

# KANTAR

Kantar is the leader in the Insights and Consulting space in India. Central to Kantar's success are its people who offer the most complete view of consumers – the way they think, feel, shop, share, vote and view. Kantar aims to understand its client's evolving needs and provide agile and tailored solutions to help them flourish by delivering actionable insights.



## Brand: Help build meaningful brands

witnessing a transformation characterised by the growing bifurcation of data collection and the consultative insights. Also, as sources of data proliferate, there will be an increasing orientation towards becoming data agnostic. There will be a growing interest in non-conscious measurement methods like applied neuroscience, implicit approaches, behavioural economics, biometric measurement and the development of tools to understand consumers more holistically.

OVER  
**5.50**  
MILLION  
interviews are conducted by Kantar every year in India

with India's first TV rating system (TRPs) in 1986; the Smoker Panel in 1979; the National Readership Survey (NRS) in 1984 and was instrumental in the setting up of the Market Research Society of India (MRSI) in 1988. Kantar also played an important role in the standardisation of market research practices in India and was responsible for the creation of the Socio-Economic Classification (SEC) system in 1983 – a method now used across India to segment and define target audiences.

Kantar also led the way in psephology in India through opinion poll surveys for India Today, which successfully predicted the victory of the Congress party in the 1980 general election.

In November 2019, Kantar launched India's first OTT Audience Measurement platform in

### Market

Market research is a critical component in marketing decision-making and the foundation on which brands are built, thrive and grow. The insights derived from the research help companies lay the road map for their brands and provides direction to steer them forward. It helps marketers understand and connect with their consumers, thereby dictating both strategy and tactics in the brand-building process. With consumer demographics and technologies changing rapidly, every company in the business of products and services, today appreciates the value of entrenching market research in their marketing processes.

The need and application of market research saw dramatic growth with the rise of consumerism and the rapidly changing consumer attitudes and preferences. With these undergoing dramatic change, market research became the tool-of-choice to delve into the hearts and minds of consumers, their lives, their needs, their desires, their tastes and ultimately the choices they make. The market research industry, today, is

Established in 1970, (then IMRB) Kantar is the oldest extant market research agency in India that



## Analytics: Unlocking deeper insights to fuel growth

has been largely responsible for the establishment and evolution of the industry in the country. And, continues to be in the forefront of development as the industry itself transforms.

association with VTIONTM, an Audience Measurement and Analytics company. Kantar has steadily increased its presence in prestigious forums like ESOMAR and MRSI. Kantar South Asia's CEO has been recognised as one of the Impact's Top 50 Influential Women in Marketing & Advertising since the last four years.

### History

Market research was conceptualised and put into formal practice in the 1920s, when advertising was booming in the golden age of radio in the US.

Kantar itself owes its origin to the foresight of Gregory Bathon, Chairman & Managing Director, of the then J. Walter Thompson Company (Eastern) Limited. It was born out of his belief that good advertising could only be built on sound consumer insights.

His vision was modelled on the lines of the British Market Research Bureau (BMRB). Robin Sadler and Titoo Ahluwalia moved from BMRB to Kantar in 1970 and were instrumental in aligning the company to the BMRB model. Titoo, who became CEO of Kantar in 1975 at the age of 29, and his Deputy General Manager, Dorab Sopariwala, worked in partnership to build the research credentials of Kantar and established the standing and image of the research industry in India.

Since then, Kantar has been led by a series of brilliant minds – Ramesh Thadani, from 1984 to 2000, who began to establish its formidable list of firsts; Thomas Puliyel between 2000 and 2015

### Achievements

Kantar has achieved a great deal; from being an in-house department of J. Walter Thompson (JWT), it is, today, the subcontinent's most respected market research and consulting organisation. The company's achievements in its 50-year journey is marked with several pioneering initiatives and recognised for several firsts.

Kantar set up the first and only household panel in the country – Market Pulse (now Worldpanel Division) – in 1981; it is credited



## ICUBE: Digital adoption and usage trends

who was responsible for the rapid expansion of Kantar into the international arena and Preeti Reddy who took over the reins as President Kantar in 2015. Each has added a new chapter to the profound and distinguished history of Kantar.

However, the agency's consolidation and expansion phase began in 1987 when Sir Martin Sorrell globally acquired JWT. With this move Kantar became a constituent of WPP and grew at over 25% per annum through the 1990s.

As the Indian brand was being recognised as a market research leader across the sub-continent, Kantar geared up for global expansion. It entered into a joint venture with Millward Brown for operations in Singapore; it also set up Abacus Market Analytics as the analytics partner for offshore clients and expanded into the Middle East and North Africa with the set-up of AMRB in 1999 in Dubai.

As the economy opened in 1991 and several new industries cropped up, Kantar set up specialised teams for B2B, media, employee satisfaction, loyalty programmes and social and rural research. It also diversified its services to build expertise beyond traditional fast-moving consumer goods (FMCG) into emerging sectors such as finance, automotive, telecom, healthcare, industrial and technology.

