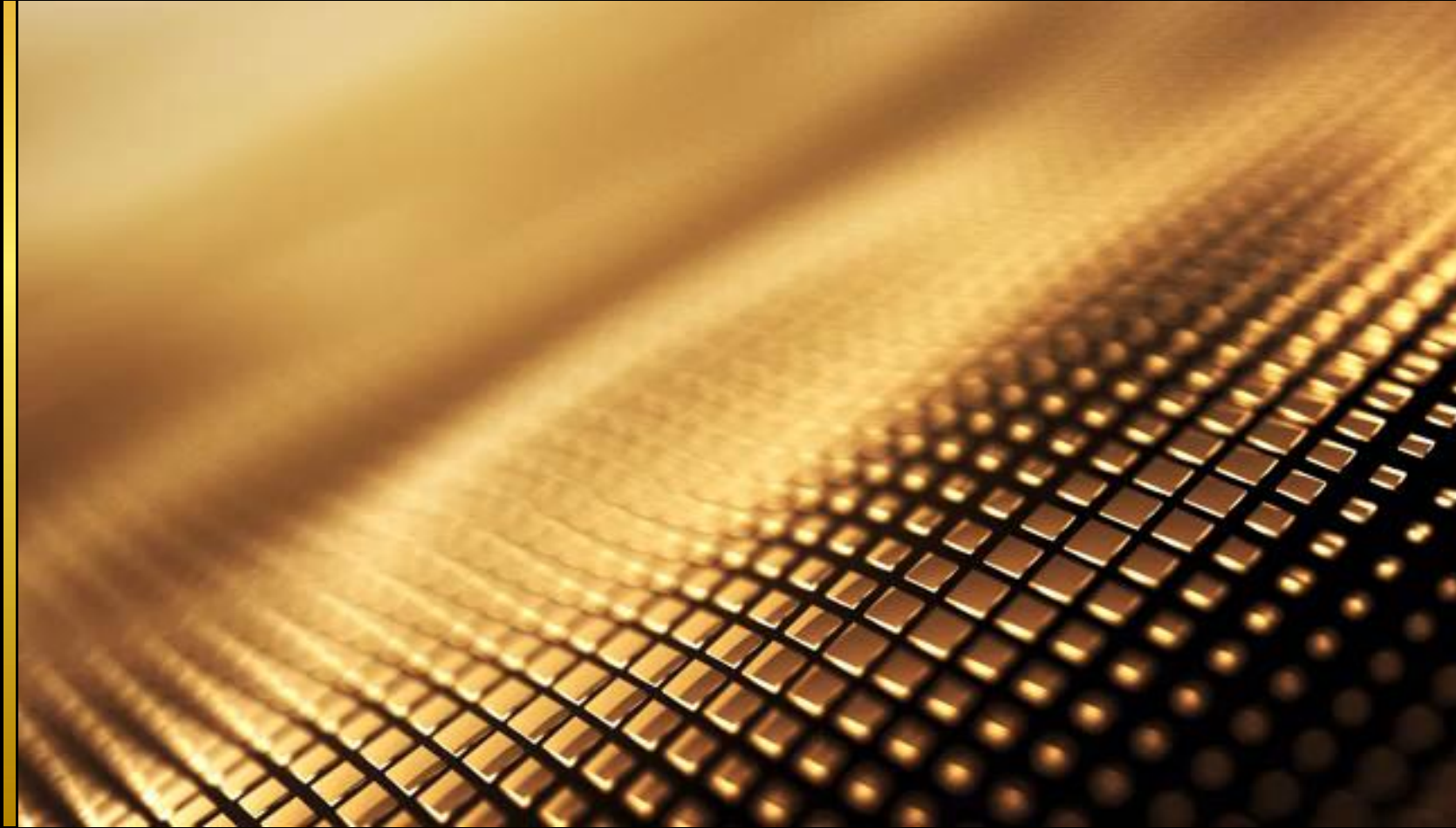


KANTAR

Muuttuvassa
ilmapiirissä tarvitaan
taidetta ja vähän
myös **tiedettä**

Päivi Kauppinen
Voitto-gaala
5.4.2022



Like brand marketing: short moments - different needs, assumptions and expectations



