

KANTAR

AI, Consumers and Trust

How brands can lead the
next wave of human-centered
intelligence.



Most people are already using AI regularly, and one out of five is seeing their lives transformed

REGULAR USAGE



of gen pop uses AI at least a few times a week.

LIFE TRANSFORMATION

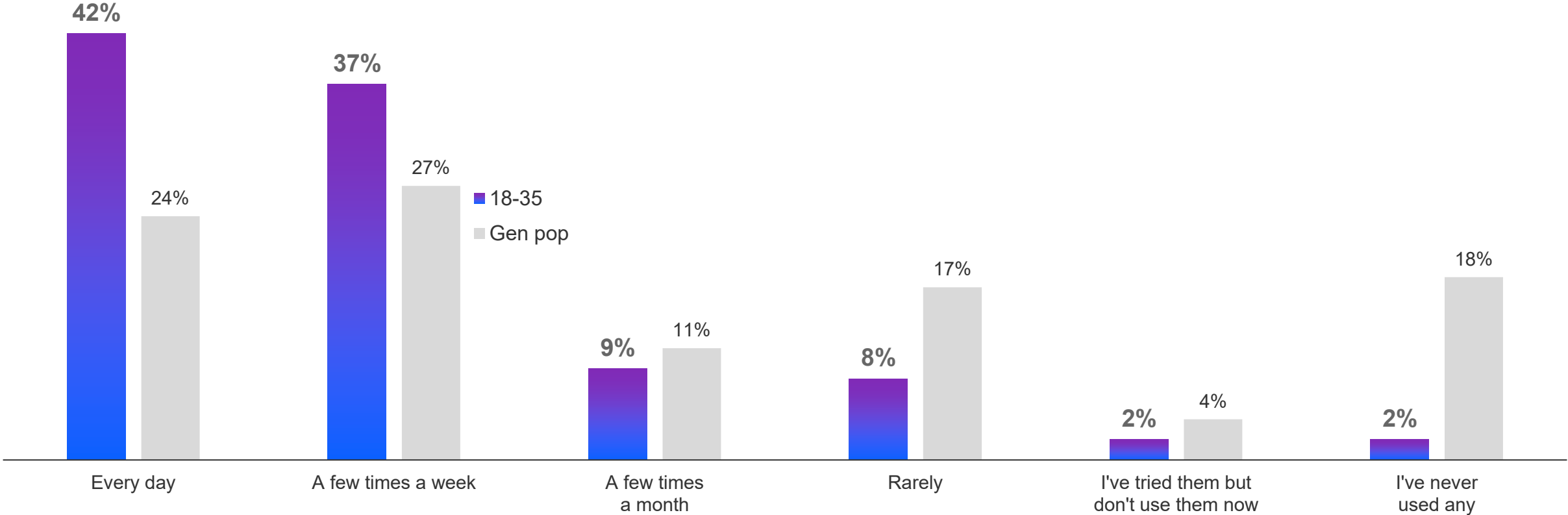


of gen pop say, “AI tools play a central role across most aspects of how I work, learn, or create.”



Almost four in five younger people use AI at least a few times a week

FREQUENCY OF AI TOOL USE



And it's beginning to be integrated into people's personal lives

AUTHENTICITY

55%

*of GenAI users agree the conversations I have had with a generative AI **feel as real as the ones I have with other people.***

