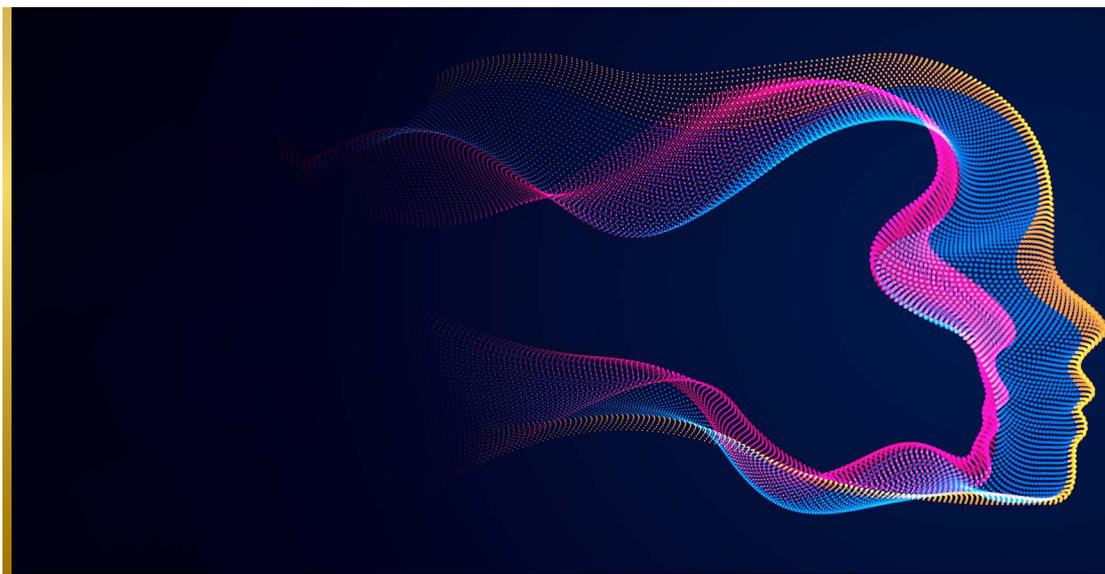


# KANTAR

# BRANDDIGITAL

Stay on top of disruptors and expand your view of the market



In an environment of increasing competition, how can marketers know and understand category disruptors and adjacencies, and get visibility of wider drivers of interest in brands? How can you get deeper and more granular understanding at regional level? How do you monitor impact created by brand activations and campaigns not possible to cover in tracking surveys?

Powered by our proprietary AI toolkit deployed on digital search data, **Kantar BrandDigital** enables marketers to understand market share potential and consumer interest for new and emerging brands in their or adjacent categories. Consumers' spontaneous digital search provides a valuable source for understanding what is perking interest in brands – from campaigns to specific themes in the product offering to customer experience elements.

#### When you need to:

- Track rising or declining interest in category disruptors to devise mitigating strategies or explore M&A options
- Understand what drives these disruptive brands, what is perking interest in them - from customer experiences, product features to activation and more
- Get a deeper and more granular understanding at regional levels – see where the trends are concentrated

#### Why BrandDigital?

- Access a global digital population of 4.3 billion, with no limitations on geographies or languages
- Machine-led, human-refined: Data collection and analytics are automated for speed and scale. Brand experts ensure data is curated to your objectives

- AI led, made to measure approach does not restrict you to pre-set parameters or taxonomies
- With Kantar's expertise in brand, we design for brand outcomes through tech and not vice versa

#### About Kantar Brand Guidance

**Kantar Brand Guidance solutions bring you excellence in brand expertise, analytics, and technology.**

We study consumers and brands in their market contexts to understand what makes brands unique and valuable. We help the world's greatest brands build equity and value using our Meaningful Different Salient (MDS) framework. And we innovate in technology to help you better shape your brand.

#### Contact us

To find out more, contact your Kantar representative or please visit our [website](#)



Kantar is the world's leading marketing data and analytics business and an indispensable brand partner to the world's top companies. We combine the most meaningful attitudinal and behavioural data with deep expertise and advanced analytics to uncover how people think and act. We help clients understand what has happened and why and how to shape the marketing strategies that shape their future.