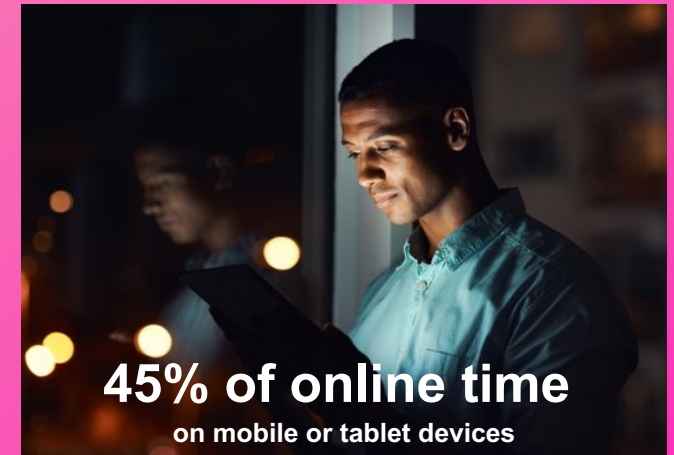
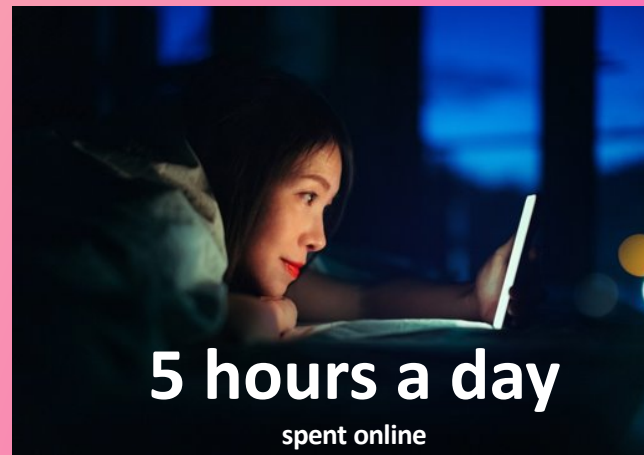


Brands that know what works, and how!

