

J. Walker Smith, Kantar

Where the Puck is Going



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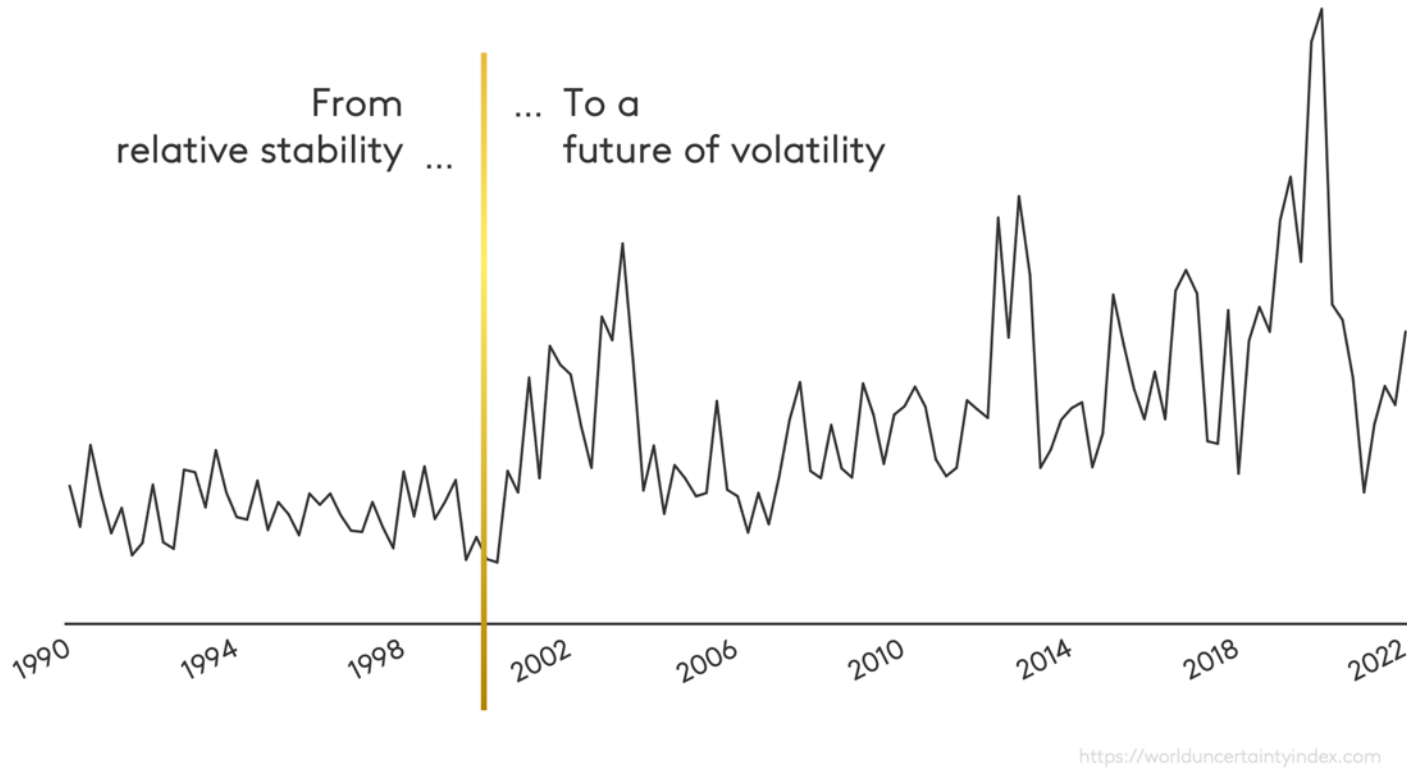
The Up in Upside Down

