

# KANTAR

## BLUEPRINT FOR BRAND GROWTH

The evidence-based  
framework that defines  
the future of marketing



**Marketing Accountability**  
Standards Board



**Marc Glovsky**  
Thought Leader,  
Kantar Brand Practice

# Market-beating growth, regardless of the conditions



We took

**5.4bn**

**attitudinal data**  
points for over

**21,000 brands** in  
**540 categories** and  
**54 markets...**

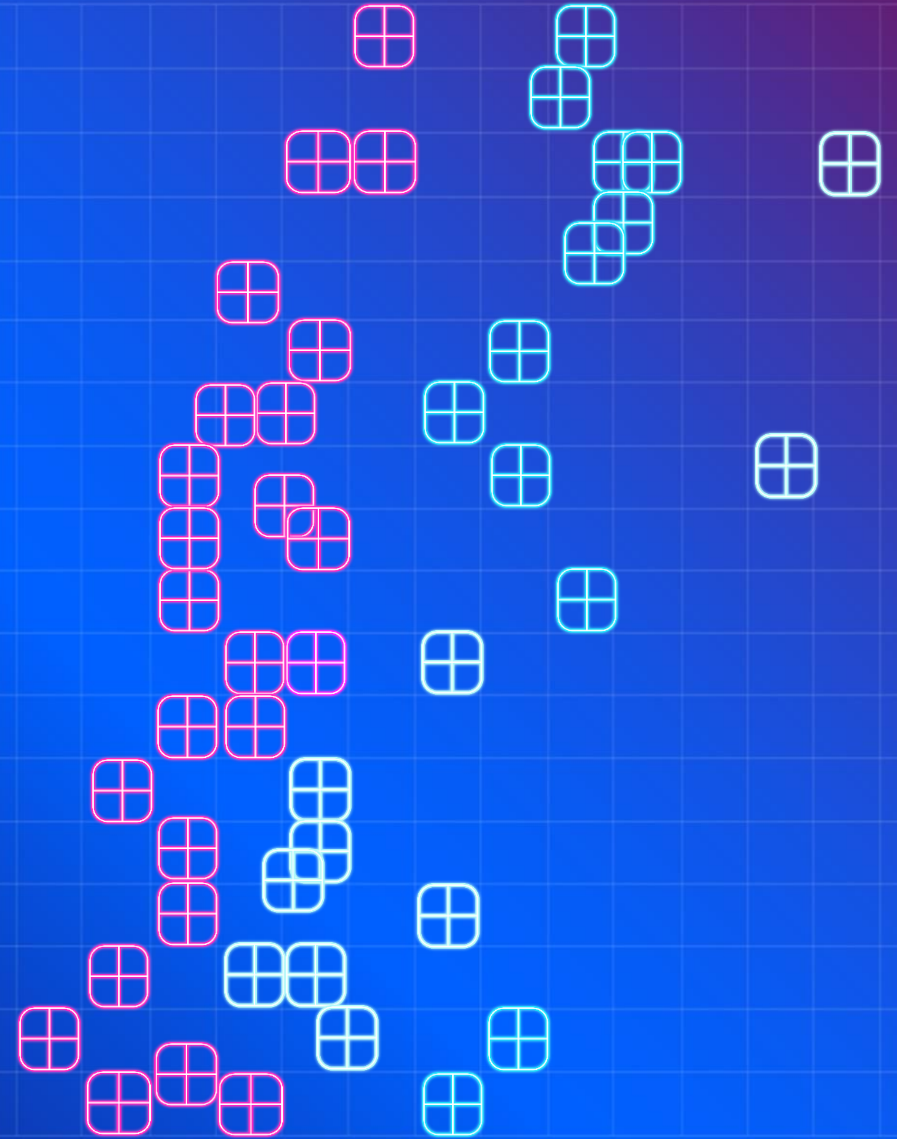
...and

**1.1bn**

**purchase data**  
points for

**20,000 brands** in  
**100 categories** and  
**25 markets...**

spanning over **10 years** and **analyzed** the results





## BE MEANINGFULLY DIFFERENT TO MORE PEOPLE

Know how **Meaningfully Different** your brand is. Identify how to drive stronger functional and emotive connections and define strategic **opportunities** to build difference.

