

A man with a beard and short dark hair, wearing a grey sweater, is looking upwards with his hands raised. He is surrounded by glowing, ethereal light trails and spheres in shades of blue, purple, and pink. The background is a gradient of these colors with diagonal lines.

KANTAR

AI INNOVATORS SUMMIT

Key insights and transformative
trends

EMPOWERING BRANDS:

The transformative impact of AI on marketing

Kantar's AI Innovators Summit brought together a distinguished panel of experts from leading organisations, including Meta, Reckitt, HSBC, Roku, Kimberly-Clark, ITC Ltd, Nestlé, Standard Chartered, Thousandshores, and the Saïd Business School, University of Oxford.

This global virtual event attracted over 5,000 marketing leaders and influencers for a comprehensive day of discussions on the transformative impact of AI on insights and marketing strategies.

With over 50 years of unparalleled brand expertise and a profound understanding of consumer behaviour, Kantar has established itself as an indispensable brand partner for the world's most valuable companies.

AI is revolutionising our approach to delivering brand success, every step of the way. Explore the key insights shared by Kantar experts and industry leaders. I encourage you to read the full report for an in-depth analysis.

Ted Prince

Chief Product Officer, Kantar



What can you expect to gain from the Insights Report?

The AI Innovators Summit was created to debunk myths and highlight the transformative potential of AI in marketing insights. Marketers are looking to harness AI for enhanced consumer understanding and to optimise their marketing strategies, but this isn't as easy as it sounds. Bringing together the experts on the ground, our goal is to illuminate where AI is making the most significant impact, providing guidance for effective marketing strategies.

WE FOCUS ON THE KEY THEMES EMERGING FROM THE MARKET:

- Harnessing AI to transform insights
- Unlocking potential by integrating AI throughout the marketing lifecycle
- Building trust by optimising AI to deliver high-quality data
- Maximising value from consumer data through effective AI utilisation



THANK YOU FOR JOINING US!

Marketing leaders and influencers from some of the world's most renowned brands and prestigious institutions came together to share their expertise and experiences regarding AI and its impact on their businesses. Learn from the best how to leverage AI effectively while safeguarding brand integrity and consumer relationships...



KEYNOTE

Harnessing AI to Transform Insights

HARNESSING AI TO TRANSFORM INSIGHTS

AI is revolutionising the way we derive insights. AI converts challenges into opportunities by striking a balance between human expertise, data privacy, ethical considerations, and accelerated research capabilities.

This keynote discussion emphasised the importance of future-proofing organisations by cultivating new skill sets, seamlessly integrating AI tools into existing workflows, and nurturing a culture that embraces innovation and adaptability. These forward-thinking sessions were crafted to share cutting-edge knowledge and practical tools to leverage AI effectively and introduce a transformative approach to generating insights.

KEY LEARNING FROM THE EXPERTS

Transformative potential of AI:

AI is revolutionising not only the marketing sector, but all industries. In banking, it enables hyper-personalisation while balancing innovation with regulatory compliance. In marketing, AI enhances customer engagement, content creation, and media deployment.

Challenges and ethical considerations:

AI integration faces significant challenges, including regulatory and ethical issues, and the need for training, team integration, and impact measurement in marketing.

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AI has an important role accelerating insights for brand growth and it is crucial to address concerns about data security and consumer privacy.

Cheong Tai Leung,
CEO Insights, APAC, Kantar

Future outlook and data security:

By 2025, AI is expected to be seamlessly integrated into all sectors, including financial services. However, ongoing concerns about data security, privacy, and ad fraud persist in marketing.

Divergent perspectives on AI-generated content:

There is a notable gap in comfort levels with AI-generated content. While many marketers embrace it, a significant portion of consumers remain concerned about its authenticity and trustworthiness.

Unsolved challenges in AI:

Persistent issues include copyright concerns, bias in training data, and synthetic audience models. To manage these responsibly, companies must keep humans in the loop, guiding AI integration with ethical oversight.

TOP QUESTION FROM AUDIENCE

With so many options available and countless vendors offering solutions, which ones can truly deliver a guaranteed return on investment?

Learn more from the related article:
[Fusing GenAI, IP and industry expertise](#)

HOW CAN KANTAR HELP?

- Optimise media allocation: [LIFT+](#)
- Attribution/customer touchpoint ROI: [LIFT ROI](#)

“

Ownership of AI-generated content raises critical questions: does it belong to the AI creator, the tool's owner, or the original content creators? As we deal with these questions, it's vital to address bias in AI training data and ensure that AI outputs reflect societal values.

To manage this responsibly, companies must keep humans in the loop, guiding AI integration with ethical oversight.

