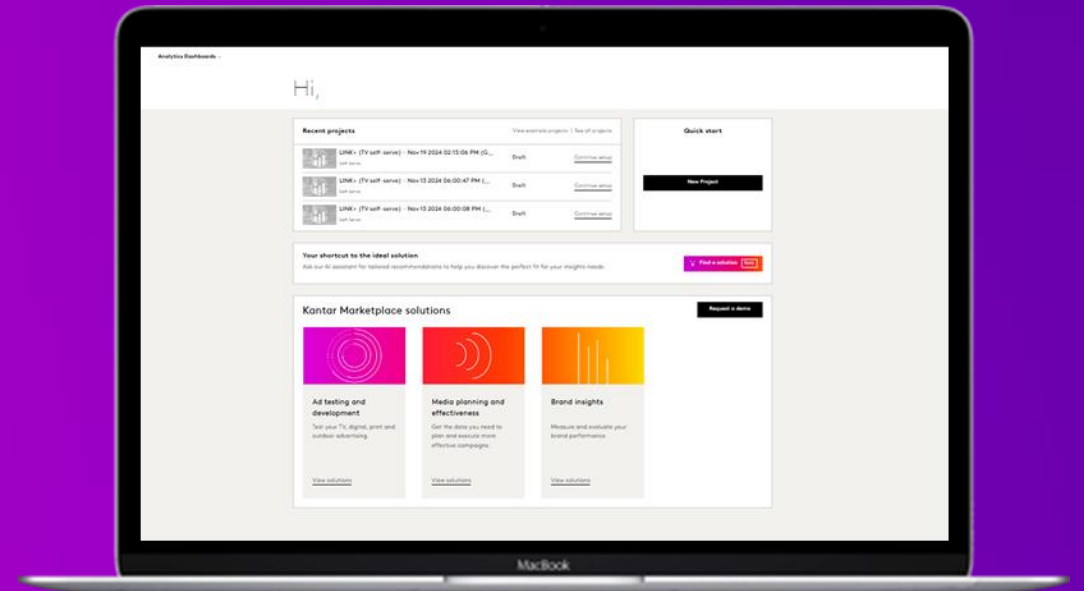


KANTAR MARKETPLACE

Shaping the future with
efficiency and agility



[Sign Up \(kantarmarketplace.com\)](https://kantarmarketplace.com)

Kantar Marketplace can partner with you across the entire journey

FOCUS IN ON BRAND

Build

Build your brand strategy

- BrandEvaluator
- BrandSnapshot (free access) **
- BrandImprint *
- BrandDynamics
- **NEW** Kantar Live
- **NEW** CampaignAssets AI

Explore

Explore opportunities and behaviors

- **NEW** Kantar Live
- IdentifyEvaluate *
- NeedScope Positioner *

FOCUS IN ON INNOVATION

Screen

Screen ideas, packs, claims, logos, flavors, and assets

- IdeaEvaluate **
- PackEvaluate Screener **
- **NEW** NeedScope Tester

Develop

Optimize concepts and price

- ConceptEvaluate **
- ConceptEvaluate AI **
- **NEW** NeedScope Tester
- **NEW** Kantar Live
- PriceEvaluate Screener *

Differentiate

Test new packs for stand out

- PackEvaluate Tester

FOCUS IN ON CREATIVE

Integrate

Pre-test creative to optimize before launch

- Link+ Early
- LinkAI Early
- Link+ **
- Link AI **
- **NEW** NeedScope Tester
- **NEW** Kantar Live

Communicate

Optimize digital effectiveness

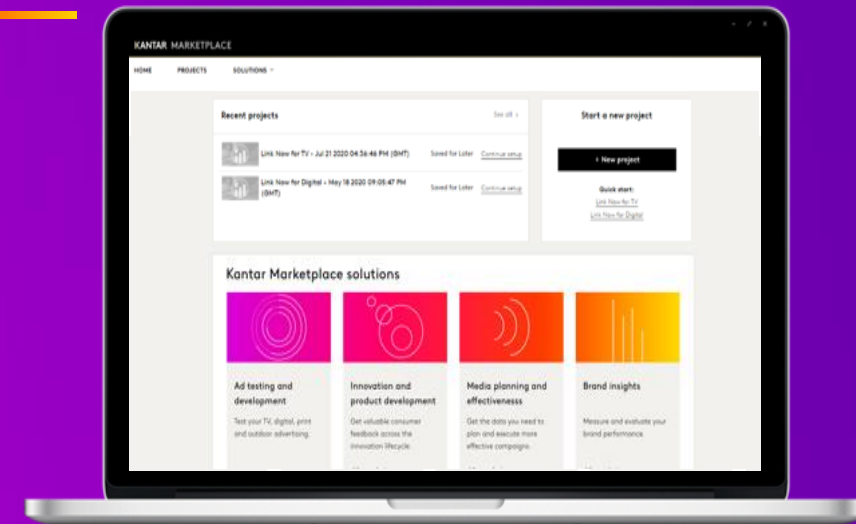
- ContextLab
- LiftAI

POST LAUNCH

Monitor

Monitor post launch

- BrandCampaign
- LaunchEvaluate
- **NEW** ExperienceEvaluator (CX)
- **NEW** Kantar Live
- BrandDynamics



NEW Custom surveys on Kantar Marketplace at any stage

Different levels of servicing that are built to flex with your needs

Self-serve

100% managed by the client, no customization or Client Service involvement.

Best suited for clients who are looking for the fastest, most cost-effective option and are comfortable setting up their own projects.

Assisted self-serve

Client Service set-up and launch the study, but no custom questions/ screener, no run through on the dashboard.

Best suited for clients with time and resource constraints or who are familiar with research but would prefer to be guided through the process.

Full service

Client Service launch, with custom questions, with modules, virtual run through of dashboard, a **brief PPT** using automated slides exported from the dashboard.

Best suited for those who value the assistance of an expert in analysing their results, but do not require any customised reporting and is happy with the dashboard run through or summary as the main deliverable.

Full service + premium analysis

Client Service launch, with custom questions, with modules, virtual run through of dashboard, with **fully customised PPT** and presentation.

Best suited for clients who want a customised approach, have specific objectives that will require additional analysis and still want to build their project library in the dashboard, BUT at a faster pace than an adhoc project.

We leverage research expertise to add a layer of agility, without compromise



A proven and versatile platform
that keeps evolving



Scale needed by global clients

Solutions available in
**70+ markets with local
expertise**



Flexible servicing options

Choose from **self-serve**,
assisted self-serve or
fully serviced delivery
depending on budget and
insight requirements



Meta learnings with ease

All Marketplace projects live in
one place making **meta
learnings easier**



Tailored sampling

Easily **upload your most
frequent sample definitions**
so that they're available at the
click of a button in all your
markets



Best-in-class sample quality

We're connected to
100 million consumers
worldwide with **stringent
quality checks** meaning you
can always be sure of **world
class sample**

Our MDS equity framework is integrated into every product on Kantar Marketplace, is validated and best in class!

