

KANTAR

Så kan du ta mer
betalt genom att
arbeta med känslor

KANTAR Morning sessions

20240625



“

People will forget what you said, people will forget what you did, but people will never forget how you made them feel. ”

Maya Angelou

KANTAR BRANDZ UNIQUELY CONNECTS
BRANDS WITH BUSINESS VALUE

5.4 BILLION

DATA
POINTS

4.1 MILLION

CONSUMER
INTERVIEWS

19,250 BRANDS

522 CATEGORIES

51 MARKETS

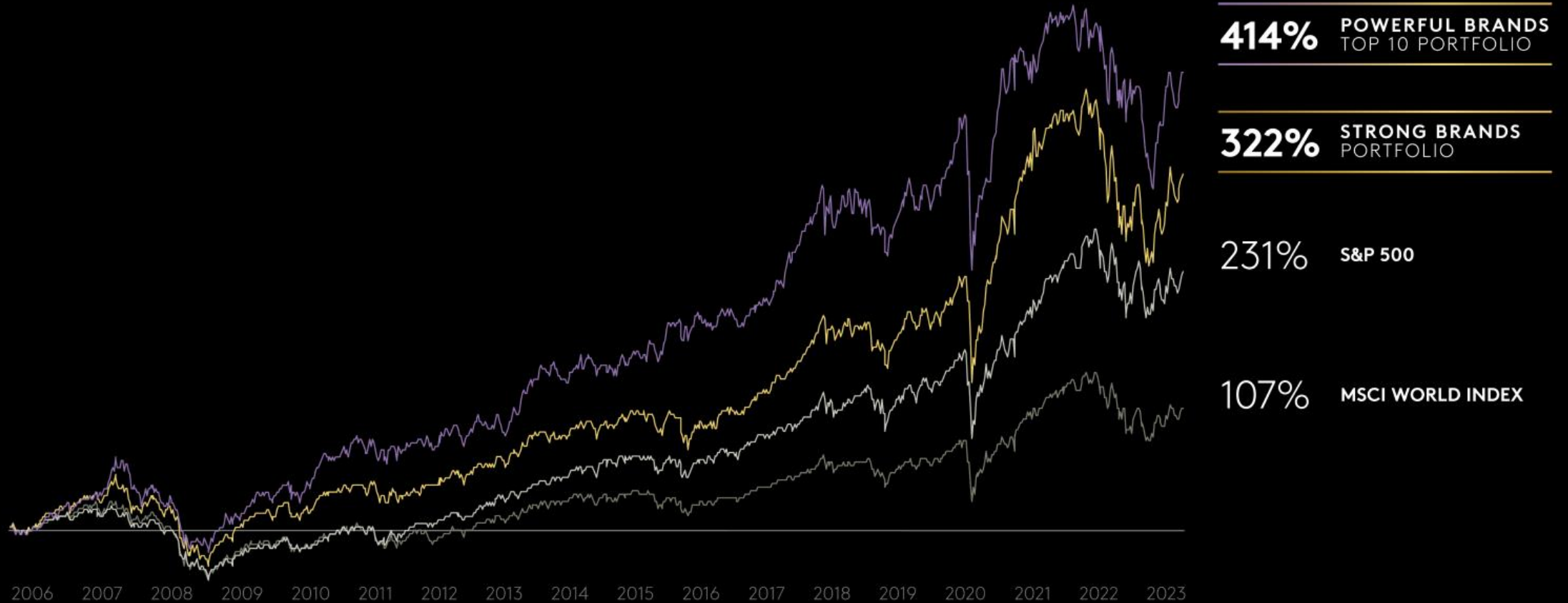
KANTAR BRANDZ

THE LARGEST
BRAND BUILDING PLATFORM
IN THE WORLD

KANTAR BRANDZ

Strong brands create more value

Kantar BrandZ Portfolios vs SP 500 vs MSCI World Index



Brand equity is about...

The extent to which brands build a clear and consistent **emotional connection** and are seen to deliver against **consumer needs**.

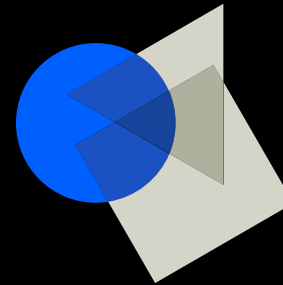
The extent to which brands are seen to **offer something that others don't and lead the way**.

The mental availability of the brand: **how quickly and easily it comes to mind** when making a purchase or usage decision.

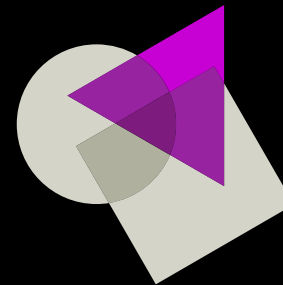
MEANINGFUL



DIFFERENT



SALIENT



Brand
Predisposition



Demand Power



Pricing Power



Future Power

Two critical questions to ask yourself about your brand

01 Is your brand
Meaningfully Different?

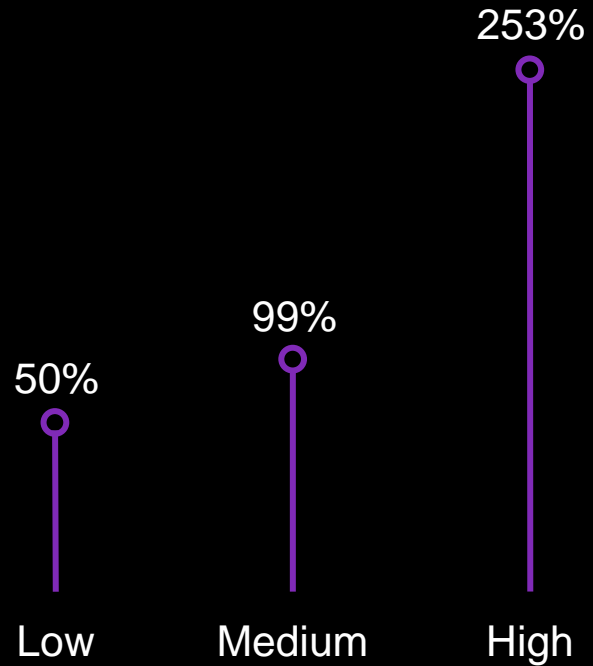
02 Does your brand have
sufficient pricing power?



Meaningful difference drives brand growth

Brands with meaningful difference grow faster

Meaningful Difference: long term brand value growth



Kantar BrandZ™ Global Top 100



Difference makes the difference

Consumers do perceive it, and it is the factor that matters most in driving share price outperformance.

1

Difference is the no.1 brand factor on share outperformance (corporate responsibility was third)

2

Difference accounts for 35% of brand impact on outperformance, Salience was just 0.6%