UNDERSTANDING

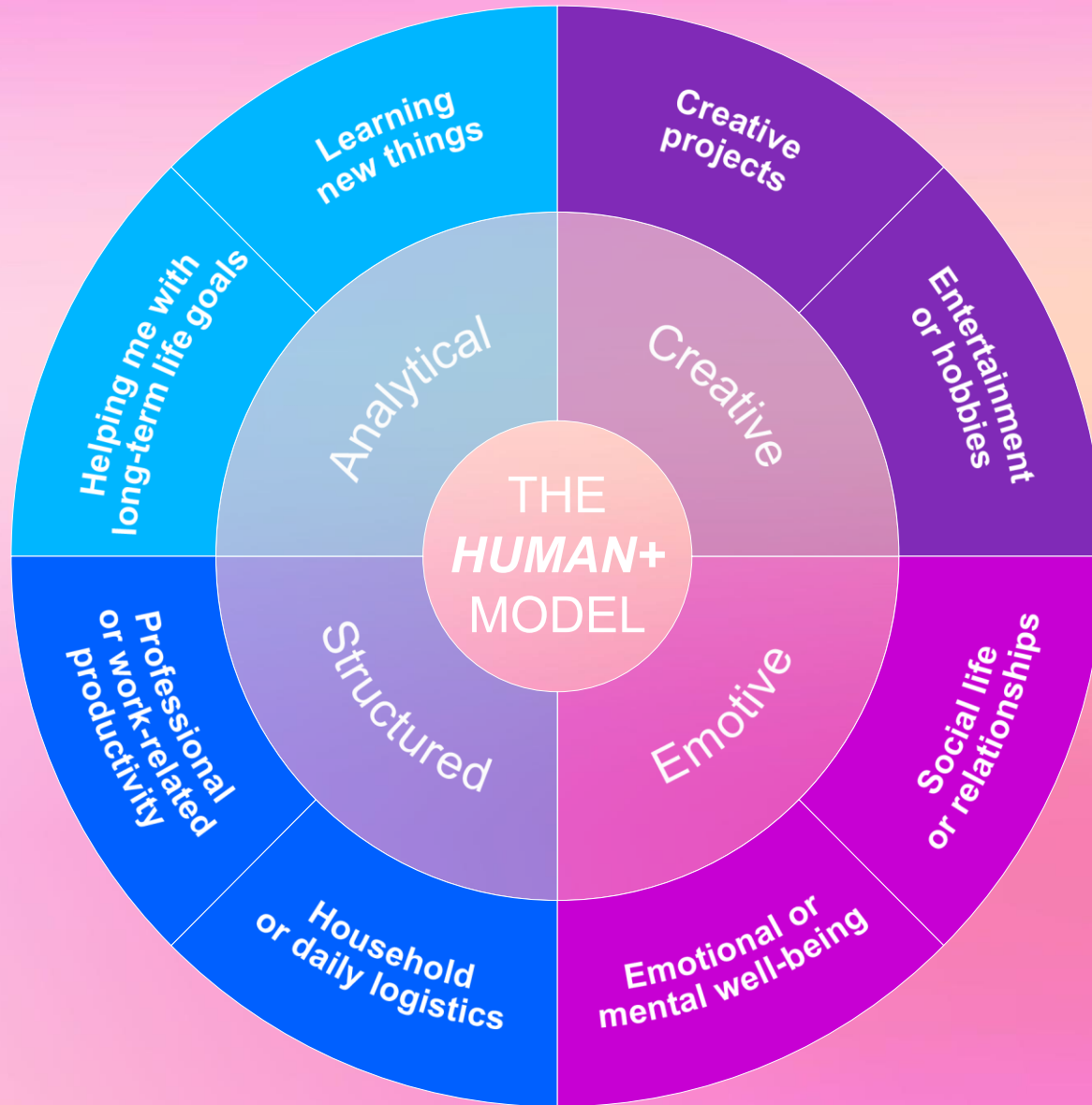
50%

*of GenAI users agree I feel that generative AI **understands me and my needs** just as well as my friends and family do.*

