

**KANTAR**

# Meaningfully Different Experiences

Key to driving long term growth

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## Have you (ever) questioned...

If our experiences  
stand out vs the  
competition?

Which touchpoints  
build the strongest  
memories?

Do we have the right  
CX measurement in  
place?



# Customers are looking to be **heard and understood**

Therefore, it is fundamental to become better at:

Human – Customer  
**Understanding**



**Targeted**  
and Relevant  
Communication



**Measuring**  
Success



**Frictionless  
Transactions**



**Unique Customer  
Experiences**



**Invite me to  
come back in a  
meaningful way**



**Personalized  
Offers**



**Smart  
Recommendations**



**Loyalty  
Rewards**



**Be heard by the  
company**



**Address my  
concerns**

# What builds a brand? **Everything.**

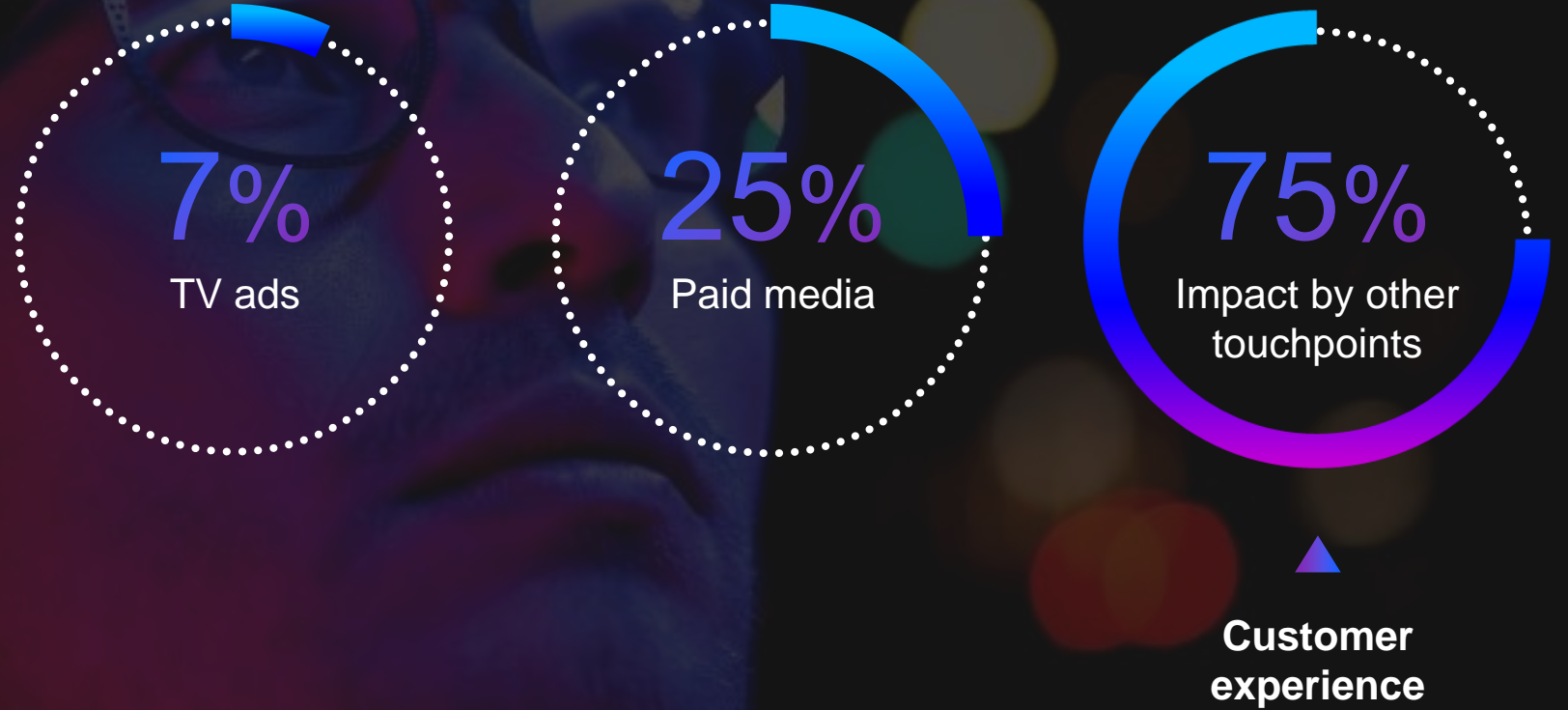
Paid media typically only delivers

**25%**

of all touchpoint impact on brand building

Other touchpoints, like product or service experiences and word of mouth, can contribute up to