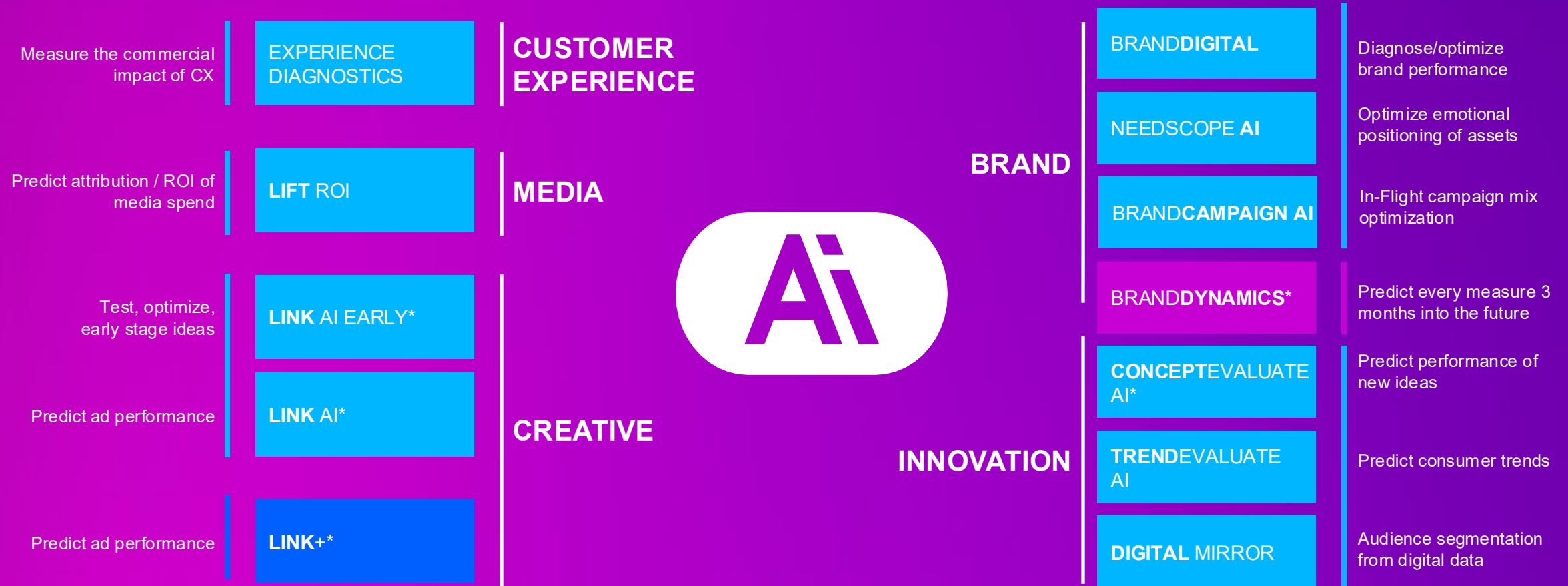


“By putting the Meaningfully Different framework through the MMAP protocol, Kantar has shown its commitment to developing disciplined, validated tools that link to financial outcomes and help marketing leaders make confident investment decisions.”

– Frank Findley
MASB Executive Director &
Chief Advisor of the MMAP Center



Kantar offer several AI solutions and leverage AI capabilities to deliver faster insight, better data quality and enhanced reporting



Our panel sample outperform competitors on data quality because we apply machine learning – delivering over 5x more quality data

Kantar Profiles' proprietary Panel Platform uses advanced machine learning to match the right respondent to the right survey based on their previous patterns of survey behavior:

8-25%

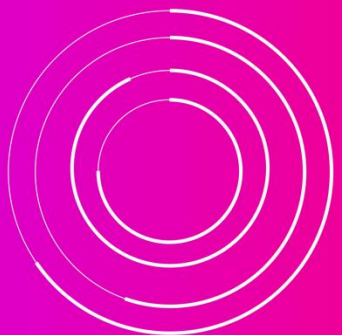
more efficient than legacy panel platforms

- Speeding up fieldwork
- Improving respondent engagement

Qubed AI futureproofs fraud prevention and improves response quality and uses advanced machine learning to identify fraud where humans and other anti-fraud technology cannot.

It can score people on:

- 1 Location**
Are they where they say they are?
- 2 Diligence**
Are they paying attention during surveys?
- 3 Duplication**
Does their activity mirror other bad actors?
- 4 Demographics**
Are their demographic selections sensical?



Link+ Early

Test and optimize
early-stage creative ideas

- Human testing
- Ideas, concepts, scripts, and mood films
- Based on the pillars of the LINK analytical framework
- Category & country norms
- Serviced

What it is:

Link+ Early deliver fast results and is designed for screening and developing early-stage stimulus.

Tailor a project to match your objectives, on a study-by-study basis.

Test different versions of your ad to see which will best achieve your goals.

Questions it Answers:

Which creative routes have the strongest potential?

How creative routes can be refined for further development?

What are the ad's strengths, weaknesses and areas to improve.

Key Metrics:

18 core questions plus 40+ modular questions

- **Engagement** (brand fit, uniqueness, likeability, personal resonance, emotions, initial feelings, preference, what stood out)
- **Branding** (ad reminder, understanding of idea)
- **Predisposition** (consideration, affinity, difference)
- GenAI Text2Topics tool outputs for open end questions

Methodology:

N=150 min respondents

10-15 min online mobile-friendly survey

Sequential Monadic

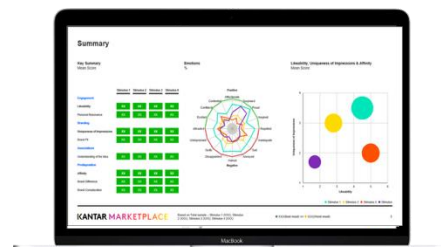
Serviced only

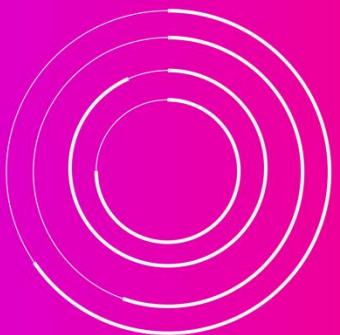
Paired comparison exercise

Up to 12 stimulus per study

Modules:

- Paired comparison exercise
- Additional diagnostics:
 - Novelty
 - Curiosity
 - Edginess
 - Thought Provoking
 - Campaignability
 - Purpose
 - Authentic Fit
 - GEM
- Needscope Tester
- More Custom Questions





Link AI Early

Evaluate early-stage creative ideas using AI predictive modelling

- AI Machine Learning
- Trained using extensive database of human respondents
- Ideas, concepts, scripts, mood films for TV storyboard, audio, digital & print and outdoor ad formats
- Serviced
- Bulk subscription packages available

What it is:

Link AI Early is an AI solution based on our extensive Link database.

Provide predictions of creative effectiveness for advertising script ideas prior to expensive production costs.

Reliable results on core KPIs in 15 minutes, plus the option to "shape" your creative idea with GenAI.