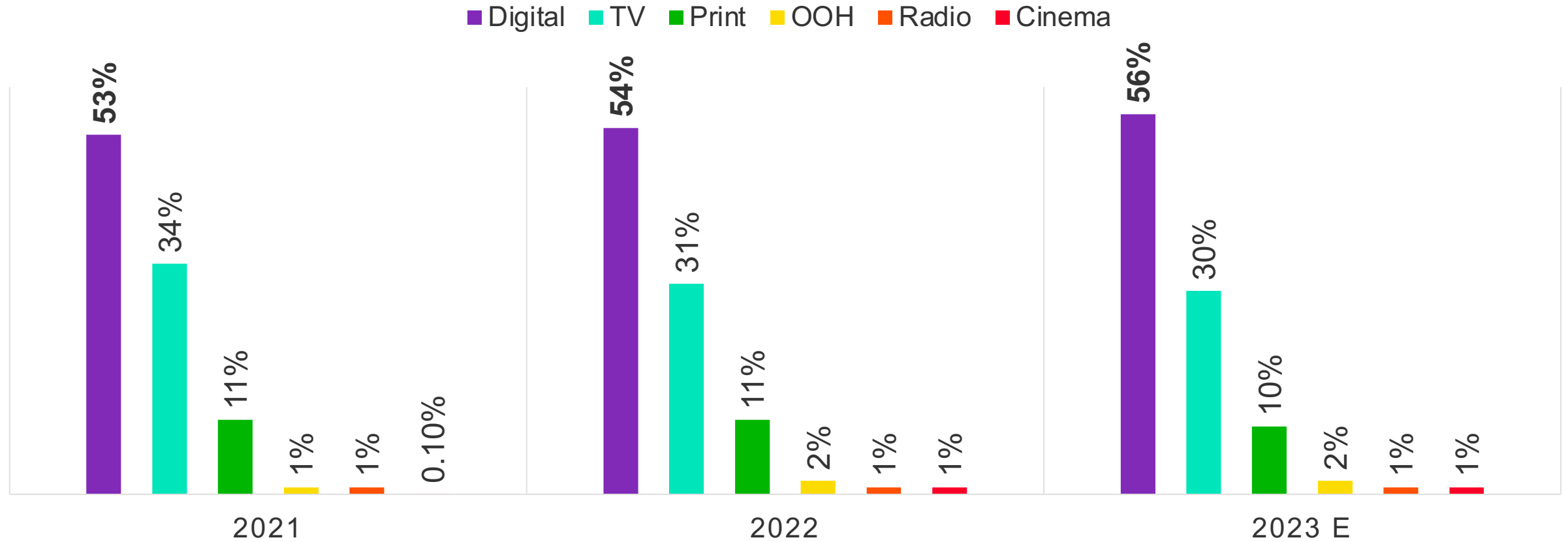
Kavita Chand

KANTAR

The world today is online, and a big part of it is **Mobile**

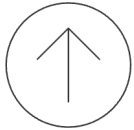


Digital Ad spends projected to grow and continue to have the largest share

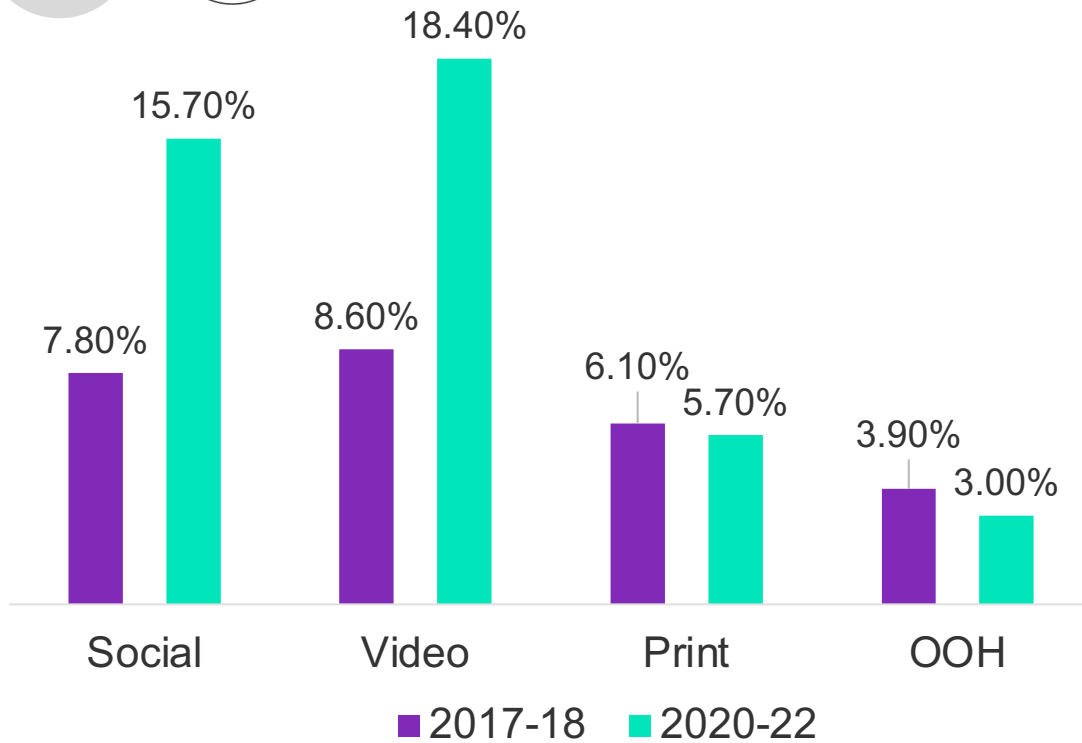


Post pandemic brands are garnering newer audience on digital; 4X in case of CPG

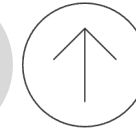
2X



