

**KANTAR**

Shaping the future  
of your brand in a  
digital world



# Investing in building strong brands deliver better returns



# Meaningfully, Different and Salient brands also drive strong Business Results

**%** With HIGH  
Demand Power

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**x9**

higher volume share

**\$** With HIGH  
Pricing Power

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**x2**

higher price paid

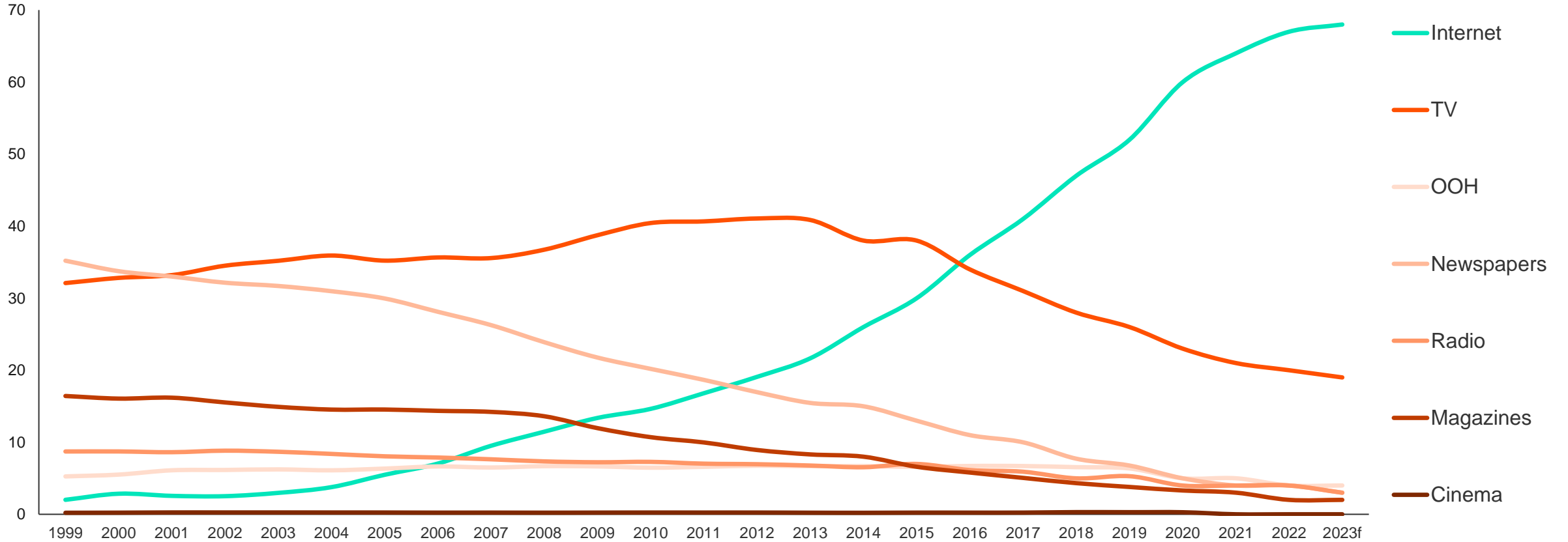
**↑** With HIGH  
Future Power

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**x4**

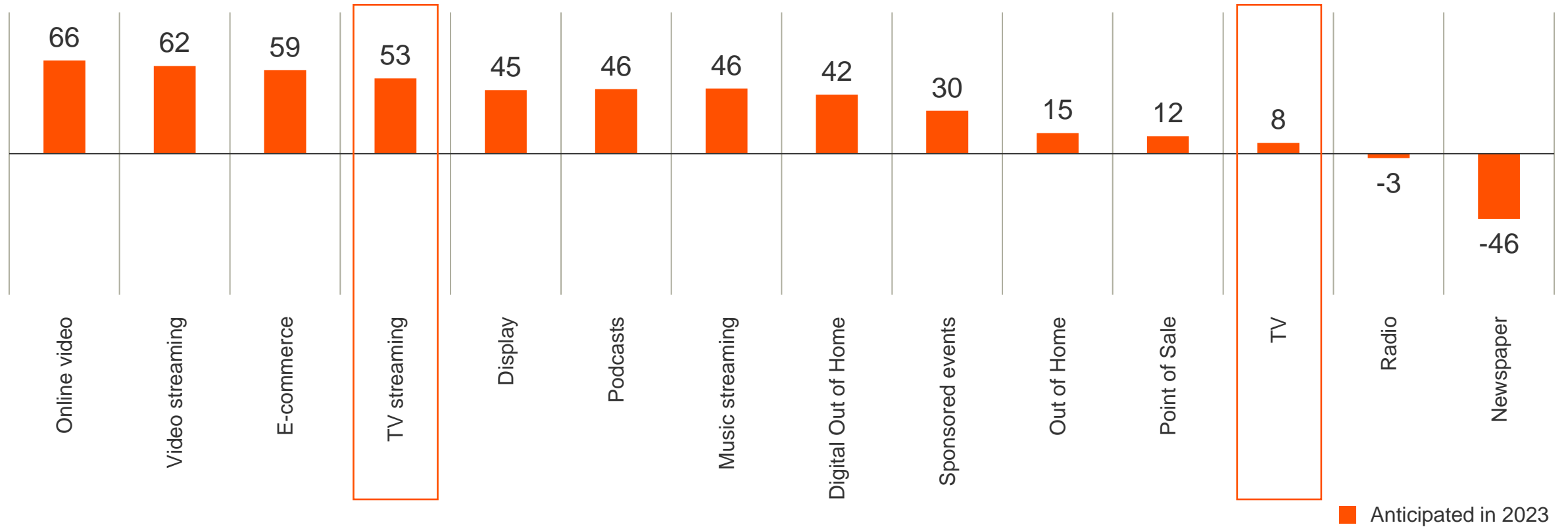
more likely to grow sales values

# And investing in BRANDS these days means spending more on digital



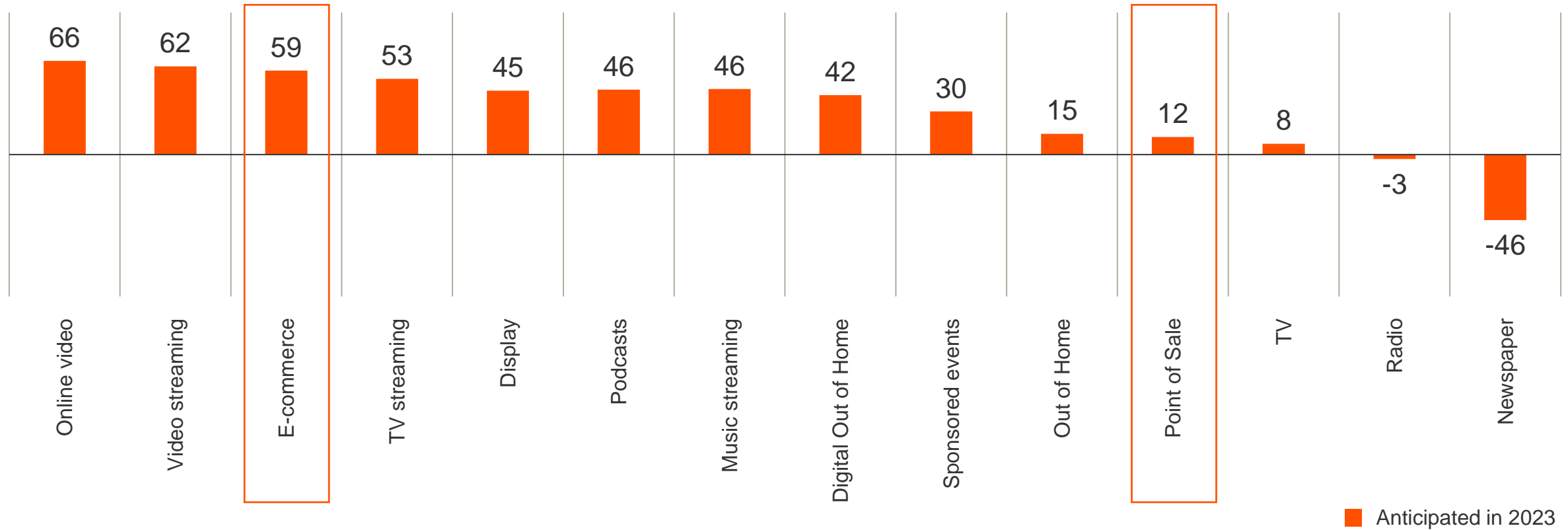
# And as marketers continue to follow people's journeys, the divide between Digital and Off-line will become even more seamless

Changes in budget/resource allocation (% net positive)




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Changes in budget/resource allocation (% net positive)