The 1990s also witnessed the setting up of Kantar's Social Research division (SRI), (now

research and consultancy disciplines availed by over half of the Fortune Top 500 companies.

## Product

Kantar is one of the world's leading data, insight and consulting companies. Its aim is to understand the client's evolving needs and provide agile and tailored solutions to help them flourish by delivering actionable insights. The company's focus on domain expertise allows it to extend capabilities beyond products and research processes to the application of results and insight in a client environment. This means that along with a validated product portfolio it can address the wide range of business issues its clients face in today's extraordinary world.

It offers clients end-to-end solutions by bringing in the global expertise along with a deep local understanding of the Indian markets and consumers. With its multi-disciplinary and multi-cultural workforce, Kantar is at the cutting edge of market research and consulting services. In India it offers the breadth of techniques and technologies - from purchase and media data to predicting long-term trends; from neuroscience to exit polls; from syndicated offerings and large-scale quantitative studies to qualitative research, incorporating ethnography and semiotics.

Besides the domain expertise ranging from Brand, Commerce, Creative, Customer Experience, Innovation and Media, it has capabilities and practices that include Automotive, Business Intelligence, Analytics and Qualitative, Innovative tools and techniques.

Kantar's strength lies in the unrivalled diversity of its people, methodologies, specialisms and points of view that seamlessly fuse to give it a unique and complete understanding of people across the world.

## Recent Developments

Effective April 2019, all Kantar's services and offerings are being delivered under a single brand name. The change in the branding reflects the operational changes already happening across the company, and is driven by a desire to achieve simplicity, scale and impact for the clients. Removing barriers to co-creation and engaging in purposeful collaboration across the organisation has made it easier for Kantar to build platforms and offers that address the clients' most pressing needs.

Staying abreast with the needs of the day, Kantar has invested heavily in being prepared for the digital age. The specialised digital research division of Kantar has innovative tools to gather consumer behaviour data. Some of these digital assets Kantar has launched are Mobi Track, Path Track, Digital Video Analytics and Xcess which is Kantar's online digital panel with over 300,000 opt-in members.

In addition, Kantar combined its Analytics team with GroupM to launch Kantar Analytics Practice in India. Integrating analytical capabilities from

across the company, Kantar Analytics Practice will combine the world's most in-depth understanding of consumers with a deep analytics toolkit developed over four decades of solving the most difficult sales, brand, media and marketing problems.

## Promotion

Kantar does not advertise, but its presence is visibly seen and felt across media and industry fora.

Kantar leaders are often quoted, and their work is widely published. They are speakers at various industry events and actively contribute in seminars and conferences. Kantar also has to its credit several publications. The company has also partnered with many industry bodies and has won their endorsement of its products and services. Several of these have now become industry currencies.

## Brand Values

Kantar believes in inspiring clients, its own people and society to create and flourish in an extraordinary world. It believes "HOW we work is just as important as WHAT we do".

Business growth, positive client impact and a great employee experience underpin everything it does – and that means adopting three key Kantar behaviours - Growth Mindset, Purposeful Collaboration and Flourish.



Public Division). The Public Division has done pioneering work for the Government of India in several areas including polio eradication, diarrhoea and oral rehydration work with WHO, AIDS-related research for the Ministry of Health & Family Welfare and is involved with the Ministry of HRD to estimate the number of out-of-school children to help form primary education related policy in the country. It also provides communication insights to the Bill & Melinda Gates Foundation, which supports government programmes on sanitation, family planning and tuberculosis. UNICEF, UNDP, World Bank, CARE International, the Government of India, Spring Accelerator, DFID and CHAI are some of its regular clients.

In 2019, Bain Capital acquired 60% ownership of Kantar and the balance 40% is owned by WPP. The group employs 30,000 people across 100 countries and offers the whole spectrum of



## Things you didn't know about KANTAR

- \* Kantar conducts over 5.50 million interviews every year in India
- \* Kantar is an ISO: 20252 certified market research agency
- \* Most of the current heads of the leading market research agencies in India have been associated with Kantar
- \* Kantar employs Design Thinking experts who convert insights into products and service innovations
- \* Kantar has invested in a Data Management Platform, which can store, mine, analyse and connect data from its vast data warehouse
- \* Kantar is associated with the Avasara Leadership Institute to provide educational support to girls from low income backgrounds and is helping the Pune Municipal Corporation create a cohort of model schools. It is also associated with Give India programme.
- \* Kantar is the first and only market research agency to be featured in India's Superbrands
- \* Kantar (GDC) is a global hub, and has been recognised as India's Best Workplaces for Women in India (Outlook Business and Great Place to Work®)
- \* The company has worked with more than half of the brands featured in Superbrands 2020 edition