

A hand is shown from the bottom right, reaching upwards towards a large number of glowing jellyfish. The jellyfish are illuminated with a bright blue light, creating a shimmering effect against the dark blue background. The hand is positioned as if reaching towards one of the jellyfish. The overall scene is set in a dark, underwater-like environment.

**KANTAR**

Power growth  
through meaningfully  
different experiences

**The 3 steps to success**

# The world is changing

Consumers are facing unprecedented economic challenges and as a result they are more discerning about how and where they spend their money.

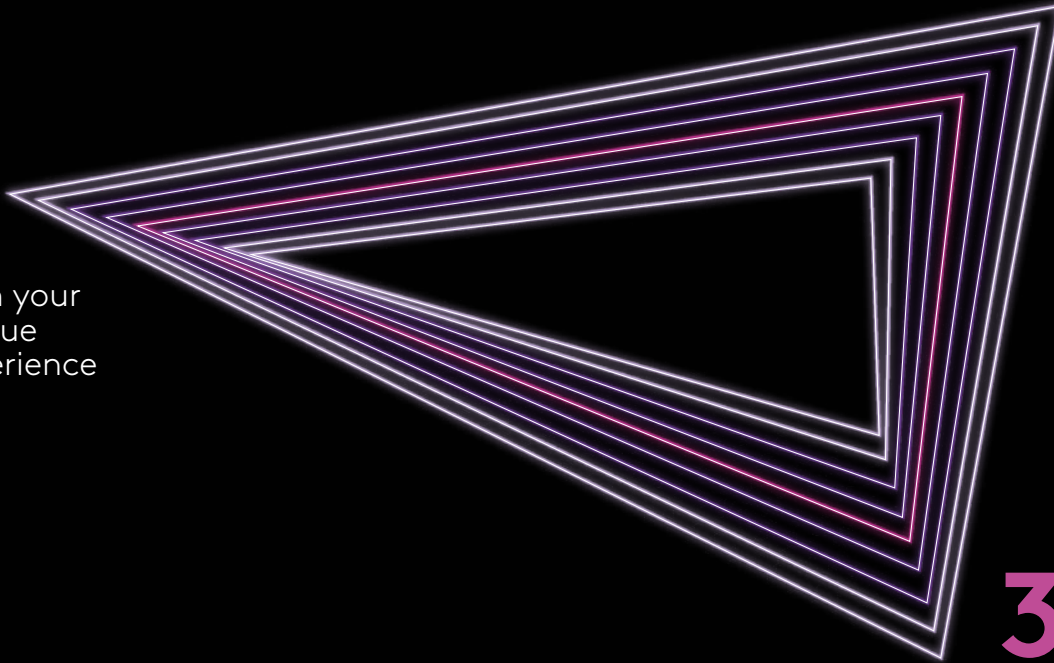


The most desired brands shake things up and lead the way. Their experience **stands out**.

There are 3 steps to creating meaningfully different experiences.

1

Own your  
unique  
experience



2

Win the  
moments  
that matter

3

Elevate  
experience  
at scale

# Experience is the primary driver for building a strong brand



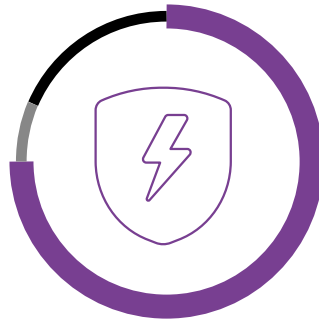
**25%**

Paid media



**7%**

TV ads



**75%**

Impact by other touchpoints

Paid media typically only delivers 25% of all touchpoint impact on Brand Building. Other touchpoints, like product or service experiences and word of mouth, can contribute up to 75%.

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There is a symbiotic relationship between brand and customer experience