A look ahead at creating
value for building brands

J. Walker Smith
Knowledge Lead



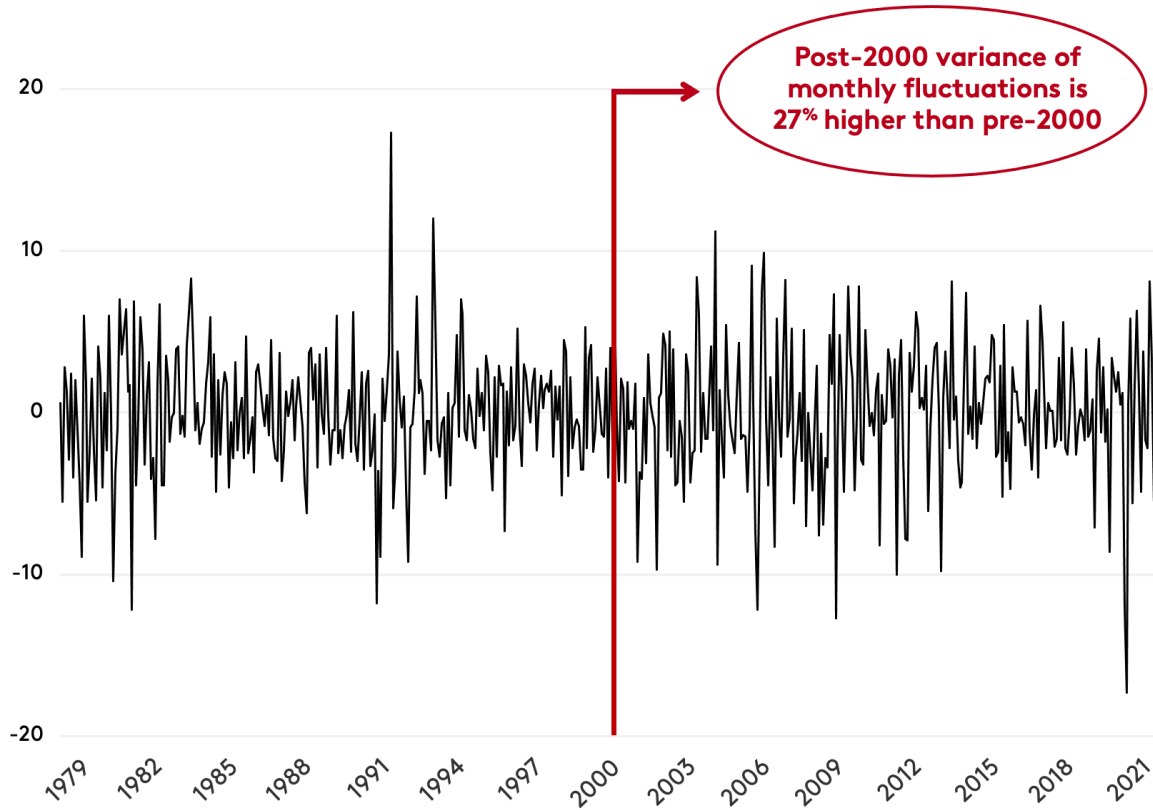
World Uncertainty Index



Disruption ahead

More volatile environment

Month-to-month changes, 1979-2021
Univ. of Michigan Consumer Sentiment



Sentiment
more volatile

Swings from
highs to lows

The Human

Activation

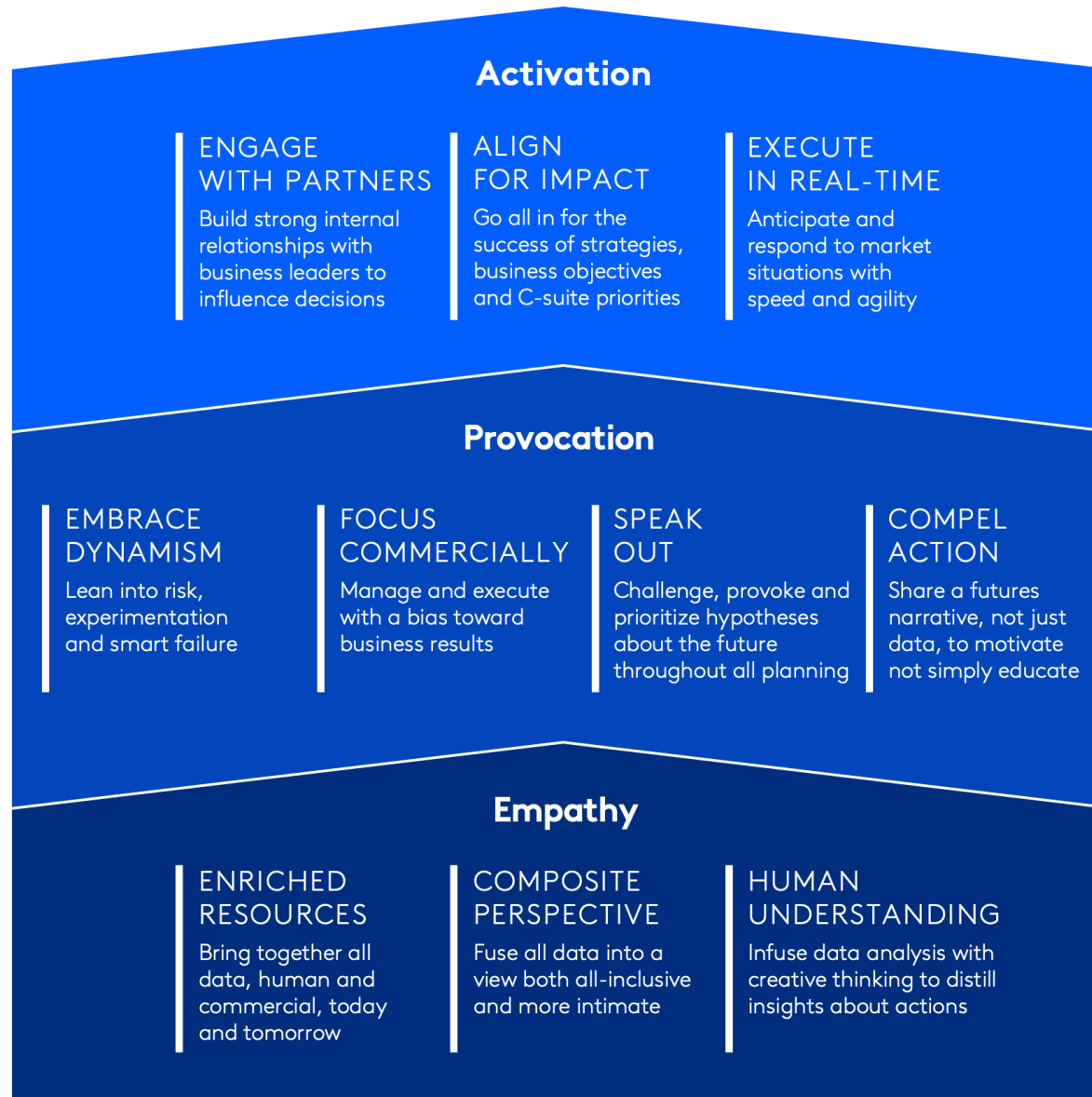
From advising on strategy to making strategy happen