### MEASURES:

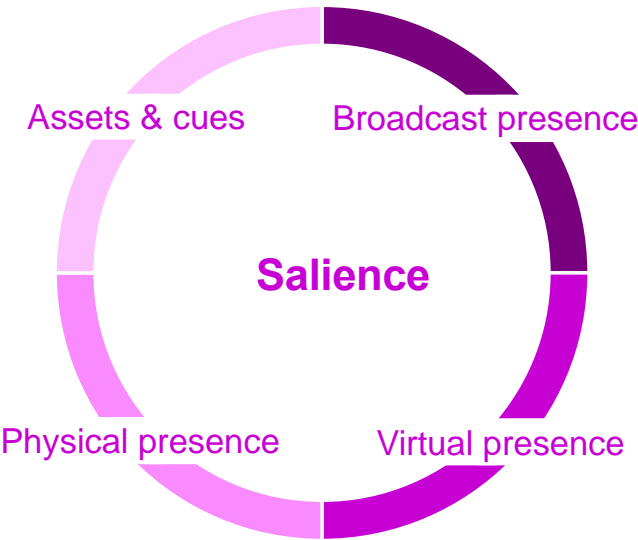
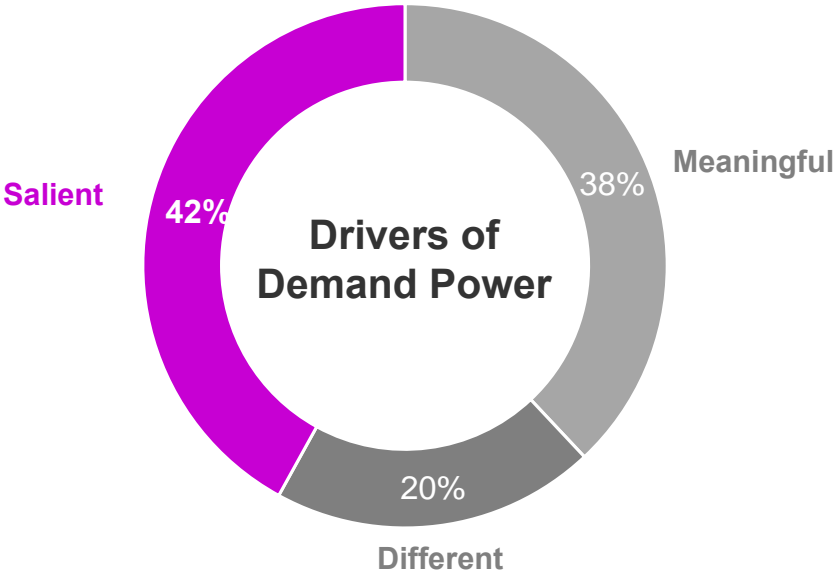
PENETRATION, GROSS MARGIN,  
MEANINGFUL, DIFFERENT

Brands that are **Meaningfully Different to More People** command

5x

penetration today and real  
advantage in penetration growth  
over the next two years

