

KANTAR

**BOLDER.
BRAVER.** The
Summit
2019

**Authentic Communication
in a Mistrusting World**

DIMENSION 2019

Petra Mašínová

Global Director, Reputation Intelligence, Kantar

Information is.....

Global



Never stays local



A growing choice of channels



A direct commercial impact

Speed



Faster than ever



Becoming unmanageable



Destroy years of reputation building

Perception



Fake



Perceived as advertising



Powerful

Running since 2017, DIMENSION explores key industry issues from the twin perspectives of the industry's leaders, and the audience they're trying to reach

Consumers/Audience

- 5,000 connected consumers
- 18+ years old

Industry practitioners

- 58 leaders – regional & global roles
- Representing all parts of the industry





5,000
consumers

The Connected Consumer/Audience

Who?

- 18 years+
- Use at least two of the following devices connected to the internet: PC, laptop, smart TV, smart speaker/voice-activated device, personal tablet or smartphone

Why?

We selected this sample as we believe it to be of the greatest interest and relevance to brands.

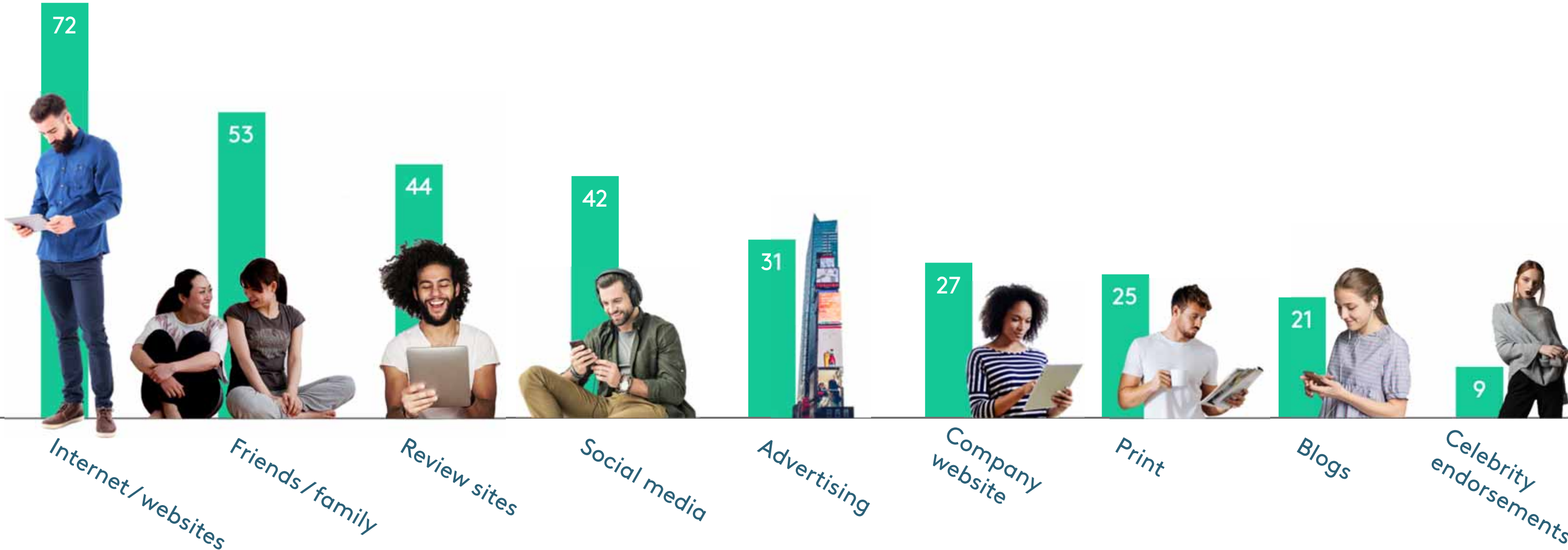
Industry Practitioners

Moderated focus groups held in London, New York, Paris, Shanghai & Sao Paulo



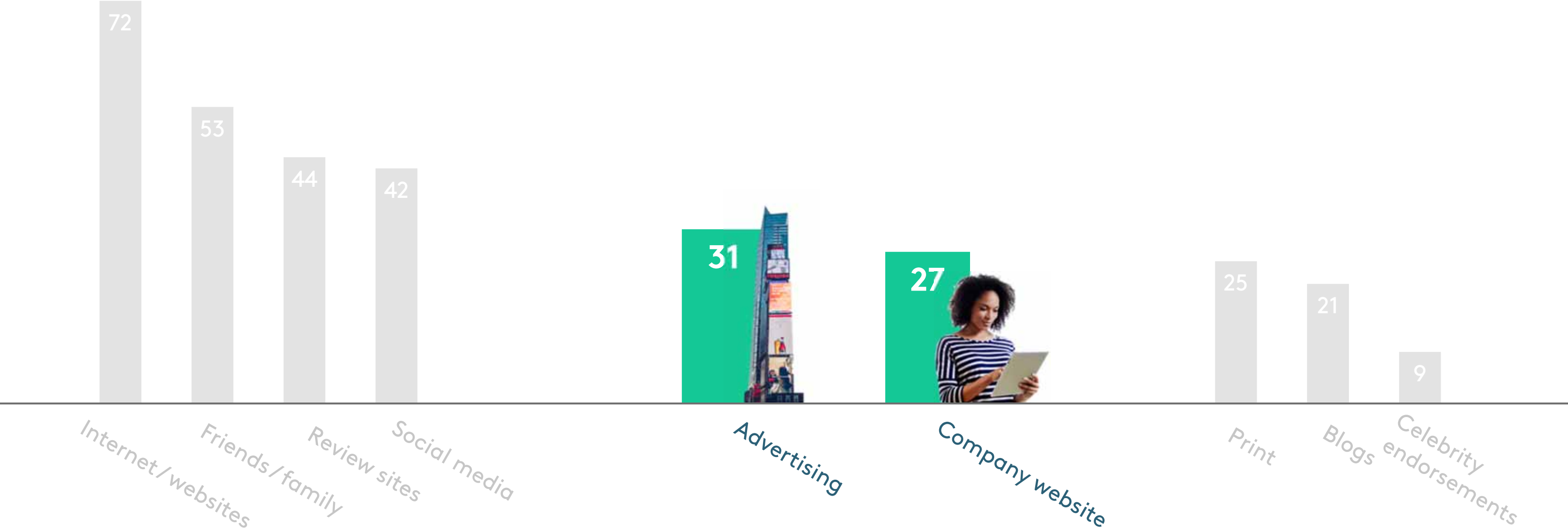
Where do consumers/audience go for brand information?

Offline and online media forms both have a role to play as information sources on brands



