



KANTAR

'Techcelerating' growth

Groundbreaking solutions using the best of human and machine intelligence

July 2022

www.kantaraustralia.com

At Kantar, we are excited to be part of an organisation that is constantly and purposefully innovating. We are also excited to be able to share some of our latest innovations with you. These, we believe, will help uncover new insight to help fuel our clients' success in market.

To forecast potential demand across both categories and markets, **Emerging Trends** applies AI and advanced analytics to 18 years of search data, thousands of categories, close to 200 markets and billions of data points. The approach is machine-led but human-guided based on Kantar's understanding of trend cycles. This brand new, first-of-its-kind cross-category trend prediction tool analyses what people search for in different countries and categories and uses that to project how trends are likely to transfer between markets or categories – turning behaviour into insight into likely market results.

iLab, our new open innovation ecosystem, brings together consumer brands, academia and start-up partners to address tomorrow's consumer needs today, by experimenting, creating and testing innovative solutions and products. iLab's mission is to increase diversity and inclusion within the innovation community, boost collaboration and empower innovators from everywhere to reach scale and in an industry that has traditionally been slow and siloed. iLab will bring together innovators of all stripes from within Kantar, global brands, academia, and start-ups to inspire, innovate and disrupt how the future's marketing solutions will be created.

We're also launching a suite of new products and enhancements to our **creative testing portfolio** on **Kantar Marketplace** with new digital capabilities bringing a level of creative testing previously used just in broadcast. Kantar's advanced technologies will enable creative performance evaluation in just at speed and make testing possible across every digital platform, including influencer content.

Please do reach out if you'd like to find out more about Kantar's newest suite of ground-breaking technology solutions to help your business accelerate growth with the power of AI and analytics, at scale, and at speed.



Jonathan Sinton
Chief Commercial Officer
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Turning search data into the world's first cross-category trend prediction tool

Want to use AI and advanced analytics to search data to forecast potential demand across both categories and markets? Kantar's **Emerging Trends** toolkit applies AI and advanced analytics to 18-years of search data, thousands of categories, close to 200 markets and billions of data points. The approach is machine-led but human-guided based on Kantar's understanding of trend cycles.

Consumer preferences travel rapidly across the world from one market and category to the other. Beauty trends travel from Korea to the West, ingredients travel from food to beverages. **Emerging Trends** helps brands identify potential demand by allowing marketers to understand global market presence, multiple categories presence and brand independence. It does this by answering questions such as: 'what are the next potential growth markets?', 'which new ingredients will be relevant in my category?' and 'which new flavour or format should I launch?'

Emerging Trends ensures that innovations and communications are relevant to tomorrow's consumer needs by identifying demand signals before they happen in their category or market. This provides a better understanding of when and where to invest. The toolkit can also highlight opportunity areas based on global market trends. For example, through our toolkit we know that markets where beer consumption is in decline, there is an opportunity for Seltzers.

This is a completely new way to understand shifting consumer demand globally and across categories, with speed and at scale.

This proprietary toolkit identifies, classifies and quantitatively visualises candidate trends across thousands of categories across all languages and all markets. We also explore if candidate trends are likely to stick or fade to ensure relevancy. Example trends that consumer brands will be able to identify include ingredients, products features, needs, moments, occasions and sustainability movements. You can also understand the retailers, brands, influencers and celebrities that could trend.

Understanding if a trend will likely travel across a market or a category is something that consumer brands have been asking us to achieve for the last couple of years. We've researched different approaches and different data sources, but the scale just wasn't there. **Emerging Trends** finally provides marketers with more ammunition to make the right investment decisions, using the power of artificial intelligence and advanced analytics. They will be able to address tomorrow's consumer needs today.

"As all things digital continue to accelerate, which trends matter most for companies and marketers? This is a frequently asked question by our clients, so Kantar has developed a unique set of analytics solutions powered by big data and AI to identify the most relevant, impactful, and valuable expressions of trends. These expressions may not always represent the edgiest or most outlying manifestations. But they represent the global or local momentum from a consumer lens. We are here to help you find quantitative evidence to test your hypotheses, gain inspiration, and innovate faster. At scale, with speed".

Chris Petranto, Executive Managing Director, Analytics, Kantar

"Finding impactful innovation is at our core at Coca-Cola. Working with Kantar over the years as an innovation partner has been instrumental in providing growth opportunity for our brand. Previous innovations with Kantar have enabled us to predict creative performance of large volumes of ads increasing creative confidence at scale, speed to market and increased advertising ROI. Currently, iLab is helping us better understand our consumers' future needs and desires through digital data."

Michele Morena, Digital Insights Marketing Manager, Europe – Coca-Cola

"We support initiatives that give answers to 'grand marketing challenges' globally including climate change adaptation, sustainability, Fourth Industrial Revolution and innovation policy. We have worked with Kantar on a world's first in mapping online conversations and forecasting UK consumer sustainability trends against the UN Sustainable Development Goals (SDGs). This has been revolutionary, and we will continue innovating with them under their new iLab."

Felipe Thomaz, Associate Professor of Marketing – Saïd Business School, Oxford University

Disrupting the marketing innovation process

Kantar iLab Open Innovation Ecosystem is our innovation powerhouse. Disrupting the status quo of the industry and driving growth for people and clients through the power of collaboration, freed data and human/machine intelligence, we are helping consumer brands solve tomorrow's consumer needs today.

iLab brings together consumer brands, academia and start-up partners to experiment, create and test innovative solutions and products. Launch partners for iLab include Coca-Cola, Twitter, Saïd Business School (Oxford University) and Audiense.

In an industry that has traditionally been slow and siloed, iLab's mission is to:

- increase diversity and inclusion within the innovation community
- boost collaboration
- empower innovators from everywhere to reach scale.

iLab leads clients to more purposeful experimentation, proof of concepts and product development with speed and scale. It will feed innovation funnels by acting as a catalyst to help marketers understand people and inspire growth in new ways. This open innovation approach has delivered results for Kantar clients, such as Link AI, the automated ad-testing platform, which was co-developed with Coca-Cola. This AI-driven product is testament to the power of collaboration and the benefits that such technology brings to brands across the world.