Validated against human respondents.

Questions it Answers:

What is the short-term sales likelihood and long-term Power of the creative ideas.

Use the shaping tool to help identify optimization opportunities.

Key Metrics:

- Short-term Sales (STSL)
- Power

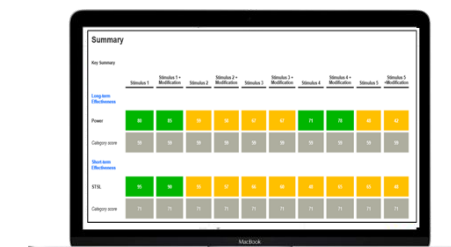
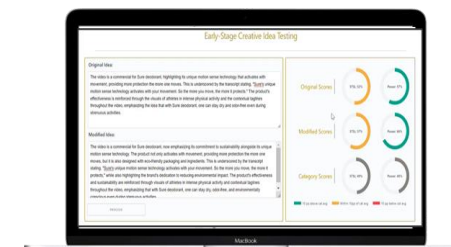
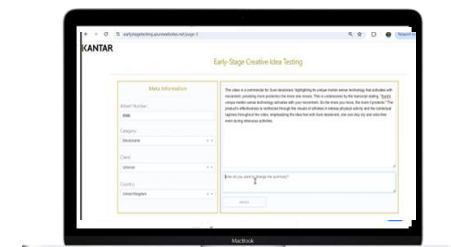
Methodology:

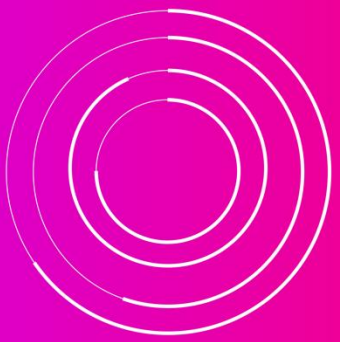
Powerful AI processors extract features from uploaded creative ideas which are then used as inputs into the Link AI predictive model.

Link AI model is trained on Kantar's full video ad testing database.

Modules:

- Use GenAI to iterate different creative options.





Link+

Evaluate and optimize creative for digital, TV, print, audio and outdoor ad formats

- Human testing
- Scripts, Storyboards, TV, Digital, Static, Outdoor, Print, POS, Audio
- Neuro (Facial Coding, Webcam Eye Tracking, AI Predictive Eye Tracking, Intuitive Associations)
- AI generated heatmaps, fog maps and projected lift to brand
- Self-serve and Serviced
- Category & country norms

What it is:

Link+ allows you to tailor different measurement features to build the most powerful creative testing solution to meet your specific goals.

Comparison to relevant advertising benchmarks based on 250K+ creative tests from the largest normative database in the world.

In-context digital testing Facebook (In Feed, Stories), Instagram (In Feed, Stories), TikTok (In Feed, Topview), YouTube (Pre-Roll Skippable, Non-Skippable), X (In Feed), Youku China only (Pre-roll), OLV, custom.

Gen AI integrated in the dashboard.

Questions it Answers:

Is my creative strong enough to move onto the next stage of development?

Will my ad resonate with my target audience and land the intended key messages?

What are the specific strengths and weaknesses of my ad?

Which of my ad versions will best achieve marketing objectives?

Key Metrics:

Tailor modules to your ad objectives with a set of Core Features incl. Behavioral Diagnosis for in-context tests, a comprehensive set of Optional Features and Optional Neuroscience Features to choose from:

CORE METRICS

- Awareness
- Brand Associations
- Short Term Sales
- Long Term Sales
- 2 Custom Questions

Additional Digital LIFT Metrics

- Aided Awareness
- Consideration
- Purchase Intent

Methodology:

N=150 respondents per study

10-20 min online mobile-friendly survey

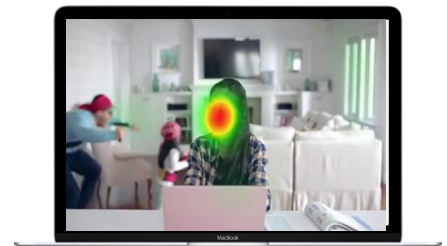
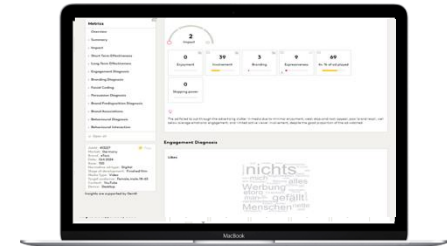
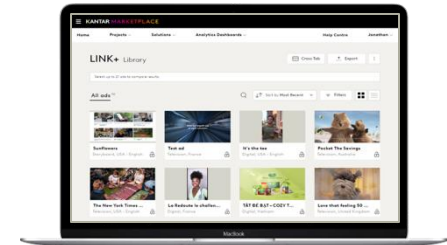
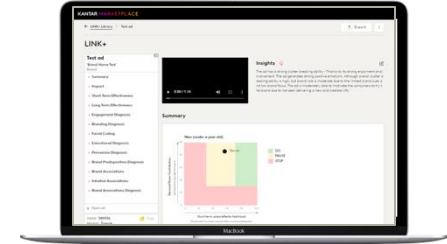
Monadic

Modules:

- Branding Diagnosis
- Engagement Diagnosis
- Executional Diagnosis
- Brand Associations Diagnosis
- Persuasion Diagnosis
- Brand Predisposition Diagnosis
- Facial Coding or Eye Tracking
- Intuitive Associations (neuro)
- Needscope Tester
- More Custom Questions

Creative Testing

[Discover the most powerful way to make creative work with LINK+ on Kantar Marketplace](#)





Link AI

Test your own, or competitor ads in as few as 15 minutes

- AI Machine Learning
- Category & country norms
- Self-serve and Serviced
- TV, Digital, Static
- Bulk subscription packages available

KANTAR MARKETPLACE

What it is:

Using learning from Link and Artificial Intelligence, we predict how a typical sample of consumers would rate the ad in a survey.

Post-development validations have been proven through extensive use of modern validation methods, including hold-out validation on over 15,000 ads for an impressive 89-95% correlation.

Questions it Answers:

How can I get meta-learnings or create a benchmark from a large number of ads quickly?

How are competitor ads in the category performing?

How can I test iteratively and optimize my TV ad throughout the development process?

Will my TV ad perform well in another market?

