

KANTAR

10 CHARTS

TO MAKE YOU A MORE
EFFECTIVE MARKETER

KANTAR UK
MARKETING EFFECTIVENESS PRACTICE

Win the battle for balanced effectiveness

Macro-economic pressures mean marketers are facing increasing demands from their leadership to focus on short-term results.

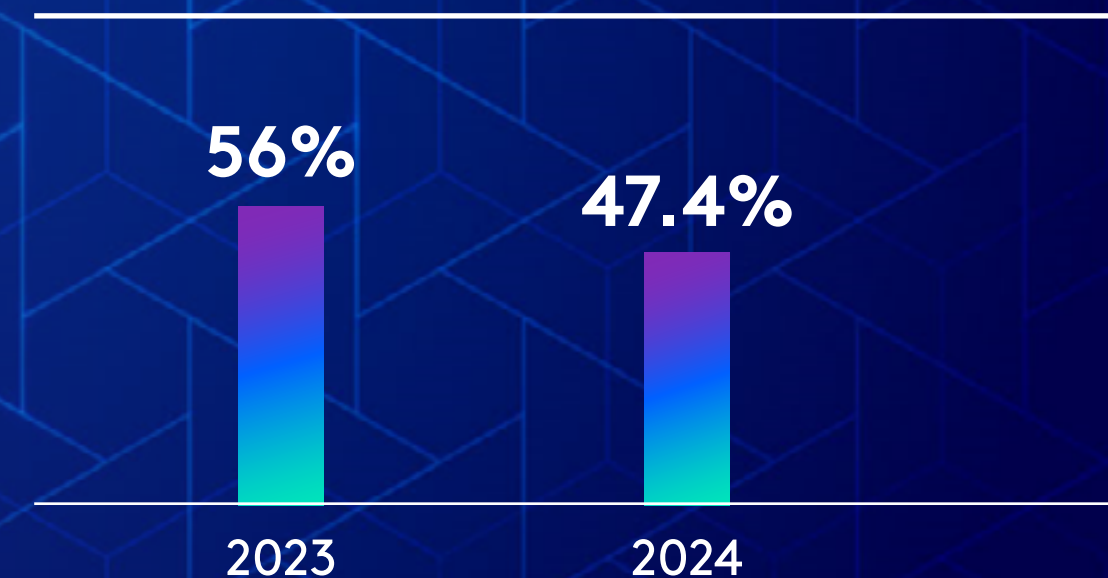
But to be impactful, marketing effectiveness needs to be in service of both short-term sales generation and sustainable long-term demand creation.

Our latest evidence suggests business leaders need reminding.

These ten charts are the ammunition you need to do it.

We asked marketers to what extent they agreed with the statement:

“The business leadership understands the need for both short – and long-term marketing effectiveness”



Source: Marketing week, 'The Language of Effectiveness 2024' survey of 1200 Global Marketers / Excludes 'other' and 'don't know'.

