

**KANTAR**

WINNING IN 2026

# 10 CHARTS

TO MAKE YOU A MORE  
**EFFECTIVE MARKETER**  
2026 EDITION

Kantar UK  
Marketing Effectiveness Practice

# Win the battle for balanced effectiveness

We are firmly in the era of **'prove it or lose it'**. Marketers must demonstrate how their budgets are translating through to growth.

This is not a new challenge, but new context with pressure on consumer spending and stalling budgets places this into acute focus.

This updated edition of *10 Charts to Make You a More Effective Marketer* includes additions to answer many of the questions brands are grappling with, from the potential of creator marketing, and the impact of cutting spending, to how to build your brand cost effectively.

## These ten charts will help you:

- Make the commercial case for balancing sales activation and brand building
- Get more out of marketing budgets with the latest and greatest in creative and media effectiveness insights



**Simon Atherley**

Head of Marketing Effectiveness  
Kantar UK

## The Credibility Gap

% agree marketing drives long term growth\*

CFOs

35%

Marketers

63%

\*Source: Google/Kantar, UK, FR, DE, Understanding perceptions of advertising effectiveness within the marketing community, n= 476

## 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

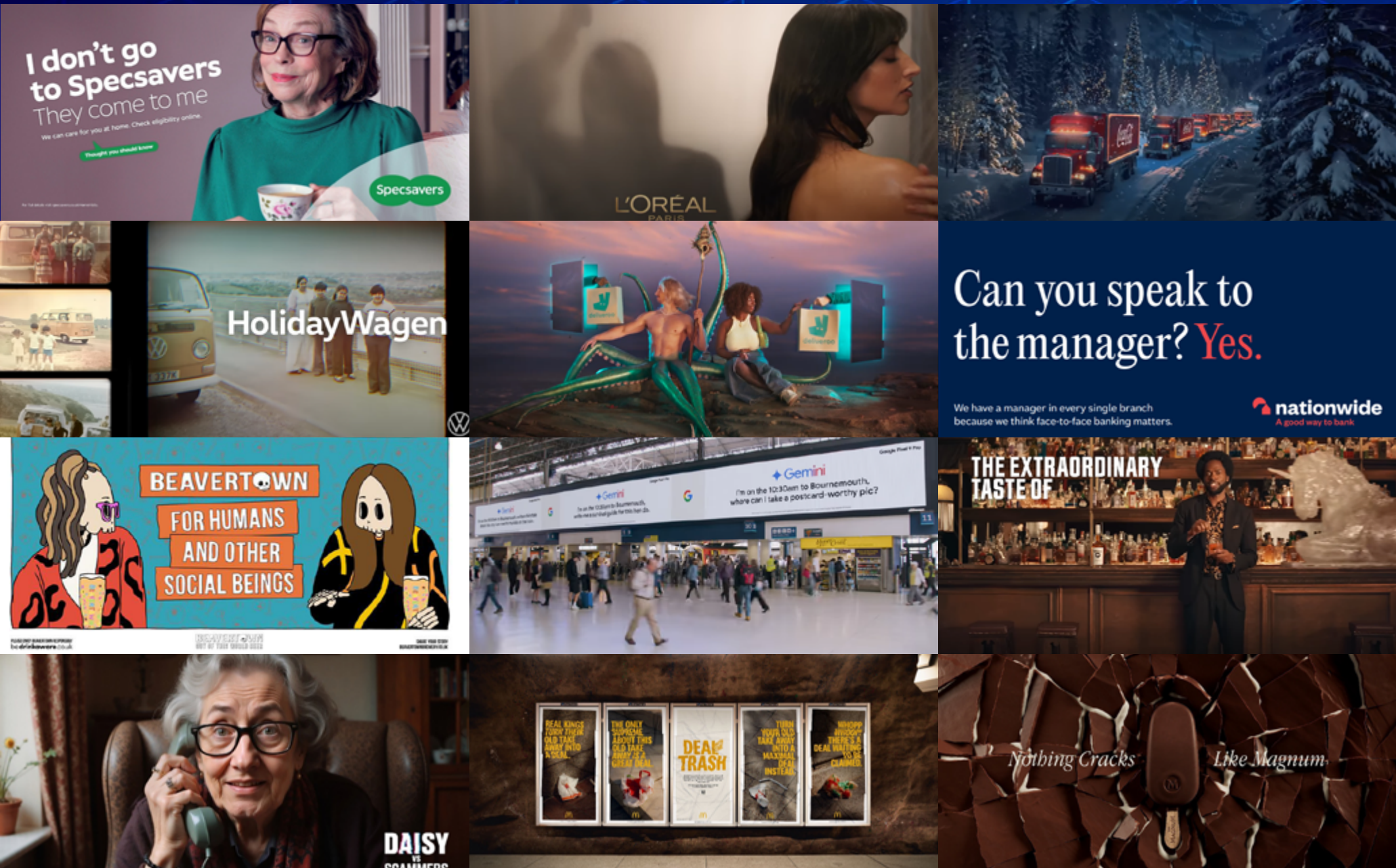
**KANTAR**

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\*

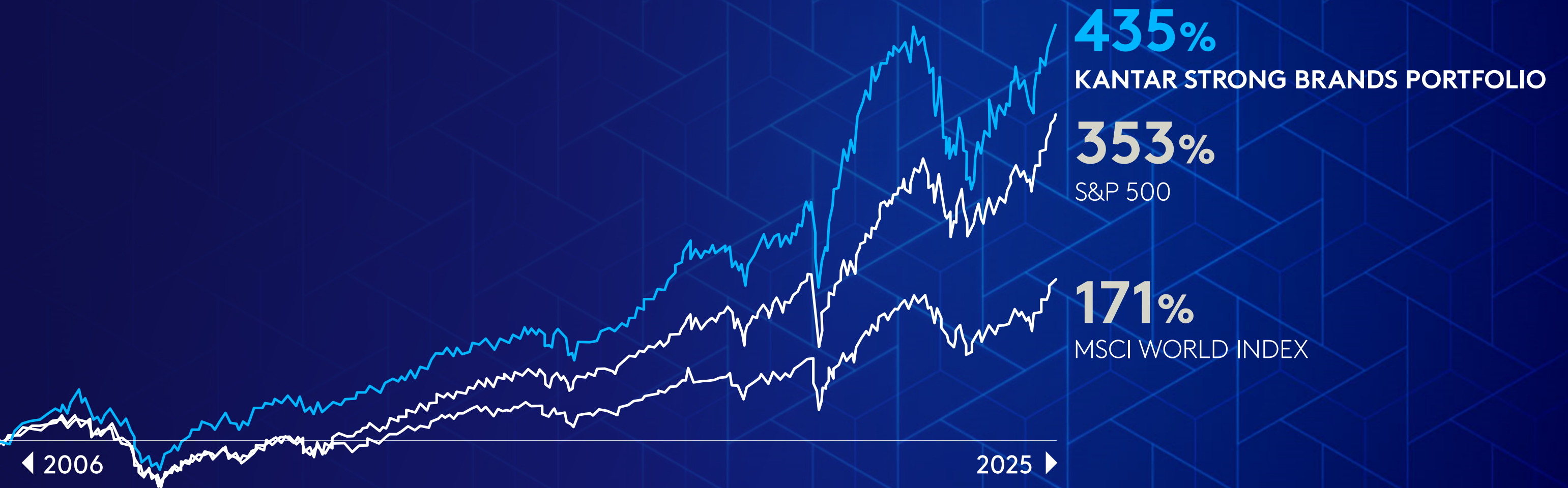


\*Kantar and WARC collaboration 2023 for short and long-term ROMI impact  
Image selection from [Kantar Creative Effectiveness Awards 2025](#) and  
Kantar's [Lessons from Effie Europe Winners 2025](#) for illustration purposes

# 01

## Brand building powers long-term commercial success and resilience

Kantar BrandZ portfolios vs. S&P 500 vs. MSCI World index (Apr 2006 – Mar 2025)



# 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\*

\*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

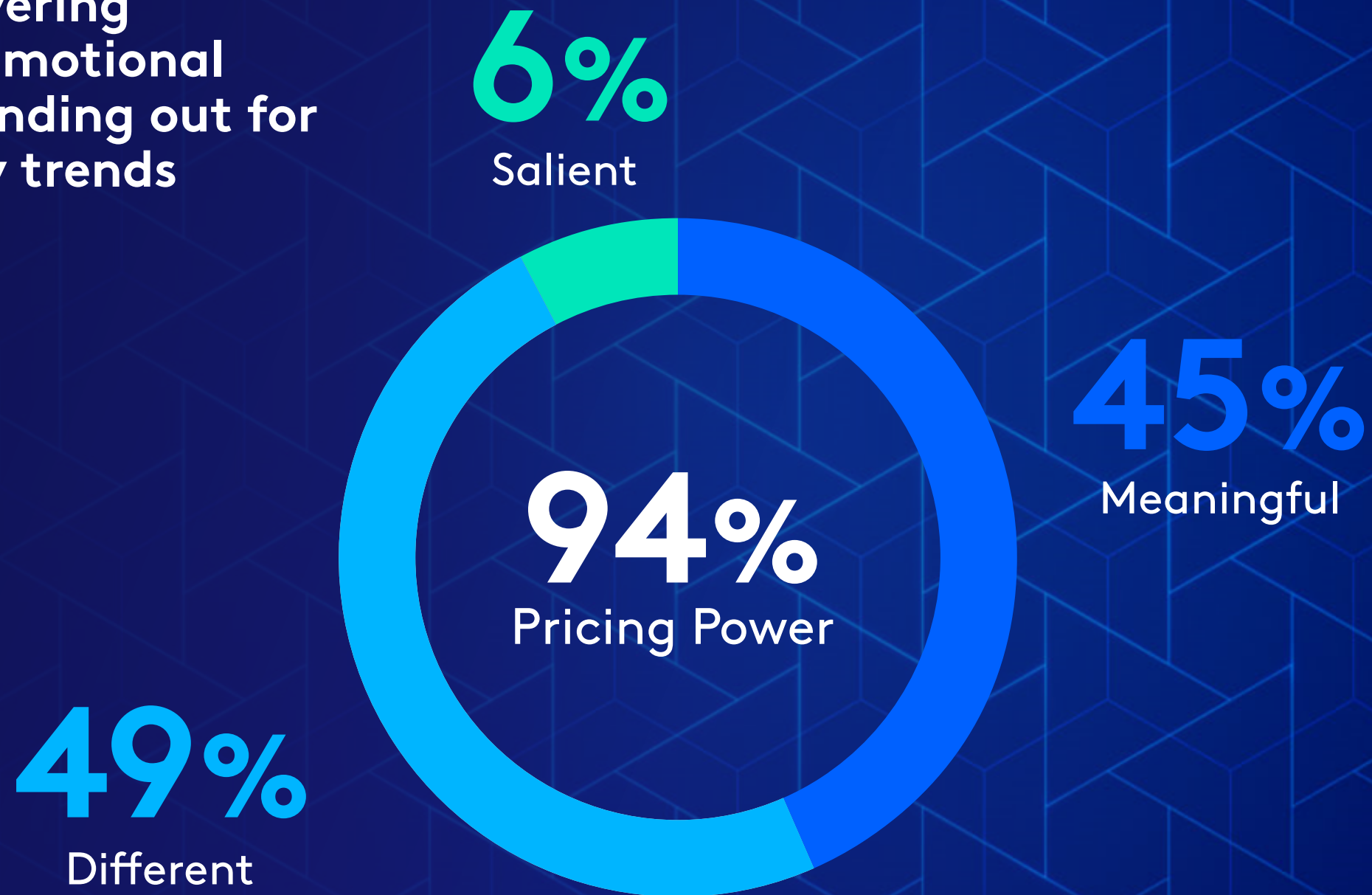


Source: Kantar Worldpanel//GfK data; modelled is the Pricing Power of each brand according to Kantar BrandZ 2022-2024 with the brand's Price Elasticity in an example FMCG category