# Investing in building Salience and triggers helps you capture more share



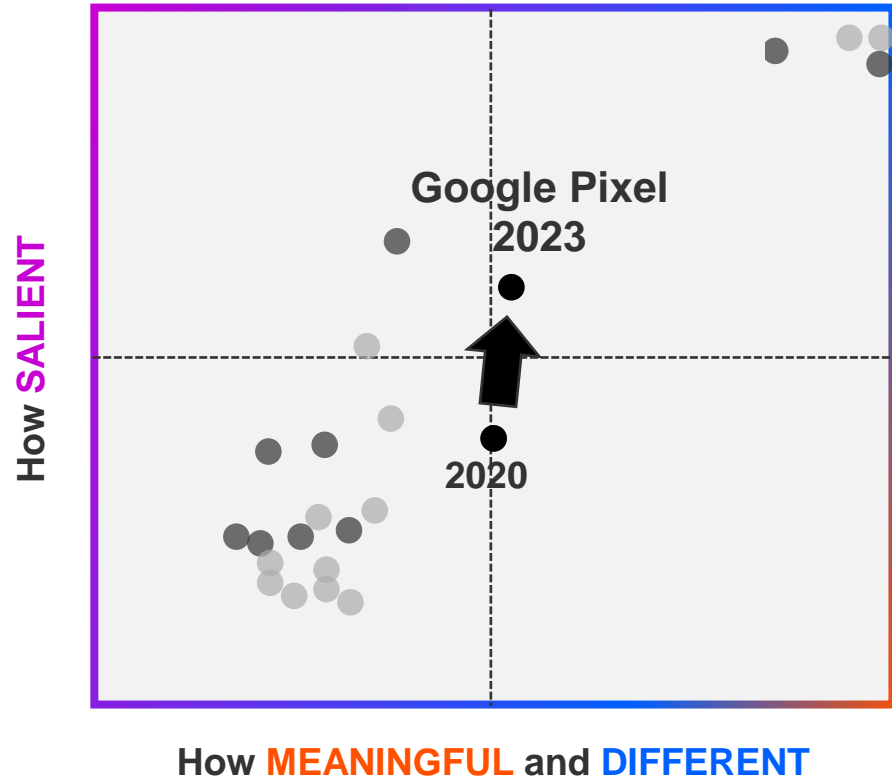
**HIGH Demand Power brands capture**

**9x**

**more volume share**



## Google Pixel captures US share



# G Pixel

## Share of US Smartphone Market

1%  
2021



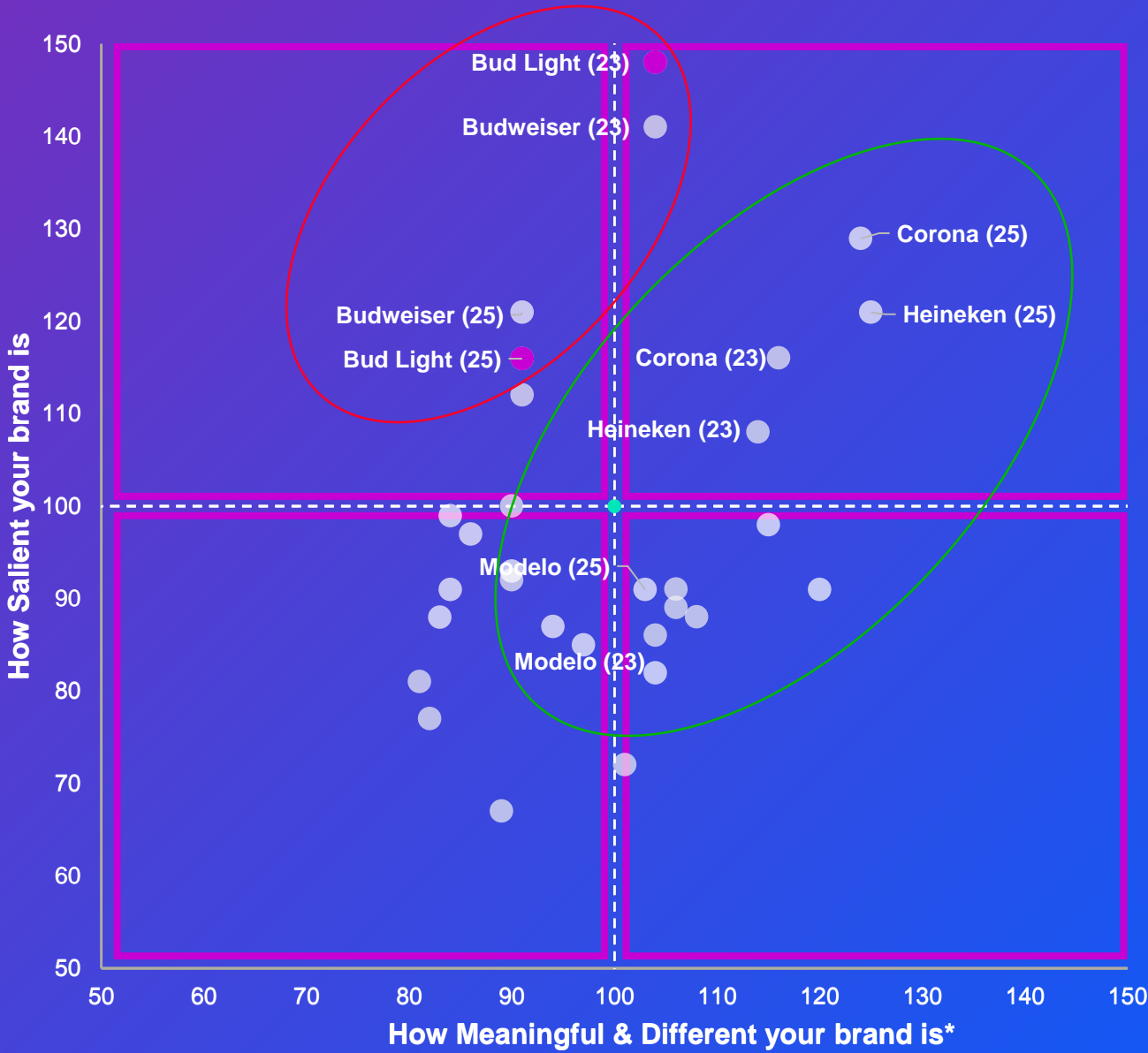
5%  
2023



COUNTRY:  
USA

CATEGORY:  
BEERS

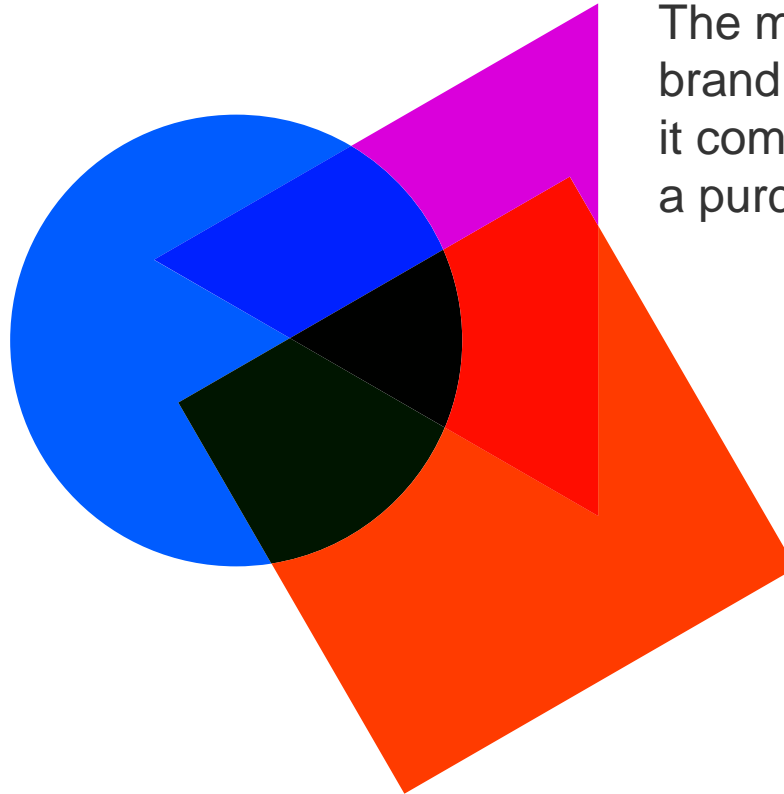
YEAR:  
2025



# The Ingredients of a Strong Brand

## DIFFERENT

The extent to which brands are seen to **offer something that others don't and lead the way.**



