

**KANTAR**

**BOLDER.  
BRAVER.** The  
Summit  
2019

## Connecting the Dots

Jane Ostler

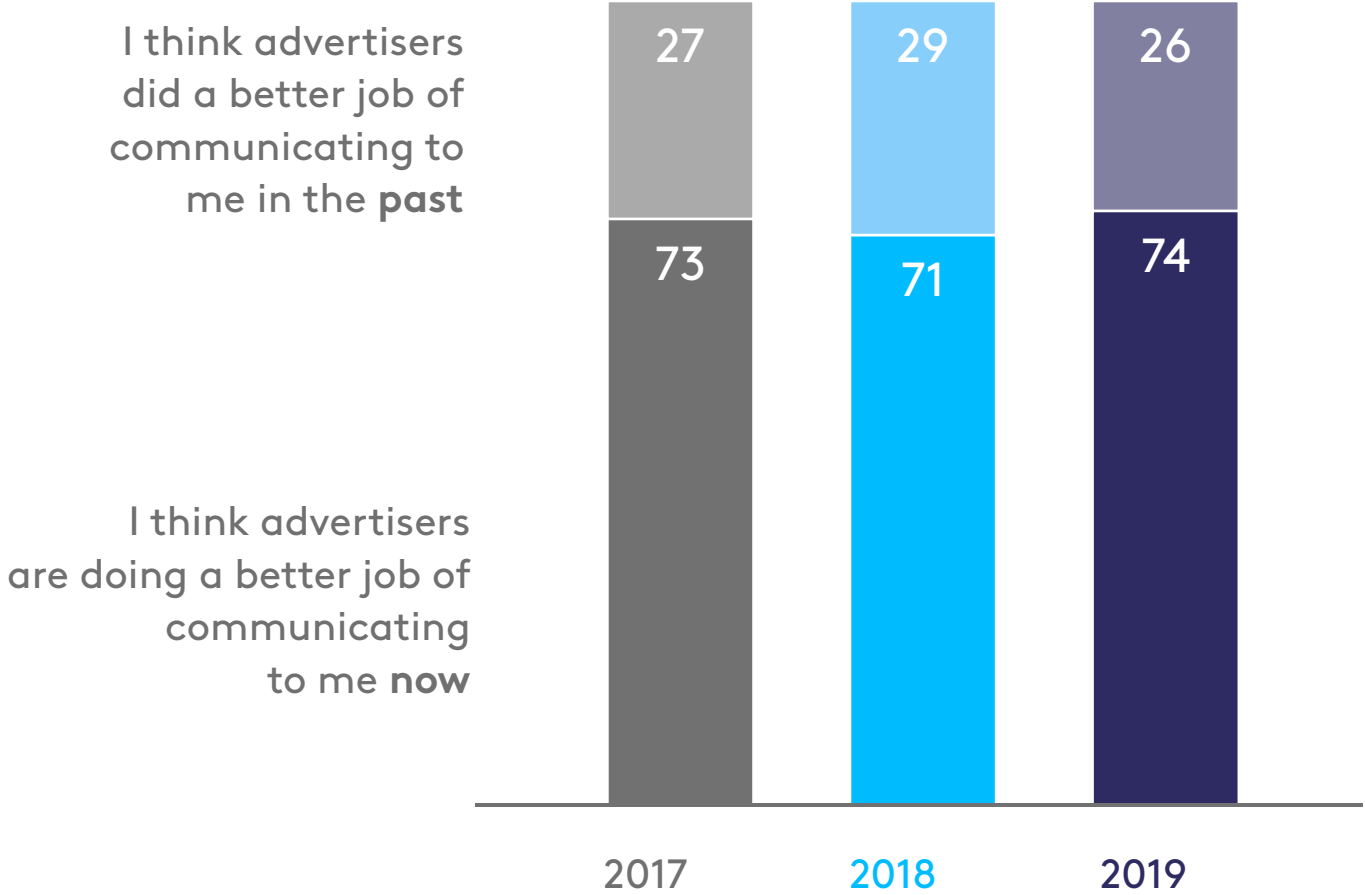
Global Head of Media, Insights Division

Richard Asquith

Chief Product Officer, Media Division

# How do consumers feel advertisers are doing?

Improved communication with consumers doesn't equate to better creative output and content in messaging!



There is time for creativity, which has been reduced, and time for data, which has exploded. We need to find a good balance again. We must figure out how to re-establish creativity and emotion.