Scaling up digital ad testing capabilities

Accelerating Kantar's creative testing portfolio on [Kantar Marketplace](#), new digital capabilities are enabling creative performance evaluation at speed and making testing possible across every digital platform, including influencer content.

Introducing Link AI for Digital

On the back of launching Link AI for TV, we're now introducing Link AI for Digital - a commercially feasible solution to test digital creative that would normally launch untested, taking the guesswork out of ROI. The creative performance of online video, YouTube and Facebook ads can now be tested in as little as 15 minutes. Link AI for Digital is the only AI-based product on the market to combine insights on creative effectiveness alongside behavioural metrics. Use cases for Link AI include competitive ad evaluation, batch-testing/meta-analysis, smaller brands, variants of digital ads and more. Link AI for Digital is available on Kantar Marketplace and will be enhanced by additional brand lift metrics.

Opening Context Lab to everyone

There are now 12 formats that can be tested on Context Lab with the introduction of Facebook Stories, Instagram Stories, YouTube non-skippable ads and 'custom contexts'. Context Lab is Kantar's in-market media effectiveness product that helps clients understand ad performance across different media environments. It quickly provides a contextual understanding of a digital ad's effectiveness, allowing marketers to optimise their digital and social media activity, and quantify the brand impact of campaigns. Custom contexts open ad testing to any digital environment. This includes evaluating influencer content to make digital ad testing available to all digital publishers and smaller regional platforms - helping advertisers optimise their media investments across a broader media mix.

Facial coding coming soon to Link Express for Digital on Kantar Marketplace

You can soon benefit from a new facial coding module in Link Express for Digital on Kantar Marketplace, which delivers survey-based feedback on digital ads, with recommendations on how to improve them, in as little as 48 hours. Currently, 60% of Link all tests include facial coding. This advanced technology provides a deeper understanding of emotional engagement and attention in digital media. It captures moment-by-moment facial expressions for more granular insights, with the backing of powerful technology and third-party integrations.

Kantar Marketplace brings together the best of technology and human expertise in a powerful market research platform, so you get decision-quality insights in as little as a few hours. Solutions include idea screening, concept testing, pack testing, creative pre-testing, digital in context testing, post launch creative measurement and equity dips. And with Kantar's Meaningfully Different Framework at the heart of our solutions, you can reliably predict whether your marketing will drive incremental sales and brand equity.

KANTAR MARKETPLACE
Grow your brand with faster insights
[Book a demo now](#)

"Australian consumers are eager to see advertising reflect inclusion and diversity that exist in our culture – gender and ethnicity. The good news is that this has a positive impact on the entertainment value of the asset and brand building potential across platforms"

Irene Joshy, Head of Creative, Kantar Australia

Ensuring progressive representation in advertising helps create meaning to build strong, resilient brands.

Building on our leadership in measuring inclusiveness in advertising, a new diversity, equity, inclusion (DEI) metric specifically asking "The way people are presented represents a modern and progressive view of society" will be integrated into Link.

"Expanding the kind of ads that can be tested and making access to testing easier on the Kantar Marketplace platform empowers advertisers to invest with confidence and helps them maximise their advertising ROI," says Jane Ostler, EVP, Creative and Media, Kantar.

"Extending our DEI testing capabilities on the fifth anniversary of Unstereotype Alliance also speaks to Kantar's commitment to ensuring that the advertising industry plays a positive role in society."

How behavioural science drives successful innovation

Innovation is key to growth. Behavioural science in market research helps you understand decision-making to drive success.

As Dr Nicki Morley discusses in her article [Why is Innovation so important for brand growth?](#), disruptive times demand a new approach to innovation. [Data from Kantar BrandZ](#) shows that, in difficult times, brands that continue to innovate grow seven times faster than competitors. But the truth is that innovation is an inherently risky business, made even riskier when you don't take account of human nature and the influence of context throughout the innovation process.

Why context is key for innovation

Context can have a huge, overriding effect on people's decision-making, so companies cannot afford to innovate in a vacuum. [Behavioural science](#) – from cognitive psychology to behavioural economics to social psychology – offers a framework to understand the impact that context and cues have on people's decision-making. The greatest innovation in the world will fail if it is not tailored to the context in which it will be used.

How to drive successful innovation

Successful innovation demands far more than just new technology – otherwise Google Glass should have been a stunning success.

Instead, people hesitated before adopting it. Why? Because the key influences on consumer decision-making – such as social factors and emotional associations – weren't considered. The behavioural changes needed were underestimated – the sight of someone wearing the glasses triggered privacy concerns for some people, others felt wearing a smart phone on your face made you look odd and stand out. Ultimately the negative frictions outweighed the positive motivations.

Understanding the role of behavioural science in market research could have helped deliver a more successful adoption. At Kantar, we've identified eight broad influences on decision-making that dictate the likely success of any innovation. Each one can act as either a fuel or a friction to adoption.



Becky Ingram
Director of Sustainable
Innovation and
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Kantar



Dr Nicki Morley
Head of Behavioural
Science and Innovation
Expertise, Insights
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Eight influences on decision making



Situational Factors
Factors like location, time of day, and mood can affect consumer decision making.



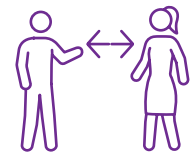
Habits
People often make decisions habitually - it's part of their routine, so it's a natural, almost unconscious, decision.



Emotional Associations
Have a large influence on decision-making. If an ad makes you feel happy, you are likely to want to buy the product.



Values
Values shape our decisions, whether it's choosing a product that will help the environment or avoiding a company known for animal testing.



Social/Cultures Factors
When we make decisions, social and cultural factors, such as the opinion of our friends can affect our choices.



Rational Associations
Decisions are often based on rational associations - which product is associated with the best performance.



Trust/Legitimacy
Trust is an important factor in decision-making, reducing uncertainty and increasing confidence.