# 03

## Brands need more than saliency to command a higher price

Demanding a higher price depends on delivering functional and emotional benefits and standing out for setting category trends



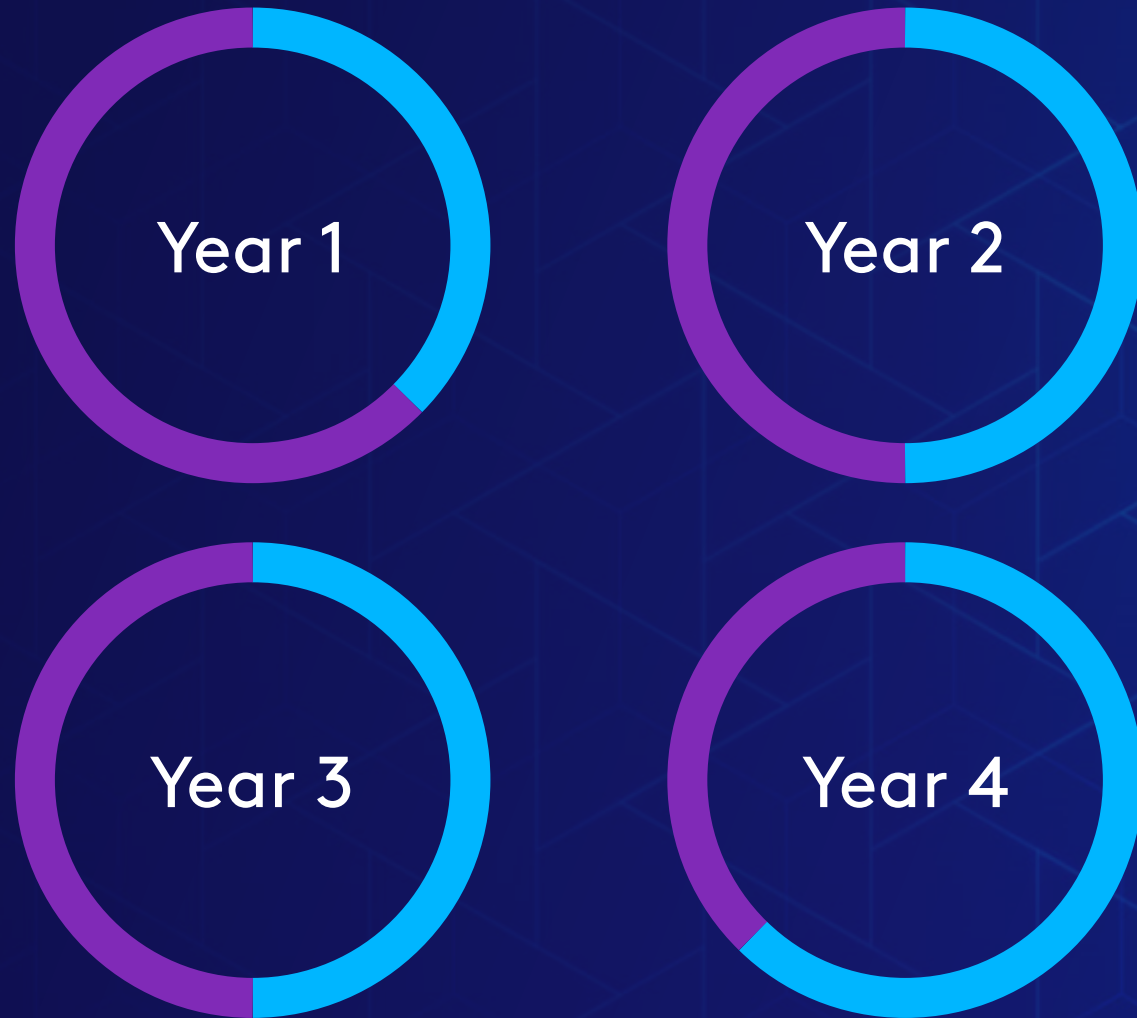
Source: Kantar BrandZ database. Pricing Power: a Kantar Brand Equity metric predicting whether consumers are predisposed to pay a higher price relative to competitors