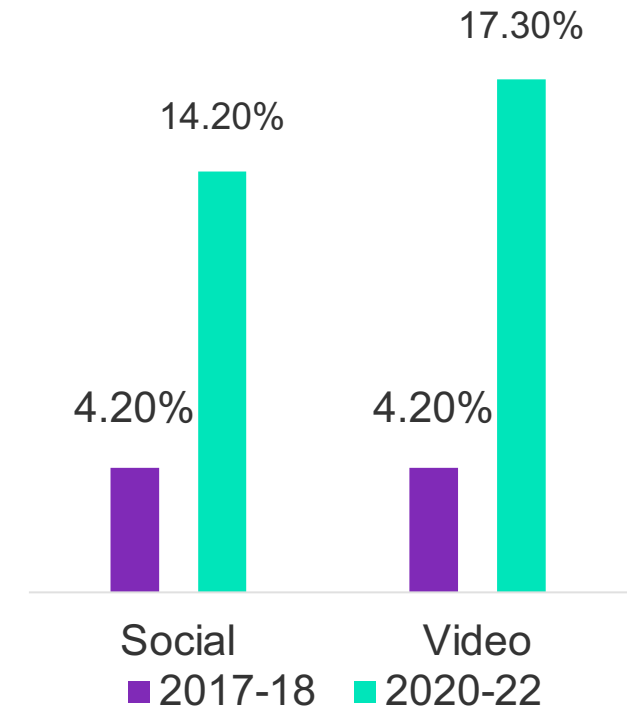
Incremental reach % over Television



4X

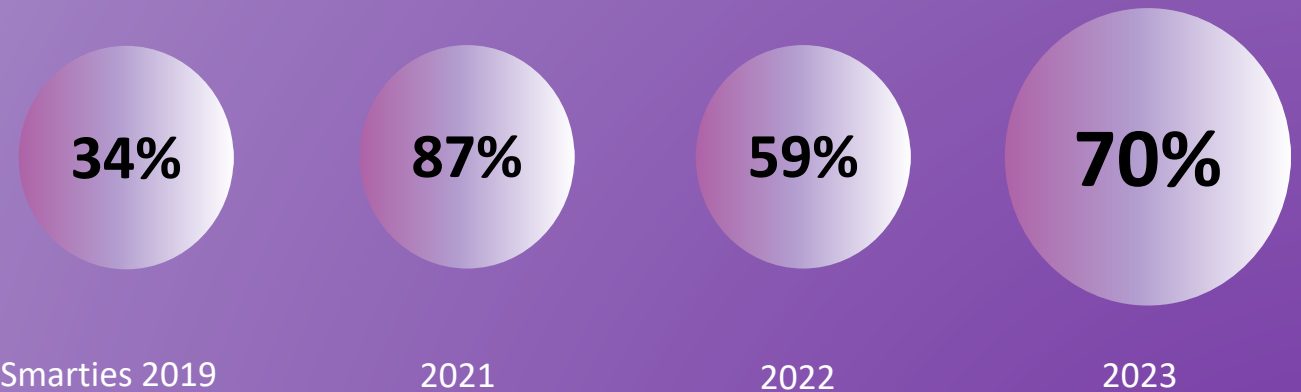


CPG



The post pandemic effect seems to have worn off and brands are now adapting to **majority of mobile first executions**

% of winning entries with Mobile only/Mobile first execution



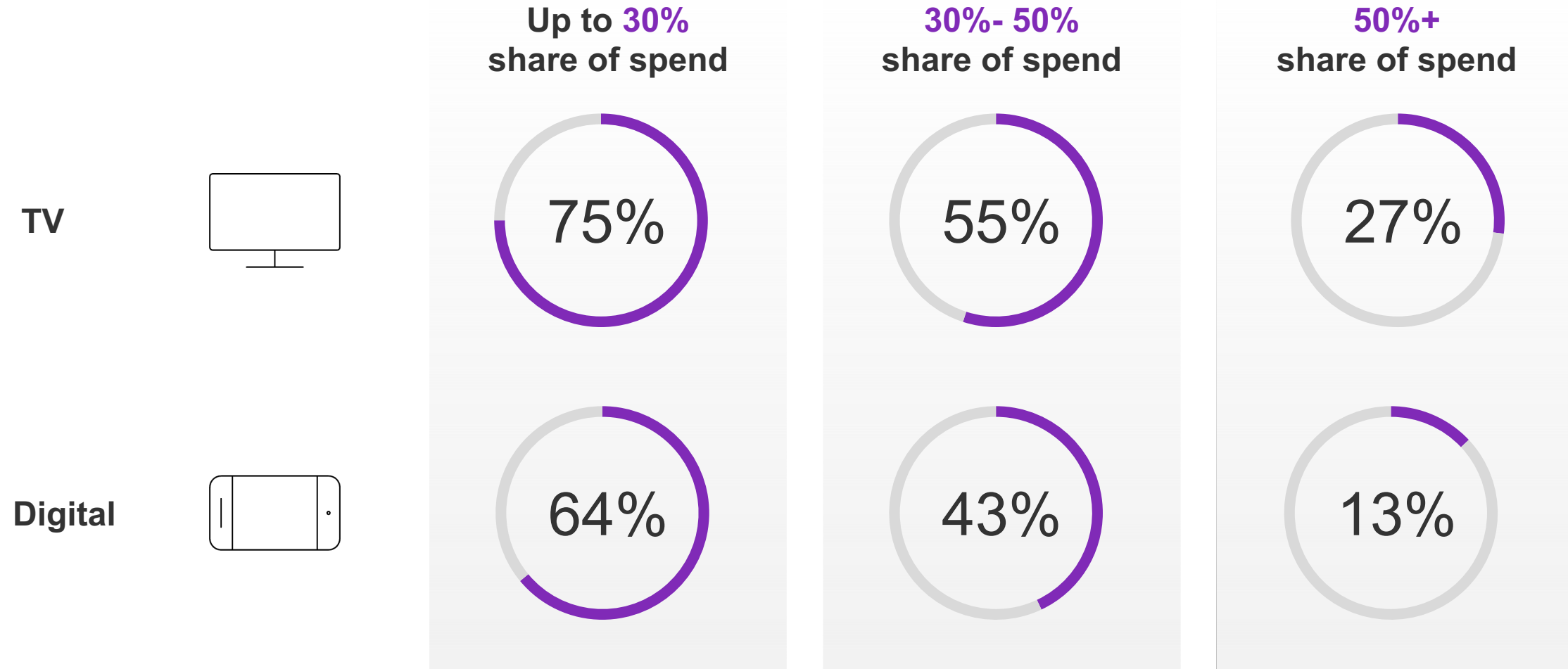
However, there is a need to have more touchpoints in the campaign