**Where does Brand  
Performance meet Brand  
Building in a Digital world?**



1

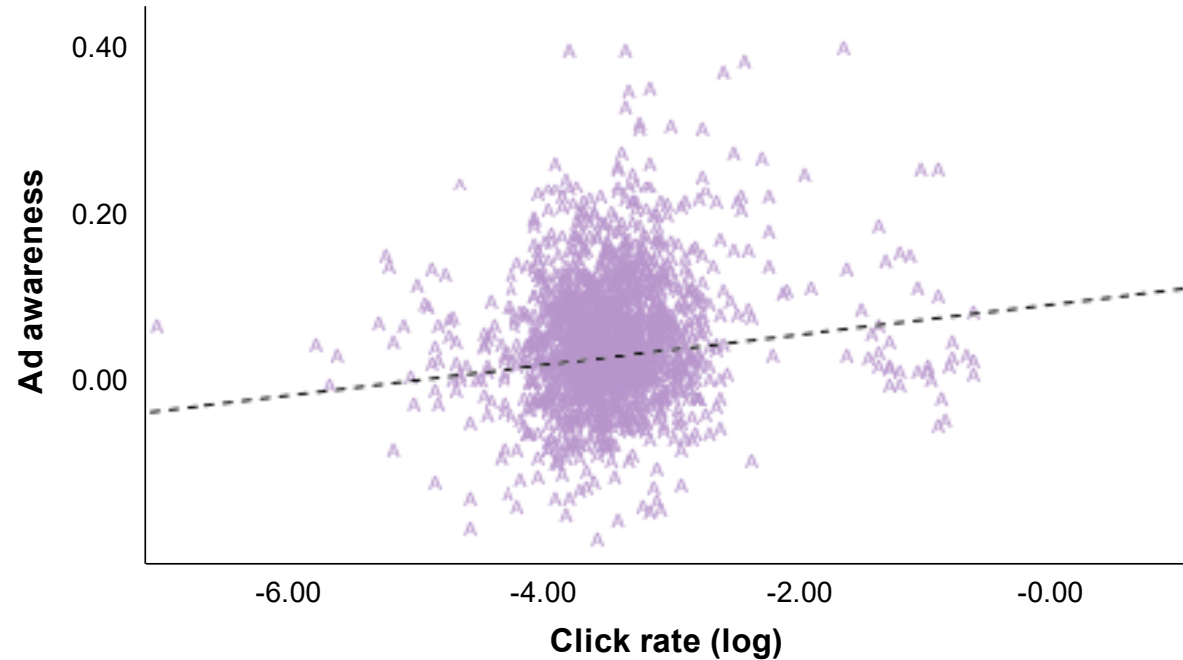
Right returns





# What seems accepted is that measuring Performance Marketing alone is not enough...

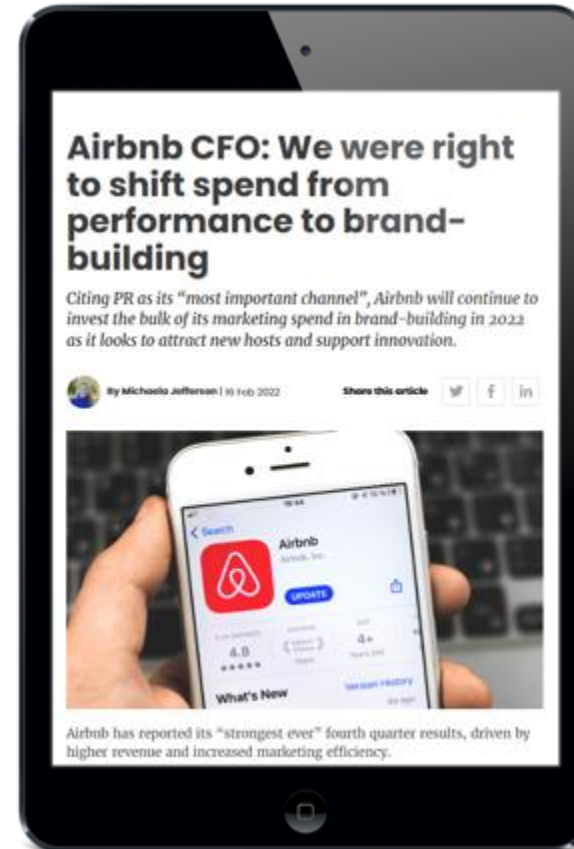