A significant part of sales is driven by strong **Brand Equity**

Long-term
brand building

60 %

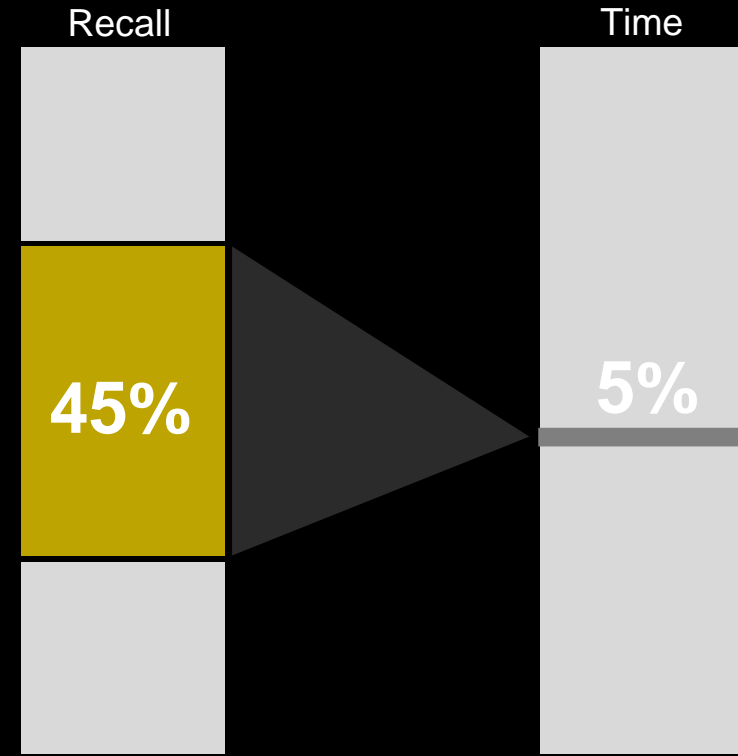


Short-term
activation

40 %

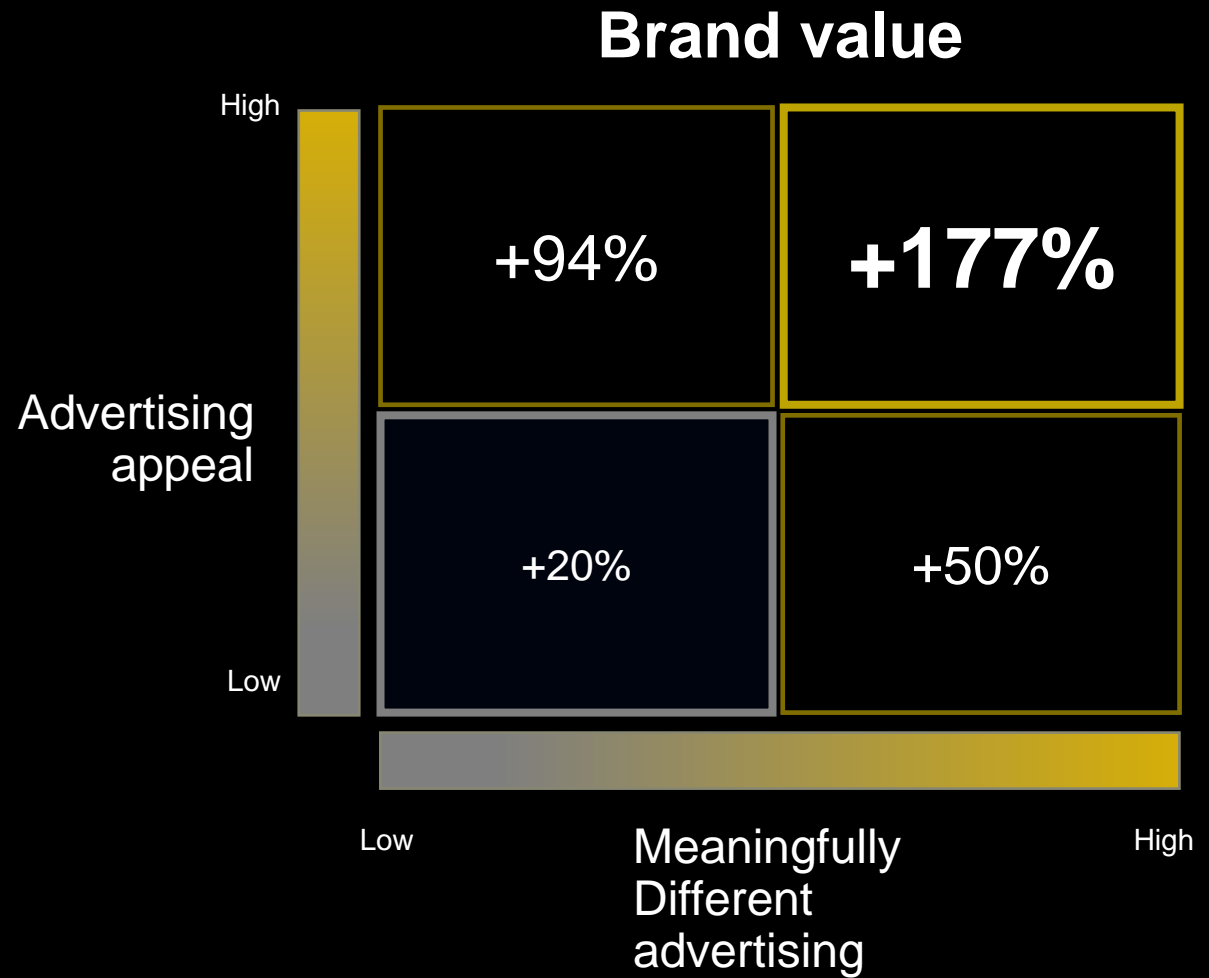
Optimum split of marketing investment

The **brand** must be **well integrated** in the story, and in particular **at the most memorable moment**