3

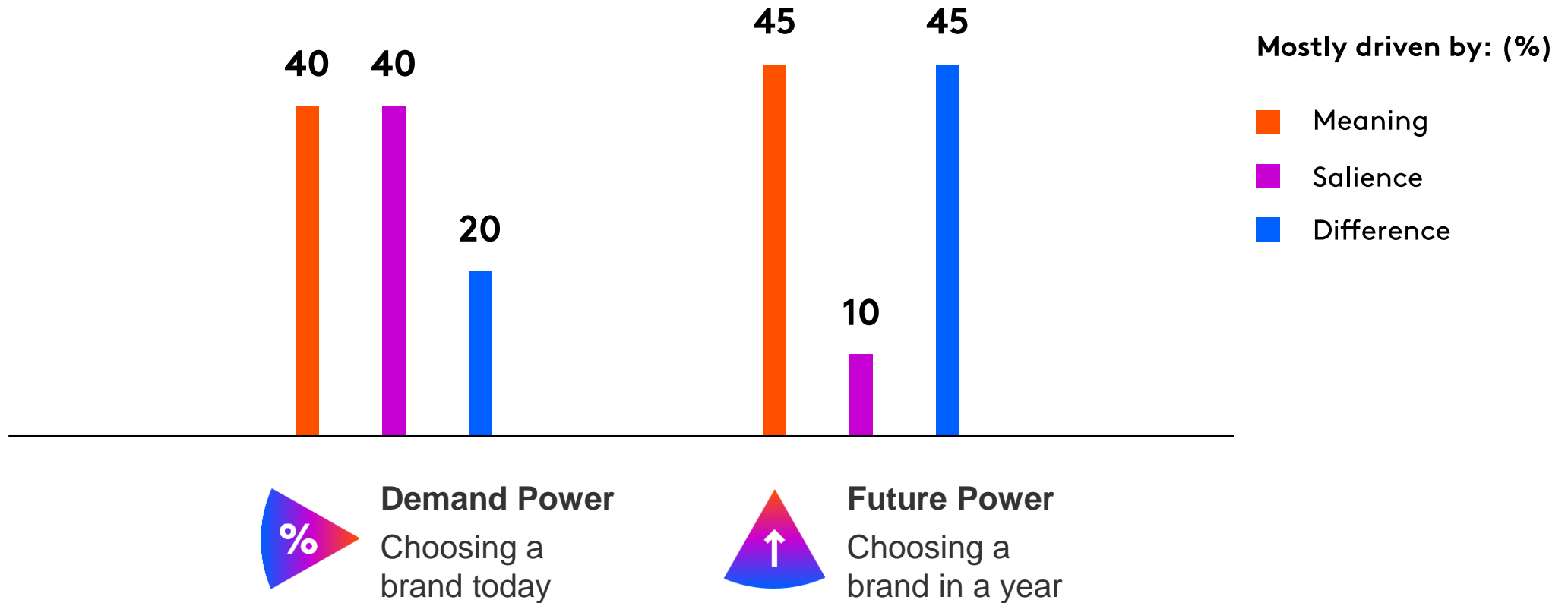
The importance of Difference is increasing over time and Salience is decreasing

“Difference is the DNA of brands that grow.”

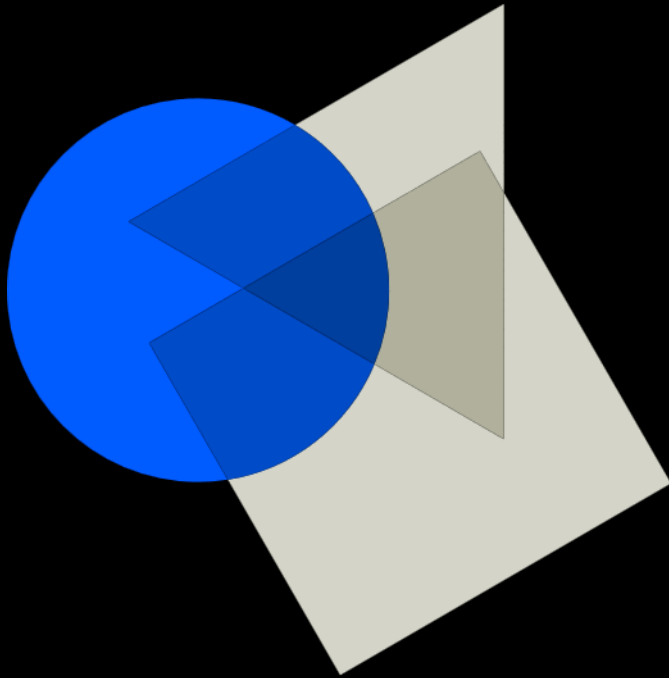
DOM BOYD, MANAGING DIRECTOR UK INSIGHTS AND MARKETING EFFECTIVENESS PRACTICE, UK



