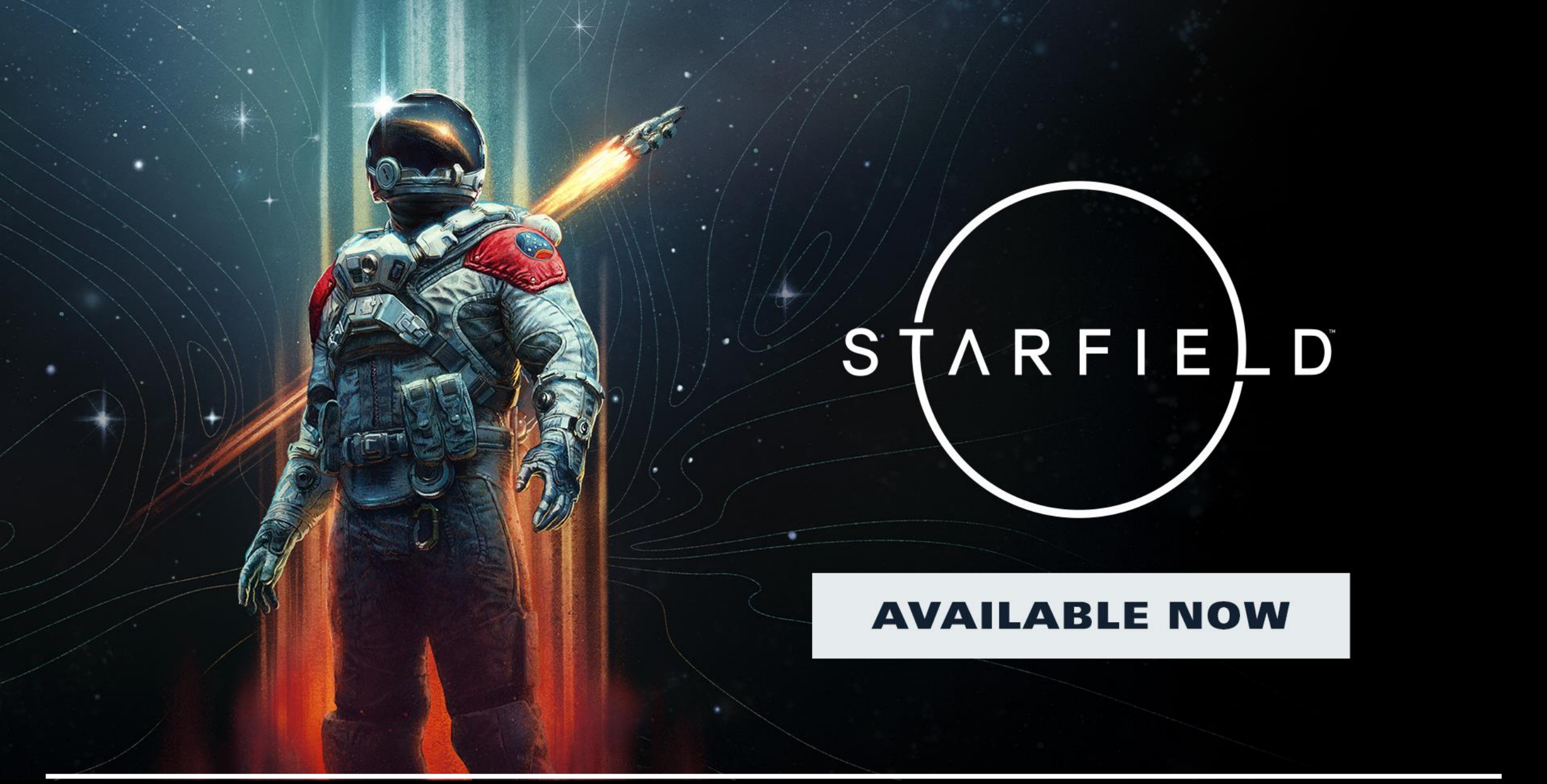
KANTAR

Czy trzeba odlecieć w kosmos, żeby zrozumieć marki przyszłości?

