

KANTAR

Creating a Lasting Impression:

Brand Building with Grab

Prepared by Kantar Singapore

In collaboration with Grab

April 2024



Southeast Asians demand seamless, convenient transactions that saves them time

With ever-evolving consumer demands, advertisers need to adapt to bring added value to their customers.



**Need for
convenience**

2 in 3

find it very important to have access to products and services when and where you need them²



**Need for
anticipation**

61%

say that it is very important to have products or services that can anticipate their needs, (vs global at 52%)²



**Need for
simplicity**

4 in 5

agree that they are increasingly looking to find ways to simplify their life²



**Need for
personalisation**

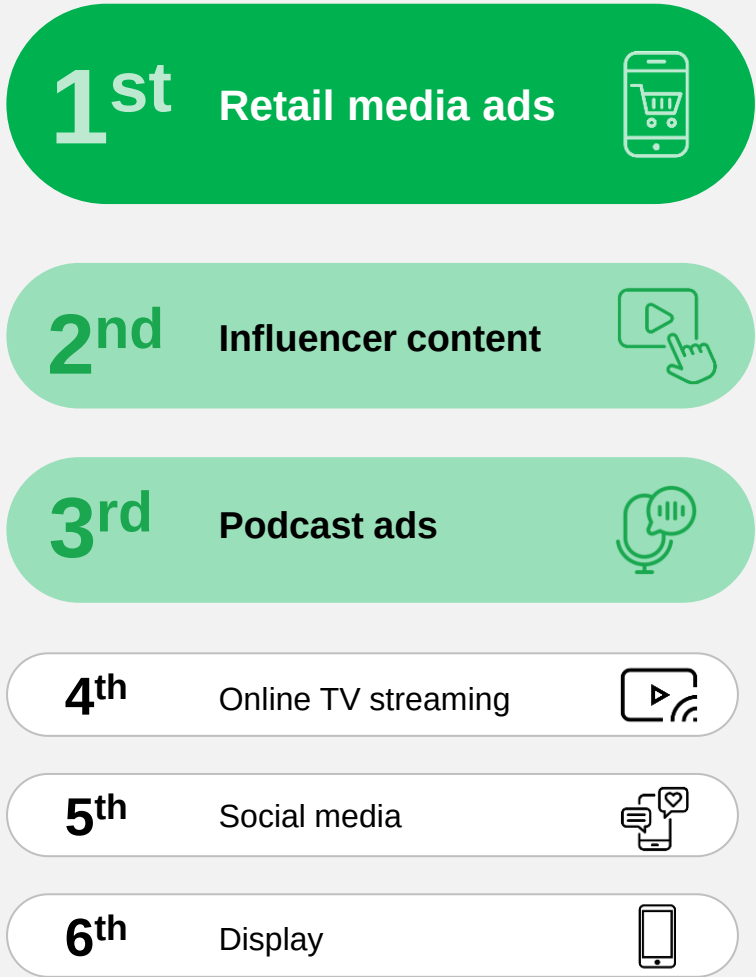
61%

say it's important to have personalisation to better fit their needs (vs global at 51%)²

Retail media networks (RMNs) platforms establish strong connections with customers by addressing their needs, hence resulting in a higher advertising receptivity

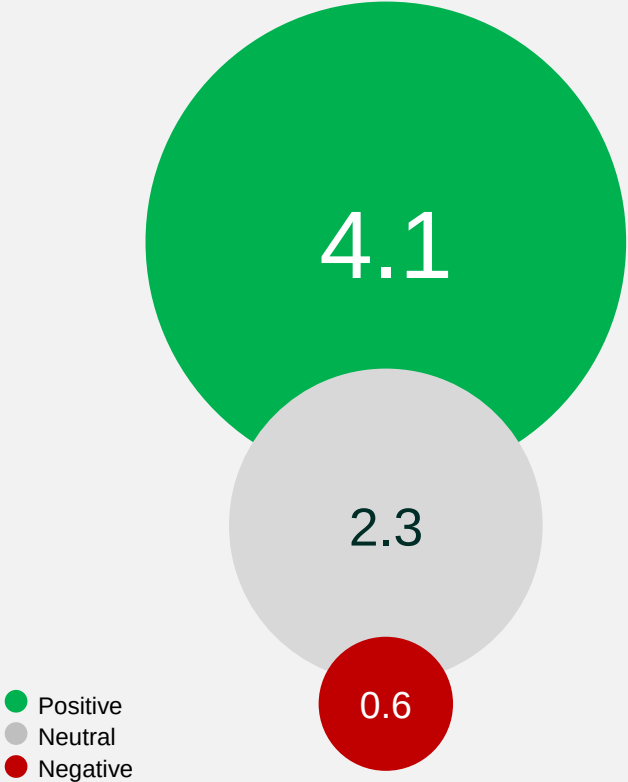
Kantar Media Reactions measures **advertising equity (ad equity)**, a combination of advertising receptivity and positive advertising attributes, to find out top preferred channels by consumers and marketers.

