KANTAR

PANELVOICE

NEXT

Improve your strategy by focusing on drivers of behavioural change

9 in 10 brands grow through driving penetration. But how can you do this when shoppers are often unpredictable, increasingly complex, and constantly changing their behaviour?

Uncovering new spaces and growing your business depends on understanding the reasons for their behaviour change, yet most of the time people are not even aware they have changed.

This is why we have developed NEXT, our model-based approach that uses data on real behaviour and a questionnaire to identify and size the drivers of your category. We pull out and then rank the key factors, considering both growth and decline.

Having this full picture will allow you to develop a winning strategy, while leveraging the deep detail from our purchase panel will make it truly actionable.

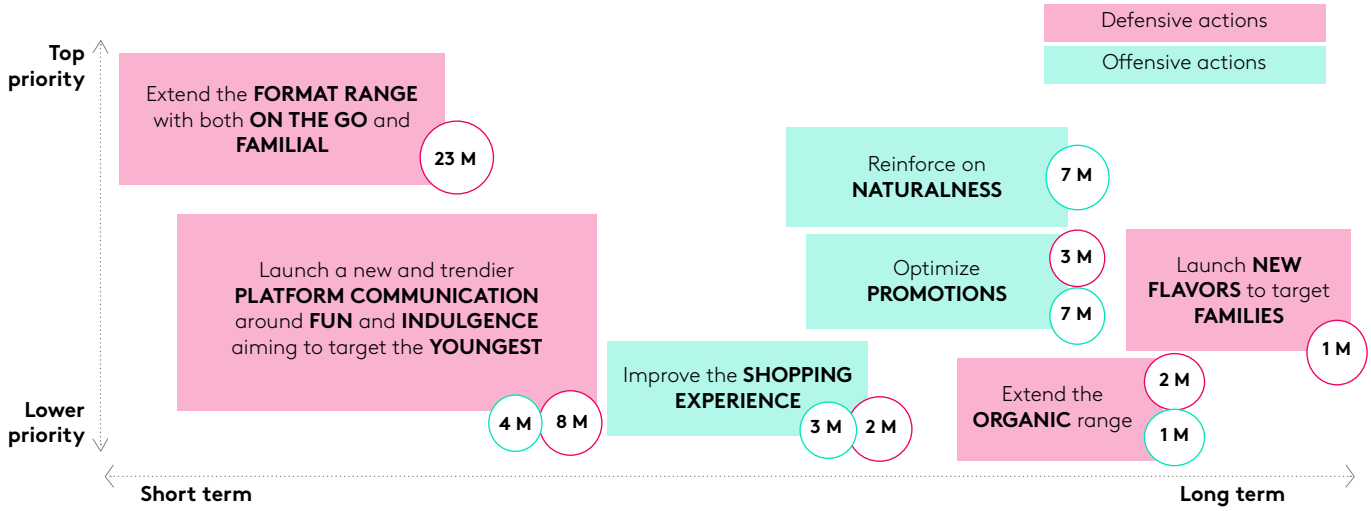
PANELVOICE
NEXT

Our approach

We talk to the buyers in our panel who changed their behaviour and connect what they say with what they did

Decliners | **Lost** | **Increasers** | **New** | **Model based approach**

We identify the actions to be taken for your brand, including potential gain and priority



Your Questions

- What's important for my brand today?
- Where should we play, and why? Who should we target for growth, and how?
- How can I improve my strategy to be sure I'll find growth?

Your Actions

- **Reveal and quantify** your category drivers.
- **Size your growth opportunities.**
- Develop a clear roll out plan through **actionable insights,** covering what, how, why, and who.

Benefits

- **100% accurate sample** – 70% of people cannot recall whether or not they dropped a brand. By selecting our sample from our purchase panel we provide confidence that we're reaching the right people.
- **Uncover fresh perspectives** – The model-based solution enables an understanding of all the steps that lead to a declining purchasing behaviour, even if they're unconscious, and how they cluster together.
- **Quantify the 'why'** – All steps are quantified in volumes to allow efficient prioritisation.

KANTAR

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

Lionel Germain
Global PanelVoice Director
lionel.germain@kantar.com