### **KANTAR**



# Hold! Hello! Bonjour!

We are excited you are thinking about taking part in Kantar's iLab first global innovation challenge.

### What is the challenge all about?

Partnering with Subak, this challenge is focused on identifying data and technology-led solutions that marketers can use to empower people to act more sustainably regarding climate and environmental issues.

Kantar's research reveals that 92% of people say they want to live a sustainable life, but only 16% are actively changing their behaviours (white paper). This discrepancy between people's stated values and beliefs and their ability to act in line with those is known as the "value-action gap." Reducing this gap is "the Holy Grail," according to the UN.

Kantar is already working with marketers worldwide to uncover strategies to map and address existing barriers to sustainable behaviour, but **we are ambitious**. Our challenge is to do so at scale, openly collaborating beyond our borders to unlock the power of marketing and effect the change the planet needs to see.

## What do we aim to achieve with your ideas and solutions?

Led by data, Al, and technology, through your solutions we want to help marketers with their:

#### **Innovation**

To create more sustainable products that are easy for people to choose, and that make it easy for people to make long-lasting changes to their behaviour.

### Brand Strategy & Brand Guidance

To develop a brand purpose in line with people's vision of tomorrow's world. Measure performance against sustainability targets.

#### Media & Creative

To create and measure advertising effectiveness that is sustainable and / or that promotes sustainability causes.

### Which consumer categories are in focus?

Your submission needs to be relevant to at least one of these consumer categories: Mobility, Consumer technology, Fast-moving consumer goods (FMCG), Financial services, Fashion and apparel, Retail, Energy.

## What criteria will be used to assess your submission?

All submissions will be evaluated by an expert panel of judges, including Kantar and Subak sustainability experts. We are looking for solutions that are:

#### Meaningful

Relevant to marketers and their categories; helps understand barriers and enablers of sustainable behaviour.

#### Differentiated

Create new insights not widely available; connects data in new ways and is linked to actual or potential behaviour.

#### Disruptive

Has potential to be automated and scaled; has potential to drive change through activation.

# What data can you include in your submission?

Your solution needs to be based on / include at least one data source that is not survey data (survey data can be part of the solution).

Examples of non-survey data include, but are not limited to, social media, news, conversational AI, Internet of Things (IoT) devices, neuroscience techniques, mobile and in-app data, audio, video, AR or VR, wearables, smart home devices, weather observations and forecasts, climate projection data, and satellite imagery.

Kantar and Subak are also making data available to you:

#### Kantar

A two-year sample of purchase data, from two FMCG categories. Linked to a survey-derived sustainability segment.

#### Subak

Climate-related datasets you could consider from their extensive data catalogue.

#### Social media

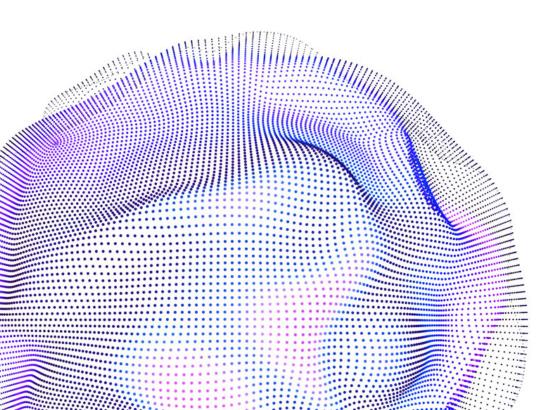
We will give guidance on how to easily access sources such as Twitter data.

### How to submit?

You can <u>click here</u> to register and learn more about the challenge.

# Good luck! Buena suerte! Bonne chance!

For more information please contact us at <a href="mailto:Challenges.iLab@Kantar.com">Challenges.iLab@Kantar.com</a>



### **KANTAR**

Kantar is the world's leading marketing data and analytics company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks and our innovative analytics and technology, we help our clients understand people and inspire growth.