

# KANTAR

# THE not SUMMIT 2020

## Will you marry me?

Explaining consumer decision  
journeys through love

Alex Betancourt Buzás  
Brand Director - LATAM

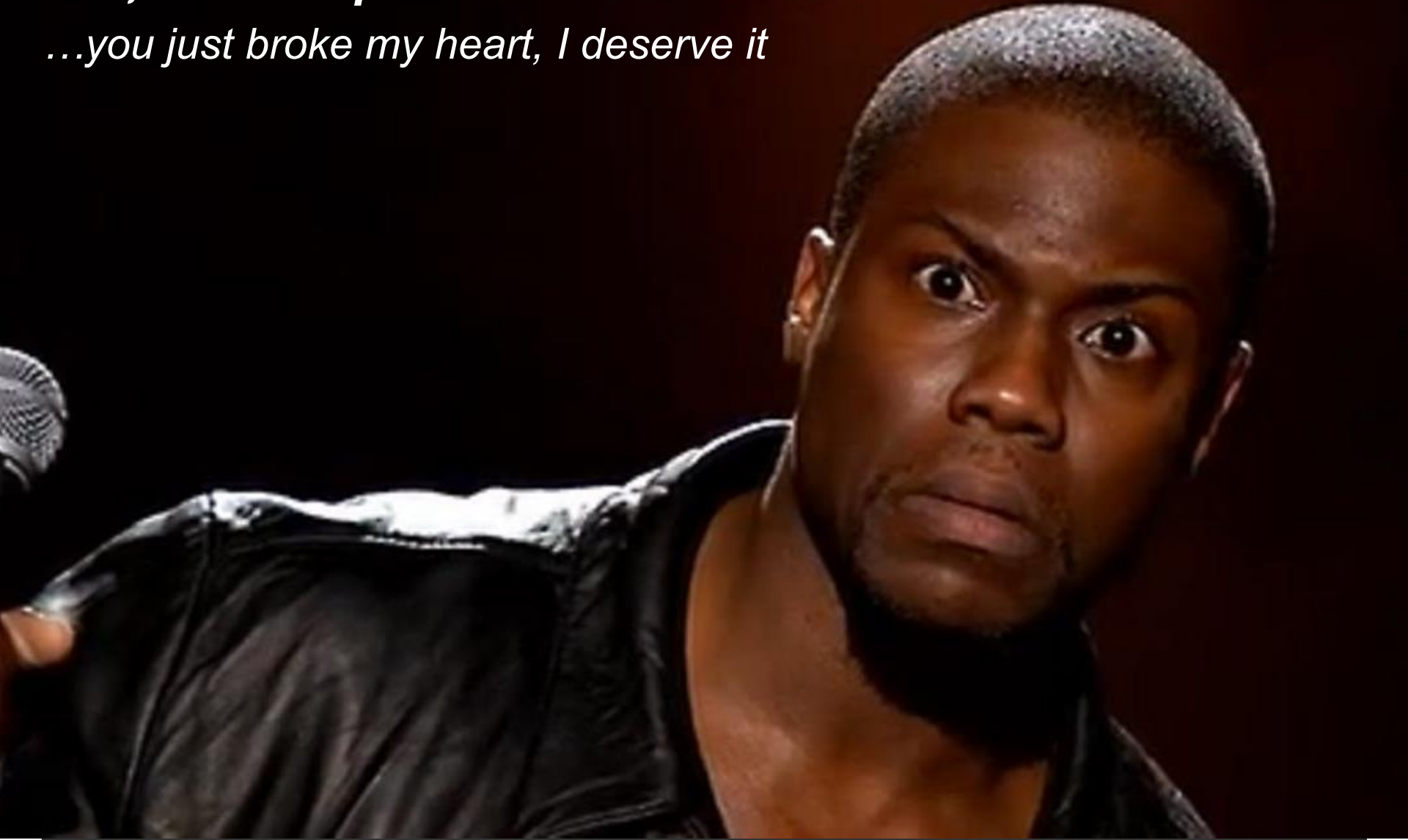




*First, a question  
...a proposal, really*

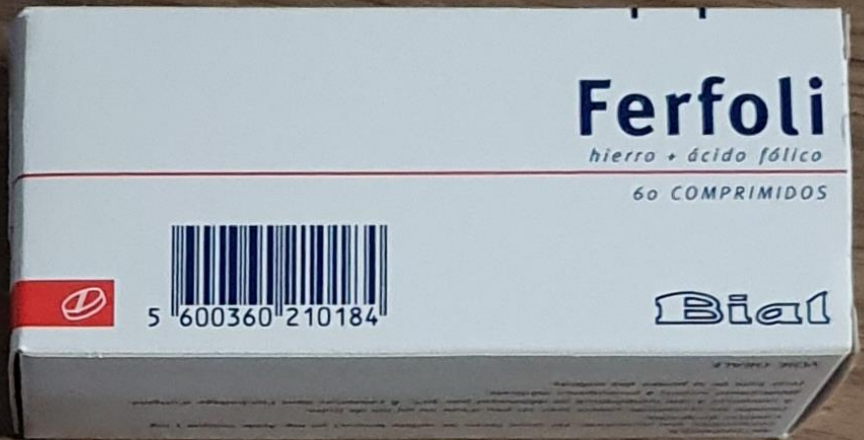
***OK, another question***

*...you just broke my heart, I deserve it*






Yet, it happens everyday...