% of winning entries with Multimedia presence

39%

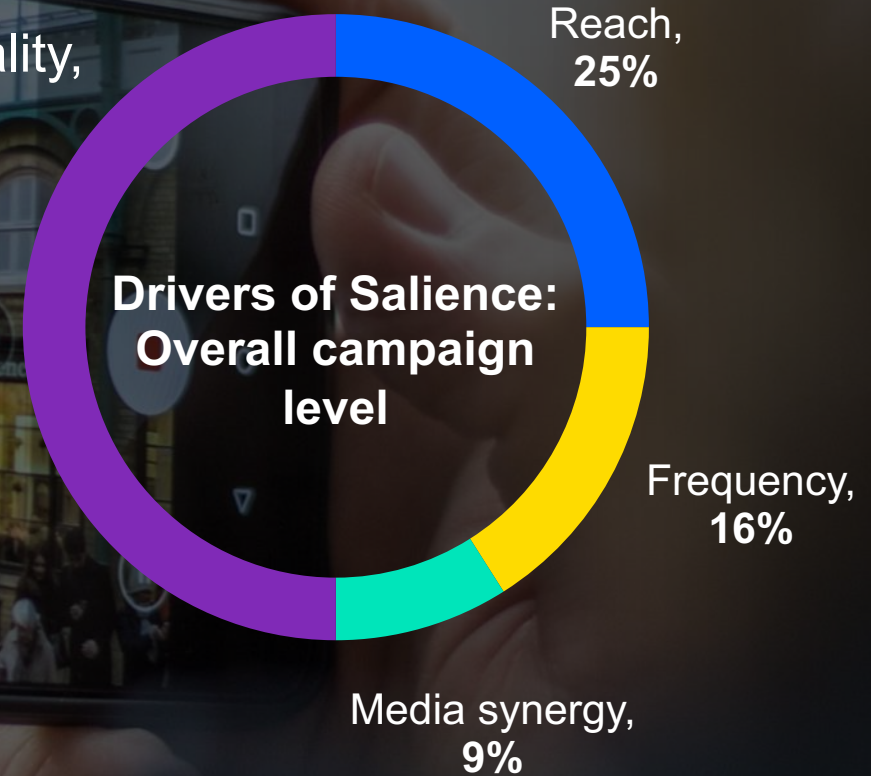
Smarties 2023

Ensure no one media commands more than 50% of spend.
TV is actually MORE likely than digital to be cost-effective at lower share
% of campaigns which are cost effective by share of spend



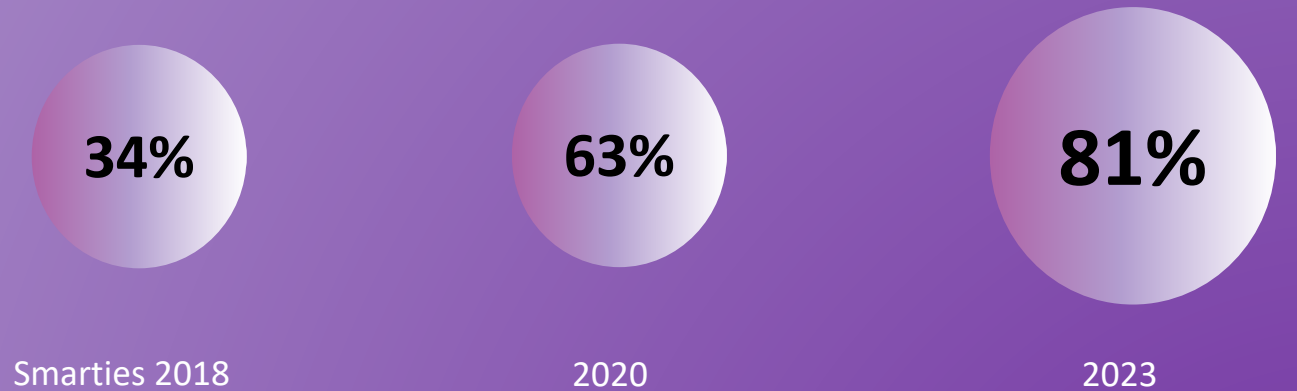
In digital,
platforms are important,
but it all starts with the
CREATIVE!

