



KANTAR

Kantar Lightning Talk

POI European Summit, Rotterdam, May 15th 2019

Steve Le Rhun, Senior VP Global Sales, Consulting Division, Kantar



KANTAR

We use **TECHNOLOGY, CONSULTING** and **INSIGHTS**
to support our **CLIENTS** to be successful in our changing world
and to help them switching on **GROWTH**

Our practice areas support our **focus on growth**



Predicting Growth

Futures



Finding Growth

Strategy



Delivering Growth

Brand, Innovation



Enabling Growth

Organization



Optimizing Growth

ROI

Key Solutions:

Trends Activation Program
Futurecasting

Retail, Channel and Shopper
Insights (Custom, Syndicated)

Key Solutions:

GrowthFinder
Enhanced Visual Analytics

Category Growth Strategy
Customer Growth Platforms

Key Solutions:

Whole-Business Innovation
Purpose Journey

Assortment/Space Optimization
Portfolio Optimisation

Key Solutions:

Marketing Organisation Design
Marketing Academy

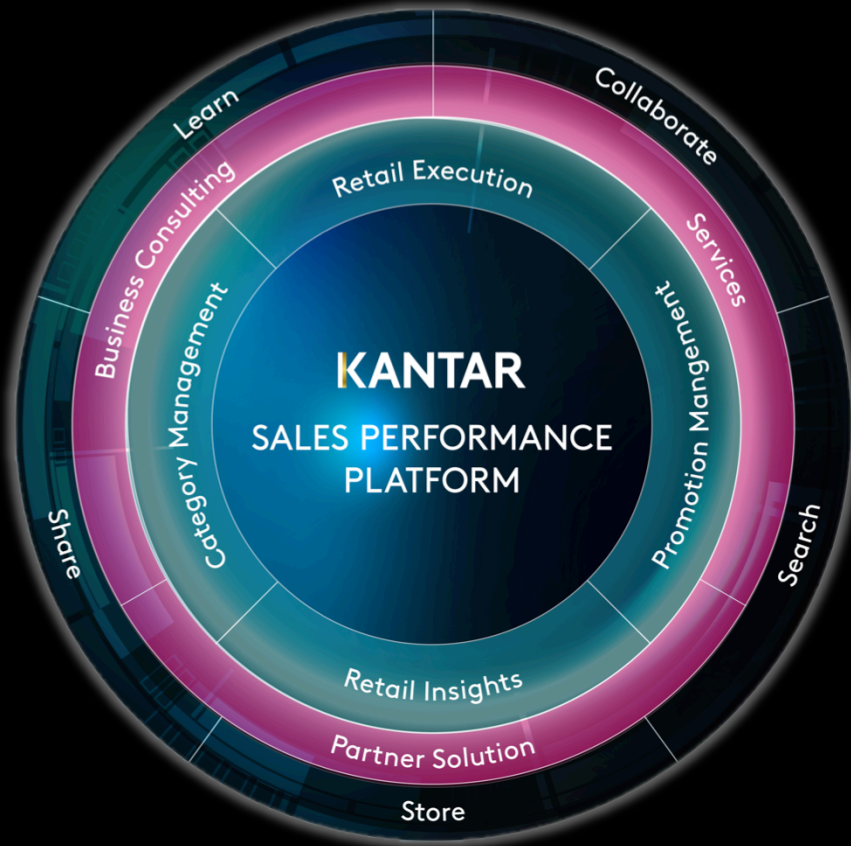
Sales Organisation Performance
Sales Academy

Key Solutions:

Global Media Allocation
Brand Valuation

Trade Promotion Optimization
Retail Execution

Our platform and approach enables revenue and profit growth



TPx	Revenue Growth Management	Category Management	E-Commerce & Digital
Promo Funds Optimization	Distributor Management	Assortment Optimization	Shopper Insights
Business Planning	Retail Execution	Virtual Reality	Retail Insights

Some **Customers** on our Technology Offer



MARS

CAMPARI



Beiersdorf

Kellogg's

FERRERO

DIAGEO



L'ORÉAL

Mondelēz
International

KraftHeinz

Coca-Cola

Orkla

J&J

JDE

★ HEINEKEN

 **PEPSICO**



The background of the slide features a dense array of fiber optic cables. The cables are illuminated from the top, creating a strong blue glow that permeates the scene. Interspersed among the cables are numerous out-of-focus circular light spots, or bokeh, in various colors including red, green, yellow, and white. The overall effect is a dynamic and high-tech visual.

KANTAR

Thank You

Steve Le Rhun

Senior VP Global Sales, Trade Optimisation, Consulting Division, Kantar