TV Video Metrics:

- STSL/STEL, Power
- Impact, Awareness Index
- Branding, Enjoyment
- Creative Tags, Expressiveness
- Brand Difference
- Ad Distinctiveness
- Persuasion
- Appealing, Affinity
- Meaningful, Different
- Sets Trends, Meets Needs
- Involvement
- Relevant, Understanding
- Predictive Eye Tracking
- KPI Traces

Methodology:

The AI model systematically decomposes each ad into a sequence of frames and features to be processed by the machine learning models in order to predict an ad's score on creative effectiveness

Result available in 15 minutes

Digital Video Metrics:

- STEL, Power, Impact, Branding
- Enjoyment, Action Likelihood
- Aided Awareness
- Brand Difference, Relevant
- Persuasion, Appealing
- Purchase Intent, Consideration
- Creative Tags, Expressiveness
- Meaningful, Affinity, Different
- Sets Trends, Meets Needs
- Ad Distinctiveness
- Involvement, Understanding
- Predictive Eye Tracking
- Skip Time (mobile and desktop)
- Interaction (mobile and desktop, Facebook only)

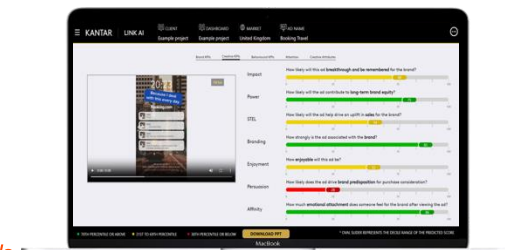
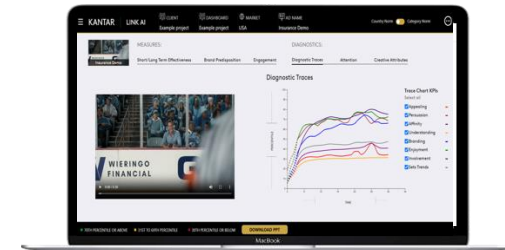
Creative Testing



[LINK AI on Kantar Marketplace – Real-time Optimisation](#)

Static Metrics:

- STEL
- Power
- Impact
- Branding
- Involvement
- Stop and Look



"We had an exceptional experience and received robust insights by using LINK AI on Kantar Marketplace. It is a tool that has been validated with real business results showing a high level of correlation to our sales and share metrics. As a company, we have committed to using LINK AI as a central process to measure all communication of our brands going forward." **Regional Marketing Manager, Genomma Lab**

IdeaEvaluate

Quickly shortlist and develop high-potential ideas

- Human testing
- Neuro (Intuitive Associations)
- Self-serve and Serviced
- Screen benefit statements, logo's, pack, flavors, features, claims, social posts, creative taglines, names, promotional messages, and more

What it is:

IdeaEvaluate is designed to help you identify the most promising ideas, based on reliable indicators of which idea will drive sales and brand equity.

Understand both explicit and subconscious response to your ideas. Dig deeper understand peoples' intuitive preferences and see how well your ideas fit your brand positioning.

Ideas that have passed hurdles (high intuitive appeal), have been proven to be four times more likely to pass later innovation stage commercial action standards.

Questions it Answers:

Which idea does my target audience find most appealing?

How well do people understand and respond to my ideas?

How can I improve upon my ideas to maximize business potential?

Which ideas have the best fit with my brand?

Which ideas will drive brand differentiation and meaning?

Key Metrics:

- Paired Tradeoffs
- Open Ended feedback
- Overall Rating
- Usefulness
- Uniqueness
- Brand Fit
- Recommend
- Imagery

Methodology:

Test 3 to 24 ideas in a study

Max 16 ideas shown per respondent

- 3-4 ideas ► N=100
- 10 ideas ► N=250
- 15 ideas ► N=375
- 24 ideas ► N=600
- Min. of 75 per idea

10-15 min online mobile-friendly survey

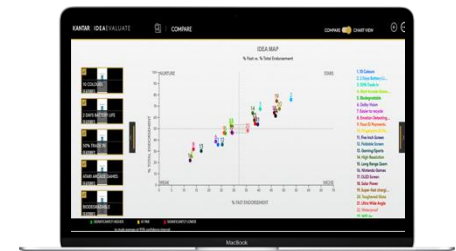
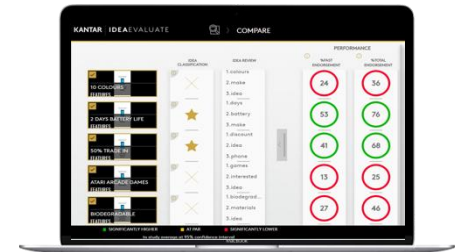
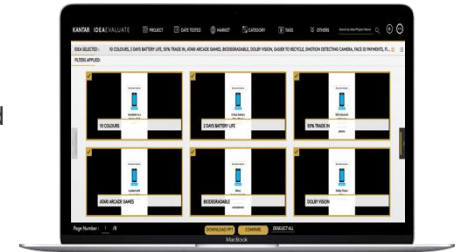
No norms included, ideas are compared to study average

Modules:

- Brand Equity (Affinity, Differentiation)
- TURF
- More Custom Questions at a study level (not at an idea level)



[Quickly identify winning innovation ideas: IdeaEvaluate on Kantar Marketplace](#)



ConceptEvaluate AI

Volume screening
of innovation concepts

- AI Machine Learning
- Self-serve and Serviced
- AI measures Images and Text
- Bulk subscription packages available

What it is:

ConceptEvaluate AI is a machine learning survey-trained AI model that tests innovation ideas in bulk, identifying the ones with the highest potential.

Get feedback without exposing your concepts to consumers for sensitive categories.

Test concepts that would have gone untested or be tested later in the process.

Questions it Answers:

How can I iteratively sense check more concepts quickly so I can move into in-depth testing with greater confidence?

How do I find a cost-effective option to early screen concepts to open growth opportunities not previously considered?

How do I test sensitive or confidential ideas without initially presenting to consumers?

Key Metrics:

- **Predictive Trial** - An early indicator of market success potential, how likely consumers are to try the innovation if they were aware of it, and it was available to them.
- **Predictive Uniqueness** - A diagnostic measure of difference, an early indicator of how likely consumers are to see the innovation as new and different from other alternatives.
- **Predictive Relevance** - A diagnostic measure of meaningfulness, an early indicator of how likely consumers feel the innovation is very relevant to them.

Methodology:

Artificial Intelligence

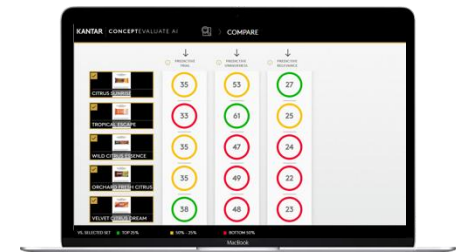
Available in over 30 countries

Test 10 to 100 concepts

Results as few as in 24 hours



[ConceptEvaluate AI on Kantar Marketplace](#)



What it is:

ConceptEvaluate helps you identify and optimize your highest potential concepts with double the accuracy of traditional approaches.

Understand short-term growth potential + long term equity growth with Kantar's MDS framework.

ConceptEvaluate

Identify and optimize your highest potential innovation concepts

- Human testing
- Category & country norms
- Neuro (Intuitive Associations)
- Self-serve and Serviced

Questions it Answers:

Do my concepts generate strong consumer interest and what about them is appealing?

Which of my concepts are likely to drive incremental growth and help build my brand?

What are the intuitive strengths of my concepts?

How can I fine tune my concepts to maximize potential?

What is the optimum price range for my concept?

