KANTAR

Introducing Kantar Marketplace as a Foundation of our Learn-Test-Learn
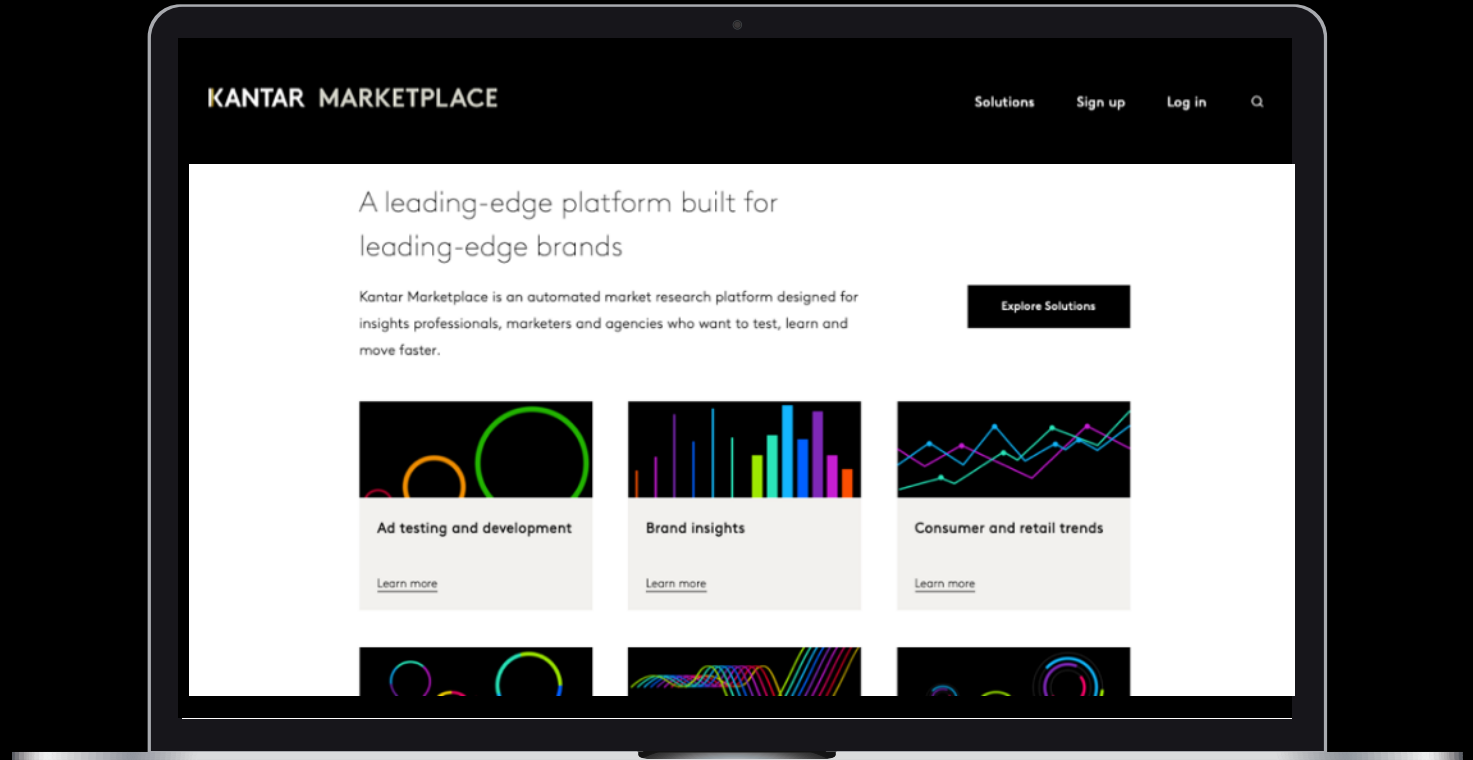
June 2024

A leading-edge platform built for leading-edge brands

Kantar Marketplace is an automated market research platform designed for insights professionals, marketers and agencies who want to test, learn and move faster.
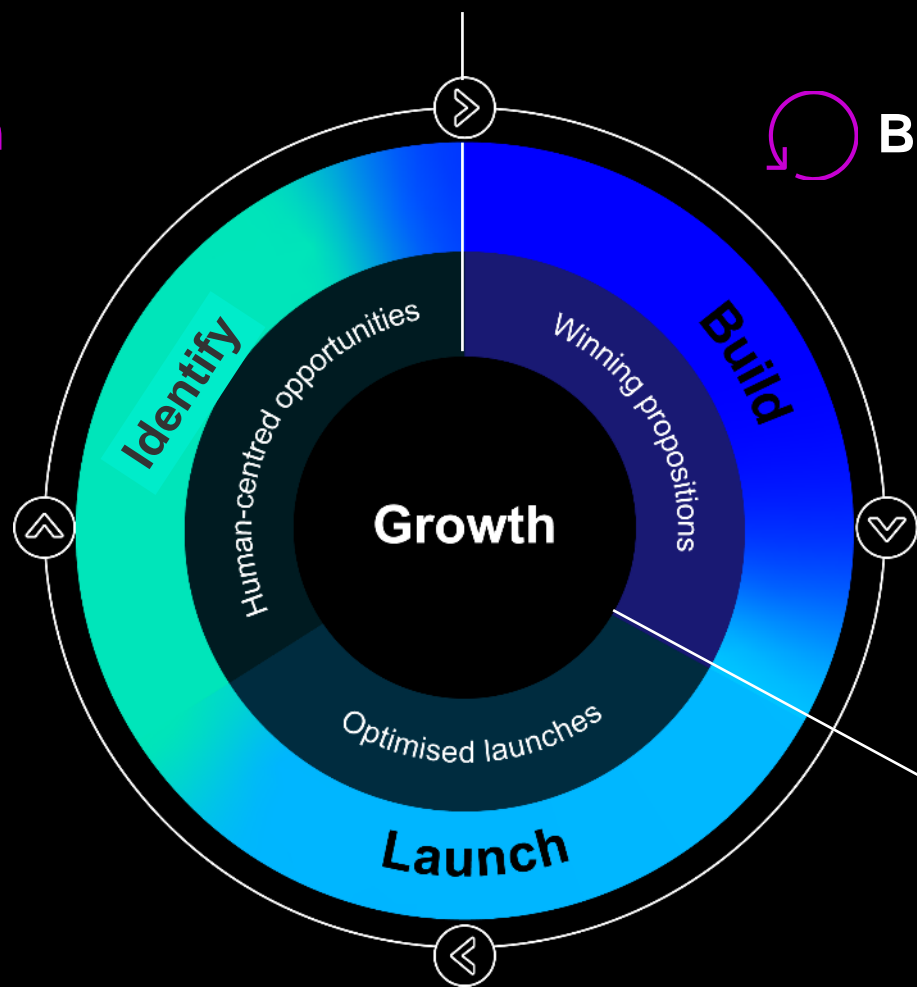
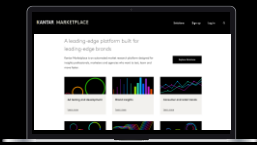Access Kantar's validated solutions, data and insights.

Visit Kantar Marketplace

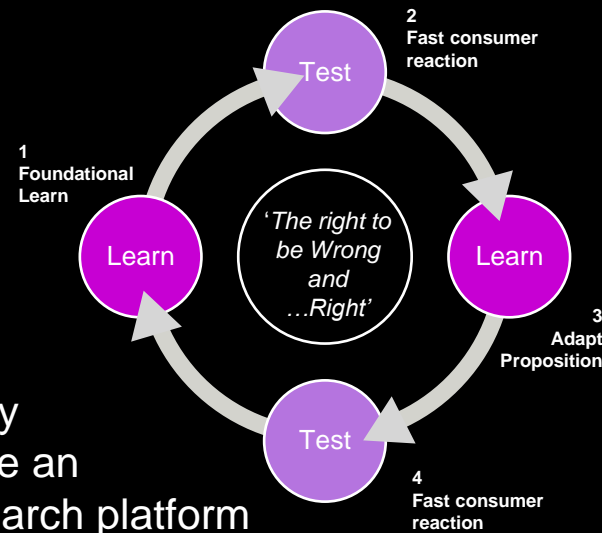# The 'Learn-Test-Learn' Principle Behind Kantar Marketplace

Identify: Learn

Understanding people and context

Understanding data

Build: Test & learn

We are redefining agility with Kantar Marketplace an automated market research platform

New **in-context** development: learn about propositions in a real world context

Identify — Human-centred opportunities

Build — Winning propositions

Launch — Optimised launches

Growth

1 Foundational Learn

2 Fast consumer reaction

Test

Learn

'The right to be Wrong and ...Right'

3 Adapt Proposition

Test

4 Fast consumer reaction

Launch: Learn

We support you to monitor, course correct and optimise with our Innovation Guidance System
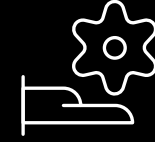
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How Kantar Marketplace works

01

Use your account to set up and launch self-serve projects or access your past serviced projects.

