

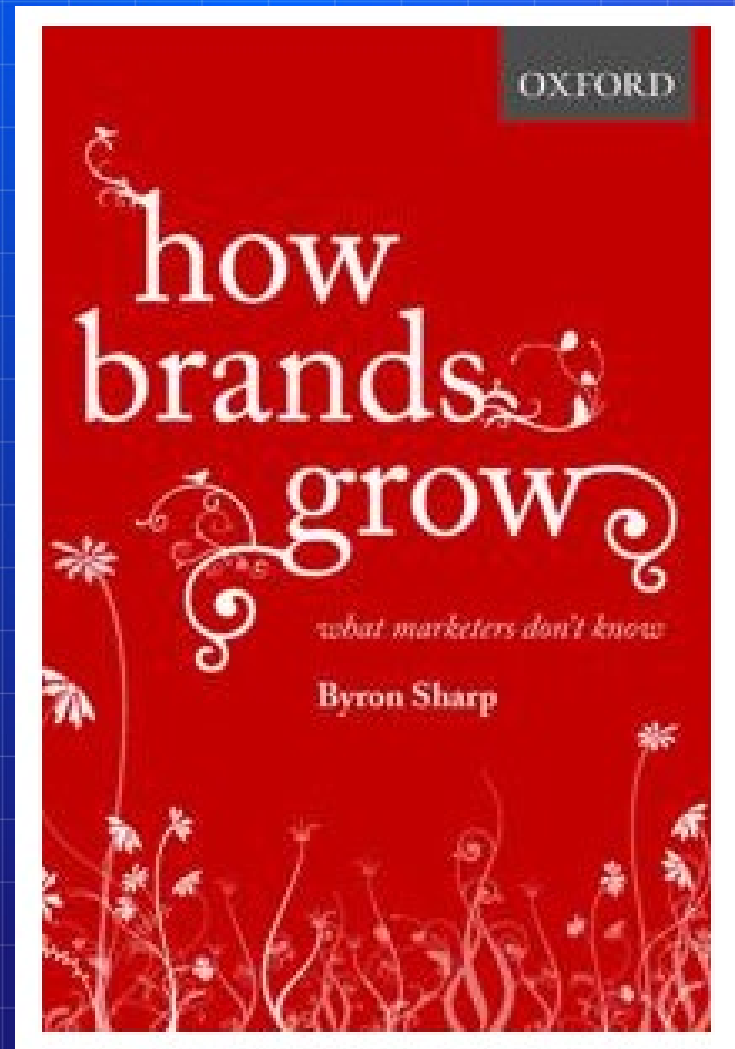
KANTAR

Shape your brand future.

Amund Bråthen



BRAND GROWTH



We took

5.4bn

attitudinal data
points for over

21,000 brands in
540 categories and
54 markets...

