

INSIGHTS BY KANTAR

SHAPE YOUR BRAND FUTURE

August 2024

www.kantaraustralia.com

Welcome to our August newsletter

It's wonderful that we're finally on the right turn to warmer weather and with this, I am proud to launch our inaugural state-of-the-industry report into marketing effectiveness in Australia, in partnership with WARC.

We've just come off running engaging and successful events with the WARC team across Sydney and Melbourne sharing the insights and you can find some of the [highlights in our mini-book](#) where we've identified the marketing characteristics of leading and lagging organisations including that three-quarters of organisations where Marketing is seen as a **strategic partner in driving business growth** outperform others.

With almost three in five of Aussie marketing leaders saying that their business has been negatively impacted by the economy, learning what makes leading organisations successful is critical. Please reach out if you'd like a copy of our white paper or a bespoke presentation.

As you know, we recently launched our [Blueprint for Brand Growth](#) and one of the fundamental pillars is to 'Find New Space'. Don't miss out on our on-demand webinar 'Identifying your next big innovation' where our global experts reveal how emerging trends can help you explore opportunities for incremental growth, and how you can use them to invigorate your core business or map disruptive behaviours that can lead to breakthrough innovations. [Register here.](#)

And I am thrilled to announce that **Kantar Australia** is one of only four **Diamond winners** in the [ConsultancyAU 2024 Top Consulting Firms Australia](#) rankings for the **Marketing Consultancy & Services category** out of 500+ firms reviewed. Overall, ConsultancyAU review over 1,200+ firms for the 40+ sectors/areas of expertise. It's an honour to be recognised for the calibre of our work in this way.

Have a great month ahead and please do get in touch if you'd like to meet up for a coffee. My shout.

Kind regards

Jon

Jon Foged

Managing Director, Kantar Australia

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FEATURED

DESTINATION: MARKETING EFFECTIVENESS

Making the right turn towards long-term marketing effectiveness success in Australia

Delivering effective marketing is one of the biggest challenges and opportunities that Australian businesses are facing today. Some of these opportunities are enduring, such as establishing the commercial credibility of marketing within an organisation. Others are newly emerging, such as the impact of artificial intelligence on content creation, media buying and measurement. All of this combines into a paradox where there is a heightened focus on effectiveness, alongside diminishing confidence in how to achieve it.



While Australian marketers understand the value of brand in marketing, our new state-of-the-industry reveals they are more focused on performance marketing and sales promotions as the gap between how to market in buoyant times compared to difficult times is more pronounced. We may be at significant crossroads, but the opportunity is ripe to build a strong foundation – key to both short-and long-term sustainable growth.

[DOWNLOAD THE BOOKLET](#)

LATEST INSIGHTS, PODCASTS & WEBINARS



Webinar: Media Reactions 2024: Moving at the speed of culture

Are you investing in the right media channels and brands? Do you know which media brands consumers now prefer? Be first in the know at our 2024 Media Reactions launch on 5 September.

[REGISTER NOW >](#)



Podcast: What challenges do CMOs face today?

Hear from Mark Read, CEO of WPP discussing navigating economic turbulence, the fragmentation of media, and the global versus local brand debate.

[LISTEN NOW >](#)



The fear of being perceived as a 'greenwasher'

How can brands take steps to avoid greenwashing and inspire trust?

[LEARN MORE >](#)



10 Takeaways: Kantar BrandZ Most Valuable Global Brands 2024

The total value of the Kantar BrandZ Global Top 100 Most Valuable Brands has risen by 20% in 2024. What are the key factors driving success for the world's most valuable brands?

[LEARN MORE >](#)



The pivotal brand opportunity for generative AI

The role of brand is currently an underestimated opportunity for AI tools.

[LEARN MORE >](#)



Is Australia in a creativity crisis?

Australian brands are at risk of drowning in a sea of sameness – read this AdNews exclusive featuring commentary from our Head of Creative Irene Joshy and other top marketers.

[READ NOW >](#)

Diary of a CMO: I am a small brand with big dreams, how can I grow faster?

Discover the three-move checkmate to break shoppers' habits

[READ NOW](#)

Discover How AI-powered concept testing can help you predict in-market performance with ConceptEvaluate AI

[REQUEST A DEMO](#)

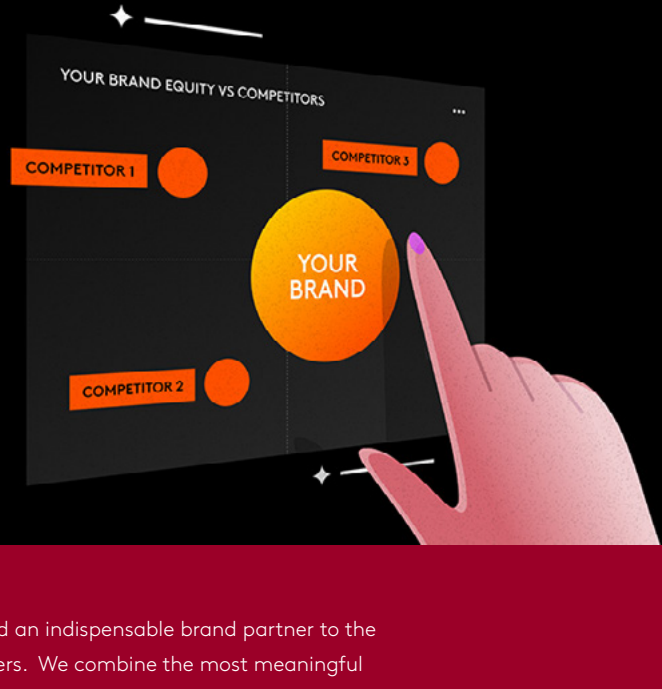
Leading the pack or following the crowd?

A quick read on your brand equity vs competitors

BRANDSNAPSHOT

POWERED BY BRANDZ

[EXPLORE FOR FREE](#)



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.

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