KANTAR

PANELVOICE

BRAND LEVERS

How the people behind your future penetration growth view your brand

9/10 brands growth through driving penetration. Using Levers will give you a deeper understanding of the buyers that offer you a route to growth, and how they view your brand.

Brands lose on average 50% of their buyers each year. Winning more shoppers than you lose will grow your brand. You need to understand your brand's strengths and weaknesses in relation to the buyers you recently lost, the new ones you need to retain, and the 'should be' buyers who purchase your competition. This will help you identify improvements to your brand strategy and activation.

PanelVoice finds unique, high-quality samples by selecting shoppers from our panels based on their behaviour over time. No recall is required. Given that 70% of people can't remember whether or not they dropped a brand, this means we can uncover new perspectives and provide confidence that we are reaching the right people. We can also dig deeper to identify those who have dropped specific sub-brands, avoiding confusion among respondents who are primarily aware of the master brand.

Our approach

Talk to the buyers who can fuel your future growth based on real purchase behaviours

Grow Penetration%

Repeat buyer
Retain (and grow loyalty)

New buyer
Acquire

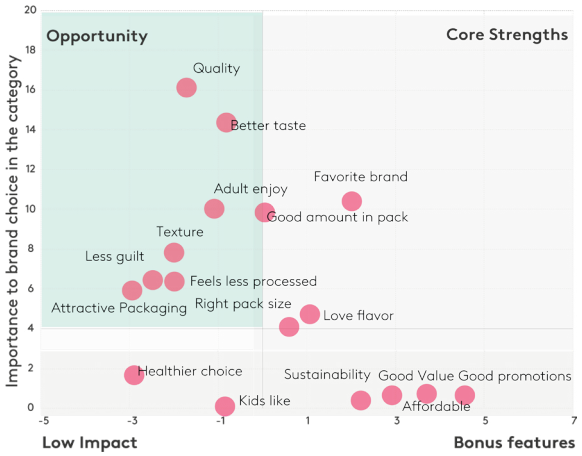
Lost buyer
Reclaim

Key competitor buyer (but not yours)
Converter

Identify which factors make each group choose a brand

	Total	Brand Buyer	Brand non-Buyer
Favourite Brand	22.2	23.5	10.4
Good promotions	10.8	13.0	0.6
Better taste than others	10.1	9.7	14.3
I love the flavour(s)	9.5	9.5	4.7
Right packsize	8.9	9.4	4.1

Understand their **view of your brand** compared to the competition to find areas that can unlock growth



Your Questions

- Which factors can attract new buyers to my brand?
- What is the difference between my lost and new buyers?
- Am I prioritising the right attributes to drive more purchases?
- How is my brand differentiated from my competition?
- How can I position my brand differently? What are the white spaces I can tap into?

Your Actions

- Sharpen your brand building strategy by being clearer on how to target the buyers who can help you grow
- Spot potential areas of opportunity where your strengths are not aligning with your target buyer needs

Benefits

- 70% of people cannot recall whether or not they dropped a brand. By selecting our sample from our purchase panel we can uncover new perspectives and provide confidence that we are reaching the right people.
- The importance of different attributes is derived from real brand purchases rather than equity or claimed purchase.
- Simple and scalable online deliverable – with self-serve and presentation options available.

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For more information please contact your local representative or visit **www.kantar.com**

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