Example: 30 second
TV Ad

Impactful advertising



Appealing and Meaningfully Different Advertising

HUMOUR



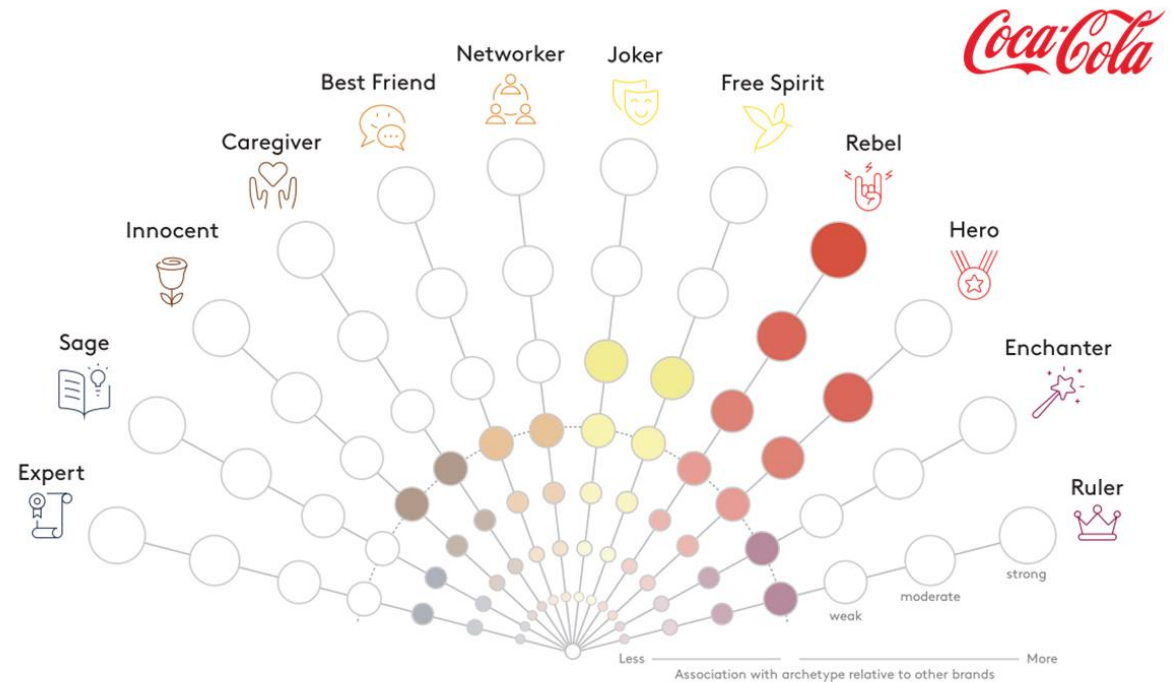
CELEBRITY



