



# Creating a Lasting Impression: Brand Building with Grab

**Prepared by Kantar Singapore**

In collaboration with Grab

April 2023

# Agenda

1

Choosing the right platform to build your brand - and why it matters

2

How to leverage GrabAds for maximum growth

3

How to build strong creative for your next GrabAds campaigns

4

Key takeaways



# Brands that build meaningful and difference-based equity win hearts, minds, and wallets

Kantar's equity model uses an MDS framework that reflects a brand's emotional connection with consumers (Meaningful), its uniqueness (Difference), and its ability to be top-of-mind during purchase decisions (Salience).

## Brands with stronger equity also enjoy high market share

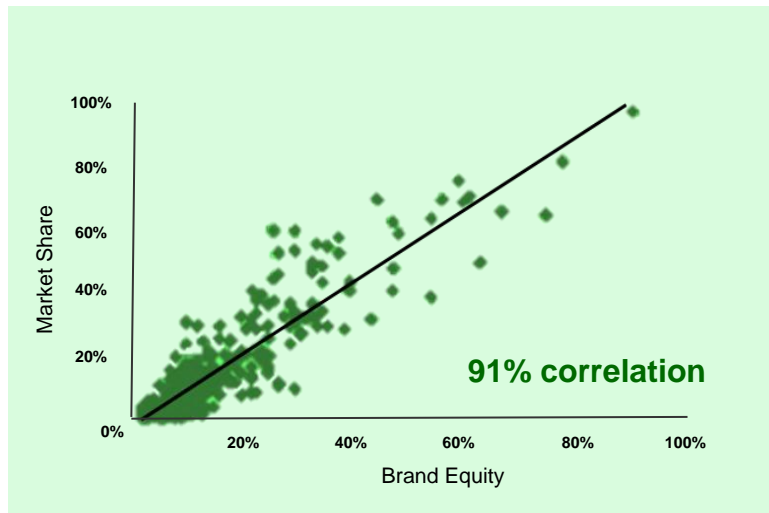


Chart: Correlation between brand equity and market share for 371 brands globally  
Source: Comparing BrandZ power shares, with volume shares from KWP (2014)

## Brands with growing equity increased sales, others declined

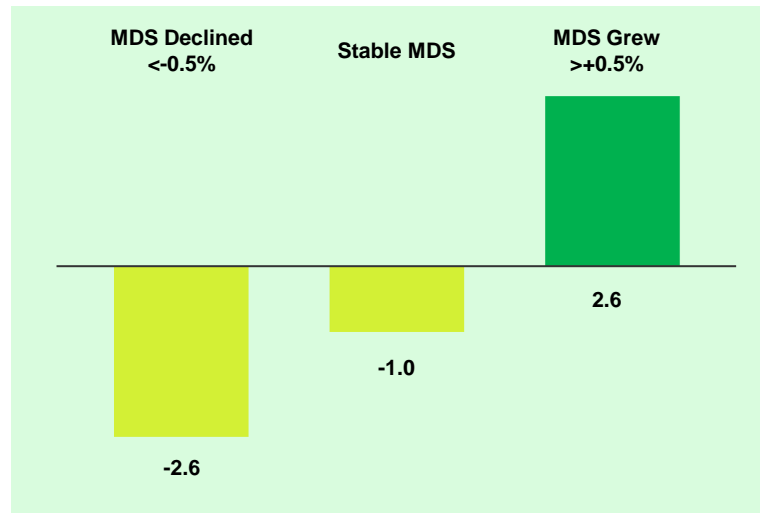


Chart: Change in sales among brand with decline, stable and growing equity  
Source: Equity data from BrandZ and purchase data from Kantar Worldpanel (2015)