Dorota Cudna-Sławińska
Chief Commercial Officer
Kantar Polska

Krzysztof Domeradzki
Media Domain Operational Lead
Kantar Polska

Jak widzimy marki przyszłości?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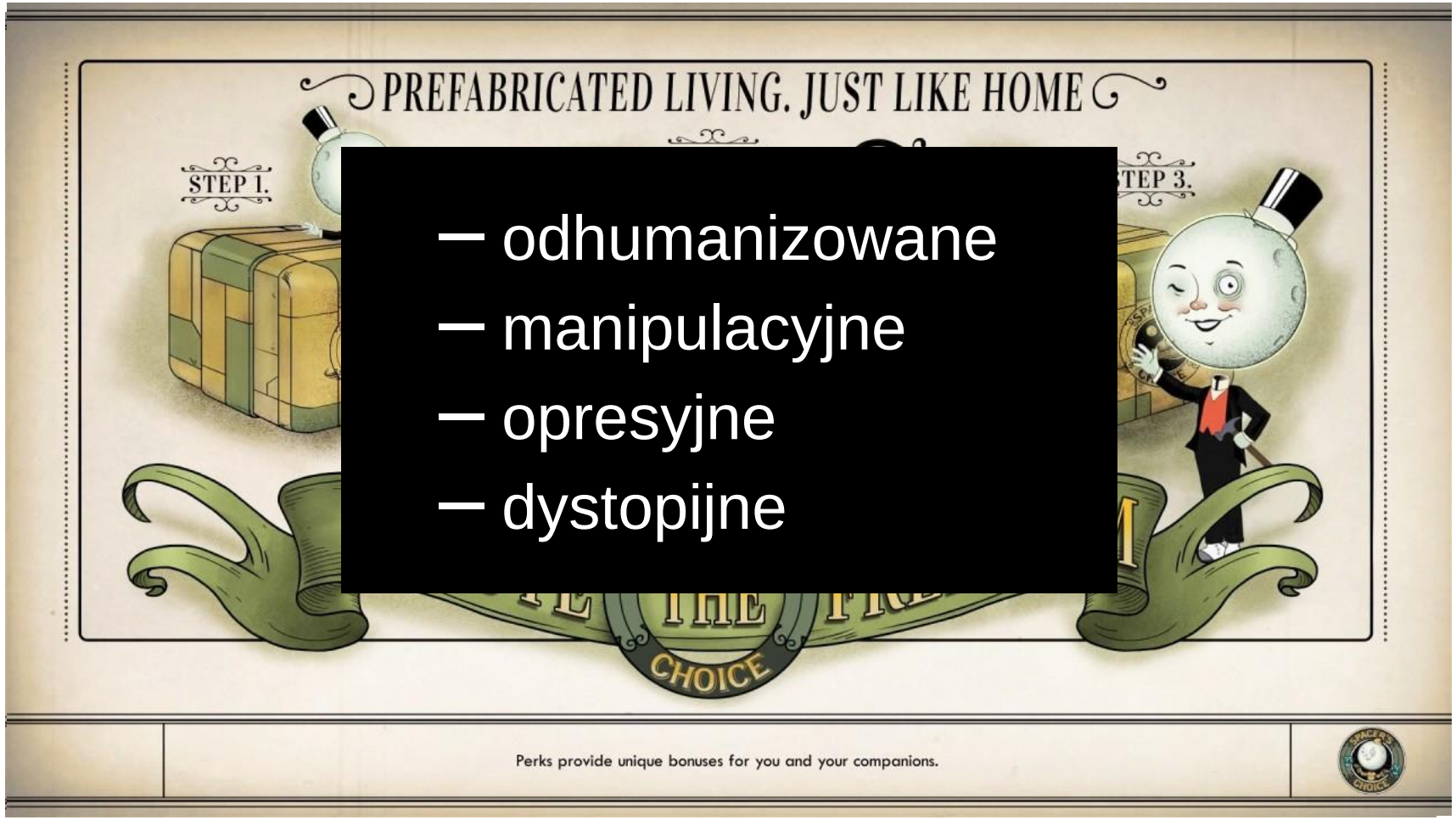
50 | 1188

Marki przyszłości? (wg gier wideo)