Cognitive Effort
Where possible, people will avoid cognitive effort - people want the decision to be easy.

If you know the barriers to adoption, you can craft interventions to overcome them. Google Glass failed because it didn't address social and cultural frictions.

In contrast, the UK's Department of Transport (DoT) is a great example of using behavioural science in market research to drive successful innovation. The DoT leveraged a social influence as fuel, issuing electric vehicles (EVs) with distinctive green license plates. The vehicles are more visible on the roads: harnessing the power of social proof to encourage more people to buy an EV.

Once we know the influences on decision-making for innovation, we can identify opportunities and create products or services that will fuel adoption and minimise rejection, because if you know the barriers to adoption, you can then craft interventions to overcome them. The ultimate objective should be to craft a product that fulfils a need or solves a tension in a meaningfully different way.

Sustainability highlights the contextual challenge

The growing consumer desire for products and services to be more sustainable highlights the need to identify behavioural influences on decision-making and understand the contextual challenges.

Even though most people say they believe sustainability is important, many instinctively resist adopting products that require more effort, giving something up, or which cost more: 92% say they want to live a more sustainable lifestyle – but only 16% actively change their behaviour.

Bridging the value to action gap

92%

of people say they want to live a sustainable life

52%

have done something about it to varying degrees

16%

are actively challenging their behaviours

Sources: Kantar's Regeneration report, Kantar's #WhoCaresWhoDoes report

We've seen great, sustainable new products struggle not because sustainability isn't important to people but because frictions outweighed the fuels or desires to be sustainable.

For instance:

- A change of product format designed to eliminate plastic packaging proved less successful than expected because the new product did not deliver the same sensory enjoyment or premium look and feel.
- At a more mundane level, good intentions can be undermined by situational factors. All too often, people who intend to buy refills end up buying the original pack again, simply because the refills are not easily available.

The need to change behaviour, rather than just respond to it, means that sustainability innovators must ensure that their design presents consumers with a frictionless choice. One where people's instincts work in favour of adoption, not against it. Innovators need to overcome initial instinctive concerns to make it easier for the purchaser to reap the long-term rewards for themselves and the planet.

How to use consumer insight differently : 6 key steps

Infusing behavioural science in market research requires more than a change of mindset. We must first understand the deep human behaviour that will drive successful innovation and then adopt a more nuanced and [agile development process](#), which leverages behavioural science across the innovation journey to discover, learn and evolve and gives the final product the best chance of success.

01

Identify new opportunities in context

For the best chance of success, innovation must start with understanding how people make decisions and the influences on decision making in a specific context. The best way to do this is to start with an observational qualitative approach to gain a holistic understanding of the consumer's world, their environment and the products they use within it.

By developing empathy with the person whose need you are trying to solve, mapping how usage occasions play out, and critically examining the different influences that shape their behaviour, you can identify the fuels that need to be built on and the frictions that need to be removed or overcome and design a product likely to succeed.

02

Appeal to instinctive and reflective thinking

One of the most important ways in which behavioural science can help craft more meaningful products and increase the adoption of innovation is by understanding [the interplay between intuitive and reflective thinking](#).

Contrary to popular belief, all human [decision-making is informed by both modes of thought](#). However, the balance shifts between the two depending on the familiarity of the context and the choice at hand.

Choosing a soft drink might be as simple as reaching for the red can, second shelf down, because that is the place where you have always found Coca-Cola in this store. But when asked to evaluate new product ideas, people often over-think and second-guess themselves because the concepts they are being asked to respond to are unfamiliar or out of context.

03

Highlight people's real-world responses

To redress that balance, we need to account for both the instinctive and reflective response to new ideas. Importantly, we need to identify the influences on decision-making that people may not consciously be aware of.

This might mean evaluating new products in scenarios where people might be required to buy them or conducting trade-offs to see what consumers might be willing to give up in order to buy a more sustainable product. In one project, we found that people became hesitant to choose more sustainable package because they felt it undermined its gift-giving credentials.

04

Identify instinctive choices

To better understand the intention-to-action gap that can arise in testing, we developed a methodology that mimics the swipe used by dating apps like Tinder. Presenting choices in quick succession pushes people to rely more on their instinctive response and not over-think things.

Our [Pack eValue solution](#) uses this approach [to identify a shortlist of preferred packs](#) from a large number of options and provides clear diagnostic insights to help improve them. [In this project for craft beer brewer BrewDog](#), our approach helped identify how best to communicate sustainability values to different audiences.

05

Identify implicit associations

To identify those all-important subconscious influences on decision-making, which might trigger desire or fuel rejection, we can use Kantar's Intuitive Association Test. This a proprietary solution that uncovers the subconscious drivers of decision-making and uses reaction times to identify which areas are instinctively associated with a new product or package.

For a client seeking to drive higher volume sales with health-conscious customers, we used our Intuitive Associations approach to test three pack options. The methodology measures speed of response to help identify how strongly a description fits a concept, pack or product. We found that due to its colour one pack design triggered associations with healthy meals whereas the other two options triggered snack associations.

06

Inject behavioural science throughout the innovation journey

The eight influences on decision-making we have identified provide guardrails around the whole innovation journey, helping us to understand people's instinctive responses to context, feed the fuels that will encourage adoption of innovation, and starve the frictions that might undermine it.

To improve the chances of innovation success, products must be developed in the context of real-world decision-making, and how we test and learn must reflect where those products will be chosen and used. Identify the behaviour you want to go after, understand the drivers of choice, and innovate for the context in which decisions are made and products are used and test and learn in context.

Swipe right. How AI can help your ads stand out.

Can AI tell which dating app ads will get people to swipe right? Yes, it can. Ads in many categories often look the same, so we explore how AI can help your ad stand out.

My friends' stories about their experiences and perceptions of different dating apps got me wondering - just how effective is advertising in the dating app category? Looking at the ads, there seems to be a universal look, with attractive people, beautiful clothes and polished production that feels attractive but uniform, with little to differentiate them. And, as we shall see, it is not just my lack of personal relevance at fault.