## Consumers pay more for brands that are meaningful and different

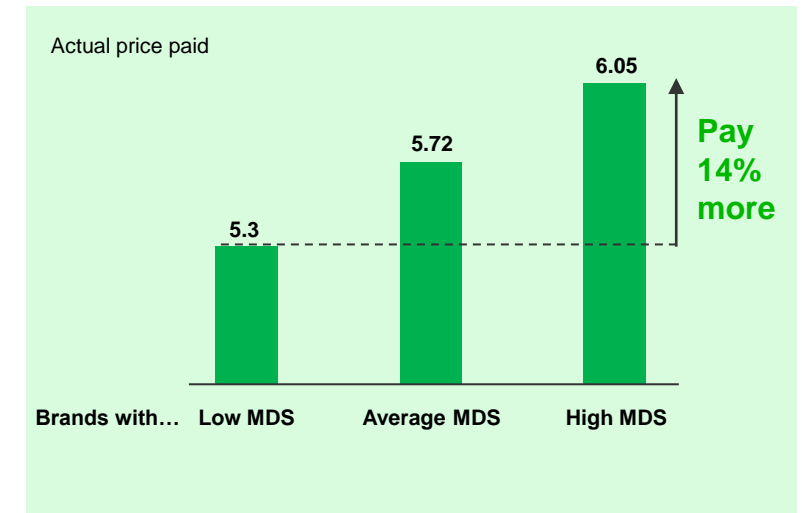
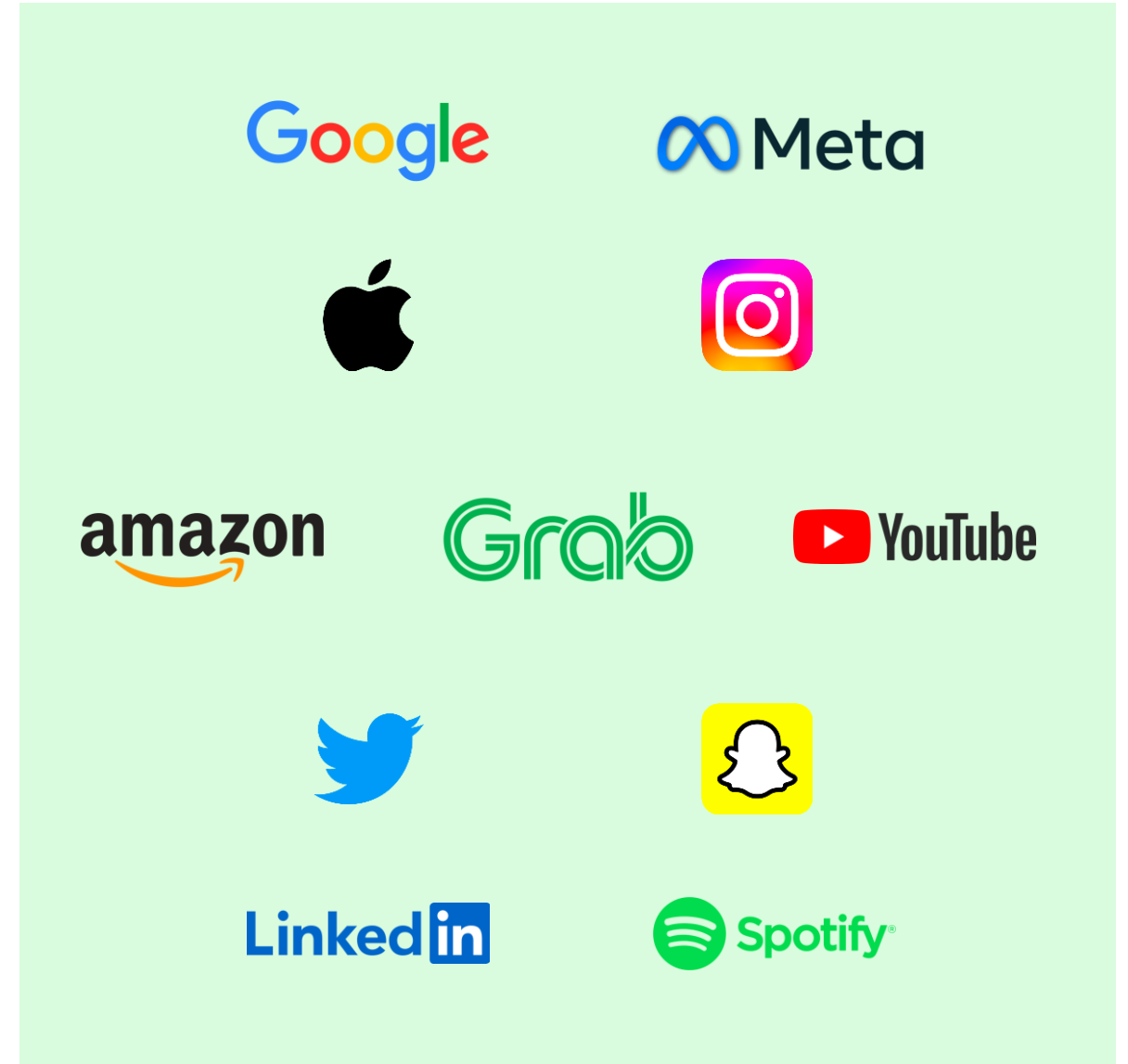