02

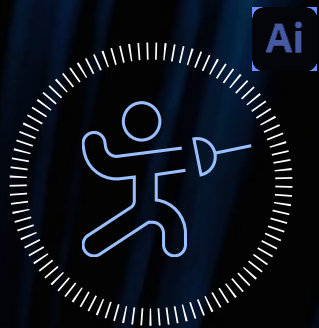Explore your results using intuitive visual analytics. Access and compare past projects.

03

Get the help you need, when you need it. Tap into Kantar's expertise at any step of the way.

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An End-to-End Innovation Asset Platform

Find the best ideas/claims

Idea & Pack eValuate Screening: Quickly shortlist the best ideas to take forward to concept development.

Get AI-powered insights on high potential concepts

Concept AI: Volume screening of **initial concepts**, leveraging Kantar database and AI for quick and high-level feedback

Optimise winning concepts

Concept eValuate: Identify winning concepts and optimise their incremental growth potential in as few as 24 hours.

Identify stand out packaging

Pack eValuate esting: Prime your pack for success and make sure it stands out on shelf, at speed.

Maximise your product's launch appeal

Product eValuate: Test your product quickly in a real home environment to maximise your product and launch potential.

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An End-to-End Innovation Asset Platform

**Find the
best ideas/claims**

**Get AI-powered
insights on high
potential concepts**

**Optimise winning
concepts**

**Identify stand out
packaging**

**Maximise your
product's launch
appeal**

**Idea & Pack eValuate
Screening**: Quickly
shortlist the best ideas
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Prime your pack for
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stands out on shelf, at
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Product eValuate: Test
your product quickly in a
real home environment
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product and launch
potential.

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Idea eValuate

Idea eValuate on Kantar Marketplace is designed to help you identify the most promising ideas, based on reliable indicators of which idea will drive sales and brand equity.
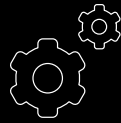

10 Fresh Carrots   Balanced Diet   100% Italian Tomatoes   100% Natural

Overview of methodology

Sequential Monadic With Trade off / Idea Diagnostic

Category buyers min. penetration of 30%

Up to 24 Ideas (more if ad hoc)

Sample size
N = 100/150 up to 6 ideas
N = 250 / 10 ideas
N = 500 / 20 Ideas

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A flexible approach to testing your ideas

Test your ideas in a range of formats

Texts	Pictures	Packs and logos	Memes and posts

Texts

- Chocolate flavoured water
- Phone that is also a camera
- Pay for hotel room in instalments
- Water-free facewash for out of home

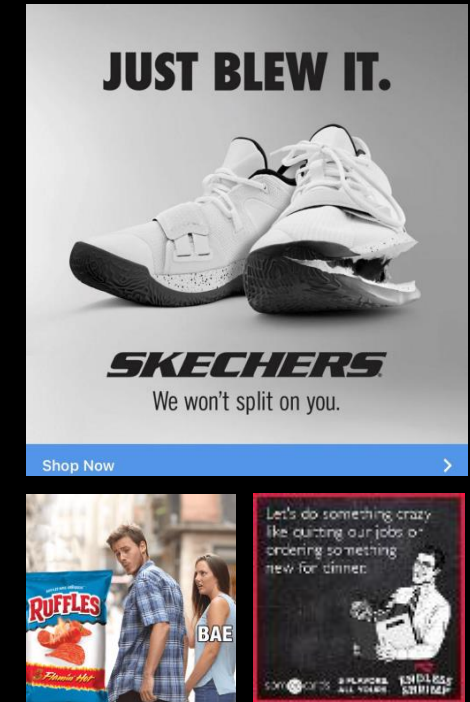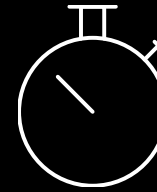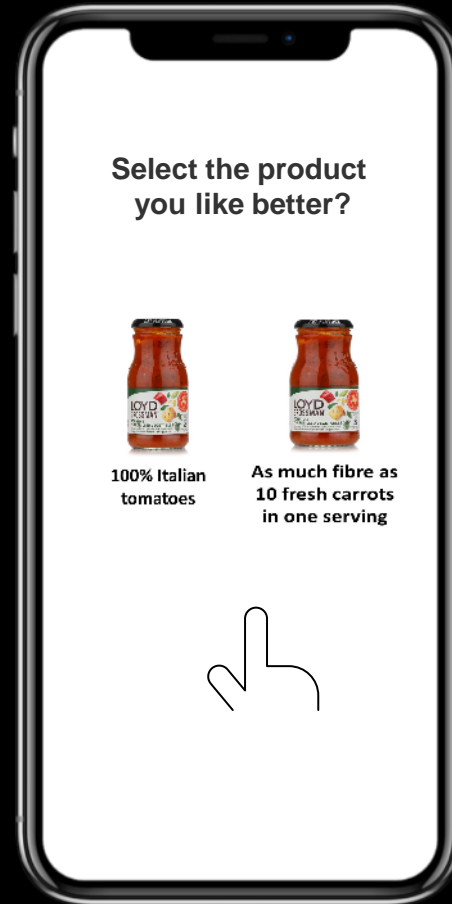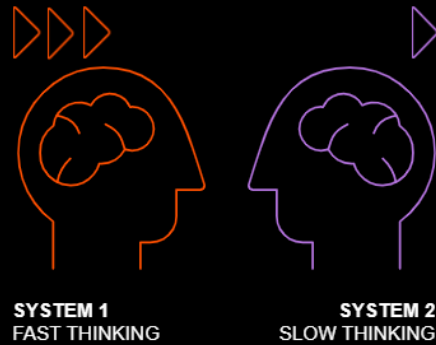# A smart survey that measures implicit and explicit responses

SYSTEM 1
FAST THINKING

SYSTEM 2
SLOW THINKING

Select the product
you like better?

100% Italian
tomatoes

As much fibre as
10 fresh carrots
in one serving

START WITH A FAST TRADE-OFF

Shortlisting of ideas using timed paired trade-offs based on type 1 and type 2 philosophy
(all respondents all ideas)

Then each idea is evaluated on a series of System 2 measures

SYSTEM 1
FAST THINKING

SYSTEM 2
SLOW THINKING
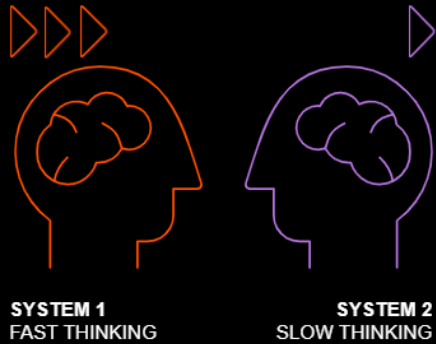
As much fibre as
10 fresh carrots
in one serving

message

How would you rate this idea?

Very Poor   Excellent

Would you use something like this?

Definitely   Definitely
would not   would

Have you seen/heard of something
like this before?

Yes, exactly   No, nothing
like this   like this

How well does this fit with BRAND?

Not at all   Completely

If you were to share this with others,
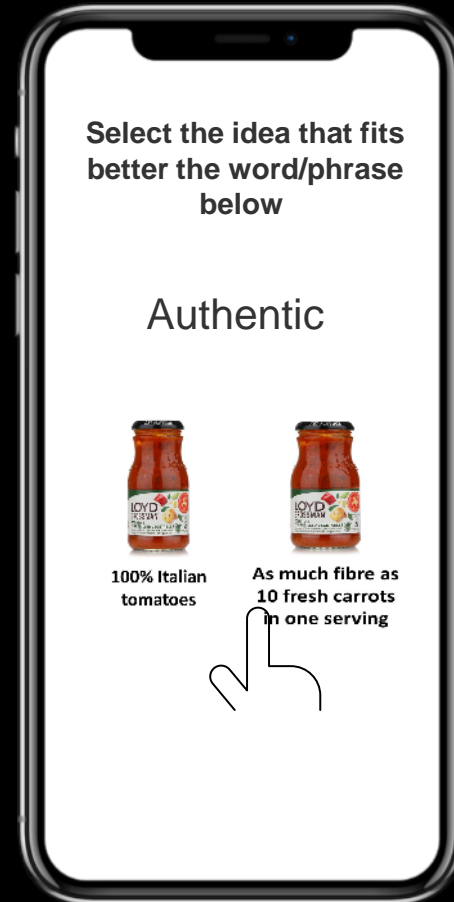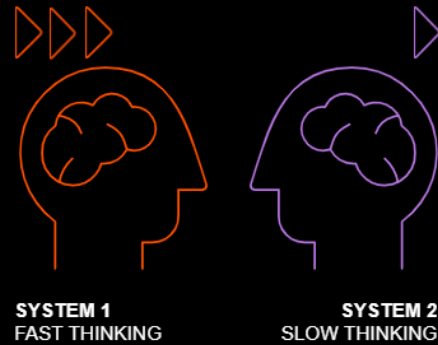would you use?

CONTINUES WITH AN IDEA DIAGNOSTIC

Assess the idea on a series of variables

KPIS and Brand Equity Measures

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And finally intuitively associated with Imagery items

SYSTEM 1
FAST THINKING

SYSTEM 2
SLOW THINKING

Select the idea that fits better the word/phrase below

Authentic

100% Italian tomatoes

As much fibre as 10 fresh carrots in one serving

AND FINISHES WITH IDEA INTUITIVE ASSOCIATIONS

Imagery association done through timed paired trade-offs.