Provocation

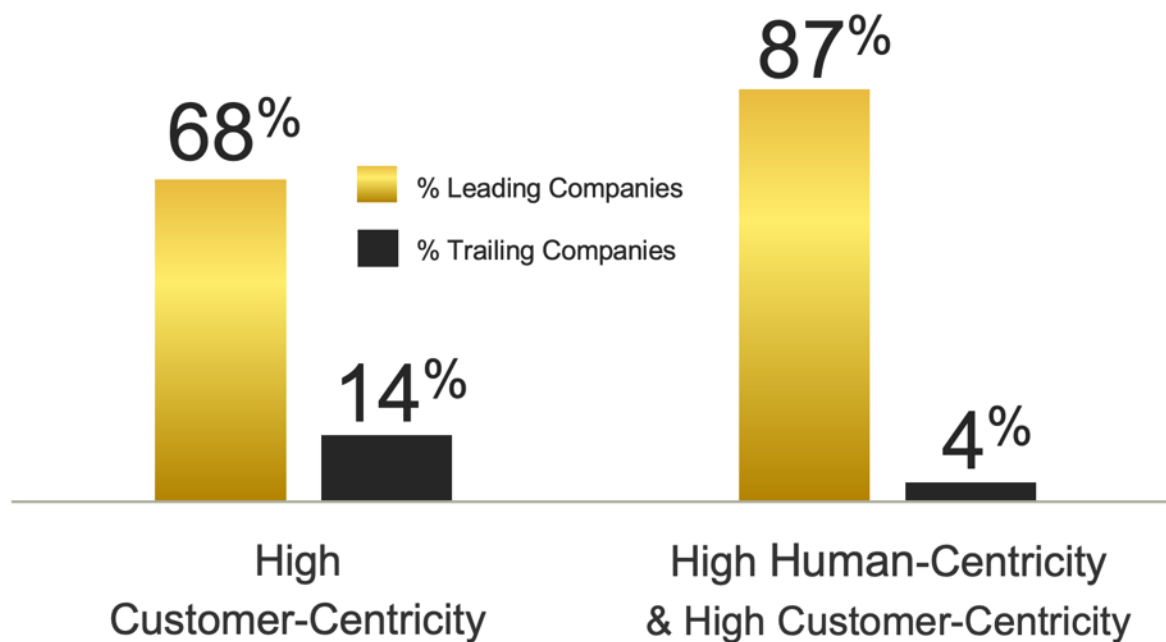
From today's insights to tomorrow's opportunities

Empathy

From big consumer data to deep human understanding



Insights
EMPACT



Kantar Insights 2030 (2021)

AKA: Imagination
AKA: Fusion

“ People don’t wake up wanting a mortgage. They wake up wanting a home.