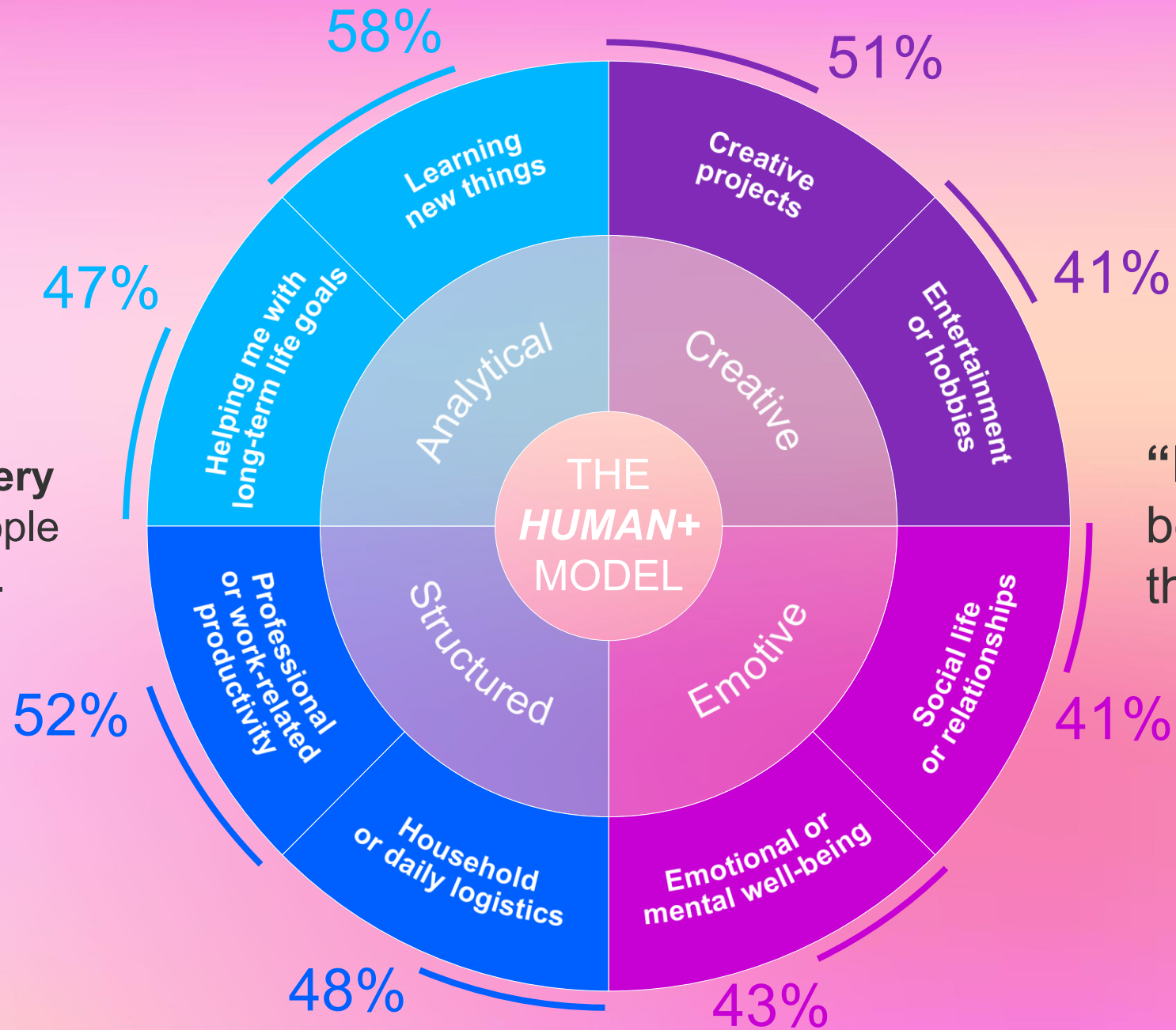
SUPPORT

48%

*of GenAI users agree I have turned to generative AI for **comfort, advice or emotional support.***

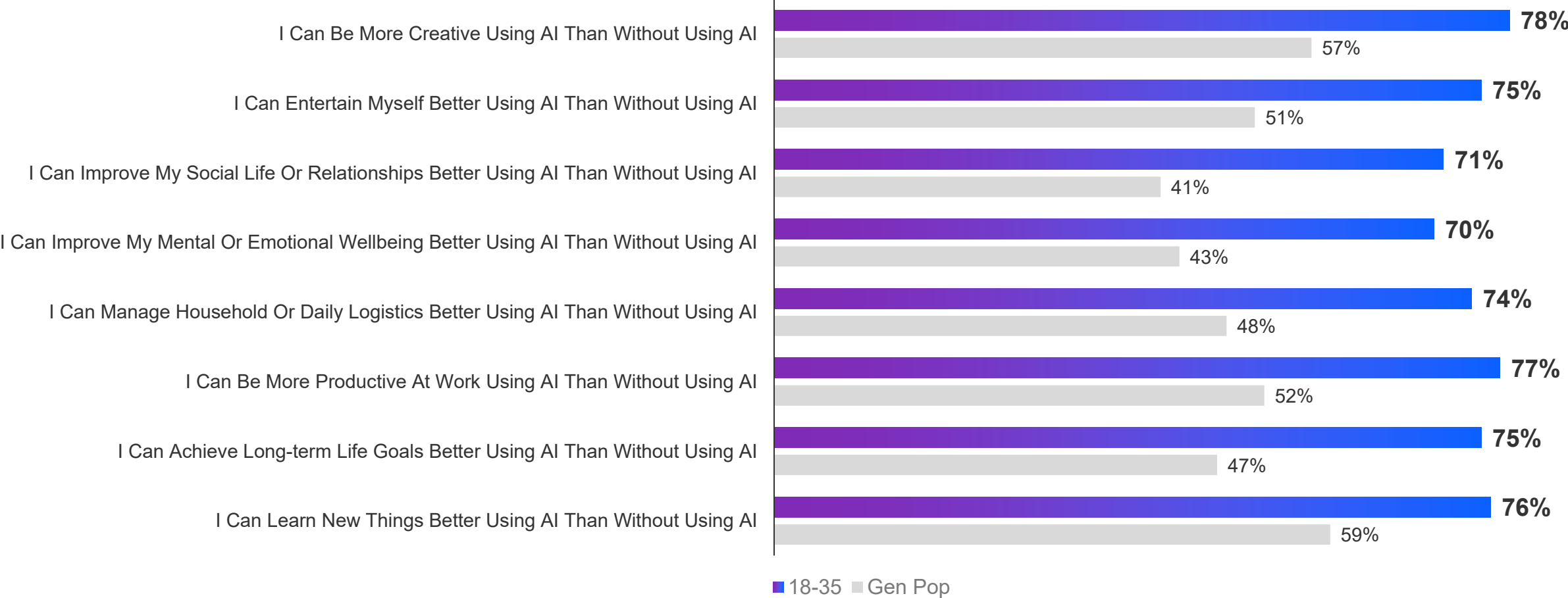


AI is **changing every aspect** of how people manage their lives.