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A flexible approach to testing your ideas / claims / names / pack

When to use it?

Early stage screening
[Learn-test-learn approach]

- Post internal innovation commandos

- Post r&d brainstorming

- Pre-concept tests

- Stimuli: ideas, claims, benefits

Validation
[Feature finetuning]

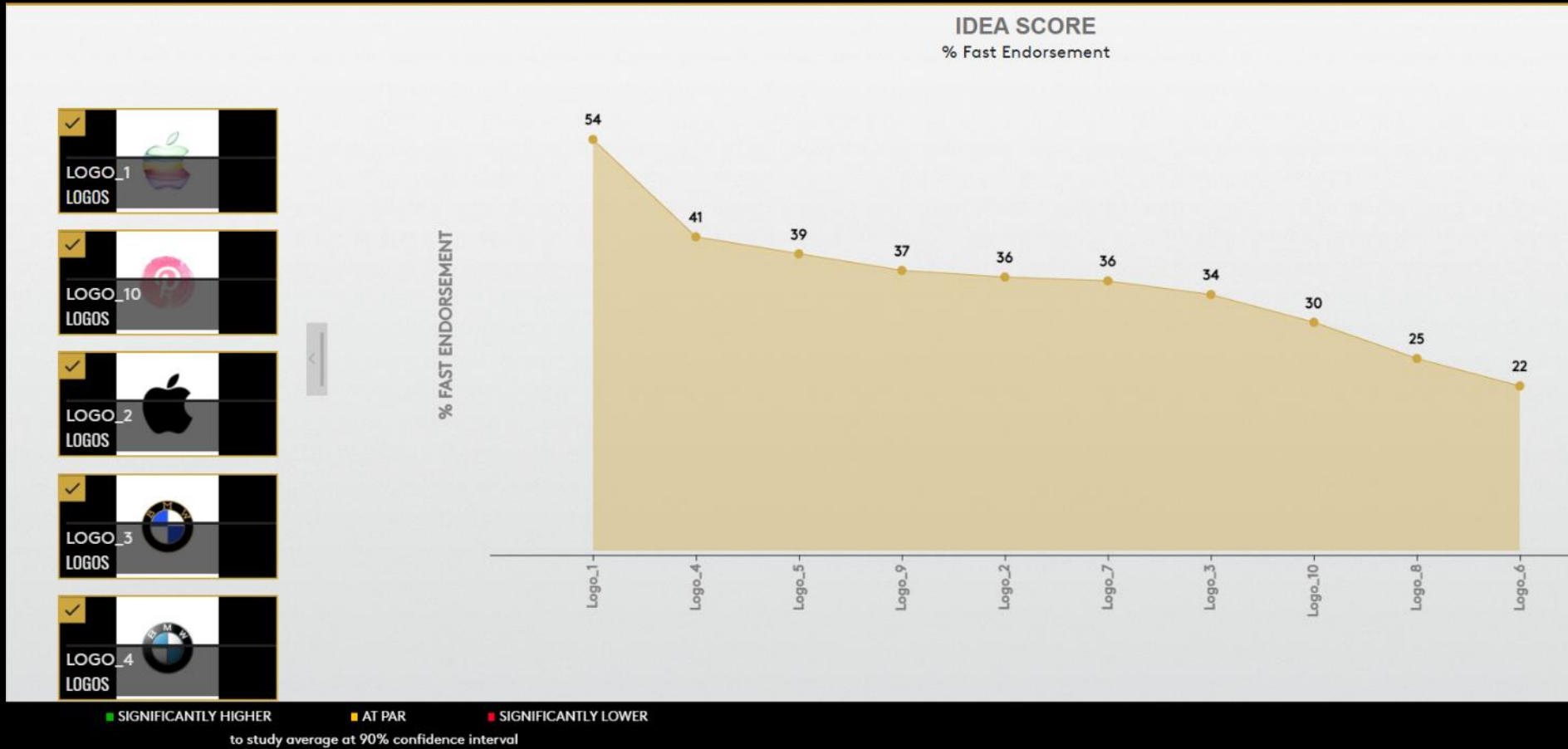- Concept & offer fine tuning

- Tactical internal issue

- Quick & cheap fix

- Stimuli: names, logos, promos, icons, memes, posts

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Idea score

Based on the fast endorsement
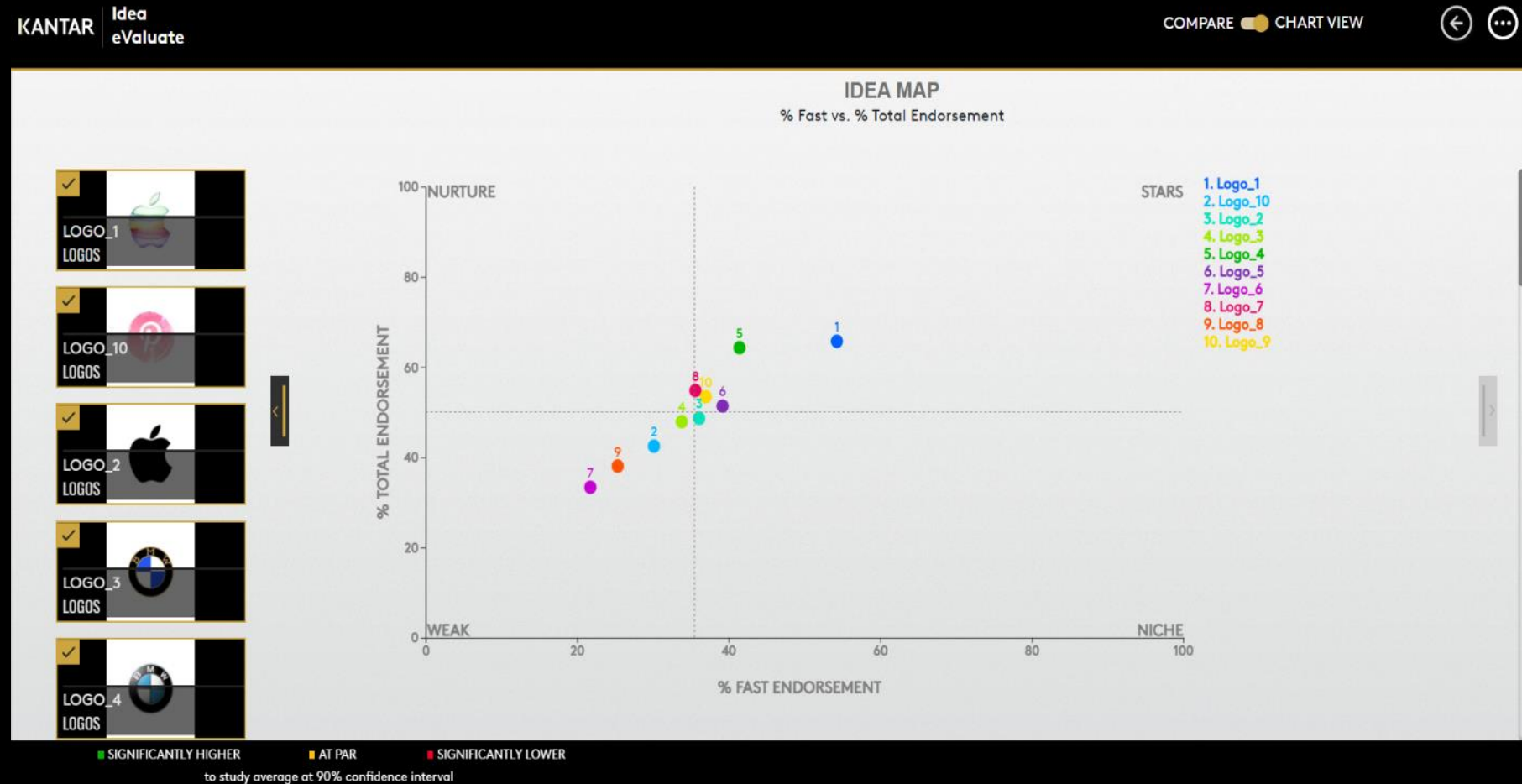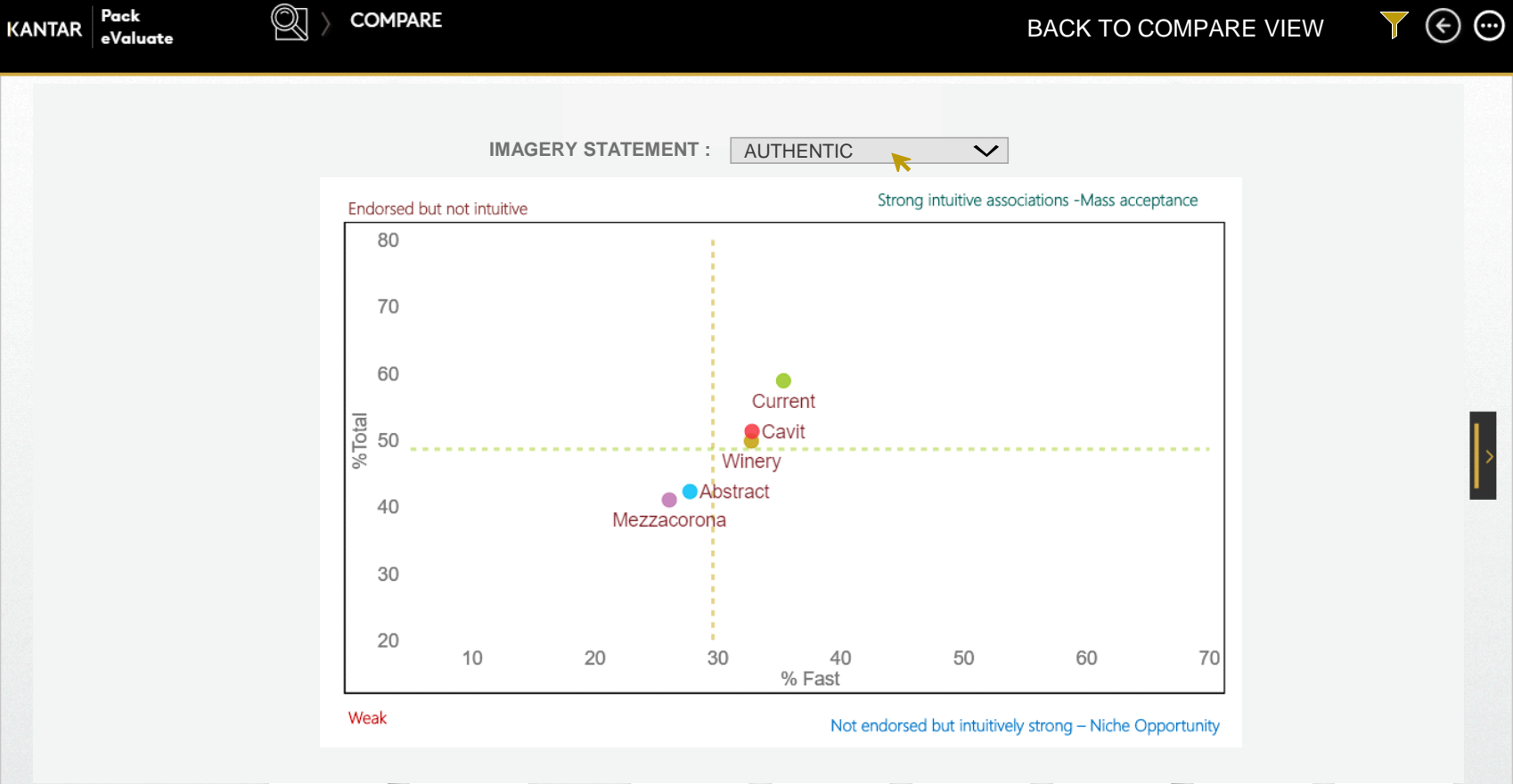
Idea map