# Yet, it happens everyday, *even in the family*

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Pantene Bambu Nutre & Cresce traz uma fórmula que limpa profundamente enquanto protege os fios contra a quebra. Experimente a linha completa!



FB.COM  
Compre agora na Pague Menos!

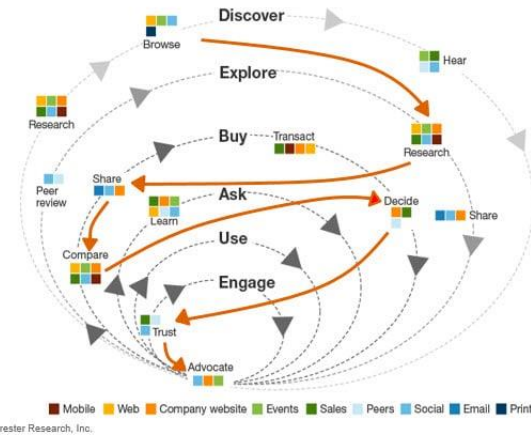
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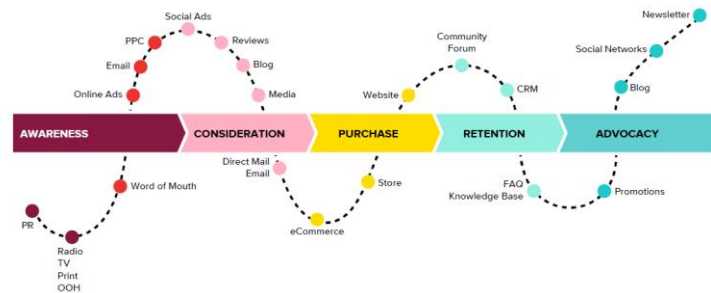
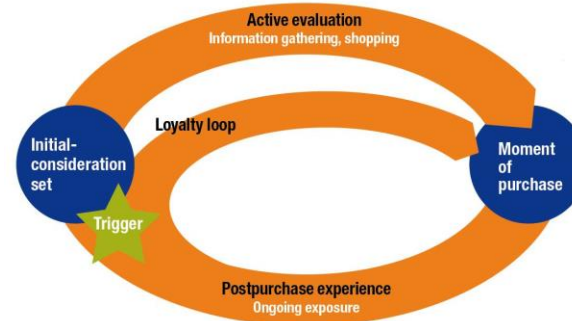


# Many shapes 1 objective

## A model for love



A visual representation of the different stages a consumer goes through in the process of making a decision