RANKING OF ONLINE MEDIA CHANNEL EQUITY¹



AVERAGE BRAND IMPACT DELTA² (%)

7X more
campaign effectiveness on media channels of positive ad equity



Retail media platforms lead in ad equity, offering a prime opportunity for marketers to build brand impact

Grab has achieved top ranking among all platforms measured in South-East Asia

ADVERTISING EQUITY RANKING - 2023

GLOBAL

1 

2 

3 

4 

5 

The retail media trend is global with Amazon ranking #1

SOUTH-EAST ASIA

1 

2 

3 

4 

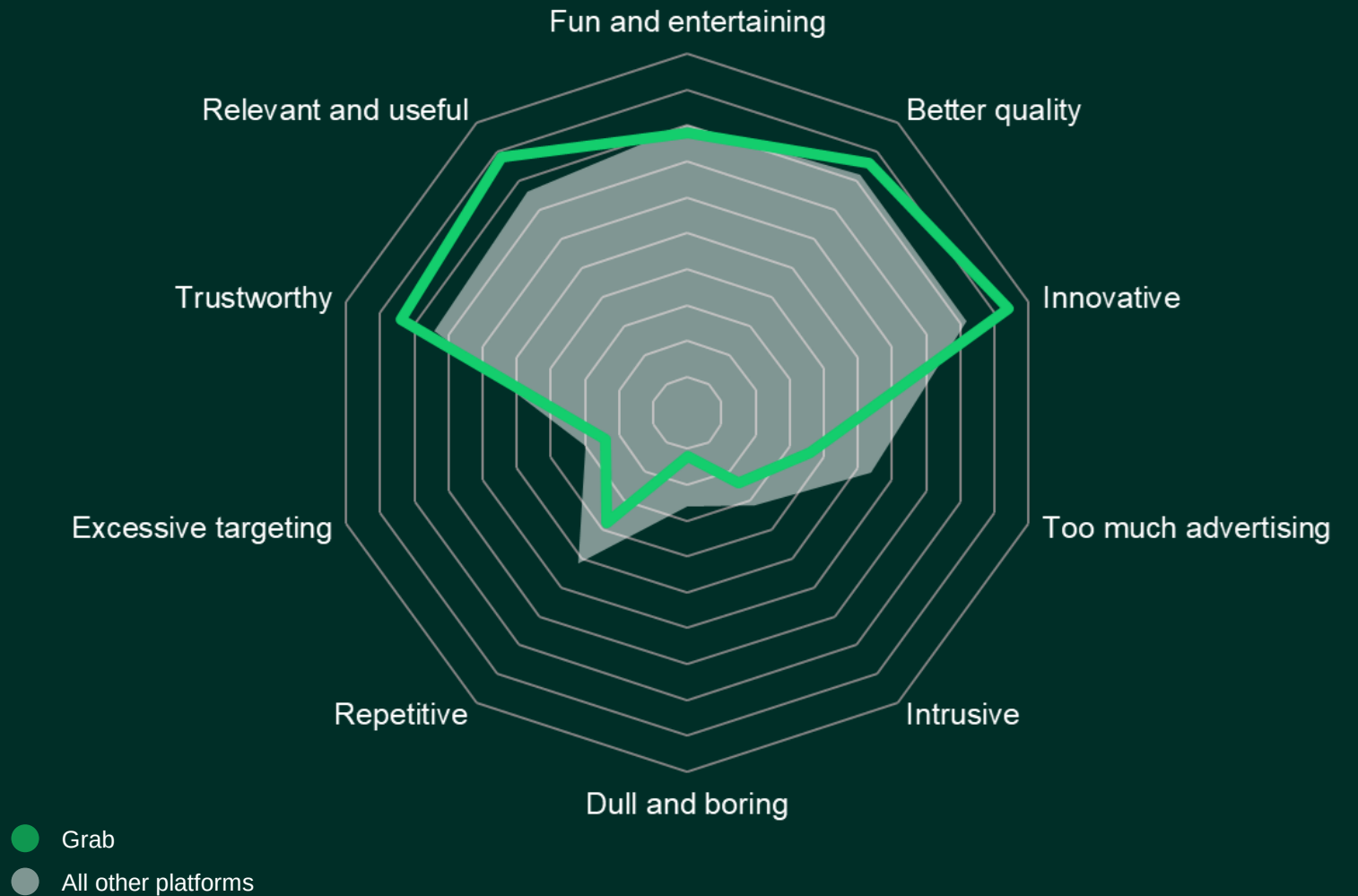
5 

Grab ranked 1st in Indonesia, Philippines and Vietnam

Consumer says ads on
Grab are **Trustworthy** and