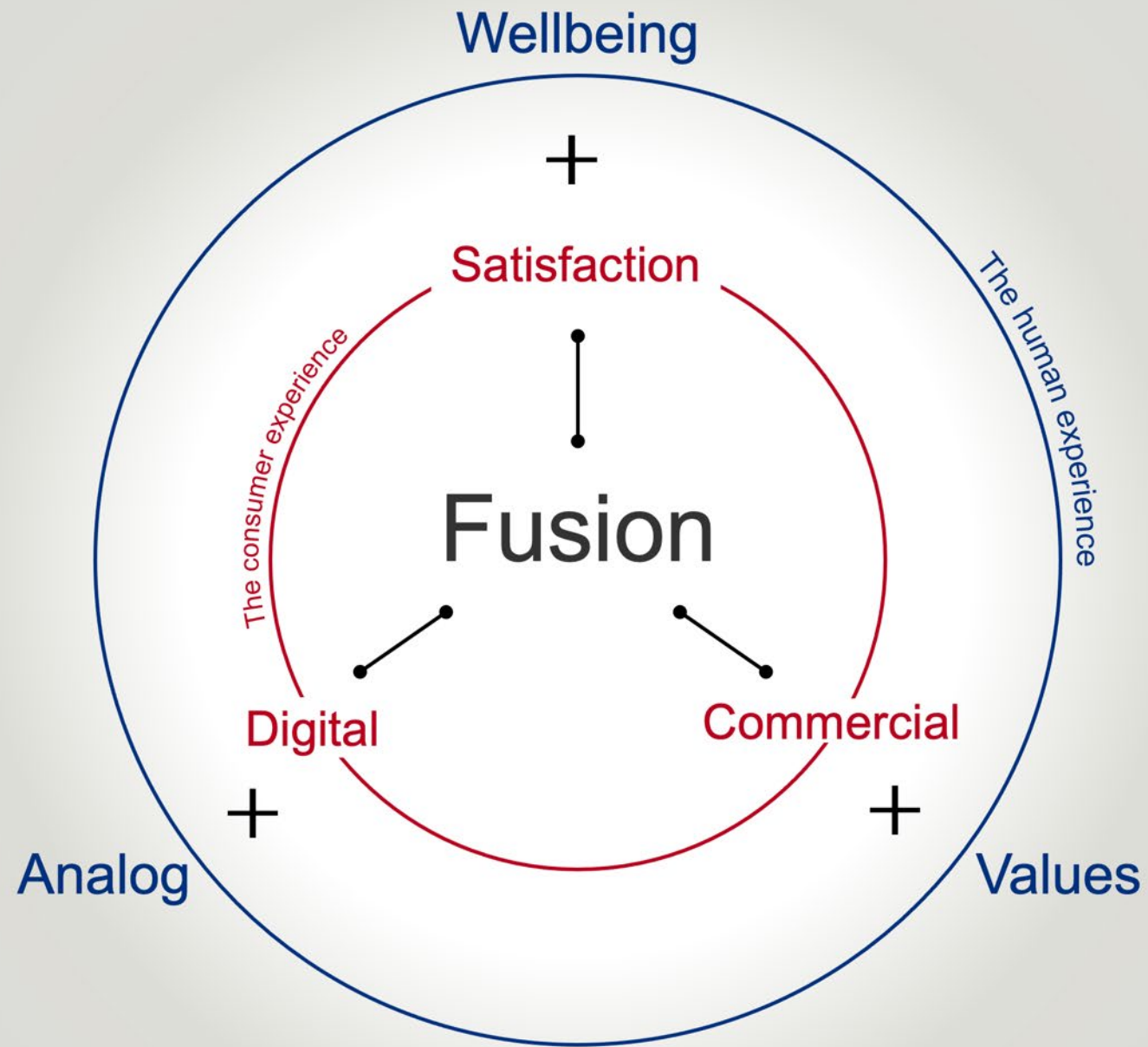
Senior global
business leader