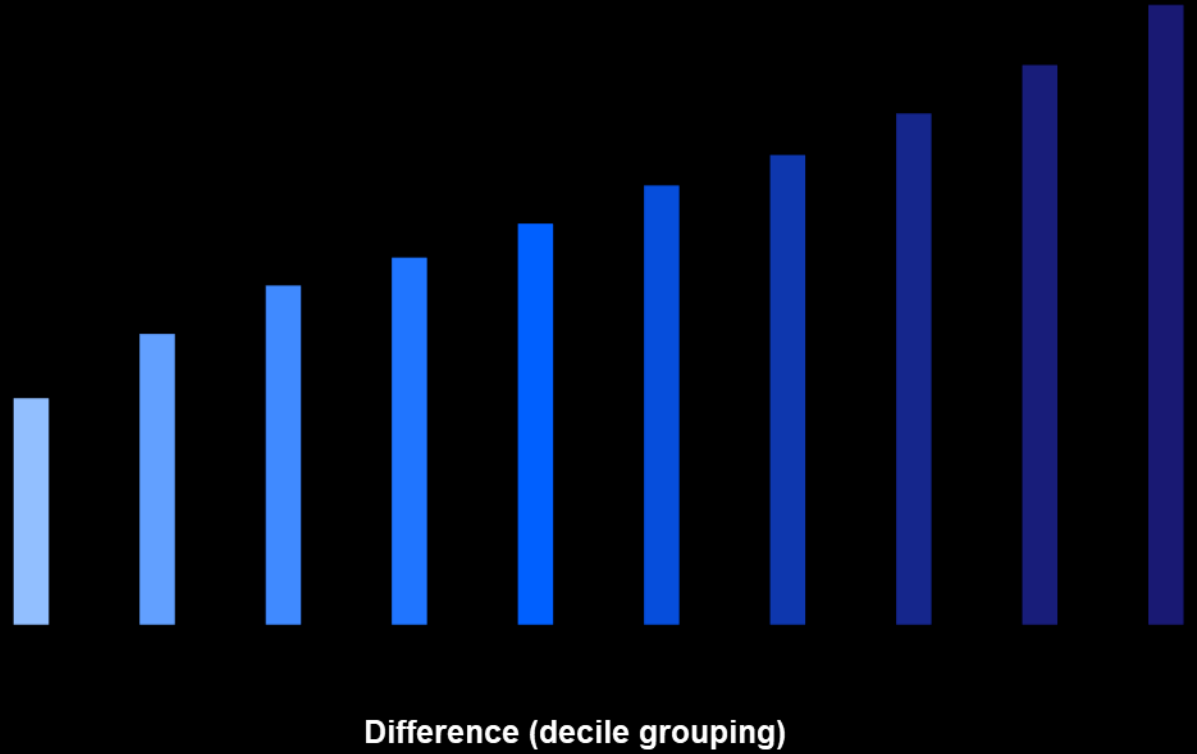
Difference amplifies future purchasing



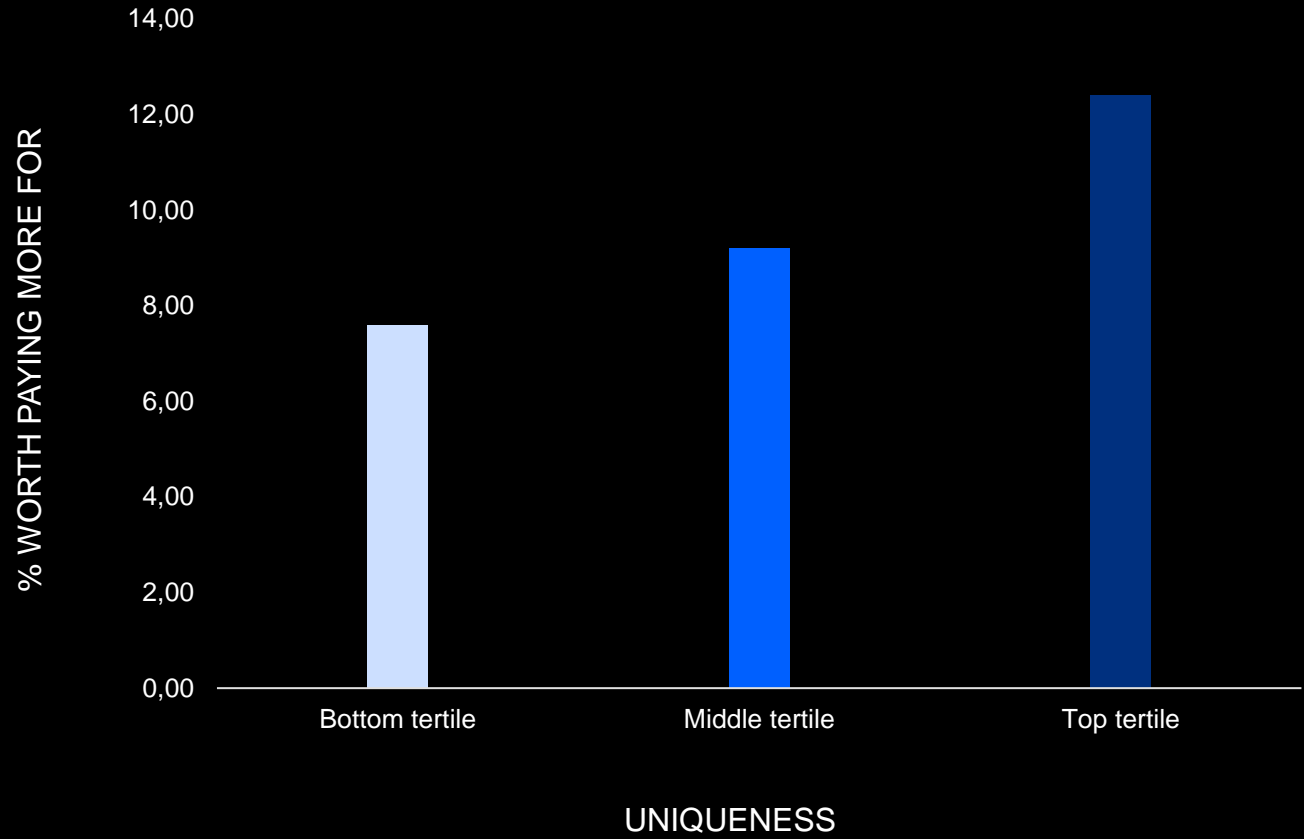
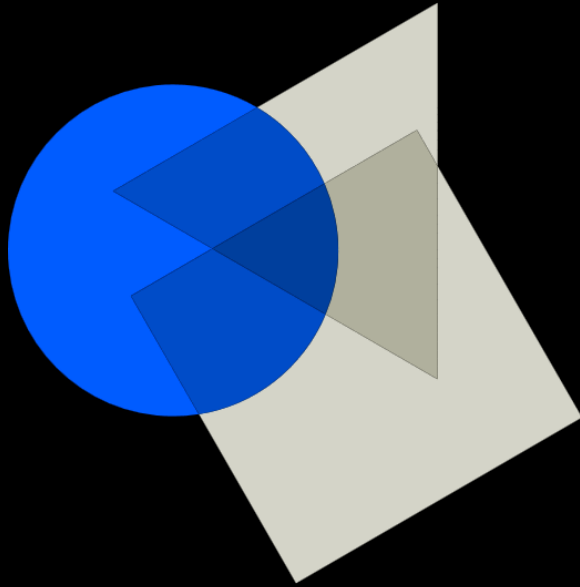
Difference is worth paying more for