# A model for love

...looking for intent

Awareness  
Consideration  
Conversion

# Love is just like Marketing



Dinner & Drinks

Benefits & Concerns

Awareness

First vacation

Category / Brand

Consideration

Move-in together

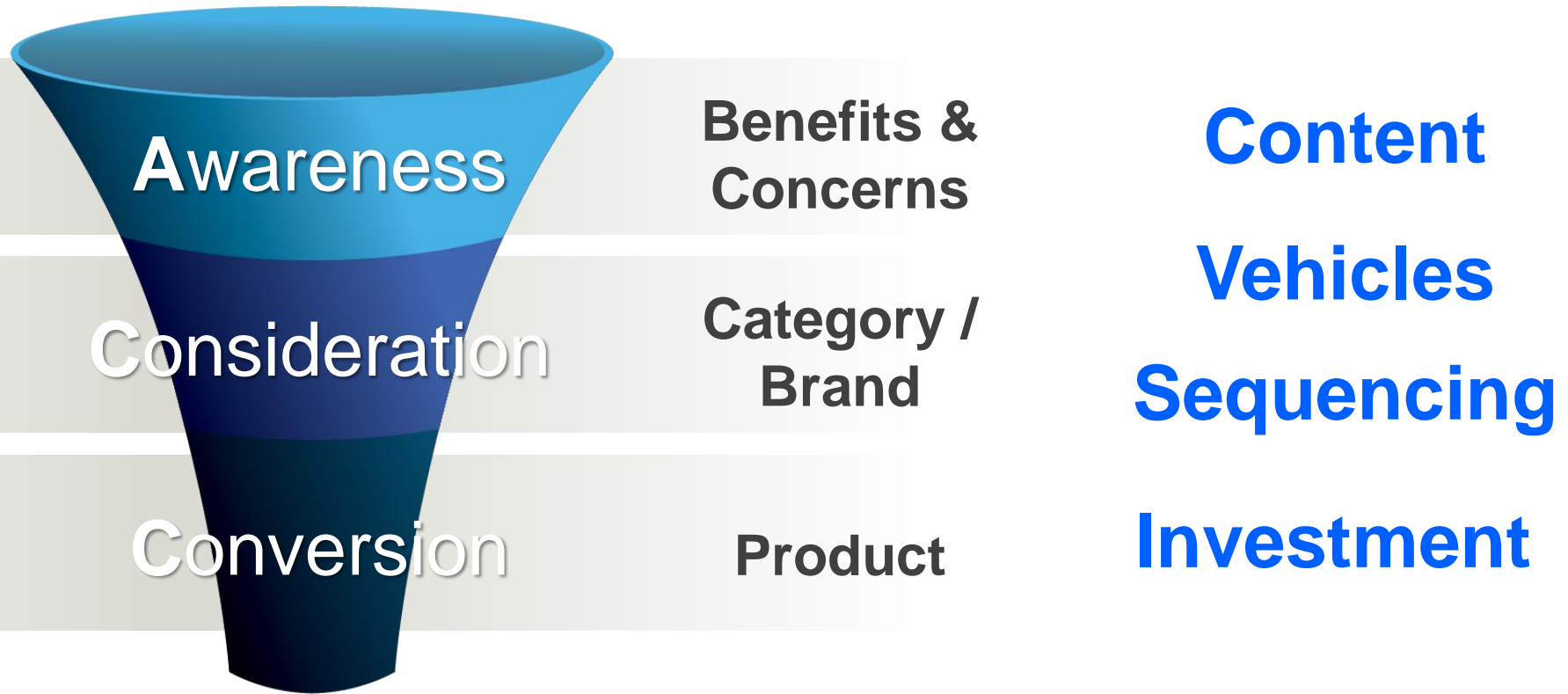
Product

Conversion



# Love is just like Marketing

It requires careful, deliberate planning



# Stories of love



caspa en embarazo



All Images Videos News Shopping More Settings Tools

About 2,040,000 results (0.42 seconds)

Durante el **embarazo**, son muchos los cambios físicos que experimenta la mujer, y muchos tienen que ver con su cabello. El pelo se debilita conforme avanza la gestación, y lo mismo sucede con las uñas. ... Para poder eliminar la **caspa** que sale en el **embarazo** hay que tener cuidado con los champús que se utilizan. Mar 10, 2016



[Cómo combatir la caspa en el embarazo - Guía Infantil](https://www.guiainfantil.com)  
<https://www.guiainfantil.com> › [articulos](#) › [embarazo](#) › [belleza](#) › [como-comb...](#)

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[Cómo combatir la caspa en el embarazo - Guía Infantil](https://www.guiainfantil.com)  
<https://www.guiainfantil.com> › ... › [Cuidados - belleza](#) ▾ [Translate this page](#)  
Mar 10, 2016 - Se puede eliminar la **caspa** que sufren en el pelo las **embarazadas**? En [Guiainfantil.com](#) descubrimos los trucos para combatir la **caspa** en el ...

[¿Es normal tener caspa durante el embarazo? | Love is in my ...](https://www.loveisinmyhair.com)  
<https://www.loveisinmyhair.com> › [es-normal-tener-casp...](#) ▾ [Translate this page](#)  
Apr 15, 2019 - El **embarazo** conlleva muchos cambios en el cuerpo de una mujer. ... **cabello**, muchas futuras madres presentan **caspa** durante el **embarazo**.  
You visited this page on 10/8/19.

**K Related Keywords** Export to CSV

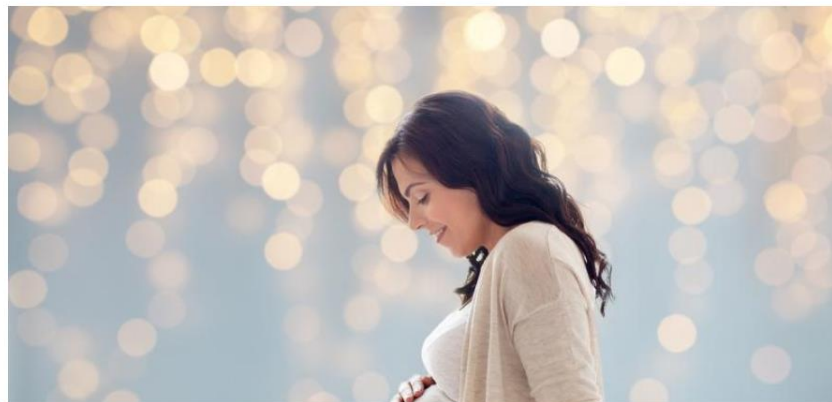
Keyword

  **HIDRATACIÓN  
WOW!**  
Y HASTA 100% LIBRE DE CASPA [COMPRA AQUÍ](#)

Inicio > Cuidado

## ¿Es normal tener caspa durante el embarazo?

15 Abril, 2019 | Vanessa Mena





vashyev alexandr / shutterstock

### ¿La caspa se relaciona con el embarazo?

En realidad, cualquier persona puede tener caspa sin importar si está embarazada o no. Incluso una mujer que nunca había sufrido este problema puede presentarlo durante la gestación.

