

New Approaches, New Markets

From silos of expertise to connected intelligence and shared data

Speaker:

François Nicolon

Company:

Kantar Media

@Kantar_Media



WORLD MEDIA INTELLIGENCE
CONGRESS

BERLIN _____ 4-6 October 2017

@_FIBEP

#FIBEP

#WMIC17

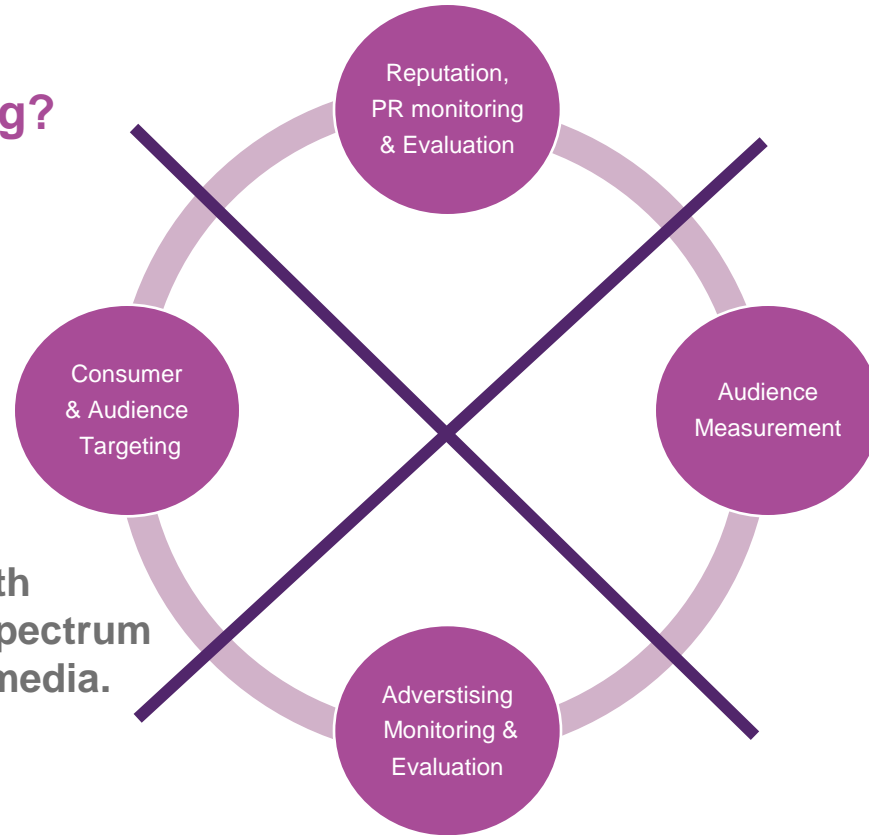
KANTAR MEDIA

KANTAR MEDIA

Why are we changing?



Why are we changing?



We provide our clients with rich data across the full spectrum of paid, owned & earned media.