Based on fast endorsement and total endorsement, classifying the ideas to guide prioritization

Which ideas have mass appeal, niche appeal or no pull? *Classification of Ideas Star, Nurture, Niche, Weak, Indifferent).*

Imagery map

What are the strengths and weaknesses? Intuitive associations

We look at the idea potential (if branded) to drive meaningful difference for your brand

People are drawn
to brands that are
meaningfully different

Meaningful

Does the idea make the brand more meaningful by improving brand affinity?

Different

Does the idea help differentiate the brand by making it seem unique?

Meaningfully Different measures in Idea eValuate

	Idea Classification	Affinity Score %	Different Score top 2 box %	
MobBrand 5 inch screen	⭐ Star	29	43	
MobBrand Long range zoom	⭐ Star	33	55	
MobBrand Solar power charging	⭐ Star	43	80	
MobBrand Super fast charging	⭐ Star	55	59	
MobBrand Easier to recycle	✖ Weak	44	76	Bundle?

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An End-to-End Innovation Asset Platform

Ai

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ConceptEvaluate AI enables you to more effectively move from ideas to concepts

IDEAEVALUATE

Identify winners through a survey combining Type 1 and Type 2 feedback

Volume screening
of **early innovation ideas**

CONCEPTEVALUATE AI

Get AI-powered insights on high potential concepts

Volume screening
of **initial concepts**, leveraging Kantar database and AI for quick and high-level feedback

CONCEPTEVALUATE

Optimise concepts to maximise success potential

Sequential monadic design, for fast diagnostics on **concepts in development**

In-depth learning for targeting and activation guidance

Monadic design, for guidance on **more finished concepts**

How ConceptEvaluate AI works

Built on concepts from our innovation database

The initial model starts with ~10,000 English language concepts*

Features extracted by AI models

Images

Text

Metadata

Machine learning model predicts concept performance

33.4

Trial

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ConceptEvaluate AI 's strong foundation supports confident decision making

Built by experts in leveraging AI for predictions of performance and based on ~10,000 databased concept records*, the initial model:

1. Predicts trial with a high degree of consistency versus consumer surveys

2. Shows good sensitivity across concept features

3. Provides sensible differentiation across concept iterations

Rigorous validation during the development process to assess its performance, in line with highest industry standards

Survey vs Model Trial

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* English language concepts from US, UK, Australia, and India
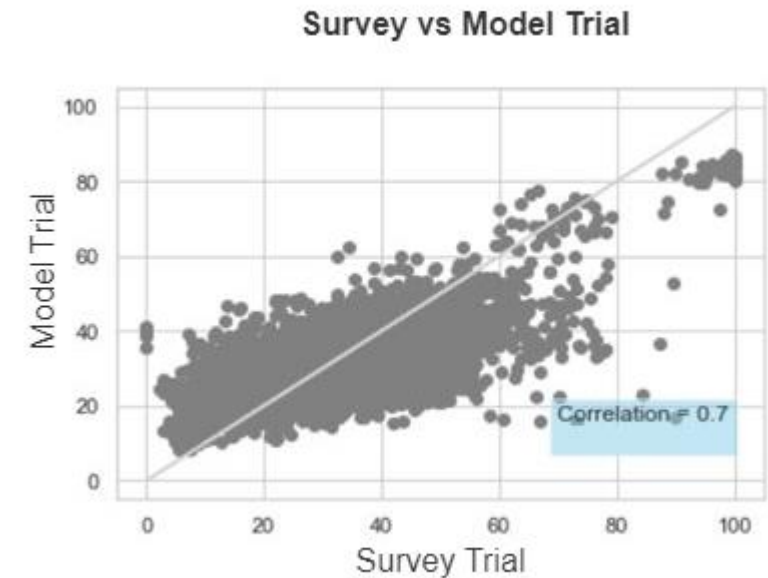
CONCEPTEVALUATE AI serves many use cases, driving agility and building confidence early in the innovation process

What is it?
When to use it?
How to use it?

OPEN GROWTH AVENUES

Test **more concepts** that would normally go untested for small markets or brands

IDENTIFY DIFFERENTIATION OPPORTUNITIES

Explore what can make your innovation stand out by testing competitive concepts

GET TO MARKET FASTER

Save time in testing more concepts quicker and cost-effectively when you need high level feedback for your concepts

TEST SENSITIVE CONCEPTS

In sensitive categories, assess concept potential without initially presenting to consumers

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ConceptEvaluate AI: How do you use it

POTENTIAL USER JOURNEY
Insights Director

Wants quick and secure guidance on which new product concepts to prioritize, educated by a solid data foundation

Future Vision
User accesses Kantar Marketplace for a self-serve or serviced study

Future Vision
User initiates study; loads in concepts and relevant details to an online portal

Future Vision
Online portal reads concepts/ details into the model trained with multiple data sources for AI-based assessment

Future Vision
Predictions of trial and select other KPIs delivered via dashboard in minutes

Current Status
User provides concepts to Kantar for serviced study

Current Status
Kantar Analytics team provides concepts and relevant details to the model

Current Status
AI-based assessment with model trained with performance of previously tested concepts

Current Status
Predictions of trial delivered via PPT deck, with a short summary of results

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An End-to-End Innovation Asset Platform

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Concept eValuate

What is it?

Concept eValuate helps you identify concepts with the most top-line growth potential and shows how to optimise them to maximise growth.
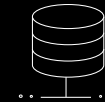

Harlequin chocolate

I love chocolate but sometimes it lacks excitement for me. I want to be surprised!

