

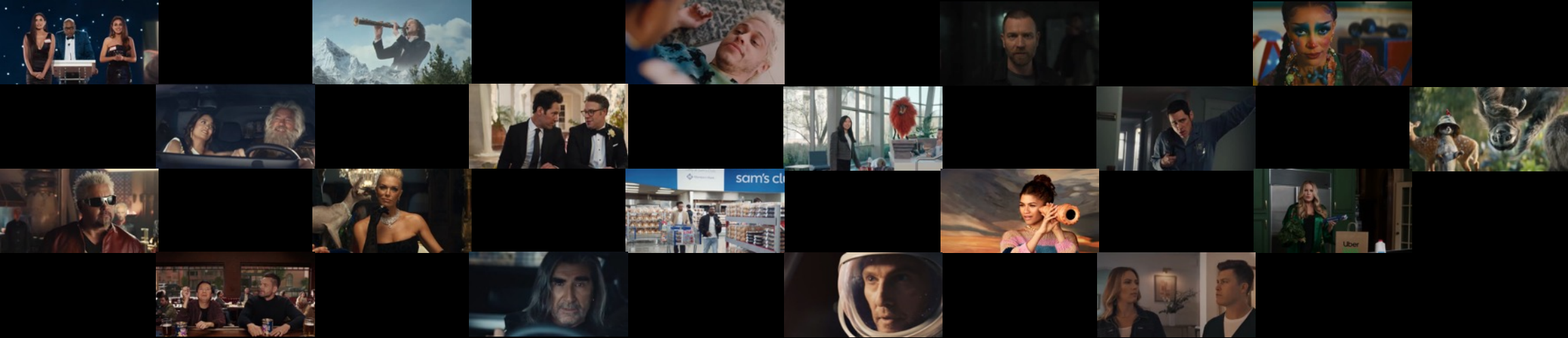


KANTAR

AI: The Next Innovation in Media Content Effectiveness

Make your media budgets work harder!

Brussels, 2023



GREAT CONTENT not only generates incremental sales but also improves brand perceptions and advertising ROI

Creative quality has the potential to improve advertising profitability by

12x

when all else is equal ¹

Improving an ad's creative quality from "average" to "best" will lead to a

+30%

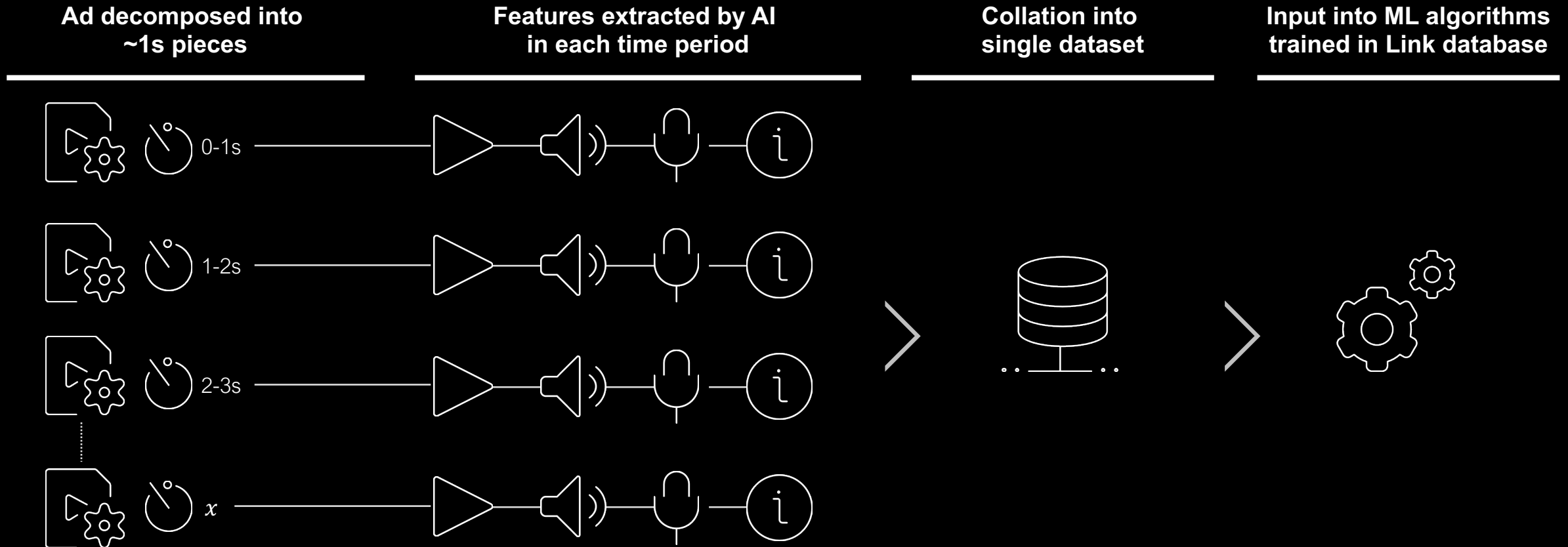
increase in advertising ROI ²

¹ "Reviewing the Top 10 Drivers of Advertising Profitability", by Duncan Southgate (Kantar) and Paul Dyson (Accelero) – August 2020