Reputation, PR Monitoring & Evaluation



**Media monitoring
across news & social**



**PR measurement &
evaluation**



Brand insight

Audience Measurement



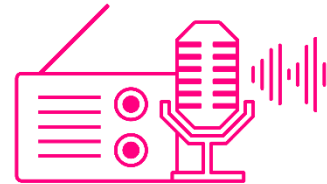
TV+TV:
Television and Total Video



Cross-media

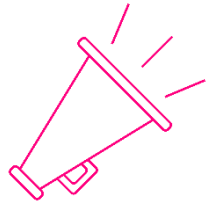


Readership & text

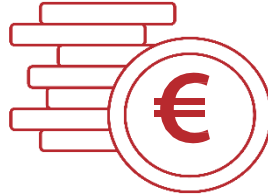


Radio & audio

Advertising Monitoring & Evaluation



Ad creative monitoring

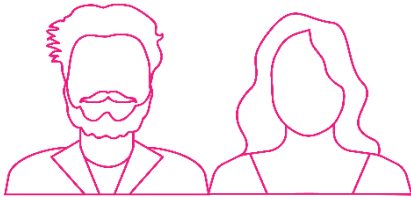


Ad expenditure

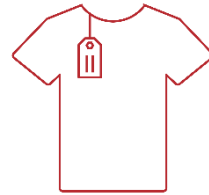


Paid search insights

Consumer & Audience Targeting



Consumer behaviour

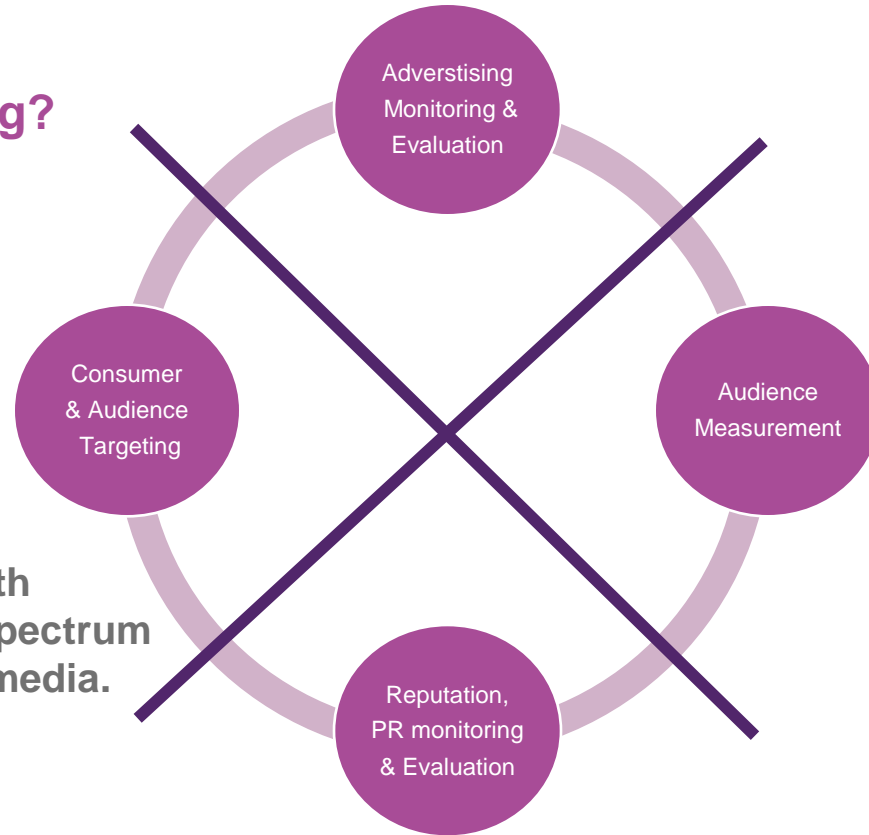


**Media planning &
buying**



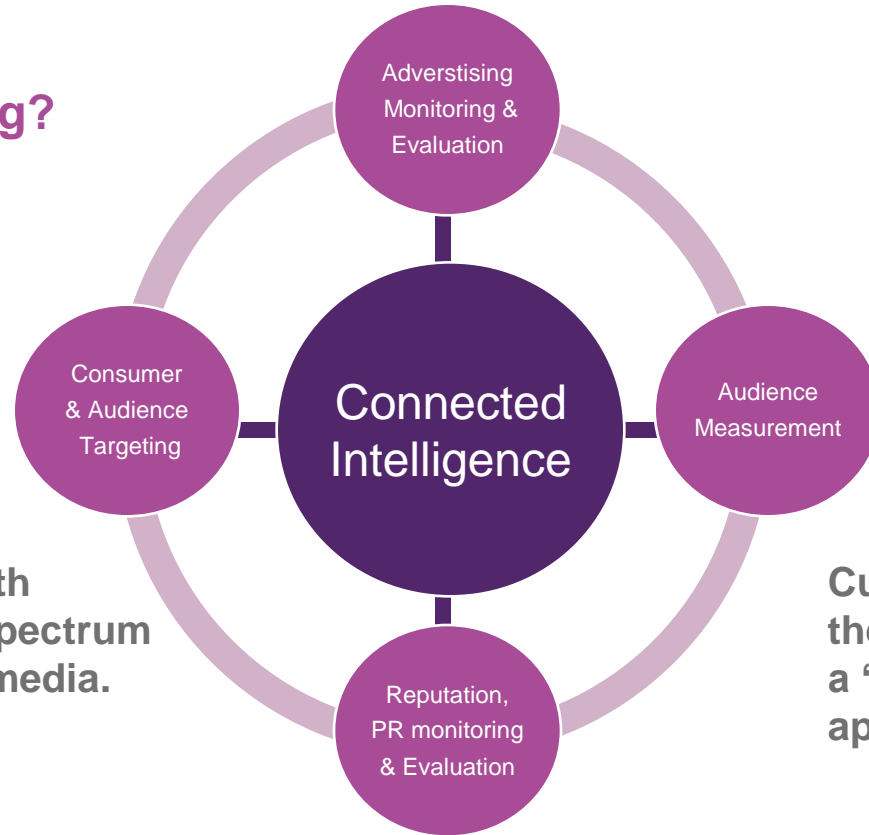
Sports

Why are we changing?



We provide our clients with rich data across the full spectrum of paid, owned & earned media.

Why are we changing?



We provide our clients with rich data across the full spectrum of paid, owned & earned media.

Current step: connecting the different media data into a “connected intelligence” approach.