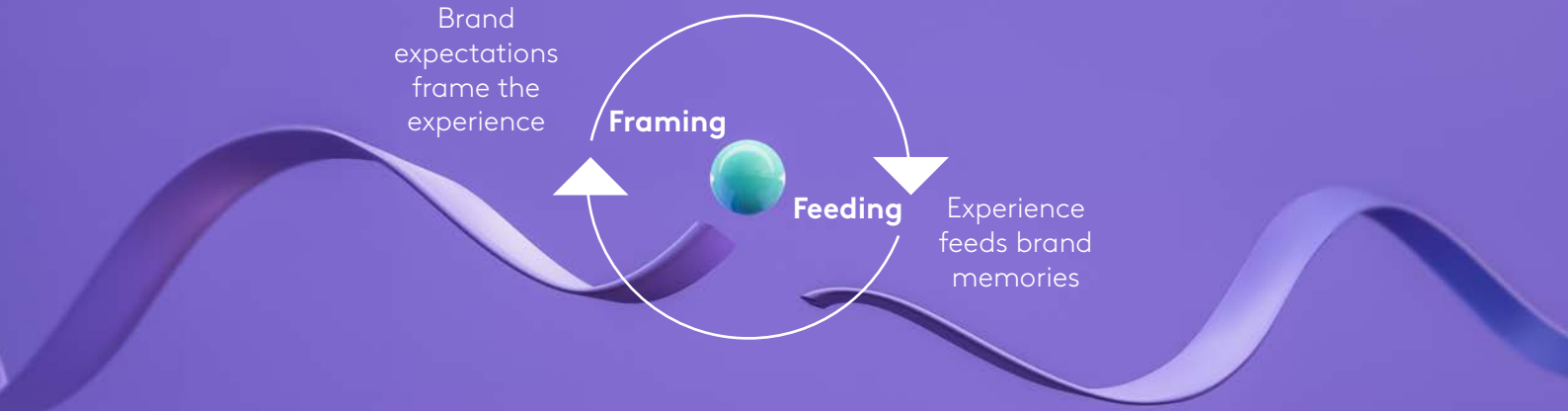
Brand expectations frame the experience

**Framing**



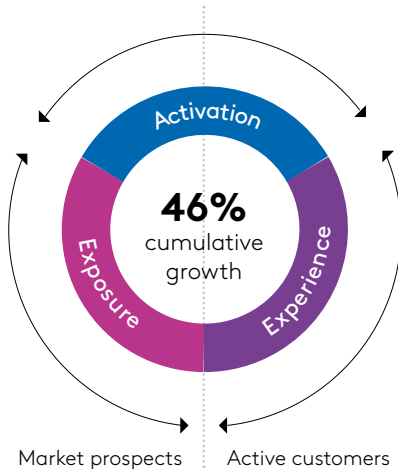
**Feeding**

Experience feeds brand memories



# Companies that master the synergies between brand, marketing and customer experience grow faster

**We have a unique understanding of how great brands are formed...**



**...and why customers come, stay, buy again, and tell everyone about you**

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# It all matters – all customer interactions can contribute to growth



## Exposure

### Non-customers

Influence future sales through building strong brand equity and predisposition to choose your brand over others.

(e.g. Advertising, reviews, WoM, PR, thought leadership)



## Activation

### Prospects

Influence sales today by driving store and web visits and conversion via a range of short-term tactics.

(e.g. re-targeting those who didn't complete a purchase on your website)



## Experience

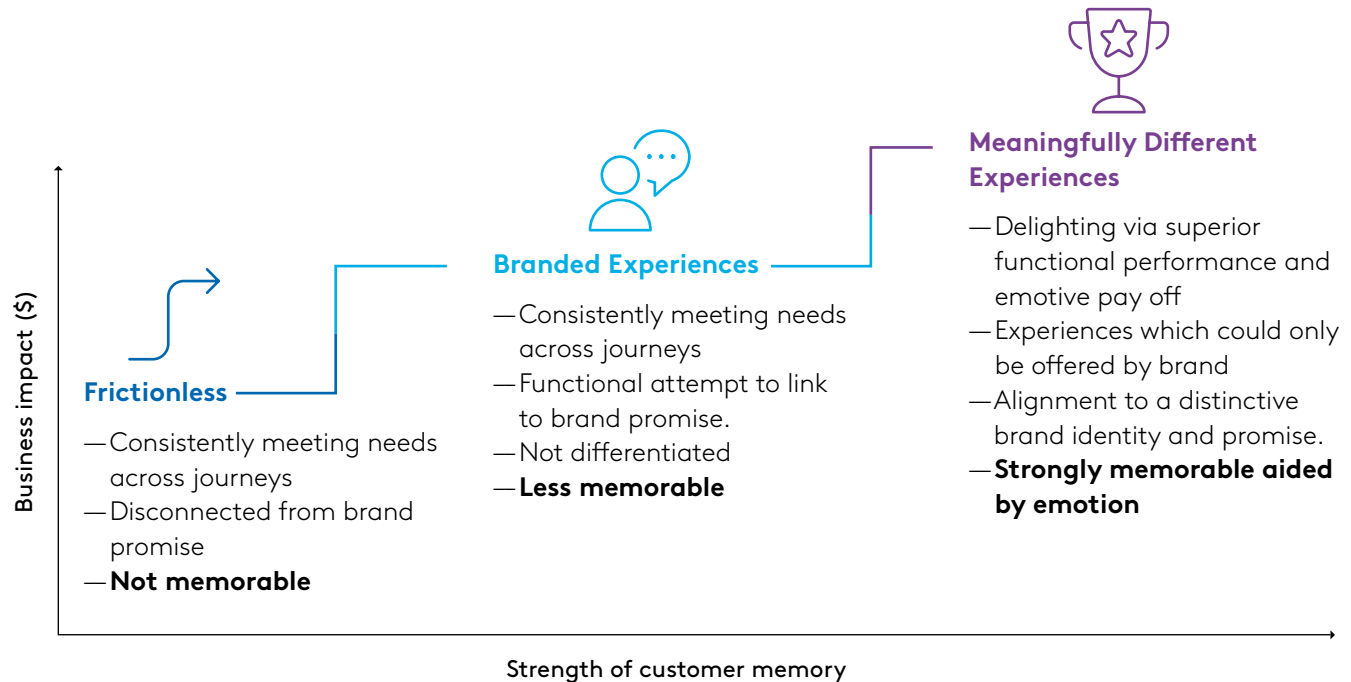
### Customers

Influence retention and repeat sales by delivering an excellent experience that helps build positive brand memories.