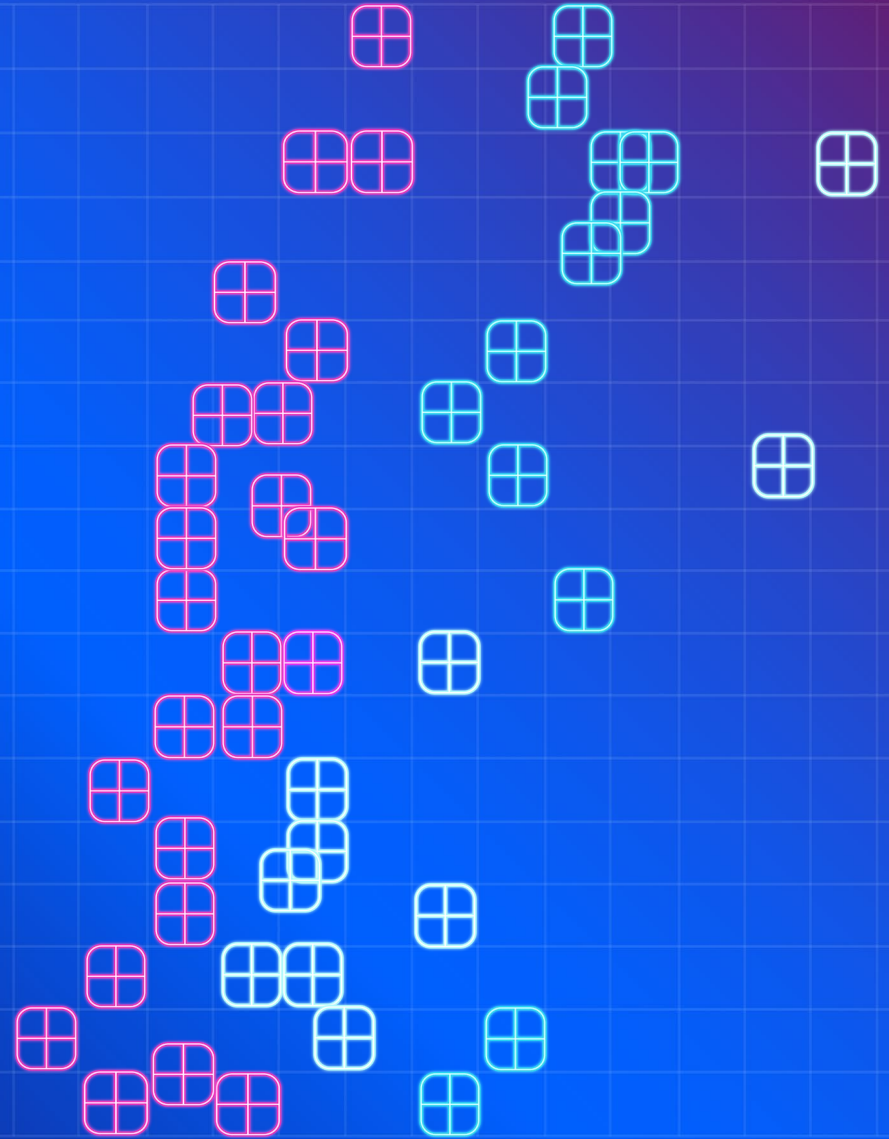
...and

1.1bn

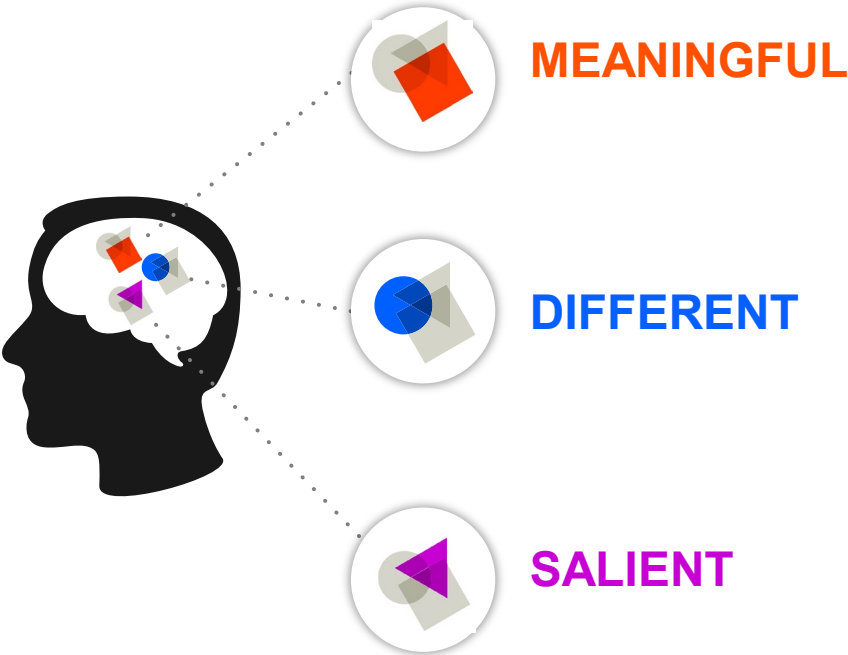
purchase data
points for

20,000 brands in
100 categories and
25 markets...

spanning over **10 years** and **analysed** the results



Our foundation: The core brand equity building blocks



Meets people’s needs and they feel emotionally connected to it

Perceived as unique and a trend setter for its category

Comes to mind quickly across category needs and occasions



Our framework is simple, consistent across brands and categories, and uniquely validated

You can have complete confidence in the metrics having been independently validated