Lack of distinctiveness is a widespread problem

The problem of brands using a category generic look is far from one that afflicts only dating apps. New cars driving effortlessly on a wet, winding road, happy kids munching on snacks, or the earnest but boring bank scenario. Tropes like these abound. And that's a problem, because when every ad looks similar people are likely to forget which brand an ad is for. While many factors play into whether an ad is impactful, ads that most people find distinctive are 2.3 times more impactful than those which few people find distinctive

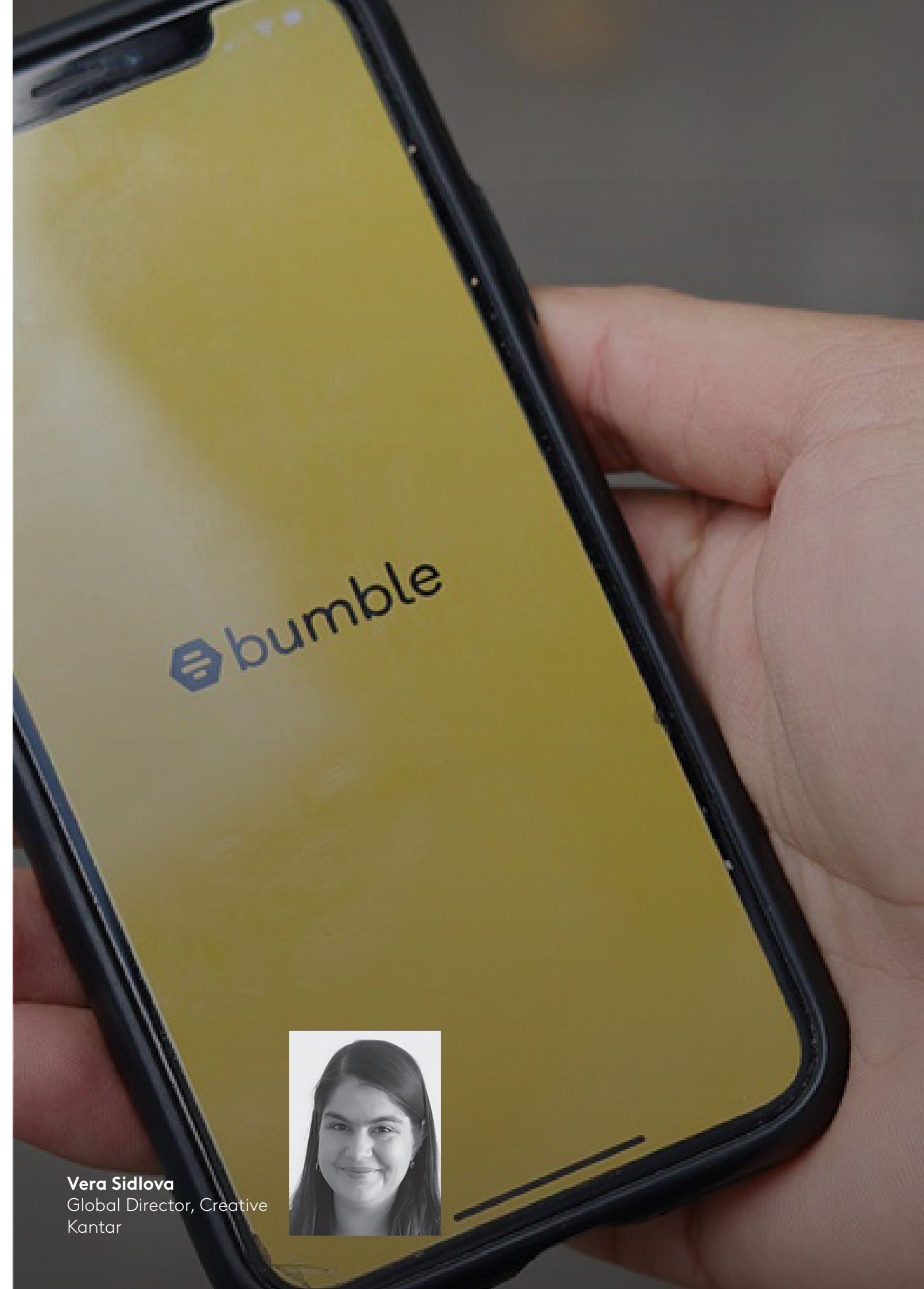
Source: [Kantar's Link Database](#)

What does the intended audience think?

Of course, no one sets out to create generic looking ads, but all too often it seems that a set of implicit guidelines evolves to cause every ad in a category to look the same. Like beauty, distinctiveness is in the eye of the beholder. And in the case of advertising, that means the intended audience. But advertisers rarely test competitive ads to learn what works in their category and how well their ads stand out from the competition.

What is the solution?

The use of AI in pretesting has opened a new opportunity to test ads from competitors across a given category, whether TV or digital, quickly and cost effectively. By doing so, you can identify which campaigns are breaking through and which have fallen into the look alike trap.



Vera Sidlova
Global Director, Creative
Kantar

Using Link AI for Digital to test dating apps

Having seen yet another generic ad on YouTube, I decided to test a series of digital dating app ads using Link AI for Digital. To explore whether or not any of the ad campaigns have what it takes to make people swipe right.

With this objective in mind, I uploaded some ads into [Link AI on Kantar Marketplace](#) from four different dating apps. Link AI (for TV or Digital) uses learnings from our [growing Link database of over 230,000 ads](#) and machine learning to predict how consumers would rate an ad. Each ad takes about 15 minutes to process, while the machine parses the content for visual and audio characteristics and compares those characteristics back to the patterns identified from our Link pre-test database. The algorithm then produces a prediction of the likely scores on key creative pre-testing metrics, including Brand Power, Impact, Persuasion, Branding, Enjoyment and Affinity, and in the case of digital, predictions of skip time and action likelihood.

And the winner is Bumble!