La principal razón son los cambios hormonales que se producen en dicha etapa. Estos provocan que el cabello se debilite y que el cuero cabelludo tenga una mayor cantidad de sebo, lo cual da origen a la descamación.



# Call to action = a second date



khrystyna shykarak / shutterstock

## ¿Cómo puedo eliminar la caspa en el embarazo?

Tranquila, este problema es fácil de solucionar. Basta con utilizar un shampoo especializado en eliminar la caspa, como la línea de [Head & Shoulders especial para mujeres](#). Además, aléjate de productos que contengan alcohol y parabenos.

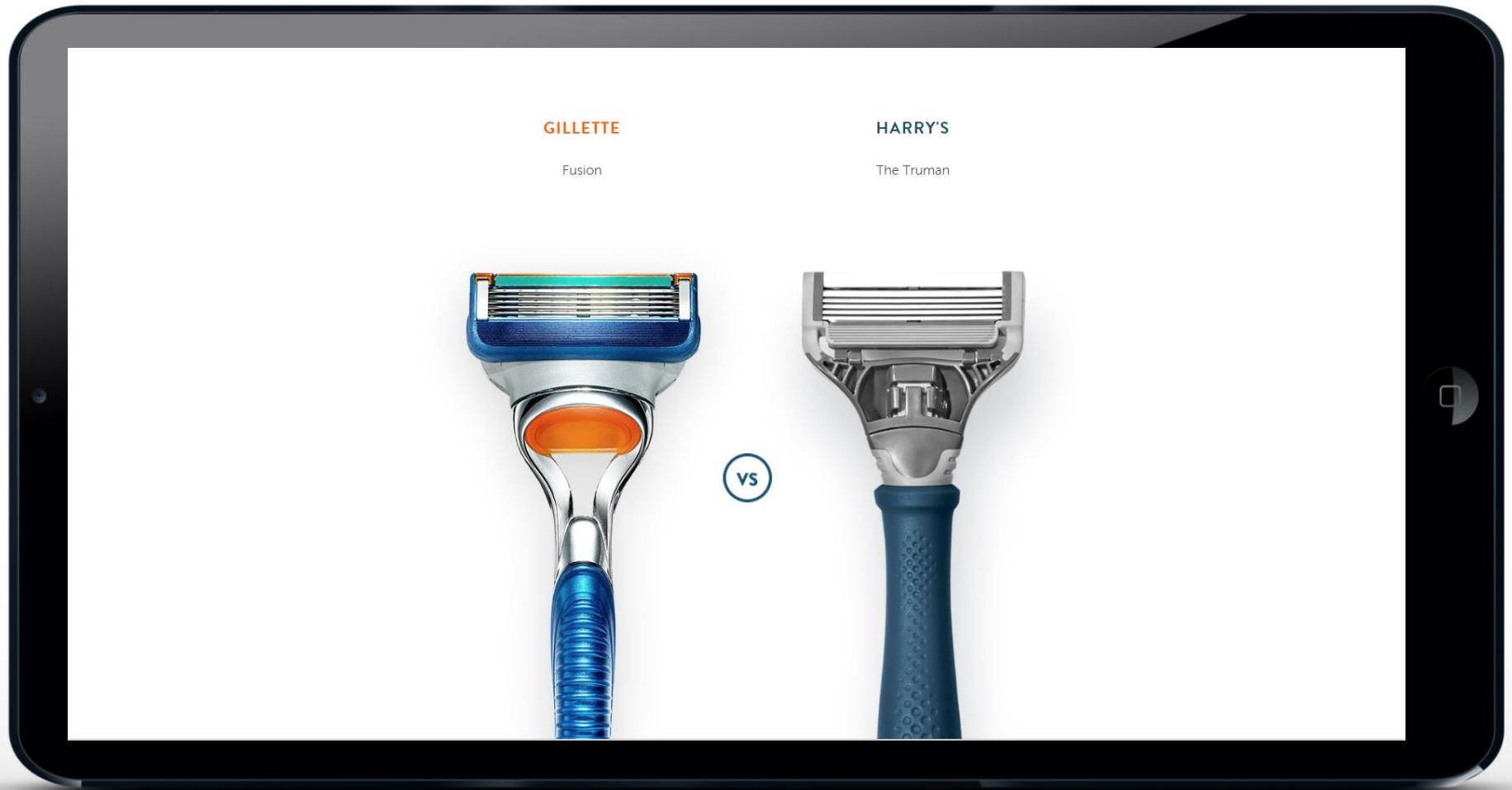
Una vez terminada la gestación, el ciclo de crecimiento del cabello vuelve a la normalidad, por lo que en un periodo de entre tres y seis meses deja de caerse tanto y de ser propenso a la aparición de caspa.