Relevant compared to
other platforms



BRAND IMAGERY PROFILES SHOWCASING RELATIVE ADVERTISING
ATTITUDES TOWARDS MEDIA BRANDS – **POSITIVE ATTITUDES**



GrabAds partnered with Kantar to investigate how the platform can aid advertisers in creating impact and brand building in a retail media environment

Methodology: Brand lift studies (BLS)

BLS surveys were sent to control and exposed groups on the Grab app. The results were analysed by Kantar through a comparison of the differences between the two groups, with other factors held constant.



CONTROL GROUP

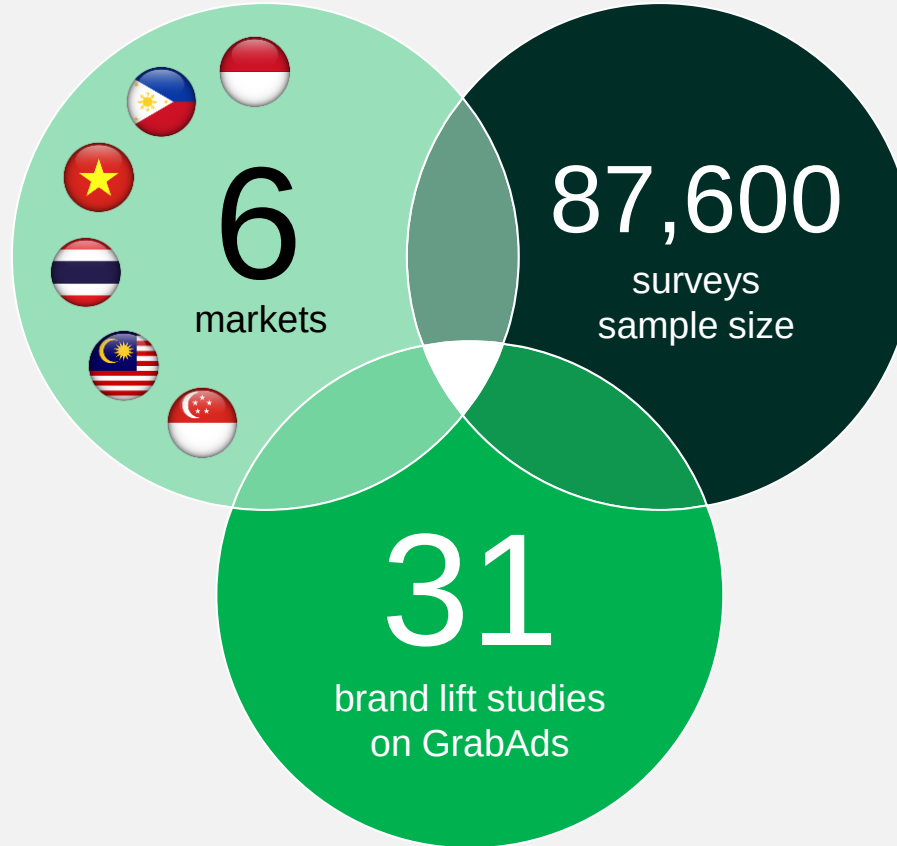
Did not see any sponsored content of the campaign