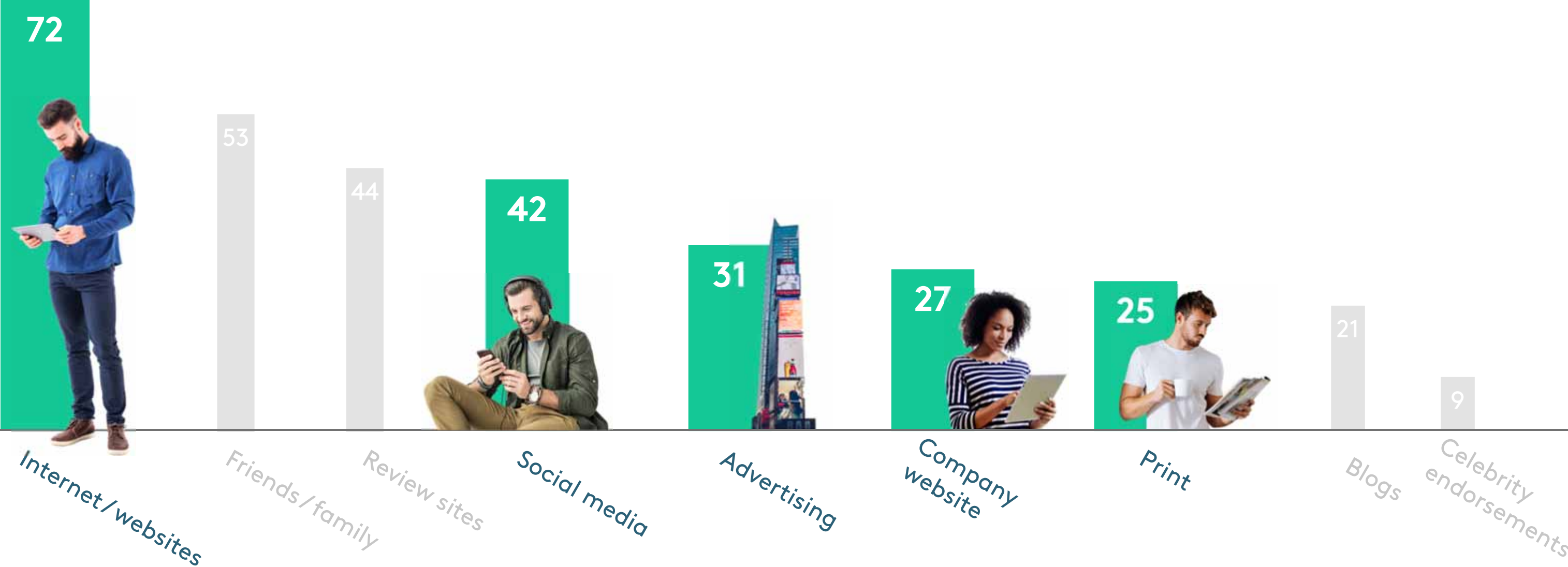
Where do consumers go for brand information?

What organisations say about themselves through these forms is no longer seen as a major source of information consumers feel they need on brands



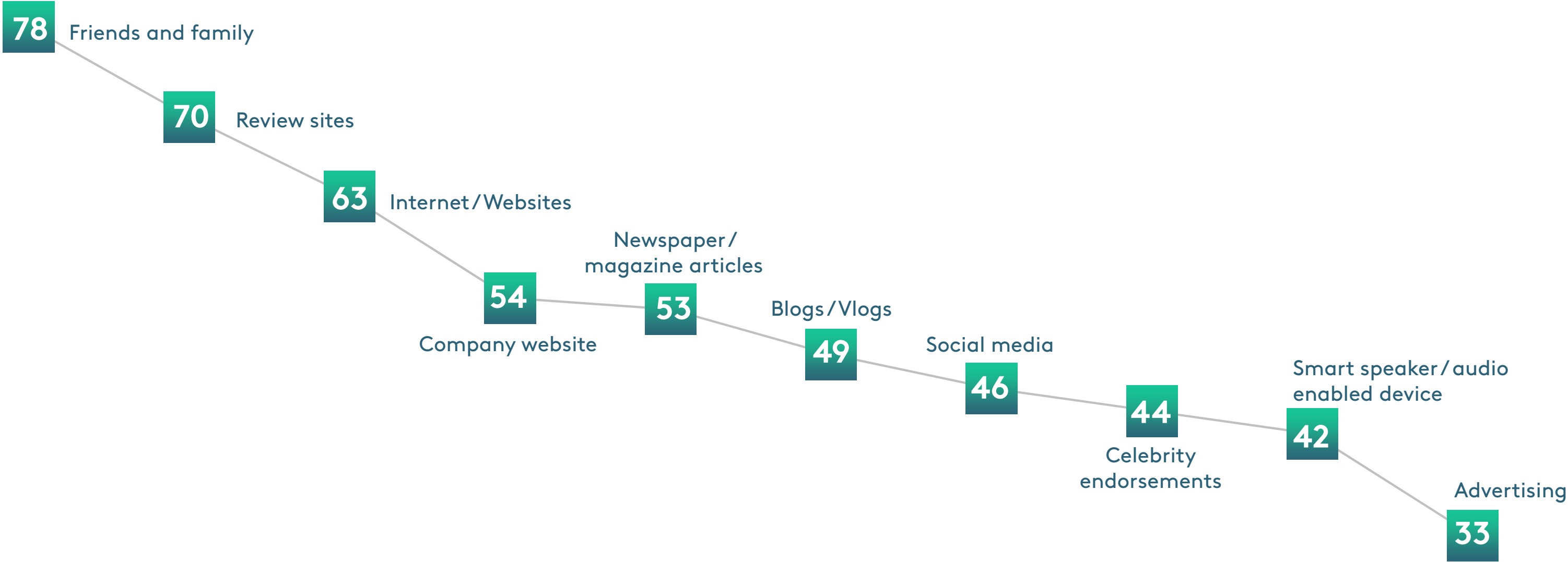
Where do consumers go for brand information?