**75%**





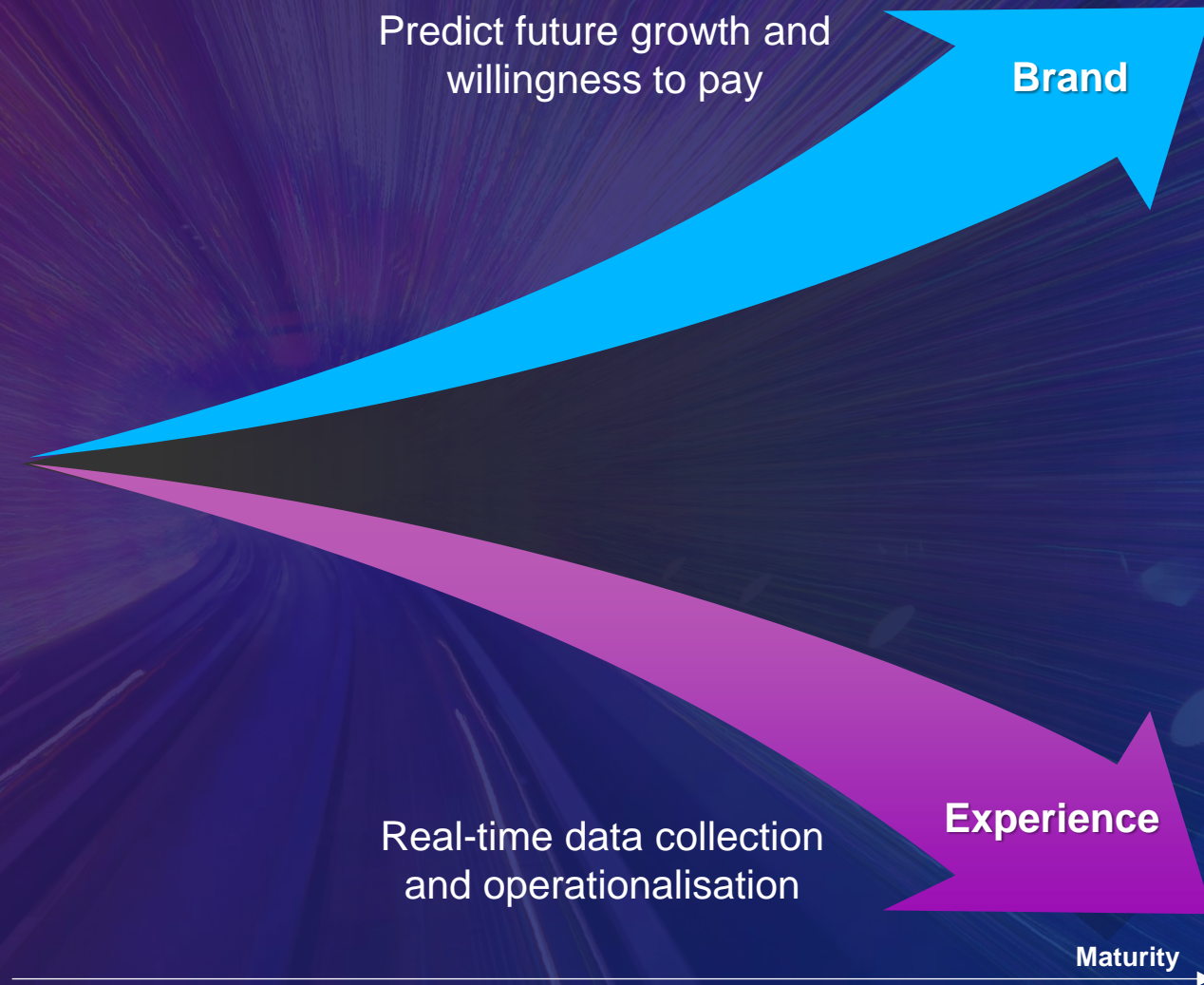
New evidence further **proves** the  
**commercial power of experience**

2.5x

“Brands who improve their  
customer experience are far more  
likely to significantly increase  
their market share.”