# 04

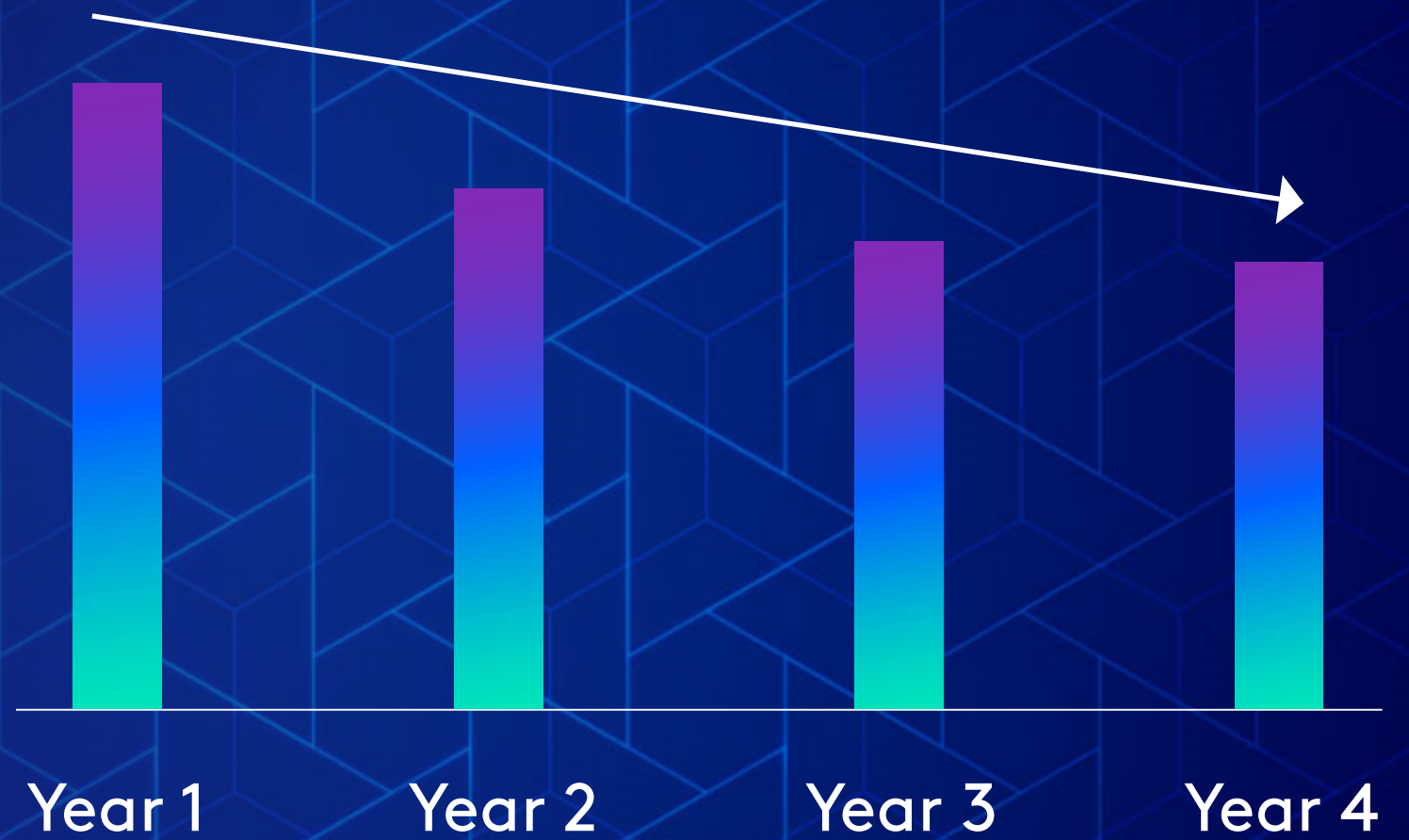
## Overemphasis on performance spend causes base sales to decline

### Marketing spend

● Performance    ● Brand building



### Decline in base sales



# 05

## Effective brand building depends on far more than paid media

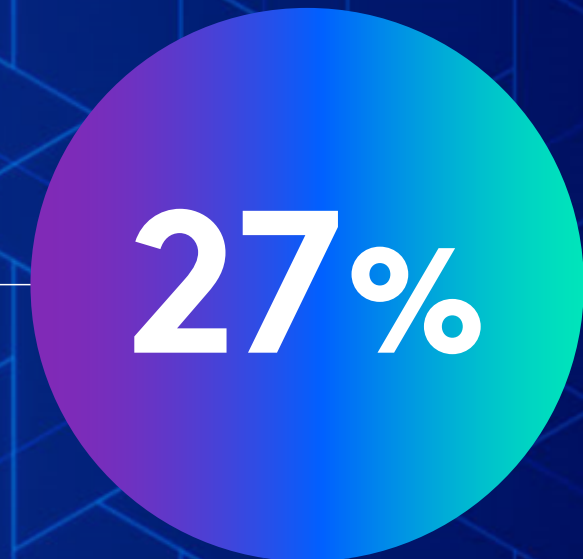
### Average impact on Brand Equity (Global)



Exposures  
(Paid Media)



Exposures  
(Earned)