“ By putting the Meaningful Different Salient framework through the MMAP protocol, Kantar has shown its commitment to developing disciplined, validated tools that link to financial outcomes and help marketing leaders make confident investment decisions. ”

Frank Findley
MASB Executive Director & Chief Advisor of the MMAP Centre

MASB

KANTAR

The model we are proposing is recognized the world over as the industry-leading diagnostic of brand growth

“ In an industry where holding two contradictory ideas in one's head appears to be hard the Meaningfully Different Framework has been explaining the full picture putting meaning and association on top of brute salience. Kantar's empirical work on this has been really focused and brilliant for years ”

Mark Ritson,
Marketing guru and resident columnist at Marketing Week

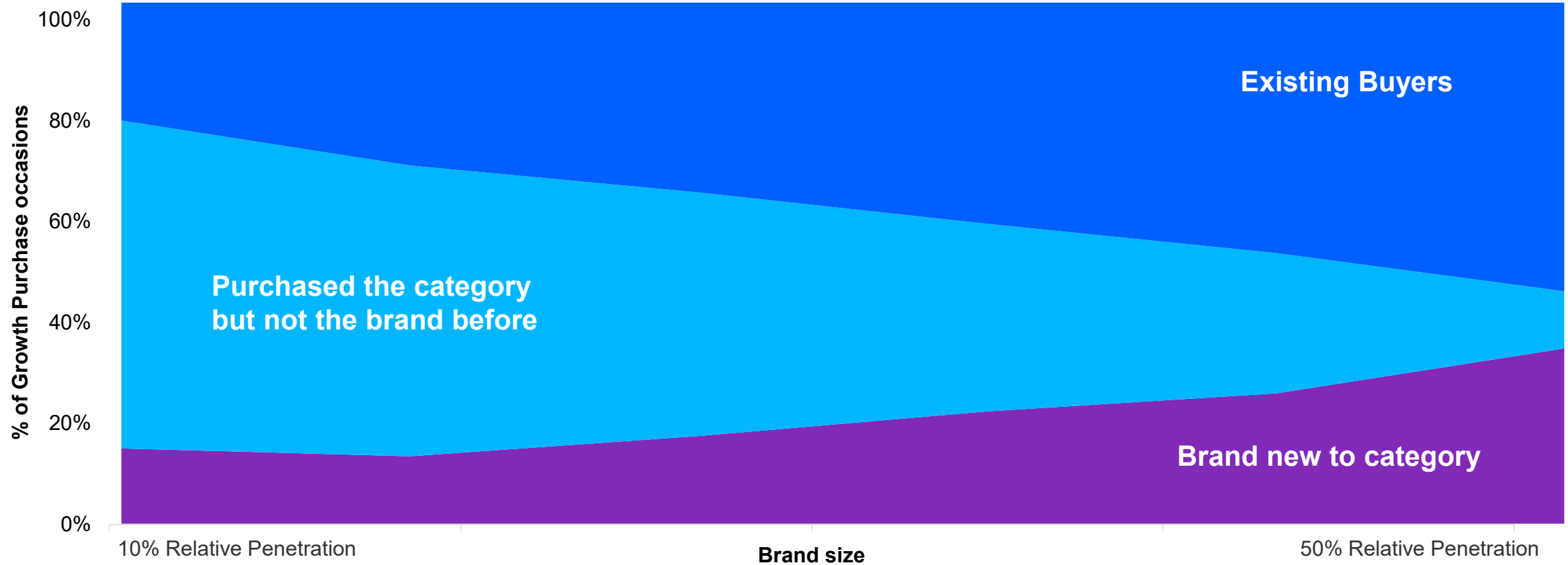
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BRANDS
GROW BY BEING
MEANINGFULLY
DIFFERENT
TO MORE PEOPLE

KANTAR

All brands grow through penetration but the route to growth varies based on your brand size





BE MEANINGFULLY
DIFFERENT TO
MORE PEOPLE

Brands that are Meaningfully
Different command

5x

penetration today and real
advantage in penetration growth
over the next two years