Bridging the gap  
between expectations  
and experiences leads  
to growth





# To grow in the new 'experience economy'

## Business Challenge

No longer sufficient to create and market new products and services.  
To grow, brands need to innovate to deliver new and relevant experiences that add value to people's lives

### A shift from

Transactions and touchpoints

Tangible Products

Functional Services



### Experiences

## Meaningful & Different Experiences

Emotional connection, personalisation,  
trust, social responsibility



# Meaningfully Different Experiences (MDX)



# What are Meaningfully Different Experiences?



## Meaningful

Meet functional and emotional needs

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### Effective

Deliver on needs, do what you promise

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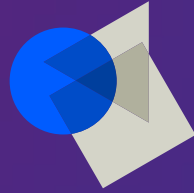
### Easy

Effortless and enjoyable experiences

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### Affinity

Build connection and trust with empathy



## Different

Redefining category expectations

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### Authentic

True to the expectations of your brand

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### Unique

An offer customers can't get elsewhere

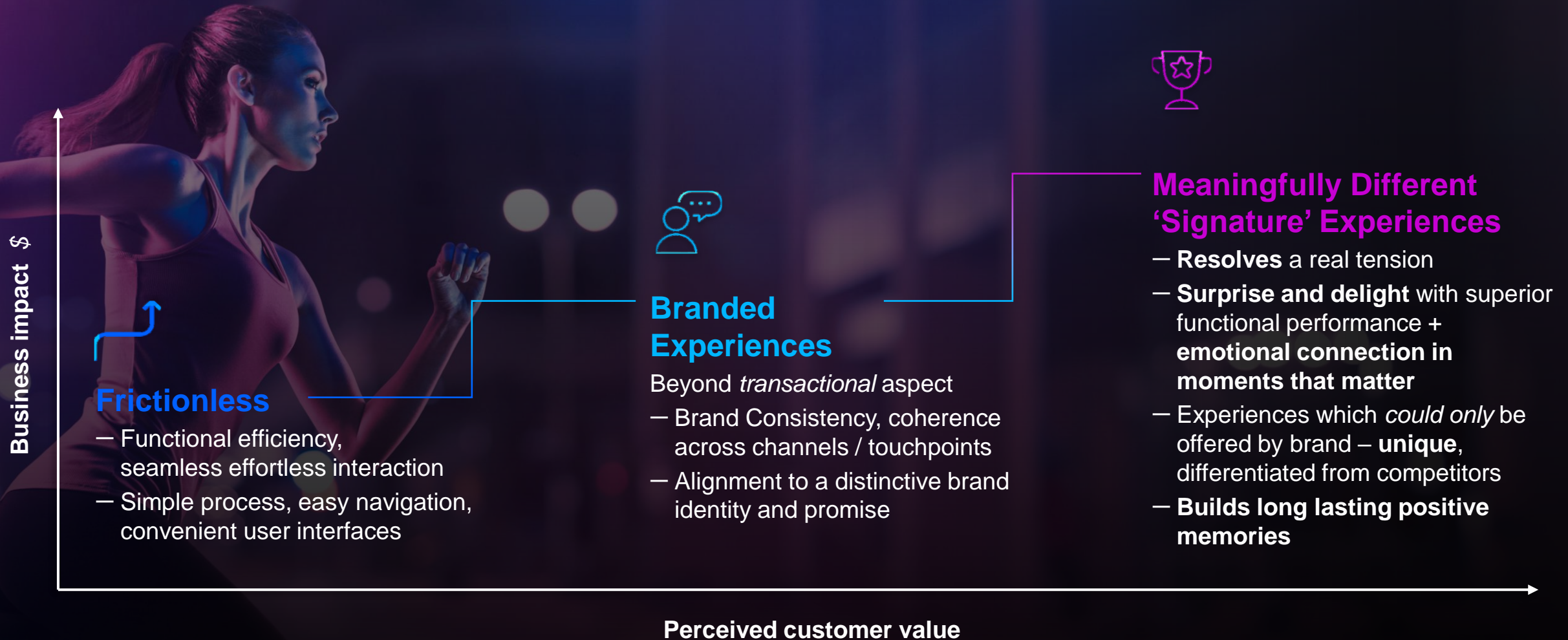
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### Inspiring