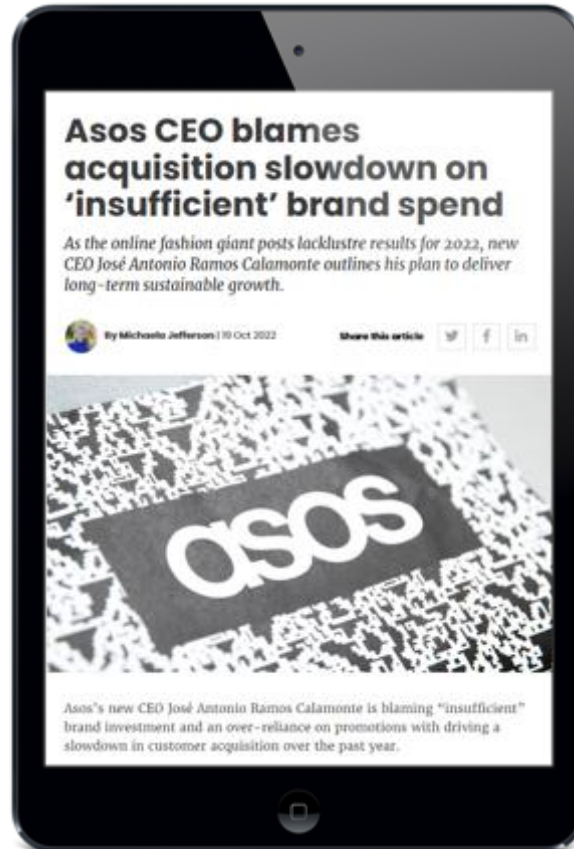
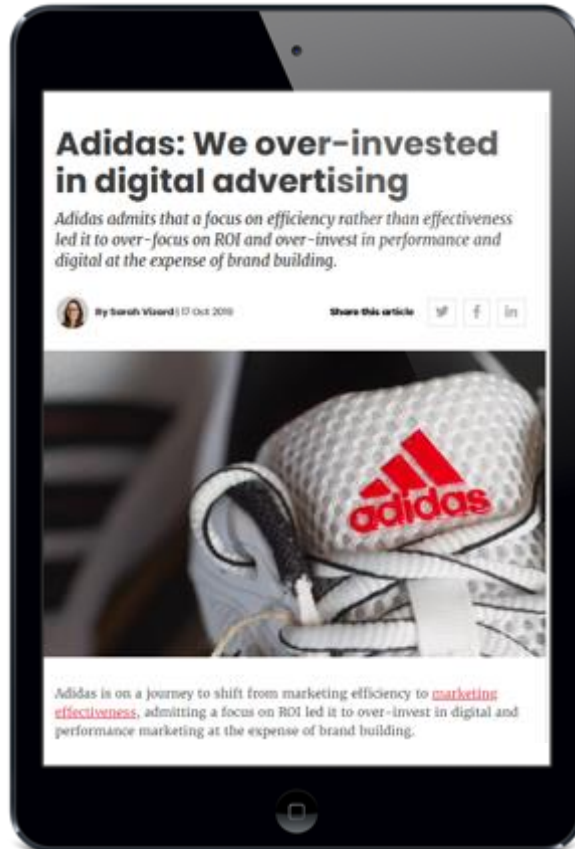
Pure Conversion rates (CTRs) do not correlate with Brand Metrics (1)



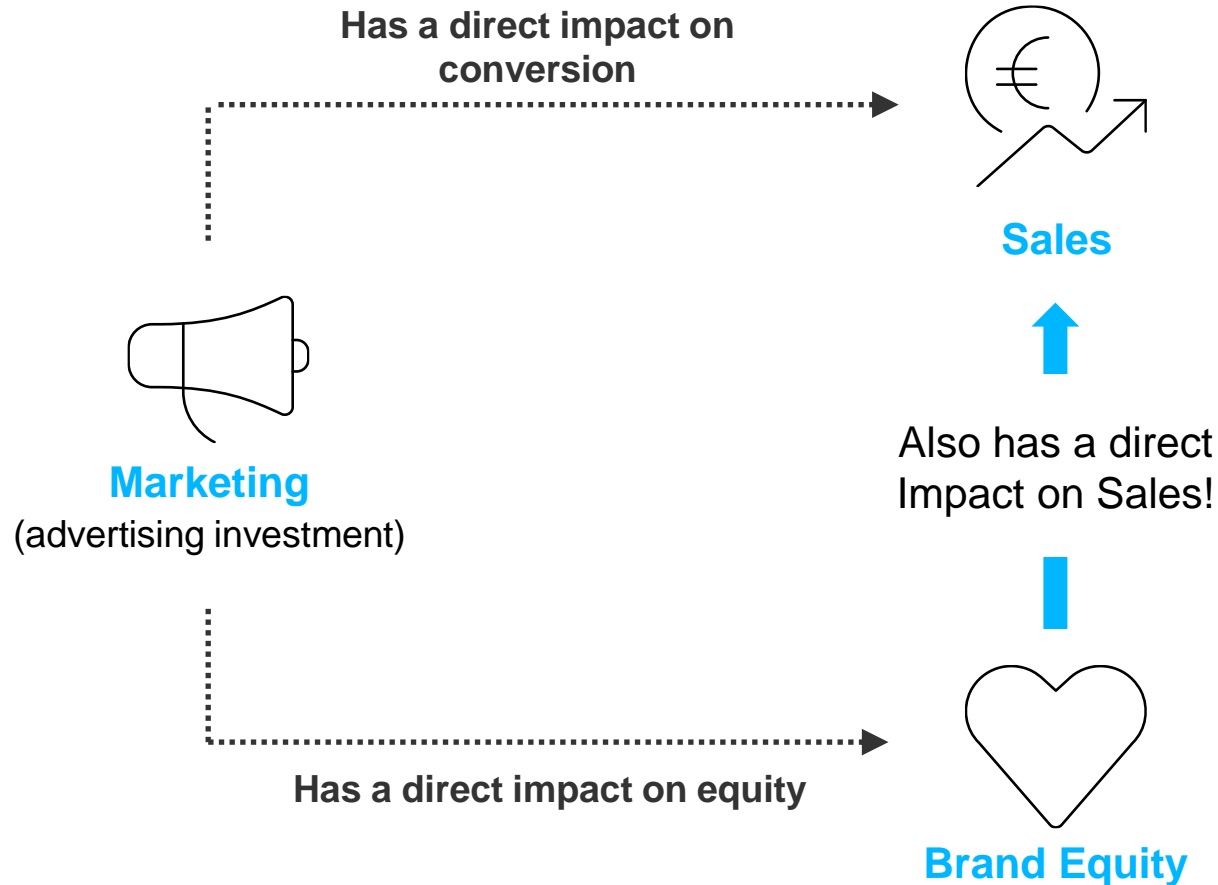
In Ecommerce...(2)