“I can pursue this better using AI than by myself.”

Across use cases, younger consumers say they can do things better with AI

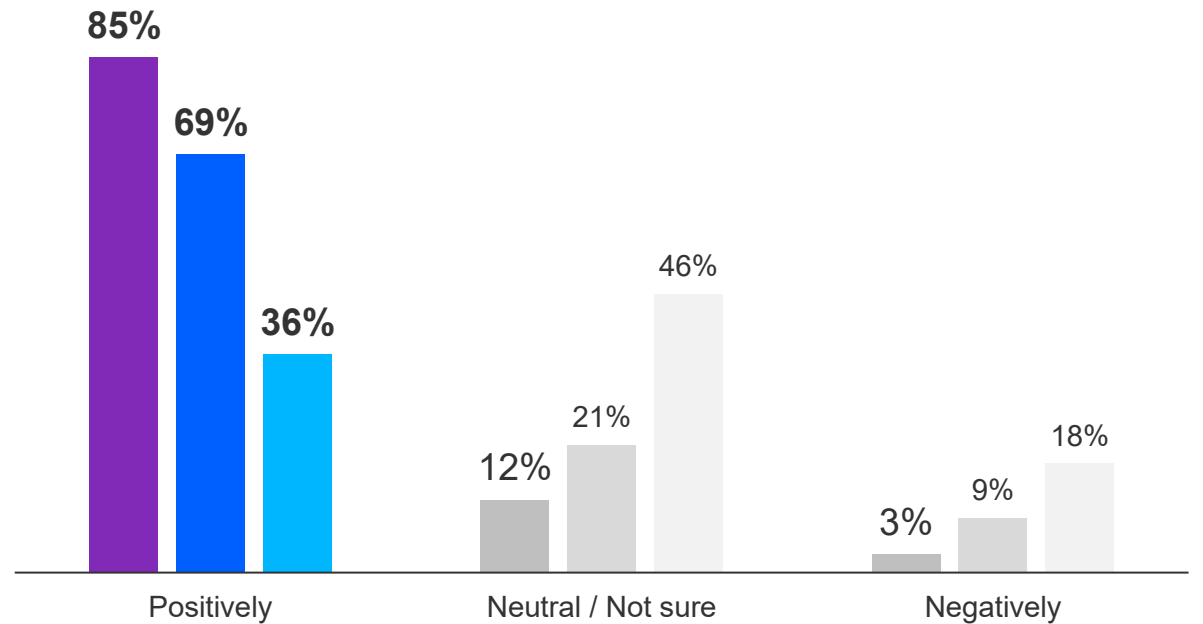




When thinking about personal impact of AI, sentiment is overwhelmingly positive

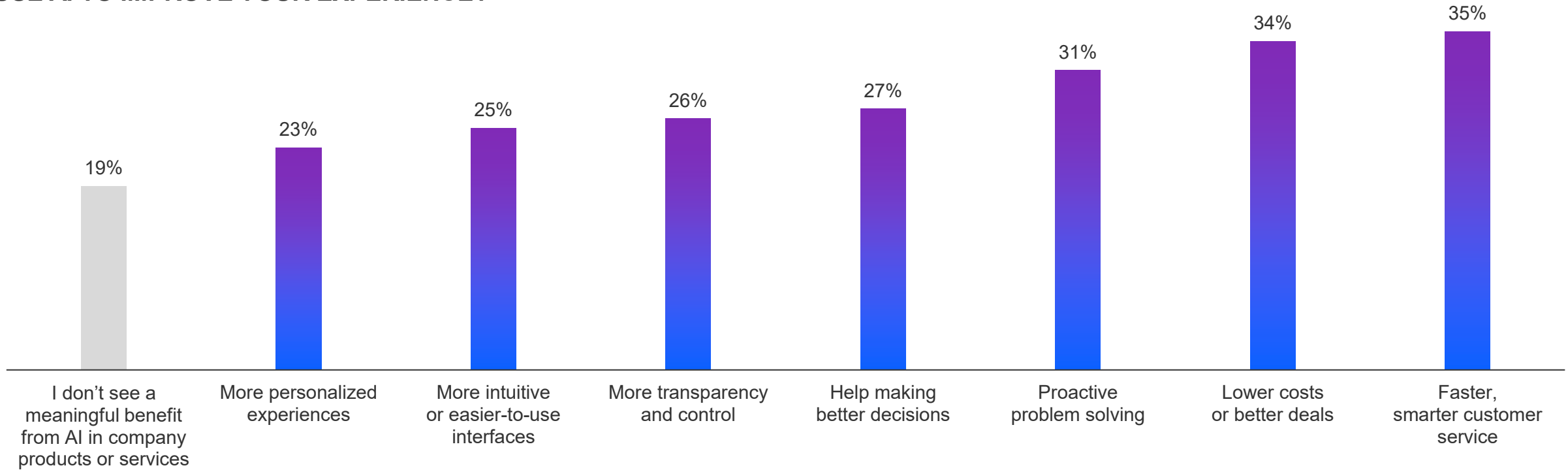
HOW DO YOU FEEL AI WILL IMPACT YOU PERSONALLY OVER THE NEXT FEW YEARS?

