

J. Walker Smith, Kantar

Where the Puck is Going



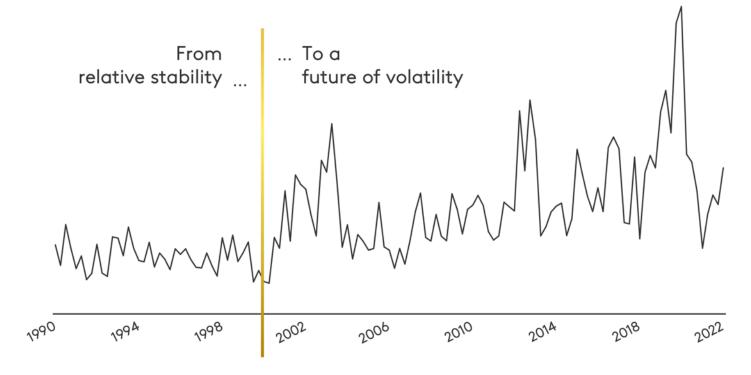
MARKETING SCIENCE INSTITUTE #MSISUMMIT

KANTAR

Where the Puck is Going



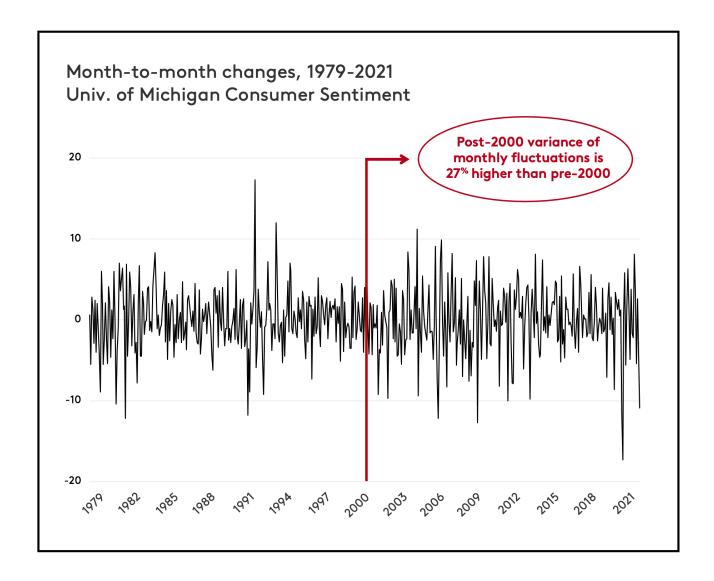
World Uncertainty Index



https://worlduncertaintyindex.com

Disruption ahead

More volatile environment



Sentiment more volatile

Swings from highs to lows

The Human

Activation

From advising on strategy to making strategy happen

Provocation

From today's insights to tomorrow's opportunities

Empathy

From big consumer data to deep human understanding

Activation

ENGAGE WITH PARTNERS

Build strong internal relationships with business leaders to influence decisions

ALIGN FOR IMPACT

Go all in for the success of strategies, business objectives and C-suite priorities

EXECUTE IN REAL-TIME

Anticipate and respond to market situations with speed and agility

Provocation

EMBRACE DYNAMISM

Lean into risk, experimentation and smart failure

FOCUS COMMERCIALLY

Manage and execute with a bias toward business results

SPEAK OUT

Challenge, provoke and prioritize hypotheses about the future throughout all planning

COMPEL ACTION

Share a futures narrative, not just data, to motivate not simply educate

Empathy

ENRICHED RESOURCES

Bring together all data, human and commercial, today and tomorrow

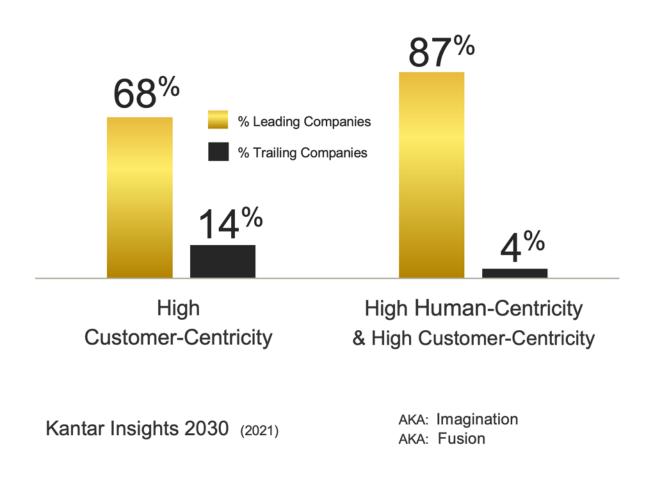
COMPOSITE PERSPECTIVE

Fuse all data into a view both all-inclusive and more intimate

HUMAN UNDERSTANDING

Infuse data analysis with creative thinking to distill insights about actions

Insights EMPACT



People don't wake up wanting a mortgage.
They wake up wanting a home.