# Brands have adopted different marketing strategies to balance this



# What people think/feel of a BRAND does impact their purchase decisions



**So a comprehensive view is required and BALANCE is key!**



# Brand impact drives future sales as well as sales TODAY

**+15%**

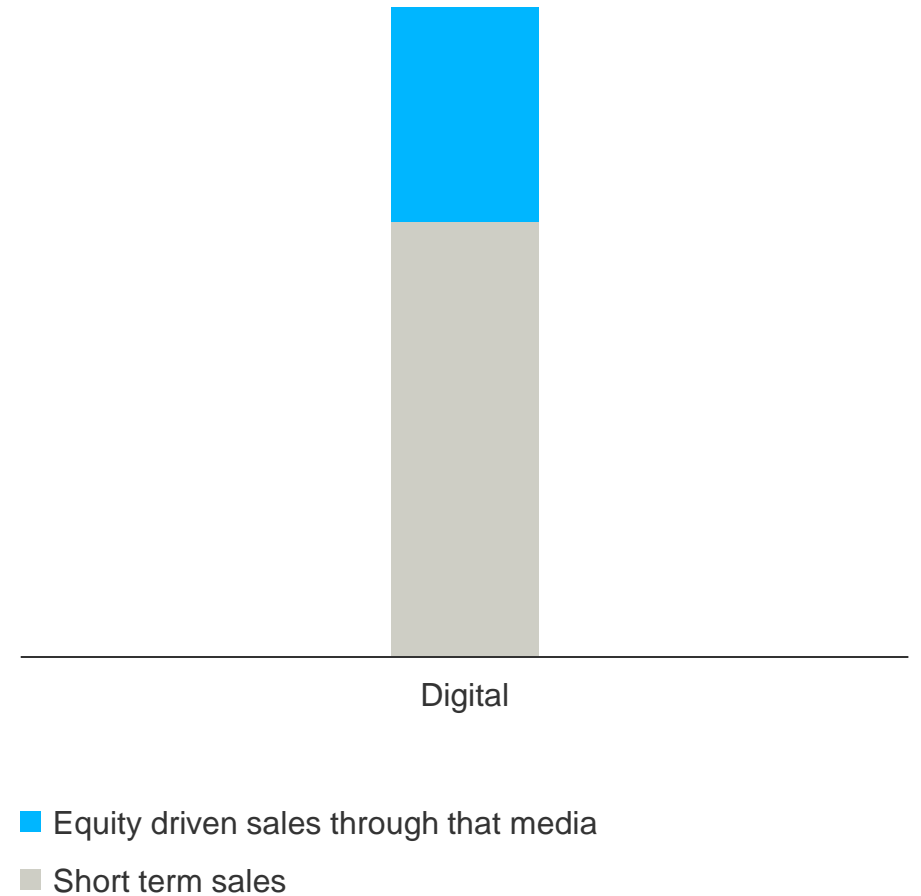
Contribution of **brand** to sales as a result of media spend