OBSIDIAN THE OUTER WORLDS PRIVATE DIVISION

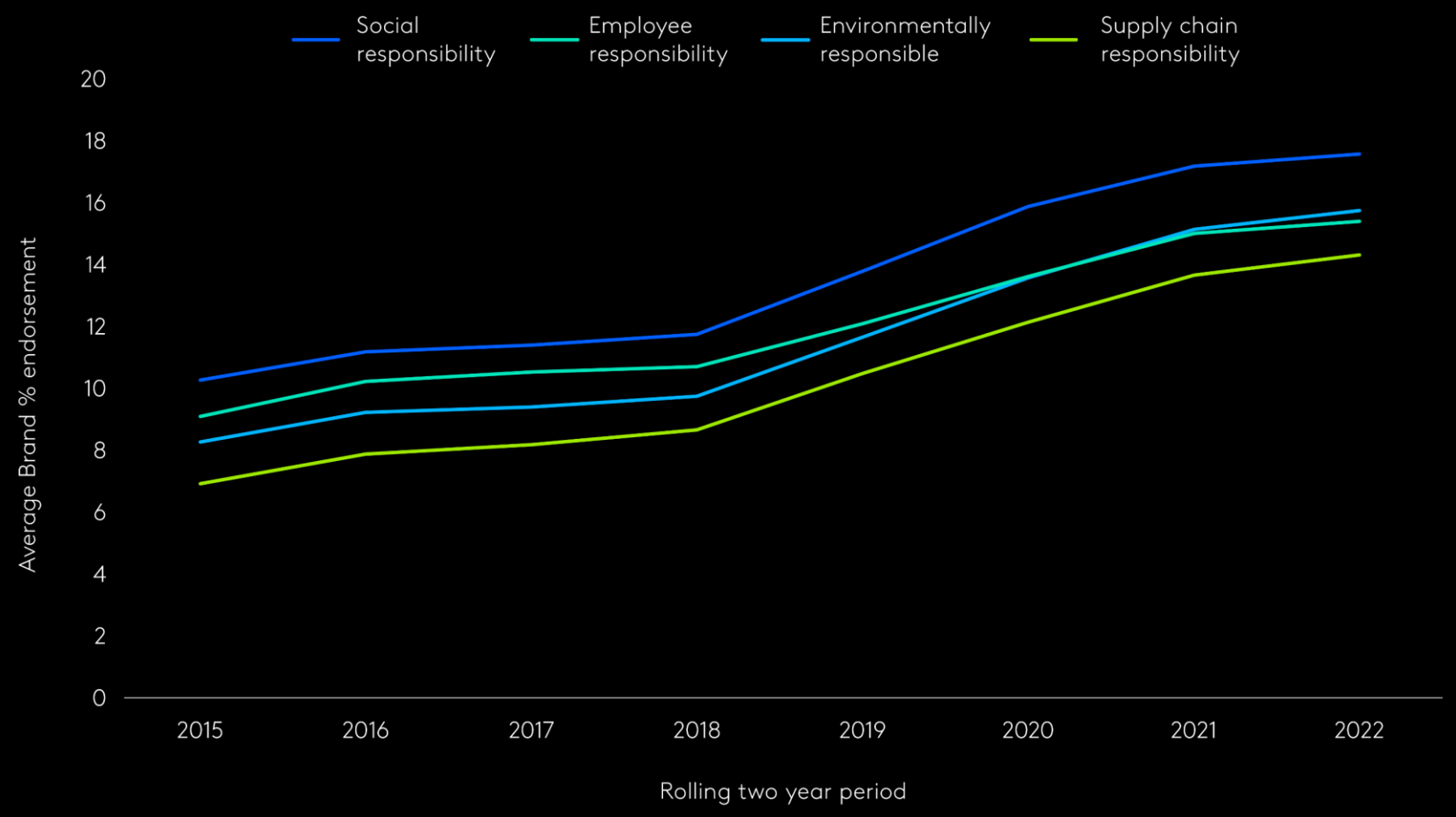


- odhumanizowane
- manipulacyjne
- opresyjne
- dystopijne

KEY FACTS:
SUSTAINABILITY ALL BRANDS ANALYSIS

IN **10 YEARS**
CONSUMER ENDORSEMENTS
OF SUSTAINABILITY
PERCEPTIONS HAVE RISEN...