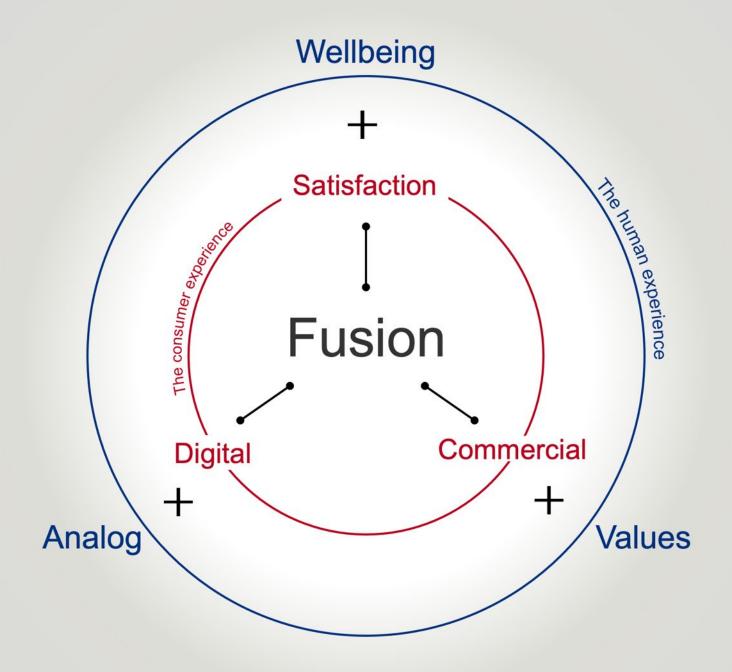
Senior global business leader

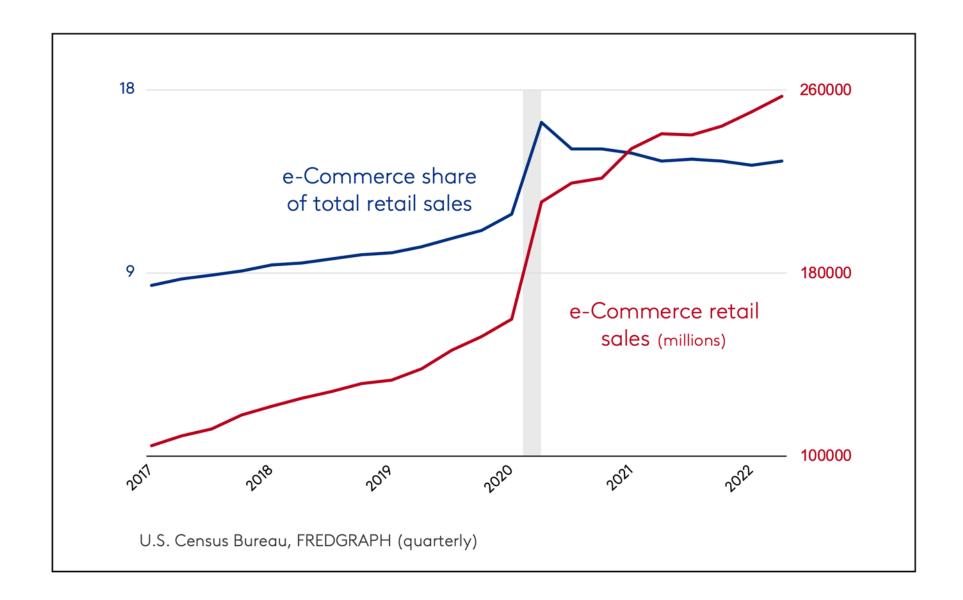
Data are people in disguise.

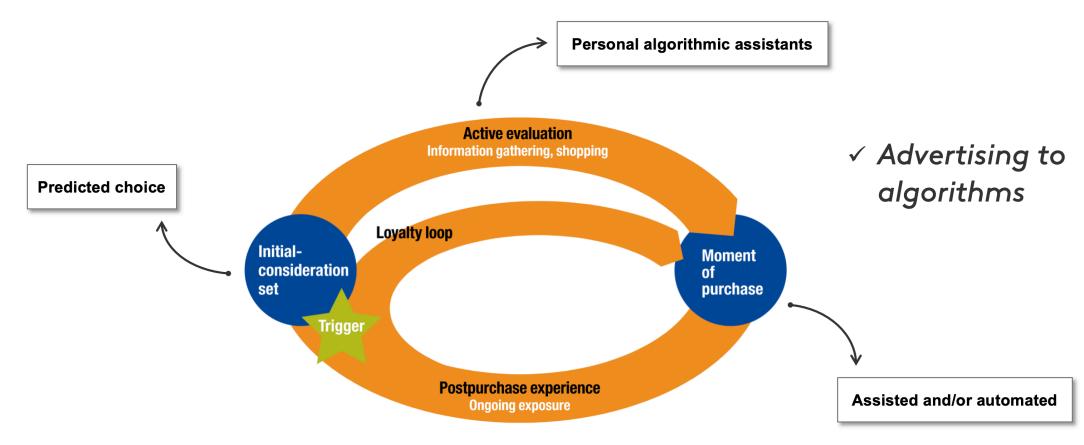
Senior global insights leader

80% of our data is commercial; 20% is consumer. We lose sight of the people buying our products on a regular basis.