Magical moments that create memories

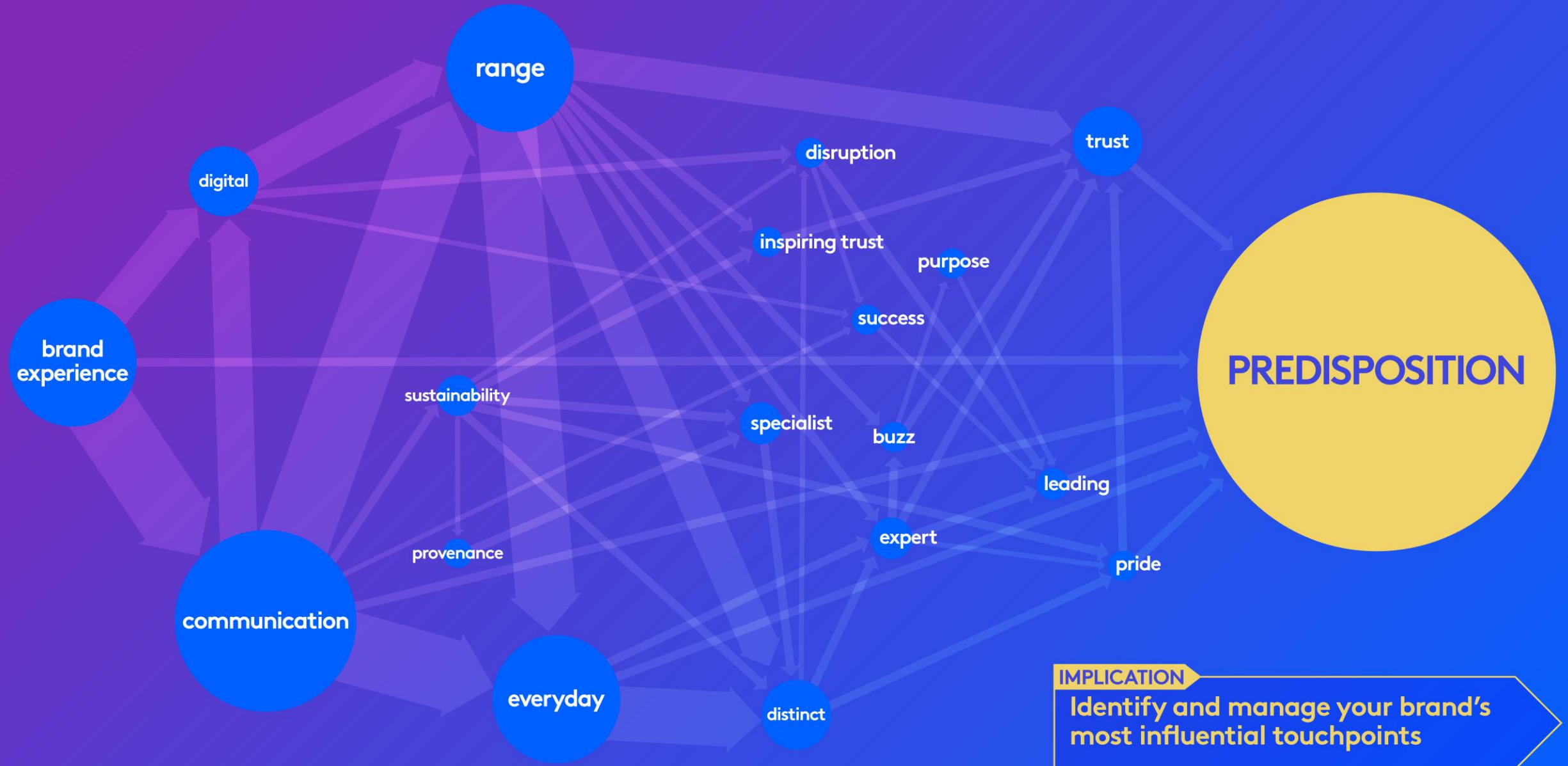


# For brands to grow, we need to go much further





# Consumer perceptions are