So, what did I find? Well, if the analysis confirmed one thing, it is that it is difficult to judge whether ads will work well or not solely based on personal experience. Of the dating apps tested, there was one brand that cracked the advertising effectiveness code. Most of the ads tested for Bumble perform well, across the range of effectiveness metrics, notably branding and enjoyment, two of the most important.

Average percentiles for Branding and Enjoyment - dating app brands

	Branding	Enjoyment
Brand A	8	22
Brand B	9	38
Brand C	18	12
Bumble (average)	48	59

The winning ad, Bumble's 'Make the first move' on Facebook, scored the highest on most metrics.

Bumble's 'Make the first move' Facebook ad



All ads aim to persuade

But let me take a step back, because there was uniformity to the way the different ads were predicted to work. Out of the 15 ads I tested, 11 were predicted to score well on persuasion. All the ads are designed to convince the viewer that they have something unique to offer the potential user, and in doing so, even if they have a very different message, they end up sounding like a sales pitch.

A bigger problem than tone of voice, however, is that trying to convince people to sign up now is only going to be effective among the small group of people ready to date someone new. Unless a brand can afford an always on advertising strategy, it is far better to attract people with enjoyable, distinctive and memorable content, which highlights what the brand has to offer, so that when someone is ready to date, yours is the app that comes to mind.

Bumble uses its distinctive colour to good effect

My assessment of the ads in the light of the Link AI results suggests that the Bumble ads were likely to be well-branded because of the prominent use of the brand's signature yellow. Brands should [make use of their distinctive assets](#) to ensure that people realise which brand is being advertised and help create strong brand-linked memory structures. Coupled with higher-than-average enjoyment and affinity, strong branding meant that not only are the Bumble ads predicted to drive immediate response, but they are also likely to help build the Bumble brand long-term.

A creative idea that has potential

While I am not going to reveal which other dating apps we included in the comparison, there is one that has a campaign with the potential to be more effective than it is right now. The problem the campaign faces is a familiar one. The ads use a consistent, clever, campaignable idea, and one that Link AI predicted to be reasonably enjoyable and persuasive; however, branding was very weak. There is little in the ads to link the creative idea to the specific brand. And, as noted, if people cannot remember which brand the ad is for then the impression is likely wasted.

And the ad that also ran...

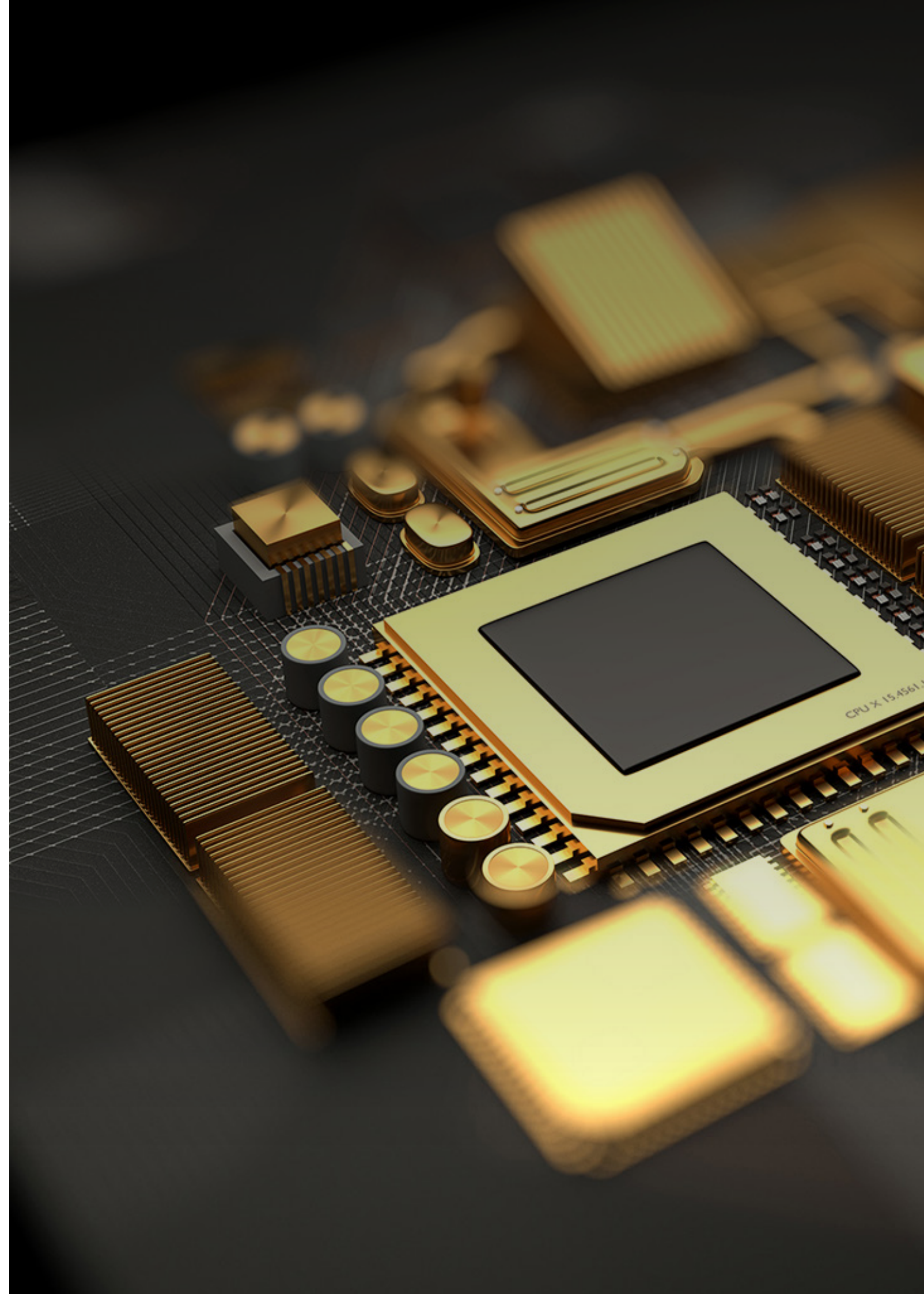
None of the other ads tested are predicted to be very effective. One set is very fast paced, which probably impacted comprehension. The other brand's ads are less formulaic than the other campaigns, and so the results are more variable, but all executions are predicted to struggle for engagement, particularly the one featuring a series of people talking about their dating experiences.

