videos to drive brand difference

Gone are the days when digital media should be looked at purely for performance marketing.

We are learning more about the unique role that digital plays in fuelling brand growth – digital is now the driving force behind brand difference.

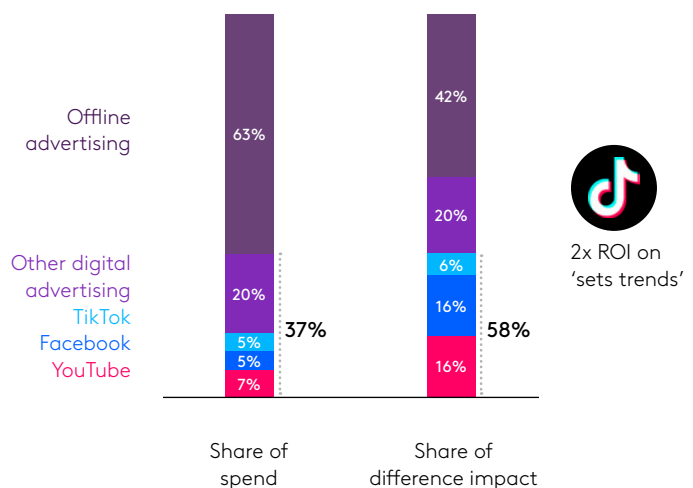
Digital media is pivotal in driving brand difference – in the UK, 58% of brand difference impact is driven by digital media at the cost-efficient position of only 37% share of spend.

Within the digital eco-system, YouTube and Facebook are the strongest contributors to brand difference, with TikTok also emerging as a key asset to set trends.

Kantar’s Brand Equity Framework places difference as a key determining driver of pricing power i.e. a means for a brand to charge a premium for their products.

Getting digital right is closely linked with achieving greater profit margins.

We are learning more about the unique role that digital plays in fuelling brand growth – digital is now the driving force behind brand difference



Source: Kantar UK cross-media studies since 2020



How to get digital right with LIFT+

Our passive panel enables you to track exposure to any content with audio using Audio Content Recognition (ACR) technology. To take this to the next level, where the same ad is used across platforms such as TV, YouTube, and social, you can identify which channel(s) they have been exposed to the ad on by tweaking the pitch of the creative. This change is recognised by our THX app, which maps exposure but is not audible to the human ear, so it doesn't change the audience's experience. This capability is key to understanding who is being exposed to your campaign, which channels and ad placements are most impactful on key brand KPIs, and enables you to optimise campaigns based on accurate data.

Media synergy

Create a powerful and memorable impression

Digital channels are winning marketers budgets in 2024, with online video and TV streaming the top two channels that will benefit from expected shifts in spending in 2024.

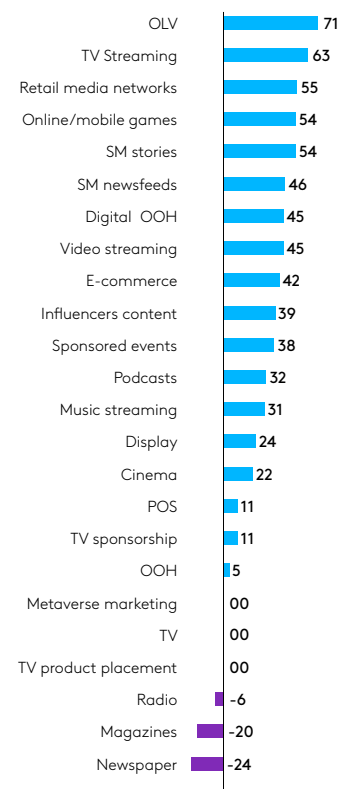
However, offline channels still have an important role to play. Campaign effectiveness data demonstrates that offline channels can work powerfully when combined with difference-driving digital channels to fuel brand growth.

Newspapers, point-of-sale and Linear TV all work effectively in synergy with Facebook for example, whilst Linear TV, point-of-sale and Facebook are the key channels driving synergies with YouTube.

This serves as a reminder to marketers to continue to lean on the strengths of a broader media mix when planning brand focused campaigns.