fluid, built from ongoing **exposures and experiences**



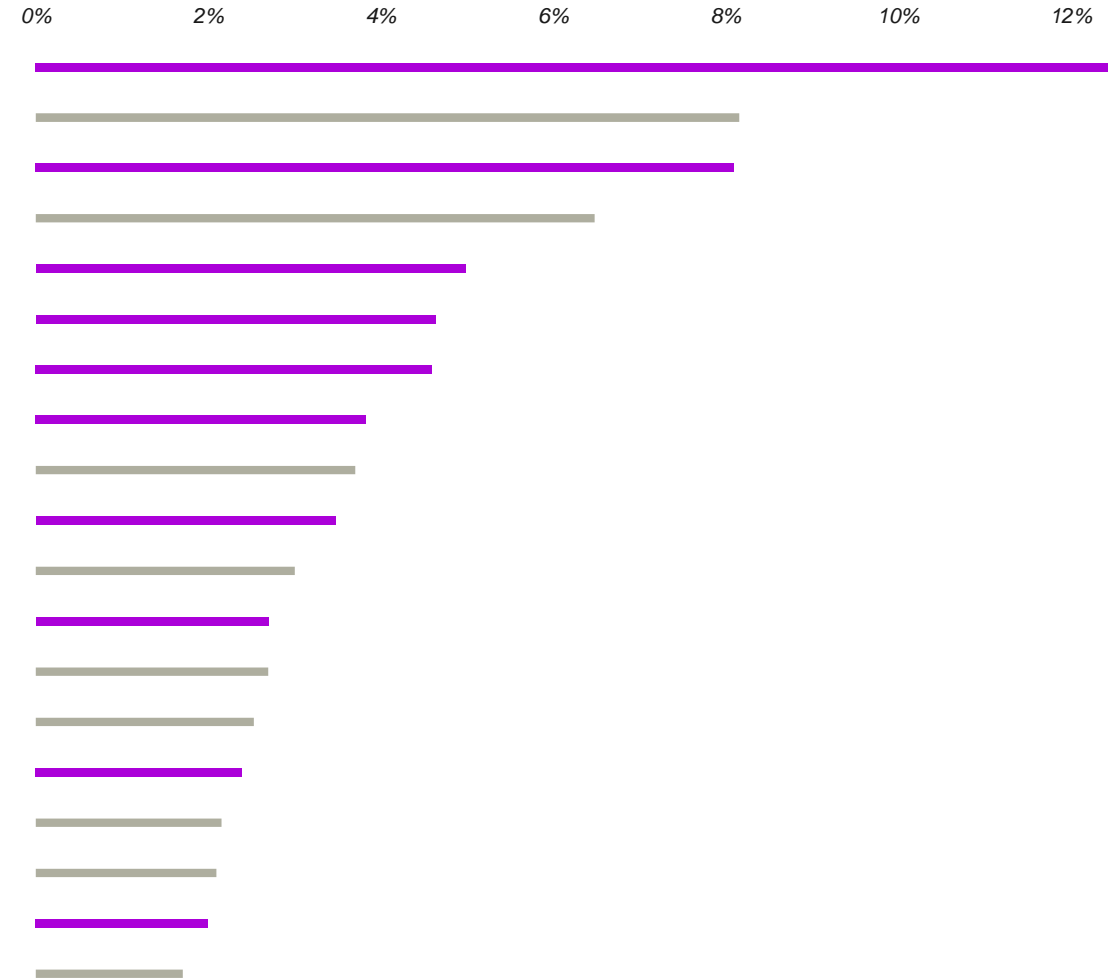
# Experiences matter ...as much (sometimes more than) exposures