SUSTAINABILITY BRAND ENDORSEMENTS HAVE ALMOST DOUBLED SINCE 2014



% increase since 2014

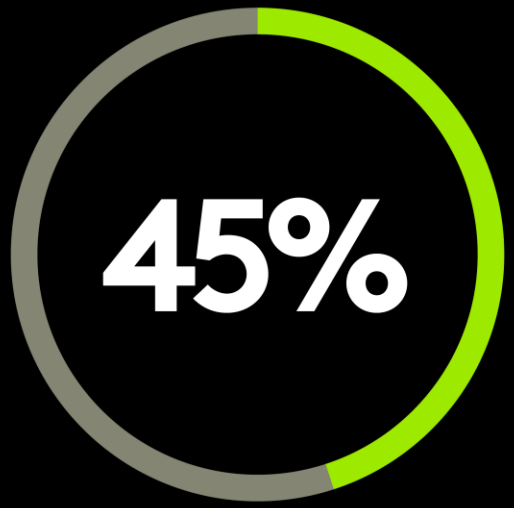
Supply chain	**+115%**
Environmental	**+86%**
Employee	**+70%**
Social	**+65%**
(Other perceptions	+47%)

Source: Kantar BrandZ Global database (2014-2022)

KEY FACTS:
SUSTAINABILITY ALL BRANDS ANALYSIS

IN **10 YEARS**