## SALIENT

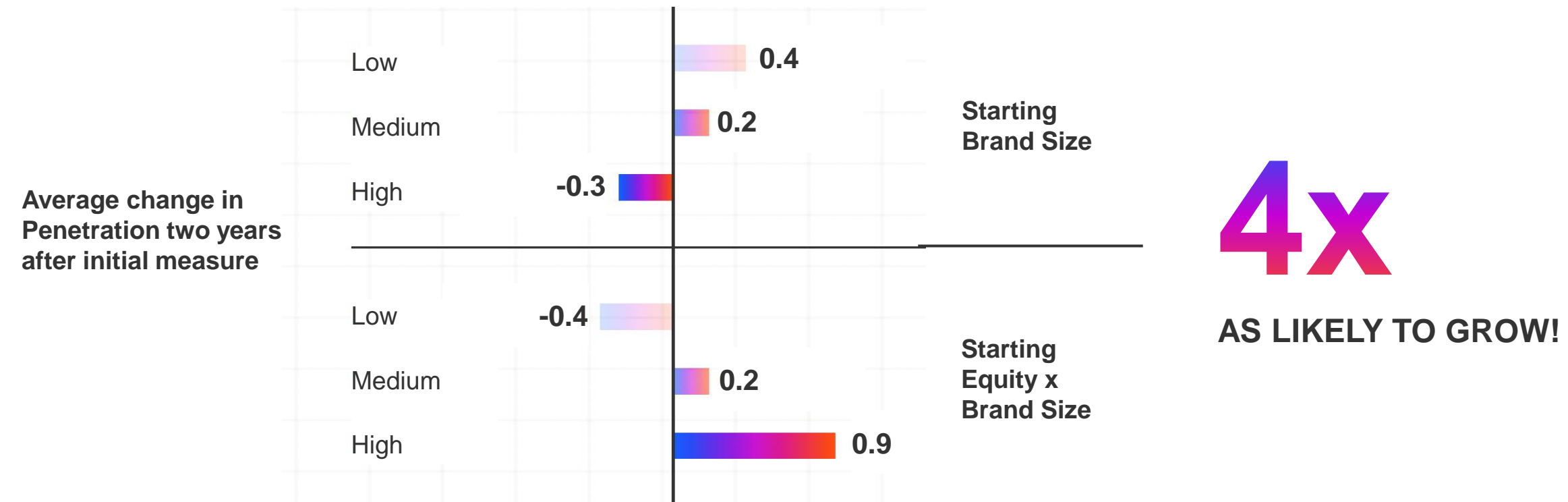
The mental availability of the brand: how **quickly and easily** it comes to mind when making a purchase or usage decision.

## MEANINGFUL

The extent to which brands build a clear and consistent **emotional connection** and are seen to deliver against **consumer needs.**

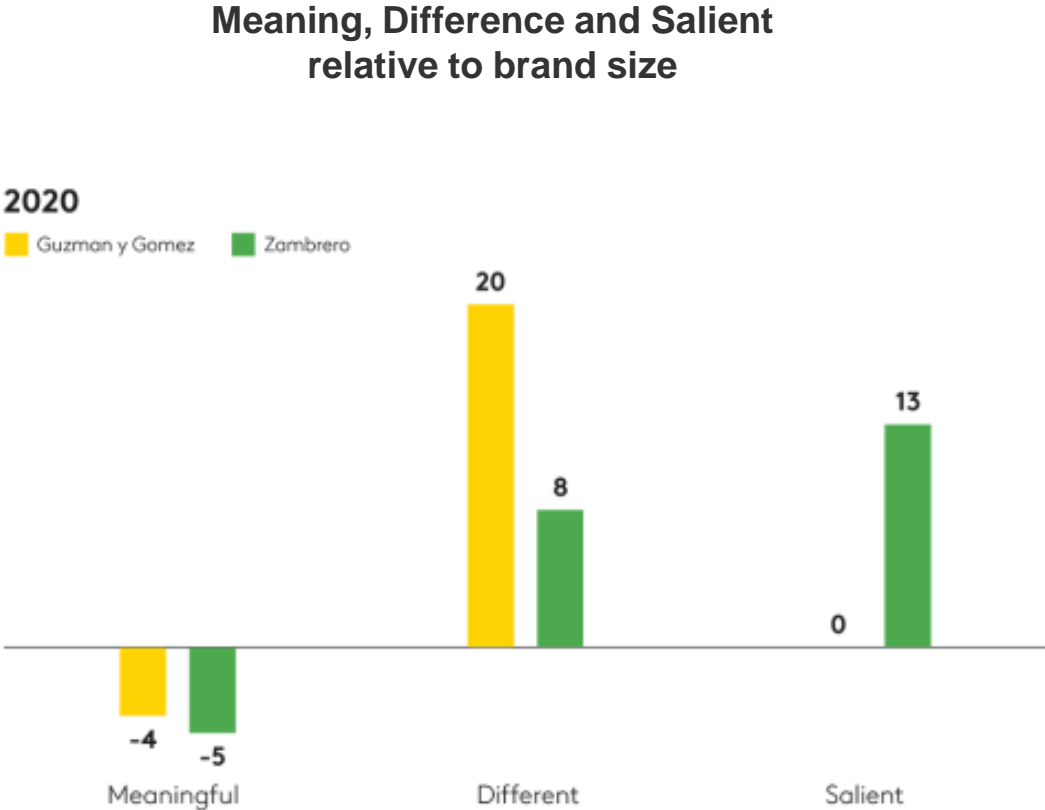


# Brands with more equity today than expected grow and grow faster



Brand size/Future Power: Low: Brands that rank at the Bottom 20% of the metric. Medium: Brands that rank between the 20% to 80% of the metric. High: Brands that rank at the Top 20% of the metric.  
Source: 14,623 brands with matched data points two years apart using Kantar BrandZ data, linked to Kantar WorldPanel data

