

INSIGHTS BY KANTAR

SHAPE YOUR BRAND FUTURE

April/May 2024

Welcome to our latest Insights by Kantar Australia newsletter. It's been a very busy few months for everyone – I hope you all had a safe and happy Easter Long Weekend.

Our April/May edition is filled with a fantastic array of content – most notably, the latest in our Value Imperative series on the **cost-of-living crisis** plus our playbook on how to get your **sustainability communications** right.

I am also really thrilled to announce the launch of Kantar's **Blueprint for Brand Growth** – a breakthrough in understanding how to build strong and profitable brands. It's built on 5.4 billion attitudinal and 1.1 billion behavioural global data points over the past decade, and powered by Kantar's externally validated Meaningful, Different and Salient framework.

The Blueprint will define the future of marketing and offers you a data-driven approach to prioritise your marketing efforts. To learn more, you can watch the global webinar by [registering here](#) or please do email me if you'd like to discuss how it can optimise your marketing.

As always, please feel free to email me with any feedback or content you'd like to see in future editions. And I'm always up for a coffee (my shout) if you'd like to discuss how Kantar could help shape your brand future.

Have a great month ahead.

Kind regards

Jon

Jon Foged

Managing Director, Kantar Australia

Jon.Foged@kantar.com

FEATURED

THE LANGUAGE OF SUSTAINABILITY

Learn the secrets to successful sustainability communications to connect with Australians

[DOWNLOAD THE BOOKLET](#)



THE GREAT AUSTRALIAN BITE

From sustainability and shrinkflation, to pricing, innovation and CX - discover the value of the consumer experience in the cost-of-living crisis

[DOWNLOAD THE BOOKLET](#)



INSIGHTS & WEBINARS



AI – tone deaf or not?

The use of music in advertising is well documented. So, we tested it through our LINK AI creative testing platform to see if AI is tone deaf or not? Learn more in this AdNews exclusive.

[READ THE ARTICLE >](#)



Being meaningful propels growth

Don't miss our Creative Effectiveness Awards webinar. Register to learn about what resonates with Aussies when it comes to great ads in Australia.

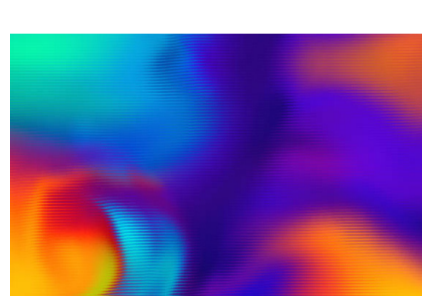
[REGISTER NOW >](#)



Affluent new nomads – implications and opportunities for the luxury sector

Discover insights that will shape the future of luxury from the relationship between travel and luxury in mobile situations with luxury brands and the community.

[WATCH THE WEBINAR >](#)



Unlocking new space to innovate in: from marginal to mainstream

You can't leave growth to chance; you need to look intentionally for new space to grow into. Learn more in this on-demand webinar.

[REGISTER NOW >](#)



CX is crucial to building brand equity and driving growth.

Meaningfully different experiences create strong emotional connections and drive loyalty and advocacy.

[WATCH THE WEBINAR >](#)



Creating consumer connections

Learn how to predispose more people to create meaningful consumer connections with insights from the winning ads in our global Creative Effectiveness Awards.

[LEARN MORE >](#)

BLUEPRINT FOR BRAND GROWTH

WATCH THE WEBINAR ON-DEMAND

KANTAR BRANDZ

2024 MOST VALUABLE GLOBAL BRANDS

Register for the webinar

COMING IN JUNE

Kantar is the world's leading marketing data and analytics business and an indispensable brand partner to the world's top companies, including 96 of the world's 100 biggest advertisers. We combine the most meaningful attitudinal and behavioural data with deep expertise and technology platforms to track how people think and act. We help clients develop the marketing strategies that shape their future and deliver sustainable growth.

© Copyright Kantar Insights Australia Pty Ltd 2024 – All Rights Reserved

www.kantaraustralia.com

Our mailing address is:
Darling Park
Tower 3
Level 8
201 Sussex St
Sydney NSW 2000

You are receiving this email because you opted in via our website. You can [unsubscribe from this list](#).