CONSUMER ENDORSEMENTS OF SUSTAINABILITY PERCEPTIONS HAVE RISEN...

SUSTAINABILITY
REMAINS THE MOST IMPORTANT DRIVER OF CORPORATE REPUTATION, CONTRIBUTING...



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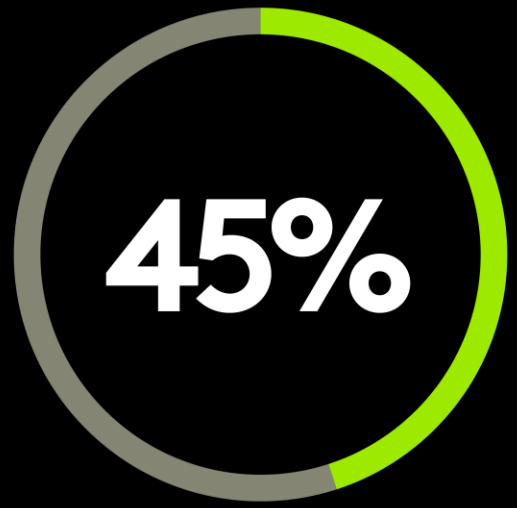
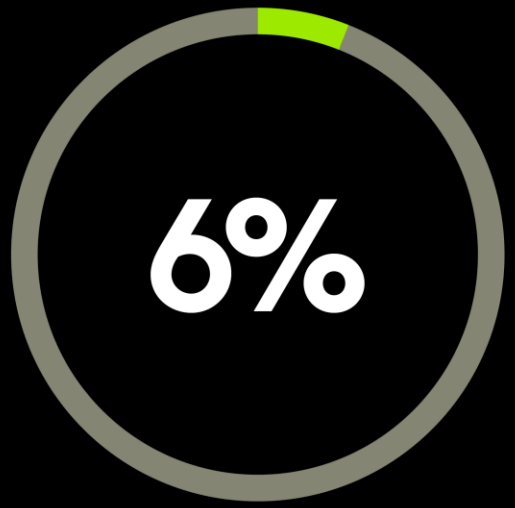
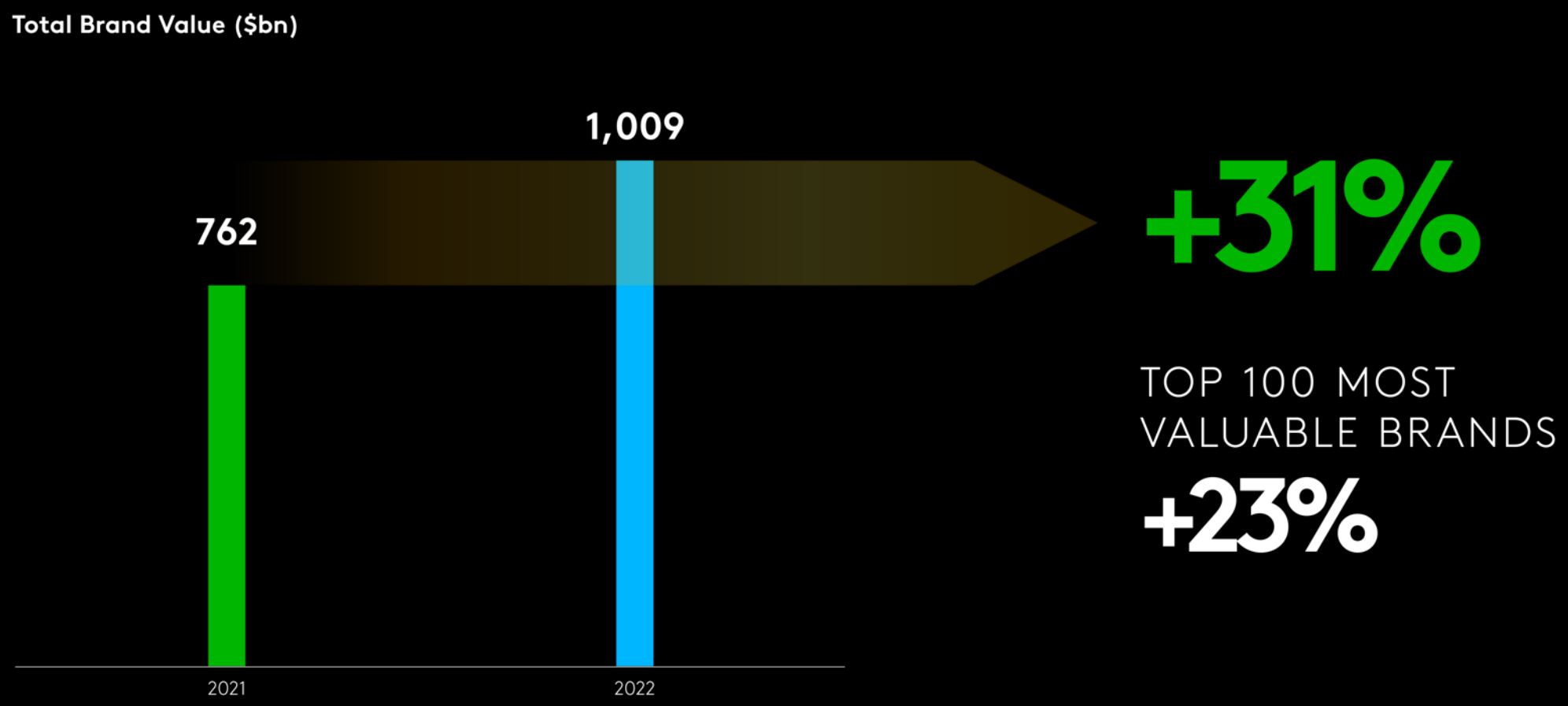