Editorial and advertising can drive consumers to brand-owned media assets



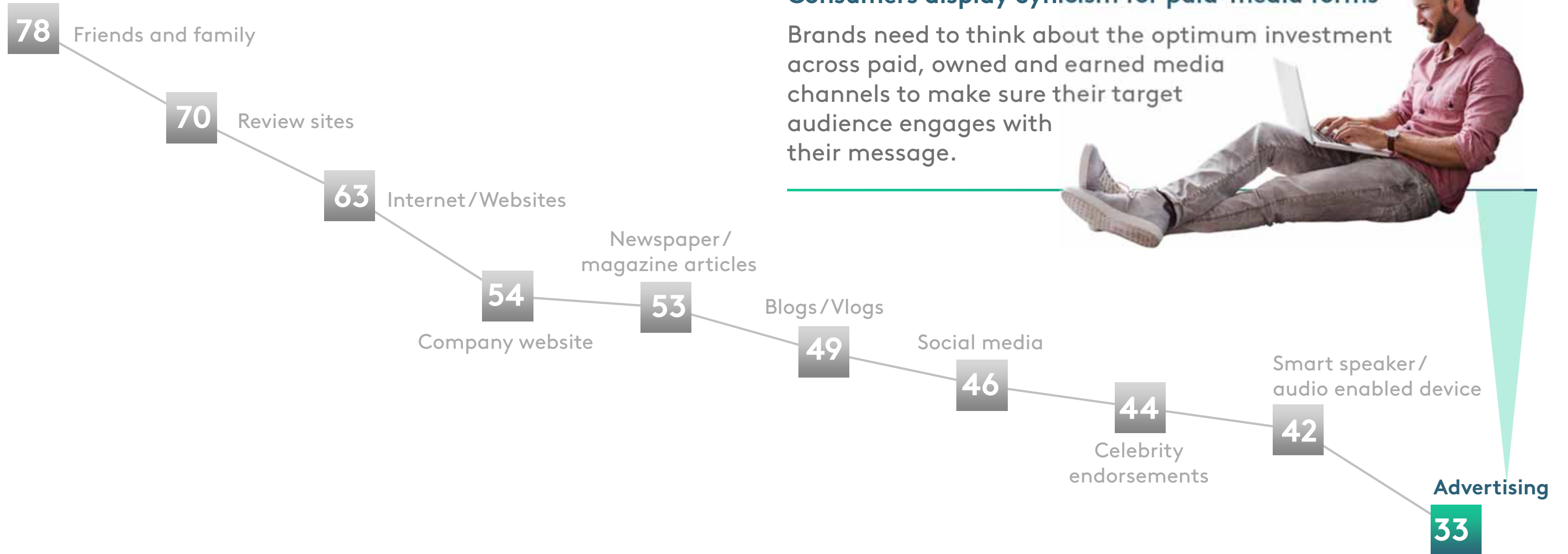
Which sources do consumers trust for brand information?