Discover Harlequin chocolate, an exciting mix of flavours in one bar with each piece holding an unexpected combination or surprise ingredient

Available in 3 varieties
- Jester
- Clown
- Punch

Harlequin

£1.99 | 100g bar

Overview of methodology
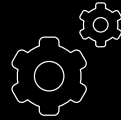
Monadic or Sequential Monadic Max.3 concepts per respondent

Category buyers min. penetration of 30%

Up to 12 Concepts

Sample size N = 150 per concept

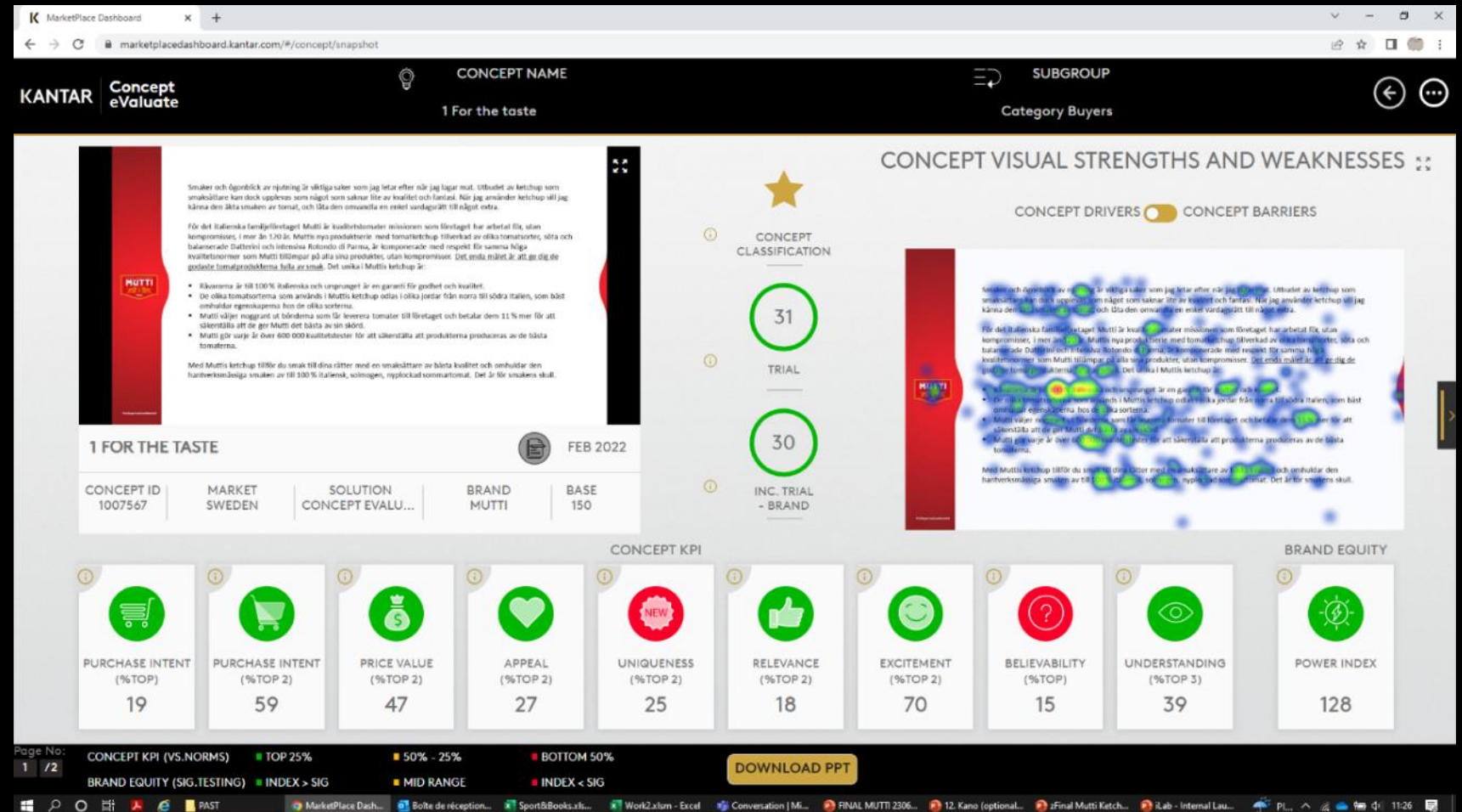Prepared Norms used by Category based on robust database

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Concept Evaluate on Marketplace : Core Performance KPIs / Focus View

✓ **Trial / Norm**

A summary metric based on three questions: purchase intent, value for money and inertia questions

✓ **Incremental Trial** (New Comers)
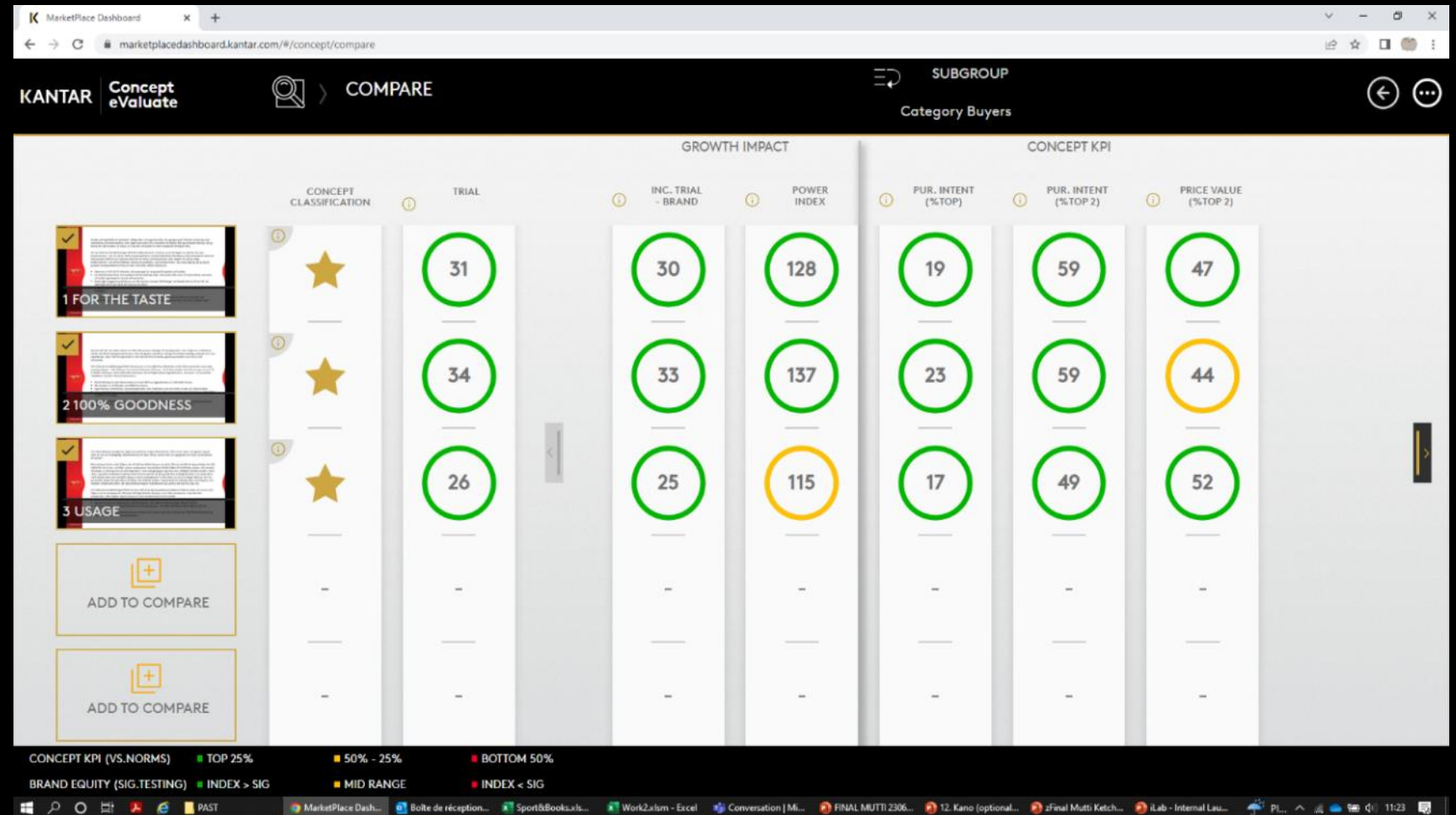
Growth Potential of your concept

Concept Evaluate on Marketplace : Core Performance KPIs / Compare View

✓ **Trial / Norm**

A summary metric based on three questions: purchase intent, value for money and inertia questions

✓ **Incremental Trial (**New Comers)