**Marketing
effectiveness**

should be elevated
and integrated into
your Blueprint for
Brand Growth

BLUEPRINT
FOR **BRAND**
GROWTH

BRANDS

GROW BY BEING
MEANINGFULLY
DIFFERENT
TO MORE PEOPLE

Growth accelerators for winning marketers to operationalise effectively

PREDISPOSE MORE PEOPLE

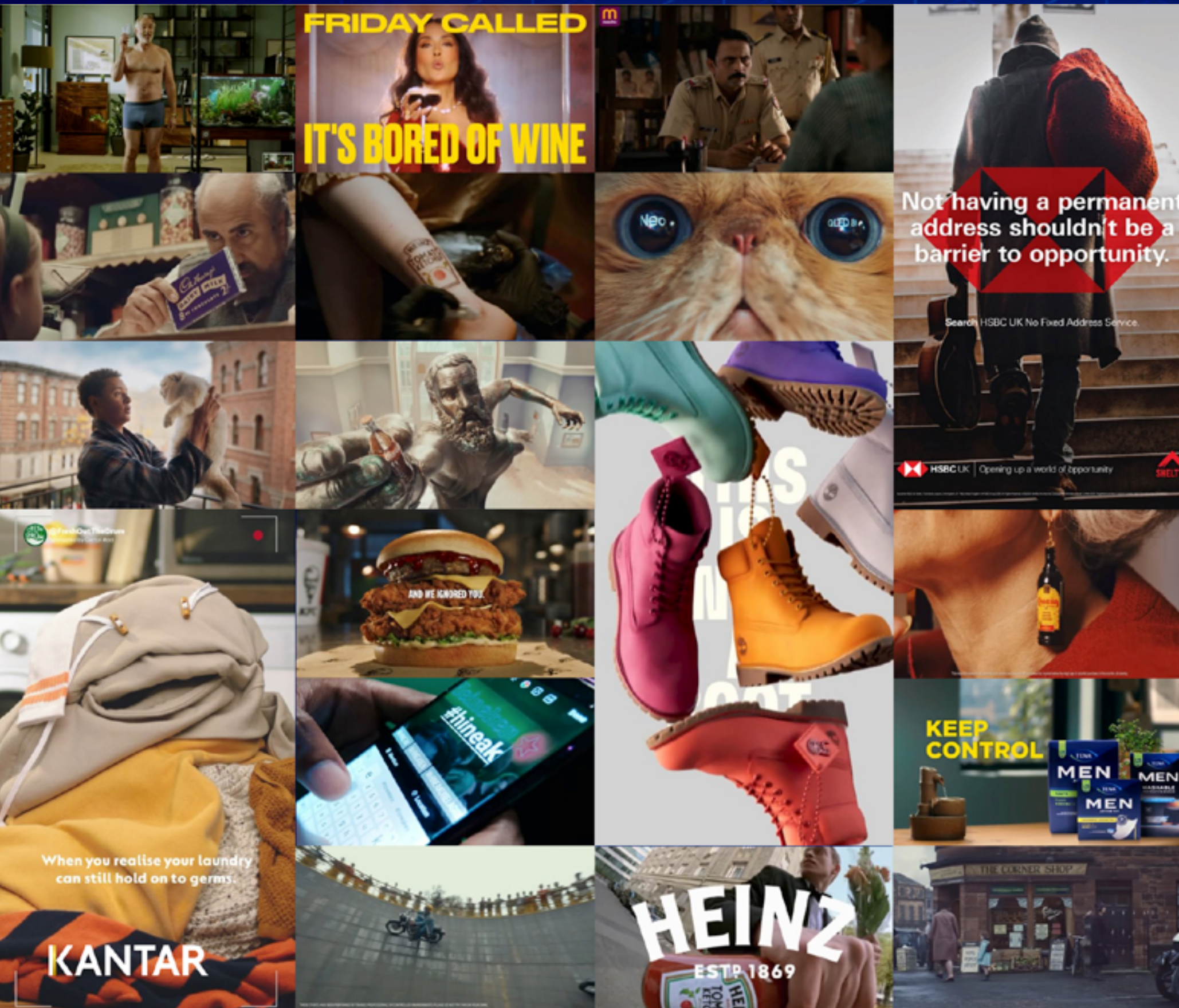
BE MORE PRESENT

FIND NEW SPACE

BEHAVIOURS: CONSISTENT, CONNECTED, OPTIMISED

POWERED BY THE MEANINGFUL DIFFERENT AND SALIENT FRAMEWORK AND BY THE MOST MEANINGFUL DATA

KANTAR



PREDISPOSE MORE PEOPLE

The most effective marketing predisposes more people in the short- and long-term

x4

return on marketing investment from strong creative content*

*Kantar and WARC collaboration 2023 for short and long-term ROMI impact.

What these charts will help with



01

Making the commercial case for brand building

Firepower to engage the C-Suite

02

Creative and media excellence insights

Making your budget work harder

01

Brand building powers long-term commercial success and resilience

Kantar BrandZ portfolios vs. S&P 500 vs. MSCI World index (Apr 2006 – Mar 2024)

KANTAR POWERFUL BRANDS
TOP 10 PORTFOLIO

441%

400%

KANTAR STRONG BRANDS PORTFOLIO

312%

S&P 500

149%

MSCI WORLD INDEX



◀ 2006

2024 ▶

[Find out more](#)

02

Consumer predisposition stacks the odds in your favour in three ways

Brands that people are strongly predisposed to have...

9x

higher volume share

4x

the likelihood to grow value share

2x

higher price paid

...than brands with weaker predisposition*

How Kantar can help

*Source: Kantar Blueprint for Brand Growth comparison of top third vs bottom third performing brands.