Creative quality,
50%

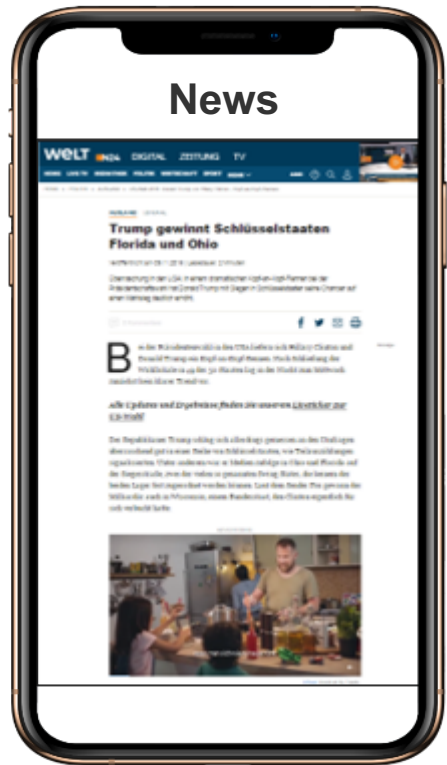


80% of winning campaigns used
Native ad formats!

% of winning entries with Native Ad Formats



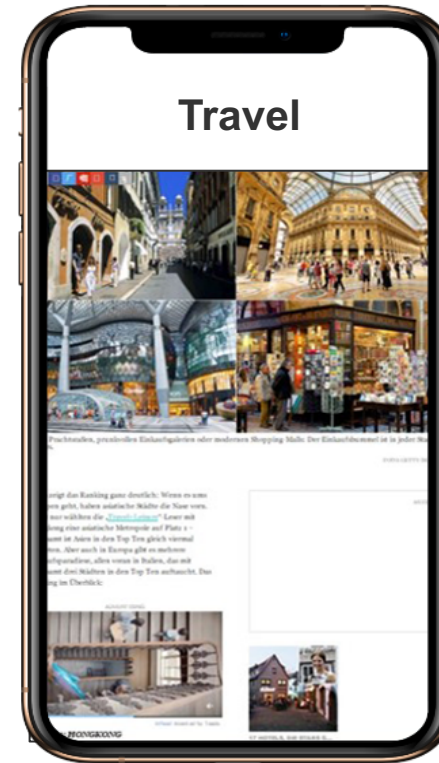
However, going Native may not always be the best choice. It is important to stand out among the other content



+25% aided brand awareness and
+13% perception of comfort



+19% aided brand awareness and
+18% security perception



+5% aided brand awareness



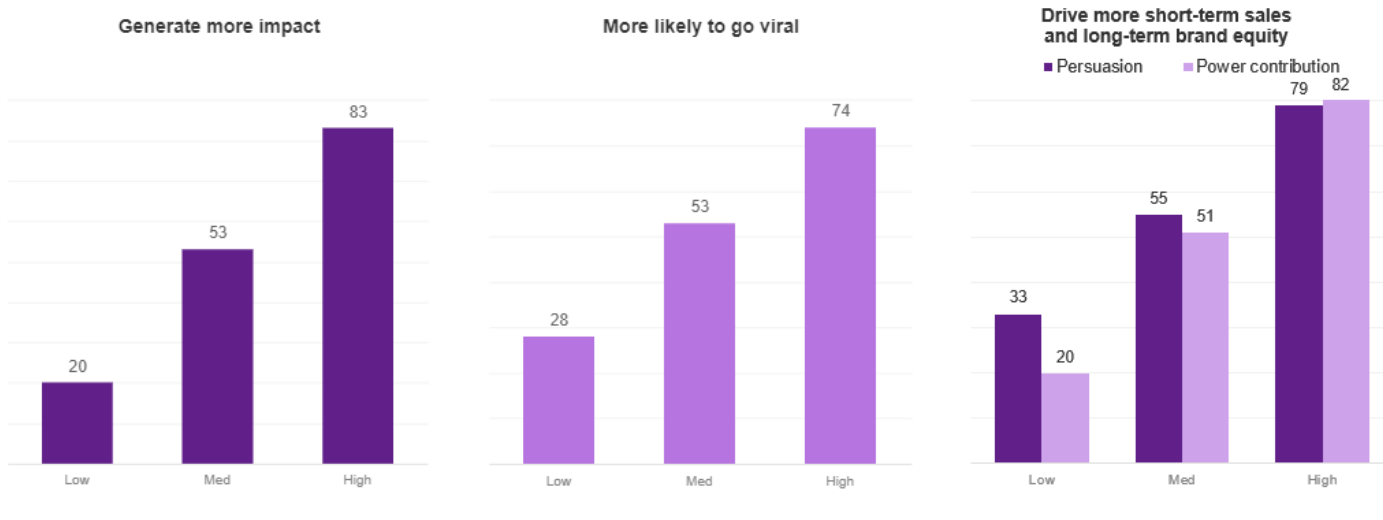
Customising creative as per platform makes a massive difference to viewing and impact