Not all dating app ads are bland

Contrary to my expectations, testing with Link AI proved that not all dating app ad campaigns are vanilla. Bumble's Facebook ads were predicted to work well, even if the other brand campaigns tested all fell short on important effectiveness measures. But the other brands could use findings like these to improve. For instance, given the results, the brand with the engaging but poorly branded campaign should be able to enhance their executions to better highlight which brand is being advertised.

Does your brand's advertising stand out from the crowd?

The opportunity to conduct this sort of competitor level assessment would have been prohibitive in the past, but with the ability to test ads at scale, quickly and cost effectively using AI, new opportunities have opened. For instance, to validate their ABCD effectiveness framework, [Google used Link AI to test over 11,000 ads in less than a month](#). Most advertisers are never going to test more than a fraction of that number, but they now have the chance to assess the competitive ad landscape and ensure that their brand stands out from the crowd. And testing does not need to be done all at once. Some of our clients are using Link AI to new competitive copy when it appears to assess its likely effectiveness and guide their brand's best response.



What AI market research tools can tell us about truth and predictions in advertising

It's an exciting time for the advertising industry as the role and potential of AI is becoming clearer. For advertisers, understanding the strengths and use cases for AI testing solutions will be key to success.

Artificial intelligence (AI) ad testing solutions are attracting more attention, and budget, than ever before. Our research tells us that 49% of global marketers plan to spend more on AI creative testing next year. And with good reason; promising quick answers and lower costs than survey-based approaches, the potential to test more content more quickly has clear appeal. But where should AI solutions sit alongside survey-based testing? What are the strengths and advantages of each? And when should you use one or the other? These are questions marketers need to grapple with, to ensure that the right product is being used in each situation and, ultimately, to get the best return on ad spend.

Creative quality is vital to the success of ad campaigns – probably more so than you think. Kantar data shows that creative quality is the second most important factor in profitable advertising, whereas marketers think it's the fourth most important. We also know that great creative drives both brand equity and sales. So the right creative approach, coupled with getting the executional details right, add up to memorable elements that form the basis of winning campaigns.

Jane Ostler
EVP Creative and
Media Solutions
Kantar



AI tools can augment the creative testing fundamentals

From establishing your strategy and kicking off ideation, through to executing your campaign and optimising in-flight, getting creative right is a journey, with testing and learning involved at every stage. This process can take months or days depending on whether it's a new landmark campaign being devised or changing assets in a digital campaign. But the fundamental process remains the same.

Add into the mix that things are constantly changing, meaning that staying still isn't an option. There are new platforms emerging all the time, and new digital formats to explore. We have heard so much this year about the potential of the metaverse, with some [brands blazing a trail](#) in finding a role that they can play in these virtual worlds. This is something we expect to see more brands exploring in 2022 and beyond.

Additionally, even traditionally offline channels are moving online with the unstoppable rise of VOD viewing, programmatic audio, and innovation within digital-out-of-home (DOOH). In DOOH, we are seeing brands get really creative, using dynamic creative approaches which change according to the weather conditions, time of day, traffic levels or location, as well as advanced screen technologies, to deliver really engaging experiences. All of which require insight at each stage to understand where the creative is delivering or could be improved further.

AI allows for more iterative testing throughout the campaign lifecycle

With all of this change, marketers and agencies need to constantly test and learn, and each business and campaign will require a framework to support it. Part of that framework is an understanding of what is the right testing approach for each stage of a campaign.

At Kantar, we see the role of AI-powered creative testing as a predictive tool. It can give you a go/no go result on a creative approach and the lower costs open up the possibility of testing competitors' advertising – something that has largely been cost-prohibitive before now. We see this as a primary use case for AI solutions. But crucial to the output of any AI tool is the data which feeds it, and the assumptions going into generating those speedy indicative results.

AI and survey-based ad testing work hand in hand

But it's not all about AI. The advances in AI simply reinforce why and when marketers should use survey-based testing. That will always be needed to form the foundational data, which the AI tool can draw on for relevant insights for the task at hand, whether that's looking at new creative routes or an entire launch campaign. This foundational data is crucial, because an AI tool is only as good as the data sitting behind it. Here's where scale matters, and quality. The data fed into Kantar's AI tools comes from a database of 230,000 real-world ad tests.

When launching a new campaign, whether in TV or digital, granular insights are important because the details matter. At Kantar we recommend testing a TV execution three times, whether it's for a new product, a new campaign, or a new creative theme, or even a cut-down: first of all, at an early stage, then again after some key edits and tweaks based on the findings, and finally at near-final stage, to refine. This means you're maximising your chances of success and you can only get this granular understanding and optimisation, second by second, from survey-based pre-testing, as well as insight into key themes, and deep dives into specific requirements such as celebrity usage, music, I&D, and so on.

To facilitate – and accelerate – more iterative testing, we recently launched [Link AI for Digital on Kantar Marketplace](#), which offers creative effectiveness predictions for digital video ads in as few as 15 minutes, assessing against the behavioural and creative metrics that drive ad performance. It gives marketers the ability to predict the performance of digital advertising before it goes to into the market, evaluate different versions of an ad, test competitors' creative and test high volumes of ads to identify trends and build creative benchmarks. Link AI for Digital is part of a suite of AI-based capabilities on Kantar Marketplace, which also includes Link AI for TV. Clients like [Google](#) and [Unilever](#) already using these tools to predict how audiences will respond to their ads.

The future that we see is not one where AI supersedes survey-based testing. We see them both working together, in packages, for specific use cases. This hybrid approach will enable suitable pre-testing frameworks for any client who wants to maximise the return on their creative.



Do you know your TMROI?

Total. Marketing. Return. On. Investment.