(e.g. visiting the store, visiting the website, using the product, getting help)

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# Meaningfully Different Experiences: The New Frontier



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# Kantar's market leading foundations of brand strength



## Meaningful

Meets people's needs and they feel emotionally connected to it



## Different

Perceived as a trend setter for its category, as unique



## Salient

Leaves a lasting memory, coming to mind quickly at the next purchase situation

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# How can companies create a Meaningfully Different experience?



## Meaningful

Meets people's needs and they feel emotionally connected to it



## Different

Perceived as a trend setter for its category, as unique

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01

**Effectiveness:** Doing what you say you will and providing a service/product that delivers on customer needs

04

**Authenticity:** Consistency, fairness and transparency and being true to the expectations of your brand

02

**Ease:** Being easy to do business with, creating experiences that feel effortless and enjoyable

05

**Uniqueness:** Going beyond, sensorial, distinctive, and offering something your clients can't get elsewhere

03

**Affinity:** Creating experiences with empathy, that feel personally relevant, building connection and trust

06

**Inspiration:** Delighting with the unexpected and going above and beyond where it matters

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# Three reasons why meaningfully different experiences power growth



## Retain more customers

**50%** reduced risk of churn



## Grow margins

Customers will pay up to **70%** more for something they feel to be different



## Acquire more customers

**2.5x** more likely to significantly increase market share

# 3 steps to success

## STRATEGY

Understand your unique experience

Understand the experience that makes you different, delivering your unique brand vision.

Inspire your people with what it means for them.

## DESIGN

Win the moments that matter

Design new experiences to deliver your vision, based on research and customer data.

Form a clear people process and tech change plan to get there.

## TRANSFORM

Elevate experience at scale

Listen and learn from your customers and employees everywhere.

Achieve sustainable change through your organisation.

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### *How Kantar can help you*

Brand & Customer Strategy

Commercial Modelling

Competitive Benchmarking

Research & Customer Analytics

Experience Design

Innovation & Concept Testing

Measurement Design

Experience Management Technologies

Culture & Employee Enablement

# Case study

## Global footwear and sports apparel brand

## STRATEGY



This famous global sports brand suffered from lower equity than its competitors, driven by a lack of direction and consistency in its ecommerce store and CRM activity.

### **Kantar set about:**

- Defining end-to-end digital experience
- Inspiring the target state through competitor comparisons
- Gathering reviews and social data to create a large universe
- Structuring, enriching and modelling data with Kantar's proprietary AI toolkit
- Analysing emerging and established digital experience signals

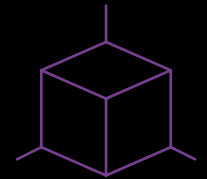
### **Impact:**

*Clear, actionable recommendations gave the brand a clearly defined digital strategy, based on real-world, unconstrained user feedback within the consumer experience framework*

# Case study

# DESIGN

## Global B2B packaging company



As a business that had historically grown through acquisition, this B2B FTSE-100 company had a foundational customer experience strategy that wasn't wholly consistent throughout the organisation.

### **Kantar set about:**

- Running an in-depth research programme, including:
  - qualitative interviews with customers to confirm and validate the customer journey and deep dive into gain and pain points
  - a quantitative survey, using our validated TRI\*M methodology, to assess performance around the strength of customer relationships
- Creating validated customer journeys and a range of fully formed personas
- Actionable recommendations based on customer and stakeholder priorities; enabled by close collaboration with key stakeholders

### **Impact:**

*Deep and robust insight, coupled with clear mapping and visualisation, gave the organisation the building blocks to unify their customer experience and set about consolidating actions to achieve the greatest impact*

## National motoring and cycling retailer and services provider



The organisation needed a partner that could gather customer feedback across their complex business landscape: digital, bricks and mortar, mobile support channels, contact centre and home delivery services.

### **Kantar set about:**

- Partnering with Medallia to implement their advanced Voice of the Customer platform
- Launching the programme with limited upfront solution design, instead taking an agile, iterative approach to develop the surveys and build the platform capability
- Working flexibly to ensure that we could adjust our scope to deliver maximum value for their organisation
- Demonstrated robustness of data quality to the board, with NPS data to be reported to shareholders

### **Impact:**

*Partnering with Medallia gave the organisation access to a wealth of data, enabling engagement in strategic conversations with senior leadership and opening new opportunities for collaboration*

# Get in touch

We can help you put Kantar's 3 steps of experience transformation into practice.

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