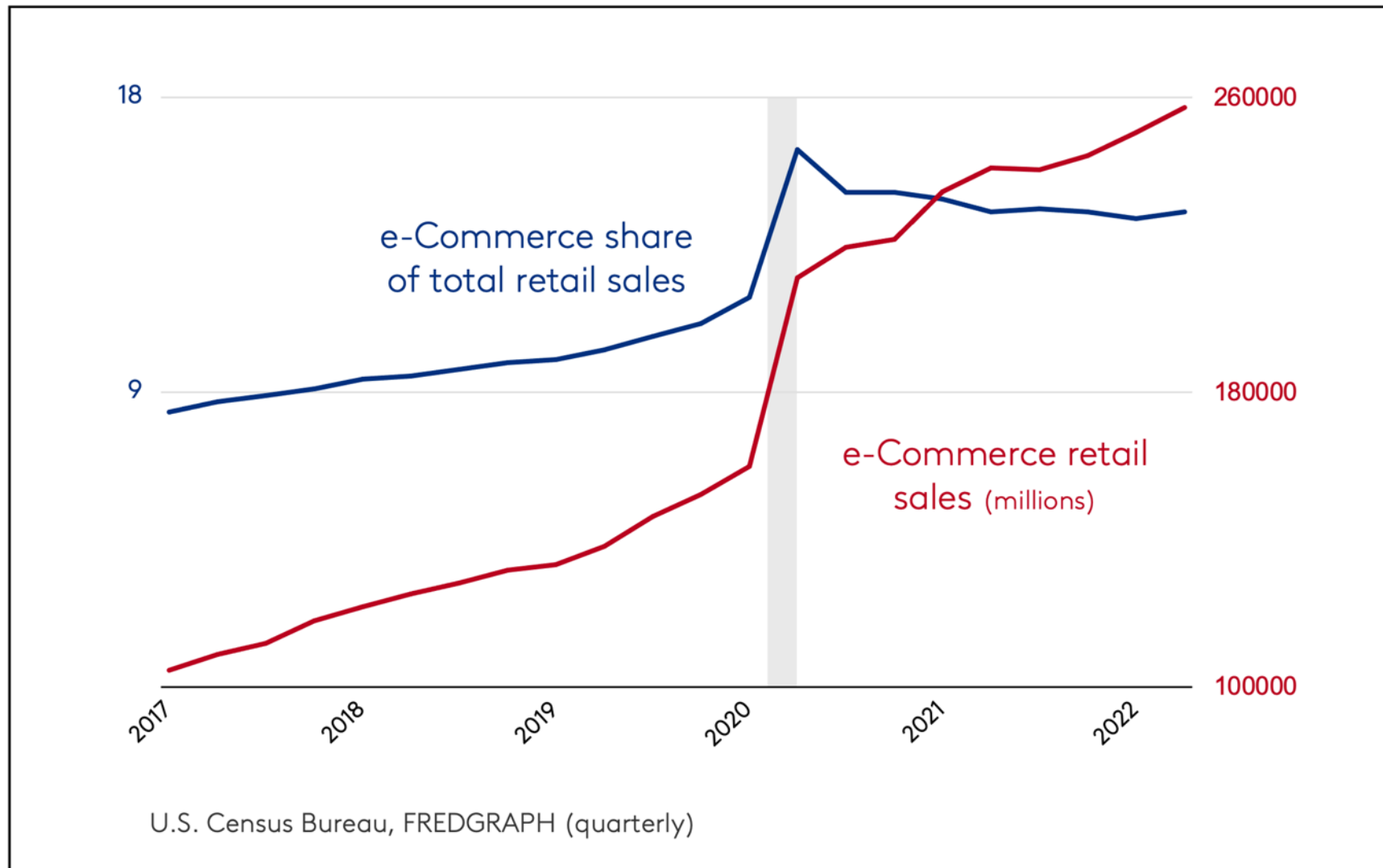
“ Data are people in disguise.