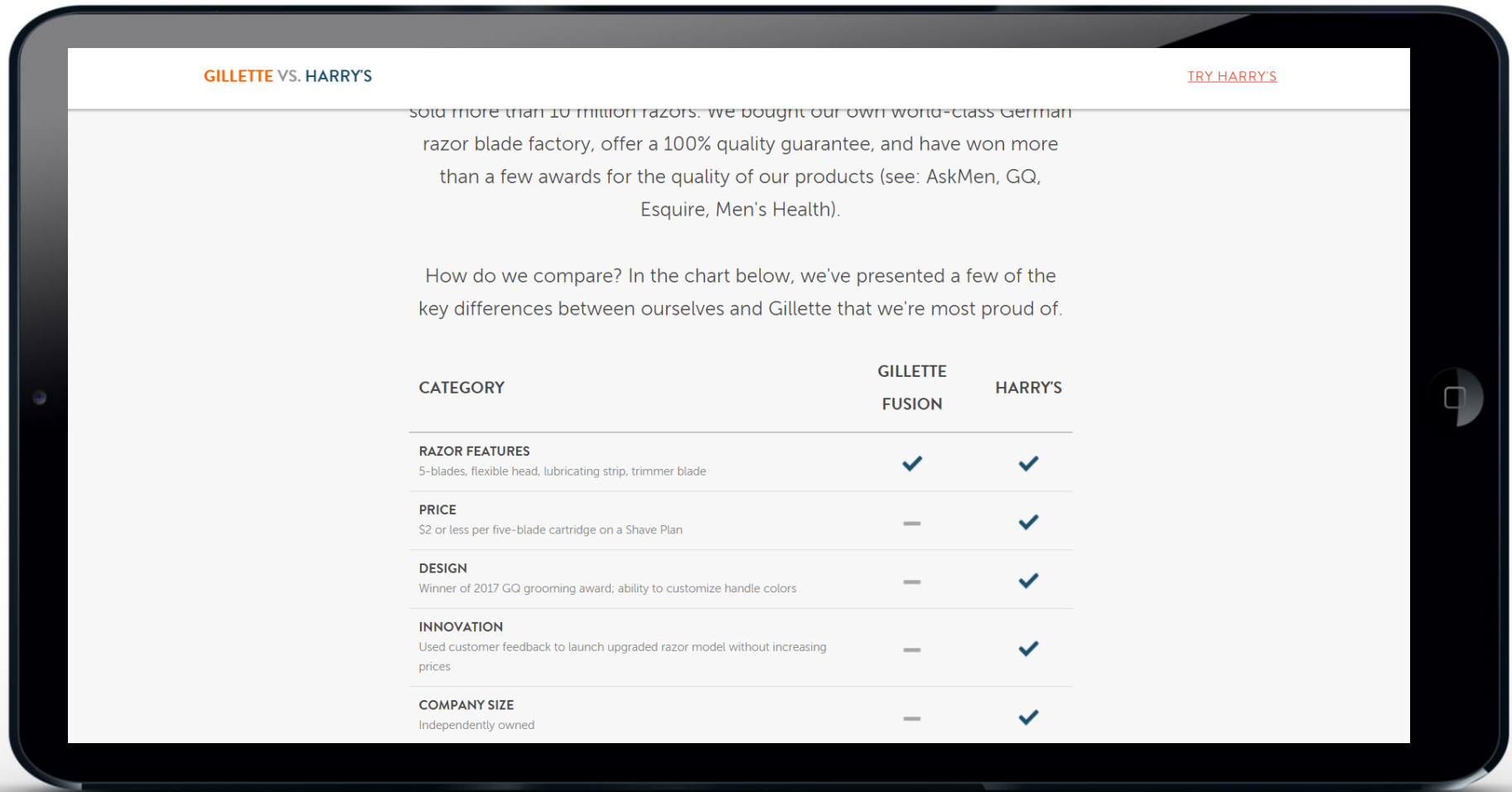
# The second date is just as important!

The screenshot displays the Head & Shoulders website interface. At the top, there is a blue navigation bar with the P&G logo, 'Herbal Essences' branding, and a search bar. Below the navigation bar, the main content area is titled 'Shampoo para Mujeres'. On the left side, there are two filter sections: 'Tipo' (Type) with options like SHAMPOO, 2 EN 1, ACONDICIONADOR, CREMA PARA PEINAR, and CASPA SEVERA; and 'Needs' (Needs) with various hair care concerns like Resequeadad/Humectación, Aroma Y Fragancia, Cabello Desnutrido, etc. The main product grid shows three items: 'PROTECCIÓN CAÍDA CON CAFEÍNA SHAMPOO' (4.5 stars, 62 reviews), '2EN1 SUAVE Y MANEJABLE' (4.8 stars, 65 reviews), and 'NUTRICIÓN PROFUNDA SHAMPOO' (4.7 stars, 11 reviews). A promotional banner on the right encourages users to 'DESCUBRE EL PRODUCTO ADECUADO PARA TU TIPO DE CUERO CABELLUDO Y CABELLO' (Discover the product suitable for your hair type and scalp) with a 'COMENZAR' button.