**Gautier Picquet**  
COO Publicis France &  
CEO Publicis Media

Branded content

PR

Outdoor

Search

Voice

Audio

Print

Cinema

Native ads

Facebook, Google, etc

**Digital**  
is transforming  
media channels, and  
inventing new ones

Online ads (trackable)

Video on demand

Addressable TV

Point of Sale

Radio

Events

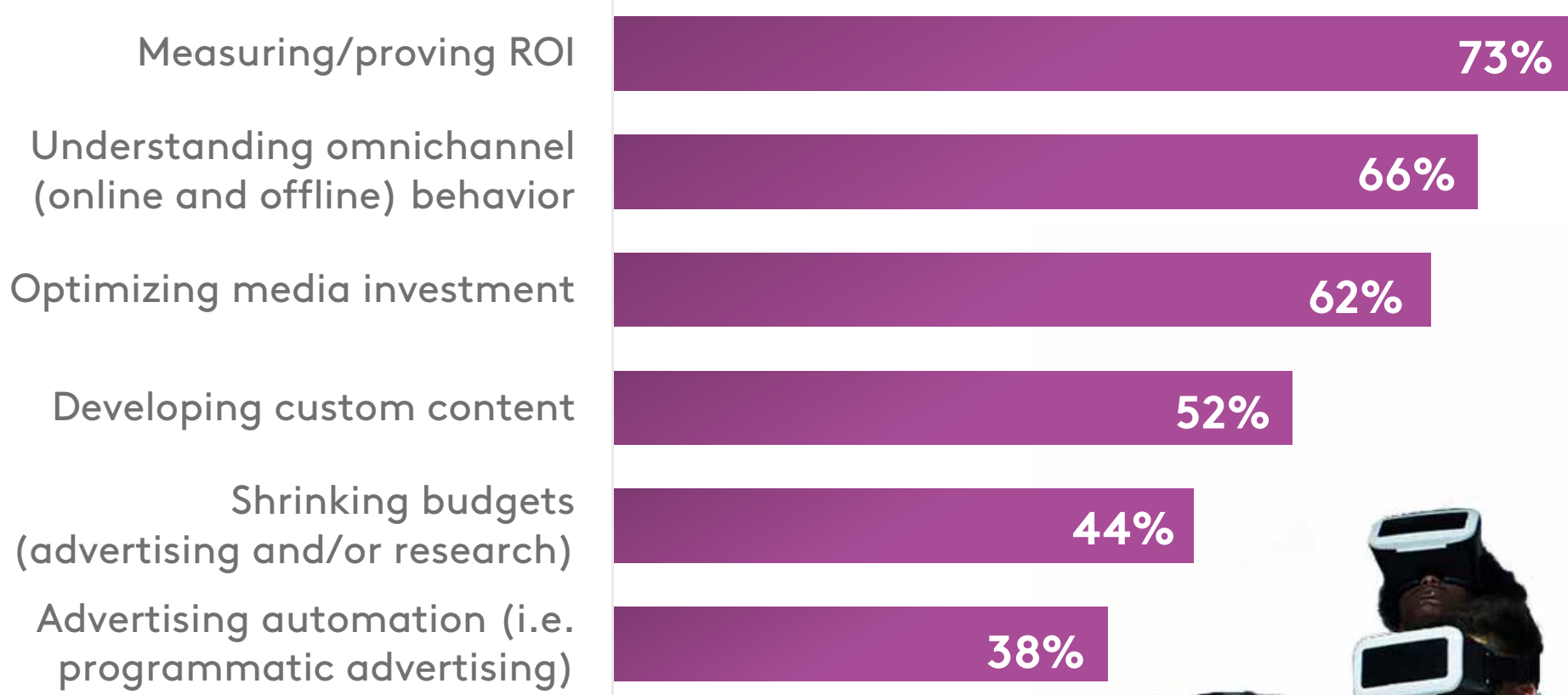
Linear TV

Sponsorship

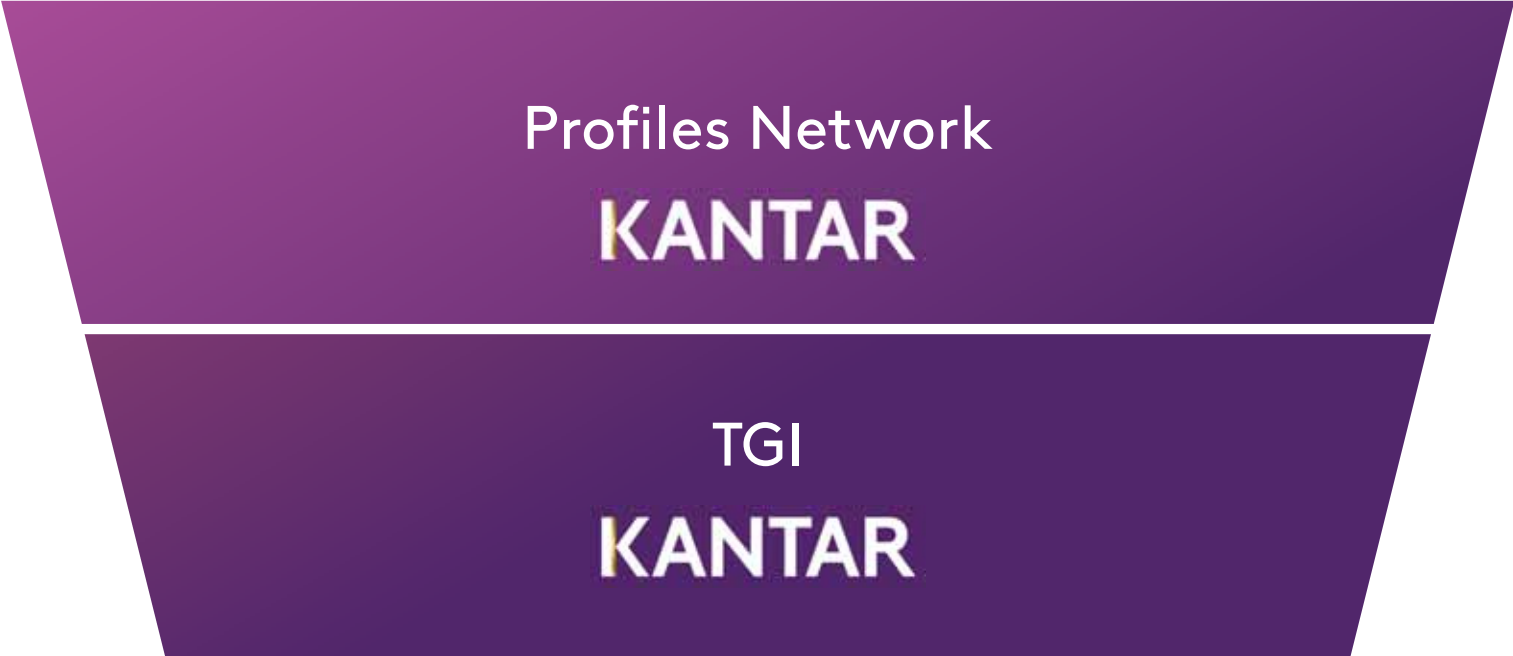
Experiential

Influencers

# What are the strategic challenges for marketers?



# Introducing our Audience Data Hubs



# The UK Hub

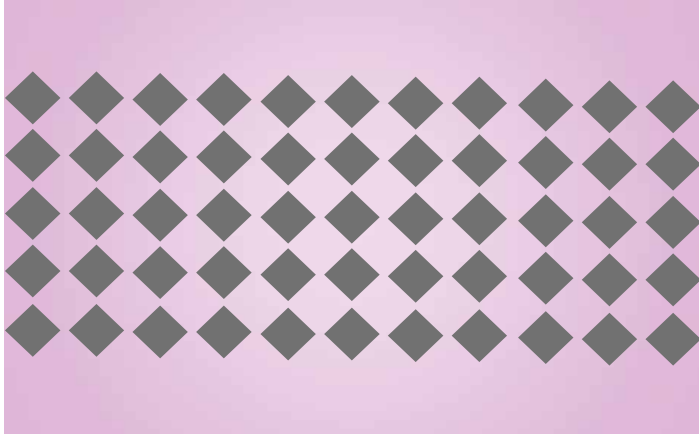


UK

Profiles Network  
**KANTAR** 250,000

Active, privacy-compliant panellists