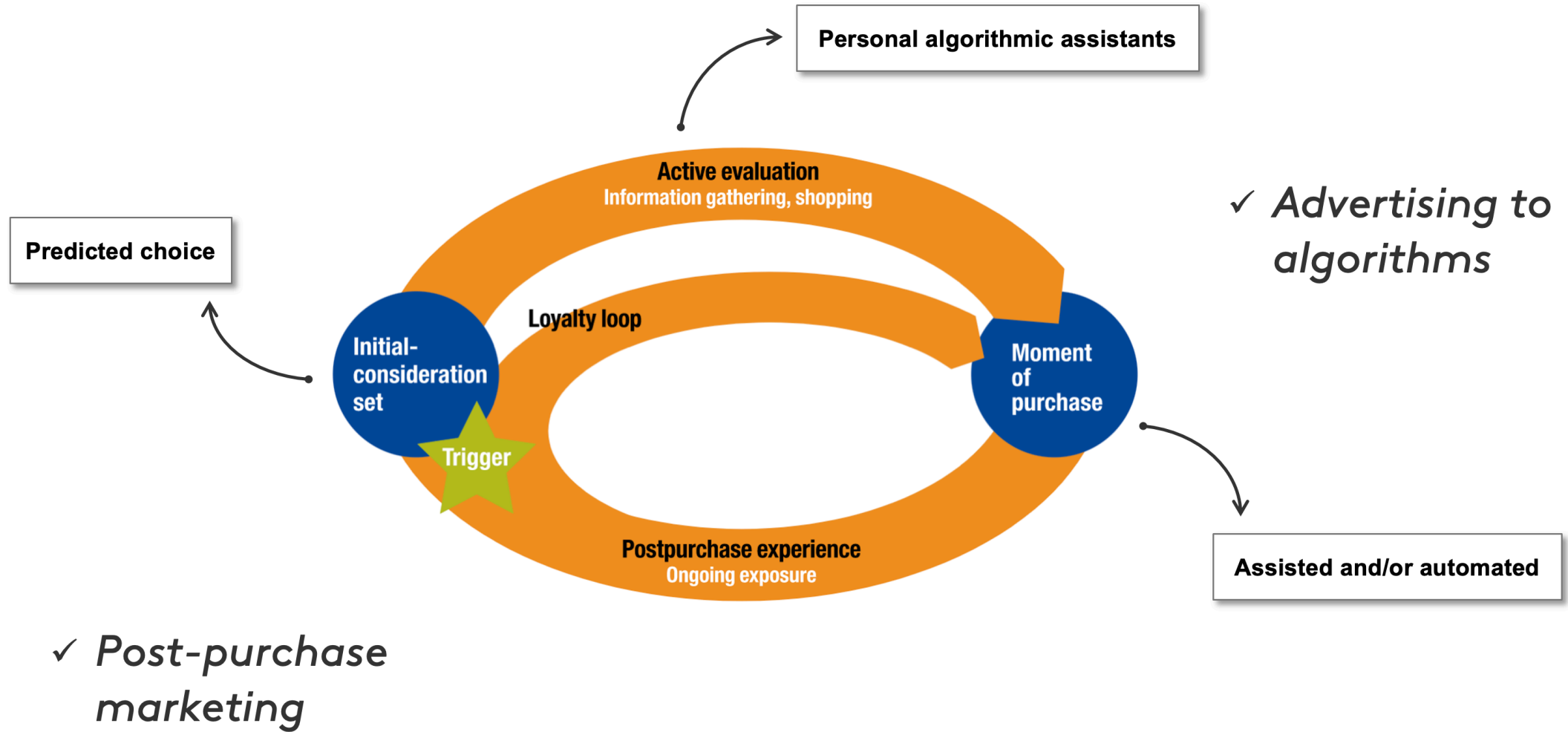
Senior global
insights leader

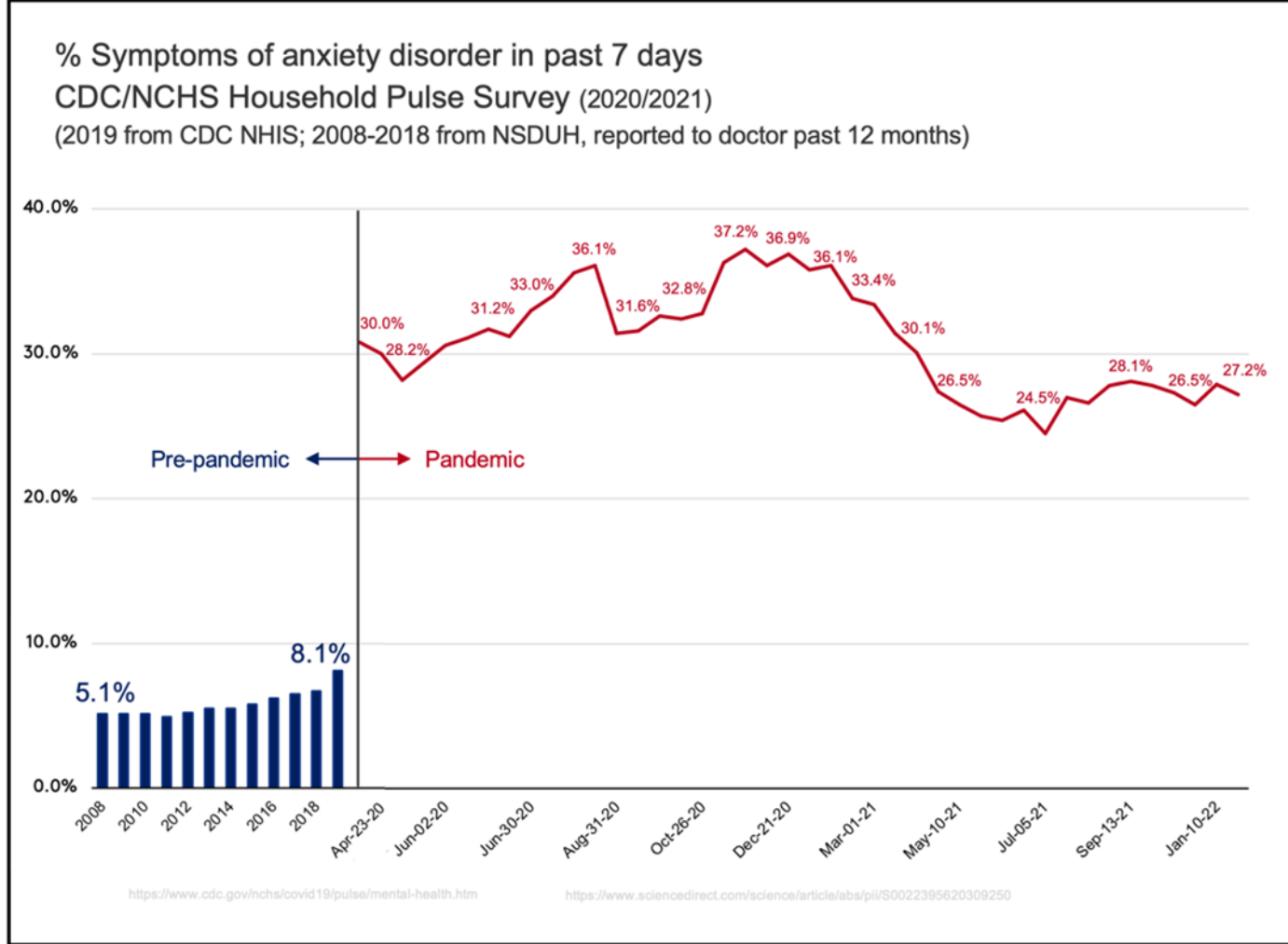
“ 80% of our data is commercial; 20% is consumer. We lose sight of the people buying our products on a regular basis.