03

Brands with strong Pricing Power are more resilient to price changes



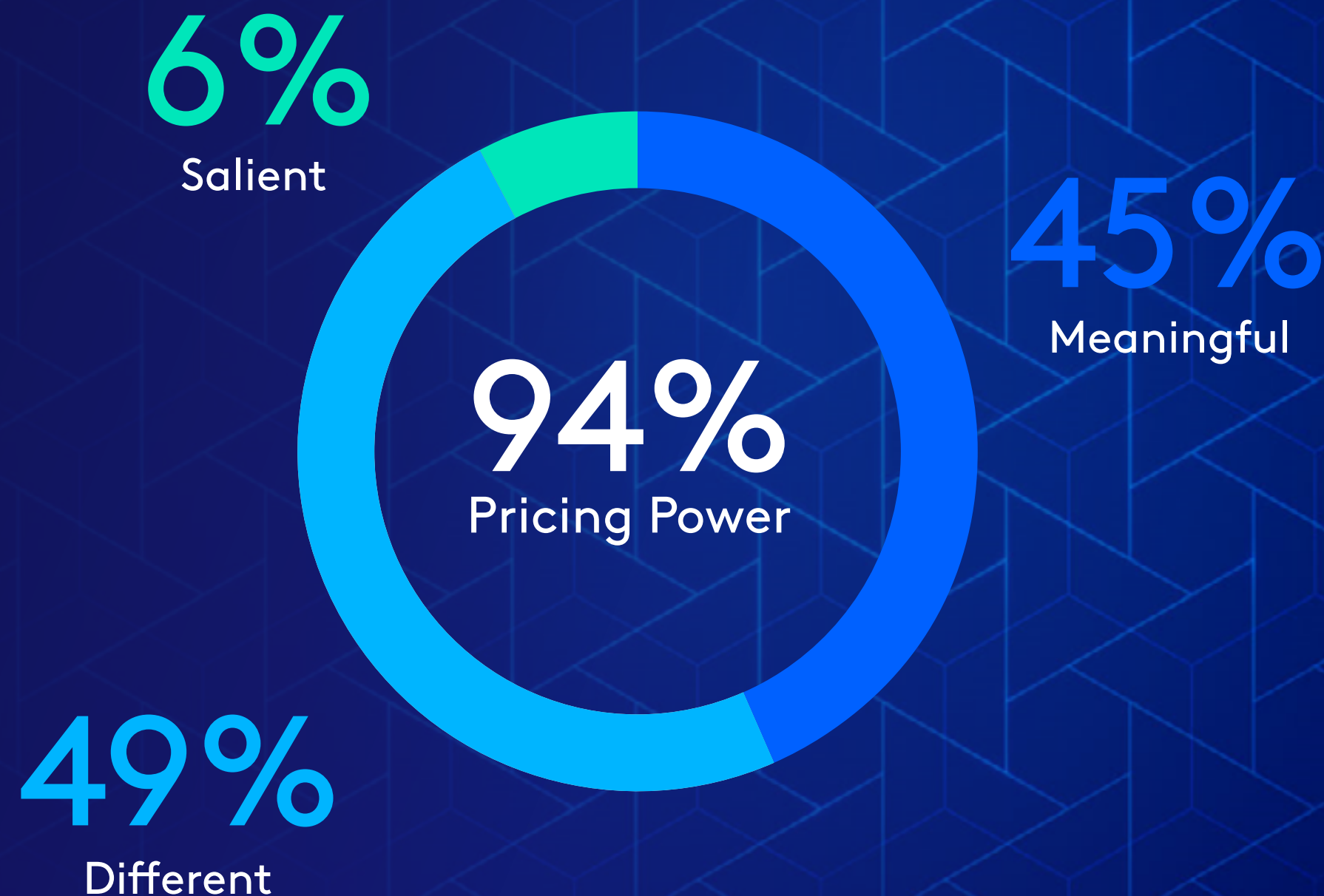
How Kantar can help

Source: Kantar Worldpanel//GFK data; modelled is the Pricing Power of each brand acc. To Kantar BrandZ 2022-2024 with the brand's Price Elasticity in an example FMCG category.

03

Meaningful Difference drives brand value and Pricing Power

Meeting emotional and functional needs and standing out from competitors accounts for 94% of a brand's Pricing Power



04

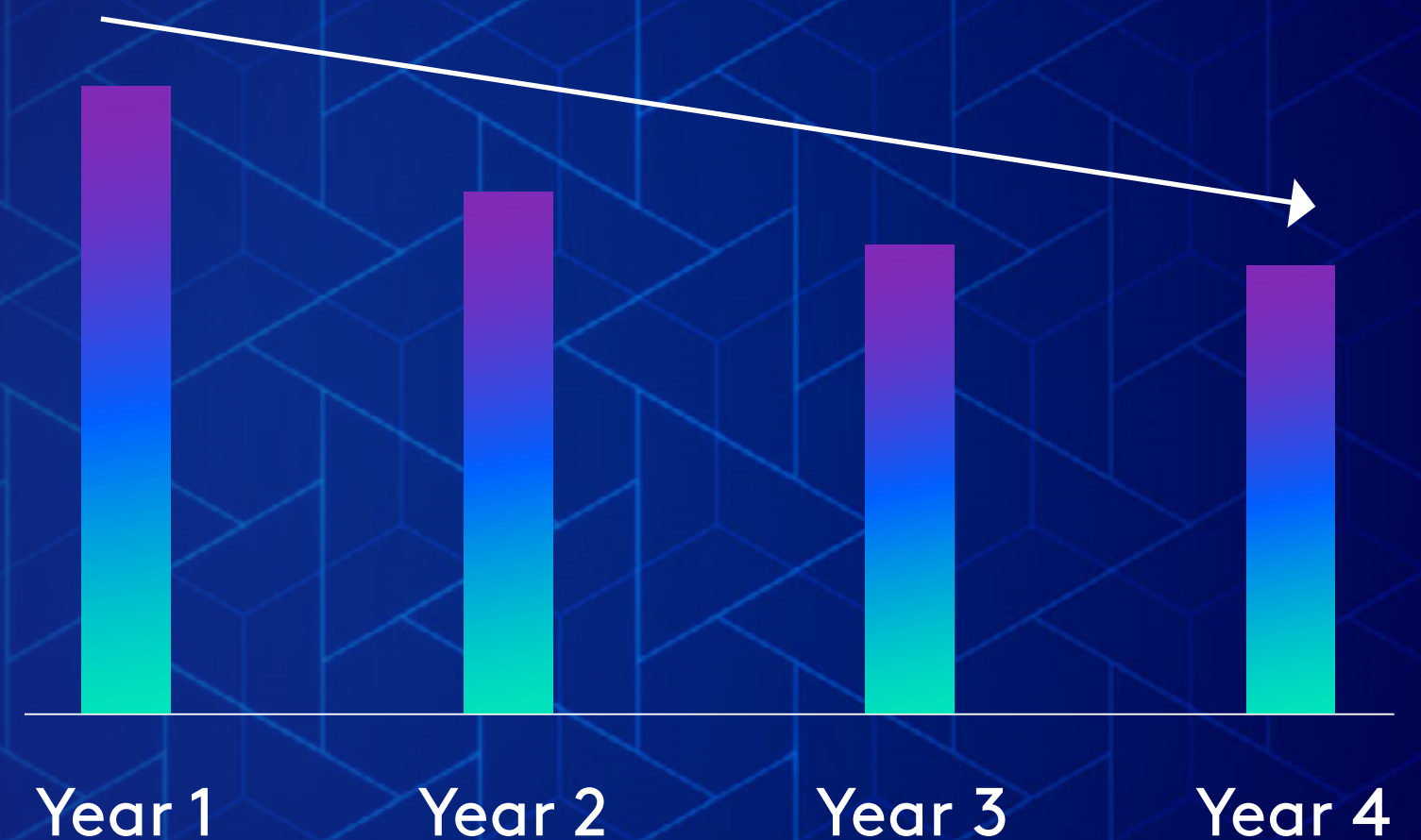
Overemphasis on performance spend causes base sales to decline