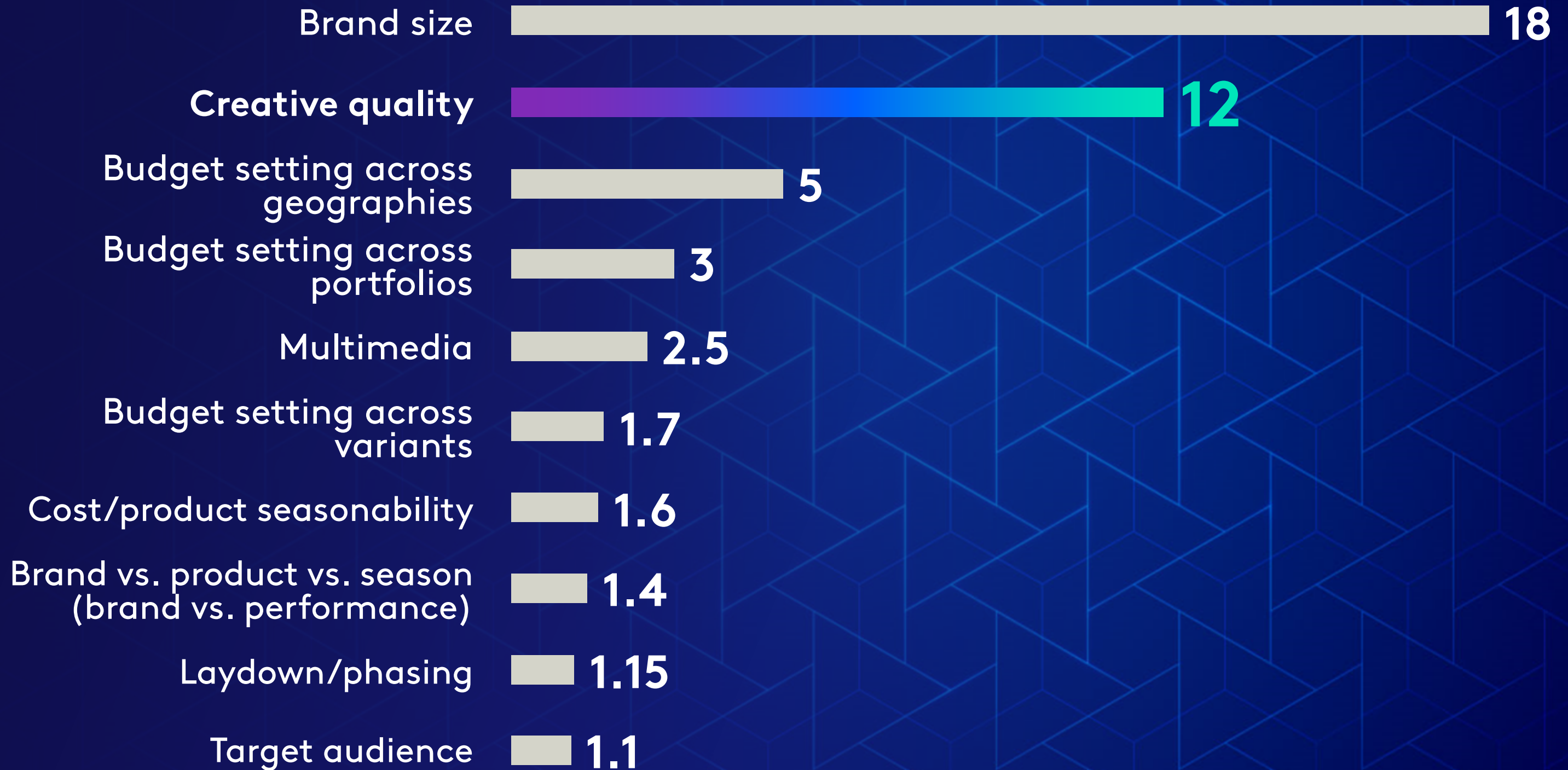
Experiences  
(Owned)

Source: Kantar's Connect Database Global (700 projects) Paid media examples include TV, social, cinema, SVOD/BVOD etc.  
Earned examples include: own product/service, customer review, recommendation by expert  
Owned examples include: brand app, events, sales staff, in-store/branch  
Category specific touchpoints also included in studies

# 06

## Creative quality matters most when seeking immediate ROI improvements

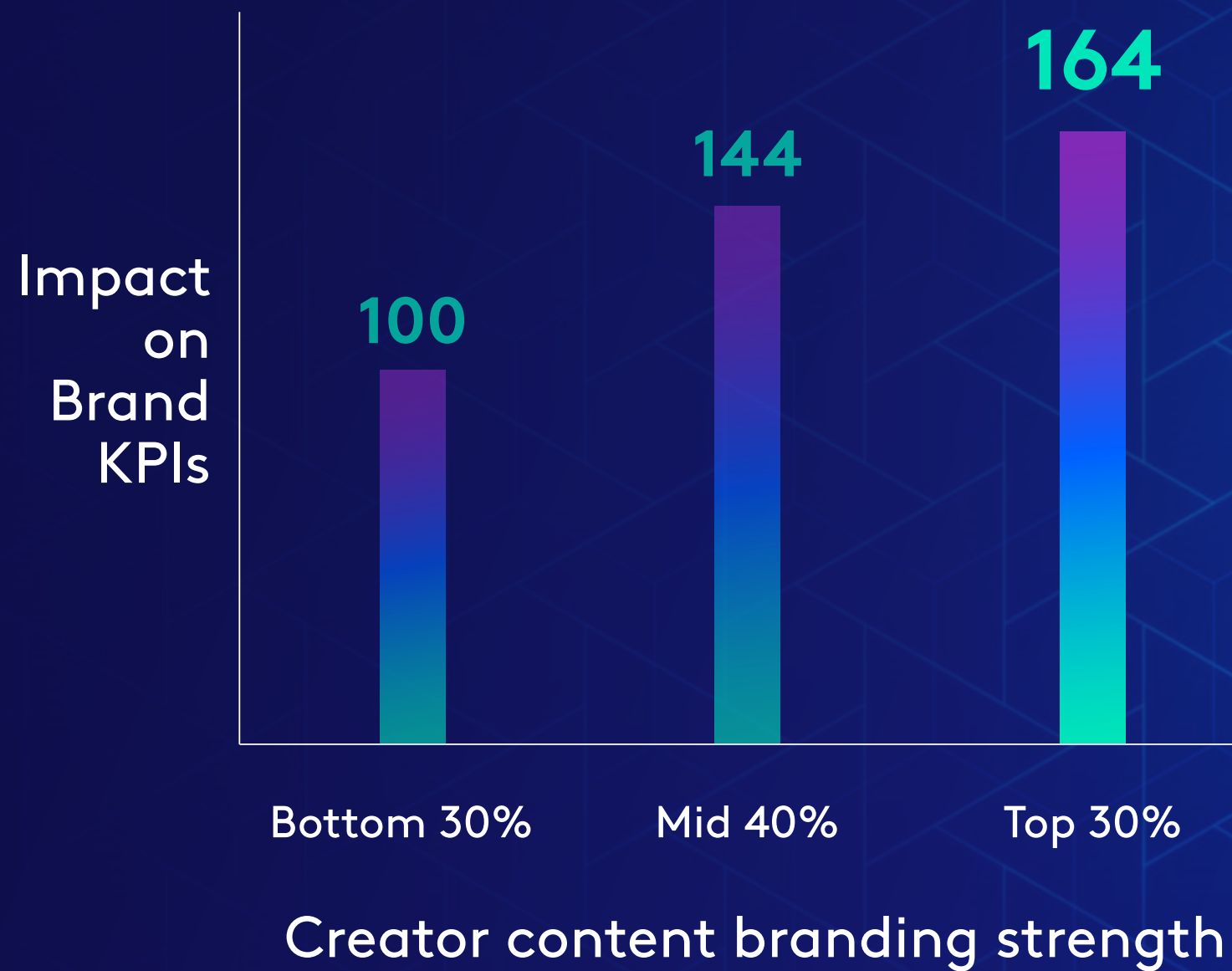
### Top 10 drivers of advertising profitability