This major multi-ad matched cell **Context Lab study** showed the importance of customisation

Metric	Original Creative	Tailored Creative
Seconds viewed	8.1	10.1
Completion Rate	17%	20%
Message association	+9.4	+12.9

Emotion plays a strong role in digital advertising

Ads that evoke stronger emotions...



Campaigns with a **Personal Touch** work wonders for Winning!

% of winning entries with Personalized content



Which is also enabled by the fact that more than half of our winning campaigns are **Targeted Locally**

% of winning entries targeted locally



And speaking the **Consumer's Language**

% of winning entries with content deployed in Vernacular languages

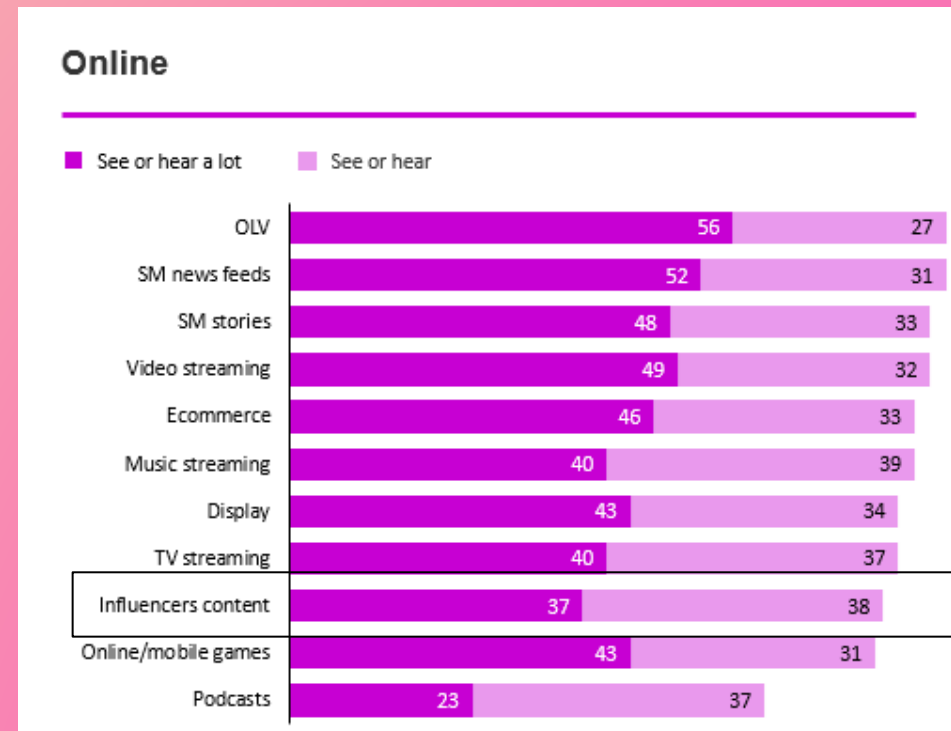
47%

Smarties 2019

59%

2023

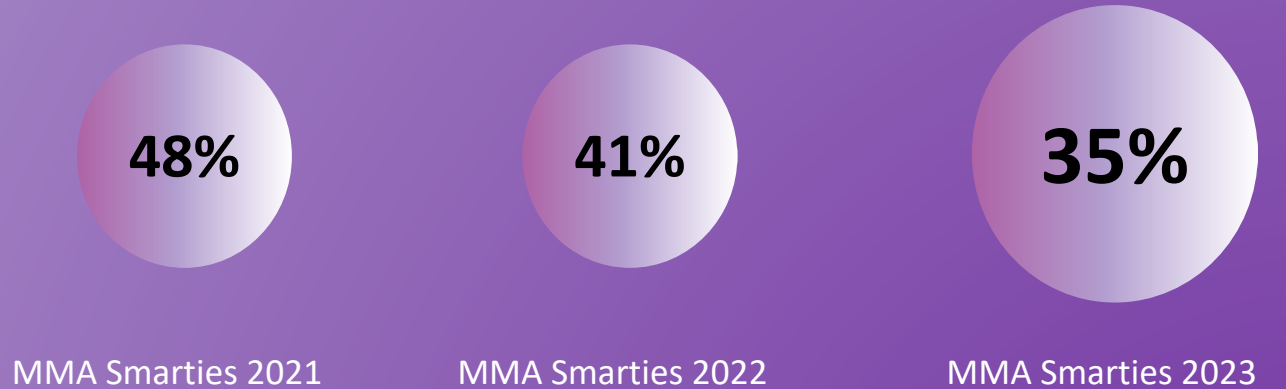
As per Kantar's Media Reactions India 2023 report, Ad Exposure for Influencer content is in the bottom three of Online advertising formats.