■ 18 - 35 ■ 36 - 49 ■ 50 - 70



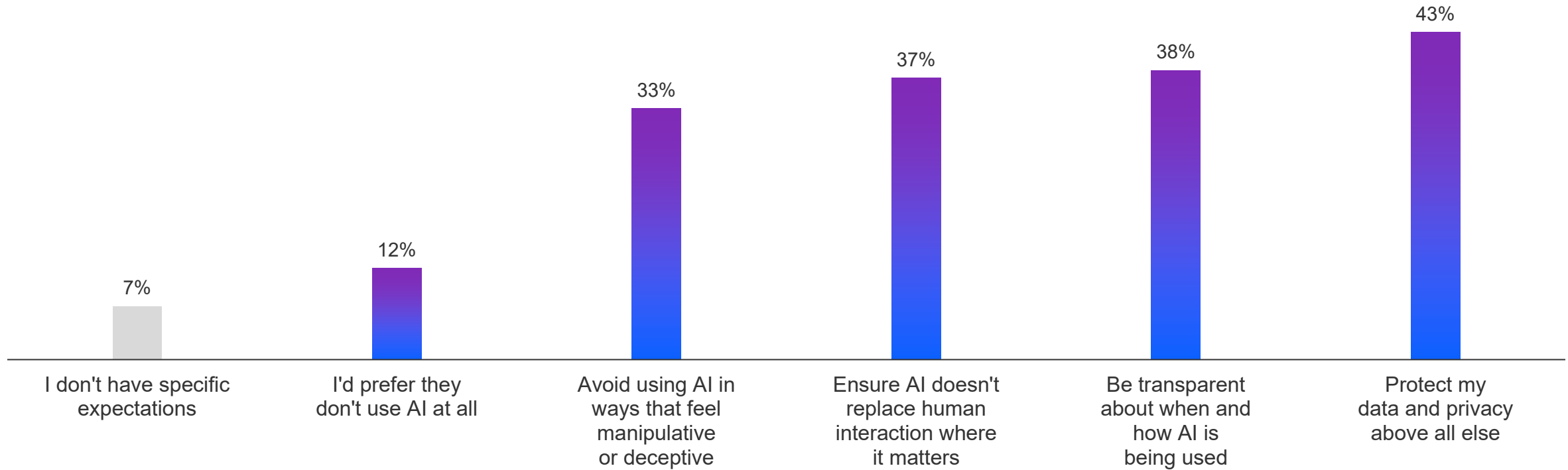
Consumers want businesses to use AI to improve their products and services...

WHERE WOULD YOU MOST LIKE TO SEE COMPANIES USE AI TO IMPROVE YOUR EXPERIENCE?