² "Proving the ROI of Creative Quality", a Kantar white paper on creative effectiveness meta-analysis based on 1,400 TV ads that ran from 2010 to 2021 representing 270 brands across 5 categories (CPG, Retail, Insurance, Technology, Financial Services) – March 2021

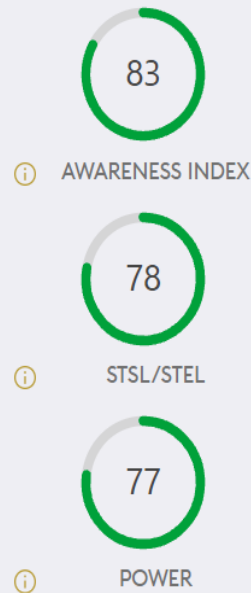
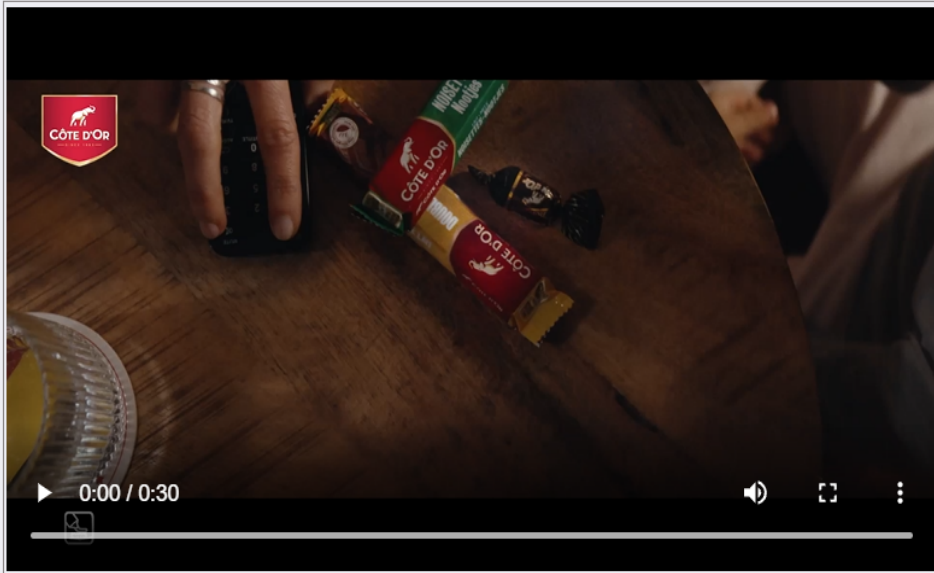


LINK AI tech framework at a glance

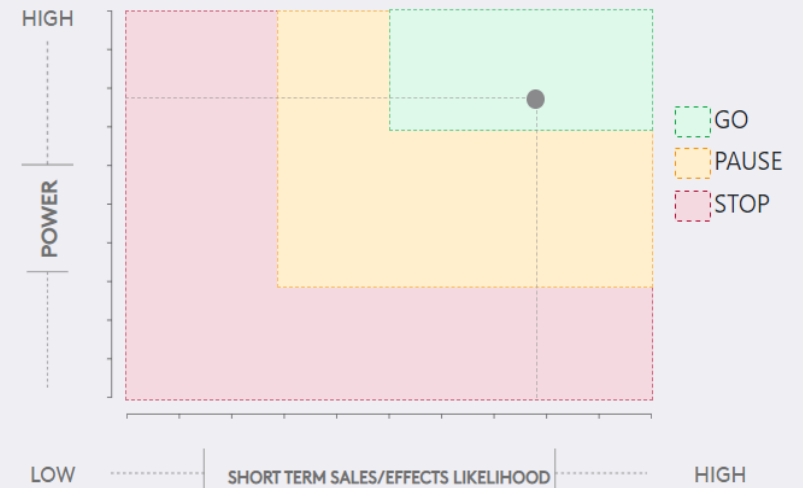


 TOYOTA	 LACOSTE						 NEDERLANDSE LOTERIJ
	 CRÉDIT AGRICOLE						france•tv
							
						 par Orange	
							

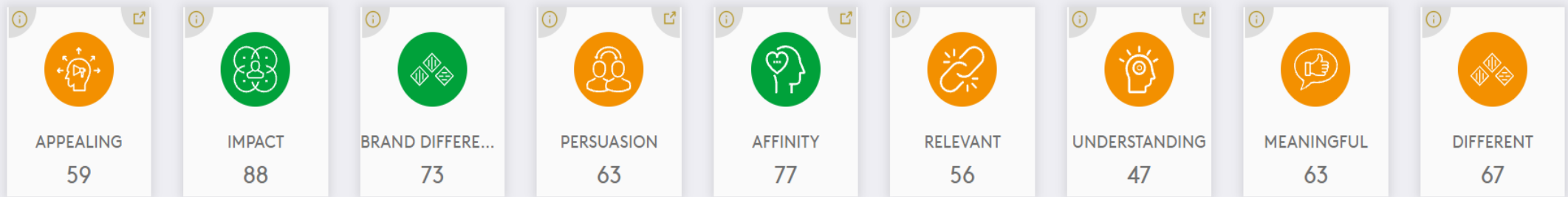
With the support of dynamic sec-level diagnostic traces