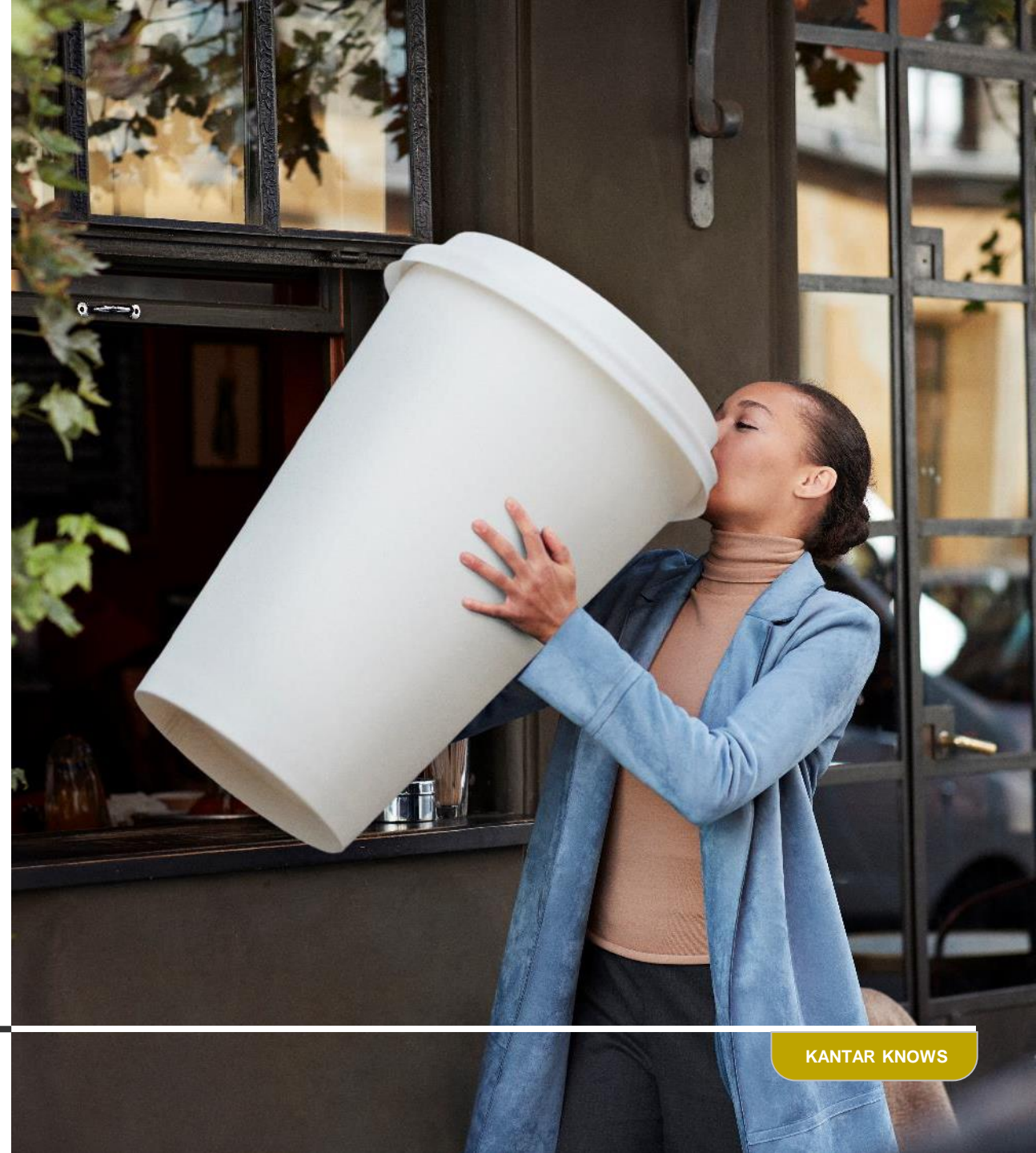
SUSTAINABILITY

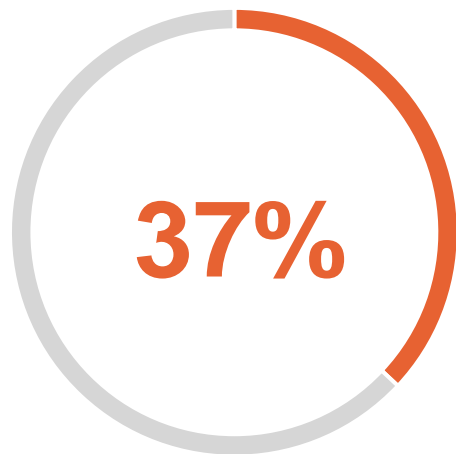


Associate the usage of **humour**, **celebrity** and **sustainability** with the brand?