Key Metrics:

- Trial
- Incremental Trial
- Purchase Intent
- Value
- Appeal
- Uniqueness
- Relevance
- Excitement
- Believability
- Clarity
- Highlighter

Methodology:

Up to 12 concepts per study

N=150 per concept

Sequential monadic or monadic

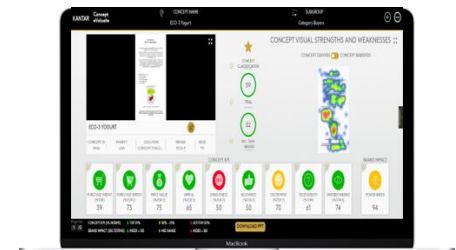
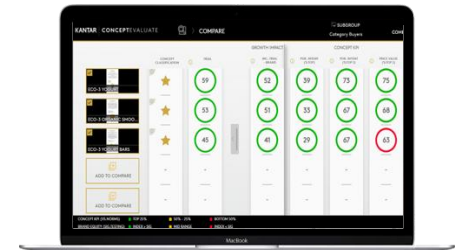
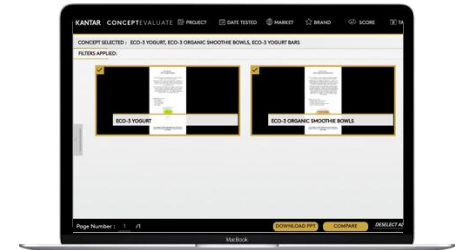
10-15 min online mobile-friendly survey

Modules:

- Likes / Dislikes (open-end)
- Imagery (x6 statements)
- Brand Equity (Meaning, Difference and Power Index)
- Variety Split
- Projected Usage
- Price Sensitivity (PSM)
- Intuitive Associations (Neuro)(monadic only)
- TURF
- Needscope Tester
- More Custom Questions by study (not by concept)



[Optimise winning concepts: ConceptEvaluate on Kantar Marketplace](#)



PackEvaluate Tester

Accelerate your packaging development journey

- Human testing
- Neuro (Intuitive Associations)
- Serviced
- No norms are used, packs are sig tested vs. a control cell, usually the existing pack design

What it is:

PackEvaluate Tester helps you understand pack performance so you can prioritise your most promising packaging options.

Packaging is increasingly important with today's array of products and formats in store and online. It needs to stand out at point of sale, support your brand values, be relevant to usage moments and help convert sales.

Understand short-term growth potential + long term equity growth with Kantar's MDS framework.

Questions it Answers:

How well does my packaging stand out versus the competition?

To what extent does my packaging influence purchase?

Will my current packaging work in different markets or channels?

How do I optimise my new pack or refresh my existing ones to grow the portfolio?

Key Metrics:

- Virtual Shelf or Video Reel
- Stand Out
- Recall
- Recognition
- Overall Rating
- Purchase Intent
- Uniqueness
- Brand Impact
- Spontaneous Impressions
- Highlighter
- Intuitive Associations
- Design diagnostics (attributes)

Methodology:

Up to 6 packs per study

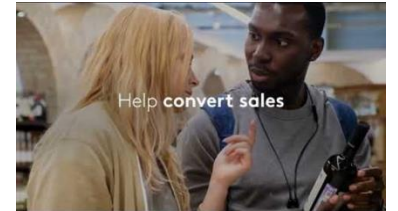
N=150 per pack

Monadic

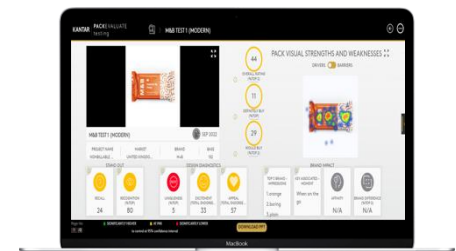
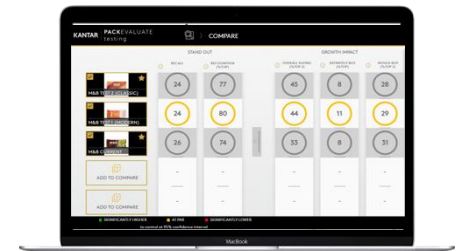
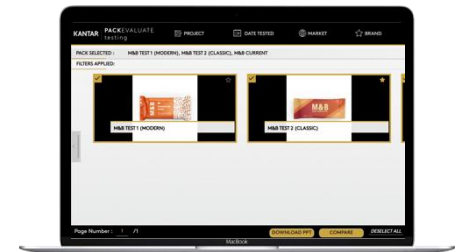
15 min online mobile-friendly survey

Modules:

- Predictive Eye-Tracking (using AI)
- Brand Equity
- Moments (Occasions)
- Needscope Tester
- More Custom Questions



[Optimise your packaging: PackEvaluate on Kantar Marketplace](#)



LaunchEvaluate

Delivers fast, actionable post-launch insights to help you make course corrections with lasting commercial impact

- Human testing
- Serviced

What it is:

LaunchEvaluate deliver fast, actionable post-launch insights to help you course correct if needed. It comprises two complementary tools that give you breadth and depth of understanding:

Pulse Check: Provides a quick snapshot whether targeting has been effective in building awareness and generating trial. Often 1-3 months from launch.

Deep Dive: Once the launch has started building awareness, get an in-depth understanding of the product/service performance in-market. Often 3-6 months from launch.

Questions it Answers:

How can you tell if your new product or service is gaining traction and resonating with consumers?

What if your launch underperforms—how do you identify the problem and adjust quickly?

What insights can you gain from this launch to inform strategy and enhance future efforts?

Key Metrics:

Pulse Check:

- Awareness
- Trial
- Repeat
- Consumer Profiles
- Source of Awareness

Deep Dive:

- All Pulse Check metrics
- Growth Potential
- Likes / Dislikes
- Barriers to Trial and Repeat
- Incrementality
- Diagnostics
- Brand Impact

Methodology:

Single product or service launch evaluation

N=300 min per wave

15 min online mobile-friendly survey

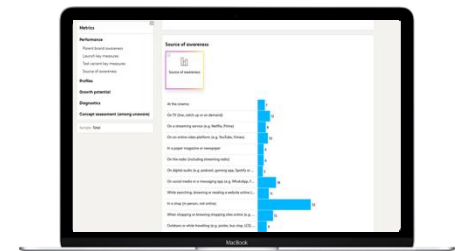
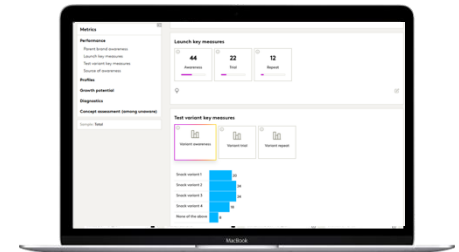
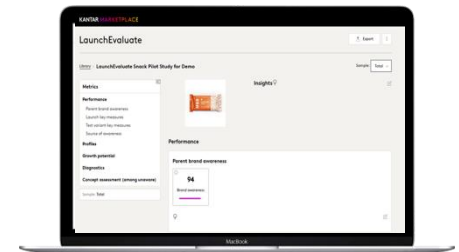
Category buyers (and/or intenders/non-rejectors)

Modules:

- Variant Dynamics
- Purchase Dynamics
- Usage Dynamics
- Imagery
- Brand Equity
- Needscope Tester
- More Custom Questions



[LaunchEvaluate on Kantar Marketplace](#)





ContextLab

Boost digital ad performance across media placements

- Human testing
- Serviced
- Norms for creative diagnostics
- Facebook (in-feed and stories), Instagram (in-feed, stories), TikTok, YouTube (pre roll, non-skippable), X, custom context

What it is:

ContextLab provides early learnings about which creative works best in each context, allowing you to optimize placements before your digital campaign goes live and improve overall performance.