Growth Potential of your concept

Concept Brand Power Index

Power

Combined Meaningful and Different indices show if the concept will improve people's predisposition to chose the brand.
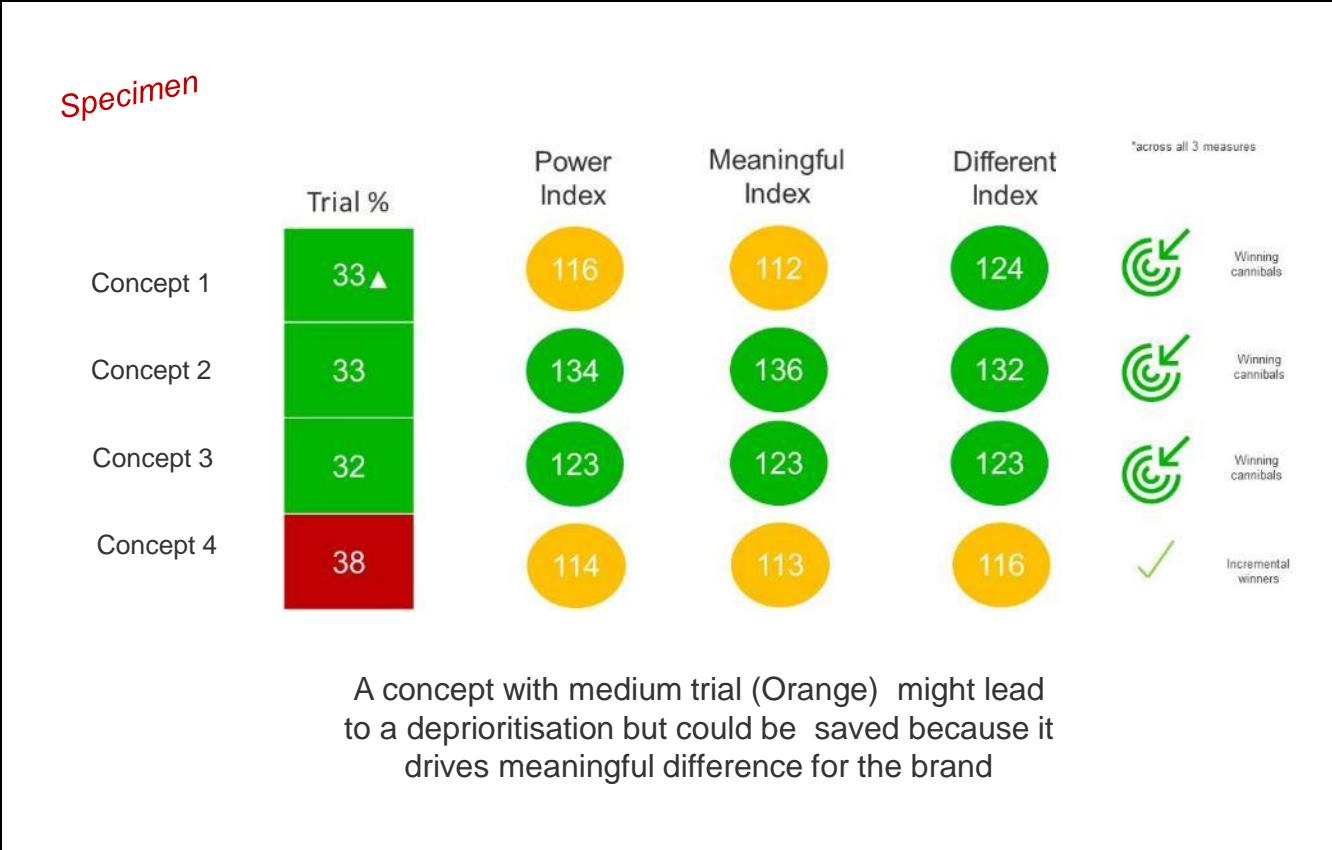
Meaningful

Does the concept make the brand more meaningful by improving brand affinity in a way that fits people's needs?

Different

Does the concept help differentiate the brand by making it seem unique and improving perceptions that it is a trend

Specimen

	Trial %	Power Index	Meaningful Index	Different Index	*across all 3 measures
Concept 1	33 ▲	116	112	124	Winning cannibals
Concept 2	33	134	136	132	Winning cannibals
Concept 3	32	123	123	123	Winning cannibals
Concept 4	38	114	113	116	Incremental winners

A concept with medium trial (Orange) might lead to a deprioritisation but could be saved because it drives meaningful difference for the brand

Concept Evaluate on Marketplace : Other KPIs

Purchase Intent
(% Definitely)

Purchase intent
(% Top 2)

How likely would you be to buy this product for you or your household if it were available in stores/distributors where you shop? 5 point scale

Uniqueness
(% Extremely + very)

How new and different do you think the product is from other products in the category? 5 point scale

Clarity
(% Top 3)

From what you have read about this product select a point on the scale that reflects how you feel? (don't know what to expect through to know what to expect) 9 point scale

Believability
(% Very believable)

How believable is what you've been shown about this product? 4 point scale

Price Value
(% Top 2)

How do you feel about the price of this product? 5 point scale

Relevance
(% Extremely + Very)

How relevant is this product to you? 5 point scale

Appeal
(% Like extremely + very well)

Appeal - How much do you think you would like or dislike this product? 6 point scale

Excitement
(% Very + quite)

How exciting do you find this product? 4 point scale

	Concept 1	Concept 2	Concept 3
Base	150	150	150
Trial	33	33	38
Incremental trial	14	21	36
Purchase intent (%Top)	49	25	36
Purchase intent (%Top 2)	90	64	70
Price value (% Top 2)	40	37	45
Appeal (%Top 2)	57	41	49
Uniqueness (% 2 Top)	49	37	51
Relevance (% Top 2)	37	33	50
Excitement (%Top 2)	83	74	77
Believability (% Top)	41	34	50
Understanding (% Top 3)	71	64	65
Power index	116	134	114
Meaningful index	112	136	113
Different index	124	132	116

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Concept Classifications

Where does your concept sit on the success spectrum?

Stars
Broad appeal that will drive growth of the existing brand franchise, these are concepts worth fast tracking

Winning cannibals
Broadly appealing but more cannibalistic. Potentially develop, but consider how to minimise cannibalisation

Radicals
Strong appeal among Early Adopters. Consider slower development or focus on future-oriented consumers

Incremental winners
Moderate appeal and growth potential for existing portfolio. These are concepts to continue developing

Investigate
Moderate appeal and growth potential. Interrogate diagnostics, refine and retest before proceeding

Stop
Ideas with limited appeal and growth potential that should be de-prioritised

Concept Evaluate on Marketplace : Additional Modules Included

Concept eValuate includes the following diagnostics modules most relevant to your objectives:

Barriers & Drivers

Likes / Dislikes

Source of Volume

Imagery & Imagery Drivers

PSM (or Custom Gabor Granger)

Sustainable Segment as reference (low sample size)

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Concept Evaluate on Marketplace : Additional Modules Included

Concept eValuate includes <u>the following diagnostics modules most relevant to your objectives</u>:

Concept Drivers   Concept Barriers   The heatmap represents the elements liked (for drivers) or disliked (for barriers)

Barriers & Drivers

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A flexible approach tailored to your needs
Always based on fast response

Sequential monadic screening

In our constant drive for innovation, we developed a **sequential monadic** option with through swipe technology. It means our screening module is agile and cost efficient.
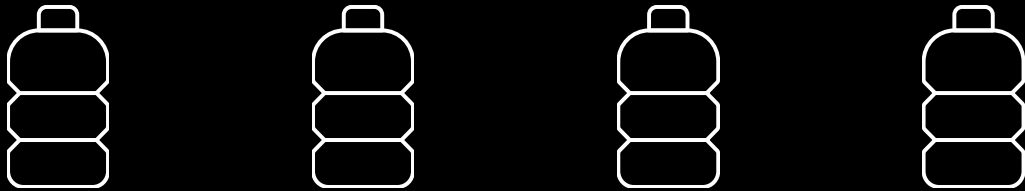
Recommended for more than 3 to 5 packs.
Available on **Kantar Marketplace**

Monadic testing

We have extensive experience screening packs with our **monadic methodology.** It allows you to understand and prioritise your pack options at a fast pace.
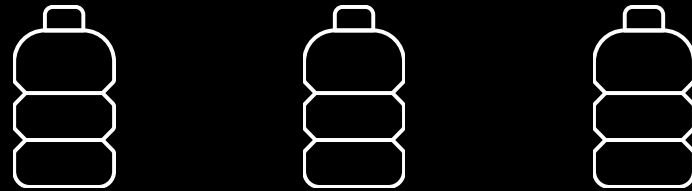
Recommended for up to 3 to 5 packs.
Available on **Kantar Marketplace**.

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Pack eValuate – Screening and Testing

Pack eValuate on Kantar Marketplace helps you understand pack performance using the KPIs that really matter so you can prioritise your most promising pack options.
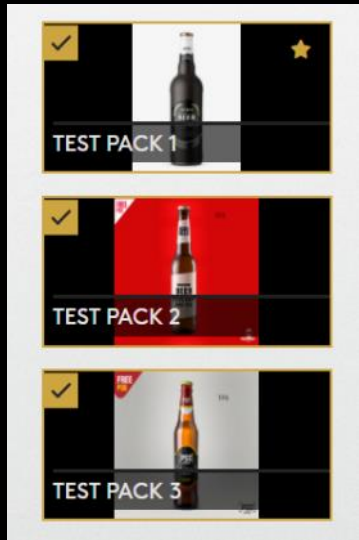
If Pack Screening
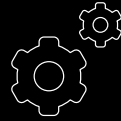
Same Methodology as for idea evaluate

If Pack Testing
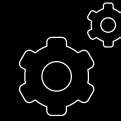
Monadic up to 6 packs

Category buyers min. penetration of 30%

LOI 5_6 min

Sample size N = 150 per cell

Control used for benchmarking /no norms

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Sequential Pack Screening approach

The swipe methodology ensures pace and helps you shortlist the best pack designs to take forward to validation stage through:

