

Unlock brand growth with agile brand measurement



In today's ever-changing and increasingly complicated world, it is difficult to balance short-term goals with sustainable brand success, generating the predisposition necessary to achieve sustained brand growth.

It takes more than luck to build strong brands. Understanding consumers and how they perceive your brand is key to unlocking these opportunities for brands of every size, market, and stage of development.

Building on 30+ years of experience working with the world's top brands and meta-analysis of BrandZ, Kantar's brand equity framework proves that **meaningfully different brands deliver superior business outcomes and out-perform competitors, especially in times of crisis and market upheaval.**

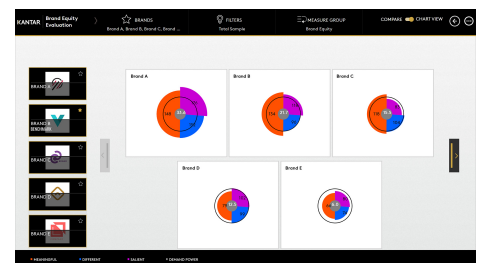
Brand measurement doesn't have to be complex, slow, or beyond the reach of your budget.

With the winning combination of Kantar's best-in-class Meaningfully Different framework, our brand experts, and the power of automation driven by Kantar Marketplace, you can **answer essential questions about your brand's competitive context faster and easier than you ever thought possible.**

Know the strength and health of your brand – within your unique competitive landscape.

- Find out what's driving your brand's equity
- Identify opportunities to optimise brand positioning
- Explore short and long-term opportunities to increase equity and grow sales
- Understand what influences brand choice and how to convert predisposition to sales

BrandEvaluator on Kantar Marketplace gives you the only independently certified and externally validated approach to brand equity that is fast, affordable, and proven. Identify strengths, opportunities and where to focus investment using an actionable and granular framework.



Contact your Kantar Marketplace representative today to learn more!