

INSIGHTS BY KANTAR

SHAPE YOUR BRAND FUTURE

September 2024

www.kantaraustralia.com

Welcome to our September newsletter

Isn't it great to finally see Spring (despite the wet and windy weather that won't seem to go away) and enjoy all the sports action that comes along at this time of year.

The new season is also seeing a lot of activity here at Kantar Australia.

Our Head of Consulting Mark Kennedy just recorded a podcast along with Maddie Jahnke from Pernod Ricard and Gai Le Roi from IAB Australia – it's a fascinating conversation into the secrets of marketing effectiveness and well worth a listen. You can access it [here](#).

And learn more about what makes marketing effective in Australia at our [Marketing Effectiveness Hub](#) including our brand new white paper.

I am thrilled to announce that Virgin Australia has been acknowledged as one of three 'Rising Innovative Brands' and the only Australian brand to win an award among nine in total in the [2024 Kantar Global Innovation Awards](#) announced last week. Global analysis of Kantar BrandZ data since 2022 identified all these winners as the brands reinventing themselves in imaginative and exciting ways and what they have in common is an ability to stretch in new directions while maintaining an authentic presence. As our Head of Innovation Nikki Davey says,

"We're showcasing the brands that have demonstrated the vision and boldness necessary to step into new space, and Virgin Australia is proudly flying the Aussie flag for their response to 2020's pandemic-induced aviation industry challenges."

Congratulations to Virgin Australia.

We are also soon to launch our 2024 Finding Financial Freedom state-of-the-nation, so please register your interest to be first to receive all the insights [here](#).

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

DIARY OF A CMO: IS YOUR CATEGORY'S CEILING COMING DOWN ON YOU?

In the latest in our Blueprint for Brand Growth 'Diary of a CMO' series, Kantar's global brand thought leader Mary Kyriakidi reveals where to find growth if you've maxed out on your brand's penetration, and discusses:

- why danger lies ahead if you only look at market share.
- why everything revolves around the consumer.
- should you innovate, and if so, which innovation route is best?

[READ THE ARTICLE](#)

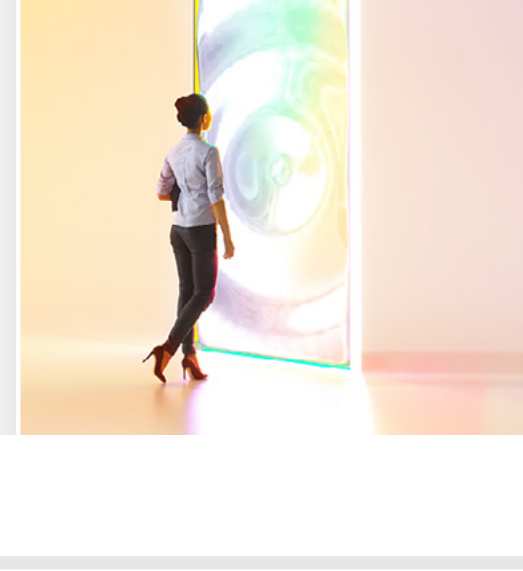


DON'T MISS

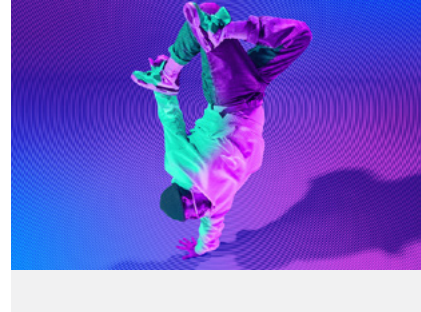
THE CONTENT FACTORY MINDSET CAUSED THE CREATIVE EFFECTIVENESS CRISIS

The statistics around the state of creativity and effectiveness in Australia makes marketers think that "this is not about me or my content". But nothing could be further from the truth because each one of us has paved the way to a creative effectiveness crisis. Learn more from our Head of Creative Irene Joshy in this AdNews exclusive.

[READ THE ARTICLE](#)



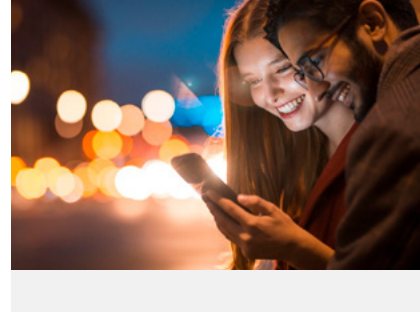
LATEST INSIGHTS, PODCASTS & WEBINARS



The top-ranking advertising channels and brands for 2024

Campaigns are seven times more impactful among a receptive audience, so knowing where people are most receptive towards your ads is key to media planning.

[LEARN MORE >](#)



Move over cookies, the new north star for advertising is consumer choice

Empowering people to understand how their data is being used and their privacy is protected, is becoming an industry priority.

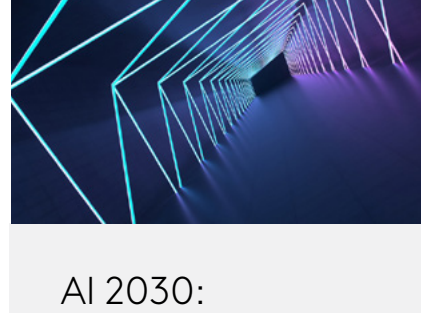
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As consumers struggle, brands must rethink their pricing strategy

When money is short, people would rather pay a little more in the belief that the investment will be worthwhile.

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AI 2030: Benchmarking insights in the AI era of 'Human+'

With AI now in the mix, must ask themselves whether research skills are still relevant; and how AI will do better; and how AI will enable us to do?

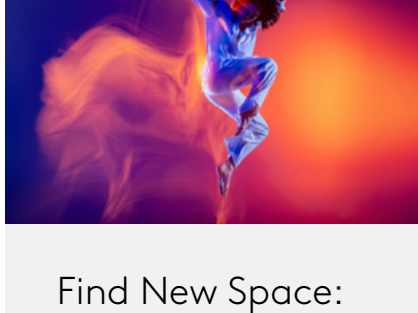
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Decoding IKEA's marketing success

Hear how the IKEA brand manages to blend affordability, sustainability, and functional design seamlessly plus how its positioning varies based on the market maturity in different regions.

[LISTEN NOW >](#)



Find New Space: Identifying your next big innovation

Learn how emerging trends help you explore opportunities for incremental growth and how to use them to invigorate your business or map disruptive behaviours for breakthrough innovations. In this webinar we explore why finding new space is a lever for growth.

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WEBINAR

UNLOCKING SUSTAINABLE MARKETING POWER

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secrets to marketing effectiveness success



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

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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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