Source: Reviewing the Top 10 Drivers of Advertising Profitability Kantar and Paul Dyson  
Data presented are Profitability Multipliers; calculated on advertising profitability

# 07

## Creator content can be highly effective, but successful brand integration is essential



The Current Reality

Only

27%

of creator content links to the intended brand

Source: Kantar Context Lab

Content Impact: Average Saliency, Online Ad Awareness, Message Association, Sets Trends, Difference, Favourability and Consideration

Split by percentile position in database i.e. bottom 30% middle 40% and top 30%

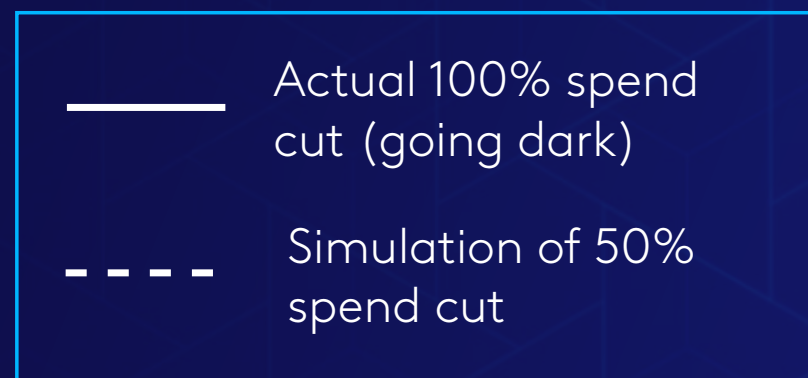
# 08

## Reducing spend rather than 'going dark' leads to far better brand outcomes

When budgets tighten, protect your brand by investing in the most cost-effective channels to maintain salience

Total Communications Awareness

Base Communications Awareness  
(Long-Term Underlying Trend)