Personality
Profile





37%

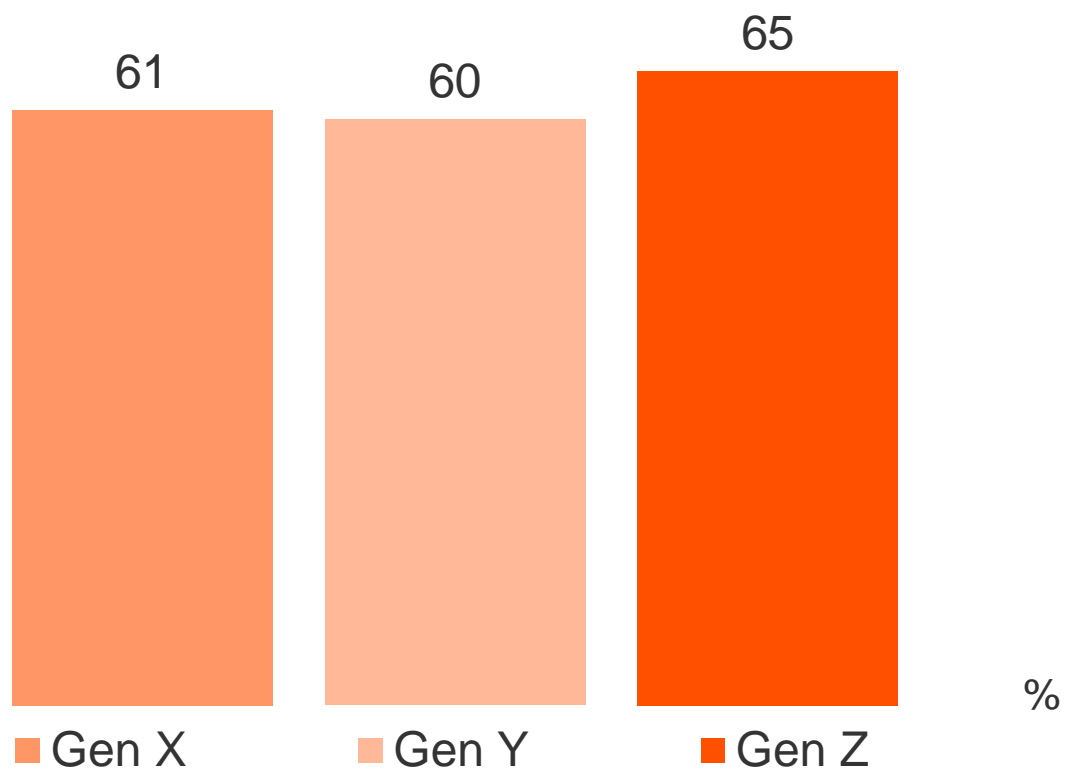
TV



15%

Print / OOH

Humour influences receptivity



Humour prevents skipping ads

Less likely to skip and
more likely to pay attention
to ad with humour

37 %



Winning ingredients: **Humour**

Breaking stereotypes / Inclusion & Diversity



Heineken

Cheers to all, USA

Humour



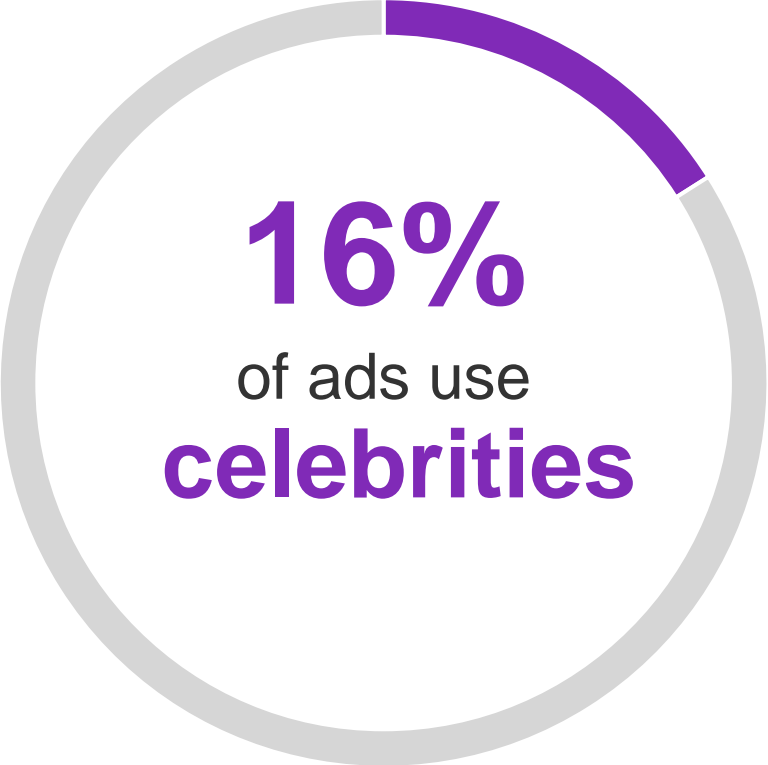
To help connect with your viewers

To drive engagement

To help humanize a brand

To add an emotional layer to your content

To help retain memories of the advertising



16%
of ads use
celebrities



Celebrities

International

Involvement

Ad distinctiveness

Excited