Experience touchpoints  
together contribute

58%

of brand predisposition

## Touchpoint (paid, owned and earned) contribution to brand predisposition







# Creating Meaningfully Different Experiences is **worth it!**



## Engage more customers with the brand

50% lower risk of migration

**SOURCE** Study with 450 companies funded by Kantar



## Increase margins

Customers are willing to pay up to 70% more for something they find different

**SOURCE** Global Kantar database, 2014-2021, 45,789 cases



## Win more customers

Brands that offer customer experiences that are meaningful and different grow faster

**SOURCE** Kantar BrandZ analysis of brand value and the development of market share of more than 1,000 brands over a period of 5 years



# MDX helps better understand customers at purchase moments and their overall brand (product & services) experience



## Exposure

Brand / marketing impact

Understand perception of brand by consumers. Includes:

- Brand measurement
- Marketing effectiveness
- Media performance



## Activation

Sales / in-moment experience

Understand reasons for choosing/not choosing product/service and how store and digital experiences may be improved. E.g.

- Store activations, shelf presence (Retailer)
- Pricing and promotion
- Product & Services information
- Website or brand store experience



## Experience

Relationship / journey / TP evaluation

Understand how customers perceive the products and services, and factors that affect differences in customer behavior. E.g.

- Customer typologies
- Lifecycle behaviors
- Purchase segments (e.g., infrequent, regular)
- Product and service experience

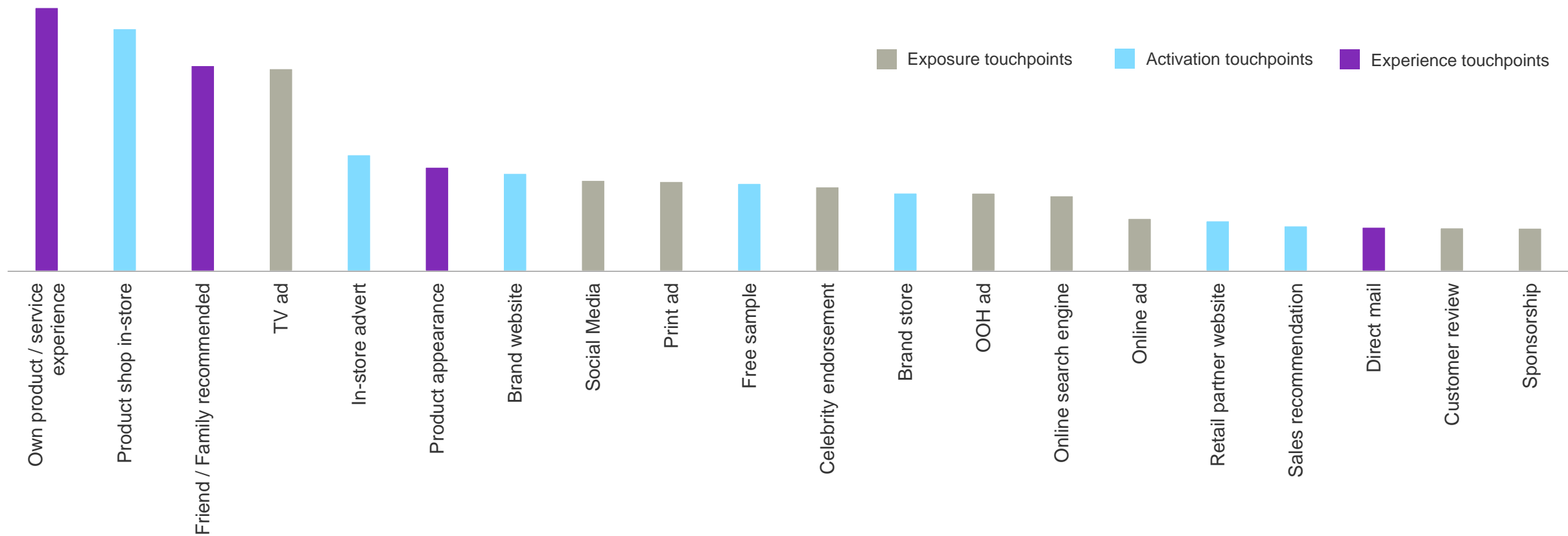
*I think I need new shoes*

*I love the shoes I just bought*

*I loved the experience and will return, for sure*

Consistently evaluated using Kantar's Meaningfully Difference Experiences Framework