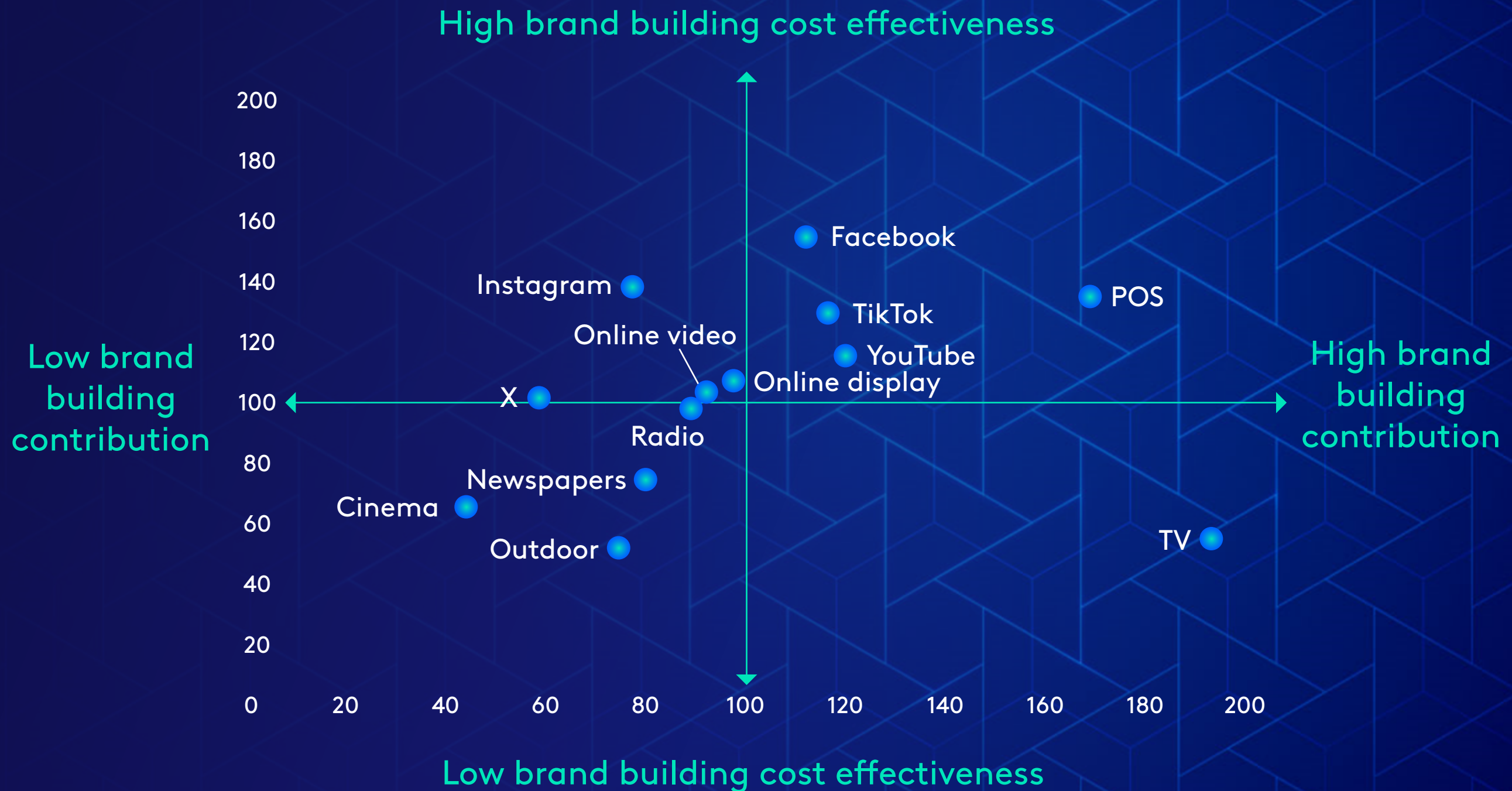


Case study: German Telecomms brand

# 09

## Balance channel use by cost effectiveness and scale of brand building impact

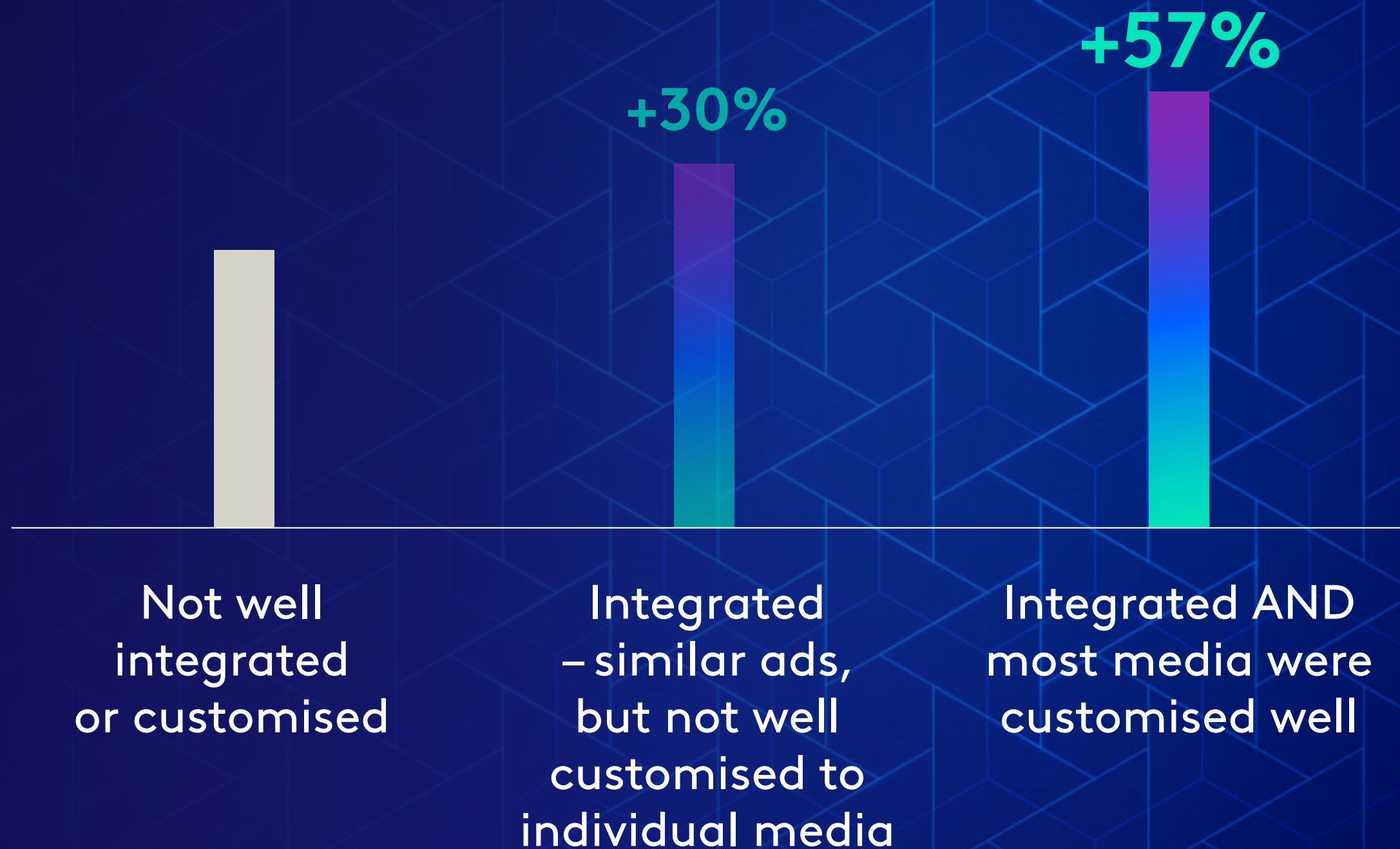
### Brand building contribution vs cost effectiveness – at campaign level



