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Delivering standout customer experiences in a changing world

11th November 2025

Social commerce: not a just new channel

To break through today's crowded feeds, brands need to combine entertaining content that grabs attention, authentic connections that build trust, and personalised offers that feel relevant to each individual.

When these three elements work together, brands are far more likely to hold attention and drive meaningful engagement.

If you think social commerce is just a niche sales channel, you're wrong. It's the invisible force shaping every purchase decision.

Social media has captured global attention. It dominates leisure time and has rewired what people expect from every interaction and platform.

It's ubiquitous. It drives decisions in every aisle, every cart, everywhere.

Source: Kantar

The 5 key points that brands need to consider:

1

Discovery first

Offer inspiration and discovery. Think enjoying browsing, not just buying.

2

Trend access

Speed in turning social trends into physical products boosts your relevance.

3

Personalisation first

Deliver experiences that intuitively meet current needs and suggest future interests.

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4

Community building

Fosters connections that transform occasional buyers into devoted followers.

5

Data integrity

Ensure you're maintaining visibility where demand arises.

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Source: Kantar

How is this playing out within the wider context of consumer behaviour?

The balance between online and physical is impacting every industry.

Consumers bring the expectation of ease, convenience and value of doing things digitally into all the other channels they use.

Consumers are getting comfortable with a lack of physical presence...

Digital-first brands are making waves across many industries:

monzo

ocado

airbnb

SHEIN

trainline

HELLO FRESH

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What's the picture in FS? Fintechs are part of an increasing repertoire of banks in our wallets, each serving a different purpose

Fintechs have broken through by addressing specific customer needs

Kantar Digital Analytics, BrandDigital May'20-Apr'24, from nearly 60m average monthly search in GB across 20 banks. Average monthly search in the last 3 months. Bubble size not to scale

And what about grocery? There has been a fragmentation of the market by shopper mission

Top-up
- Uber Eats
- amazonfresh
- co op

Specific Journey
- Whoosh
- amazon
- Sainsbury's CHOP CHOP

For tonight
- deliveroo
- little Waitrose
- Uber Eats

Main meal
- HELLO FRESH
- deliveroo
- COOK Remarkable Food For Your Freezer

Main grocery shop
- ocado
- TESCO
- ALDI

What else are we seeing
- TikTok Shop
- sm•l
- Subscribe & Save amazon
- GLOSSYBOX

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Within the jumble of influences and touchpoints, how do you understand what works and what doesn't?

50 years of Kantar research has shown strong brands are:

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

Different
Perceived as a trend setter for its category, as unique.

Salient
Comes to mind quickly across category needs and occasions.

The only approach to evaluating brand growth independently accredited by the Marketing Accountability Standards Board.

Brands that have strong predisposition see:

9x higher volume share

2x higher price paid

4x the likelihood to grow value share

…than those with weaker predisposition.

And how can we understand the functional and emotional dimensions of experience?

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

Effective
Providing a service that delivers on needs, and doing what you promise

Easy
Being easy to do business with, creating experiences that feel effortless and enjoyable

Affinity
Creating experiences with empathy, so customers feel cared for, building connection and trust

Different
Perceived as a trend setter for its category, as unique

Authentic
Consistency, fairness and transparency and being true to the expectations of your brand