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

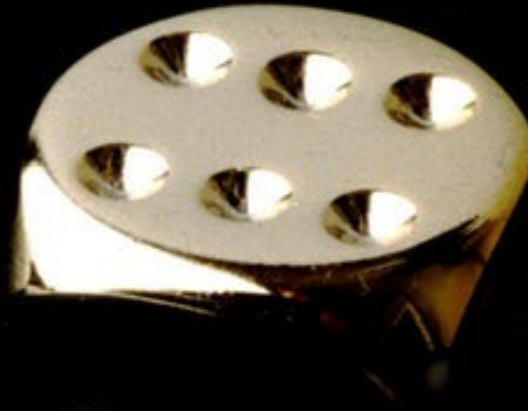
BEHAVIOURS: CONSISTENT, CONNECTED, OPTIMISED

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

KANTAR

Predisposition

Build functional
and emotional associations



Load the dice in your favour

PREDISPOSITION IS CREATED BY

EXPOSURE

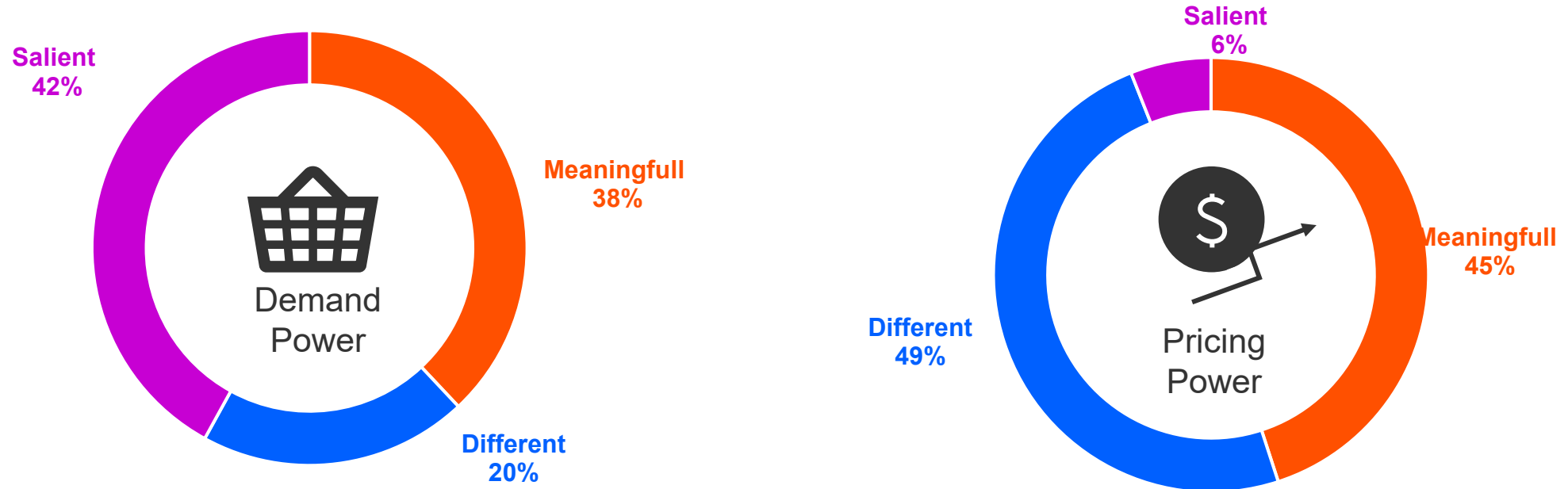


EXPERIENCE



THE DIFFERENCE BETWEEN DEMAND POWER AND PRICING POWER