**13%**

Direct contribution of media spend to sales

**And this is also true  
for Digital channels!**



2

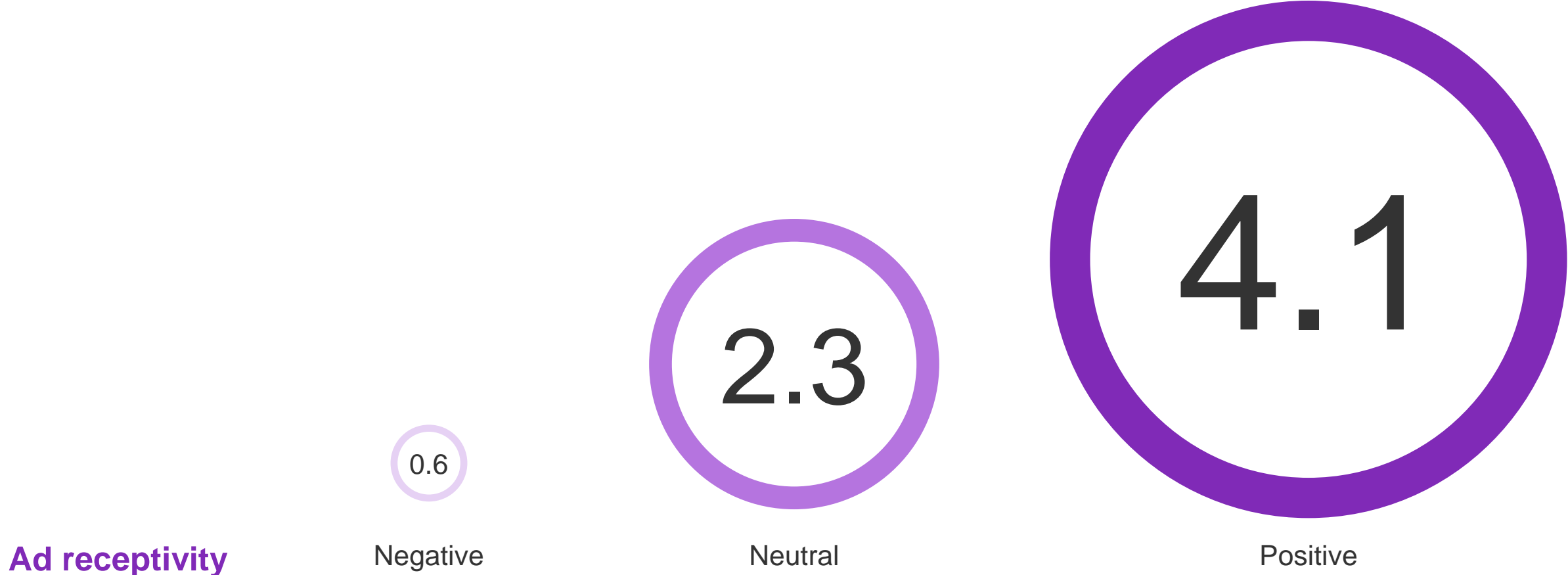
Right places








# A people's centric approach is more likely to drive better returns...

Average brand impact delta when using channels with higher receptivity %

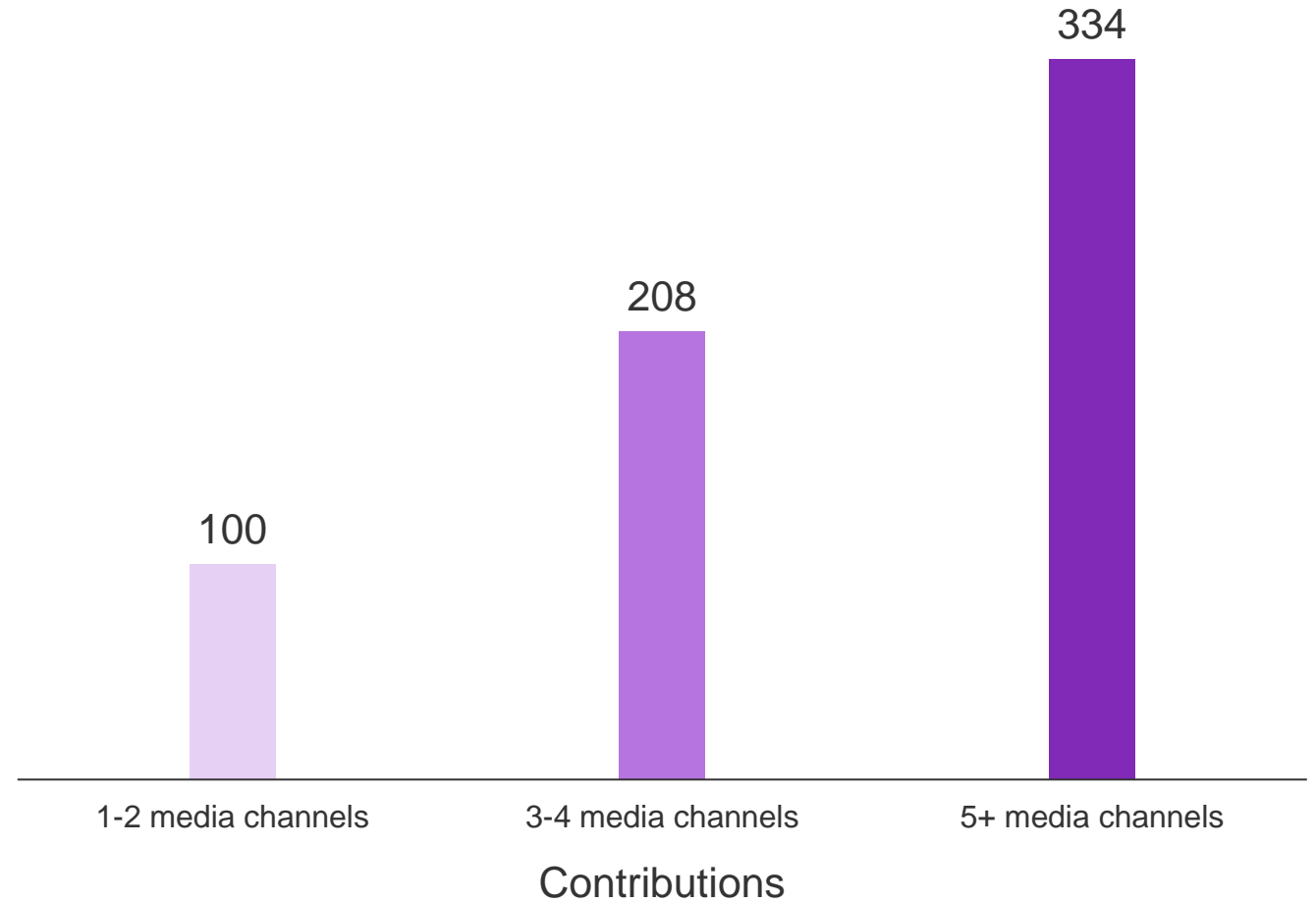


# Amazon is the most popular ad environment among German consumers

Preference	German consumers	YOY
1		(-)
2	<b>DER SPIEGEL</b>	(-)
3	Google	(-)
4		(+1)
5		(+1)