EXPOSED GROUP

Saw sponsored content of the campaign

A META-ANALYSIS OF



Period: Nov'22 – Dec'23

This report outlines key learnings in the following two areas



01

How GrabAds delivers full funnel impact on brand building and conversions



02

How marketers can best plan and execute their campaigns with GrabAds

**Upper funnel: ads on
Grab leave
a strong impact
on audiences,
encouraging top of
mind brand retention**

100%

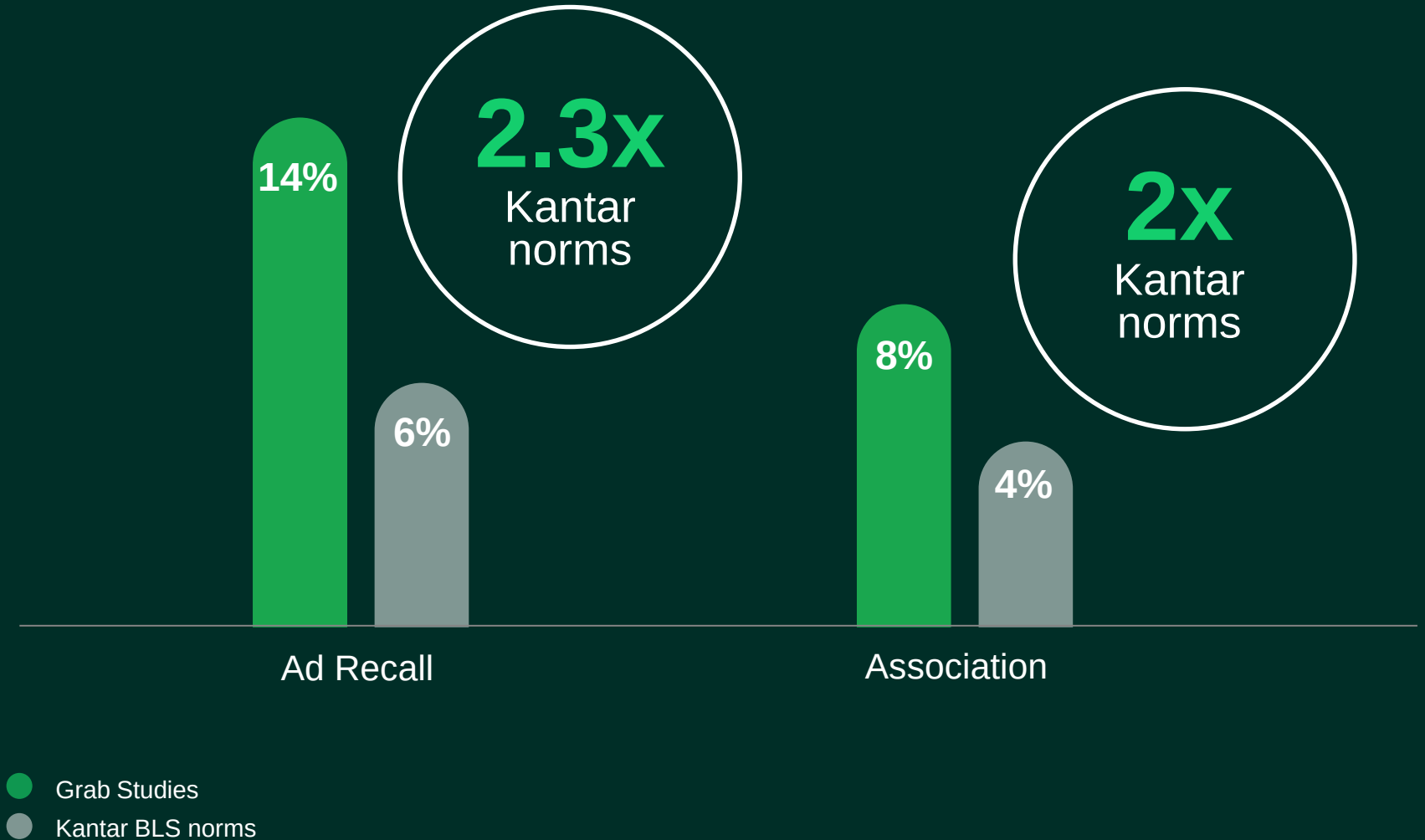
**of campaigns
saw positive
Ad Recall**



**Grab users are intent-driven, with
high engagement and recollection
of what they see and interact with
while on the platform**