- Type1 paired comparisons combined with Type 2 diagnostics

- Understanding the consumer's **engagement** with the pack

- Showing **intuitive assets**

Select the package you prefer

Type 1
Preference
Up to 16 pairs in a row

Write a review

Rate the pack
☆☆☆☆☆
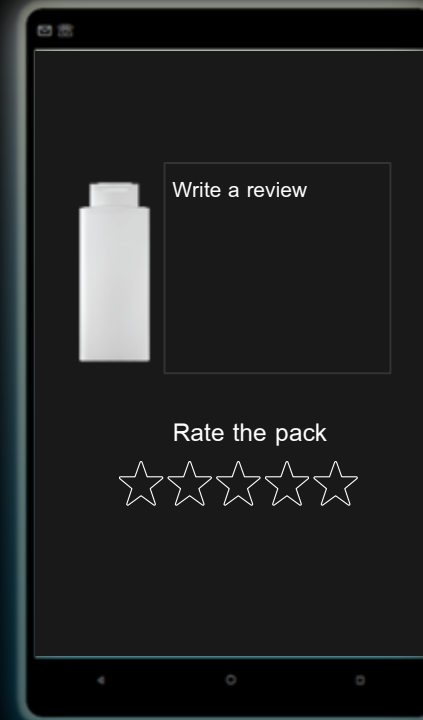
Type 2
Review, rating and 4
other behavioral metrics

Select which pack best fits the word below. Select as fast as possible

Premium
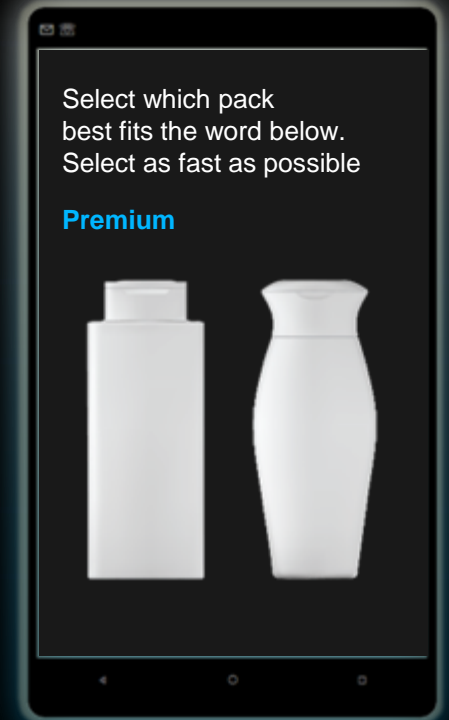
Type 1
Package positioning diagnostic

Pack eValuate – Monadic Approach

Reel of 11 packs
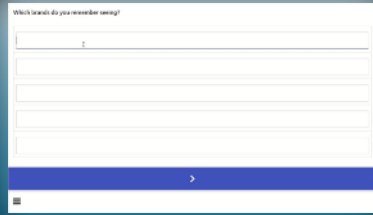
Recall (OE)

Recognition

Brand impact (OE)

Overall rating

Purchase interest, Uniqueness

Moments (5 occasions) *(optional)*
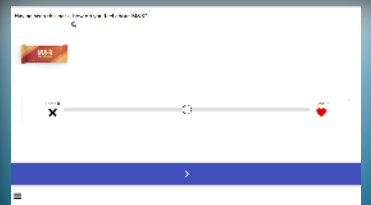
Brand equity *(optional)*
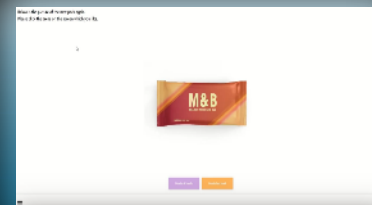
Highlighter

Imagery

Pack eValuate Screening – Performance Indicators

What is it?
When to use it?
How to use it?

Standout

Recall (%)	Which brands do you remember seeing? *Open-end*
Recognition (% Top)	Do you remember seeing this (brand) pack? *4-point scale*

Growth impact

Overall rating (% Top 2)	How would you rate this pack? *5-pt scale*
Purchase Intent (% Top 2)	Would you buy this product assuming it was sold at a price you would find acceptable? *5-pt scale*

Brand impact

Brand impressions	Write 3 words to describe the impressions this pack gives you about this brand *Open-end*
Moments (% agree)	When do you think this product would be good to use? *Select all that apply*

Design diagnostics

Uniqueness (% Top)	How new and different is this pack? *5-pt scale*
Pack Highlighter	Diagnostic module to elicit pack drivers and barriers. Clear feedback on which aspects of the pack resonate with consumers and those that don't – providing guidance for optimization
Imagery - Total endorsement	The extent to which the pack is credited for being a fit with a given attribute, regardless of time taken for making the choice; a representation of reflective choice
Imagery - Fast endorsement	The extent to which the pack is credited for being a fit with a given attribute and endorsed quickly. Faster response times reflect stronger, more instinctive associations ingrained in consumers' minds

Additional (optional)

|	
Modules	MDF Brand Equity Module (will be inserted by default)
Custom Questions	Will also be inserted to assess claims

Test pack performance on key performance indicators is compared to control pack performance *(at 95% confidence level)*:

- 🟩 Significantly higher than control
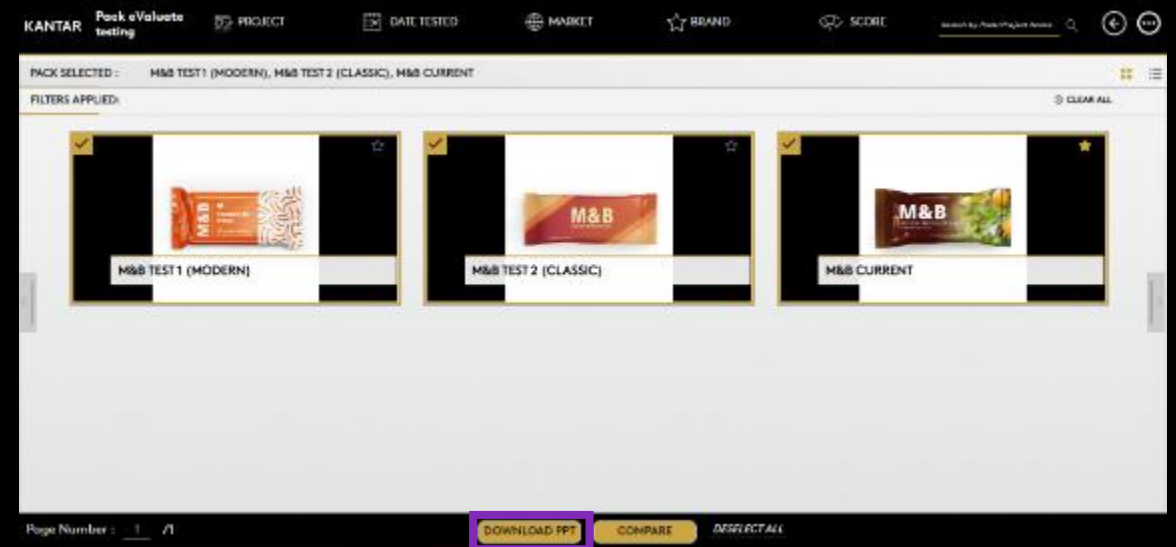- 🟨 At par with control
- 🟥 Significantly lower than control

KANTAR MARKETPLACE

Dashboard Overview – Pack Testing

What is it?
When to use it?
How to use it?

Snapshot view


Library view

KANTAR
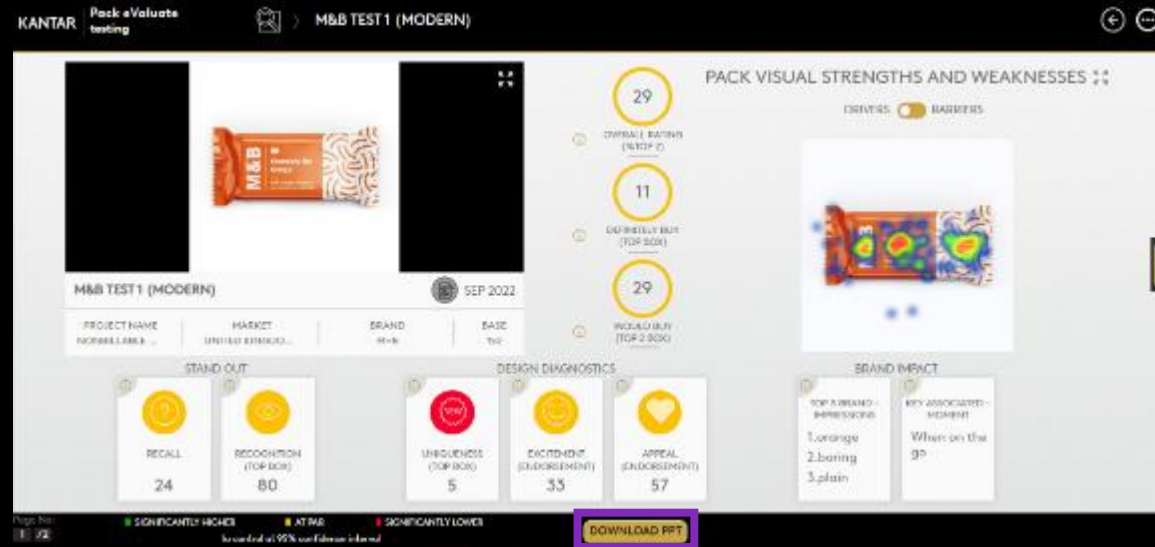
Benchmarking is on control pack

How to use it?

Whether you're viewing in *Snapshot view* or *Compare view,* the color coding is based on significance testing (@ 95% level of confidence) versus the control pack, where green is significantly higher than control, amber is on par with control, and red is significantly lower than control.