Senior global
business leader



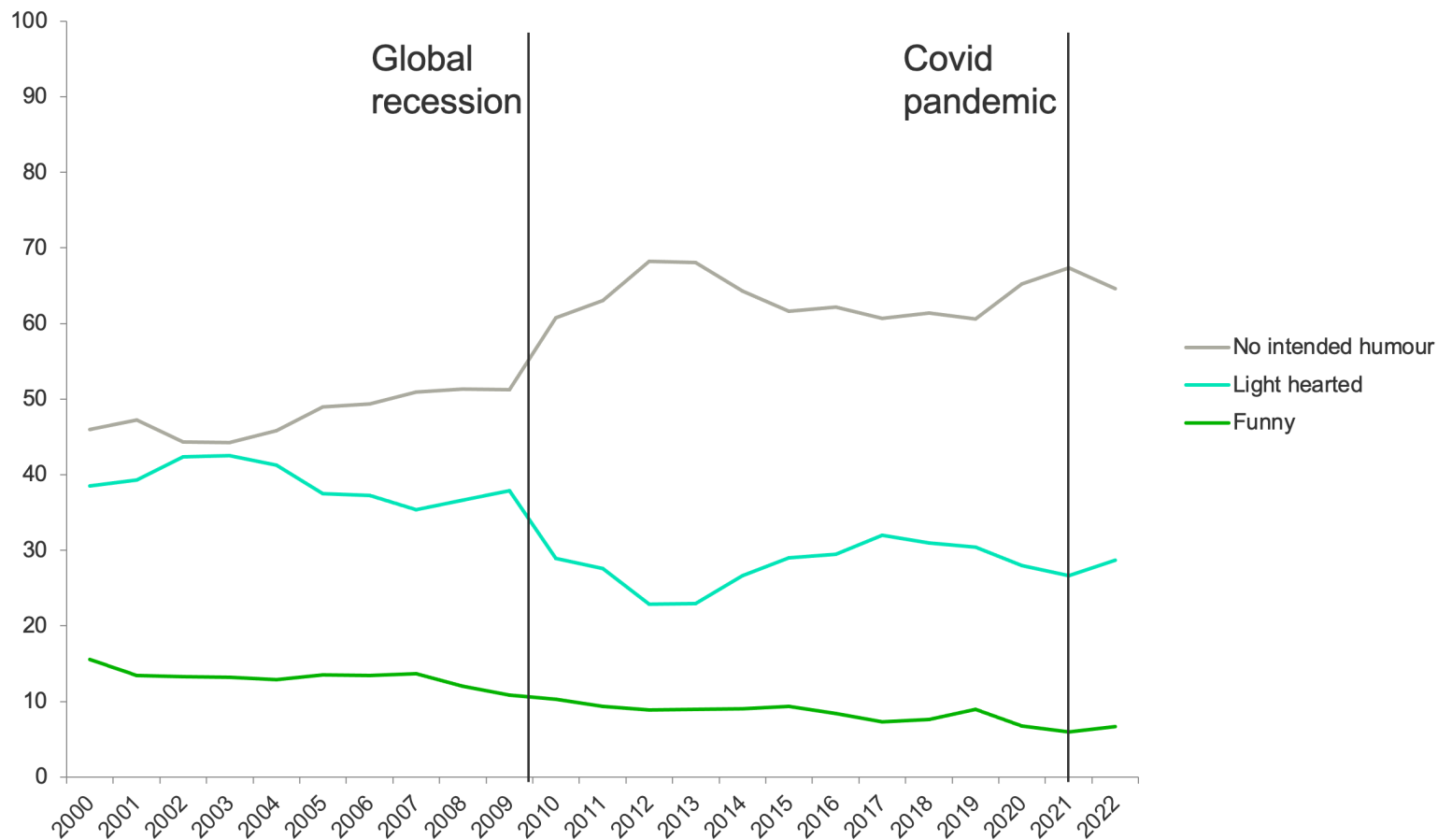






Huge spike
in anxiety

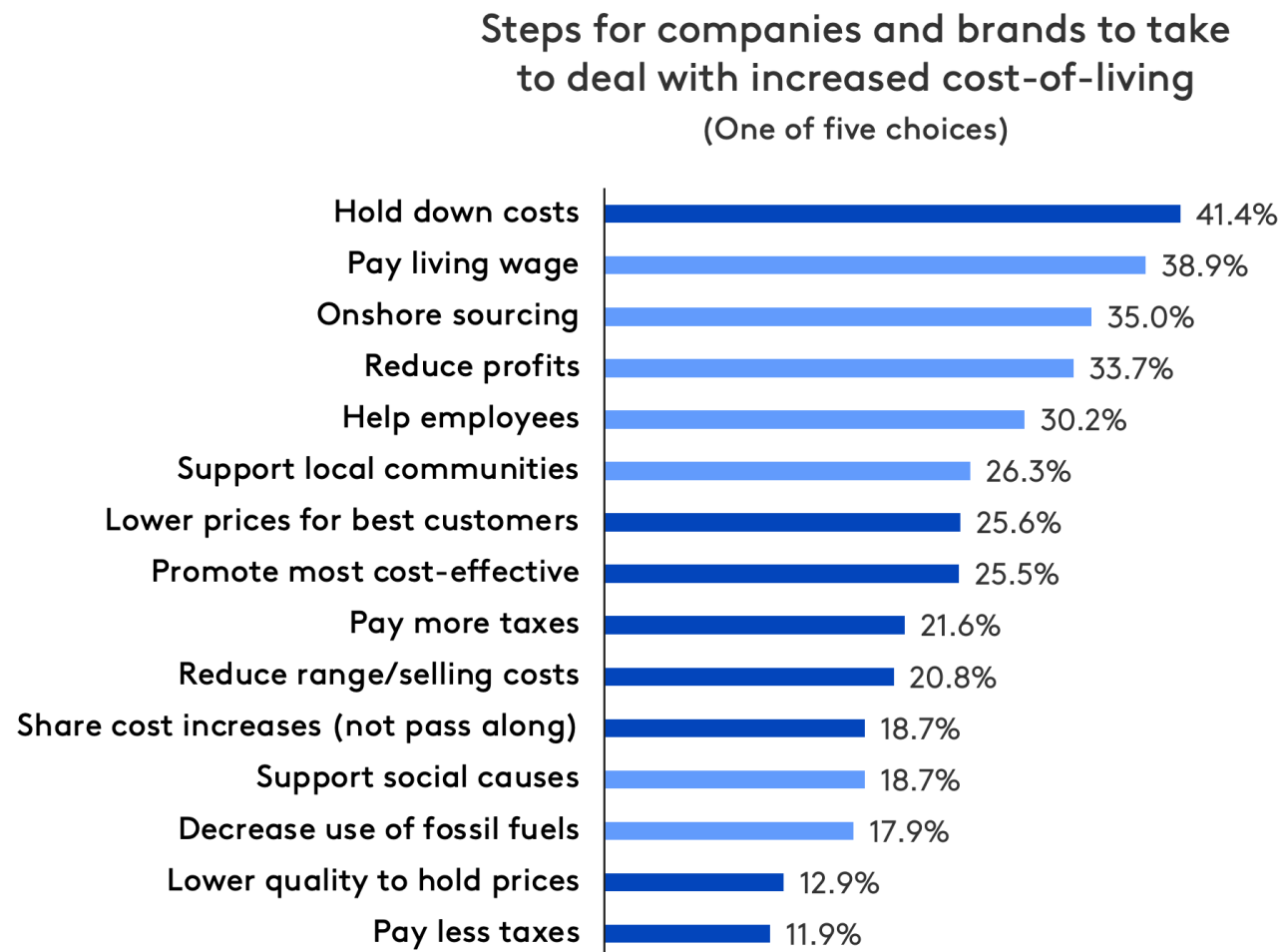
Persistent and
worrying



Source: Kantar LINK database