Marketing spend

● Performance ● Brand building



Decline in base sales



[Find out more](#)

05

Neglecting experience can kill your brand growth efforts

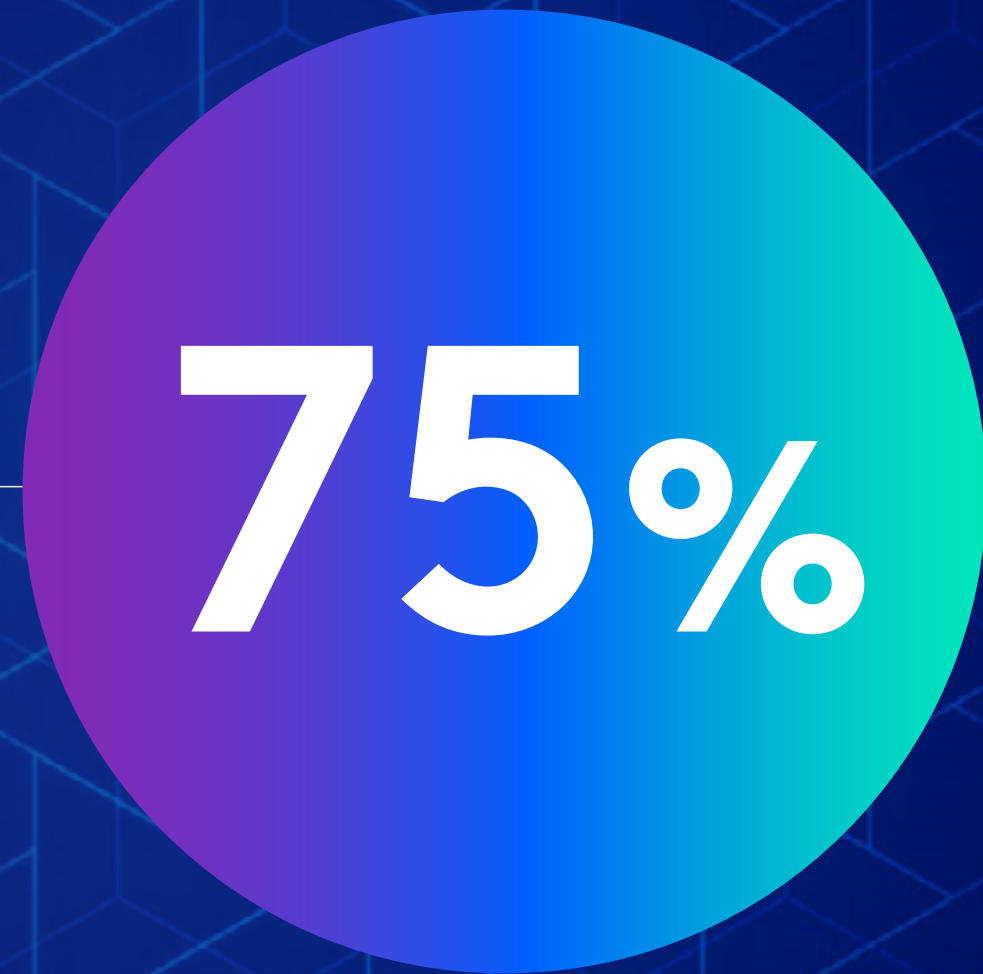
Average touchpoint impact on Brand Equity



