

Make faster, smarter campaign decisions



Campaigns now have more content across more media vehicles than ever before. So, you need to be sure your ads work as effectively as possible.

You need quick in-market feedback on your ads so you can adapt your creative mix while still live and be ready for future campaigns.

Get in touch

To find out more contact your Kantar representative or visit www.kantar.com

BrandCampaign measures your creatives' in-market performance to help you optimise the mix and maximise ROI from your advertising strategy. The add-on creative diagnostics can help understand the "why" of the performance.

Available via Kantar Marketplace with Kantar consultancy, it provides cost-effective results in as little as two days.

When you need to:

- Get fast in-market feedback on individual creatives
- Optimise in-market cut-through and cohesiveness of your multi-creative campaign
- Know whether and how to respond to competitor activity
- Understand how to create stronger future campaigns

Why BrandCampaign?

- Measure multiple ads across the media mix in as little as two days
- Consistent measurement across media to inform campaign decisions
- Flexible to your marketing plans and decision needs

About Brand Guidance

Our brand guidance systems are designed to power your brand decisions with foresight. We bring the power of connected thinking to a wide range of data sources and supercharge them with analytics for powerful insights. Our programmes provide a pulse on key brand metrics with targeted deep dive modules so you can quickly diagnose the present to act or react and shape the future.



Kantar is the world's leading marketing data and analytics company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks and our innovative analytics and technology, we help our clients **understand people** and **inspire growth**.