Upper & Mid funnel:
Campaigns on Grab
drive brand impact
exceeding Kantar norms
by 2x on ad recall and
association

COMPARISON AGAINST KANTAR NORMS



Lower funnel:
GrabAds drive high
engagement and
conversion

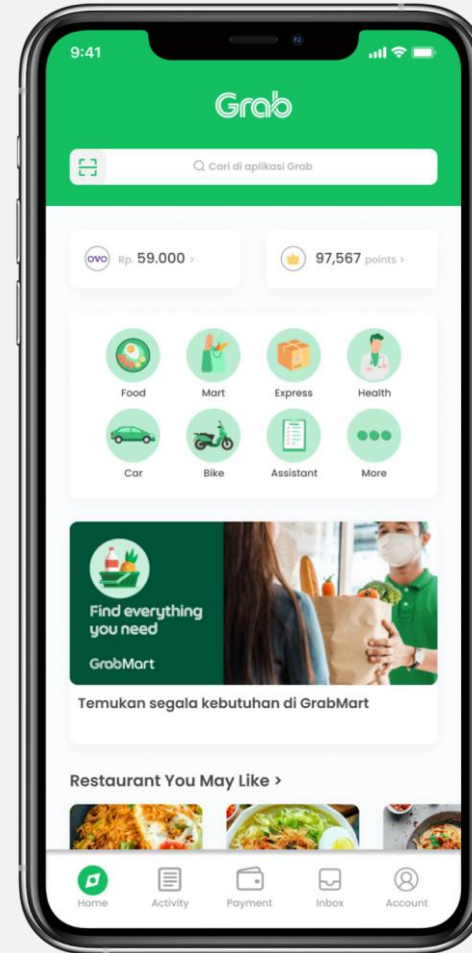
2.4%

CTR

Indicating high ad
relevance to
consumers

2.4x

Global Social
Media CTR Norms¹
of 0.98%



26.5x

ROAS

Indicating high
efficiency on
ad spend

6.1x

Median revenue
ROI² of 4.34

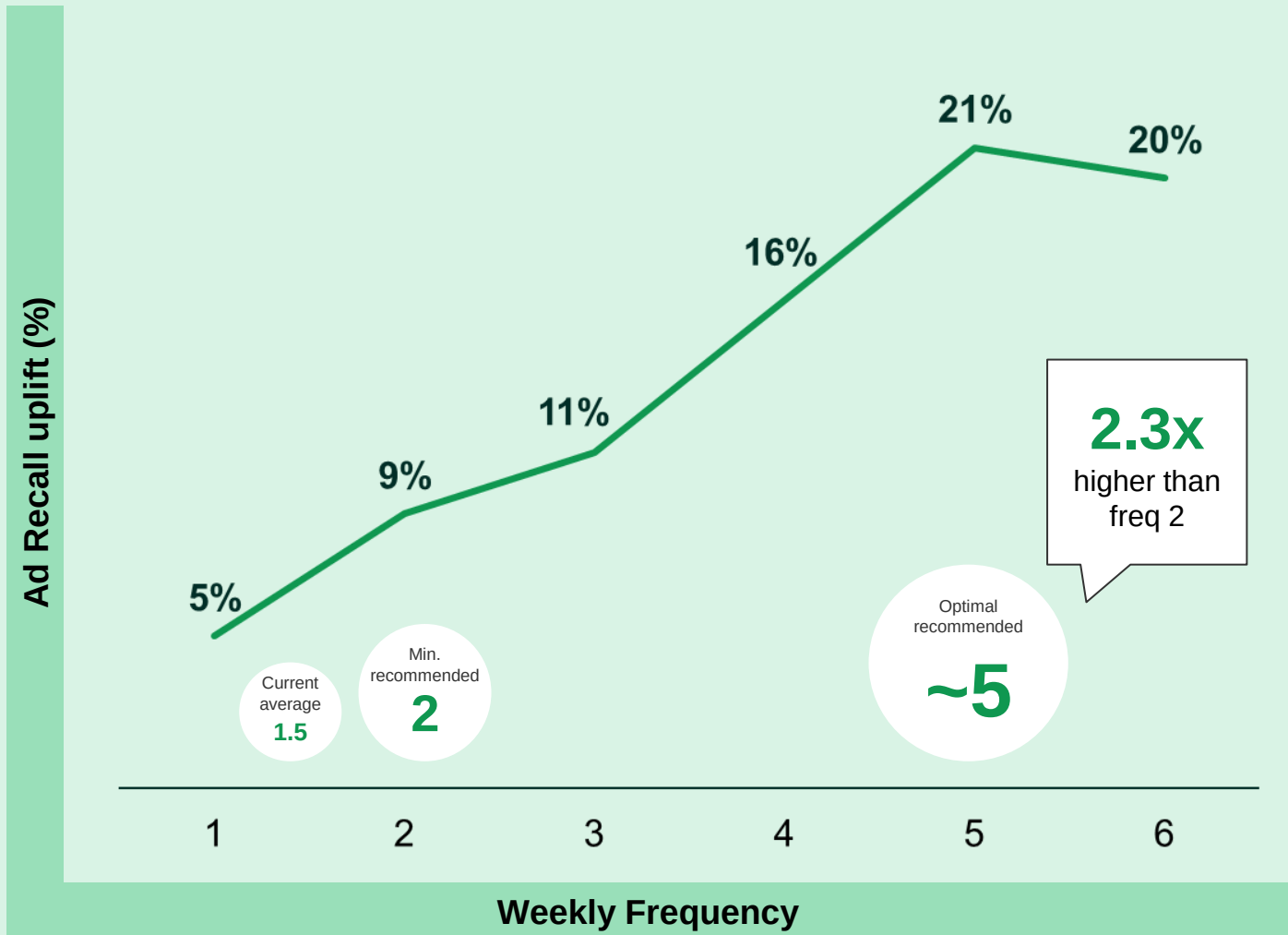
Marketers can drive even greater impact by aiming for an average frequency of about 5 per week

Aim for a **minimum of 2 weekly** ad views or plan for an **optimum weekly frequency of ~5** to maximise impact on ad retention and positive associations in consumers' minds.



Note: Frequency cap and average weekly frequency are distinct concepts. The frequency cap pertains to ensuring that your audience does not encounter the ad excessively, typically applied on a daily basis. On the other hand, average campaign exposure or frequency is often used as reference to ensure minimum levels of exposure among the target audience for generating brand impact.