Dr Alex Connock

*Senior Fellow, Saïd Business School
University of Oxford*



Cheong Tai Leung

CEO Insights, APAC, Kantar



Shuvadip Banerjee

*Chief Digital Marketing
Officer, ITC Ltd*



Jyane Quek

*Global Head, Wealth & Retail
Banking, Marketing Strategy,
Standard Chartered Bank*



Gonzalo Fuentes

CEO EMEA, Kantar



Dr Alex Connock

*Senior Fellow, Saïd Business
School, University of Oxford*



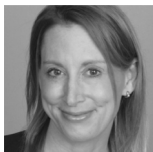
Joshua Soren

*Global Head of Brand,
Reputation Performance &
Insights HSBC*



Wayne Levings

Chief Client Officer, Kantar



Misty Alexander

*Director Consumer Insights
and Analytics, Kimberly-Clark*



Charlie Goodman

*Head of Supply Side Ad
Platform, Roku*



Ted Prince Jr

Chief Product Officer, Kantar

UNLOCKING POTENTIAL

Integrating AI Throughout the Marketing Lifecycle

Marketers are becoming increasingly aware of the game-changing potential of AI across the entire marketing lifecycle. AI is reshaping creative processes, enhancing AdTech solutions like LINK AI, and driving innovative development. Kantar gives you practical examples and strategies for integrating AI, revealing new opportunities to optimise marketing efforts and achieve better results.

KEY LEARNING FROM THE EXPERTS

AI's role in marketing:

The transformative potential of AI in marketing is clear, but a crucial step is to align on success metrics with key decision-makers after deciding the AI use case to evaluate its impact effectively.

Challenges and solutions in AI implementation:

Some of the crucial challenges to overcome are change management, data quality, and technology integration. Ensuring alignment of business use cases, data, and key stakeholders is essential to navigate these challenges and maximise AI's potential.

AI in innovation and new ideas:

AI tools in digital analytics are used to understand trends and fuel new ideas. These tools help monitor data across platforms and classify trends, aiding in pinpointing the most potentially impactful new ideas for product innovation.

Shift in creative strategy:

AI facilitates a shift from a single creative idea to a system of ideas, allowing for more diverse and effective marketing campaigns. This enhances storytelling and creative effectiveness.

QUESTION FROM AUDIENCE

What challenges do organisations face when using AI for creative effectiveness?

Learn more:
[GenAI and AI for creative effectiveness & measurement](#)

HOW CAN KANTAR HELP?

- Concept effectiveness: [CONCEPTEVALUATE AI](#)
- Audience segmentation: [DIGITAL MIRROR](#)
- Trends prediction from search & social: [TRENDEVALUATE](#)
- TV and Digital Creative testing: [LINK AI](#)

“

Traditional vs AI Insights. For Reckitt, it is really important to align on the success metrics with the key decision makers after deciding the use case. So, we started off by using the exact same metrics we’ve always used in the past for innovation and creative strategies to keep that consistent.

Elaine Rodrigo,
*Chief Insights & Analytics Officer,
 Reckitt*



Elaine Rodrigo
*Chief Insights & Analytics
 Officer, Reckitt*



Chandan Mukherji
*Director & Sr Vice President,
 Strategy, Marketing &
 Communication, Nestle*



Shekhar Desphande
*Head of Strategy, Global
 Clients, Meta*



Matt Dodd
*Managing Partner, Analytics
 Global Clients, Kantar*



Deepender Rana
*Managing Director, Insights
 Asia, Kantar*



Jeff Herrmann
*VP Global Client Director,
 Kantar*

BUILDING TRUST

Optimising AI to Deliver High-Quality Data

Kantar strikes the right balance between machine and human collaboration to source the most meaningful data. By leveraging our knowledge, skills, and AI, we ensure a better understanding of people everywhere, sourcing trusted data from real individuals.

Ensuring diversity and inclusion in AI:

AI algorithms must be representative of the diverse world. High-quality, diverse data inputs are necessary to achieve accurate and inclusive AI outputs, ensuring that AI applications are fair and effective.

KEY LEARNING FROM THE EXPERTS

Real Human Data:

Ensuring high-quality data from real humans is crucial, especially given the challenges posed by data privacy legislation and sophisticated fraud in the online survey sector. Data quality is a key factor for clients when choosing a research partner.

Leveraging AI for consumer insights:

AI helps companies understand consumer needs, particularly in regions with limited resources. It aids in market landscape studies and accelerates decision-making processes, enhancing overall efficiency.



Carson Liu

*Head of Market and
Consumer Insight,
Thousandshores Technology*



Caroline Frankum

*Chief Executive Office
Profiles Division, Kantar*

QUESTION FROM AUDIENCE

How is Kantar harnessing AI to reshape the market research landscape?

Learn more: [Panel fraud and Market Research](#)

HOW CAN KANTAR HELP?

Learn here: [Research services](#)

[Visit](#) our AI HUB to learn more about our AI Products

MAXIMISING VALUE FROM CONSUMER DATA WITH AI

Kantar infuses AI across our product portfolio, validated by our brand growth frameworks, and grounded in trusted data. We are increasingly exploring the use of synthetic data to enhance sample value, fill data gaps, and create digital twins of panellists, thereby improving data quality and efficiency in market research.

KEY LEARNING FROM THE EXPERTS

Kantar's AI Strategy:

Kantar's AI strategy is built on three elements: proprietary data, AI-enabled solutions, and accelerated insights, leveraging unique data and advanced models to enhance marketing and brand performance.