% Worth paying more for



A truth validated with Nordic data as well



Most different

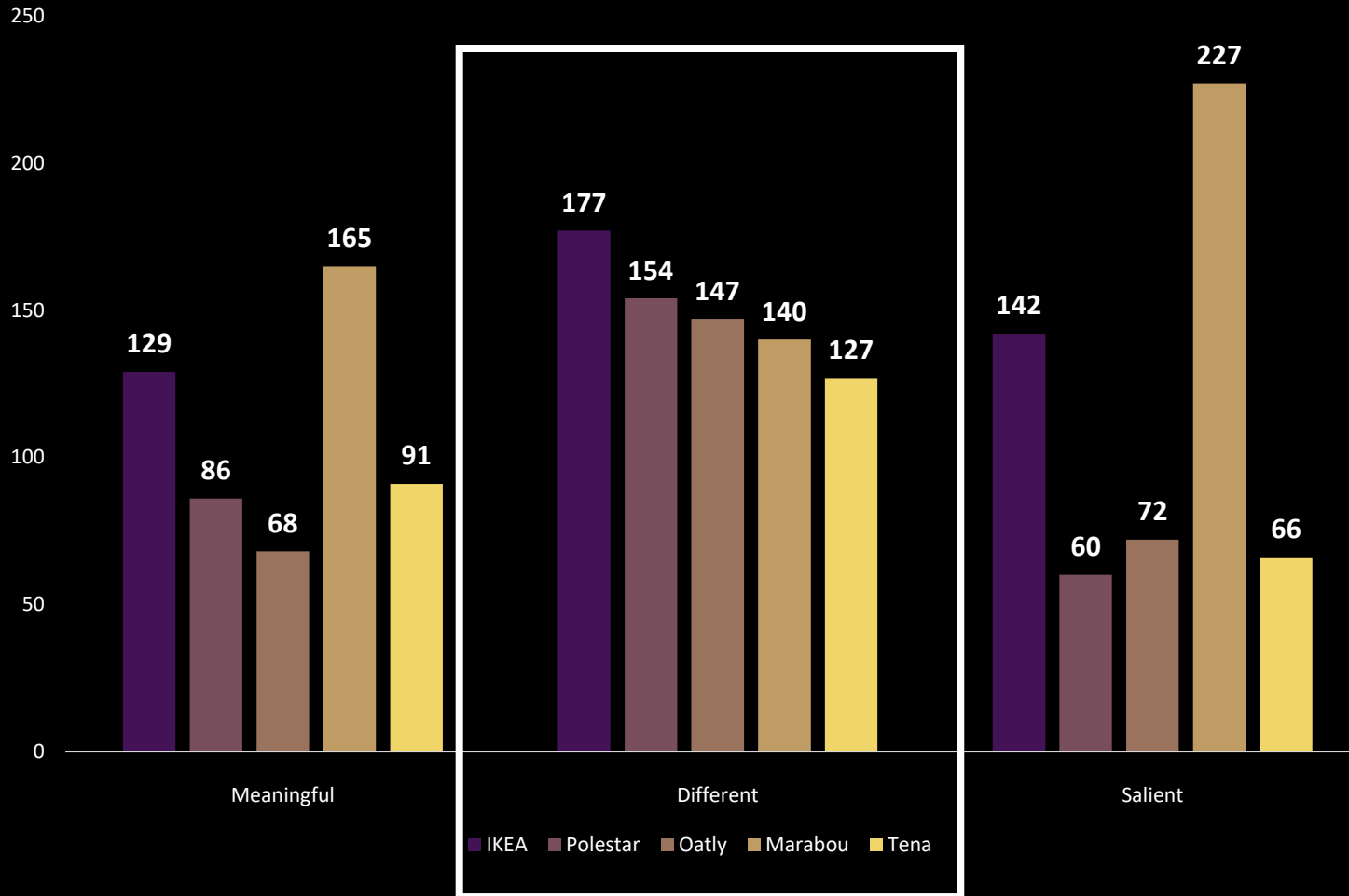


Polestar



Marabou

TENA



Top performers

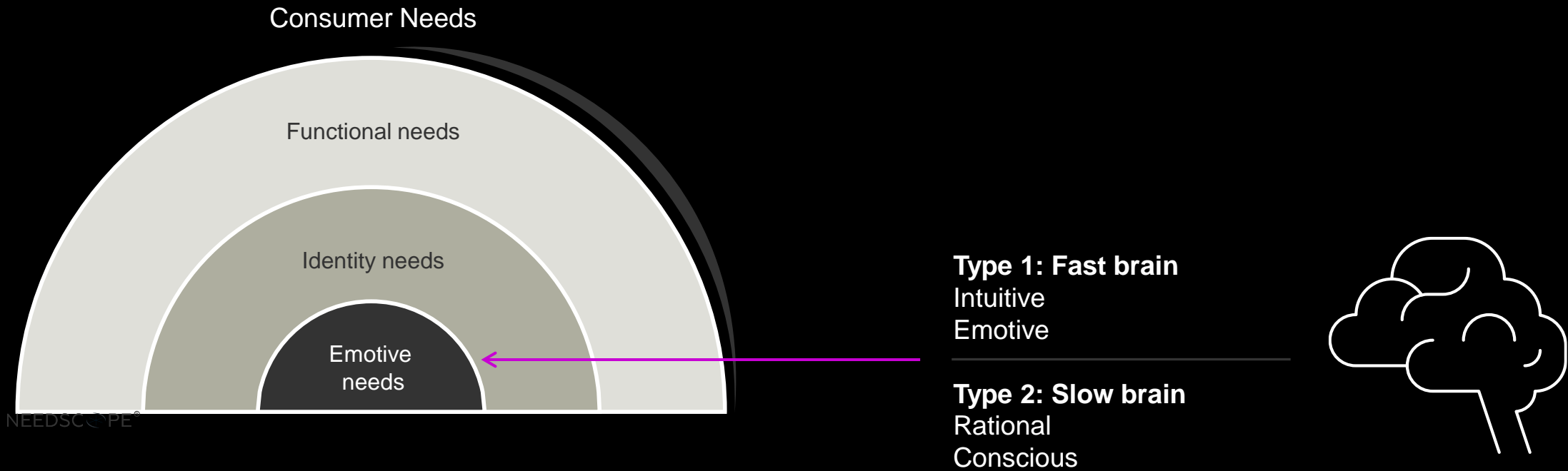
Swedish top 10 brands ranked by Pricing Power

- SCANDIC #1
- TENA #2
- MARABOU #3
- IKEA #4
- SPOTIFY #5
- SWEDBANK #6
- COMVIQ #7
- OATLY #8
- POLESTAR #9
- ARLA #10

**IT'S DIFFERENCE
THAT MAKES
THE DIFFERENCE**

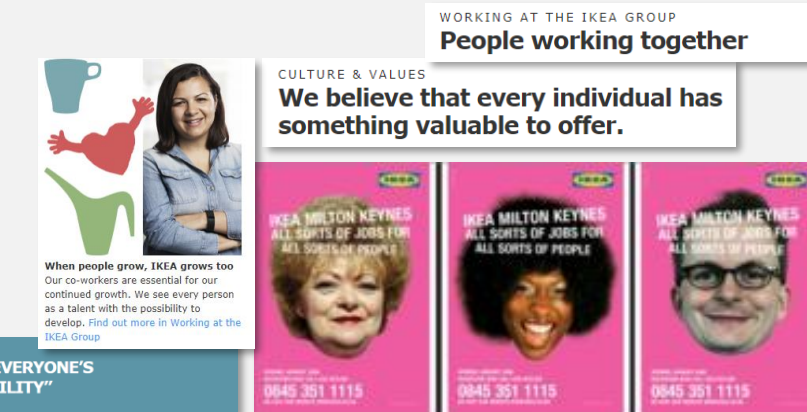
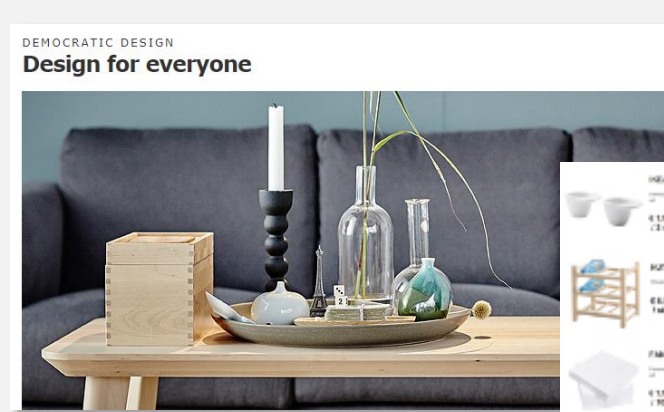
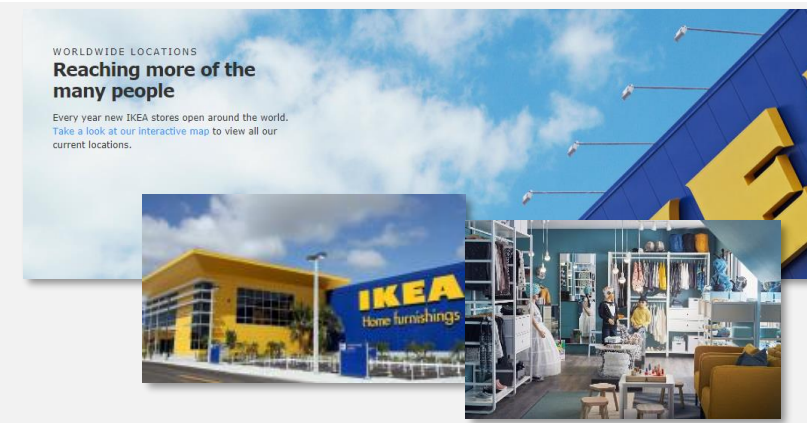
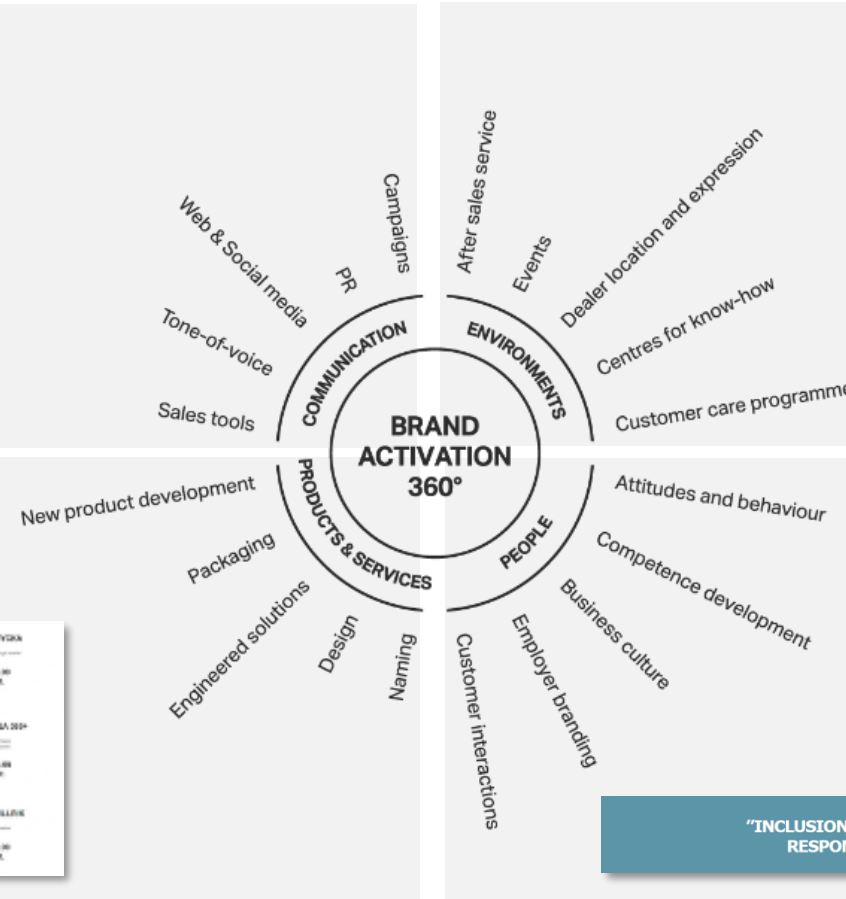
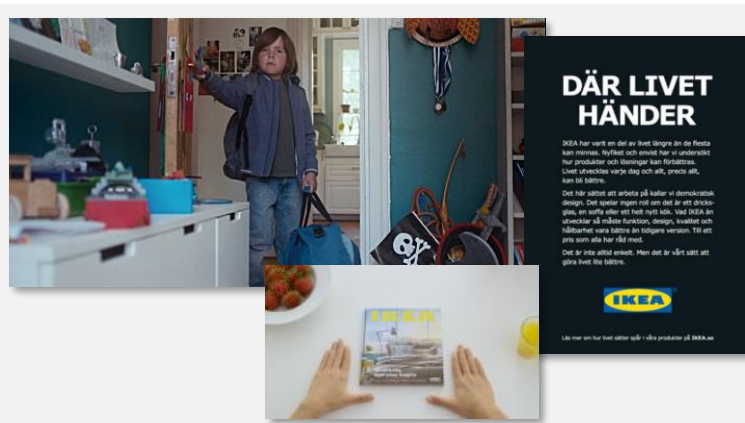
Powerful brands have a meaningful difference, built on emotion – emotion drives choices