TV Ads



Paid
media

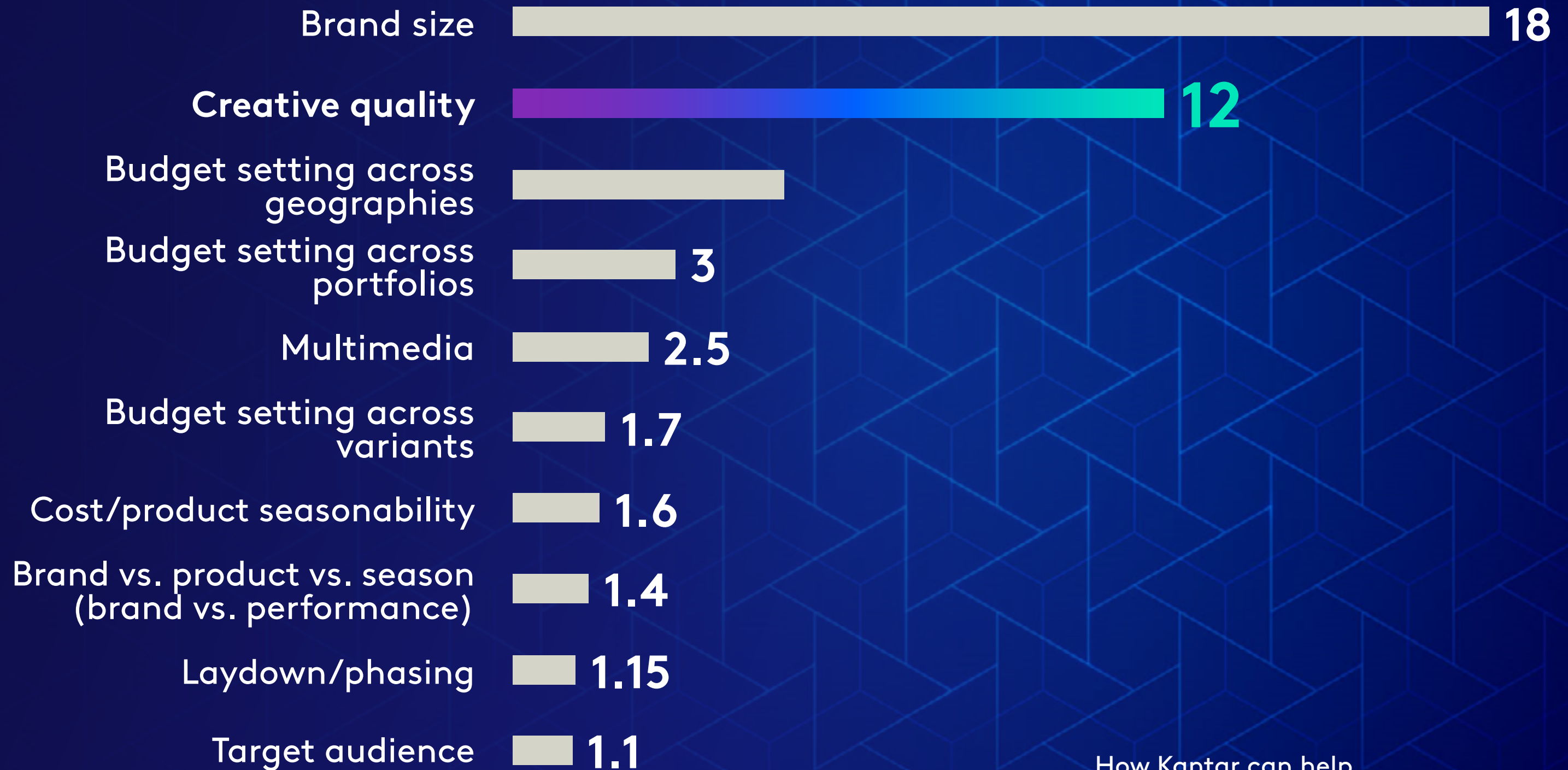


Other touchpoints
including experience

06

Creative quality matters most when seeking immediate ROI improvements

Top 10 drivers of advertising profitability - factors

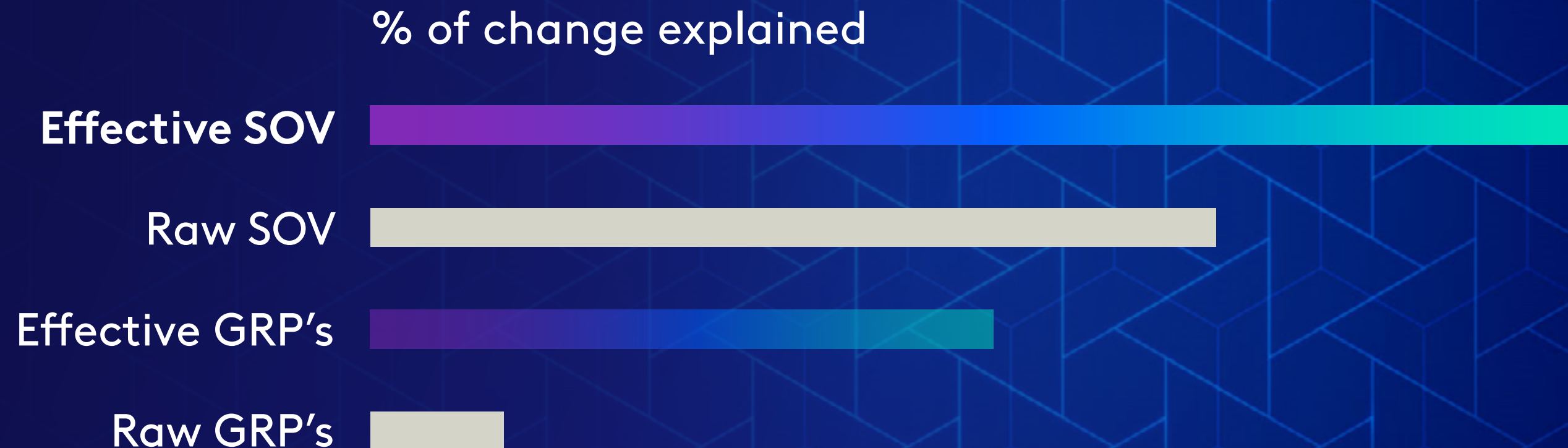


How Kantar can help

07

Effective Share of Voice enables more accurate benchmarking of media presence

Effective Share of Voice* best explains changes in long-term share



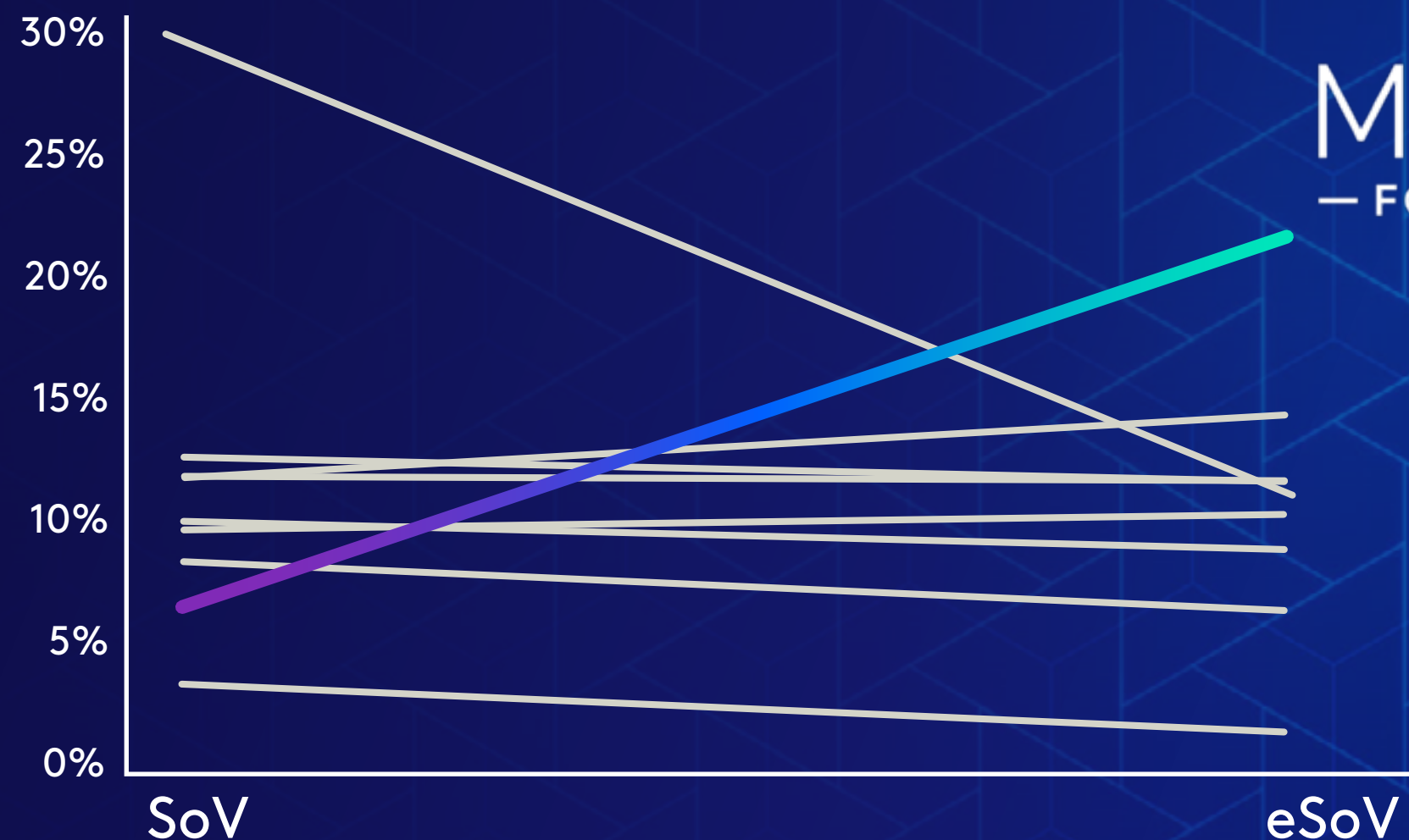
*Effective Share of Voice = SoV adjusted for creative quality established via pre-testing. Analysis of SOV/Effective SOV from 100 brands.

07

Effective Share of Voice shows how M&S Food's media works harder to drive sales

Creative quality amplifies the impact of your Share of Voice