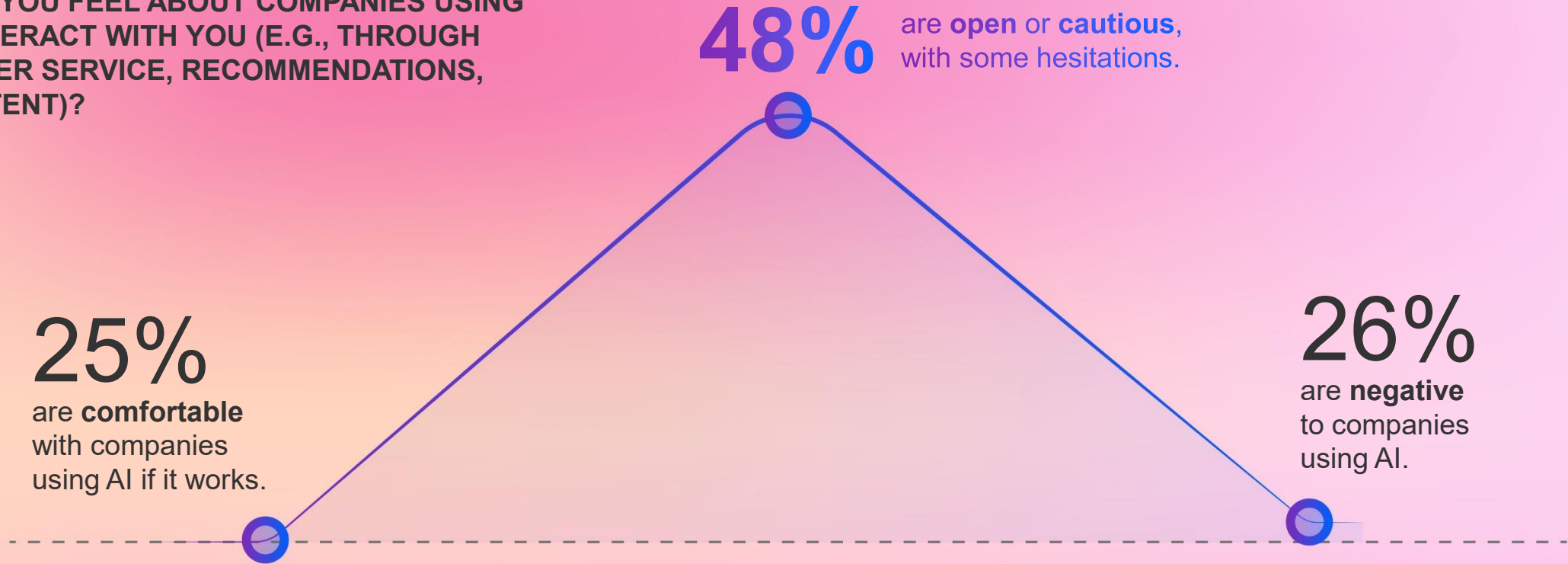
...but they also want companies to move cautiously

WHAT DO YOU EXPECT FROM BRANDS OR COMPANIES WHEN THEY USE AI IN THE PRODUCTS OR SERVICES YOU USE?



Opinion is evenly divided, with most people remaining cautious

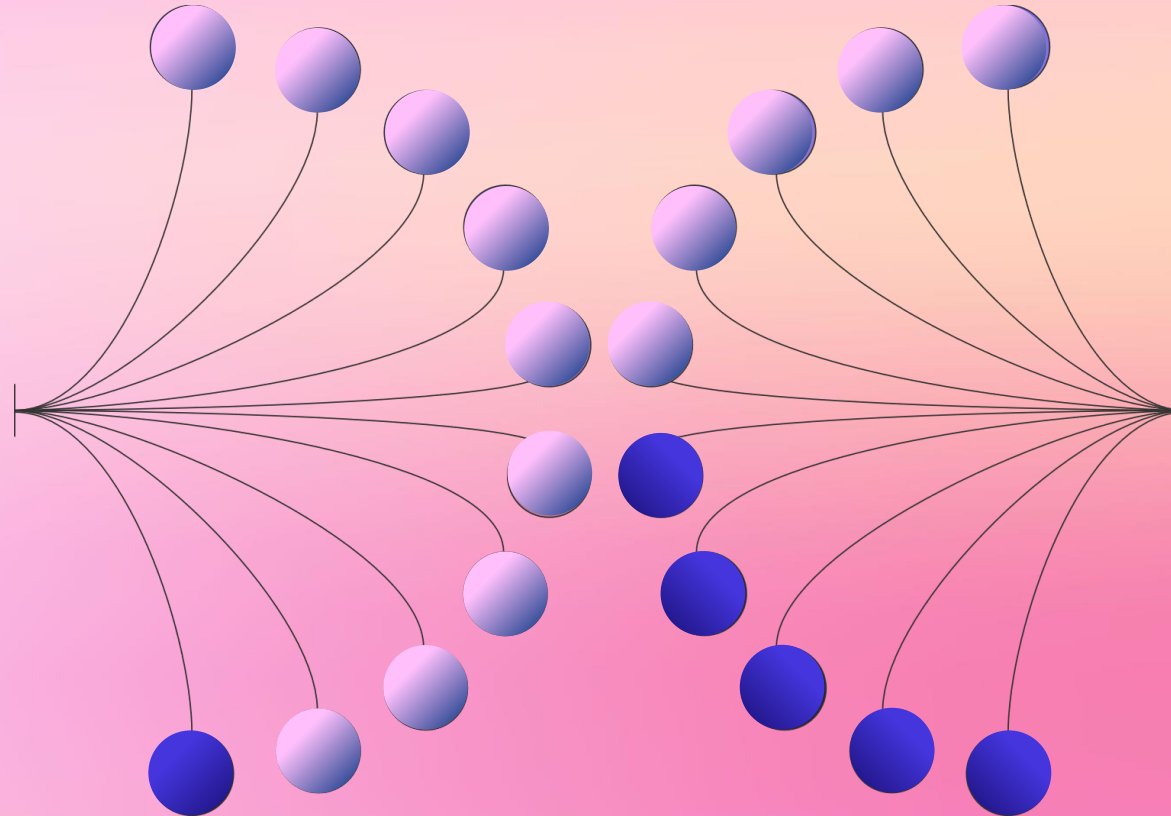
HOW DO YOU FEEL ABOUT COMPANIES USING AI TO INTERACT WITH YOU (E.G., THROUGH CUSTOMER SERVICE, RECOMMENDATIONS, OR CONTENT)?