Emotion is always on through fast, Type 1 brain processes



Strong brands create consistent, *emotional* connections through all customer touchpoints

At IKEA our vision is to create a better everyday life for the many people

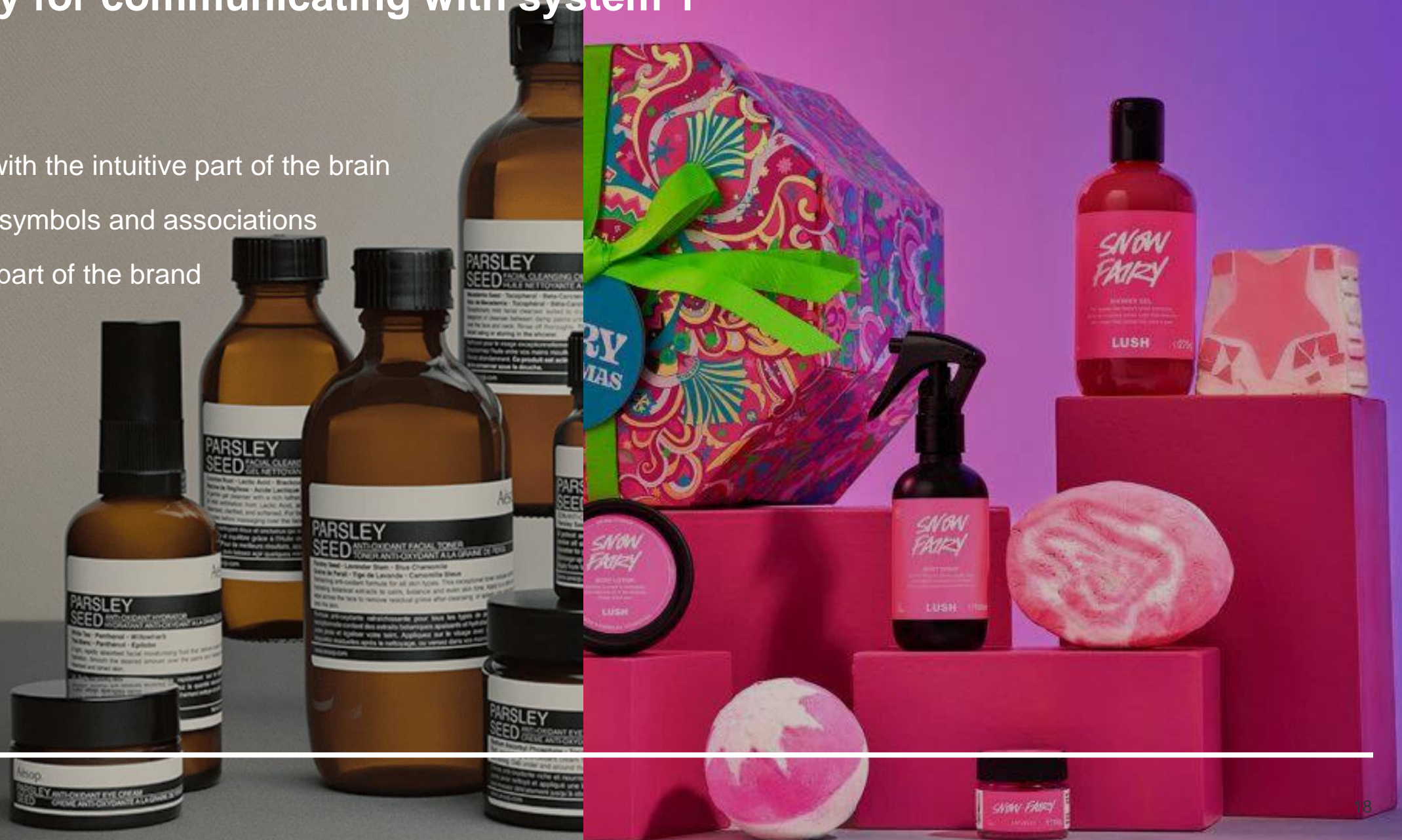


Symbology for communicating with system 1

Communicates with the intuitive part of the brain

A language with symbols and associations

Pervades every part of the brand



Symbology for communicating with system 1

Communicates with the intuitive part of the brain

A language with symbols and associations

Pervades every part of the brand

Klarna

sverigesradio

Securitas



NeedScope is Kantar's leading tool for creating meaningfully different brands

25+

Years on the market

20 000+

Client projects

115+

Markets

15 000+

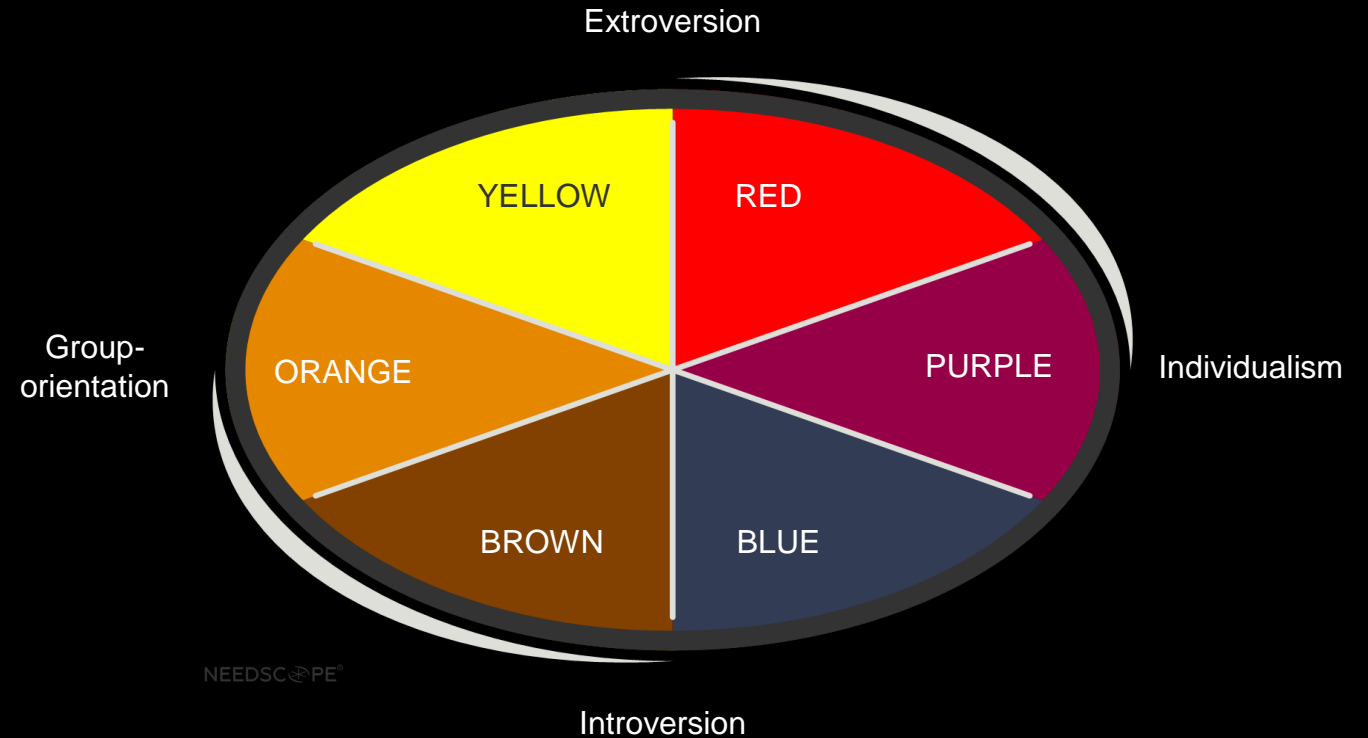
Brands in our database

The method can be applied throughout the branding process to answer a wide range of business questions in any sector