# All activation & experience touchpoints together contribute 45% of brand predisposition in CPG



Touchpoint (paid, owned and earned) impact on Brand Predisposition, CPG



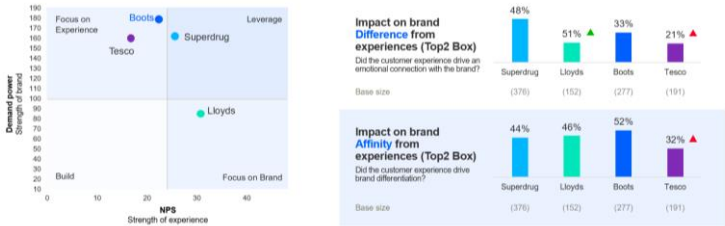
# MDX connects CX, Brand and Shopper behaviour to drive brand growth

## Demand power vs experience power

- What is driving the gap between our brand and experience?
- Where do we need to focus to drive differentiated customer experiences?

Boots lead on Demand Power but are not created differentiated experiences for customers in store. Ensuring that Boots connect emotively with customers will help to build predisposition to the brand

Demand power vs NPS: Does the strength of my experience match the strength of my brand?

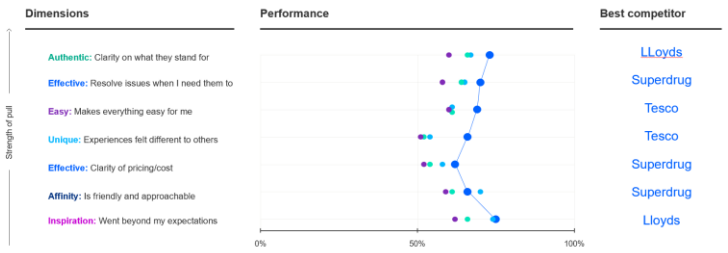


## Competitor profiles

- Where do competitors perform well vs Boots?
- What competitor strengths might pull your customers away?

How do our customers perceive Boots vs competitors and where do we need to focus to drive differentiated customer experiences?

Competitor Profiles

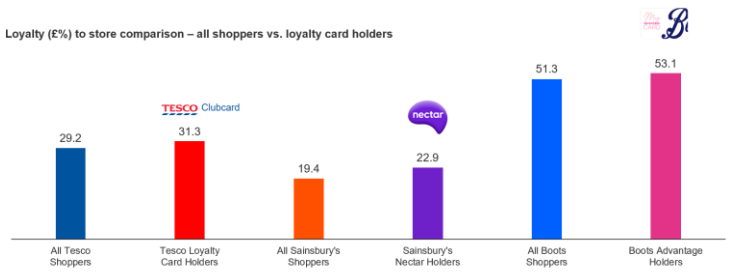


## Connected insights

- How do our touchpoints and propositions build our brand, while driving immediate commercial benefit?
- What initiatives should we prioritise to better deliver our difference?

However, loyalty cards only drive a slight increase in overall loyalty

Tesco, JS and Boots loyalty card holders are all (slightly) more loyal vs. average shopper



# McDonald's experience is aligned with its distinctive and resonant brand identity

## CASE STUDY



**Friendly**  
**Approachable**  
**Open**

McDonald's experiences have a signature 'vibe' – **warm, approachable, familiar**. This is reflected in all touchpoints creating a distinctive experience for customers.