# Some dates have happened successfully



# Some dates have happened successfully





# Looking to take relationship “to the next level”

GILLETTE VS. HARRY'S

TRY HARRY'S

Decide For Yourself

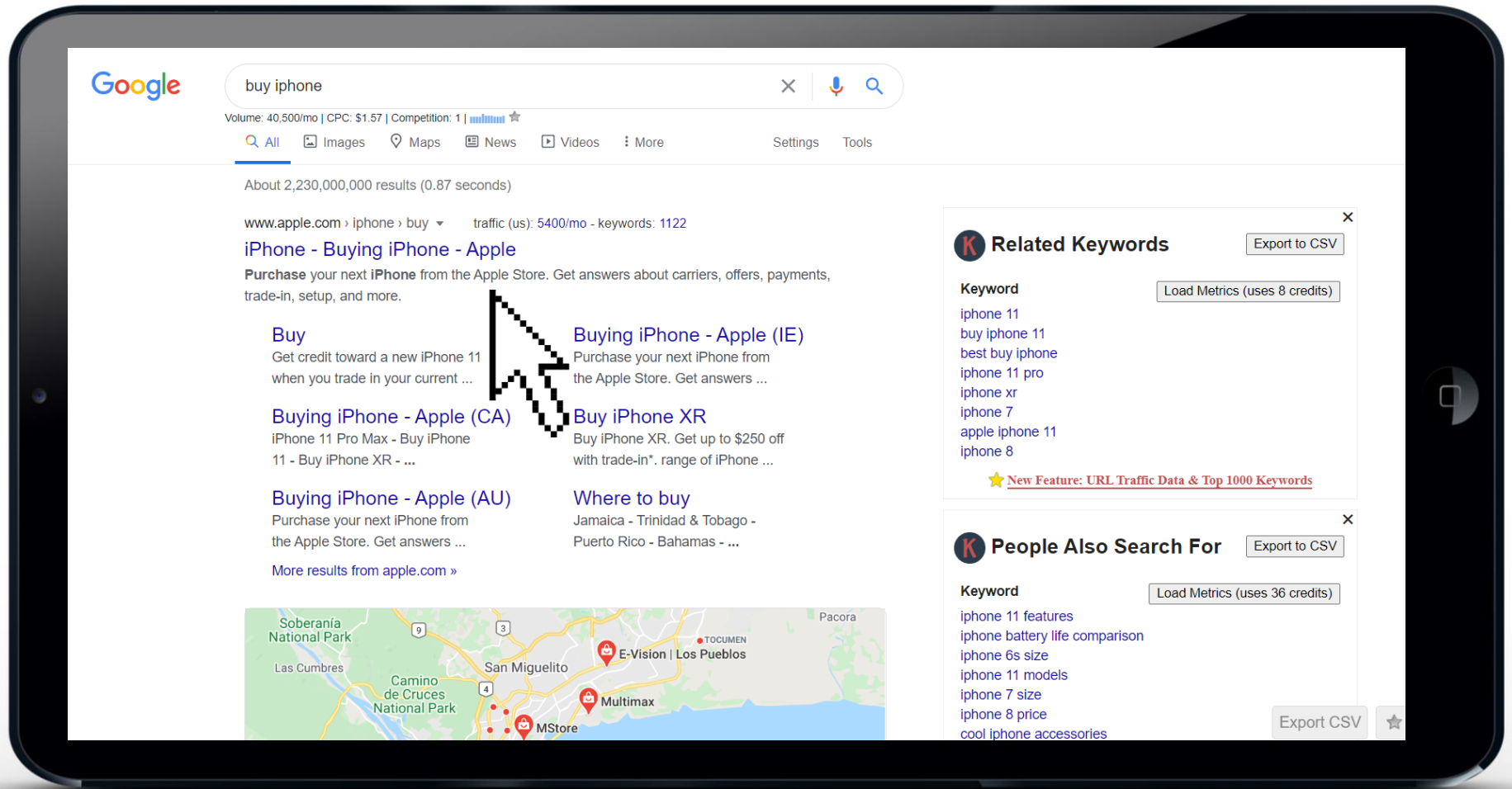
At Harry's we know that switching to a new razor isn't an easy decision. That's why we created a trial offer so that you can experience the quality of a Harry's shave before committing. We offer a 100% satisfaction guarantee with the ability to cancel online at any time.

GET A HARRY'S TRIAL HERE

© All Rights Reserved.

# Yes, I'm ready – are you?

The delicate art of “popping the question”



# When you're ready, you're ready

iPhone XR from \$19.99/mo. or \$479.