Q. How often do you tend to see or hear each of these formats of advertising?
See or hear a lot nowadays, see or hear nowadays, seen or heard in the past but don't see or hear much nowadays, never see or hear

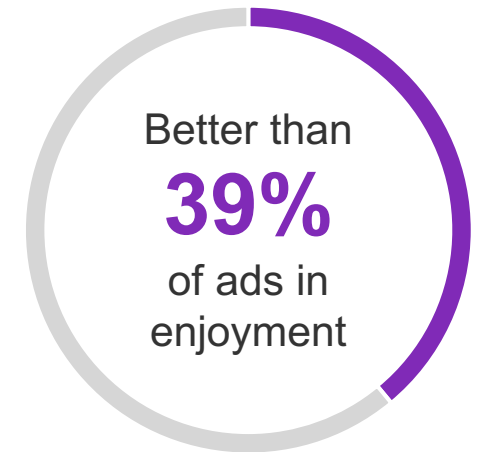
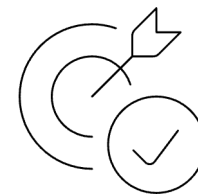
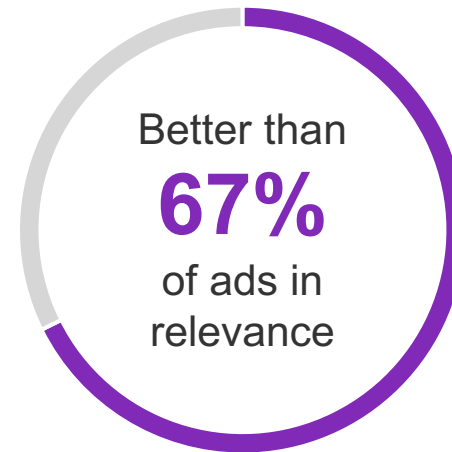
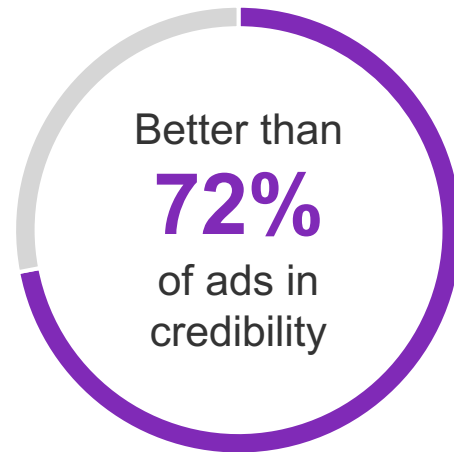
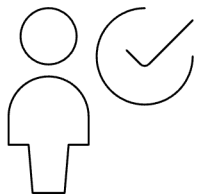
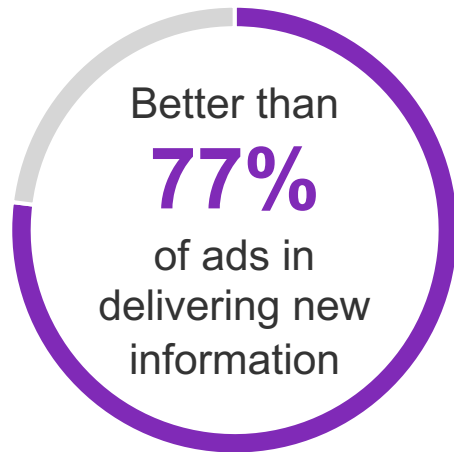
The **Influencer Touch** has started fading a little. Looks like brands want to break from the trending influencer clutter

% of winning entries who used influencers



Influencer content executions work well functionally but need to create more of an emotional connection

Creative performance



The most common thread among the winning campaigns is the right measurement!

