

KANTAR

**Brand building through digital |
the missing piece of the
profitability puzzle**

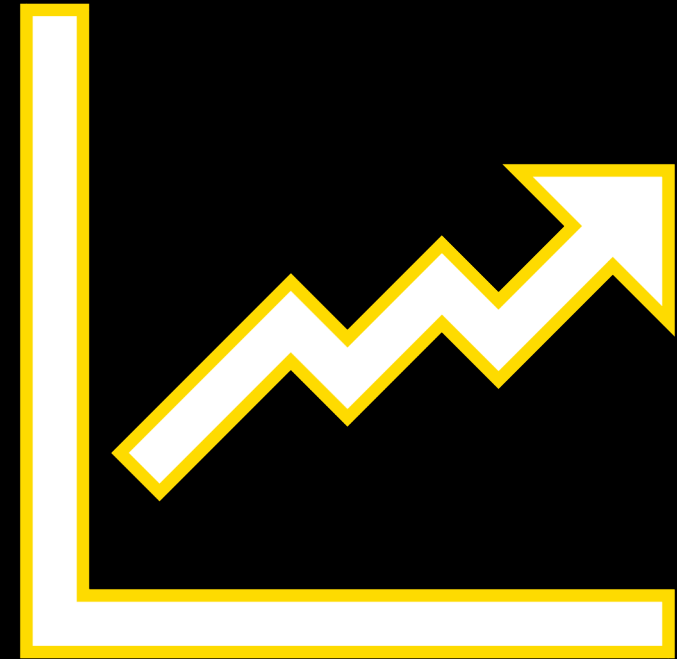
Creativity pays off more than you can imagine

4.7x

**Return on marketing
investment****

If you want to generate profit, effective ads are more likely to lead to increased ROMI.

**Kantar LINK & WARC ROI Database,
2023

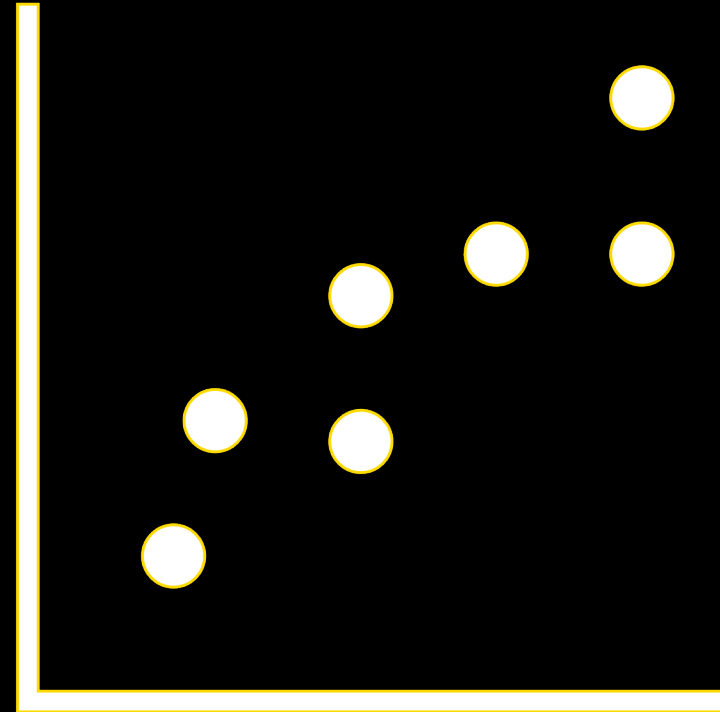


Creatives that build the brand deliver strong ROI

Long-term equity contribution

**a strongest
correlation** to ROI

**Kantar & WARC ROI Database, 2023



Creatives build equity through emotions

4x

Uplift on long-term brand equity measures with positive, strong emotional content



The PERMA model | a simple way to think emotion while creating for digital



P

Positive emotions



E

Engagement



R

Relationships



M

Meaning



A

Accomplishment

Digital ads with strong potential to contribute to brand equity feature positivity and relationship elements of PERMA

P

Positive emotions

Top Performer

E

Engagement

R

Relationships

Top Performer

M

Meaning

A

Accomplishment

Creative and effective content as judged by consumers...









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Build the brand and ROI follows

Positive emotions build brands

Humour



Relationships



Authenticity



KANTAR

Thank you