SoV vs. Effective SoV at Christmas 2024 - UK Grocery Category



+8.7%

**M&S like-for-like
food sales****

*Effective Share of Voice = SoV adjusted for creative quality established via pre-testing. **based on M&S Food's Christmas trading update in 2024.

08

Campaigns have become more effective at brand building over time

More balanced media plans have helped to improve brand building

Campaign contributions to brand measures (2008-2024)



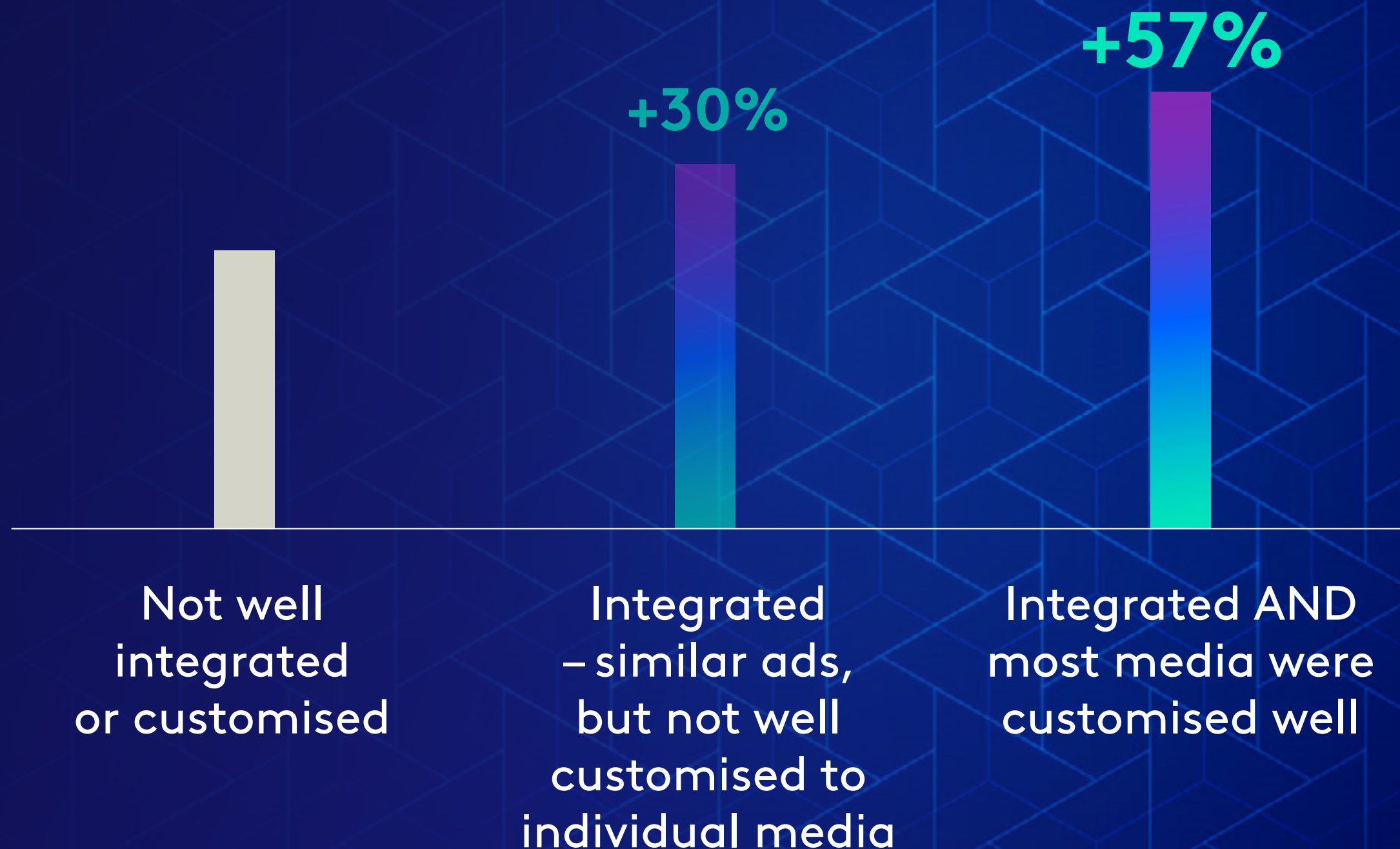
Source: Global Kantar LIFT+ Database. *A note on methodology: calculated via mix of tagging and OTS based modelling vs media data to identify contribution to brand measures from campaign exposure. ** At higher GRP levels. ***GRP = Gross Rating Points.