Marketing lifecycle integration:

AI is integrated into various stages of the marketing lifecycle, from ideation to media investments, with tools like ConceptEvaluate AI, LINK AI, and LIFT ROI.

Accelerated Insights Tools:

Tools such as Kantar's AI Assistant (KaiA) and Text2Topics help extract insights from both qualitative and quantitative data efficiently, minimising time to insight and uncovering patterns in large datasets.

Synthetic Data Use Cases:

Synthetic data, derived from high-quality human data, can significantly enhance sample value through AI augmentation, fill data gaps with external information, and create digital twins of panellists for unlimited, reliable responses.



Ashok Kalidas

Chief AI Scientist, Insights, Kantar



Jane Ostler

EVP, Product Development, Insights Kantar

QUESTION FROM AUDIENCE

How to automate marketing insight and strategy generation with GenAI workflow and/or combination of tools?

Learn more from the related article: [Practical applications of GenAI \(KaiA\)](#)

HOW CAN KANTAR HELP?

- Query data with natural language: Kantar AI Assistant ([KaiA](#))
- Brand KPIs: [BRANDDYNAMICS](#)
- Optimise emotive positioning of assets: [NEEDSCOPE AI](#)

KEY STRATEGIC TAKEAWAYS FROM THE SUMMIT

1

HARNESSING AI TO TRANSFORM INSIGHTS

Focus on addressing consumer concerns about the authenticity of AI-generated content by ensuring transparency and maintaining high ethical standards and great quality data to build trust which enhances overall campaign effectiveness and credibility.

2

UNLOCKING POTENTIAL: INTEGRATING AI THROUGHOUT THE MARKETING LIFECYCLE

Integrate AI across your marketing lifecycle by leveraging meaningful data to get trustable results. Focus on aligning AI initiatives with business use cases and stakeholder needs to overcome implementation challenges and maximise AI's potential.

3

BUILDING TRUST: OPTIMISING AI TO DELIVER HIGH-QUALITY DATA

Use AI to comprehend consumer needs, particularly in resource-limited regions. AI can assist in market analysis and expedite decision-making, boosting efficiency. Partner with organisations securing high-quality human data as it is essential for optimising AI and improving business decisions.

4

MAXIMISING VALUE FROM CONSUMER DATA WITH AI

Integrate AI across your marketing lifecycle by leveraging meaningful data to get trustable results. Focus on aligning AI initiatives with business use cases and stakeholder needs to overcome implementation challenges and maximise AI's potential.

CONTACT US >

[Visit](#) our AI HUB to learn more about our [AI Products](#)

We are infusing AI and GenAI into THE ENTIRE MARKETING LIFECYCLE

MARKETING USE CASES

AI FOR INNOVATION

- Concept effectiveness: [CONCEPTEVALUATE AI](#)
- Audience segmentation: [DIGITAL MIRROR](#)
- Trends prediction from S&S: [TRENDDEVALUATE](#)

AI FOR CREATIVE

- TV and Digital Creative testing: [LINK AI](#)

AI FOR BRAND KPIS

- Predict Brand KPIS: [BRANDDYNAMICS](#)
- Diagnose/optimize Brand KPIS: [BRANDDIGITAL](#)
- Optimize emotive positioning of assets: [NEEDSCOPE AI](#)
- Kantar AI Assistant: [KaiA](#)

AI FOR MEDIA

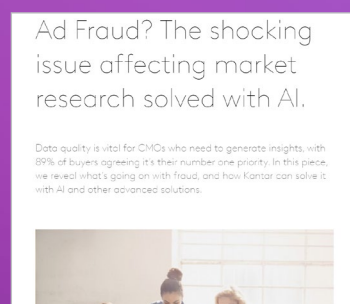
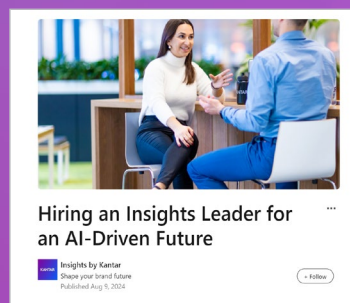
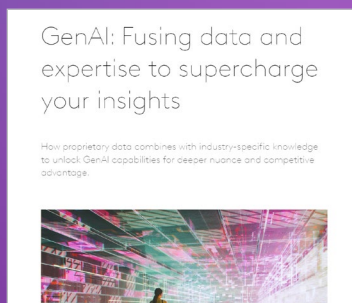
- Optimize media allocation: [LIFT+](#)
- Attribution/customer touchpoint ROI: [LIFT ROI](#)

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Visit our AI HUB to learn more about our **AI Products**

Kantar's AI THOUGHT LEADERSHIP

DISCOVER MORE ...





For more information about how Kantar
can help you accelerate your brand growth
with AI, contact AI.Lab@Kantar.com

KANTAR

Kantar is the world's leading marketing data and analytics business and an indispensable brand partner to the world's top companies. We combine the most meaningful attitudinal and behavioural data with deep expertise and advanced analytics to uncover how people think and act. We help clients understand what has happened and why and how to shape the marketing strategies that shape their future.

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