

KANTAR

Helping brands to

**Understand People and
Inspire Growth.**

2020

Expertise areas

Kantar is a global insights company with an extraordinary track record of using new technology, fresh thinking and innovative approaches to help clients drive growth.

Our domain expertise and validated product portfolio mean we can address the wide range of business issues our clients face in today's extraordinary world.

Our portfolio contains our best thinking – our Intellectual Property – and we invest in keeping the underlying thinking up-to-date, and easy to deliver.

We also benefit from the accumulation of knowledge and data from using consistent approaches over time.

Our training partnership with ISA Africa will cover the following domains:

1. Brand
2. Creative Development
3. Media & Digital

BRAND

In a world of short term pressure, we **champion** and **nurture** your biggest business asset – your brand – to deliver sustainable, profitable short and long term growth.

We help you answer the following questions:

- What does my brand stand for? How do I define my brand, where and how it plays?
- Does my brand resonate with my intended target?
- What brand associations should I focus on in order to grow? How do I determine what metrics / KPIs to focus on?
- How strong is my brand?
- How do I unlock growth / brand momentum?
- How do I connect my brand and business outcomes to drive an integrated strategy?



CREATIVE DEVELOPMENT

We partner with clients and ad agencies to identify and develop extraordinary creative ideas and content.

We ensure that your content leaves a lasting impression, delivers transformational brand growth and maximizes ROI.

We help you answer the following questions:

- What are the biggest and best ideas to bring my brand positioning to life?
- Do consumers engage and connect with my content?
- Does my creative work as intended and deliver the intended associations?
- What impact is my ad likely to have on my brand?
- How do I customize content to the different media channels?
- How can I optimize my ads to maximize in-market success?



MEDIA & DIGITAL

We partner with advertisers, agencies and media owners to navigate brands through an increasingly complex, cluttered world.

We provide evidence that dispels the hype and informs the right media choices to maximize brand growth and ROI.

We help you answer the following questions:

- How do I inform media decision? How do I develop a media strategy?
- How do I measure media ROI and performance in building brand equity?
- The role of touchpoints in engaging my target audience?
- How should I manage my paid, owned and earned media activity?
- How changing consumer habits are affecting media trends?



Agenda

Full Day Workshop

8:00 – 9:00 Breakfast & Registration

9:00-10:30 **Key Insights Presentation #1**

10:30-11:00 Creative Exercise #1

11:00- 11:15 Tea Break

11:15-12:45 **Key Insight Presentation #2**

12:45-1:15 Creative Exercise #2

1:15-2:00 Lunch

2:00-3:30 **Key Insight Presentation #3**

3:30-4:00 Creative Exercise #3

4:00-4:15 Tea Break

4:15-4:45 Incubating / Action Planning

4:45-5:00 Q&A / Closing Remarks