Chart: Comparing price paid for brand and its MDS score  
Source: Kantar R&D study based on comparing a composite score built from meaningful and different to price paid for actual brand purchase (2015)

It's equally important to identify the right media environments for your ads, especially as media platforms proliferate

Kantar Media Reaction measures **advertising equity** to explore the constantly evolving media landscape to find out most preferred platforms by consumers and marketers.

$$\text{Advertising equity} = \text{positive advertising receptivity} + \text{positive advertising attitude}$$





# Retail media platforms dominated ad-equity rankings globally as well as in Southeast Asia (SEA) in Kantar's recent Media Reactions report

## Advertising Equity Ranking Global

1

amazon

The retail media trend is global with Amazon ranking #1

2

TikTok

3

Spotify

4

Google

5



## Advertising Equity Ranking Southeast Asia

1

Google

2



3

Grab

4



5



Shopee

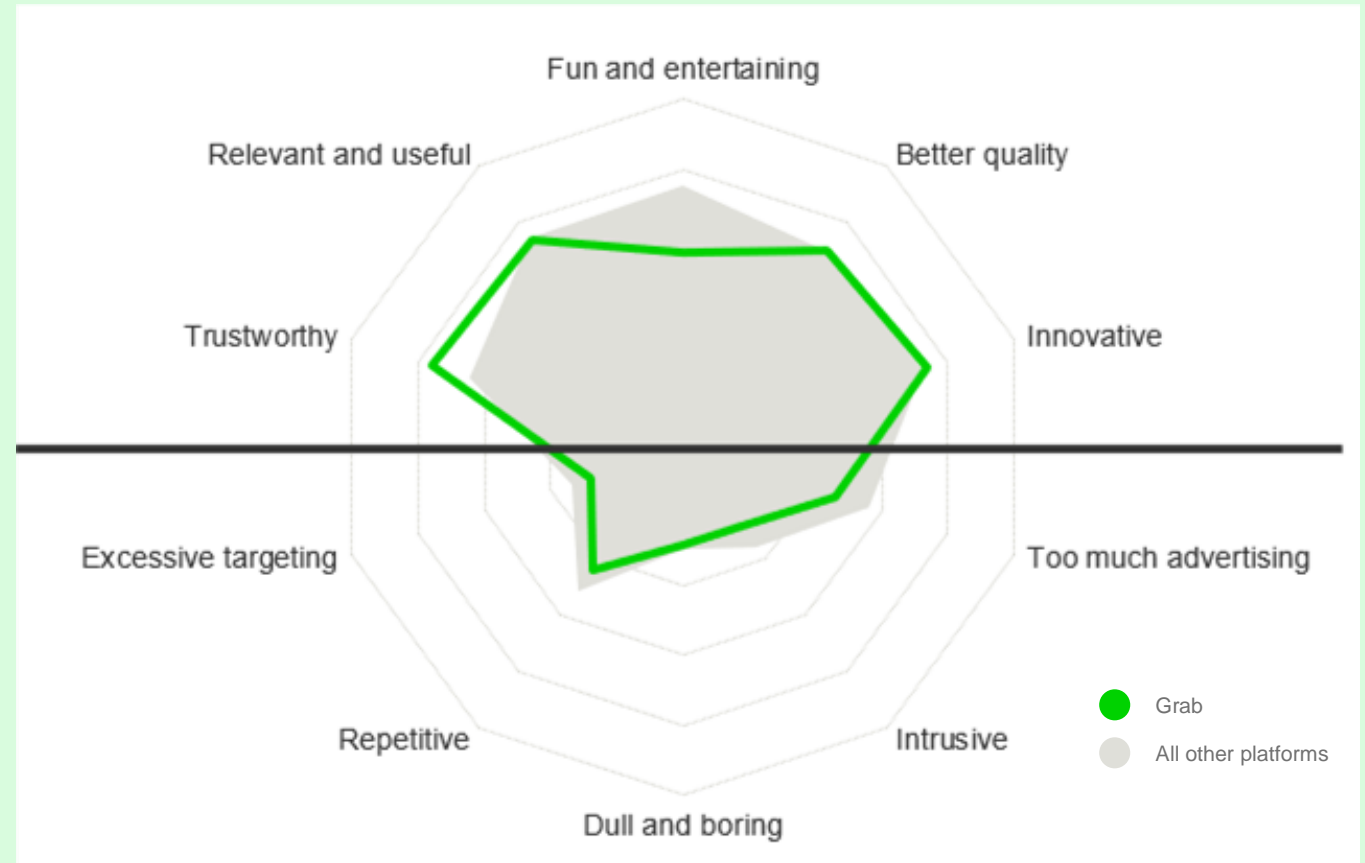
In SEA, 2 out of 5 top preferred platforms are retail media, with Grab & Shopee placed at rank #3 and #5 respectively

In particular, consumers in SEA said ads on Grab are most trusted and less intrusive compared to other platforms



Grab is ranked #1 on **trustworthiness** by SEA consumers

Brand imagery profiles showcasing relative advertising attitudes towards media brands – positive attitudes



# GrabAds partnered with Kantar to investigate how Grab, a high ad-equity platform, can create impact and build brands

A meta analysis of:

**12** Brand Lift Studies on GrabAds

**6** markets (Thailand, the Philippines, Vietnam, Indonesia, Singapore and Malaysia)

**34,200** surveys sample size

Period: Nov'22-Jan'23

## Methodology: Brand lift studies (BLS)

BLS survey on Grab App are sent to control and exposed groups. Results are analysed by Kantar, by looking at the differences between the two groups, with other factors held constant.



**CONTROL GROUP**  
Didn't see any sponsored content of the campaign



**EXPOSED GROUP**  
Saw sponsored content of the campaign

and we learnt that...

1

**GrabAds can help brands to stand out among Grab's high quality audiences** (higher propensity to spend)

2

**GrabAds can inspire loyalty using the retail media experience**

3

**GrabAds can deliver higher impact via continuous engagement**

4

**With improved creative strategy, brands can achieve even stronger results on GrabAds**



# All campaigns on Grab drove positive ad recall as well as high engagement

## % of campaigns with positive impact



**100%**

campaigns saw  
positive Ad Recall  
impact

## Average Ad Recall uplifts

**8.8%**

Average Ad  
Recall uplift  
across 12  
campaigns

**1.4x**

higher than  
Kantar Brand Lift  
norms of 6.2%

## Campaign engagement

**1.2%**

Average CTR  
(Click through rates)

**13.9x**

Average ROAS  
(Return on Ad Spend)



# Ads on Grab inspire loyalty and prove that performance and brand building can go hand in hand

As a retail media network that enables a full funnel approach from ads exposure to purchase, Grab inspires loyalty among consumers, proving that performance and brand building can go hand in hand.