55  
Fusion  
Hooks



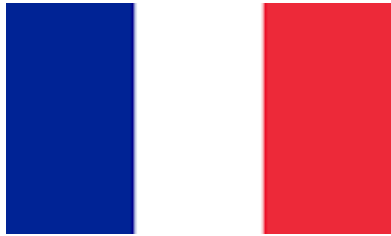
Media &  
tech  
significant  
hooks

TGI  
**KANTAR** 24,000

4,000 brands; over 70,000 data points

# Our Audience Data Hubs

2019 roll-out



France



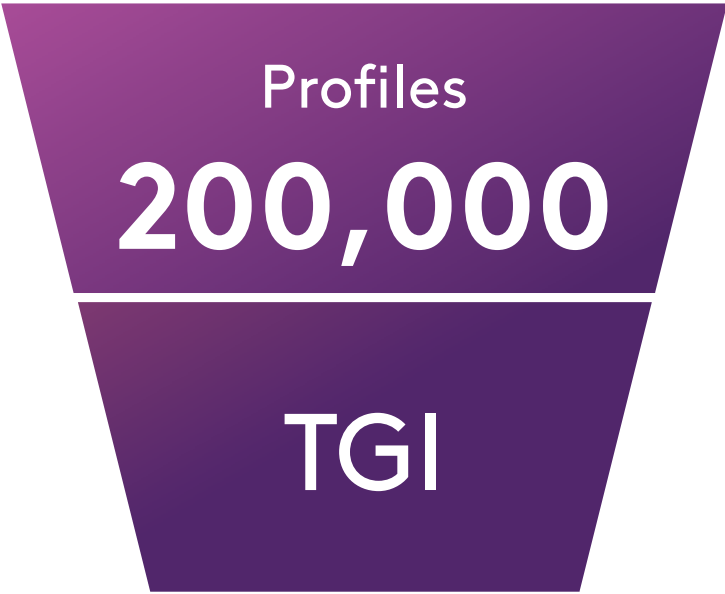
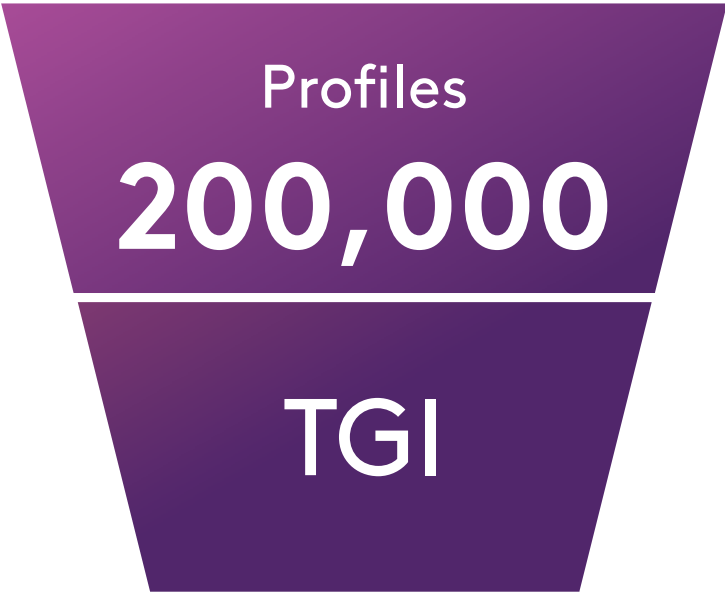
Germany



