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MotiveMix

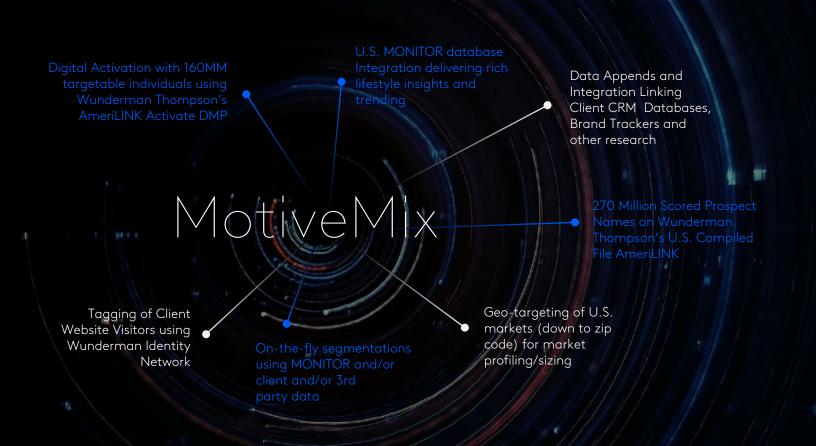
Portfolio

Uncovering specific motivations driving today's consumer to help you shape a stronger, more successful relationship based on what matters most in their lives.

A portfolio of 15 attitudinal dimensions, each of which scores High/Medium/Low propensity for these mindsets. Data Source: U.S. MONITOR 2021 Built from U.S. MONITOR consumer attitudinal research to uncover the human insights of your brand.

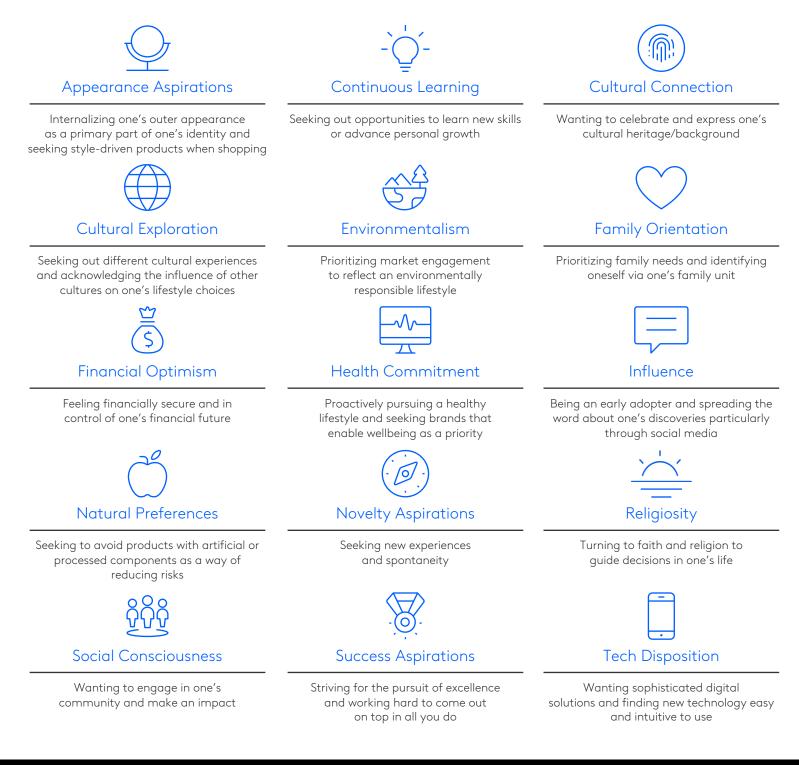
Scored on the entire adult U.S. population (270MM+) so you can create more precise targets and relevant messages offline and online.

Connect MotiveMix to your preferred populations and platforms to activate insights at the *hyper market* level.



Current MotiveMix[™] Portfolio

A portfolio of 15 attitudinal dimensions, each of which scores High/Medium/Low propensity for these mindsets. Data Source: U.S. MONITOR 2021



For More Information, Contact:

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