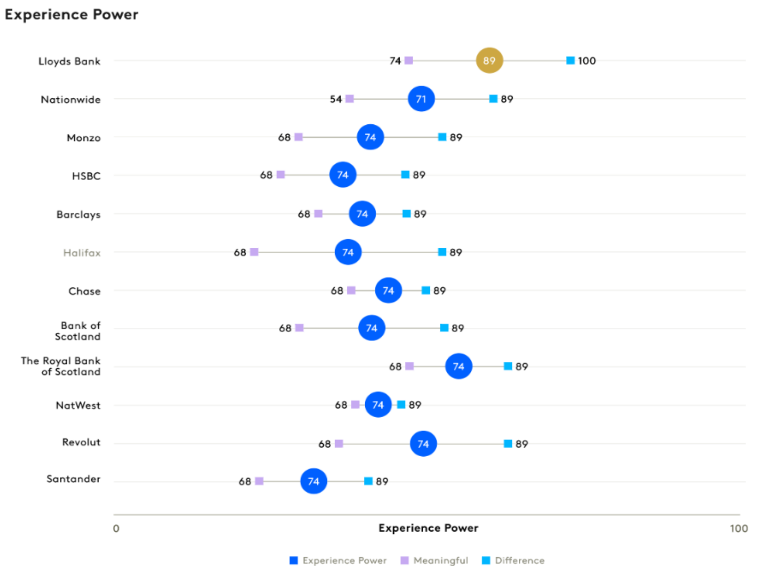
Unique
Going beyond, sensorial, distinctive, and offering something your clients can't get elsewhere

Inspiring
Magical moments, that delight with the unexpected, going above and beyond where it matters

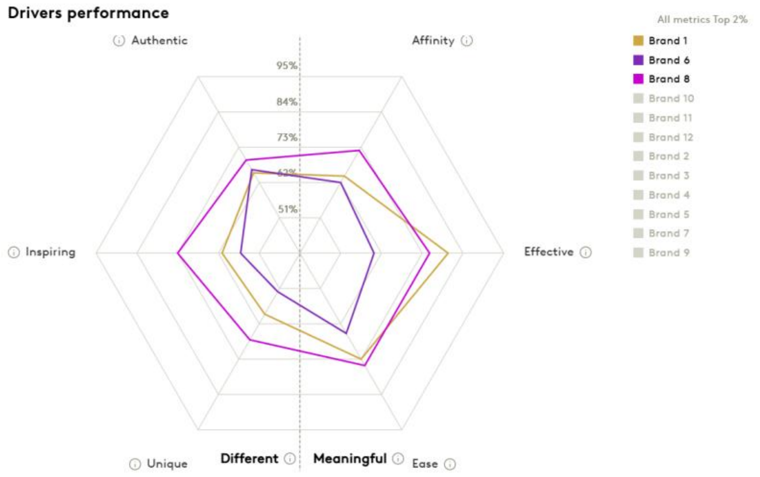
Diving into the detail: measuring your brand using ExperienceEvaluator

A deeper understanding of the factors impacting meaningfully different experiences (MDX)

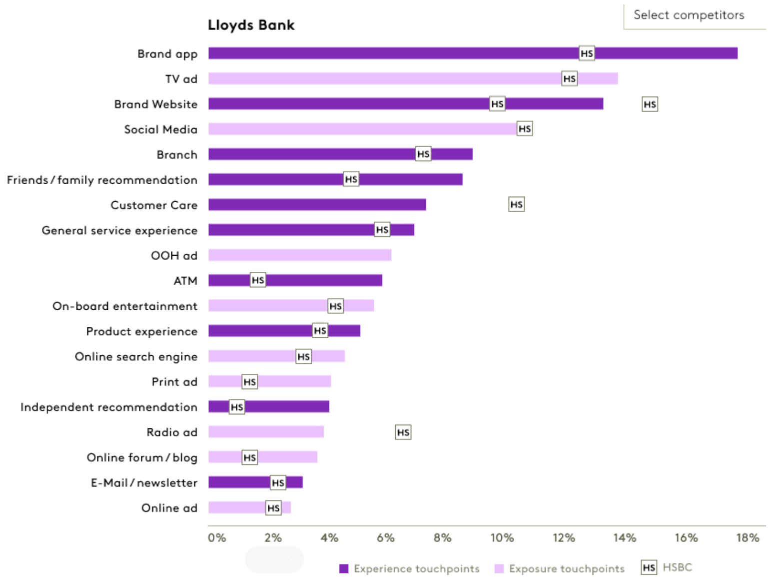
Market Position & Potential through Experience Power



Experience Drivers to understand the key levers to growth



Where to focus across Experience and Exposure Touchpoints



Thank you

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