**Campaigns leveraging several media channels are more efficient**

**Indexed campaign contribution by number of media channels deployed in the campaign**

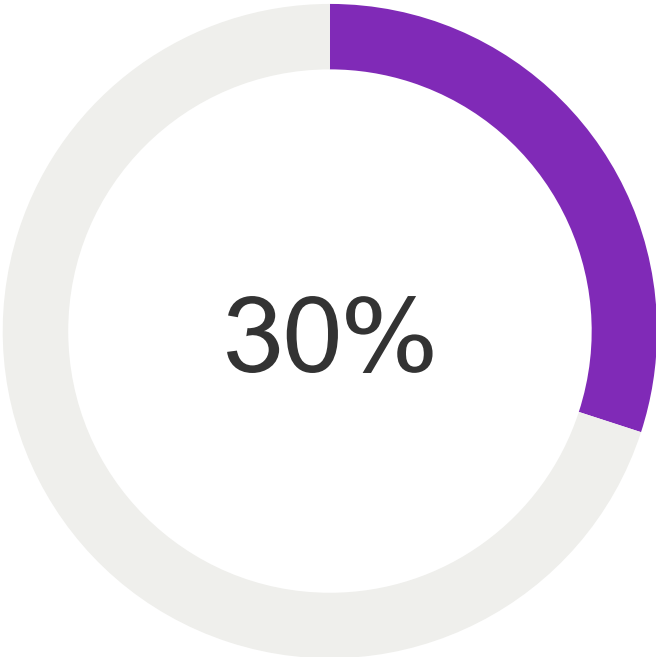




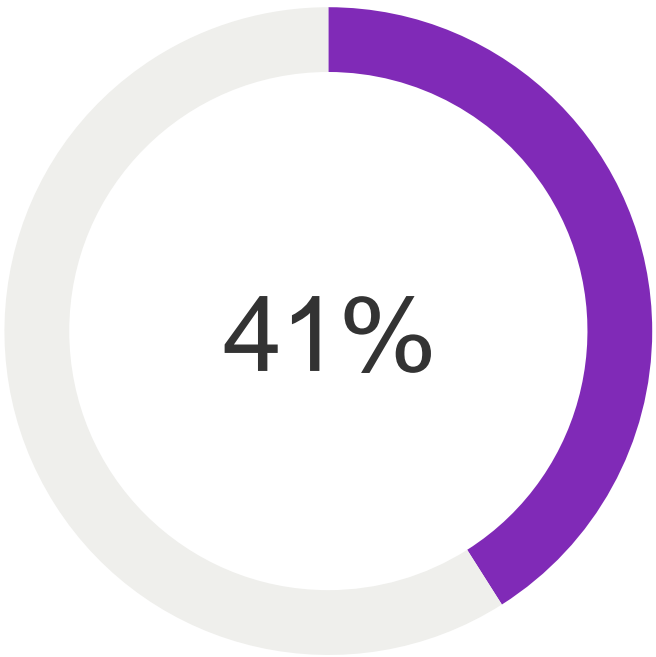
# As channels increasingly don't work in isolation

% of campaign performance which comes from synergy effects (i.e. the combination of more than one channel)