# 10

## Connected campaigns are essential for maximising brand impact

Brand impact\* from integrating and customising to channel



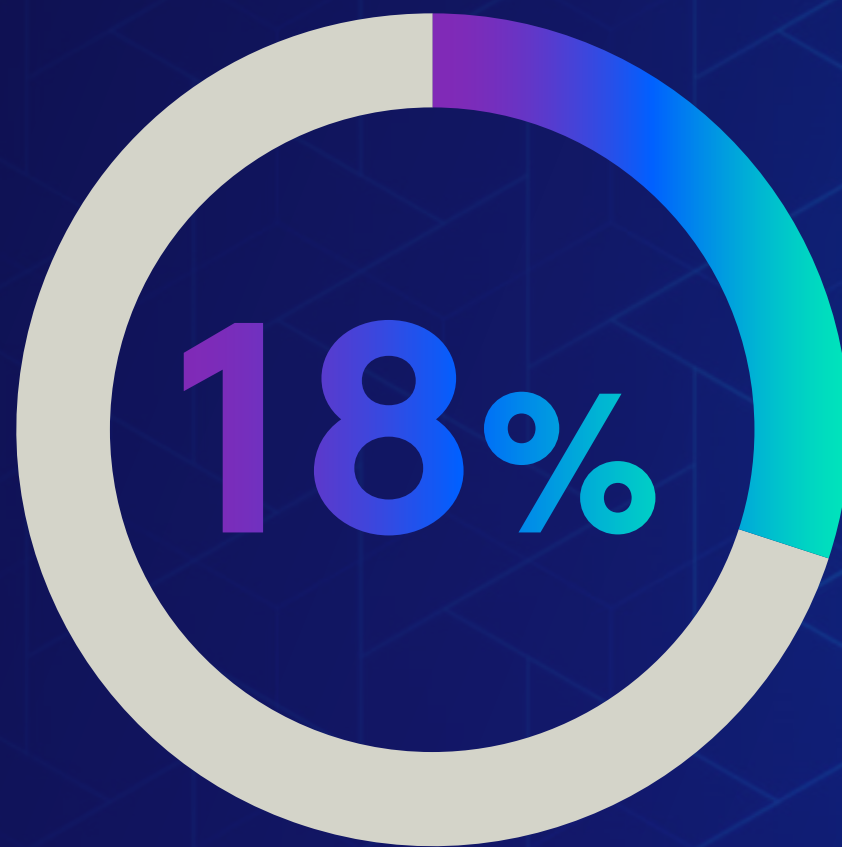
Source: Kantar Global LIFT+ database

\*Brand impact = campaign contribution to brand measures such as awareness, consideration, equity and imagery

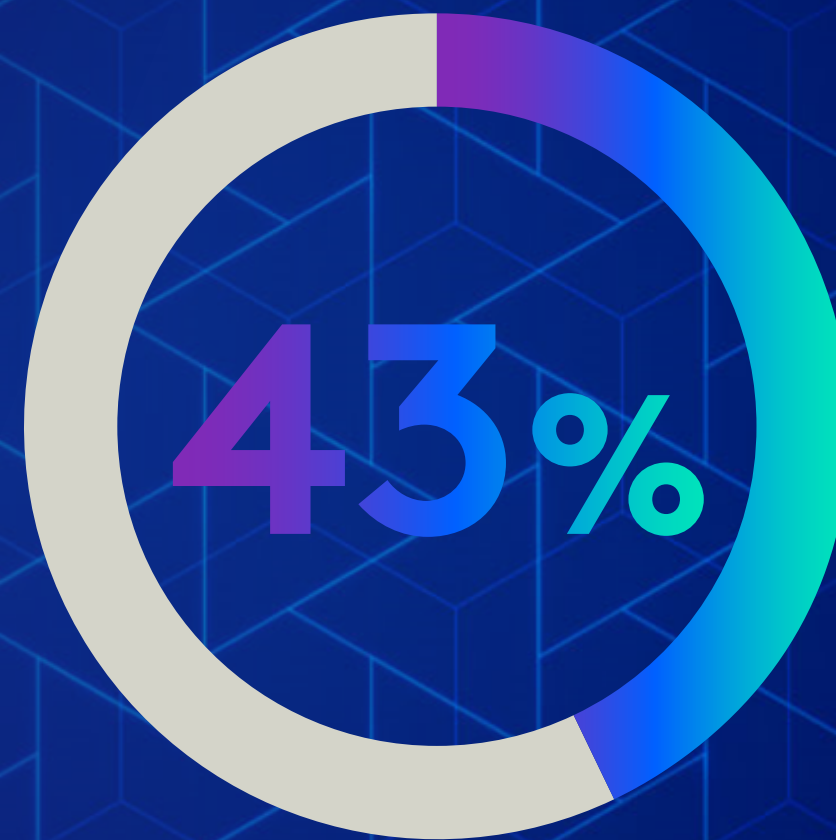
# 10

## Brand impact grows when channels work together in synergy

% of brand impact from synergy effects



Pre 2014



2020-2025

Source: Kantar Global LIFT+ database

Synergy effects = % of campaign impact on brand KPIs created from exposure to multiple channels

# 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:**

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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

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# 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



**Kim Burbidge**  
Organisational Performance

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

## Ready to unlock your brand's full potential?

At Kantar, we're dedicated to shaping the future of your brand. Using our industry-leading Blueprint for Brand Growth framework (powered by Meaningful, Different and Salient MDS principles, specialist expertise, best-in-class AI, and unrivalled benchmarks), we partner with ambitious brands to deliver measurable growth.

We hope that this collection of charts helped or inspired you to think differently about your marketing effectiveness. Now it's time to turn that inspiration into action.

Whether you'd like a demo of the tools behind these insights or a conversation about your effectiveness challenges or how we've helped brands like yours overcome similar challenges, we're here to make it happen.

**Connect with us today and level up your effectiveness.**

For more  
information contact:

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