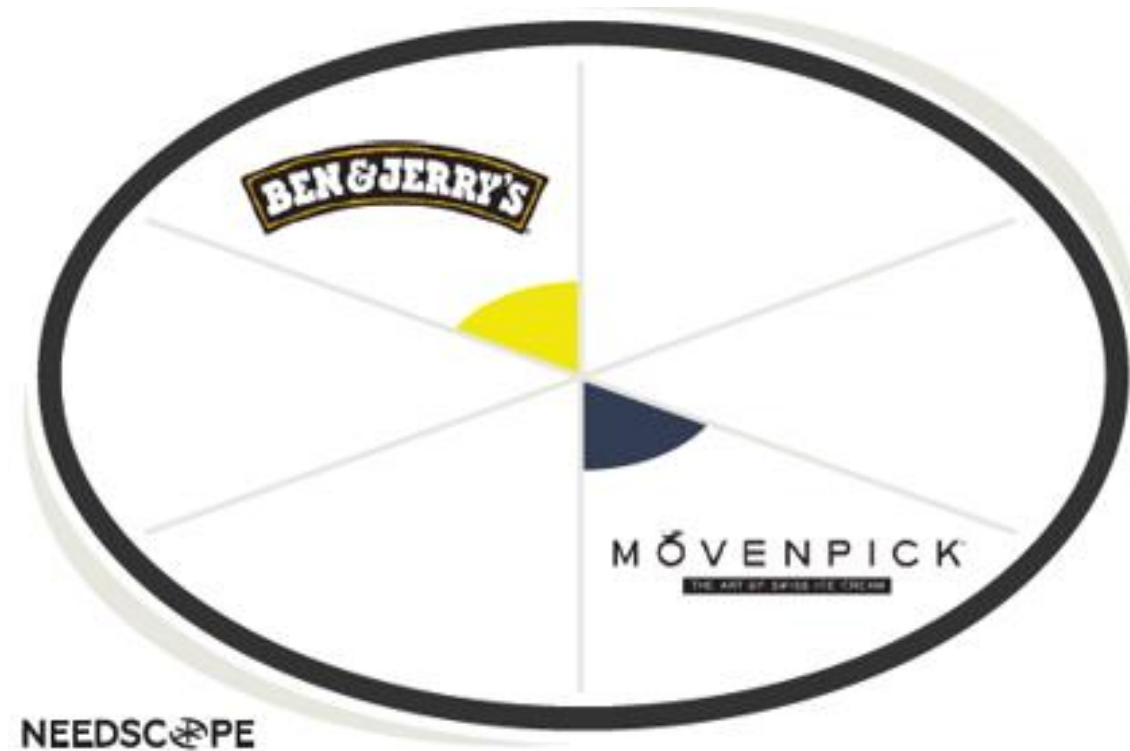
NeedScope's unique approach to understanding implicit consumer needs

Uses a qualitative interview technique in a quantitative context

Uses an archetypal framework to map needs and brands



Meaningfully different brands target a specific need. They have emotive clarity which is difficult for competitors to copy





L

NeedScope builds meaningfully different brands throughout the marketing process



Insight



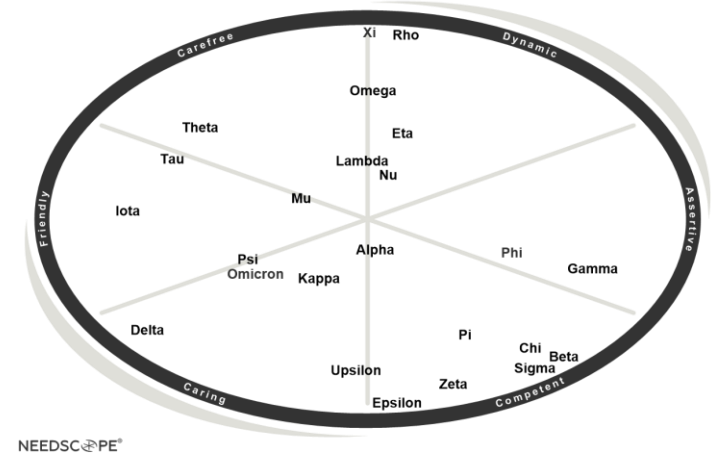
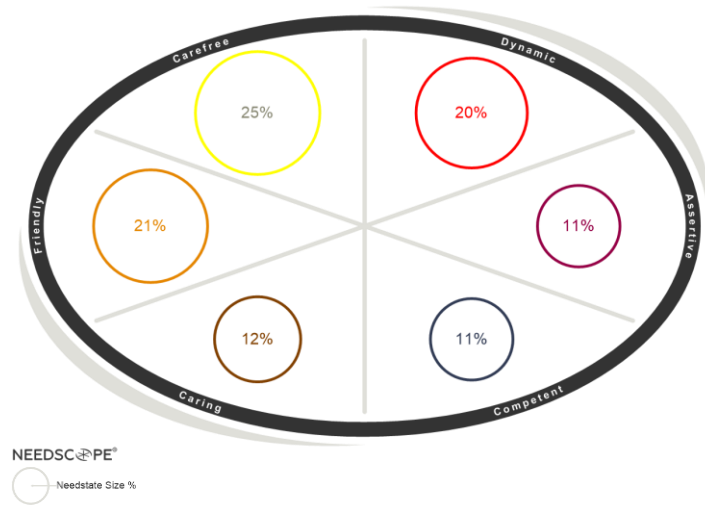
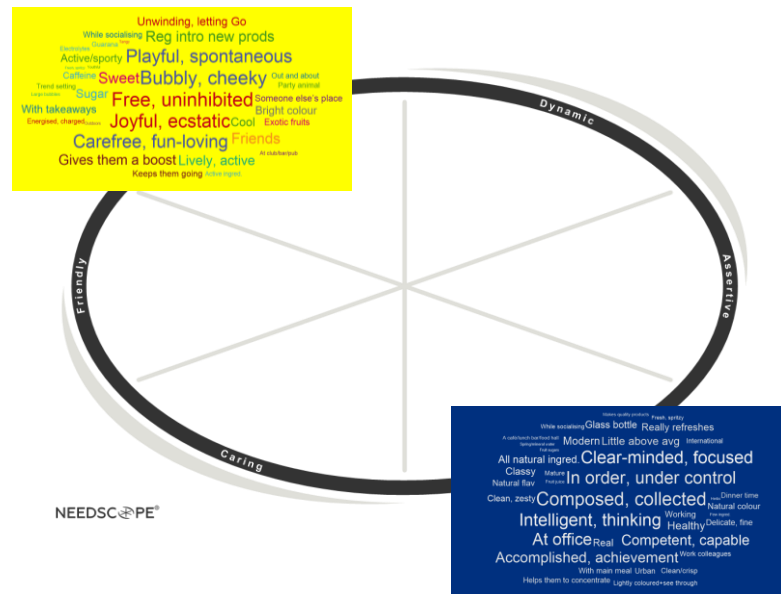
Strategy