DIMENSION 2019 Trust Index



Brands need to consider their optimum investment across paid, owned and earned media

DIMENSION 2019 Trust Index

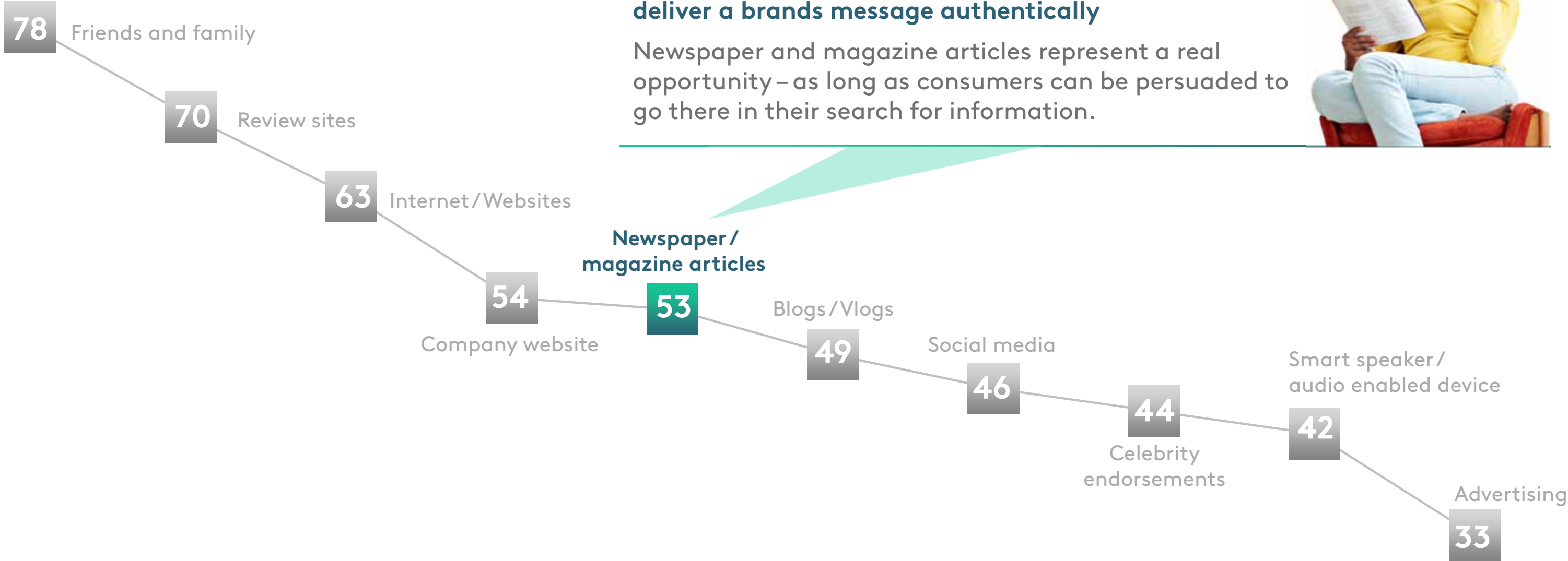


Paid & earned media forms have an opportunity to drive a brand's audience to owned media

DIMENSION 2019 Trust Index

Newspapers and Magazine have a real opportunity to deliver a brands message authentically

Newspaper and magazine articles represent a real opportunity – as long as consumers can be persuaded to go there in their search for information.



When managing bad publicity offline wins on credibility

Using a mix of online and offline channels, brands can combine authenticity with immediacy and urgency

36%

believe news, articles and features in **print** are a good way for brands to combat negative publicity

28%

believe news, articles and features **online** are a good way for brands to combat negative publicity

Do Brand Builders

... work with “influencers”?

... value creativity as much as advances in technology?

... retain a strong human element in our brand building efforts?

PLATFORMS & TECH

... understand generation Z in the ‘instant’ age?

... really view things through a consumer lens?

... integrate our approach across media forms – or silo?

AUDIENCES

... use the right data to quantify values, like trust and authenticity in messaging?

... accurately measure the outcomes and ROI across our investments?

... experience more ad blocking or less trust in paid or owned media?

DATA



Thank you!