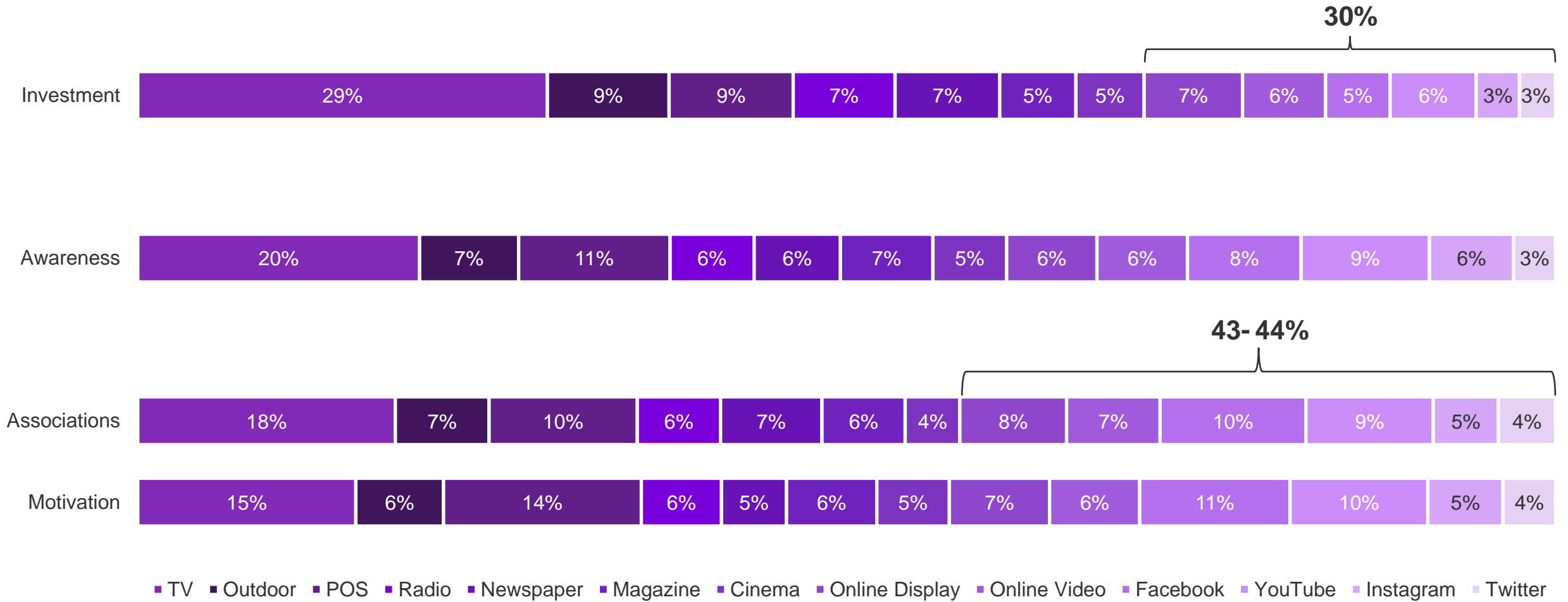
2019 and earlier



2020-2022



# Which also talks to the fact that different channels can help to drive different elements of equity

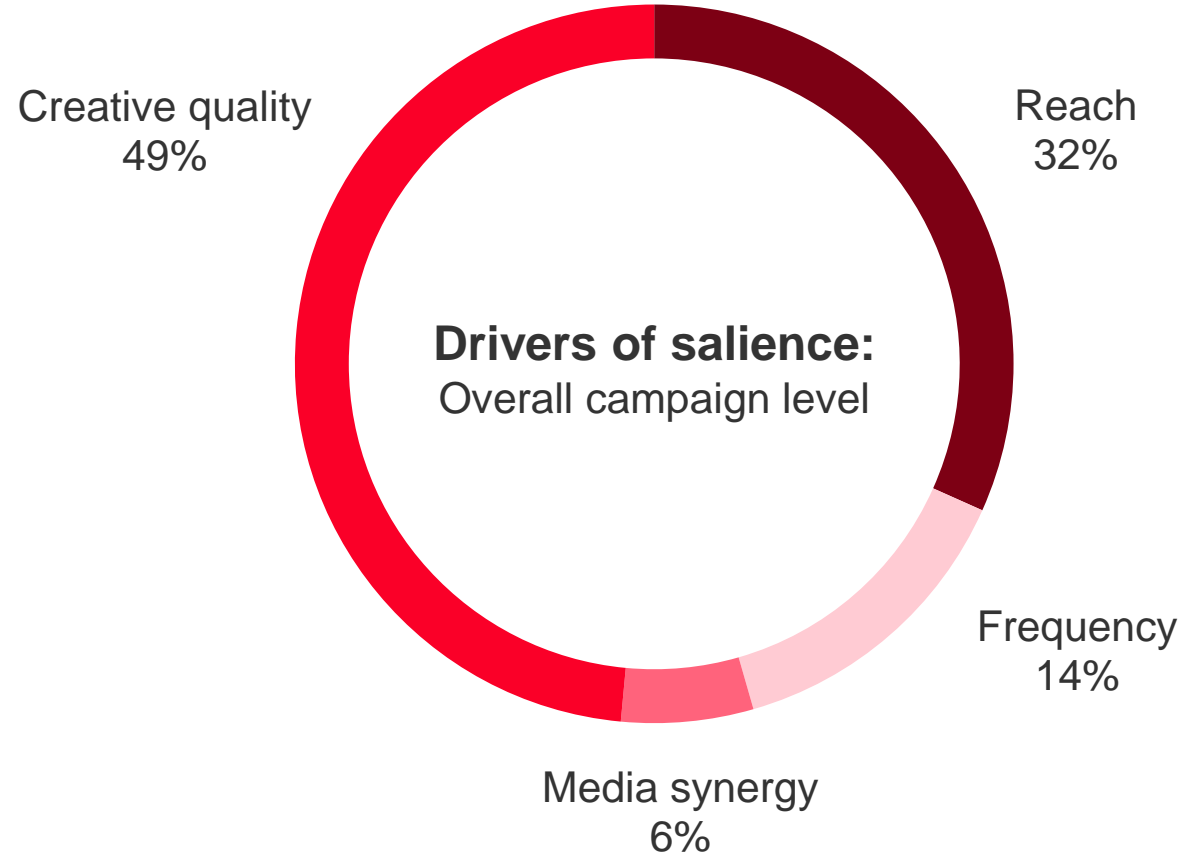


3

Right Content

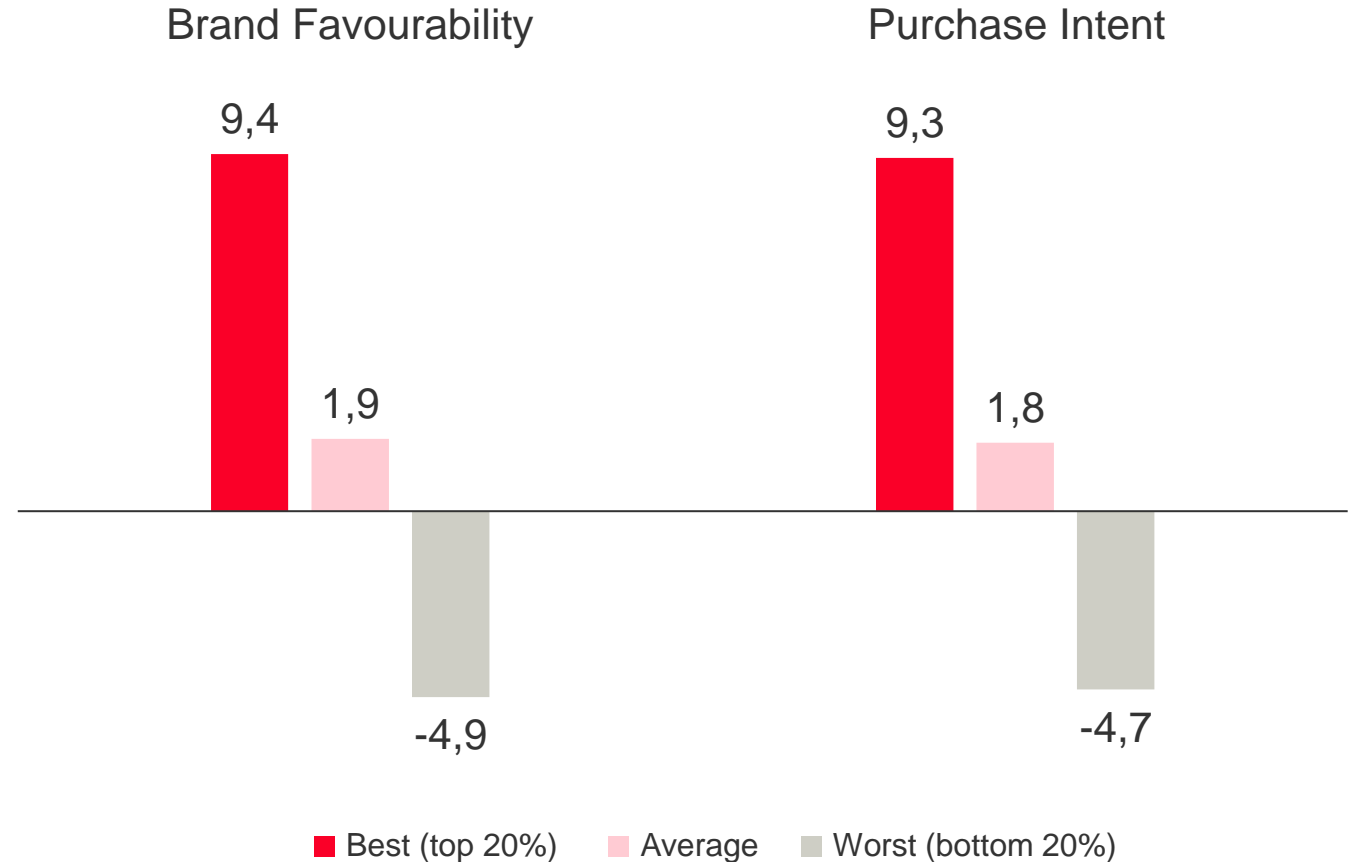


**Creative quality is the single biggest driver that explains growth on brand exposure**



**If you get it wrong,  
your digital campaign  
could have a negative  
impact on the brand**

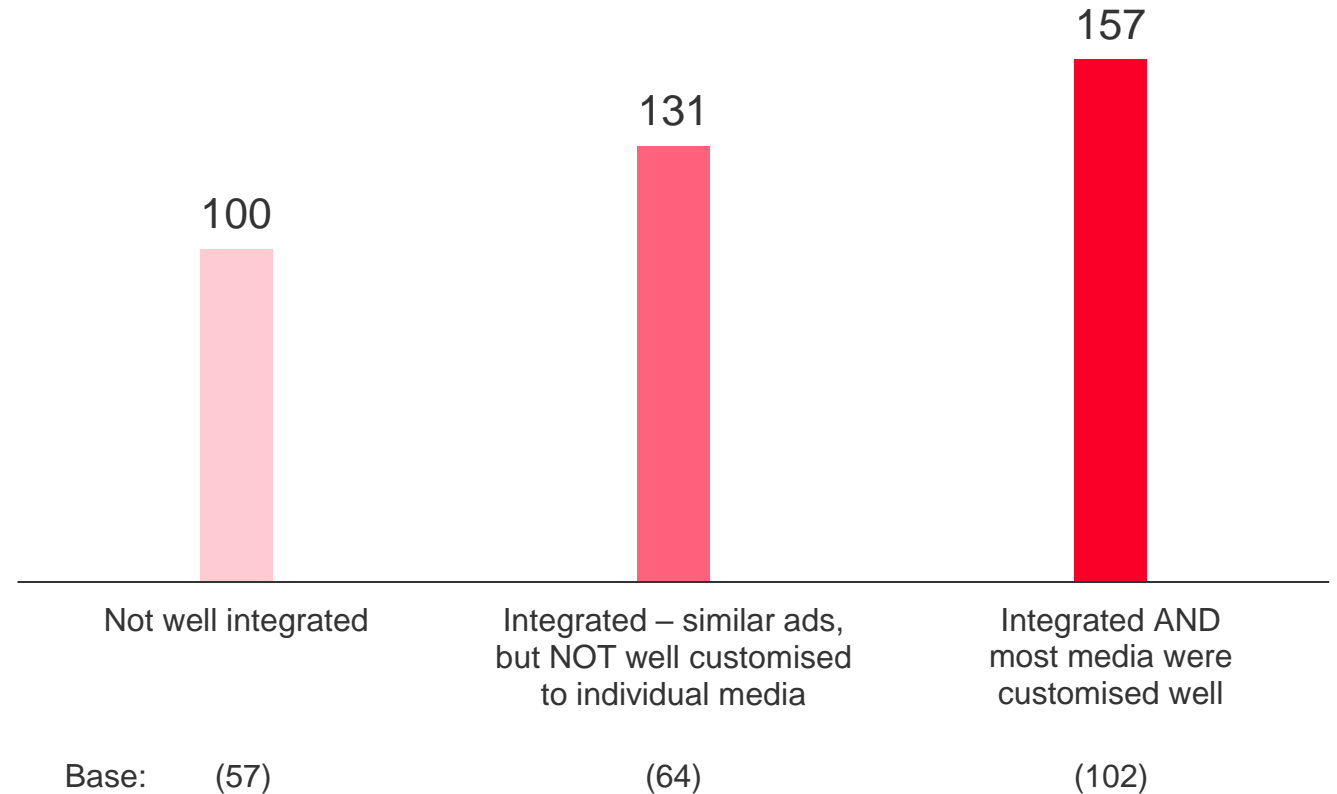
## % difference Exposed vs Control





**Good content strategy makes other decisions easier**

## Overall campaign contribution by campaign type



# A great CONTENT STRATEGY relies on...



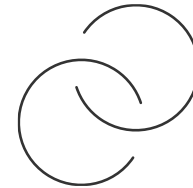
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**Have a strong  
creative idea**



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**Create lasting  
impressions**



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**Integrate  
the brand**

TAYLORS *of* HARROGATE

**YORKSHIRE**

**TEA**

# How a mature brand can drive growth through clear content strategy



## Different positioning

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Based on the idea of **PROPER TEA**

Which was born from “digital conversations” in Twitter

## Delivered with Impact

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Lighthearted humor

Use of celebrities from “Yorkshire”

Use contemporary challenges to maximize position...always around **PROPER TEA** creative idea.