Activation

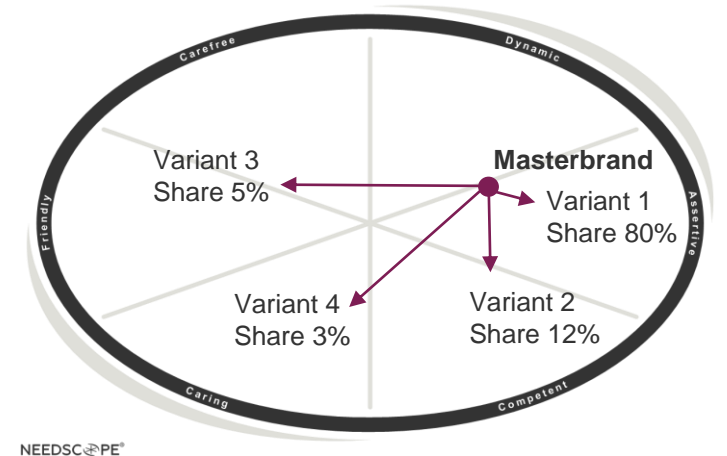
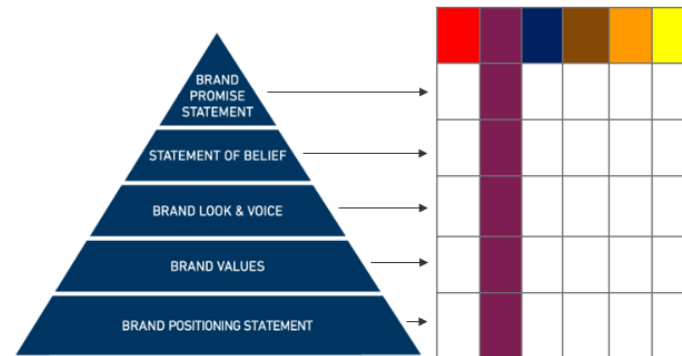
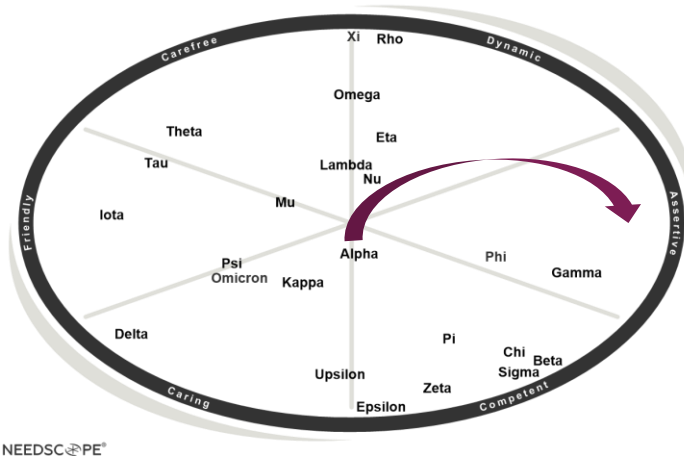
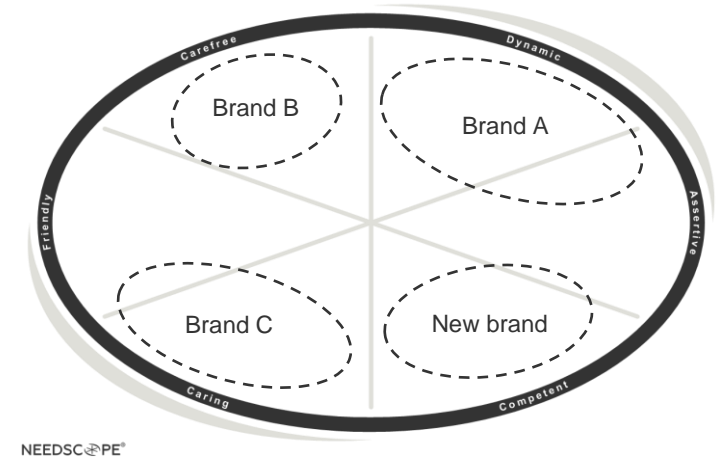
NeedScope generates **insights** about your market

How are the different **need states** expressed in our category? How **big** are they?
 How well are brands **delivering** on the different needs? Are there **gaps** to fill?
 How are brands **positioned** relative each other?



NeedScope helps you make **strategic** decisions such as:

- Defining your brand's **target position** relative competition
- Developing a **brand positioning strategy** based on that target position
- Optimizing your **brand portfolio** against need states in the market
- Organizing your brand by working with its **brand architecture**



NeedScope guides **activation** and keeps your brand on strategy by:

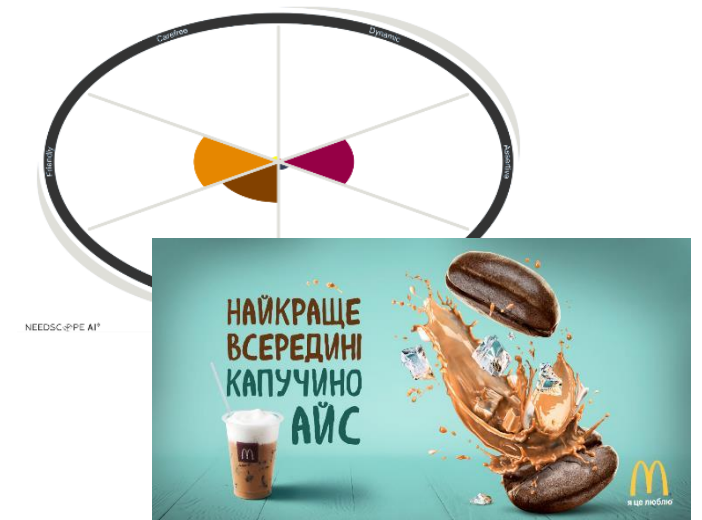
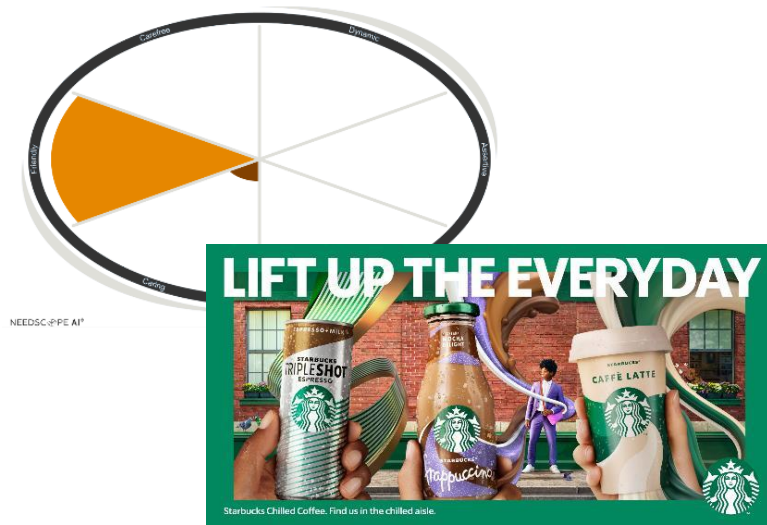
Making it easy to instantly **weed out ideas that don't deliver** on the target position

Providing concrete examples of “**on track**”/“**off track**” **activation for your target position**

