KANTAR

PANELVOICE

REACT

Move your category or brand from decline to growth

9 in 10 brands grow through driving penetration. If you lose shoppers, or if they reduce their consumption of your product, there is a direct impact on your business. ReAct will help you understand how to 'switch off' these negative trends.

Understanding and quantifying all the steps that lead to decline is critical for your future health. 80% of the FMCG categories that experience decline for five consecutive years remain in decline for the next five – so do not let your category fall into this trap.

Shoppers are usually unaware of their behaviour. Given that 70% of people can't remember whether or not they dropped a brand, we can't just rely on what they say to understand their behavioural changes.

This is why we have developed ReAct: a model-based approach that uses real behaviour and a questionnaire to uncover all the reasons leading to decline – even the unconscious factors.

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REACT

Our approach

We talk to the targets driving the decline

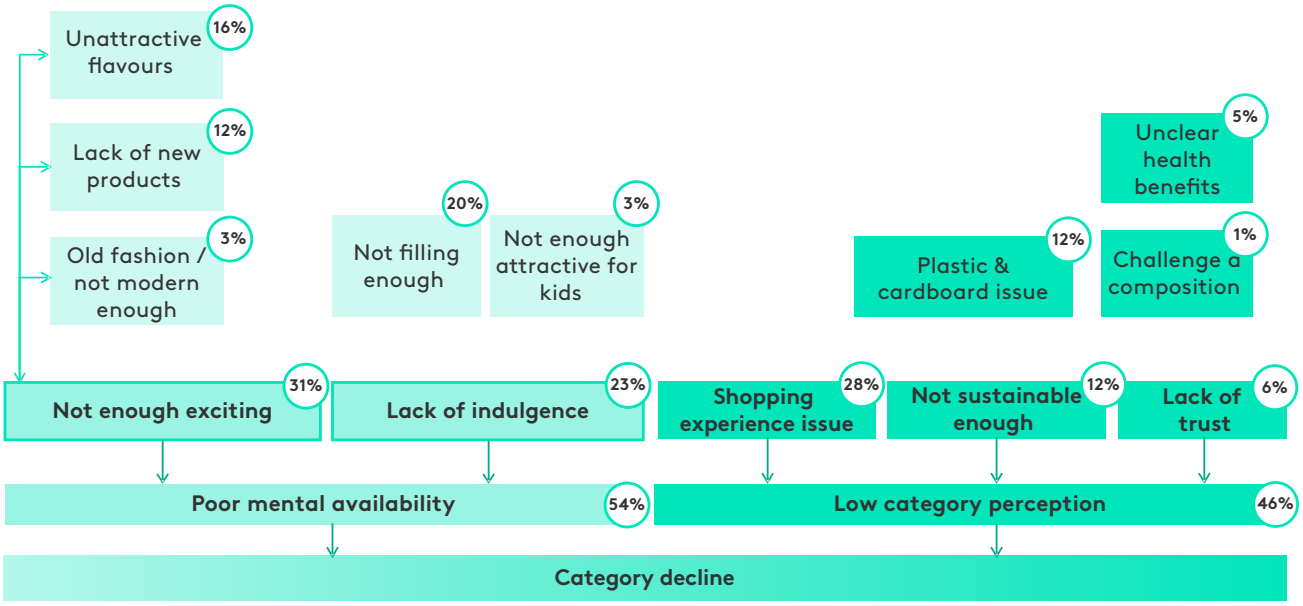
Decliners

Lost

We connect what they say with what they did

Model based approach

We identify and quantify all the reasons leading to decline



Your Questions

- How can I turn my category or brand performance from decline into growth?
- Which hypotheses are most important in explaining our performance?
- What are my priority actions to return to growth?

Your Actions

- Uncover the drivers leading the decline, and align your business around your insights.
- Develop a clear and actionable strategy to reverse the decline.

Benefits

- **100% accurate sample** – Speak to real people from our purchase panel who have reduced their purchasing. We provide confidence that we're reaching the right people.
- **Undercover fresh perspectives** – The model-based solution enables us to understand all the steps that lead to a declining purchasing behaviour, and how they cluster together.
- **Quantify the 'why'** – All steps are quantified in volumes to allow efficient prioritisation.

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

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