PREDISPOSE MORE PEOPLE





**Brands that people are
strongly predisposed to have...**

9x higher
volume share

4x the likelihood to
grow value share

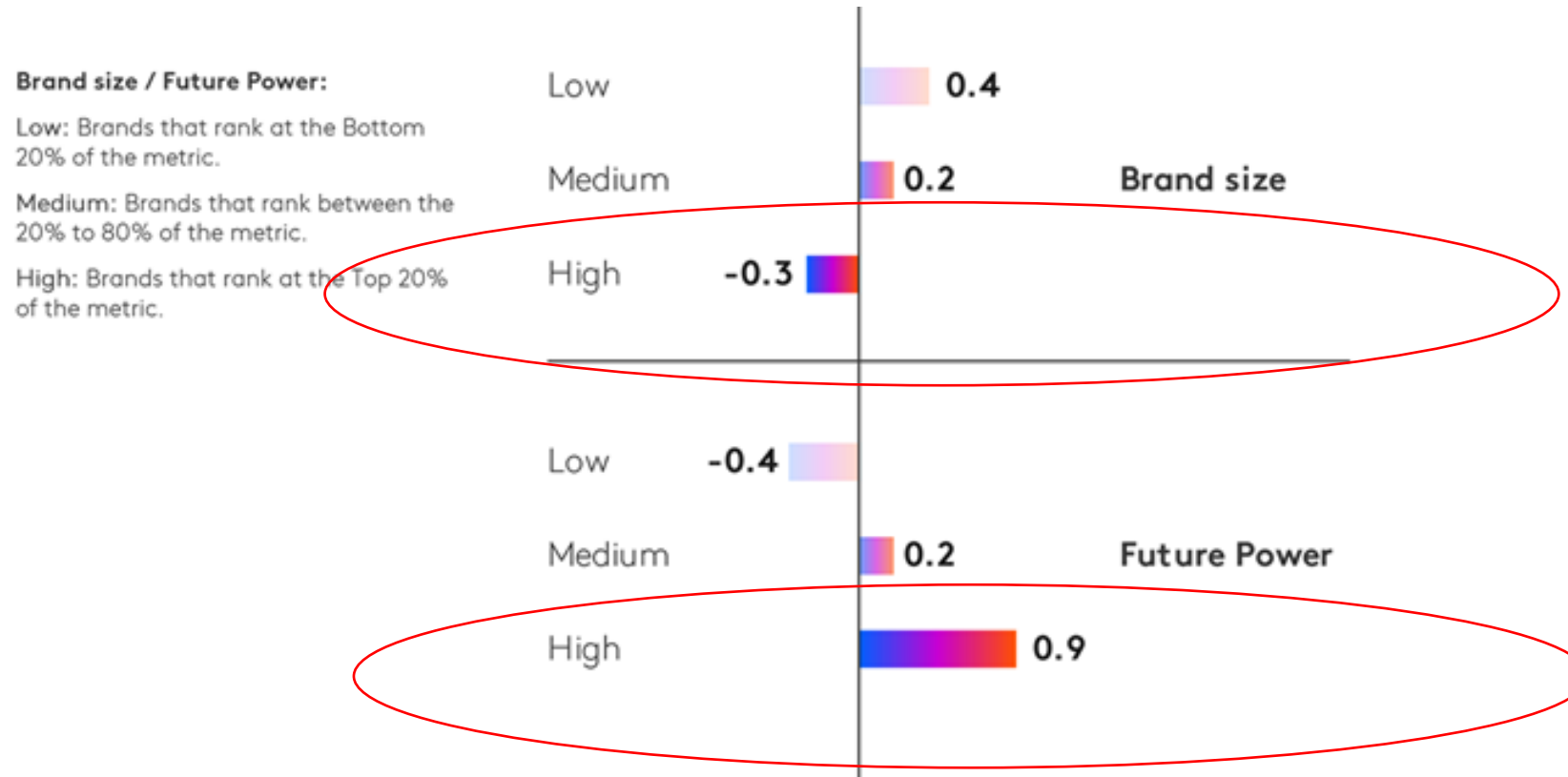
2x higher price paid

... than brands with weaker predisposition

Source: Figures compare high-scoring brands vs low-scoring brands combining survey-derived measures of Demand Power, Pricing Power and Future Power with Kantar Worldpanel sales data.