Marketers are excited about the potential of GenAI in marketing to consumers, but most are not ready

9/10
THE FUTURE IMPACT OF GENAI IN MARKETING

GenAI is going to be a **game-changer**—not just about automation, it's about supercharging human skills.



5/10
INTERNAL READINESS FOR GENAI IN MARKETING

GenAI's current role in marketing is in the **early stages**—most admit they're not AI-ready.

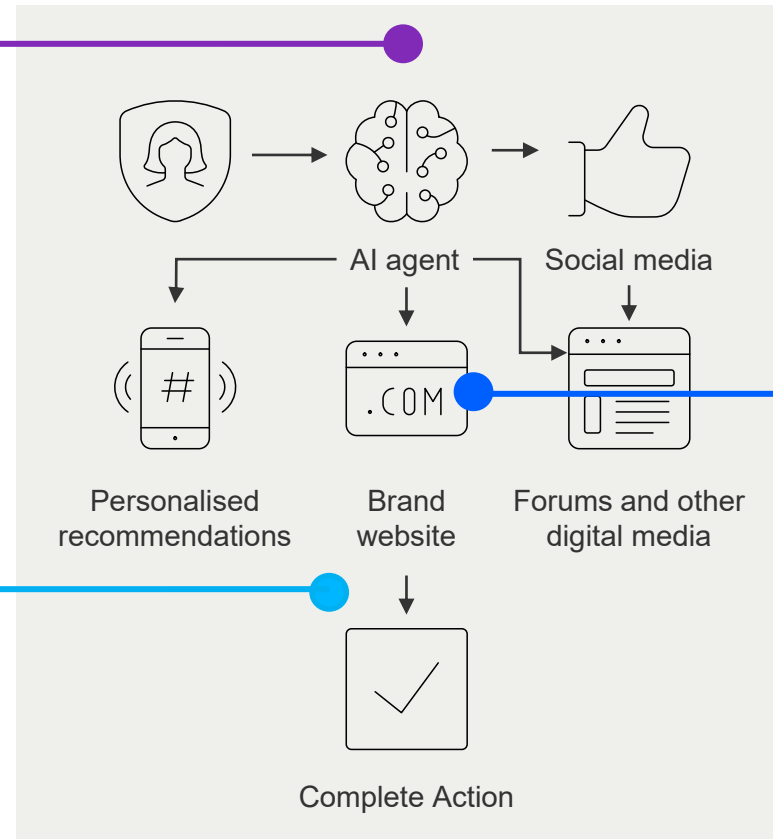
The AI-assisted customer journey is complex, but we already have tools in place to track performance at its core steps

AI agent result tracking

With custom built scrapers and dashboards, we can retrieve the output of major AI Agents for topics we want to target with our online content, to understand share of voice against competitors.

GEO strategy and activation

Strategy and actionable guidance on how to be present and drive brand salience across AI engines



.COM traffic and revenue tracking

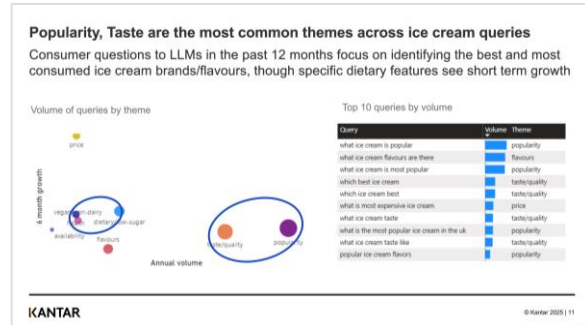
From Google Analytics, we can see traffic and commercial metrics generated by users visiting .COM after clicking on a source linked by main AI agents.