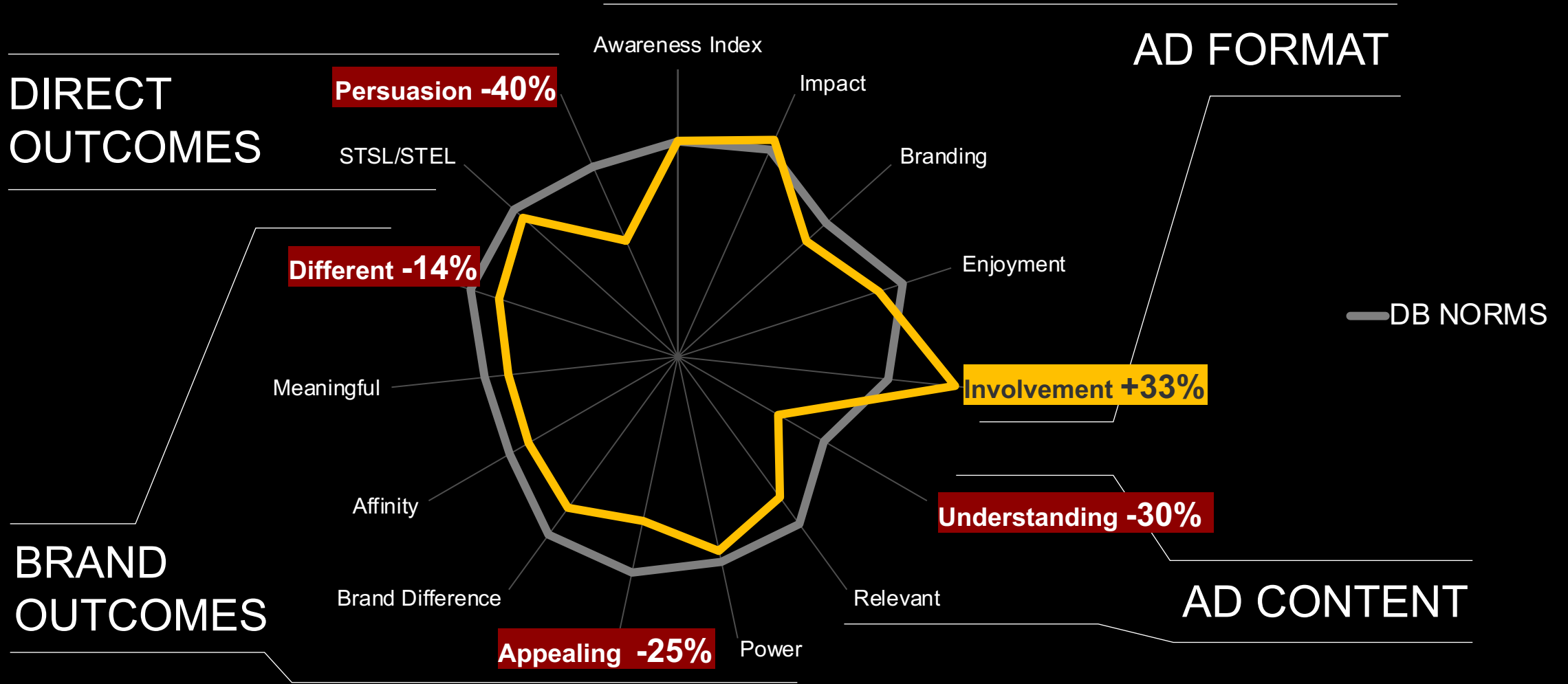
SHORT & LONG TERM EFFECTIVENESS LIKELIHO...



BRAND PREDISPOSITION



Ads efficiency structural metrics



1

Empathize with consumers in a particular way and moment.

Live the joy and excitement together with the audience.

2

Make sure the brand is integrated to the narrative, not only featuring its name or logo.

Give it an active part in the story.

Don't forget to clearly define a CTA to your ad

3

Be clear and compelling since the beginning.

Don't leave the best to the end once early connection is core also on TV, beyond preventing skipping online videos

4

Make sure that there's a genuine connection between the brand and its sponsorship modality.

Dedicate resources and focus to measure and understand the power of supporting sports on brand building.

**'Predicting future is not magic,
it's artificial intelligence'**