Can be conducted pre-launch, or during early launch of campaign.

Results are compared to our extensive norms database to provide additional context on performance.

In-context Facebook (in-feed and stories), Instagram (in-feed, stories), TikTok, YouTube (pre roll, non-skippable), X, custom context.

Questions it Answers:

How is my digital content performing in different media contexts?

What are the creative strengths of my digital ads?

How are viewers behaving when watching my digital ads?

How can I optimize placements to improve media effectiveness & brand impact?

Key Metrics:

Brand Metrics:

- Brand and Ad Awareness
- Brand Favorability
- Key Perceptions
- Purchase Intent
- Brand Equity

Creative Diagnostics:

- Involvement
- Enjoyment
- Branding
- Stopping Power
- Relevance
- Credibility
- New Information
- Difference

Methodology:

Control vs exposed cell design

In context testing

N=100 per media + N=100 control cell

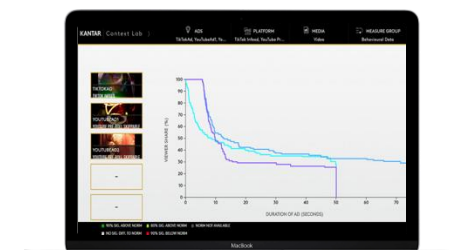
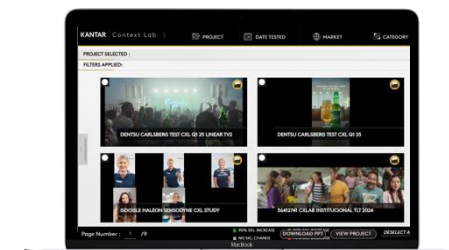
10 min online mobile-friendly survey

Monadic

Country and channel norms

Modules:

- Message Associations
- Needscope Tester
- More Custom Questions



BrandCampaign

Make faster, smarter campaign decisions with in-market ad dips/tracking

- Human testing
- Serviced
- Any media type
- Country based norms for benchmarking

What it is:

BrandCampaign measure in-market ad performance of your and competitor ads across multiple channels.

Measure how well your ads create lasting memories and build your brand.

A stand-alone study but can launch multiple dips to create an “ad tracker” that can be used alongside brand health tracking for faster indicators of in market performance.

Questions it Answers:

Make immediate decisions to optimize return on media investment during current burst:

- Should I invest more/less on the campaign?
- Which ads should I invest more/less behind to maximize ROI? Which combination best meets my objectives?
- Do I need new creative?
- Is it time to invest in new creative?
- What creatives/channels work?
- What can I learn to strengthen my creative in the future?

Core Metrics:

In-market Impact

- Brand Communication awareness
- Recognition (Claimed Reach & Frequency)
- Fed up (wear out)

Engagement

- Standard Branding
- Misattribution

Brand Predisposition

- Affinity
- Brand Difference

Methodology:

N=150 respondents per ad (with each respondent seeing a maximum of 2 ads), up to 10 ads in a study

8 min online mobile-friendly survey

Sequential monadic

Optional Metrics:

In-market Impact

- New Information
- Ad Location (Touch Points)

Engagement

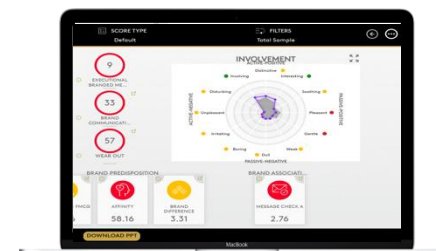
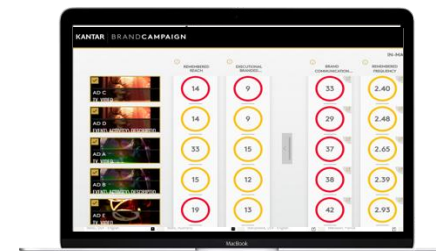
- Spontaneous Branding
- Enjoyment / Likeability
- Involvement

Brand Predisposition

- Meets Needs
- Dynamics (Sets Trends)
- Usage & Persuasion OR Likelihood to Action

Associations

- Message Check
- More Custom Questions



CampaignAssets AI

In-Flight campaign mix optimization

- AI Machine Learning
- Serviced only
- AI measures Video, Images, Music and Text
- Bulk subscription packages available

What it is:

CampaignAssets AI is a simple way to assess the creative strength of several assets within a live campaign to enable creative mix optimization decisions to maximize returns from your advertising strategy – at scale, at a fraction of the cost.

CampaignAssets AI is powered by Kantar's proprietary AI models and expert consultants using LinkAI and NeedScopeAI.

Questions it Answers:

- Are all my creative assets, across media types, delivering on the brand objectives?
- Which campaign assets are delivering emotive clarity and consistency, in line with my brand's positioning?
- Which assets should be reused in the next campaign burst?

Core Metrics:

- STSL/STEL, Demand Power
- Impact
- Branding
- Enjoyment
- Involvement
- Persuasion
- NeedScope archetype for each asset and strength of emotive clarity

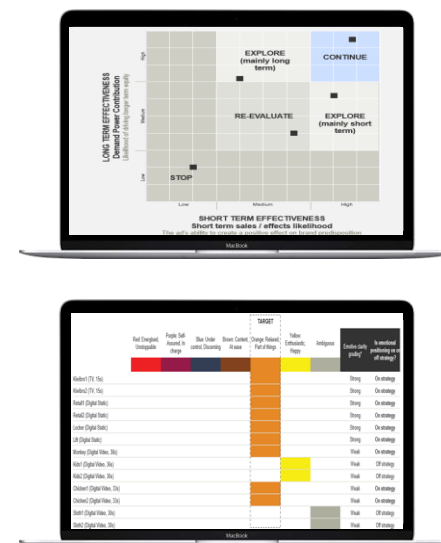
Methodology:

Artificial Intelligence

Available in over 30 countries

Test 10 to 20 ads in bundles

Results as few as in 24 hours



BrandEvaluator

Unlock brand growth opportunities affordably and at speed with Brand Health Dips

- Human testing
- Serviced

What it is:

BrandEvaluator enable marketers to inform brand strategy and planning that identifies and unlocks business growth opportunities.

Brand Equity Evaluation is powered by Kantar's world leading Meaningfully Different Salient framework for brand growth. Act with confidence, knowing that Kantar's market-leading, independently-validated brand equity framework provides the backbone of the solution.

Brand health dips, delivered within weeks not months.