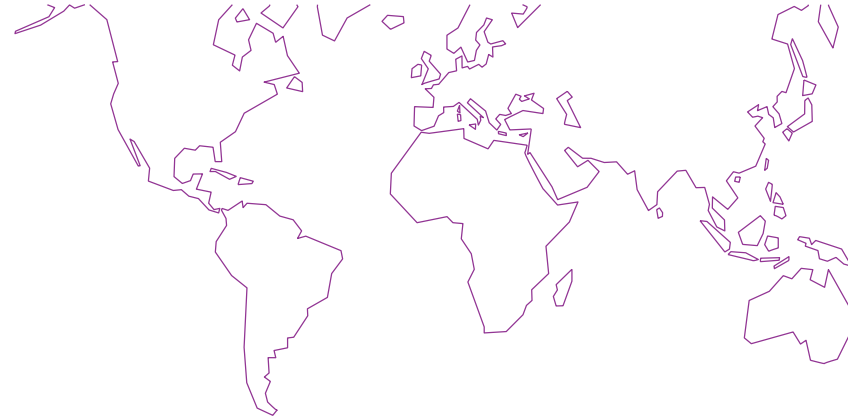
KANTAR MEDIA

How are we changing?



How are we changing?

- 6,000+ employees in 30 countries
- Our experts work with 32,000 clients tracking 3 million brands in more than 70 countries
- Our clients are diverse and span global brand owners, institutions, media owners, agencies and SMEs
- We leverage expertise and knowledge across multiple businesses within Kantar and WPP to bring the best solutions to our clients



6,000+
employees

tracking
3 million
brands

work with
32,000
clients

How are we changing?

We structured Kantar Media for this new challenge

Clients can benefit from

- single local entry-point for Client Service : discovering all the fields of expertise they can benefit from
- global Product development : taking the best from our global innovations to roll out locally adapted solutions
- rationalisation of Operations : aiming at more global efficiency and efficacy in producing tailored set of data



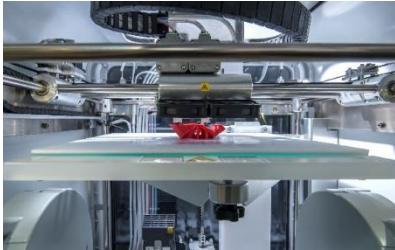
What are we changing?



JOIN THE DOTS



FIND STORIES IN THE DATA



PROVIDE ACTIONABLE DATA



GIVE RECOMMENDATIONS
THAT MAKE A DIFFERENCE

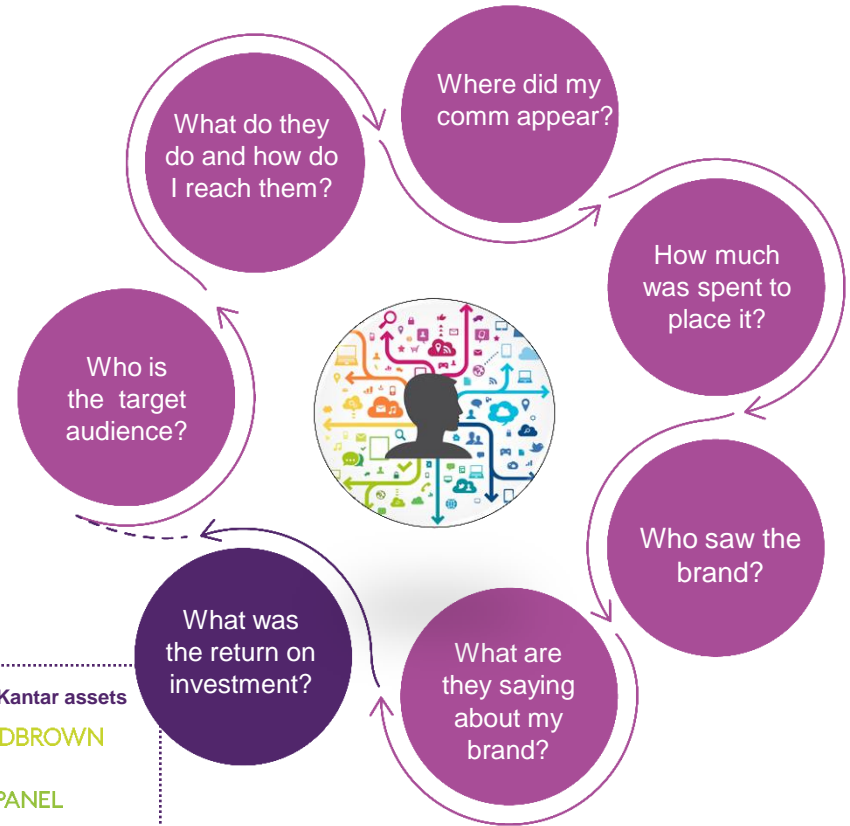


TRUSTED PARTNER FOR OUR CLIENTS

What is the client benefit?

It was our entry-point:

Marketing and Communications experts are provided by Kantar Media with the most comprehensive view of the **who, what, where and how** of the communication planning process, across **paid, owned, earned** channels.



Connect to data from Kantar assets

KANTAR MillWARDBROWN
KANTAR TNS
KANTAR WJRLDPANEL

New Approaches, New Markets

From silos of expertise
to connected intelligence and shared data

Thank you

Speaker:

François Nicolon

Company:

Kantar Media

@Kantar_Media



WORLD MEDIA INTELLIGENCE
CONGRESS

BERLIN _____ 4-6 October 2017

@_FIBEP

#FIBEP

#WMIC17

KANTAR MEDIA