

Kantar Lessons

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Kantar Lessons

Instead, he had quite a logical approach to things. Jad manifested all those hardships in his favors by making them his life lessons. He learned a lot from those hard times. Perhaps, the refined ...

Jad Kantari, An Inspirational Story of Learning Life Lessons and Moving Forward Exploring New Avenues in E-Commerce

Seven CX lessons for SA brands to drive preference ... the American Marketing Association's Marketers Confidence Index with Kantar showed that marketers already felt unprepared to market ...

Seven wonders of the customer experience world

A survey conducted by YouGov and Kantar Sifo suggests that 43% of European ... is probably an even greater lesson. More importantly, I've discovered the joy of just giving something new a ...

'Leaping outside my comfort zone': lessons from a squad

of football influencers

What's happening in the two countries, and are there any lessons we could learn ... according to a recent survey by pollsters Kantar Sifo. That's up from 33 percent at the turn of the year, but down ...

Coronavirus: How does the situation in Sweden and Denmark compare?

The report provides four key lessons for manufacturers wanting to become future-ready. 1. Customer-facing roles have changed forever While supplier and production capacities bore the brunt of the ...

4 key lessons for future-ready manufacturing

Welcome back to Campaign Asia-Pacific's Crash Course learning series, in which you will learn valuable lessons and practical business tips on trending and essential topics from industry experts in ...

Crash Course: How to avoid greenwashing

Welcome back to Campaign Asia-Pacific's Crash Course learning series, in which you will learn valuable lessons and practical business tips on trending and essential topics from industry experts in ...

Crash Course: How to market to consumers during Ramadan

and conducted by Kantar, with over 15,000 interviewees from 15 European countries. The same tendency can be observed regarding the short-term impact; for example, 82% of the Greeks and 80% of the ...

Covid-19: Majority of Europeans sees negative long-term consequences

I recently asked Satya Menon, EVP of the analytics practice with Kantar Group, to fill us in. Paul Talbot: What's been noteworthy about the findings of brand lift studies over the past few years?

What Brand Lift Research Reveals About How Marketing Performs

The latest supermarket data from research group Kantar revealed grocery sales in the most recent four weeks were down 3.0% year-on-year. It is worth remembering that a year ago, the nation was ...

FTSE 100 relinquishes gains as US markets look set for soft opening

Cerner closed its acquisition of Kantar Health, the clinical research division of data and consulting company Kantar Group, for \$375 million, the companies said April 1. 1. Cerner and Kantar ...

Cerner finalizes Kantar Health acquisition for \$375M: 5 things to know

LONDON (Reuters) - British market research firm Kantar said it has clinched a deal to buy U.S. rival Numerator from Vista Equity Partners as it seeks to boost its presence overseas and better compete ...

Britain's Kantar clinches deal to buy Vista-backed Numerator

The iPhone X was in fact so popular that it managed to beat all other mobile devices in the month of November across three major global markets, according to the latest Kantar Worldpanel ComTech ...

Kantar sees the iPhone X dominating November smartphone sales in the UK, China and Japan

The latest figures from Kantar show that online supermarket sales growth has halved since the height of the pandemic, to 46%, while the number of trips to grocery stores rose by 4% month on month in ...

Shopper habits 'returning to normal' as lockdown begins to lift

The business has appointed Dan Farrow (pictured) as head of tracking and testing. Farrow joins the company from Kantar, where he worked with clients including Vodafone. Kim Scofield, previously of ...

Promotions and new hires at The Numbers Lab

Kantar's latest research said the uptick in wanting to drink wine at home comes because "consumers were keen to make up for missed celebrations." The data suggested "many raised a toast with friends ...

Sparkling wine sales jump 50% as Brits celebrate reopening

Brands have a huge opportunity to engage Gen Z via social media advertising and then use Gen Z as brand ambassadors to influence their peers and household, according to new research from Snap and ...

Consumer Trend

Alcohol sales continued to grow in March in the grocery sector boosted by lockdown but this is likely to change as the on-trade reopens, Kantar has predicted. Overall for the four weeks to 21 March ...

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