Inadequate

Local

Believable

Relevance

New information

Understanding



Lionel Messi
Huawei



Virat Kohli
Vivo

So what is the future for celebrities?

Being your own brand

Two-way brand partnership

Buying a stake in the brand

Product partnering



Winning ingredients: **Celebrity**



Gatorade GOAT CAMP

Gatorade, Chile

Celebrity

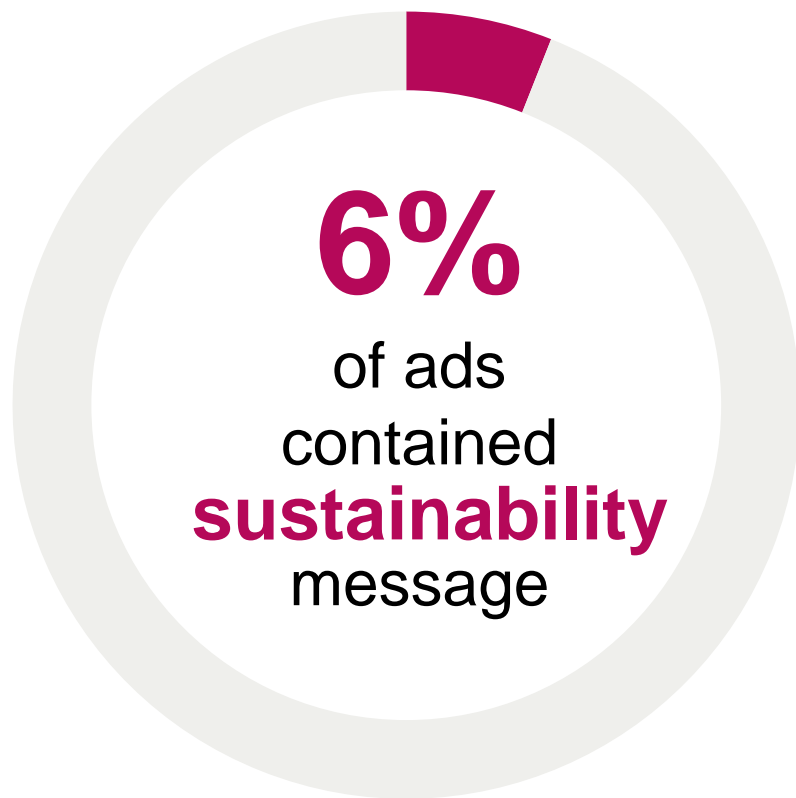
To get the brand noticed

To add "their" values to brand

To appeal to a target audience

To illustrate product benefits

To provide credibility, build trust



Consumers and Sustainability

63%

of consumers feel like
sustainability isn't their
responsibility...
it's up to businesses