Do better best

Evaluate what great looks like with Kantar's

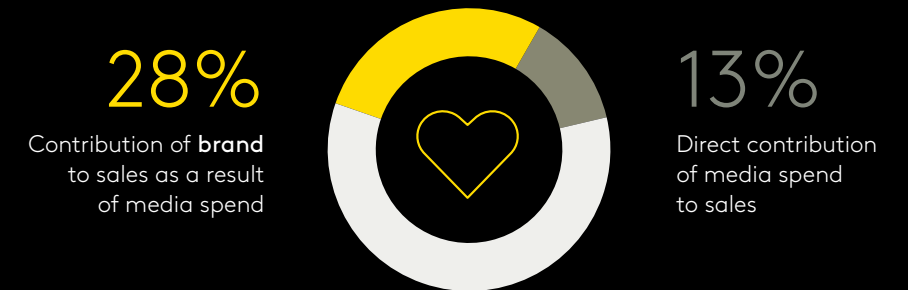
- global reach and local understanding
- extensive database benchmarks on Media ROI and brand performance across sectors.

Discover the Kantar TMROI solution for the most valuable insights and return on marketing investment.

The key is understanding the impact of brand equity on sales today

Experience unrivalled brand expertise

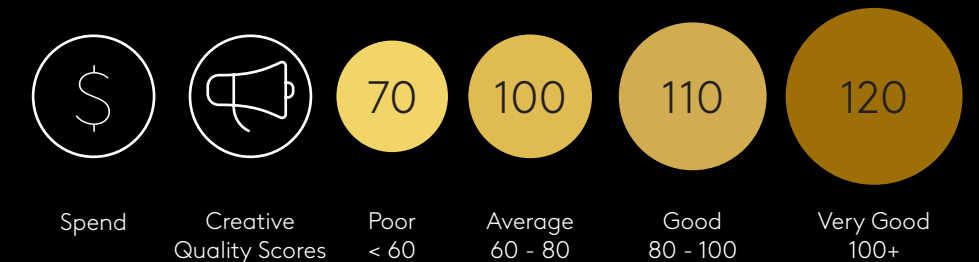
Integrate brand tracking data into Marketing ROI models to provide holistic marketing performance evaluation



Sales Impact Index

Experience integrated creative evaluation

Use creative quality metrics to understand the role of creative to drive ROI and marketing performance



Successful brands maximising their TMROI are driving sales growth today and creating demand tomorrow

Experience cutting edge technology

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Cannes Lions 2022: Five themes for marketing professionals

From the metaverse to brand purpose, winning brands at this year's Cannes Lions festival shone and took a stand. Here are the creative themes we observed from the winning ads.

After a three-year hiatus, adland descended on Cannes with great expectations, hungry for inspiration and community. The world around us has changed considerably since the last time the Festival happened face-to-face. A global pandemic, climate change, a war and the cost-of-living crisis have left indelible marks on the ways people and societies operate. This has shaped what people expect from brands and challenged brands to find new and better ways of doing things.

So, what have we learned from this year's Cannes winners?

01. Win new audiences with creativity

We saw a true outburst of creativity from this year's winners – moving beyond paid media. Many awarded brands took concrete action. Mibanco, a Peruvian bank, changed its internal policy to consider all married women as single, as in Peru financial institutions mandate that a married woman seeking a loan must obtain her husband's signature on the loan application. Mibanco made an impact in the community and effectively challenged the sector to do better, earning it a Gold Lion in Brand Experience and Activation.

Other winners focused their creativity on designing new products to be meaningful to consumers today - such as the CO2AT that breathes oxygen. Last but not least, we saw plenty of examples of brands embedding themselves in environments where their audiences are, speaking to trends that interest them and working closely with creators to reach them. Dojacode is an excellent example at the intersection of all three. Many media brands ran sessions on how to navigate this space and build authentic content partnerships. You could meet TikTok or YouTube creators and Instagram influencers or learn from Twitch streamers in the Amazon Port.

Vera Sidlova
Global Director,
Creative
Kantar



02. The future is now

Web 3.0 and the Metaverse can seem hard to grasp. Cannes week brought lots of ideas about how to use the latest technological developments and what creativity will look like. The winner of Grand Prix for Digital Craft – [Back Up Ukraine](#) – gives Ukrainians a chance to protect their cultural heritage amidst war in a metaverse in the cloud, to not only preserve memory but potentially drive restoration efforts.

[Snap partnered with Vogue](#) to showcase some amazing Augmented Reality (AR) installations from leading fashion brands including Dior, Gucci and Versace. And on the Meta Beach, MINI announced the launch of a virtual [MINIVERSE](#) immersive 3D Racing Experience in Meta Horizon Worlds, while L'Oréal claimed to have racked up over 1 billion digital try-ons across their beauty brands.

The field is still new which means brands can define how they exist in it. How can they tell stories with the new tech? What new opportunities are there to connect with people?

03. Level up

We saw a shift towards [‘doing purpose’](#) and investing in activities that make a difference to people’s lives and the environment. [Google’s Real Tone](#) camera improves the image quality for people with darker skin tones. Dole Sunshine Company made a move towards its zero waste goal by partnering with Ananas Anam to use leftover pineapple leaves to [create vegan leather](#).

Kantar’s [Sustainability Sector Index](#) reveals that 64% of people worldwide worry that brands engage in these topics for profit only. Brands engaging in activities with tangible impacts play a key role in addressing these concerns. While progress is being made, the ad industry looked in the mirror and rightly assessed that a lot of work needs to be done when it comes to [diversity, equity and inclusion](#) and [sustainability](#).

The Unstereotype Alliance presented that there is more to be done. Not just who is on screen and behind the camera, but how they are portrayed. On the fifth anniversary of the Unstereotype Alliance, [Kantar announced the launch of a new inclusion and diversity measure](#) to help brands get this right in their advertising. Many speakers on the topic agreed brands should bring more humanity into the way they portray different people. Munroe Bergdorf, a transgender activist and model, raised this subject and Lupita Nyong’o advocated for brands to not “take away humanity out of the representation of [her] demographic.”