Two great ways to buy. Just trade in your current iPhone online or at an Apple Store.\*

[Buy >](#) [Learn more >](#)

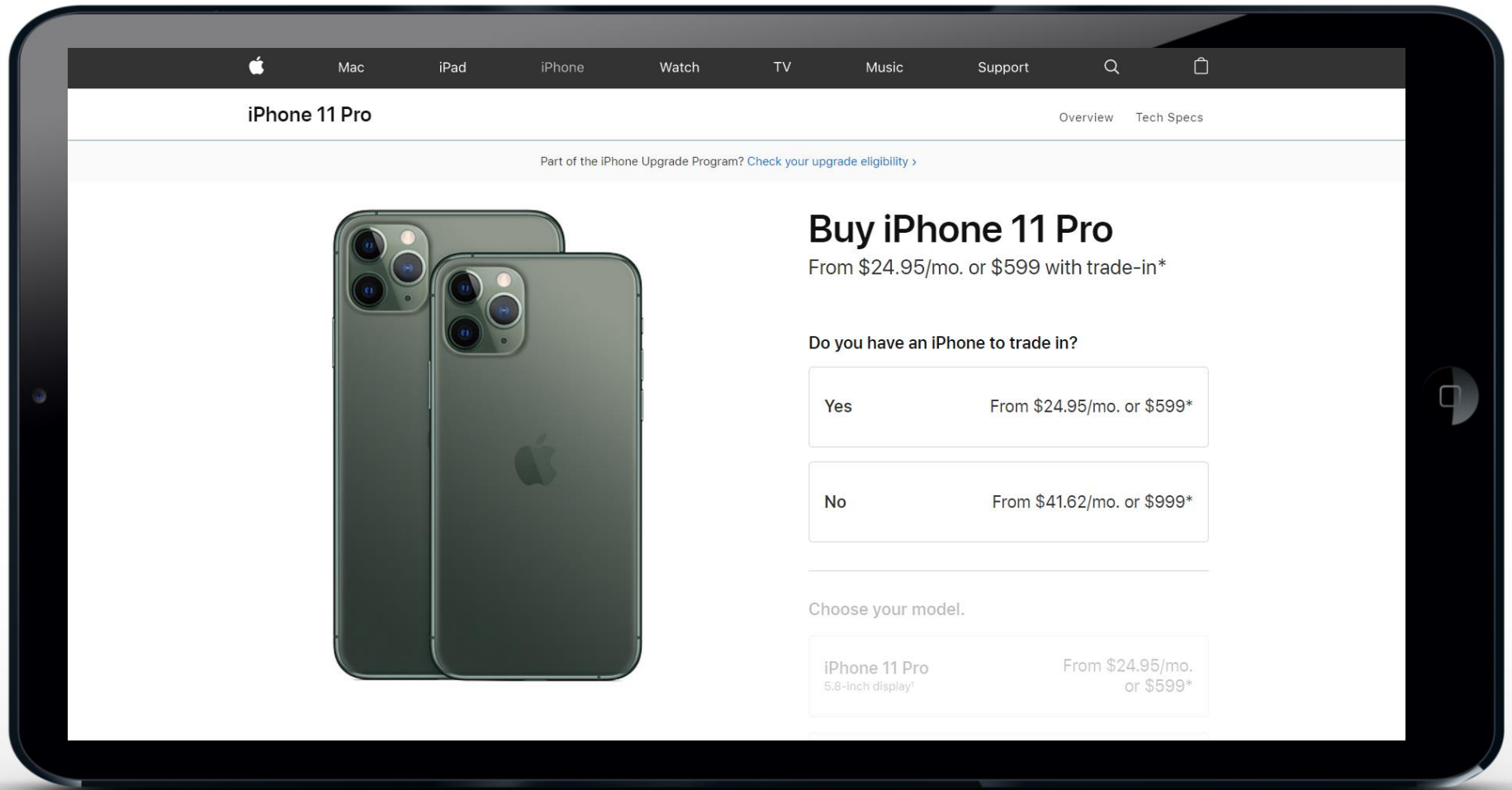
iPhone XR and iPhone Xs

## Which one's right for you?

iPhone X®  
The longest  
battery life ever  
in an iPhone



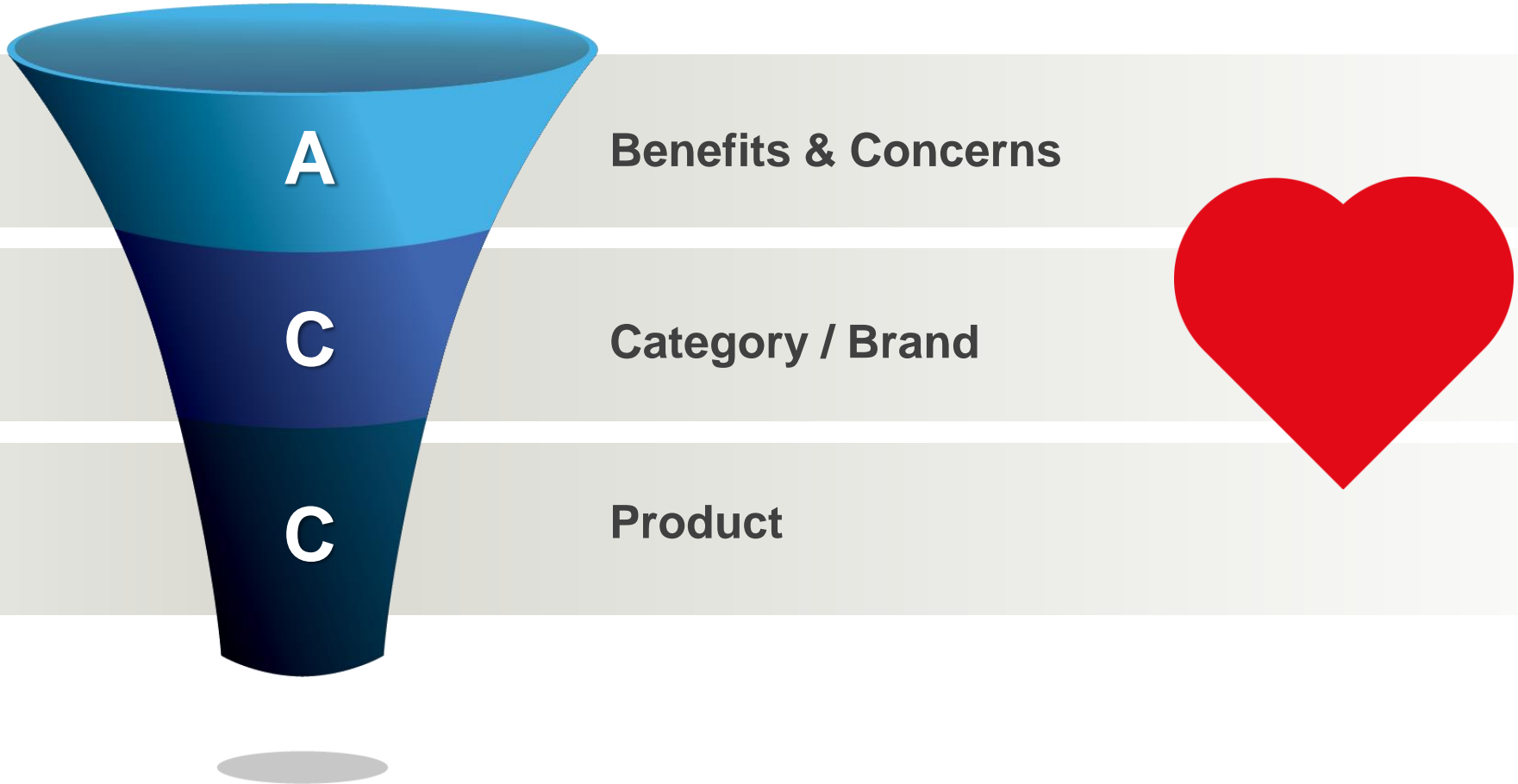
# When you're ready, you're ready





# How do you know your loved one is ready?

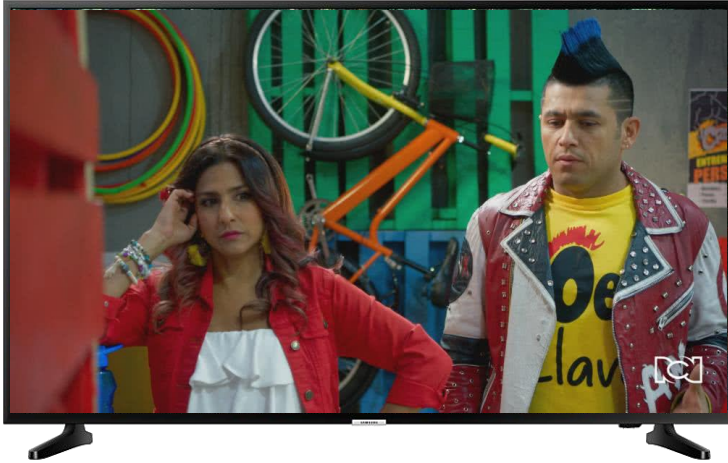
Signals on and offline



# Love isn't defined by "lines" – online or offline!



# Love is an and game



**Main content**  
(OTV)



**Digital BTS content**  
(Web)