Questions it Answers:

Does the brand matter to current or potential consumers / customers?

What kind of associations do consumers / customers hold about the brand? Are these on strategy?

How should the brand be positioned and activated for profitable growth?

How much price premium can the brand justify in market?

Conduct streamlined follow up dips with no equity measures (post a full equity dip).

Key Metrics:

- Unaided Awareness
- Familiarity
- Consideration
- Meaningful
- Different
- Salient
- Power
- Premium
- Brand Perceptions/Imagery

Methodology:

Evaluate up to 15 brands

15 Custom imagery statements

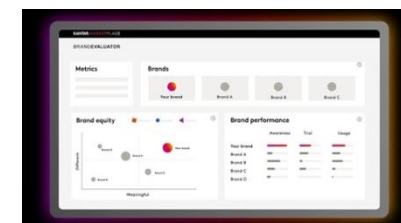
Min n=400

15 min online mobile-friendly survey

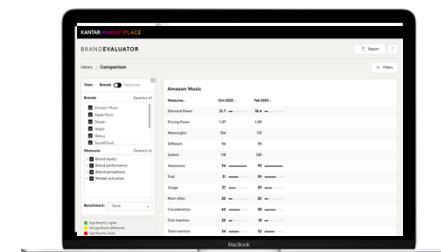
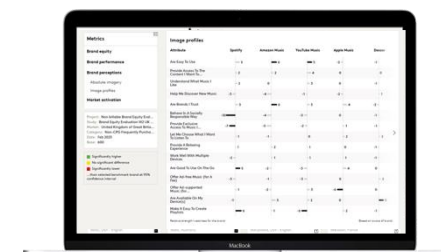
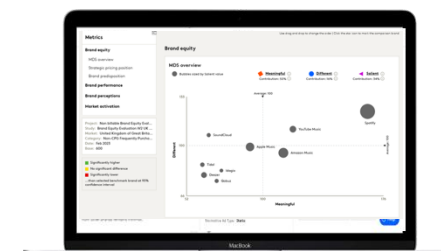
Tailored to your category dynamics

Modules:

- Market Activation
- More Custom Questions



[BrandEvaluator on Kantar Marketplace - YouTube](#)



BrandDynamics

The future of brand tracking is having access to real time brand performance data

- Human testing
- True signal (Trend AI)
- Underlying signal (Trend AI)
- Forecast (Trend AI)
- Large annual sample size
- Syndicated offer for some categories
- Self-serve and Serviced

What it is:

BrandDynamics is supercharged with proprietary AI technology, to uncover trends and forecasts to deliver true signals of your brand performance, including short-term and long-term metrics.

Daily fieldwork and daily dashboard updates provide brand data in real time.

Record & monitor events against daily brand funnel and equity measures.

With larger sample sizes create dynamic filters for demographics, DMA, user types and much more.

Questions it Answers:

How can I strengthen my brands equity, and become more meaningful and different?

How is my campaign building up and what is my audience response in real time?

Is there a way to know and understand my customer in a very granular manner by deeply analysing sub-segments, geographies and regions?

Is there a way for me to be on top of my consumers' reactions during a PR / reputation crisis?

Is my brand on track also for the long-term if I know I am doing well in the short-term?

How can I convert my equity into sales?

Key Metrics:

Fastest Moving

- Encounters / Touch Points
- Overall Advertising Awareness
- Positive and Negative Buzz

Moderate Movement

- Brand Awareness
- Trial
- Consideration
- Declared Purchase/Share
- Meets Needs, Affinity
- Unique, Dynamic
- Image Perceptions
- Brand Purpose
- Relative Price
- NPS

Most Persistent, slowest moving

- Meaningful, Different and Salience
- Demand Power and Pricing Power
- Future Power

Methodology:

From n=30 a day

15 min online mobile-friendly survey

Comparative, in-category design where respondents are asked about brands in the context of other brands within the category

Evaluate up to 32 brands

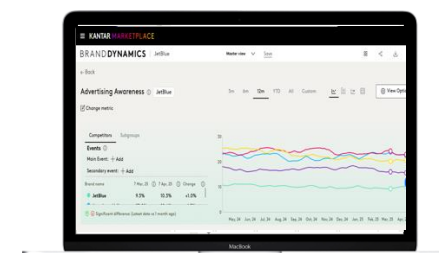
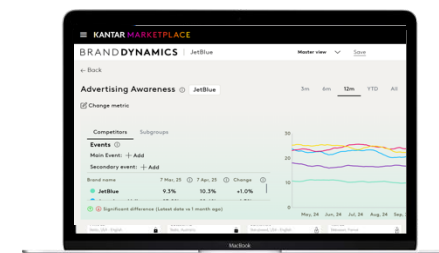
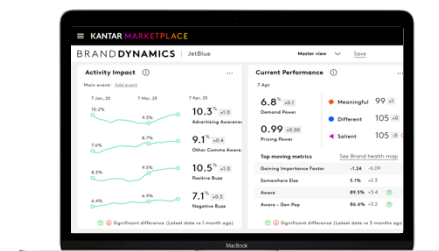
Categories Available:

Syndicated categories currently available in the US:

- Payment Services
- Retail Banking
- Financial Investments
- Insurance
- Computer/Tablet brands
- Home Video Entertainment
- Social Media
- Quick Serve Restaurants
- Airlines
- Online Travel Bookings
- Kitchen and Bath Plumbing
- Vehicle Care or Tire Replacement/Repair
- Automotive
- Non-Traditional Universities



[Kantar BrandDynamics](#)



Kantar BrandSnapshot powered by BrandZ delivers intelligence on your brand's strengths and weaknesses in an interactive dashboard. Get a quick read on the performance of your own and competitor brands across 700+ categories in over 40 markets.

BrandSnapshot

Discover your top brand equity indicators in seconds for FREE

- Human testing via our BrandZ survey
- Free Access
- Self-serve

Powered by Kantar BrandZ

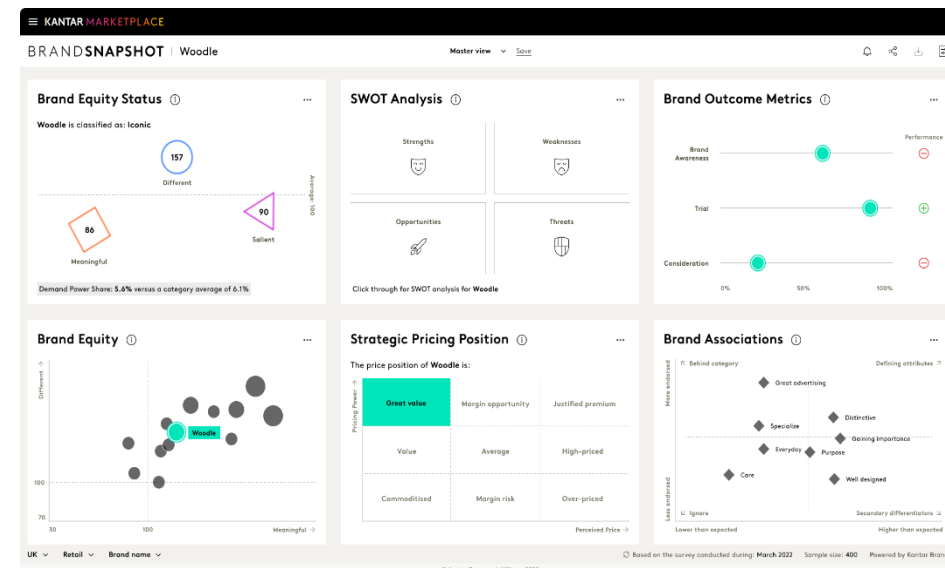
Access data from the world's most extensive brand equity study, available for the first time on Kantar Marketplace.

