

# INSIGHTS BY KANTAR

## SHAPE YOUR BRAND FUTURE

July 2024

[www.kantaraustralia.com](http://www.kantaraustralia.com)

### Welcome to our July edition of Insights by Kantar.

I am thrilled to announce that we have announced the launch of **Kantar AI Lab**. This new Centre of Expertise for the development of AI technologies, products and collaborations embeds AI across every element of Kantar's portfolio. It is a strategy that will disrupt the insights industry at scale, adding Kantar's AI capabilities to our people expertise and data scale to give clients an enhanced experience. You can read more about it [here](#).

### Navigating wellbeing in a poly-crisis world

I also wanted to share a fascinating insight by our Head of Consulting Mark Kennedy on navigating wellbeing in a poly-crisis world. Poly-crisis is the impact of multiple crises hitting us all at once. While individual crises may vary across countries, people are experiencing multiple crises at once and this is making modern life incredibly challenging with significant impacts on our well-being. It is unsurprising then that the growth of the health and wellness industry seems unstoppable. The shift has been so significant that we now recognise well-being as a core driver of global change. Mark's deep dive is exclusive to WARC subscribers. You can read it [here](#) or please reach out if you'd like to find out more by emailing [Mark](mailto:Mark).

### Meaningful difference is key to success, especially in these turbulent times

Just ask CommBank – whose meaningful difference was fundamental to them being the only Aussie brand ranked in the recent **Kantar BrandZ Top 100 Most Valuable Global Brands 2024**, which collectively have risen by 20% in 2024. I'd like to congratulate the team at CommBank. As our Head of Brand Strategy Ryan France says, "What makes CommBank's performance so notable is that it is a big legacy brand that continues to strengthen its Meaningful Difference in the minds of consumers. By being an innovation leader within their category, but also thinking bigger than their category, CommBank is not resting on its laurels looking to benefit from the status quo – and it is playing a leadership role in evolving that. That's what big brands need to do to stay ahead, and CommBank gives us a great case study that we can all learn from."

BRANDS THAT ARE MEANINGFULLY DIFFERENT TO MORE PEOPLE COMMAND...

5x

penetration today and real advantage in penetration growth over the next two years

Figures compare high-scoring brands vs. low-scoring brands on survey derived equity measures (using Meaningful, Different and Salient) with Kantar Worldpanel sales data.

I hope you've been able to discover Kantar's groundbreaking **Blueprint for Brand Growth** that we launched last month which reveals how marketers can influence revenue and profit.

Please reach out if you'd like to discuss any of this month's insights or would like to meet up for a coffee to discuss how Kantar can help shape your brand future.

Kind regards

Jon

PS: if you have 4 minutes, please grab a cuppa and lend your voice to our state-of-the-industry study into the Marketing Effectiveness landscape in Australia. We'll share the full Kantar x WARC report with you for free.

KANTAR | WARC

LAST CHANCE TO SHARE YOUR MARKETING EFFECTIVENESS VOICE

COMPLETE THE SURVEY

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## FEATURED

### DIARY OF A CMO:

#### What is The Blueprint for Brand Growth?

Do attitudes drive sales? Or is it that sales drive behaviours that drive more sales? Discover more about the newest thinking from Kantar that solves the chicken and egg dilemma of marketing.

LEARN MORE



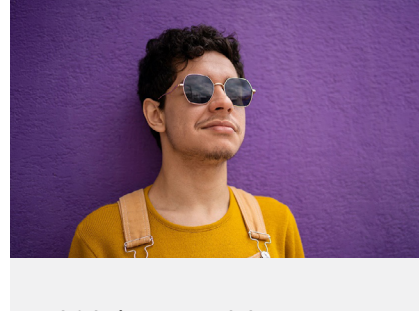
## INSIGHTS & WEBINARS



### Paris 2024 offers brands an Olympic-sized opportunity

The Olympics are always a major marketing moment thanks to how they combine elite sporting performance with entertainment, culture and community.

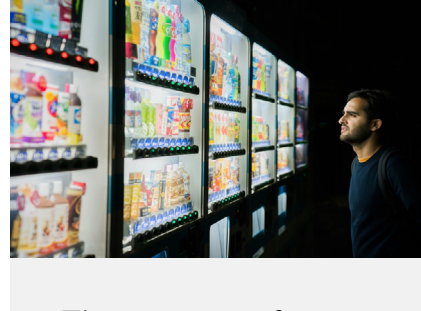
LEARN MORE >



### Webinar: How to drive brand growth through inclusion

Brand inclusion is no longer just a nice-to-have; it is essential for brands to stay relevant. Get ready to have inclusion metrics at your fingertips.

WATCH NOW >



### The secret of meaningful brands

How can brands acquire the crucial quality of being more meaningful to more people?

LEARN MORE >



### Navigating the Generative AI wave

Gen AI is here to stay but what do consumers feel about it now that it has been brought to the forefront of their attention?

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### Behind the lens: A snapshot of Instagram's strong brand growth

The 2024 Kantar BrandZ Most Valuable Global Brands Report reveals Instagram's meteoric rise in brand value, solidifying its brand equity.

LEARN MORE >



### Why difference matters for B2B marketers

Difference makes a product or service worth paying more for and drives value for a business. It is an essential ingredient for brand growth.

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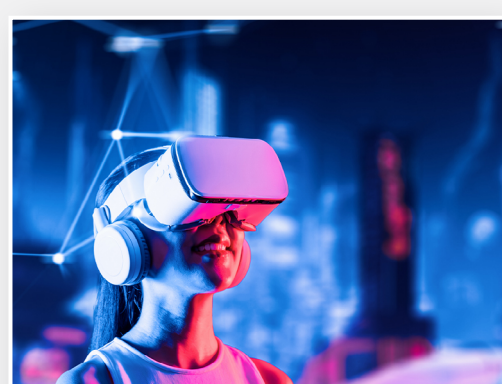
## NEW

### ADNEWS:

#### State of The Market Report investigates ad land

We're proud to be a part of this industry report with an exclusive on how to do more with less for optimal marketing ROI.

LEARN MORE



## 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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