# Takeaways in the game of love

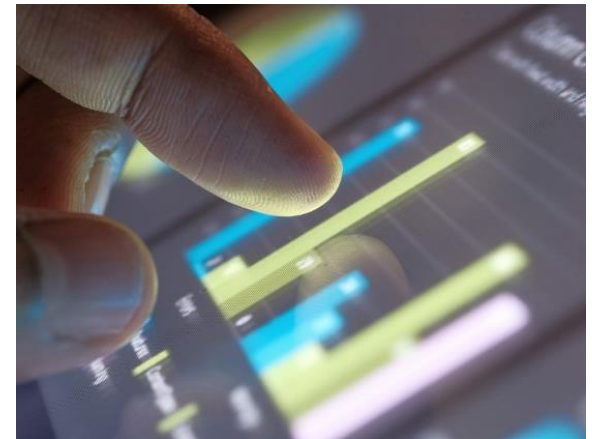
For a world with more love and less broken hearts



**It's not an exact science**  
(see *brand building*)



**The value of learning together**



**Unlocking new conversions**  
(effectiveness)



# One for all, all for LOVE: Agencies, Networks, Advertisers



**Let's think together  
about signals**  
(compliant, actionable)



**Let's talk the  
language of love**  
(helps have everyone  
aligned)



**Let's learn our way  
into it together**  
(do more, constant  
prototype)

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## Thank you

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