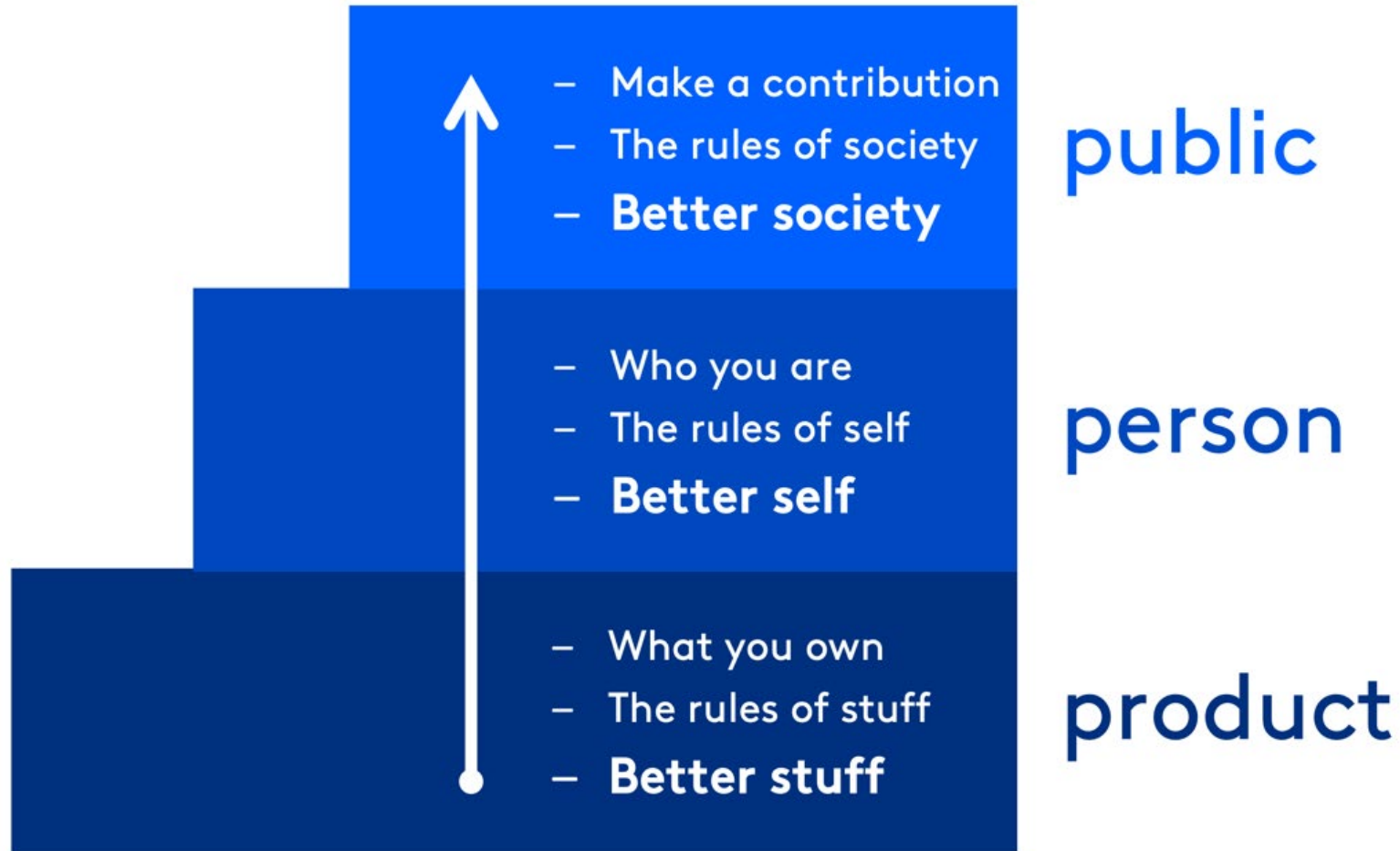
Advertisers use less humor

But recently turned up a bit



Goals beyond business profits

A new way of doing business





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Thanks!