## Delivered Consistently for the BRAND

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All channels aligned to the **PROPER TEA** strategy

Consistent use of **BRAND CUES**

Consistent style across time





# Comms bring to life the brand position with humour & celebrity consistently

Has great ads +44% above average

| Salience +27% P2 years

2019

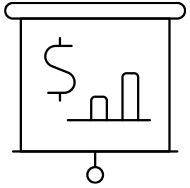


2022



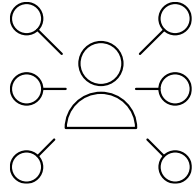
+21.4% brand predisposition in last two years which lead to transforming their market share from 13% to 33%...from number 3 to number 1!

## In summary:



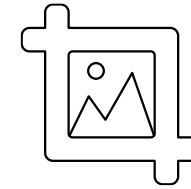
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**Brand** is a driver of **sales** & digital advertising a force to drive it...but we need to **think and act differently**



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**Plan for Reach** (not just targeting)  
- Multichannel **and Context are key**



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**Quality of creative, Context and Consistency** is the best way to optimise digital investment...and **brings it all together!**

The background features a dynamic, abstract pattern of wavy, flowing lines in shades of blue, teal, and purple. The lines originate from the top center and fan out towards the bottom corners, creating a sense of movement and depth. The colors transition smoothly from dark blue at the top to lighter teal and purple towards the bottom.

# Questions?

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