PREDISPOSITION PREDICTS FUTURE GROWTH BETTER THAN BRAND SIZE

PREDISPOSE MORE PEOPLE



Source: 14,623 brands with matched data points two years apart using BrandZ data, linked to Kantar WorldPanel data. © Kantar 2024

BRANDS

GROW BY BEING
MEANINGFULLY
DIFFERENT
TO MORE PEOPLE

Growth accelerators for winning marketers to operationalise effectively

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FIND NEW SPACE

BEHAVIOURS: CONSISTENT, CONNECTED, OPTIMISED

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

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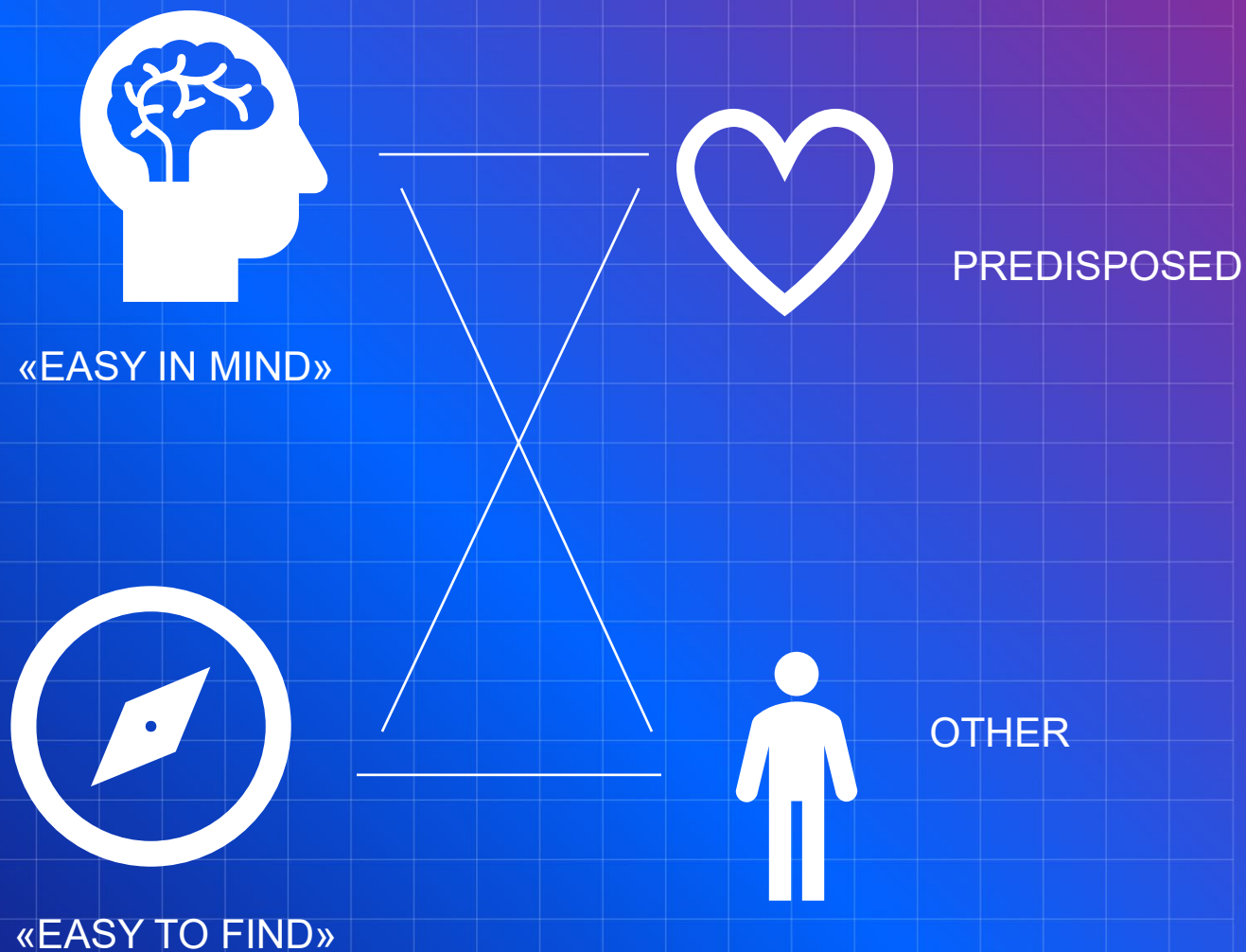
BE MORE **PRESENT**



ACTIVATION

Be **physically and mentally available** /
present at the time of purchase with the
right product / service to **meet buyers' needs**
at **the right price**.