Average uplifts across respondents who **have purchased on GrabFood in the past 30 days**

**Ad Recall**

**19%**

**Association**

**5%**

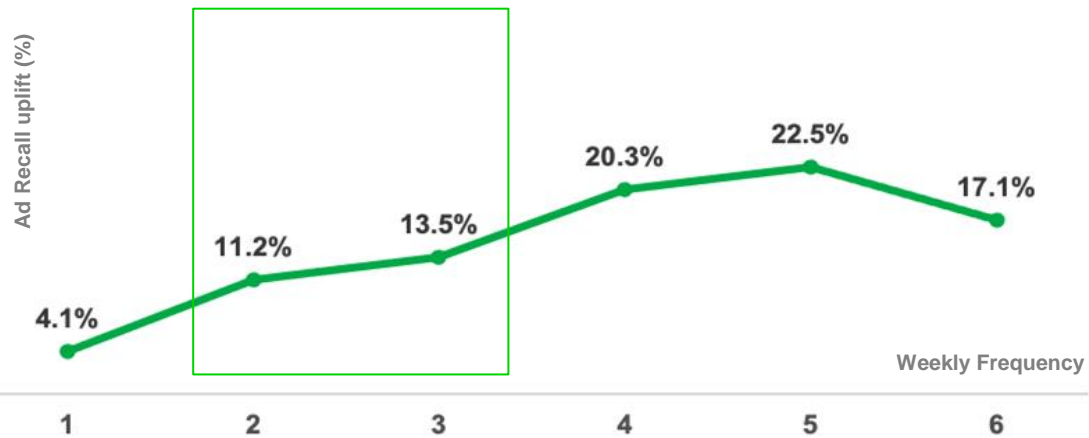
**Purchase Intent**

**13%**

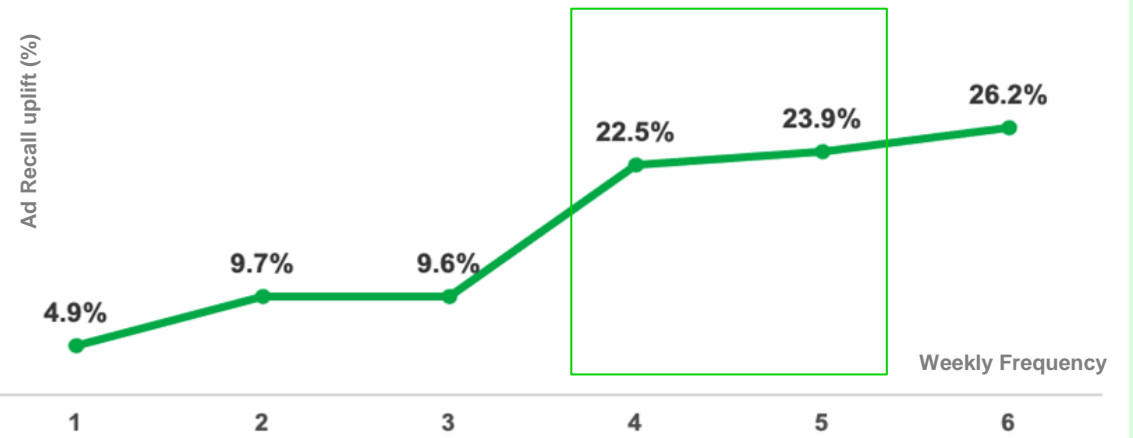
# Maintain weekly frequency levels and follow same best practices as other platforms to achieve higher impact on GrabAds

Campaigns seen multiple times a week are more memorable. Aim for 2-3 weekly ad views per existing user, and 4-5 weekly views per new user.