How Kantar can help

09

Connected campaigns are essential for maximising brand impact

Brand impact* from integrating and customising to channel

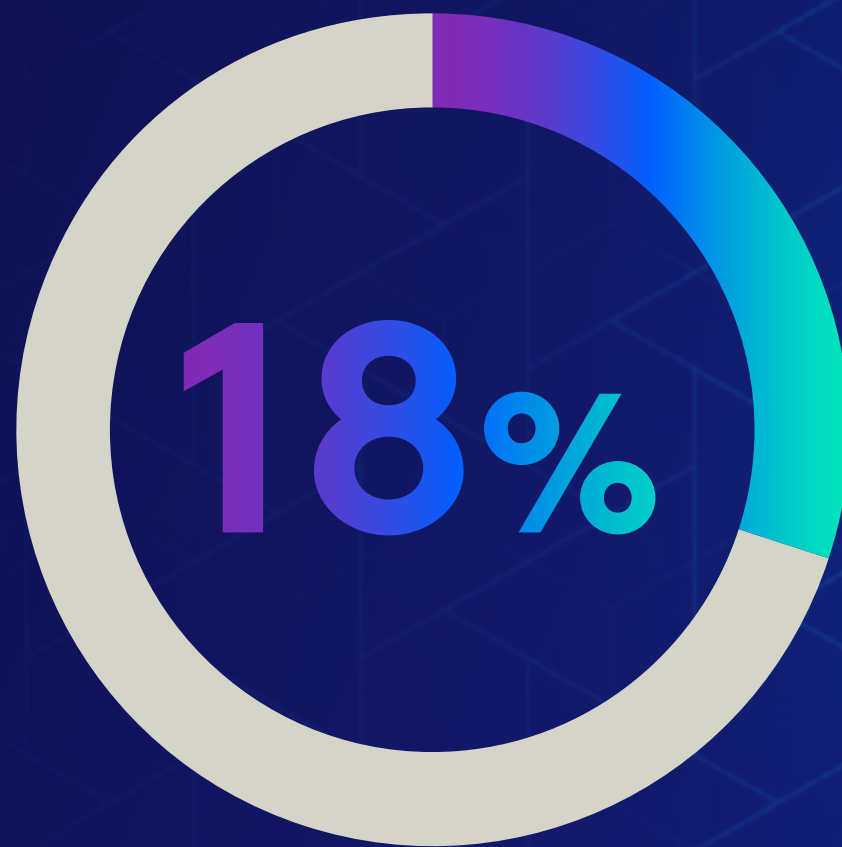


Source Kantar Global LIFT+ database. *Brand impact = campaign contribution to brand measures such as awareness, consideration, equity and imagery.