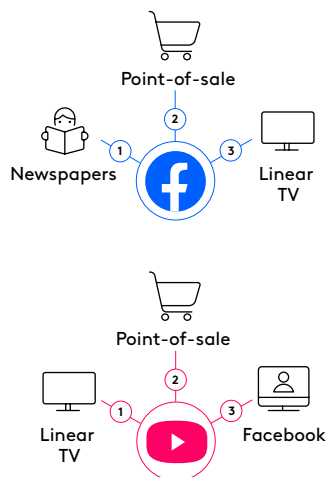
Changes in budget allocation for media brands by UK marketers – changes in budget/resource allocation (% net +ve)

■ UK Marketers



Source: Kantar Media Reactions 2023

Top 3 synergy effects from channels working in combination with Facebook and YouTube



How to get point-of-sale right with LIFT+

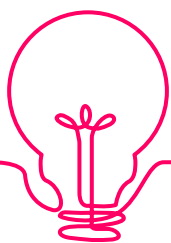
Advanced geo-location technology powers our retail impact offering through LIFT+, meaning you can track real consumers to retail postcodes or stores, gathering passive data on your brands impact as a result. This is key to understanding whether the campaign is driving consumers to the store, its impact on footfall, the opportunity for consumers to be exposed to point-of sale content, and its impact on brand KPIs.



How Kantar can help

Introducing LIFT+ powered by THX

A tech-enabled, passive panel to measure and optimise campaigns



Innovative next gen cross-media tracking

Benefit from our break-through new cross-media tracking methodology based on factual consumer behaviour tracking rather than claimed.

Get true customer-centric data thanks to a passive audience made of mobile users, representative of the market.

Analyse efficiently your cross-media campaign's impact with real-time exposure data capturing real-time behaviours.

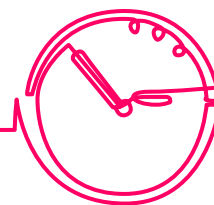


Measure the media contribution of all the channels that matter to you

Evaluate brand and creative impact of your overall campaign as well as each media channel.

Size the contribution of each media, the overlap, and synergies to optimise your media mix.

Open-up retail measurement opportunities with deeper analysis of out-of-home and in-store footfall marketing impact.



Speed to insights

Faster access to consumer insights thanks to:

- Simpler study set-up
- Reduced timeline to get insights in as little as one week post campaign for TV, Radio, out-of-home, online video.

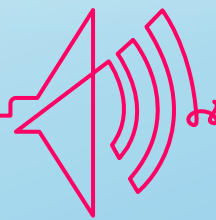


How does the next gen cross-media tracking work?



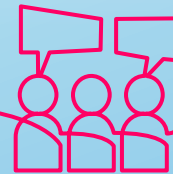
Real-time location

- Live GPS tracking
- Who is exposed to your out of home advertising?
 - Who is visiting your retail locations?



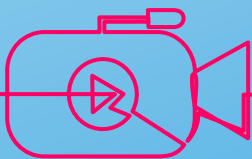
Real-time audio matching

- 100% recognition within five seconds
- Who is watching/ listening to your ad?



Consumer conversations

- One-minute surveys
- What are the real emotions, attitudes and brand experiences of consumers?
 - Track Brand Lift and creative quality



Consumer videos

- Video feedback from consumers giving qualitative insights
- What experiences do consumers have with your brand?



Representative audience (200+ variables)

- High-quality audience with distinctive characteristics, collected on an ongoing basis, allowing good targeting

Benefit from an innovative methodology providing real consumer behaviour tracking

Find out more

To discuss these topics, campaign effectiveness and our offer please contact our experts:

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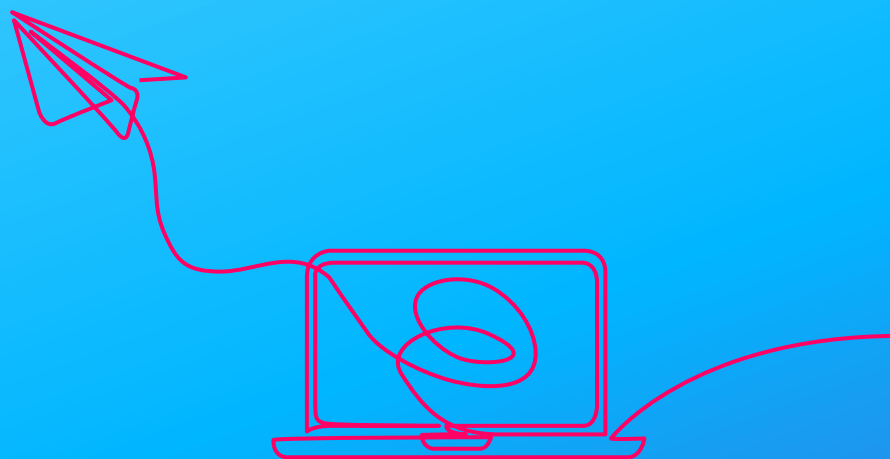
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About Kantar

Kantar is the world's leading marketing data and analytics business and an indispensable brand partner to the world's top companies. We combine the most meaningful attitudinal and behavioural data with deep expertise and advanced analytics to uncover how people think and act. We help clients understand what has happened and why and how to shape the marketing strategies that shape their future.