Brazil

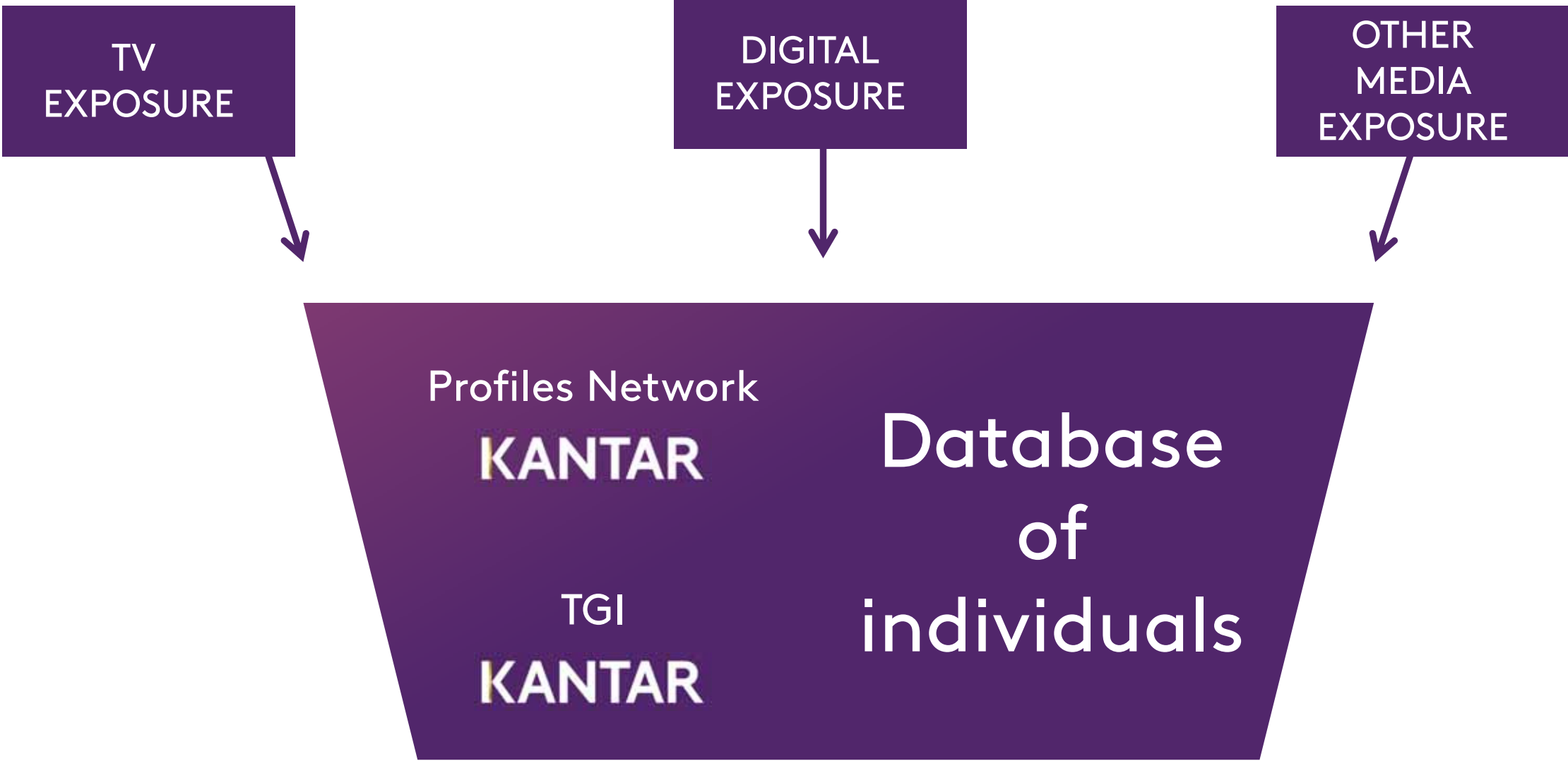


US



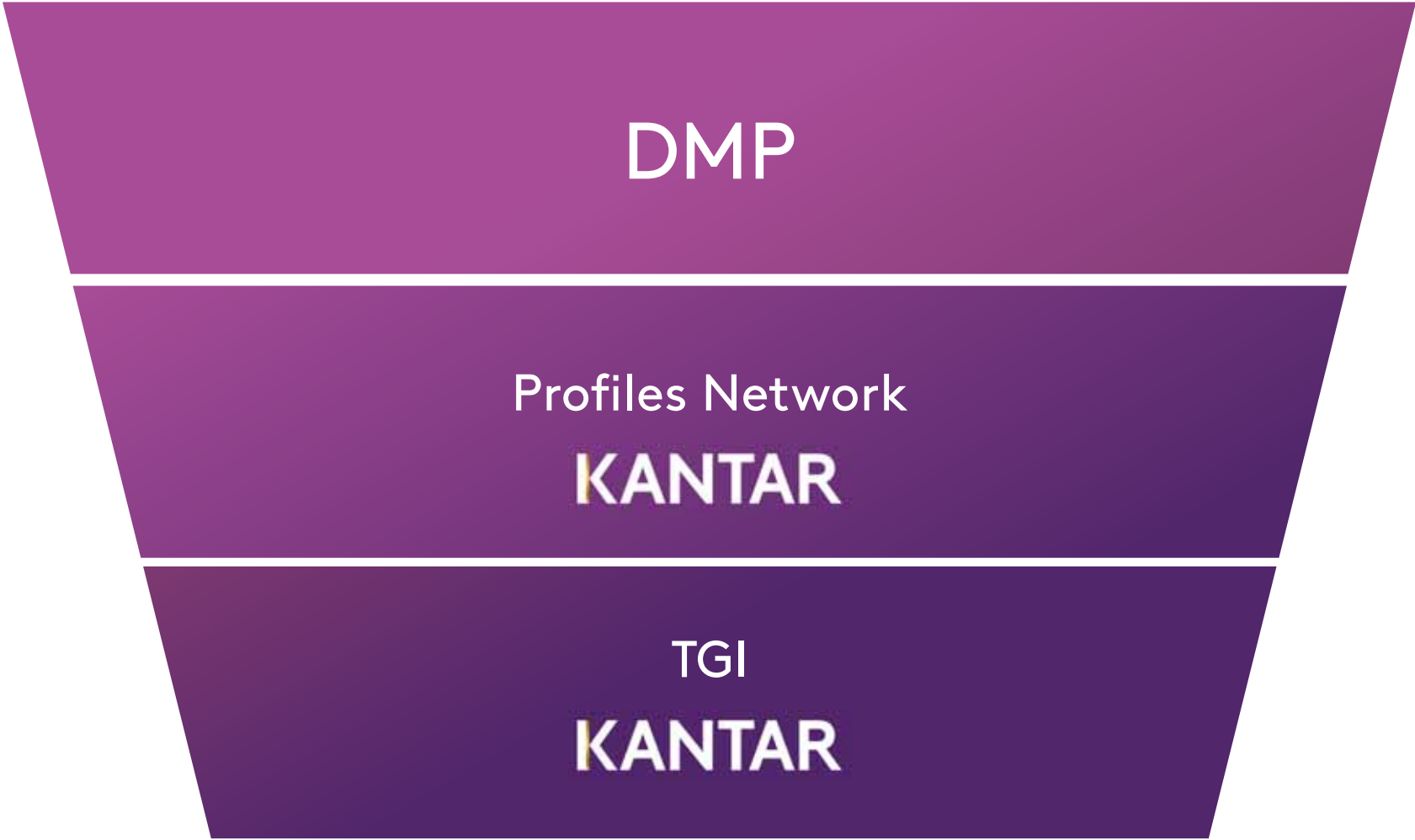
# Connecting the dots

## Audiences





# Kantar Audience Data Hubs



# Using TGI to enhance programmatic targeting and boost web traffic for **betway**



The targeted digital campaign delivered:



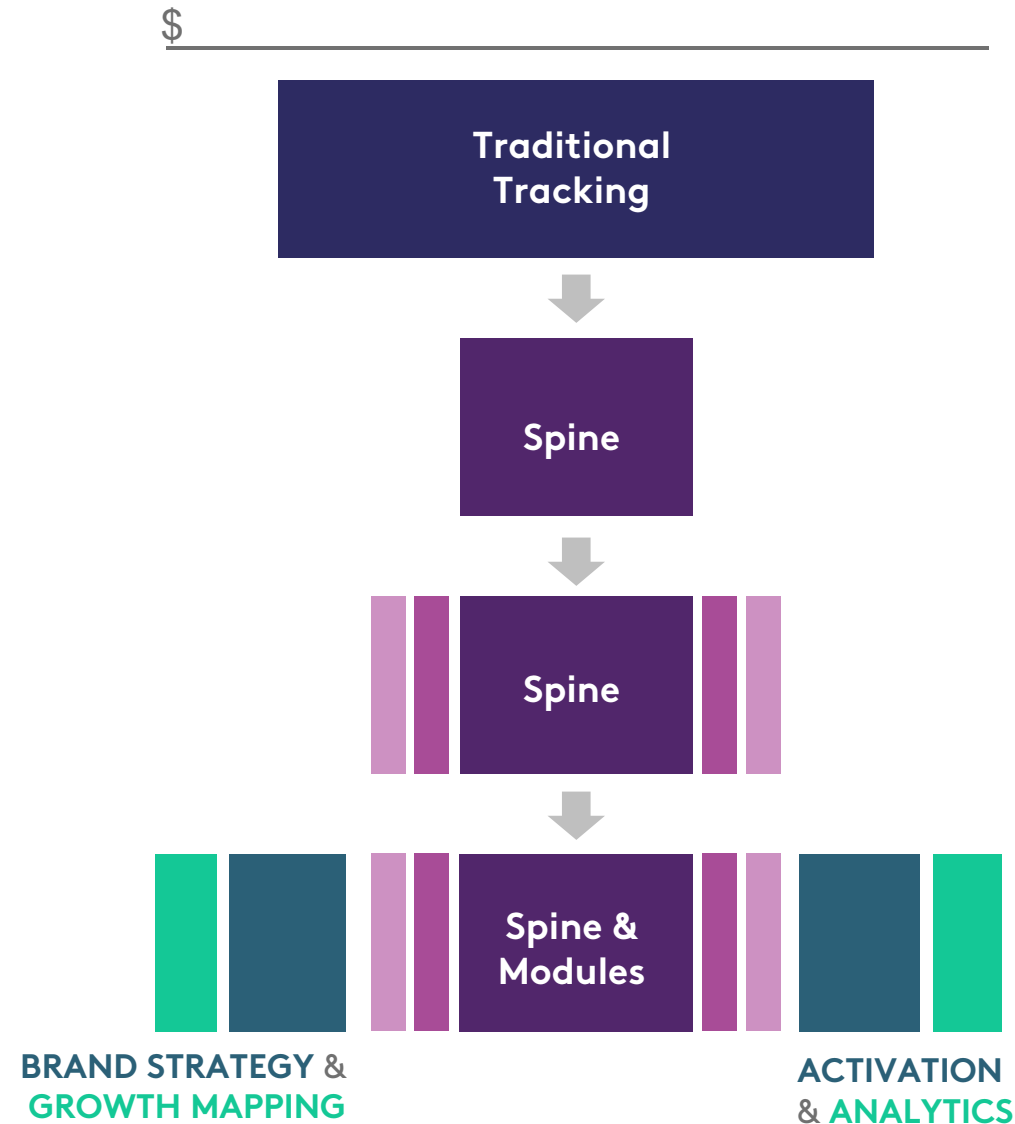
**6x** increase in website visits by new users



**88%** reduction in cost per acquisition

# Our Holistic Brand Guidance integrates data in new ways

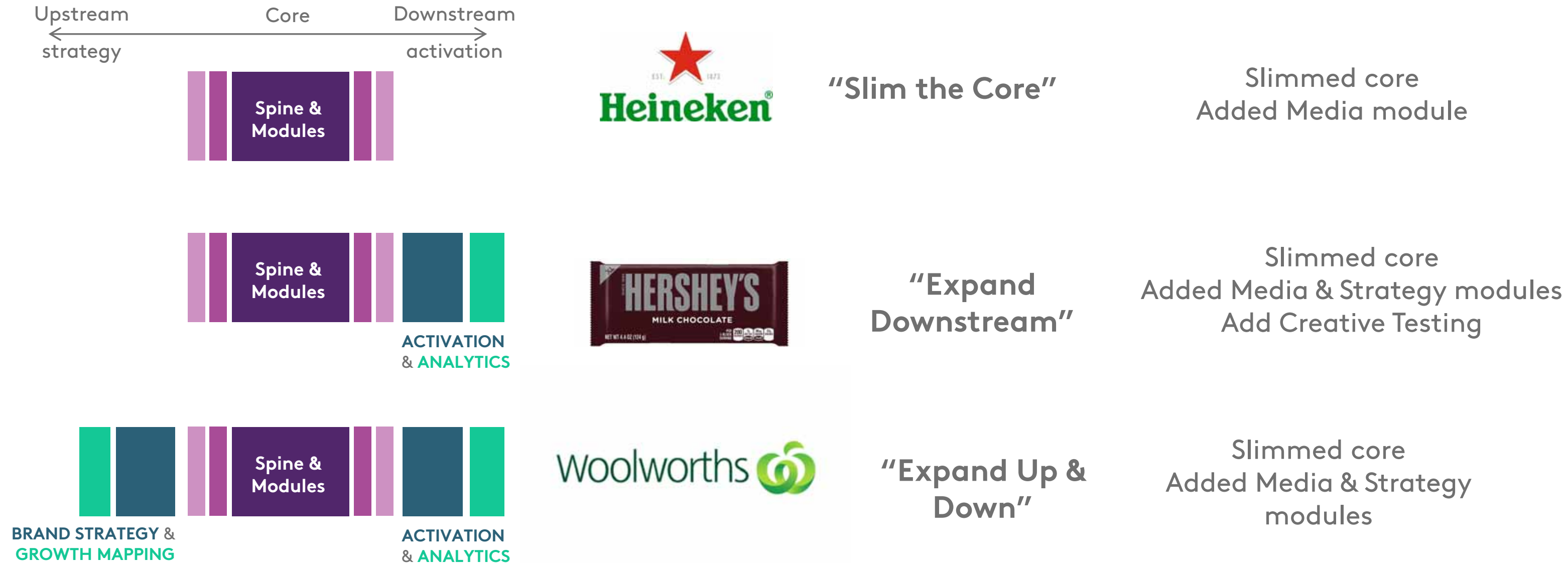
Unlocking value through new forms of data connection