64%

worry brands are
involved in
just for commercial reasons

Ads with sustainability messages

■ Top performers
■ Bottom performers



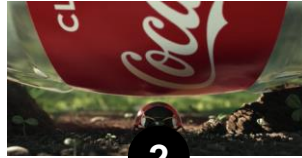
Coca-Cola - Ladybird





1

Intrigue at set up



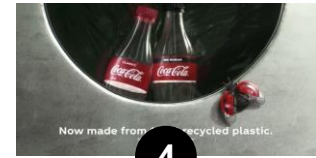
2

Smiles as the ladybirds tries to move the bottle



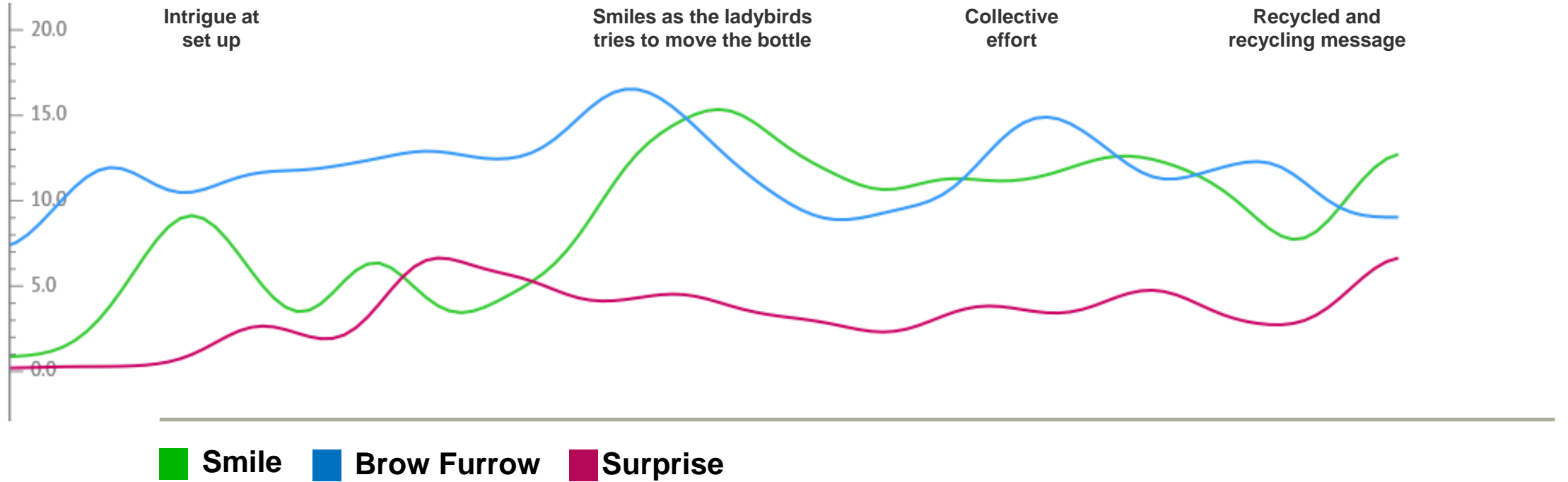
3

Collective effort



4

Recycled and recycling message



Sustainability

To show what you stand for

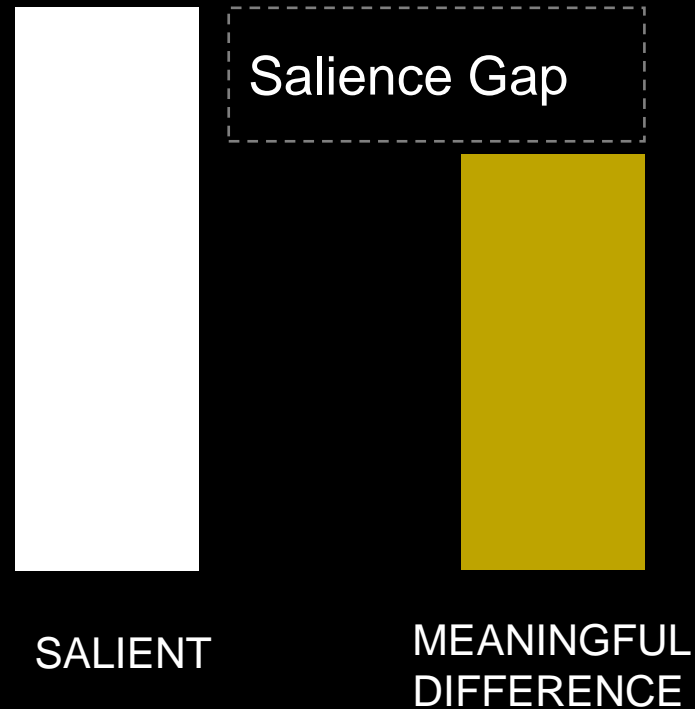
To resonate with your audience

To help people make a difference

To build differentiating emotion

To be relatable

The power of your **Art** spiced with a touch of **Science** helps to mind the Gap



Understand People. Inspire Growth.

Päivi Kauppinen

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kantar.com