Existing users: Ad Recall (%) by weekly frequency



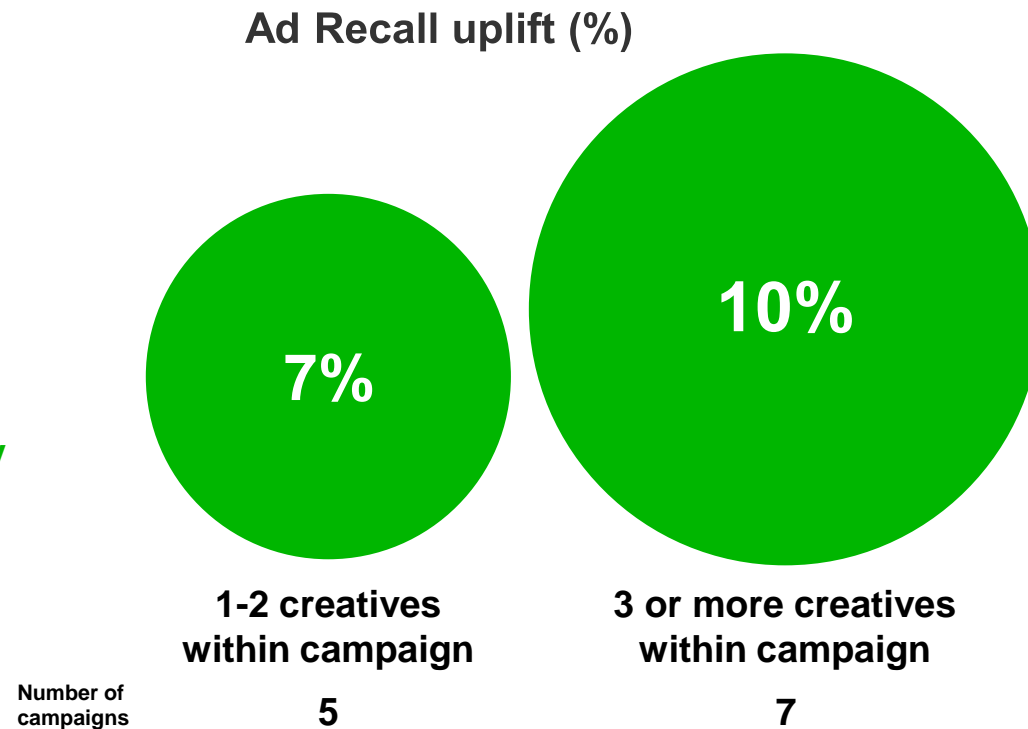
New or churn users: Ad Recall (%) by weekly frequency



## Using multiple creatives can enhance memorability and help engage diverse audience segments with personalized messaging

**+40%**

increase in impact on Ad Recall by  
just using 3 or more creatives



### Use multiple creatives to:

1. Target multiple segments with customised messages relevant to these targets
2. Provide new content for users to watch and drive higher engagement

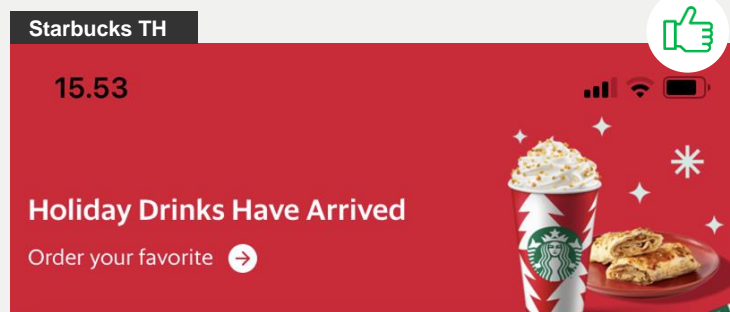
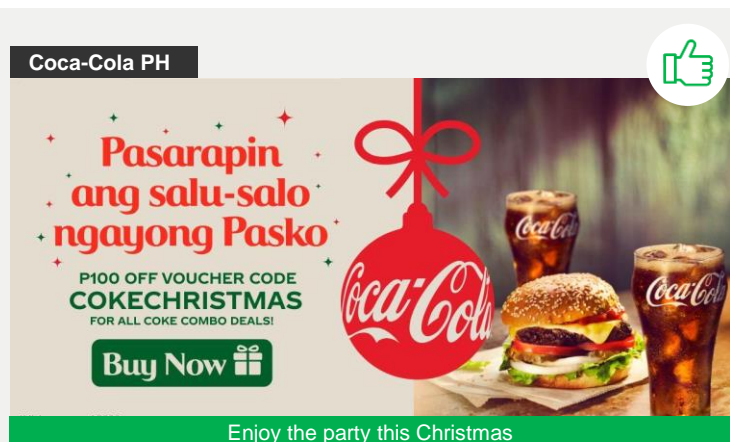
# Sharpening your creative edge on GrabAds (1/2)