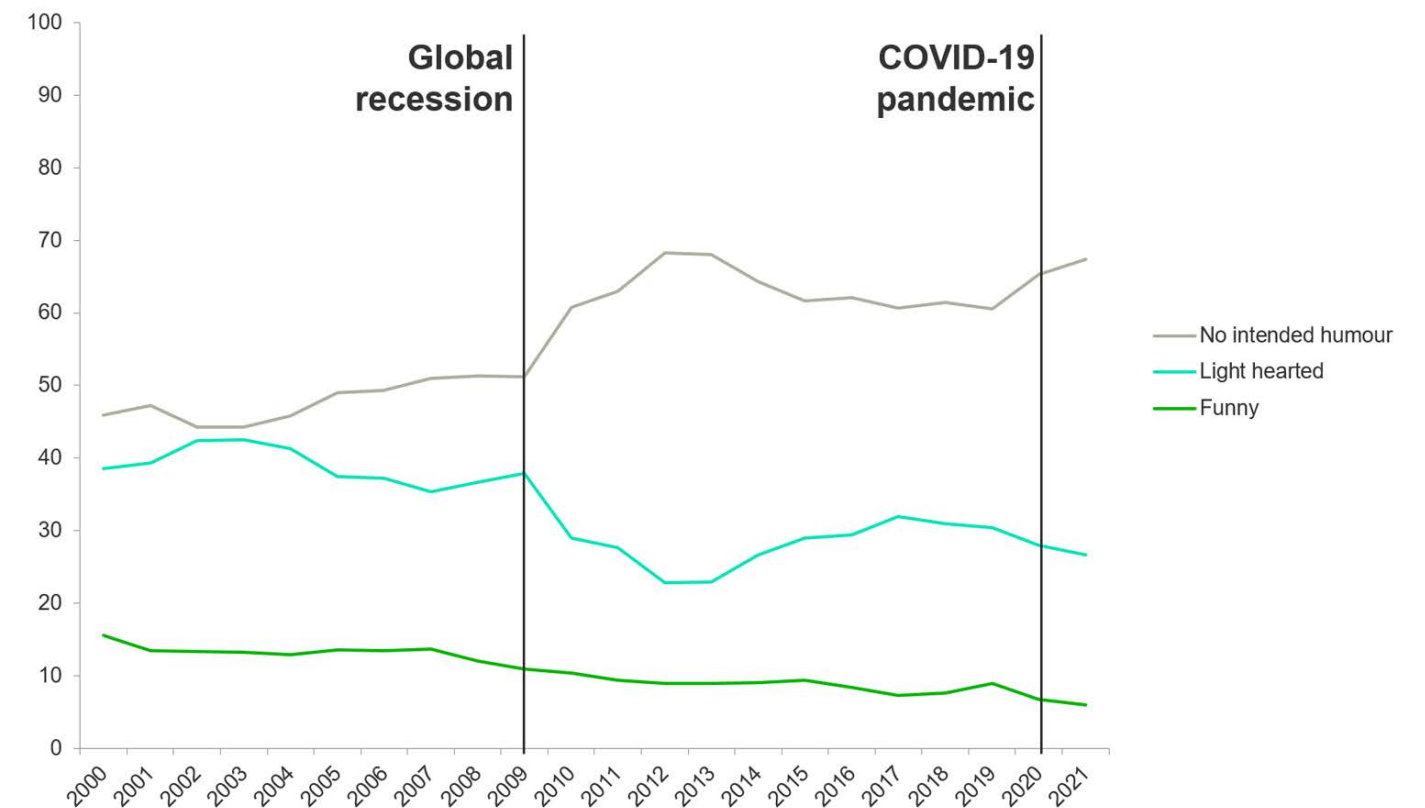
Several Greenpeace protests during the week urged the Cannes Lions Festival and the industry at large to sever its ties with the fossil fuel industry. And indeed, sustainability is a topic that many winning entries tackled in inspirational ways such as the Los Santos +3 [degrees](#) that illustrated the effects of climate change in the context of Grand Theft Auto. Brands need to keep tackling sustainability from different facets of their organisation.

04. Lighten up

In the age of purpose, only a few winners left the audience in stitches, but those who did really lightened up the atmosphere and won people’s hearts. Yet again, humour came to the forefront. If brands lighten up, they can connect better with people and shake off some of the pretenses that consumers dislike.

The fact that humour was almost a no-show amongst the winners is a symptom of a broader trend where humour in advertising has [been on the decline](#). Ryan Reynolds, Chief Creative Officer at MNTN and cofounder of Maximum Effort, advocated for brands to return to humour, especially given the tumultuous times we live in: “Ads should be funny. They’re ads. We shouldn’t contribute to the weight people are already carrying.” Hats off to [Jif peanut butter](#), [Visit Sweden](#) and a handful of other brands who made the Awards crowd laugh out loud.

The use of humour has declined



Source: Kantar Link database

05. Deliver

While creativity is front and centre at Cannes Lions, discussions about its effectiveness abounded, indicating that marketers are keeping the big picture in mind. Ryan Reynolds also called out the fact that brands are seemingly afraid of doing product advertising well and he said there was no shame to “get right to the product.” In fact, in his eyes, it is yet another way to be truthful with the audience as they are aware they are being marketed to.

The link between creativity and the bottom-line matters, and marketers are aware of that, with many discussions on performance marketing as well. However, the importance of staying clear on your goals and not thinking about your advertising in binary ways as either being about performance or not was clear: “Not everything you do has to be award winning, you can be effective in different ways” said Allesandro Manfredi, the CMO of Dove during a CMOs in the spotlight panel.

Cannes Lions highlighted the need to embrace the future without abandoning the fundamentals of effectiveness. Get in touch to find out what we’ve learned about creativity from the ads we’ve tested for the world’s leading brands. Each year our Creative Effectiveness awards evaluate the best TV, digital and static/outdoor ads and each year we learn even more about what makes great creative.





About Kantar

Kantar is the world's leading marketing data and analytics company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks and our innovative analytics and technology, we help our clients understand people and inspire growth.

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