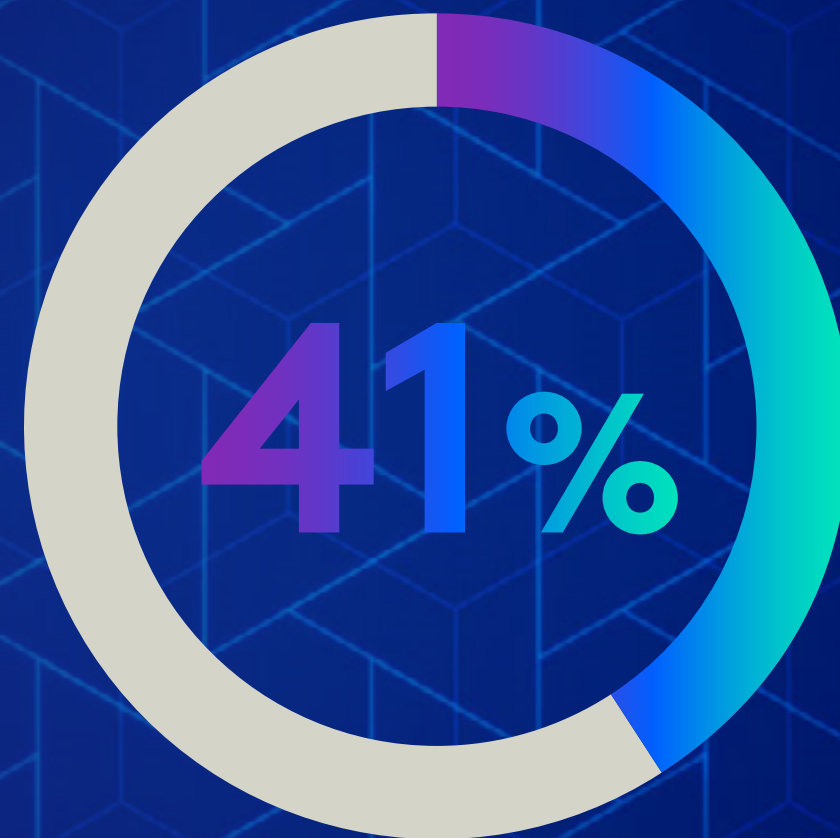
09

Brand impact is increasingly dependent on synergy effects from channels working together

% of brand impact from synergy effects



Pre 2014

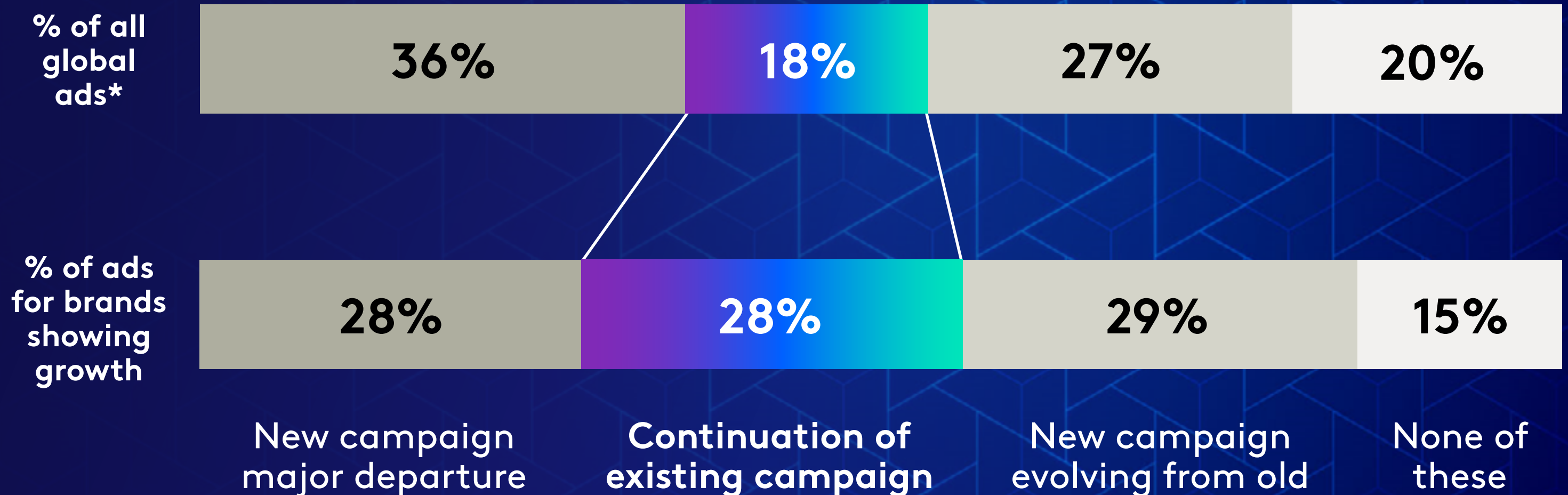


2021 onwards

10

Consistency is key to brand value growth

Kantar BrandZ brand value and Link creative performance data shows that running consistent campaigns improves the chances of growing brand value



*Base 91,974 ads. ** Base 238 ads matched to Global BrandZ Brand Value data.

Introducing Kantar's Marketing Effectiveness Practice

We know that the constant pressure to demonstrate results and make a compelling case for marketing investment is tough.

It's our job to help.

Kantar's Marketing Effectiveness practice exists to help brands with 3 key things:

1

Connecting the dots across marketing effectiveness providing better insights and evidence

2

Demonstrating the commercial power of brands and creativity

3

Helping to mobilise your stakeholders to balance short- and long-term growth

Kantar's Marketing Effectiveness Practice uniquely connects a wide range of experts to help

1

Strategy and Budget Setting



Lindsay Gorton-Lee
Brand Strategy & Positioning

2

Creative and Media Effectiveness



Lynne Deason
Creative Excellence



Dan Fanshawe
Media Effectiveness

4

Embedding



Jauneen Tarin
Partner, Kantar Consulting

3

Measurement and ROI



Simon Atherley
Head Of Marketing Effectiveness



Dom Boyd
Managing Director, UK Insights



Helen Rowe
Brand Equity & Tracking



Roger Gill
MMM Specialist

Get in touch

Kantar is dedicated to shaping your brand future.

Using our industry leading Blueprint for Brand Growth framework with MDS, specialist expertise, best-in-class AI, industry leading benchmarks and thought leadership, we love partnering with ambitious brands.

We hope that you found something that helped or inspired from our collection of killer charts. If you've been motivated to enhance your marketing effectiveness, we'd love to hear from you.

We're happy to offer a demo of the tools that created these insights or simply talk to you about how we have helped other brands with similar challenges.

Please do reach out. We'd love to help.

For more
information contact:



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