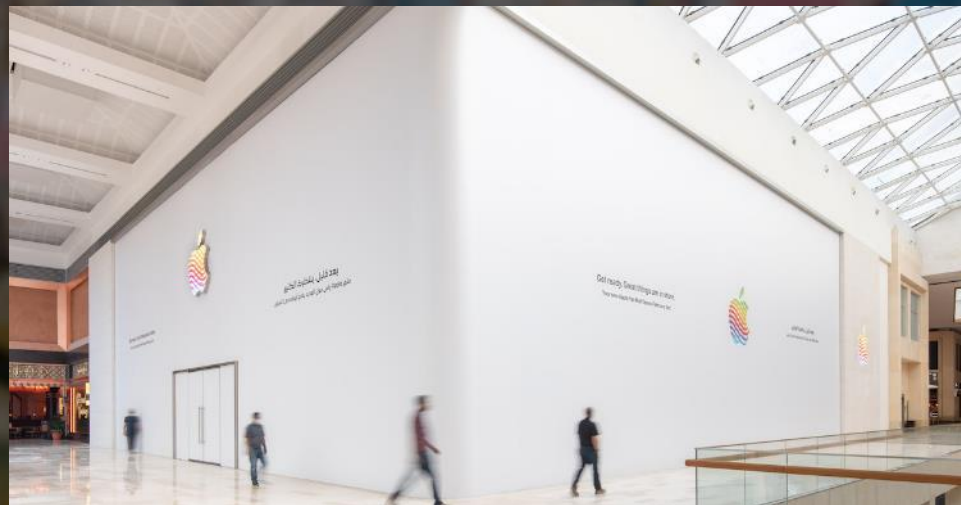
Offering semiotic expert advice or qualitative testing at an early stage of the creative process

Delivering **consumer based results** through quantitative **pre-testing or post-testing**

Speedy analysis with AI decoding of visuals, video and sound/music



Du kan attrahera emotionella behov på många sätt
– det är den övergripande upplevelsen som räknas



Förväntan



Genomförande



Upplevelse

Hur differentieras man sig i en värld där alla pratar på samma sätt?

Trygghet

Hållbarhet

Kvalitet

Tillgänglighet

Enkelhet

Värde för pengarna

Bemötande

Kompetens

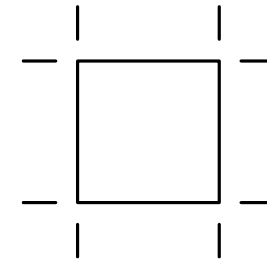


Hur differentierar man sig i en värld där alla pratar på samma sätt?



Vad?

Uttrycker värderingar genom prioriteringar och aktivering



Hur?

Uttrycker värderingar genom perspektiv (framing) och tonalitet



I'll always find you

I'LL ALWAYS
FIND YOU



Hur differentieras man sig i en värld där alla pratar på samma sätt?

Hållbarhet

Hållbarhet...

...inspirerar och gör det kul

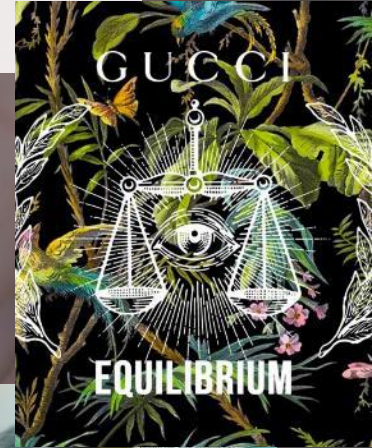
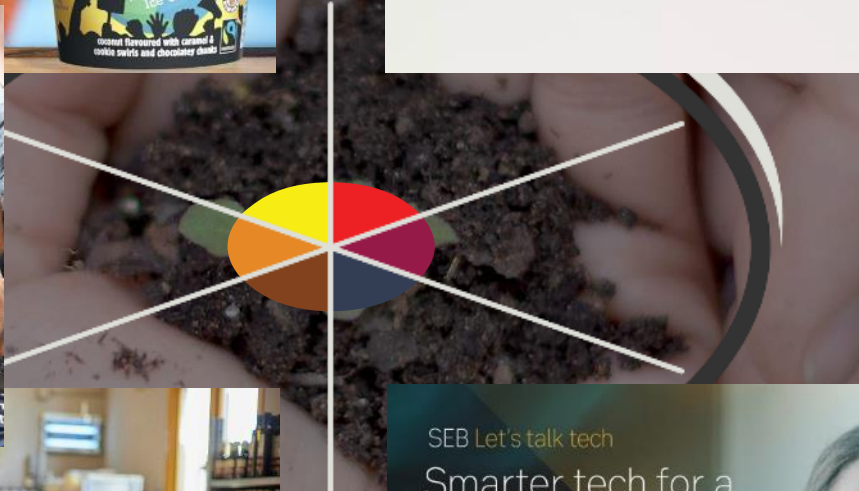


...pushar gränserna



...samlar och möjliggör

...vårdar och bevarar



...leder utvecklingen

SEB Let's talk tech
Smarter tech for a sustainable tomorrow

Hosted by **Alexandra Jevinger**.
Guested by SEB Tech's **Cecilia Björnstedt** and **Shahin Salehi**. Special appearance by **Johan Stolpe, Google Cloud**.
Ida Davidsson moderates the chat.

LinkedIn Live Event
April 12 11:30 CEST

...ger insikterna och verktygen

Hur differentieras man sig man sig i en värld där alla pratar på samma sätt?

Humor

Humor...

...busar



...utmanar



...förenar



...är makt

...puttrar



...tänker till

KANTAR

Hur differentierar man sig i en värld där alla pratar på samma sätt?

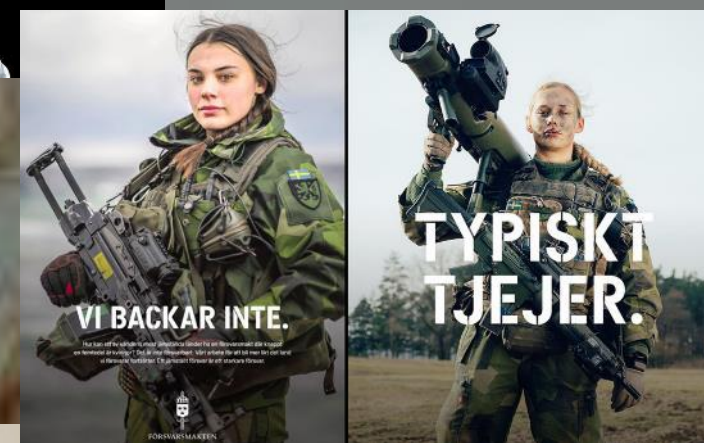
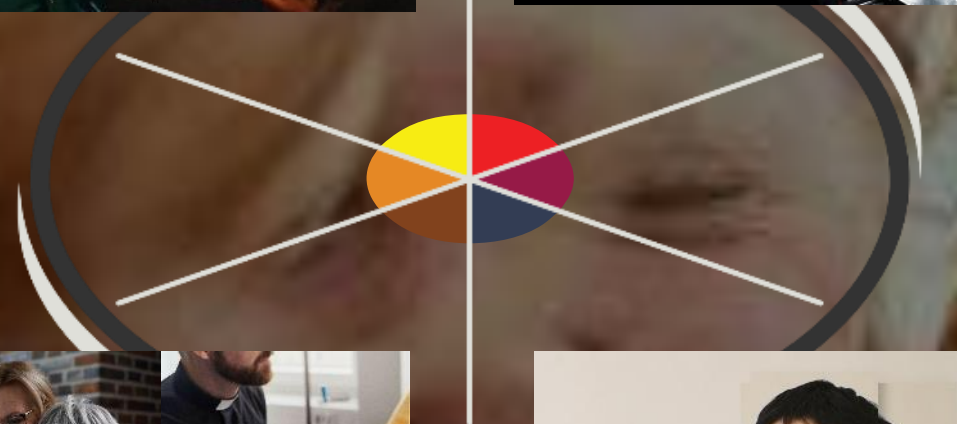
Mänskliga

Mänskligt är...

...lekfull
kreativitet



...kraftfull
kämparanda



...varm
gemenskap

...empatisk
förankring



...övertygad
särskiljning

...intelligent
medvetenhet

To sum up...

Difference is key
to create *brand
value*

True meaningful
difference is deep-
seated into *emotions*

Clear brand personality
embodies the brand
promise, activated in a
consistent way

The strongest brands build their durable difference with *clarity, rooted in an
emotional territory*

Book a meeting to discuss

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