Trusted brand equity framework

Make decisions confidently, knowing Kantar's Meaningful Different Salient framework is proven to build brand value and drive commercial success.

Rich competitive intelligence

Compare your brand with core competitors across categories to discover opportunities and manage risks so you can stay one step ahead of the competition.



[Discover your top brand equity indicators in seconds with Kantar BrandSnapshot powered by BrandZ](#)

Kantar Live

Real voices

Real-time decisions

In Real Time

- Human testing
- Serviced

What it is:

Kantar Live connects you directly with consumers through an expertly moderated online session, blending rich qualitative insights with the scale and speed of quant.

With tailored discussion guides that shape every session and AI that surfaces emerging themes and enables deeper probing, you get a clear view of what consumers think, feel and do in a single, seamless experience. Immediate post-session debriefs led by Kantar experts help you transform insights into confident, strategic actions grounded in real consumer perspectives.

Questions it Answers:

Shape early-stage innovation ideas into more refined concepts through an expertly-moderated live session with real consumers.

Optimise high-potential concepts by revealing what resonates, what falls short, and what to finetune, all in a single, expert-led session.

Evaluate and refine early-stage creative concepts through a real-time qualitative lens.

Many more topics can be explored with custom designed discussion guides.

Key Metrics:

Kantar Live is 100% custom, but can draw on previous studies

A combination of quant and qual

Methodology:

30-60 minute online group discussion

75-100 respondents

Nationally recruited, or targeted to desired audiences

Modules:

n/a



[Get qual insights at quant scale in real time with Kantar Live](#)

Experience Evaluator

Drive growth with meaningful and different brand experiences

- Human testing
- Serviced
- No norms are used

What it is:

Understand the Customer Experience position vs. competitors, alongside opportunities to drive brand growth - with the backing of rigorous analysis and reliable results from high-quality sample.

ExperienceEvaluator is powered by Kantar's world leading, independently validated, Meaningful Different and Salient (MDS) framework for brand growth.

Questions it Answers:

How can we benchmark CX to win in market and drive brand growth?

Are we delivering meaningfully different brand experiences to our customers in relation to the competition?

What is driving our customer experience?

What are the opportunities to build brand predisposition through improved meaningfully different experiences?

Key Metrics:

- Meaningful
- Different
- NPS
- NPS Why (client brand)
- Experience Power
- Experience Strength
- Experience Drivers
- Touchpoints (client brand)

Methodology:

Evaluate up to 12 brands

Min n=600

5-10 min online mobile-friendly survey

Tailored to your category dynamics

Modules:

- Competitor module with up to 2 additional brands for NPS and Touchpoint analys



Custom Survey Automation (CSA)

Rapidly run short, simple, ad hoc surveys using automated technology

- Human testing
- Serviced

What it is:

Serviced Kantar Marketplace solution for running quick and simple ad-hoc surveys

What makes it great:

Uses KMP automation technology.

Allows clients to supplement templated research with ad hoc surveys.

Completely customizable, with options for standard questions.

Methodology:

- Online quantitative surveys
- Customized audience – screen and quota on basic demographics like age and gender, etc.
- Up to 10 min online mobile-friendly survey
- 30%+ incidence rate
- Excel or PPT deliverables, no dashboard
- Dips only, not continuous

What makes Kantar Marketplace great?



Interpret your results effortlessly with powerful analytics that put you in control of your data



Unlike our competitors, we own and control the methodology and the technology, which means you benefit from speed, agility *and* reliability



Wherever you are, we've got boots on the ground in your market ready to help you succeed



Make decisions confidently with the benefit of survey sampling that is unparalleled on breadth, depth and quality



Compare results across tests, country, brand versus our norms*



Invoicing and payments made easier with Marketplace credits



Onboarding, training and unlimited seats at no extra cost to you



We're investing in the platform to bring you the latest innovations like AI and machine learning, and we won't stop



Servicing tiered according to needs/ project volume



Leverage Artificial Intelligence and Machine Learning to enable faster analytics



Leverage neuro with facial coding, timed responses and intuitive associations



Self-serve ready when you are



1. KMP STARTER MEMBERSHIP

Access to the Kantar Marketplace Platform with free access to BrandSnapshot

2. KMP PLUS MEMBERSHIP

Starter, PLUS discount on each study when making an upfront commitment

3. KMP PERSONALIZED MEMBERSHIP

Plus Plan, PLUS Personalization of the platform

4. KMP ENTERPRIZE MEMBERSHIP

Personalization, PLUS Product Customization

USA KMP MEMBERSHIP options:

	KMP STARTER MEMBERSHIP	KMP PLUS MEMBERSHIP	KMP PERSONALIZED MEMBERSHIP	KMP ENTERPRIZE MEMBERSHIP
	Every client automatically become a Starter member when they register on KMP	Plus, a discount when committing to a Credit plan	Added personalization on the platform	Clients need customization to products
Kantar Marketplace Platform access	○	○	○	○
Unlimited platform users / seats	○	○	○	○
24/7 Support within the dashboard, and linked to Support team	○	○	○	○
Success team to help with training and onboarding	○	○	○	○
MDS built into every solution to continue to grow build your Blueprint for Brand Growth	○	○	○	○
Neuro built in or as an option (e.g. Intuitive Associations, Facial Coding)	○	○	○	○
BrandZ BrandSnapshot access for FREE	○	○	○	○
Access to AI products such as Creative and Concept screening using AI	○	○	○	○
Flexibility between serviced by Kantar, or assisted self-serve or full self-serve***	○	○	○	○
Tier 1 \$20-\$74k commitment PLUS from 3% discount off rate card on each project		○		
Tier 2 \$75-\$149k commitment PLUS from 5% discount		○		
Tier 3 \$150-\$299k commitment PLUS from 8% discount		○		
Tier 4 \$300k+ commitment PLUS from 12% discount		○	○	
\$1 = 1 KMP Credit which can be split by business unit or country		○	○	○
Usage of off-platform BETA products (serviced only)		○	○	○
Platform personalization*			○	○
Access to standard online briefing forms for serviced studies			○	○
Link to Kantar dashboards (outside of KMP) such as PBI, AQ, RetailIQ and MONITOR**			○	○
Support with personalized Client Success for on-boarding			○	○
Additional customization at a product level				○
Personalized online briefing forms for serviced and assisted self-serve projects				○