## 1 Show your brand cues prominently

Structure your ad to ensure your brand is prominently placed.

Use colors that contrast with your brand's logo so that it stands out.

Ensure logo is large enough to notice on a phone screen.

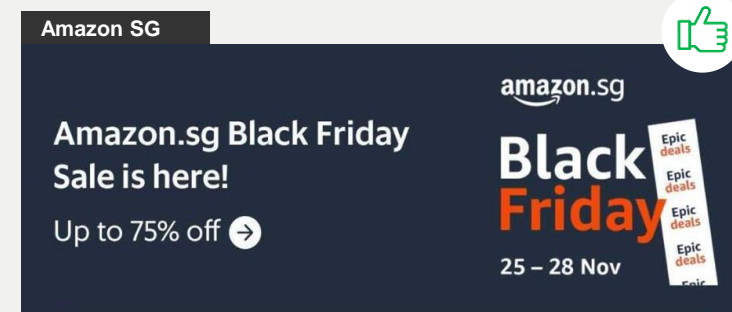


## 2 Keep it simple and avoid clutter

Maintain clear divisions between text and visuals.

Limit your messages to two - including the tagline.

Do not fill every empty space with visuals or text. The presence of an empty space in the background will actually highlight your key visuals.



## Sharpening your creative edge on GrabAds (2/2)

### 3 Form a meaningful connection

Include human characters relevant to the target audience or context.

Include images that visualizes what the audience can get/do if they take the offer.



### 4 Captivate with your visuals

Play with colours, contrasts, textures, lighting, and angles to make your ads stand out and hold consumer attention.

When linking messages to occasions (i.e World Cup, Christmas), add visuals that strongly cue these occasions instead of relying on the text.





# Key takeaways from this report



## Focus on building brands for better growth

Brand building is important for business growth. Stronger brand equity leads to **higher market share** and drives **higher sales revenue**

Consumers are **willing to pay more** for brands that they find meaningful and different

Building strong brand equity is **the foundation** of future growth



## Identify platforms that matter

**Identifying the right media environment** for your ads is crucial for driving growth

**Retail media platforms are strong drivers of advertising equity**, with Grab ranking #3 in Southeast Asia and Amazon ranking #1 globally.

**Grab is also the platform where consumers in SEA trust ads the most** while finding ads less intrusive



## Sharpen the creative edge

**Make the most of your ad budget by creating attention-grabbing ads.** Here are some tips:

**Feature prominent brand cues** visible on mobile

**Keep it simple**, limit two key messages per ad

**Use human characters** for meaningful connection and increase ad relevance

**Use thematic visuals** instead of relying on text



## Measure using metrics aligned to your goals

**Measuring your advertising campaign using the right metrics is essential** for determining its success. Here are some tips:

**Set clear campaign goals and objectives** before launching your ads

**Focus on metrics that align with your goals**, such as brand awareness, customer engagement, or sales conversions

**Continuously monitor and analyze** your campaigns to identify areas for improvement and optimize future campaigns



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