Selected control pack appears on top of the list in *Compare view*, with grey-colored background
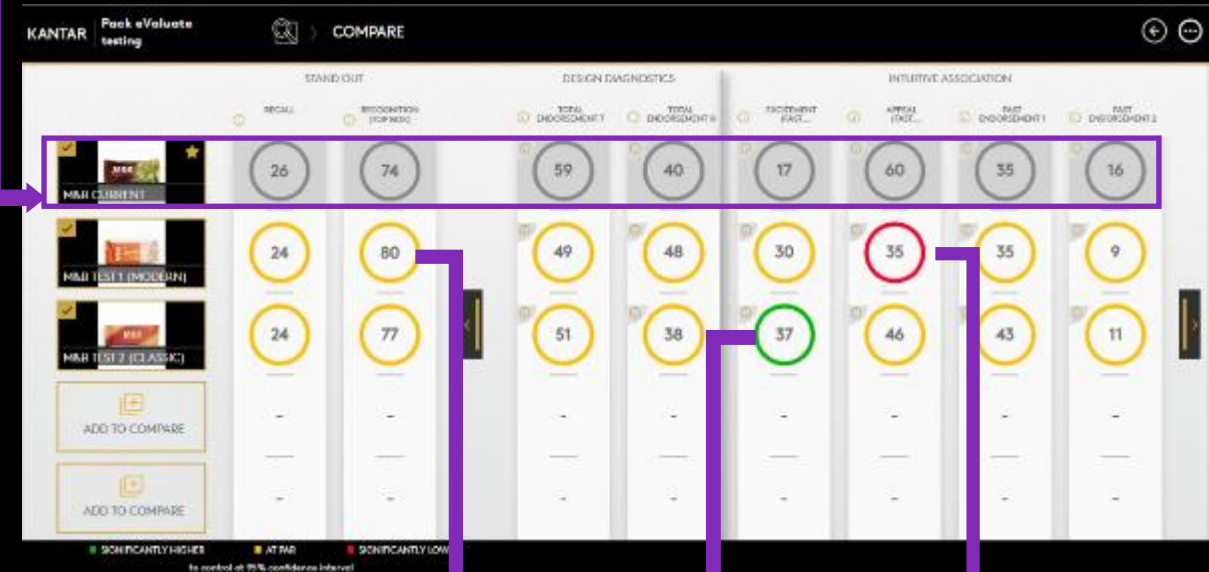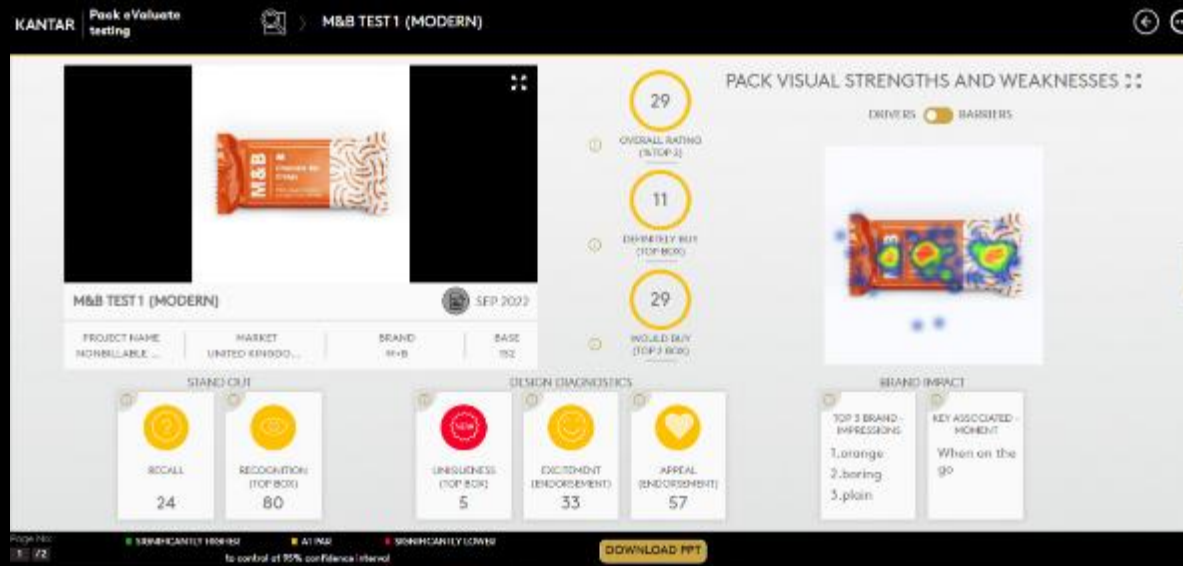
Amber color:
= control (sig)

Green color:
> control (sig)

Red color:
< control (sig)

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An End-to-End Innovation Asset Platform

Find the best ideas/claims

Idea & Pack eValuate Screening: Quickly shortlist the best ideas to take forward to concept development.

Get AI-powered insights on high potential concepts

Concept AI: Volume screening of **initial concepts**, leveraging Kantar database and AI for quick and high-level feedback

Optimise winning concepts

Concept eValuate: Identify winning concepts and optimise their incremental growth potential in as few as 24 hours.

Identify stand out packaging

Pack eValuate esting: Prime your pack for success and make sure it stands out on shelf, at speed.

Maximise your product's launch appeal

Product eValuate: Test your product quickly in a real home environment to maximise your product and launch potential.

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From customized flexibility to automated rigour – agile product testing via HTC
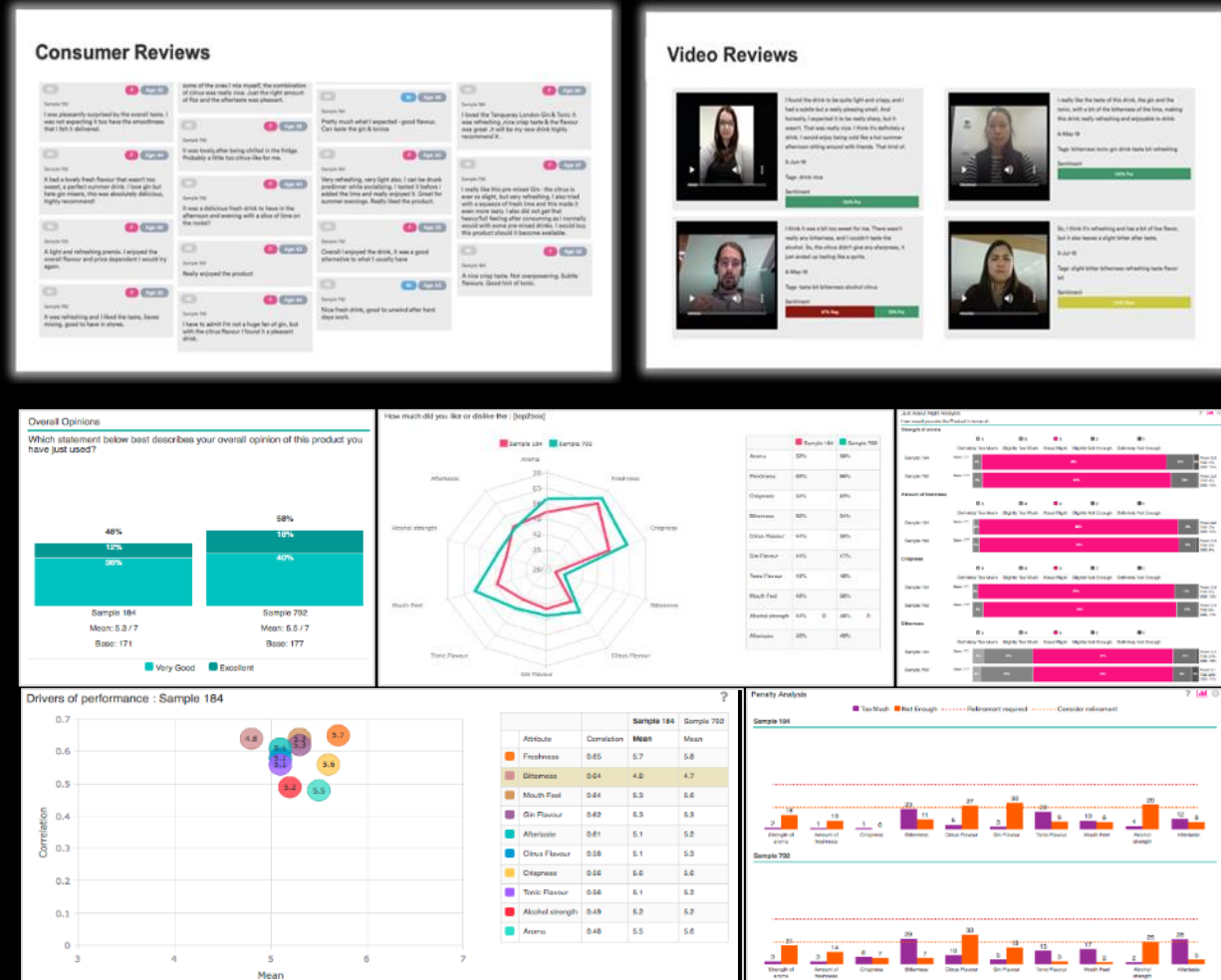
Shape your brand future.

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