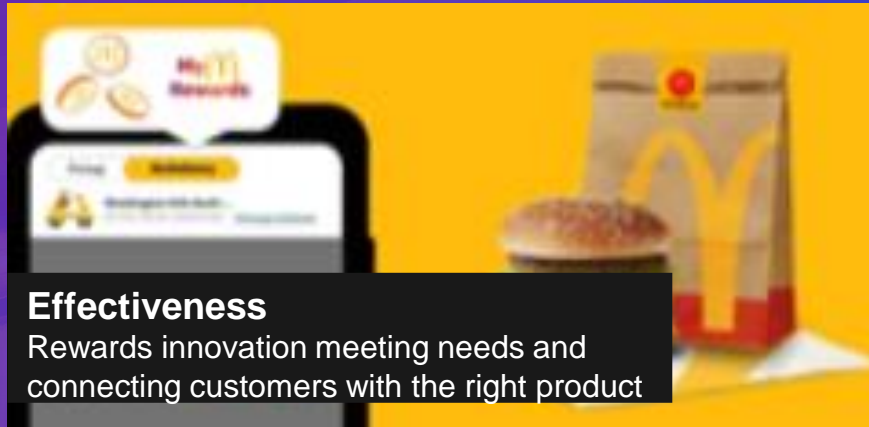
### **Authenticity and Affinity**

brand 'vibe' reflected throughout the experience – a place to connect



### **Ease**

Frictionless ordering process, yet reinforcing brand tone



### **Effectiveness**

Rewards innovation meeting needs and connecting customers with the right product



### **Inspiration**

Surprise and delight with entertainment for kids



# McDonald's Meaningfully Different experience helps explain its exceptional performance

Market Summary > McDonald's Corp

**293.04** USD

+128.49 (78.09%) ↑ past 5 years

Closed: 21 Jun, 09:07 GMT-4 • Disclaimer

Pre-market 293.20 +0.16 (0.055%)

1D | 5D | 1M | 6M | YTD | 1Y | 5Y | Max



293.04 USD 20 Jun 2023



# McDonald's brand value has increased 6x since using Kantar Meaningfully Different Approach

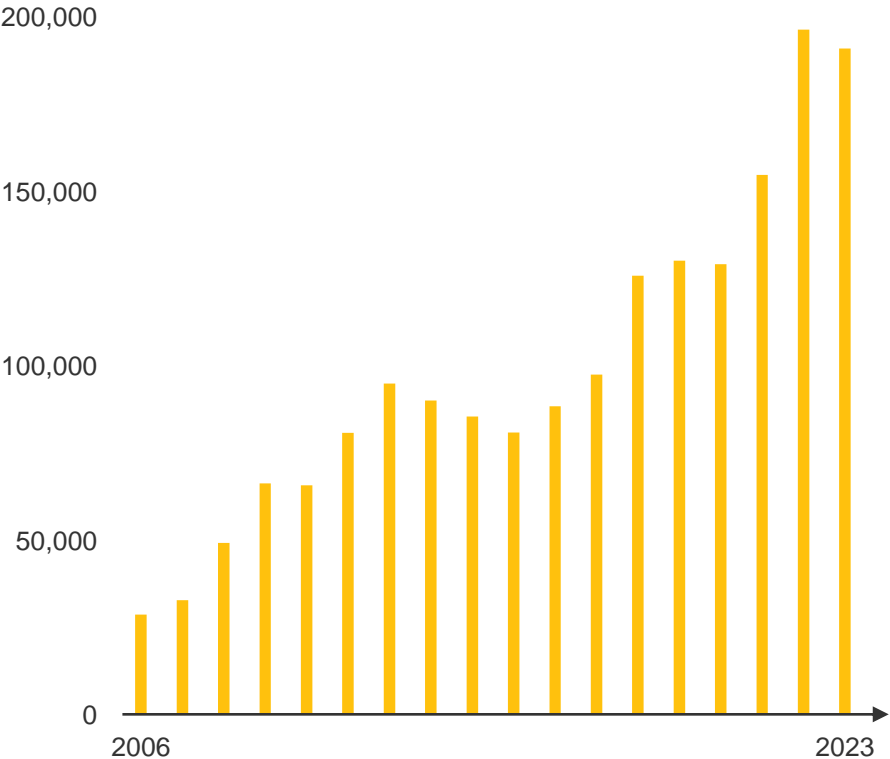


McDonald's global BrandZ brand valuation has

**Grown 6X**

since 2006\*

McDonald's Brand value (\$m)



And they've elevated scores in critical MDS metrics\*\*



Meaningful

+22



Difference

+18



Pricing power

(Justify paying more for brands)

+10



Future power

(Indicate which brands will have an advantage in future choice)

+15



# Great CX in a nutshell: Meaningful Different Experiences...



Create positive emotions  
in moments that matter



Those experiences  
become memories



Memories drive  
relationships



And relationships drive  
business outcomes



Q&A



# Thank you