# Guzman y Gomez is fastest growing QSR in highly competitive market



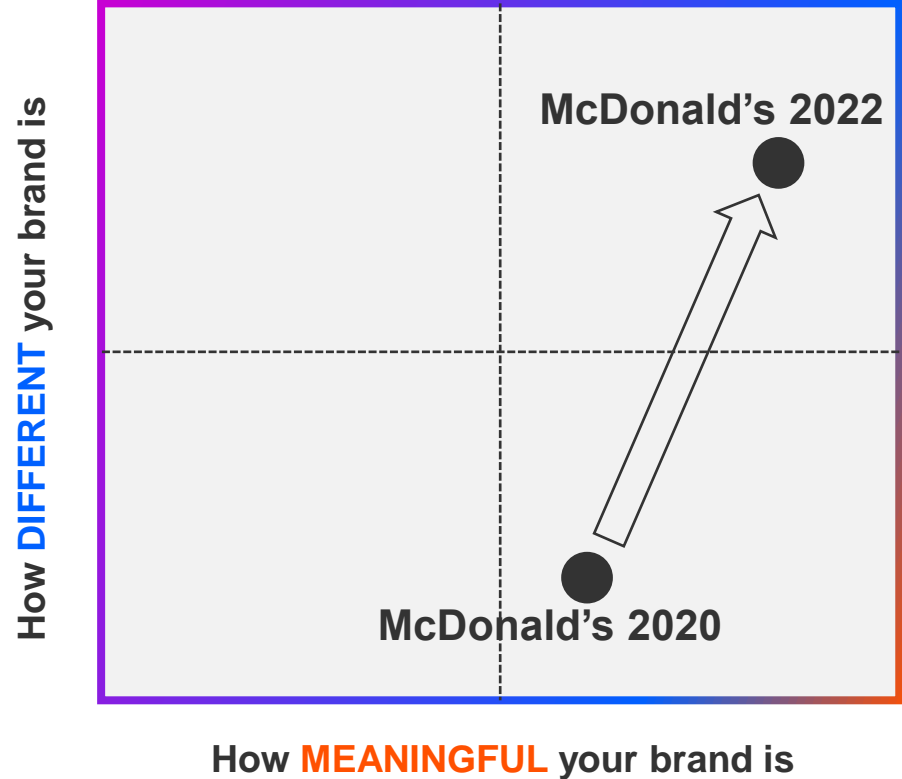
Sales Growth  
2020-2023

+47%

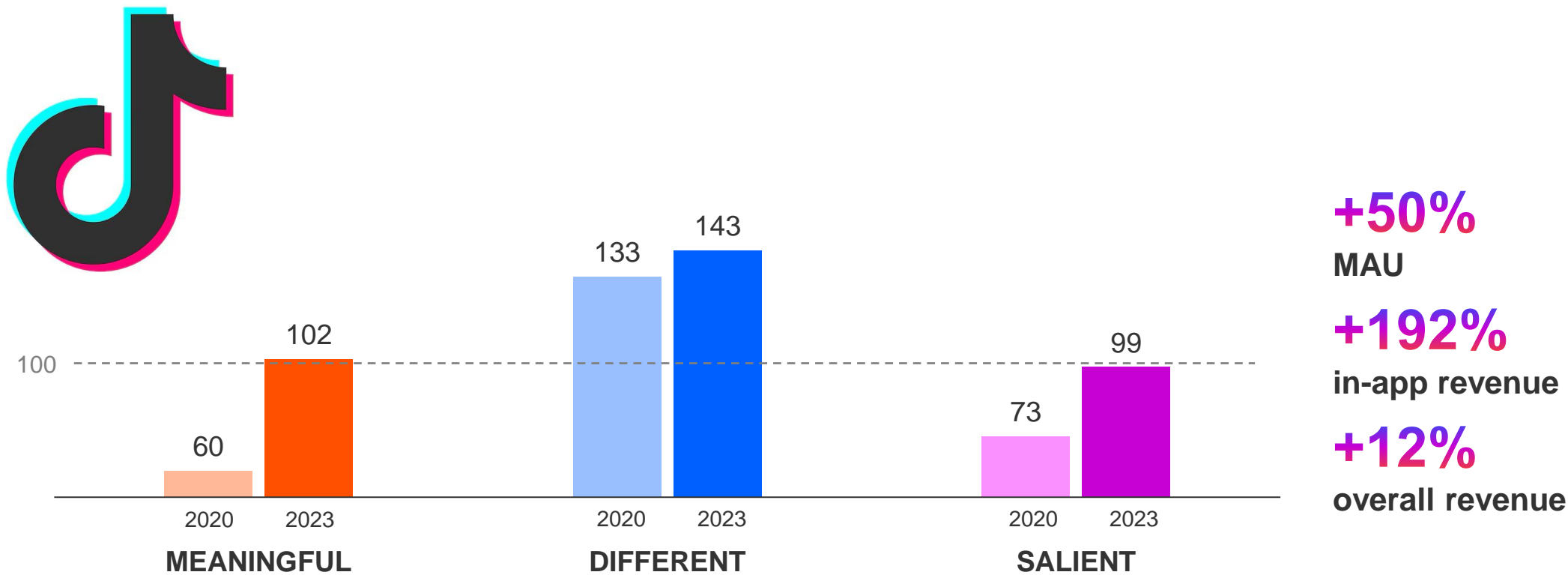


Source: BrandZ Australia

# Big brands need to invest in nurturing their differentiation too

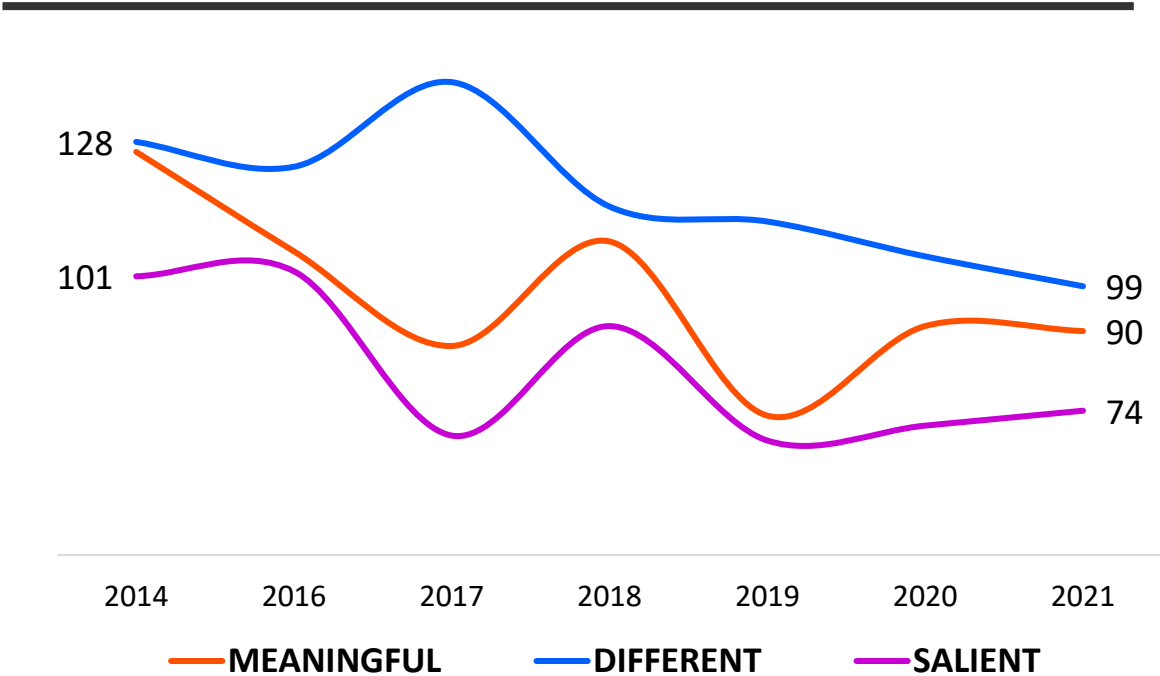