✓ ACTIVATION



STRONG



DEMAND POWER

+

STRONG



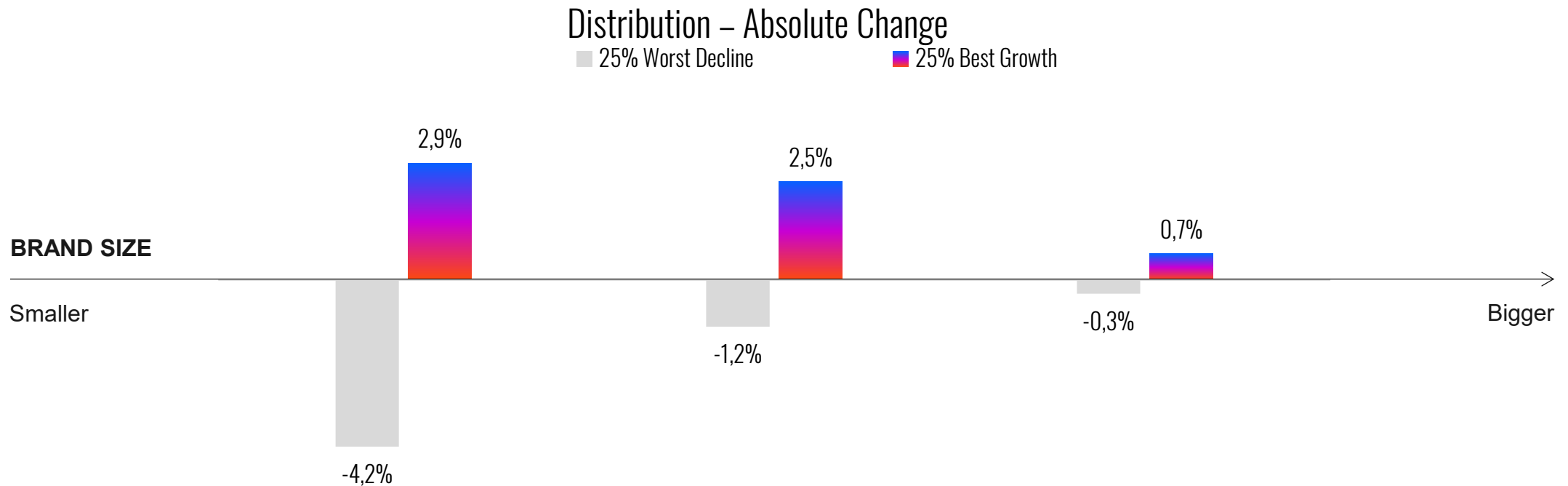
ACTIVATION

=

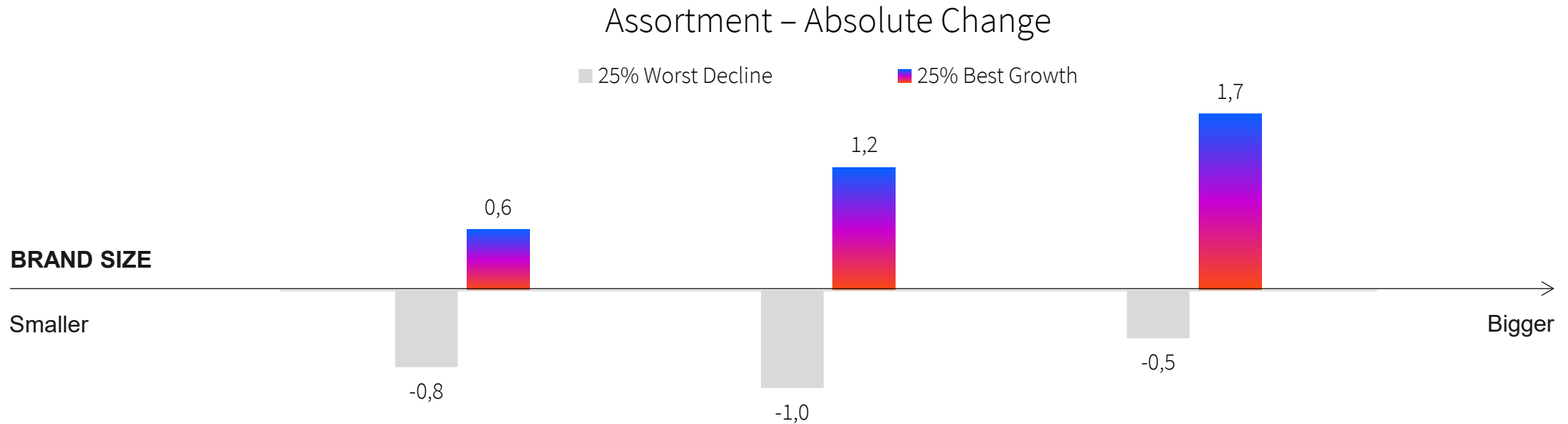
2.5X

HIGHER GROWTH THAN THOSE
WITH WEAK ACTIVATION
STRENGTH

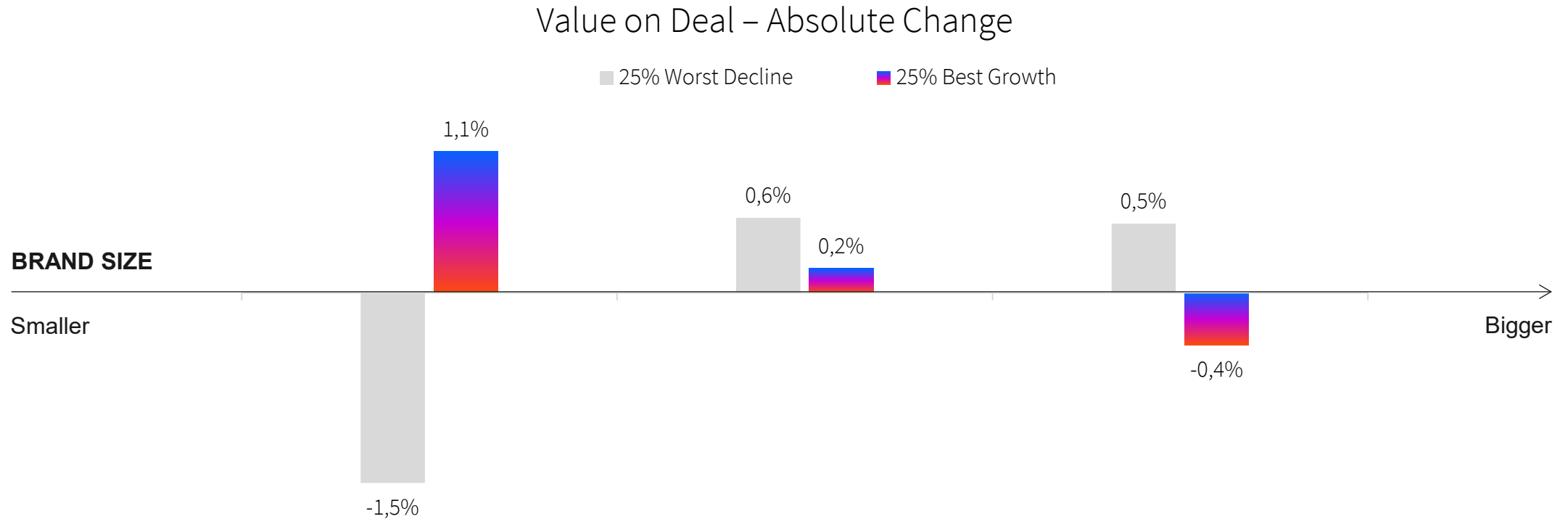
**Growing distribution matters most to small brands (majority of total brands):
they usually gain more from focusing on availability of the existing range**



A wider assortment becomes more important for medium brands, and is most important for big brands – i.e. Launching innovations that do not cannibalise core



Price promotions have the **biggest impact** for small brands, as they help drive switching – while having more promotion activities actually has a negative impact for big brands



- Long-term brand growth does not ONLY result from the brand being distinctive and having mental availability and being easy to see in the store
- It is important to understand how **meaningful and different** your brand is to consumers, and **how to activate** it to predisposed and not predisposed consumers.

Takk for meg og ta gjerne
kontakt om du har spørsmål
om «BLUEPRINT FOR
BRAND GROWTH»

Amund.Brathen@kantat.com



Last gjerne ned hele studien «Blueprint for Brand Growth»
<https://www.kantar.com/campaigns/blueprint-for-brand-growth>