The starting point is the CATEGORY

The output helps brands to have a holistic view of brand performance along with the tools needed to take action

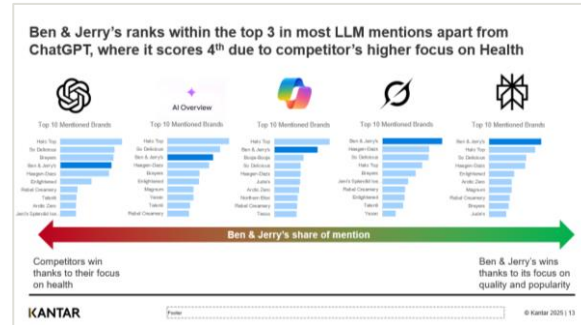
1. Role of AI answers in digital journeys

How many searches and which ones result in Generative Engine answers, so you can prepare more precisely for an AI-driven customer journey.



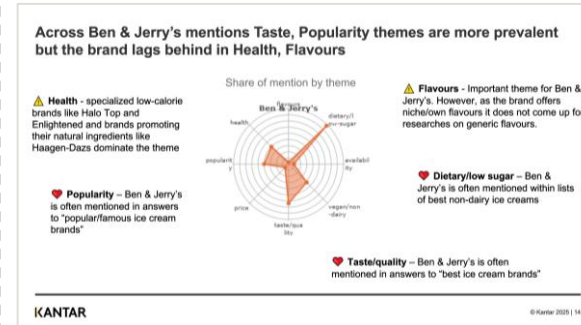
2. Brand presence

How often your brand appears in LLM answers vs competitors and in which contexts, helping you to build greater brand presence.



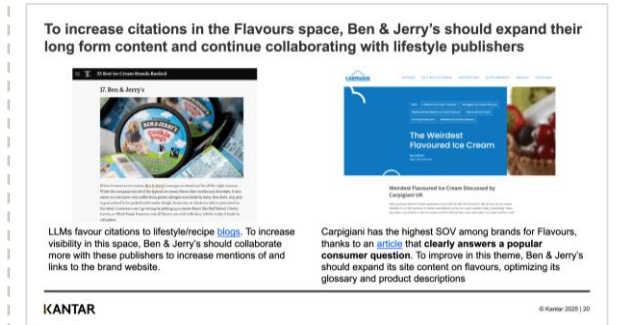
3. Brand positioning

How generative engines position you to consumers.
Tracking of your brand against key themes.



4. Citations

Where LLMs draw their answers from, allowing you to know where you need to build visibility and with what type of content.



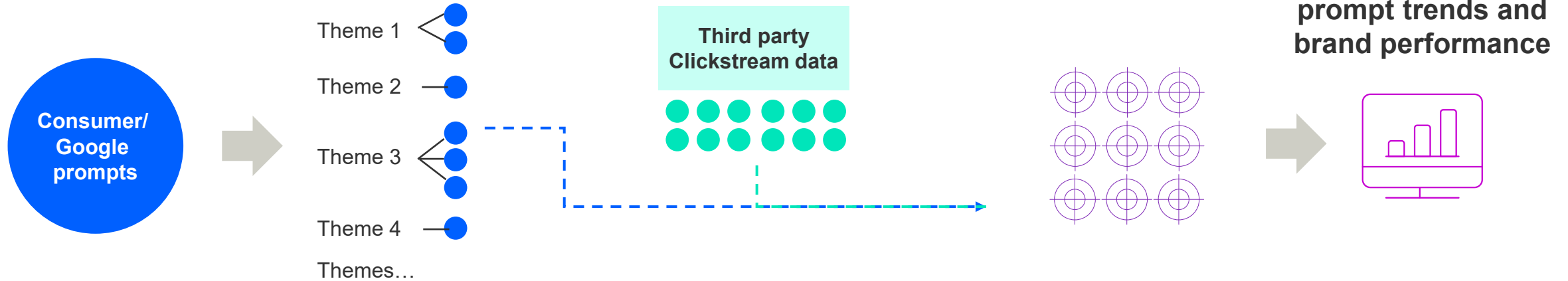
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Thank you



We identify the most relevant queries by leveraging on our team's industry expertise supported by third party Clickstream data

Dataset of queries



We assign a theme to all queries by either aligning with client's strategic objectives or use AI to identify underlying themes in the dataset.

We collect clickstream data for each prompt to make sure we only include the ones most relevant to consumers

We either specify a list of competitors to track or use AI to identify main players based on the response text itself