# TikTok building scale from its Different experience



Source: Kantar BrandZ, Online sharing and networking, USA, 2020-2023

# Bed, Bath & Beyond's brand equity decline and bankruptcy





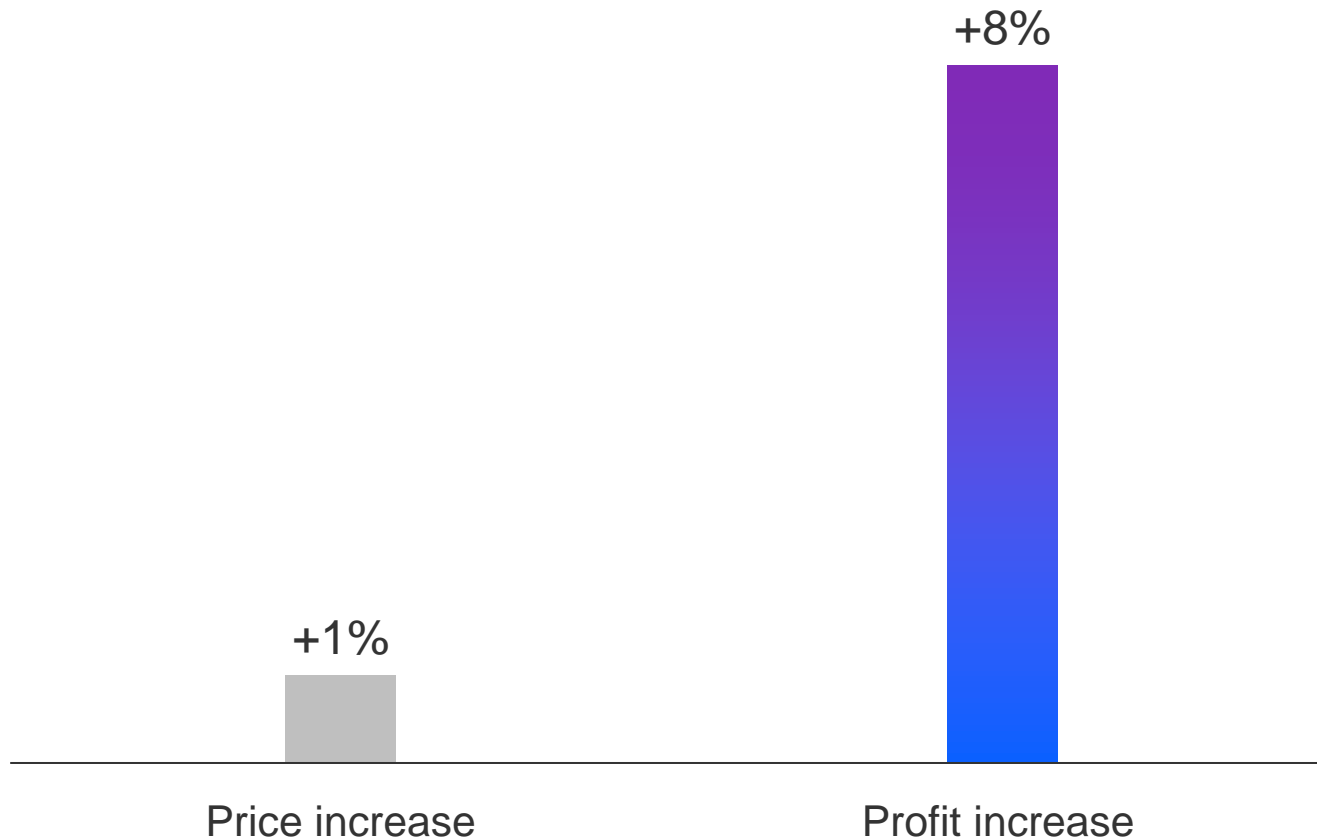
Perceived  
relative  
Difference  
predisposes  
people to pay  
more for a brand