1. Traditional tracking ties cost up in a single, inflexible survey. 100% of cost and content is fixed.
2. A lean spine reduces the fixed content to 40%. The spine monitors only what matters and what changes, and embeds predictive analytics and AI in the delivery system.
3. You can then integrate social, search, exposure, sales and media data as and when you need, to tell the full brand story...
4. ...and add *relevant* modules to address specific questions around Brand Strategy, Communications, Media and Innovation.

# Holistic Brand Guidance: core + customised

Designed to suit each client



# Applications: what will this unlock?

## Holistic brand guidance applications includes:

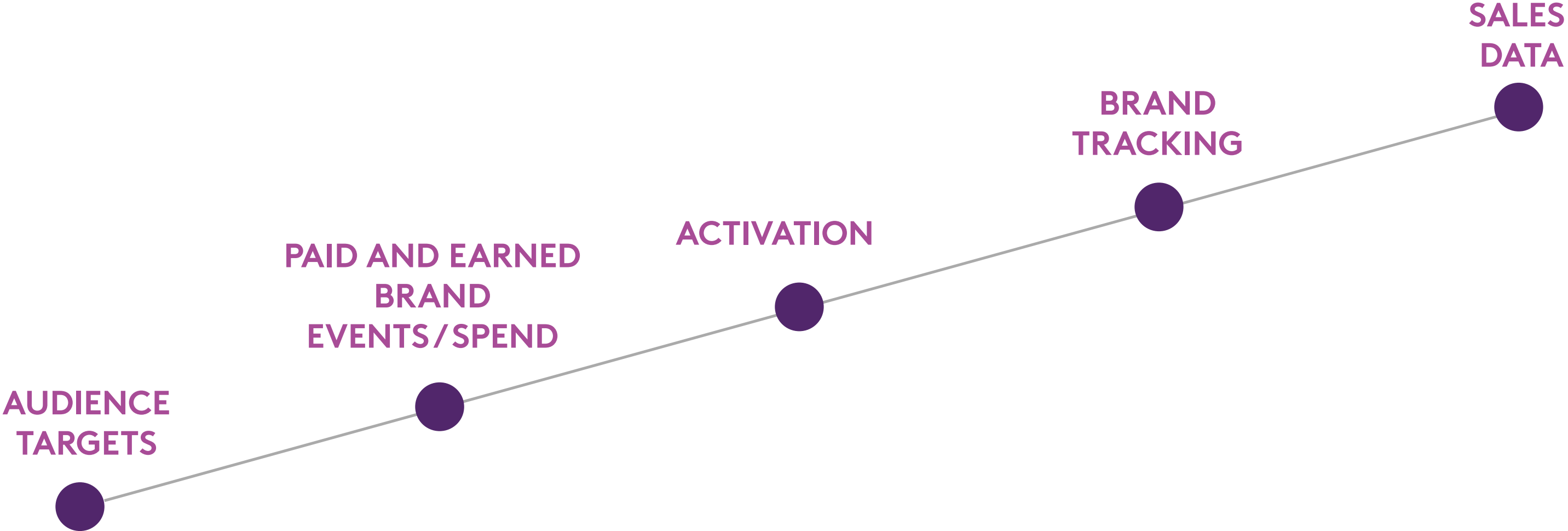
- Channel synergies & unique campaign R&F
- Greater visibility of what's driving key metrics

## TGI panel fusion enables

- Tracking media planners' selected target audiences through to brand impact in Holistic Brand Guidance
- Shorter questionnaires
- Granular insights of the brand impact of targeting
- Almost unlimited variables for analysis



# Connecting the dots



And finally, the future of is even more digital  
Addressable, new formats, more walled gardens...

Personalised?



Realtime?



Immersive?





**Thank you!**