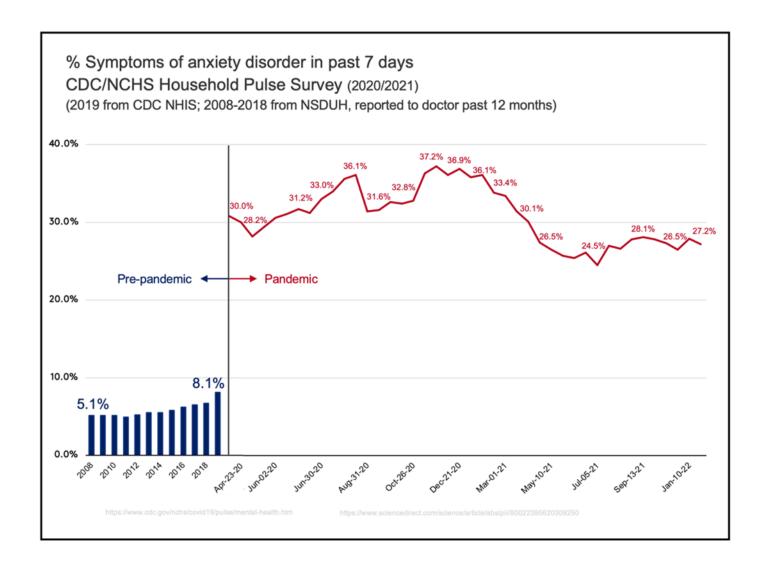
Senior global business leader







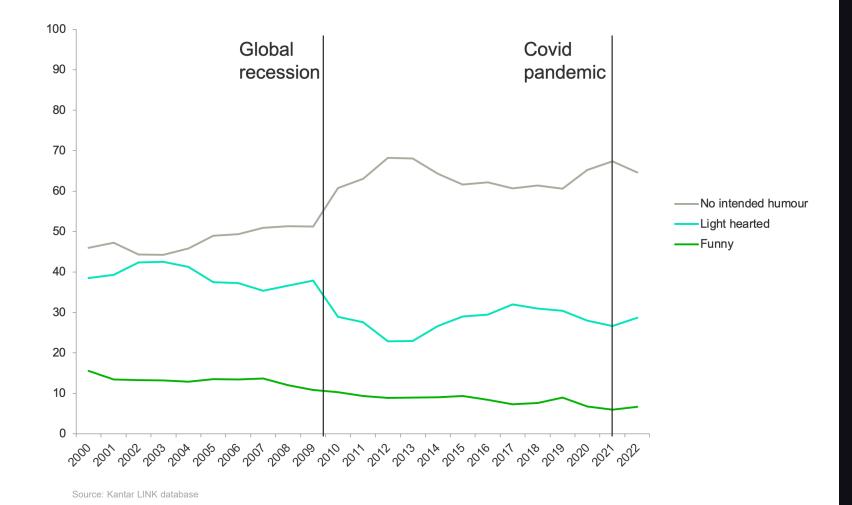
✓ Post-purchase marketing



Huge spike in anxiety

Persistent and worrying



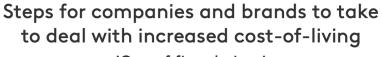


Advertisers use less humor

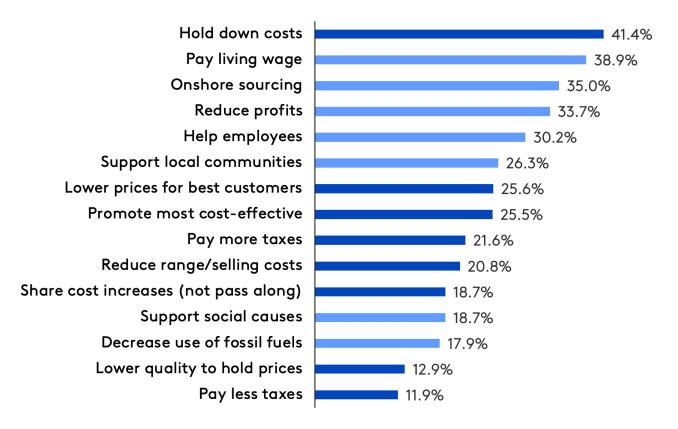
But recently turned up a bit



Kantar Global Issues Barometer U.S. Results (October wave)



(One of five choices)



Goals beyond business profits

A new way of doing business