**50%**  
of what justifies  
a brand's price

**2x**  
price inelasticity



**Price increases have by far the biggest impact on profits, but half of marketers have little or no impact on the pricing of the brands they are responsible for**



**50%**

of Marketers say they have little or no impact on pricing in their organizations

# The confluence of rising cost perceptions, stagnant worth and eroding meaningful difference led to diminished pricing power

BRAND:  
**DISNEY+**

COUNTRY:  
**USA**

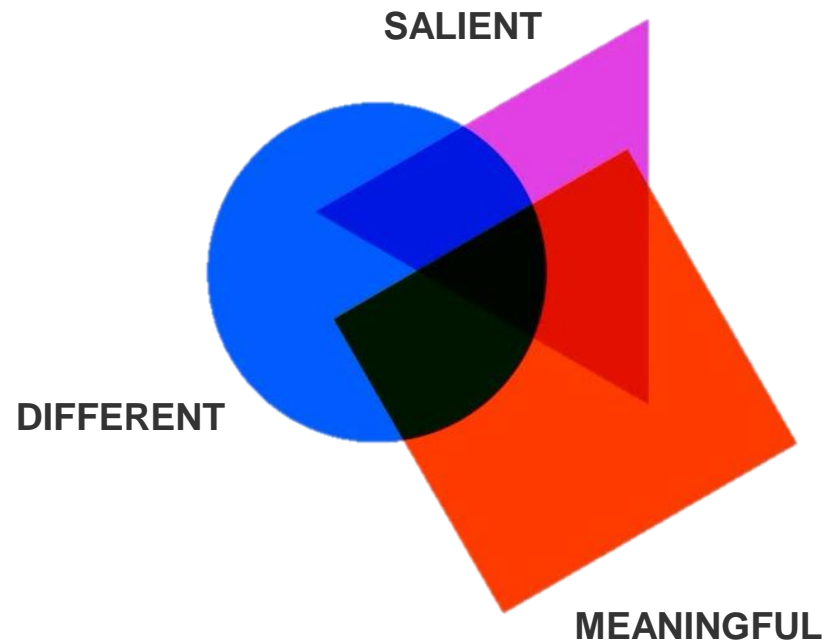
CATEGORY:  
**VIDEO ENTERTAINMENT**

YEAR:  
**2024**



\*Perceived price relative to category from Kantar BrandZ survey

# Kantar's MASB-Certified Predictive Brand KPIs



  
DEMAND POWER

**5x, 9x**  
Higher Penetration, Volume

  
PRICING POWER

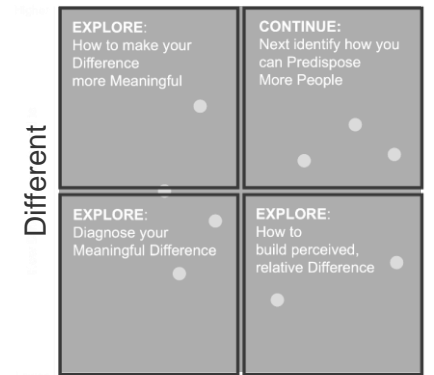
**2x**  
Higher Price Paid

  
FUTURE POWER

**4x**  
Value Share Growth

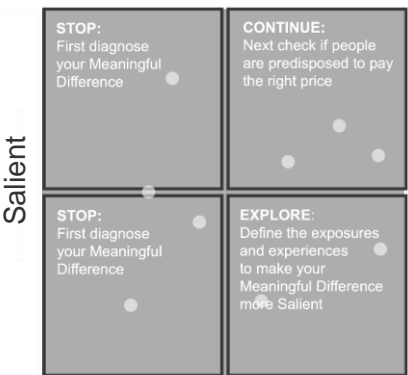
# Commingling Brand x Business Performance

Be Meaningfully Different  
to More People



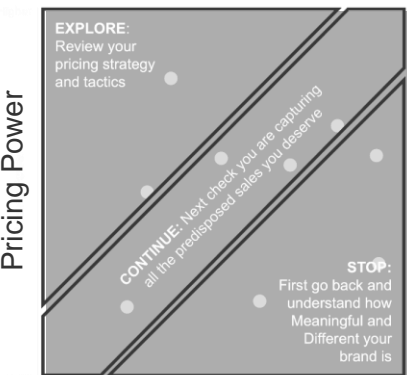
Penetration

Predispose More People  
(to Choose)



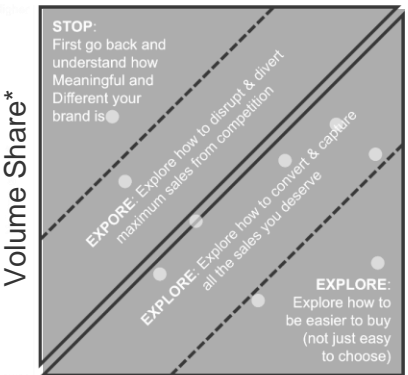
Volume

Predispose More People  
(to Buy)