AD RECALL LIFT BY WEEKLY FREQUENCY

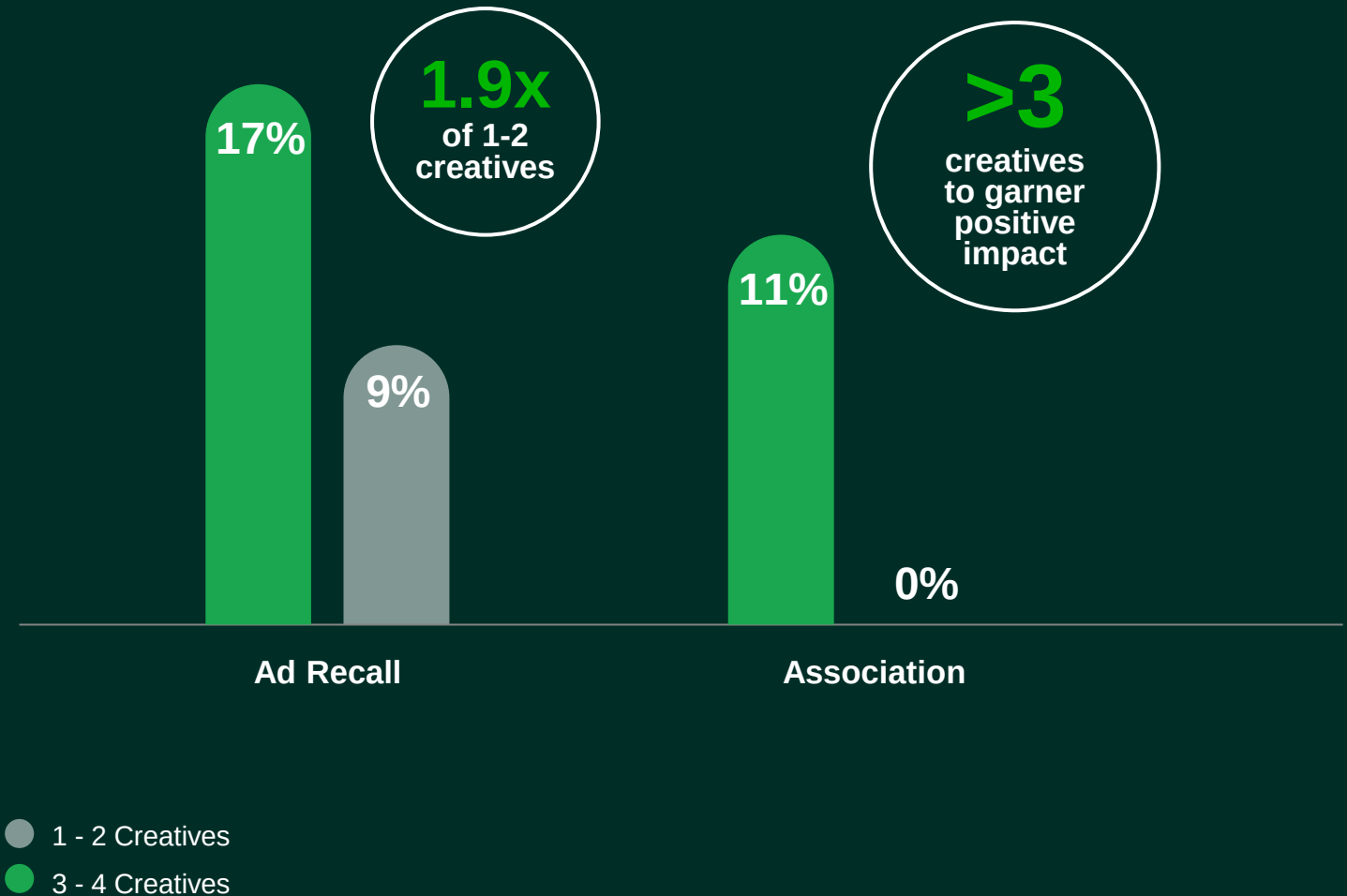


Use multiple creatives to boost positive message association and memorability

Multiple creatives can be used to

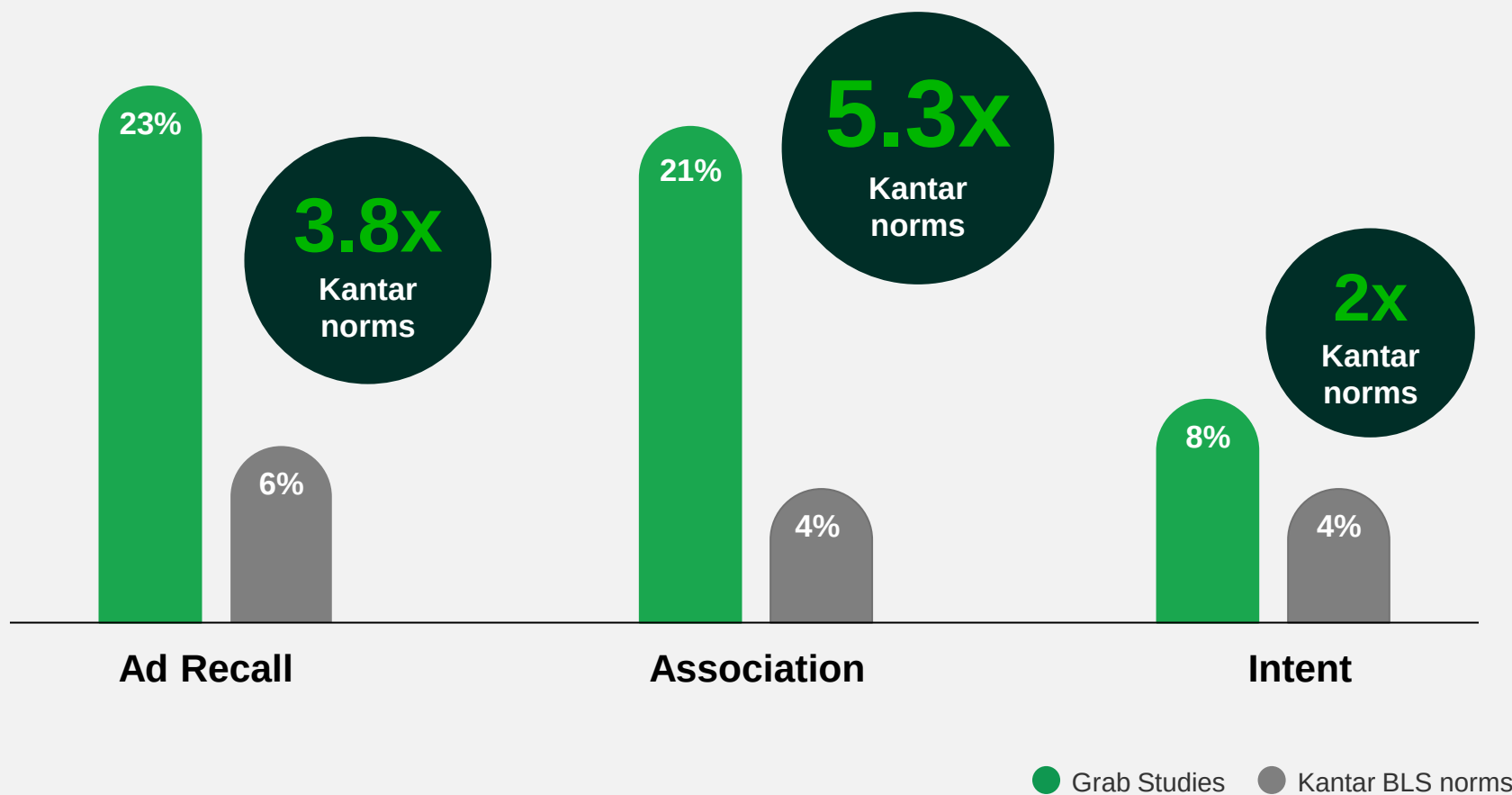
- 1 Target different customer segments with customised messaging to increase relevance to select audiences
- 2 Provide new content for users to watch and drive higher engagement while reducing exposure fatigue

UPLIFT BY NUMBER OF CREATIVES



Leverage multiple ad formats in a single campaign on GrabAds to strengthen brand messaging and promote higher impact across multiple metrics across the funnel

Campaigns with multiple ad formats comprising of Video, Display and other available formats vs campaigns with fewer ad formats.



Best practices to boost impact on GrabAds

**Plan for a
higher average
frequency**

2+

Plan for a minimum weekly frequency of 2-5 on Grab to achieve a strong brand impact across ad recall and association

**Utilise more
creative
variations**

3+

Employing more than 3 variations of creatives allows for customised messaging to targeted audiences while reducing exposure fatigue

**Leverage
multiple
creative formats**

3+

Leveraging multiple inventory formats on Grab drives the highest impact





Key takeaways

1 Adapting to customer preferences

As consumer needs evolve, it is important to adapt your marketing strategies to deliver greater value.

Evaluate your marketing mix to identify **key opportunities of growth** where ads are catered to customer behavior at the **point of search** and **conversion**.

2 Maximise your brand impact

With only 1 in 5 dollars being spent on RMNs¹, there still exists much **room for growth** with these high-performing platforms.

Leverage high ad equity platforms in RMNs to **provide highly relevant information** to your audiences in a **timely and seamless experience**.

3 Align measurement to your goals

Focus on metrics that **align with your campaign goals**, to ensure evaluation of performance is accurate to the campaign's objectives.

Continuously monitor and analyse your campaigns to identify areas for improvement and optimisations for future campaigns.

KANTAR

Creating a Lasting Impression:

Brand Building with Grab

Prepared by Kantar Singapore

In collaboration with Grab

April 2024