% of winning entries who Measured the campaigns right

45%

MMA
Smarties 2018

88%

MMA
Smarties 2023

Measure more to grow more

Investing in researching digital and adopting better practices has allowed an FMCG client to improve ROI of their digital campaigns

In 2019...

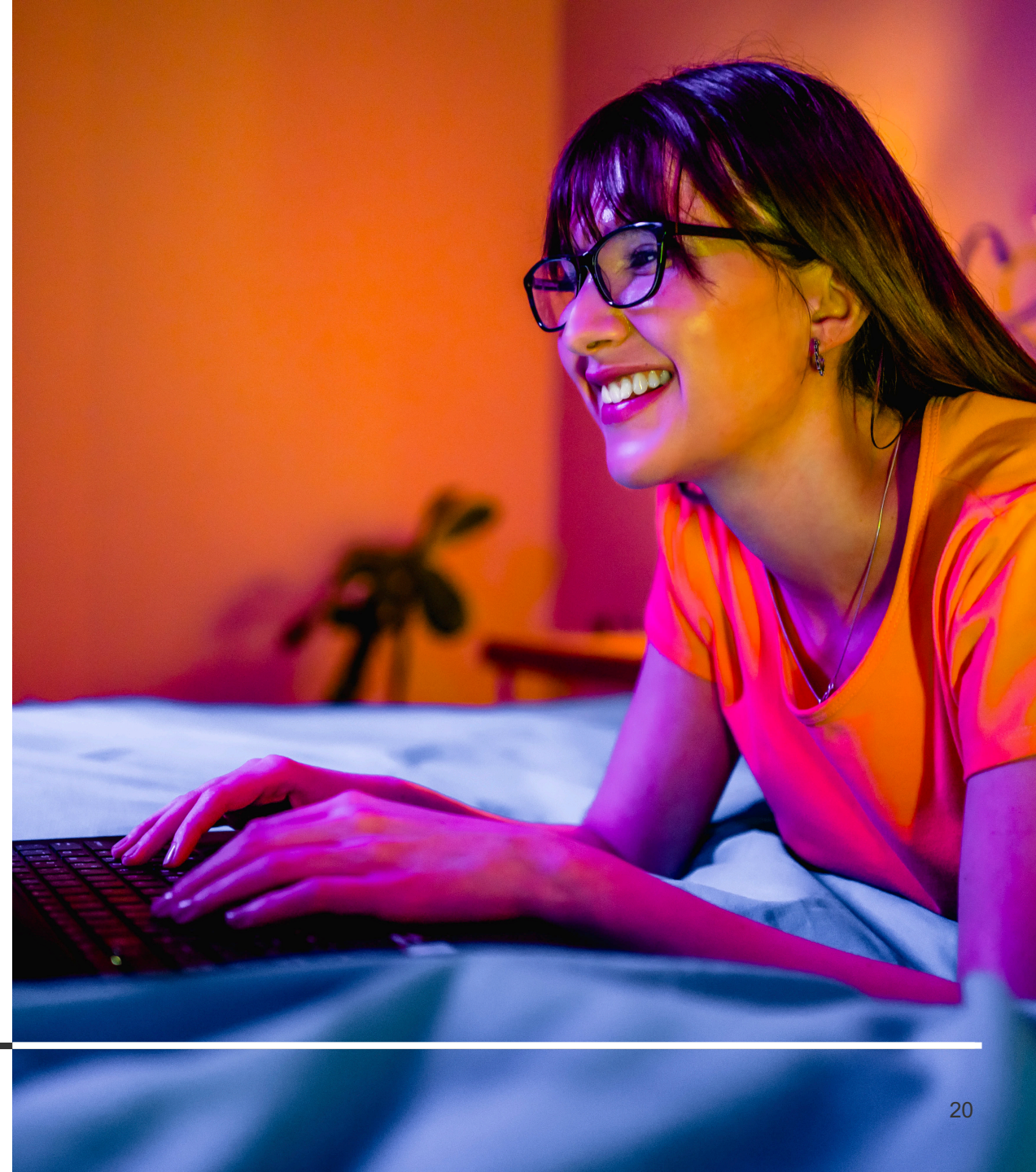
41%

digital spends resulted in a negative ROI.

In 2022, only...

25%

digital spends resulted in **negative ROI**.



Thank You!

Kavita.thakur@kantar.com