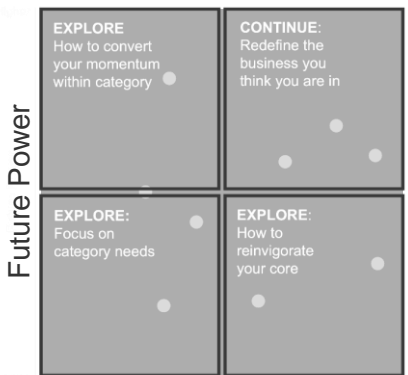
Margin

Be More  
Present



Activation

Find New  
Space



Innovation

# BRANDS

GROW BY BEING  
MEANINGFULLY  
DIFFERENT  
TO MORE PEOPLE

Growth accelerators for winning marketers to operationalise effectively

PREDISPOSE MORE PEOPLE

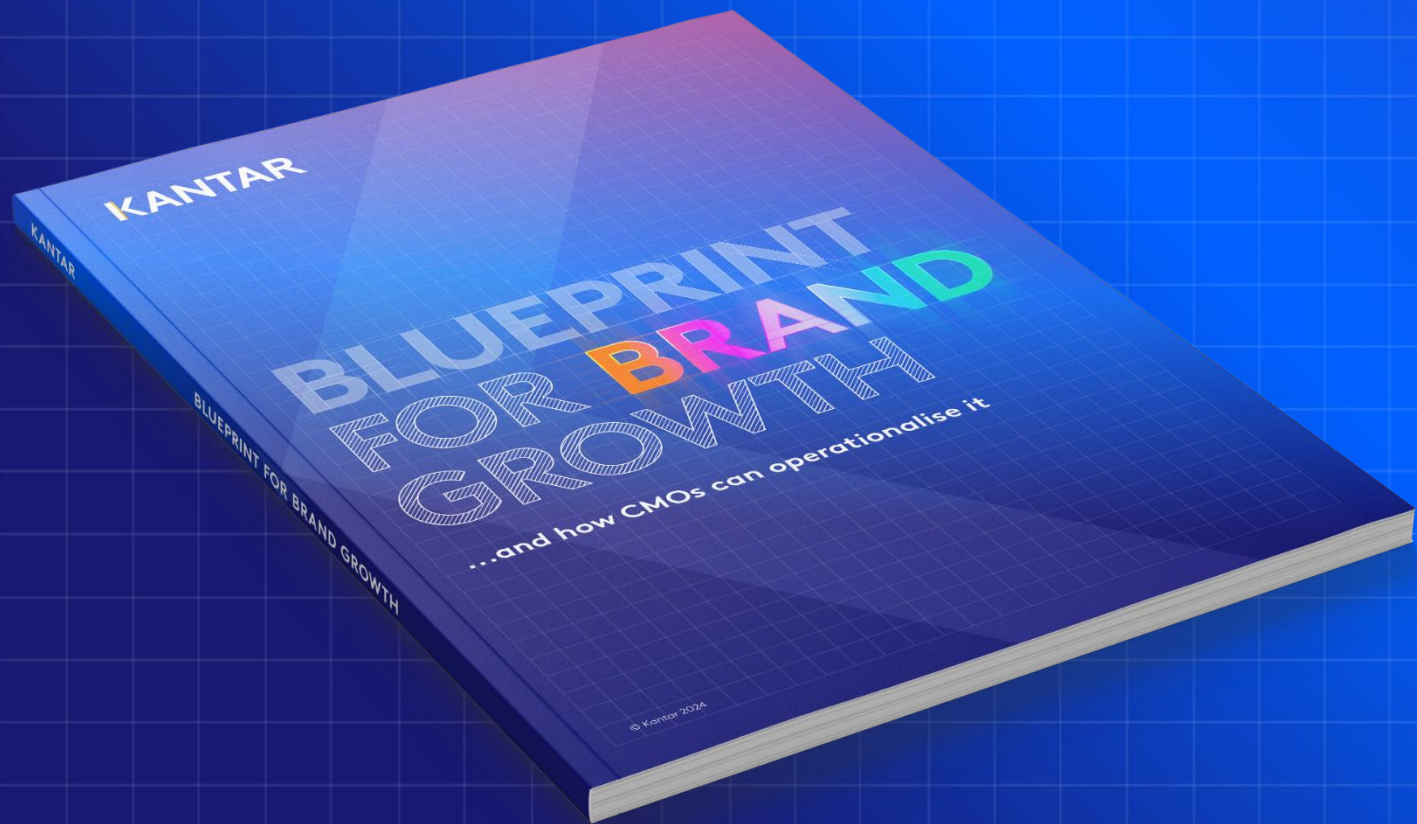
BE MORE PRESENT

FIND NEW SPACE

**BEHAVIOURS:** CONSISTENT, CONNECTED, OPTIMISED

POWERED BY THE MEANINGFUL DIFFERENT AND SALIENT FRAMEWORK AND MOST MEANINGFUL DATA

**KANTAR**





**KANTAR** BRANDZ

**15 MAY 2025**

**2025** MOST VALUABLE  
**GLOBAL BRANDS**  
CELEBRATING 20 YEARS

**EXPLORE 20 YEARS  
OF INSIGHTS FROM  
BRANDZ VALUATIONS**

# Q&A