SUSTAINABILITY CONTRIBUTION TO OVERALL **BRAND EQUITY** IS...



Brands rating highly on BrandZ Sustainability Index grew brand value by 31% in total vs 2021 – ahead of the average Top 100 brands.



GEN Z 2.0

Nowa edycja projektu o pokoleniu Z

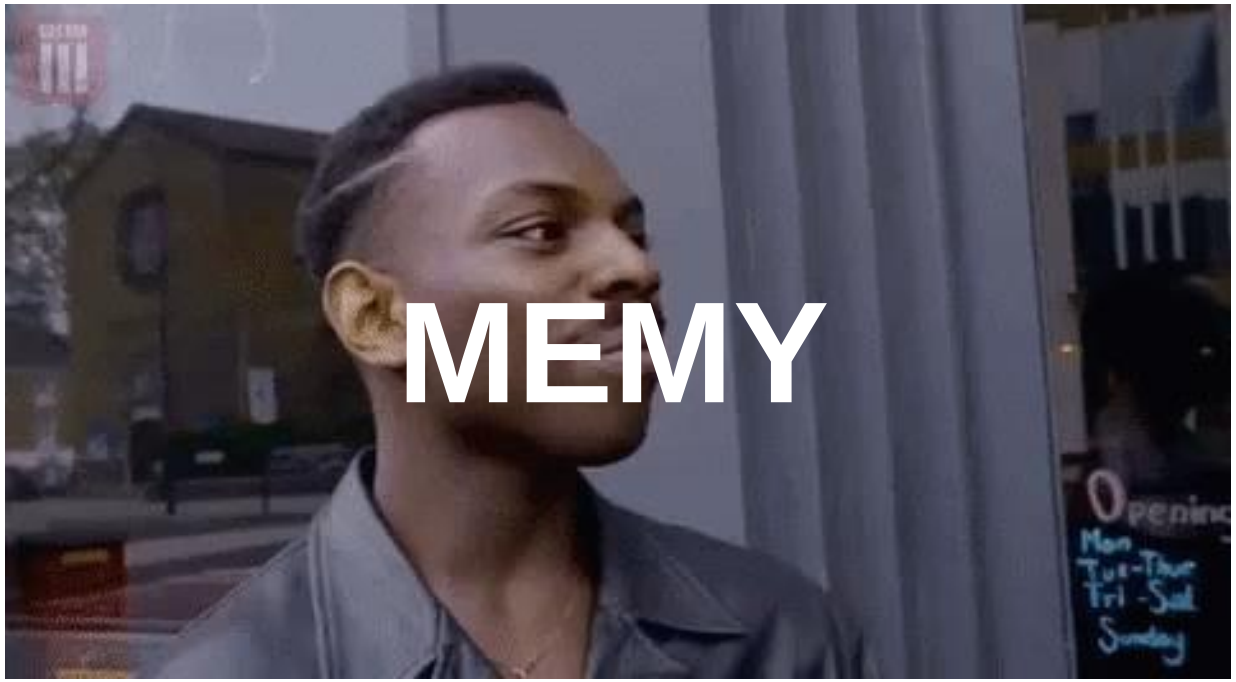
Humanizacja komunikacji

PERSONAL BRANDING

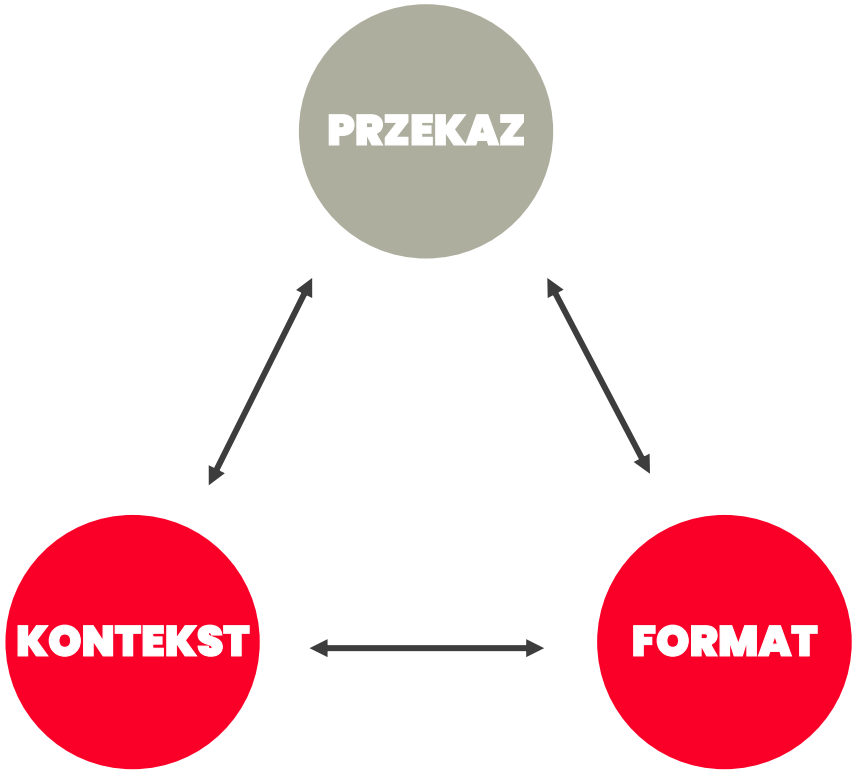
BRAND HUMANAZING

„Humanizacja komunikacji” czyli co dokładnie?

Dlaczego to działa?



Co przekaz mówi bezpośrednio?



Czy temat naszego przekazu odnosi się do jakiegoś szerszego kontekstu społecznego lub konkurencji?

Co mówi sposób w jaki komunikujemy te rzeczy?

KANTAR BRANDZ
2023 MOST VALUABLE GLOBAL BRANDS

EXPLORE BRANDSNAPSHOT POWERED BY BRANDZ

WWW.KANTAR.COM/MARKETPLACE/BRANDSNAPSHOT

Dziękujemy!

Dorota Cudna-Sławińska
Chief Commercial Officer
Kantar Polska

Krzysztof Domeradzki
Media Domain Operational Lead
Kantar Polska

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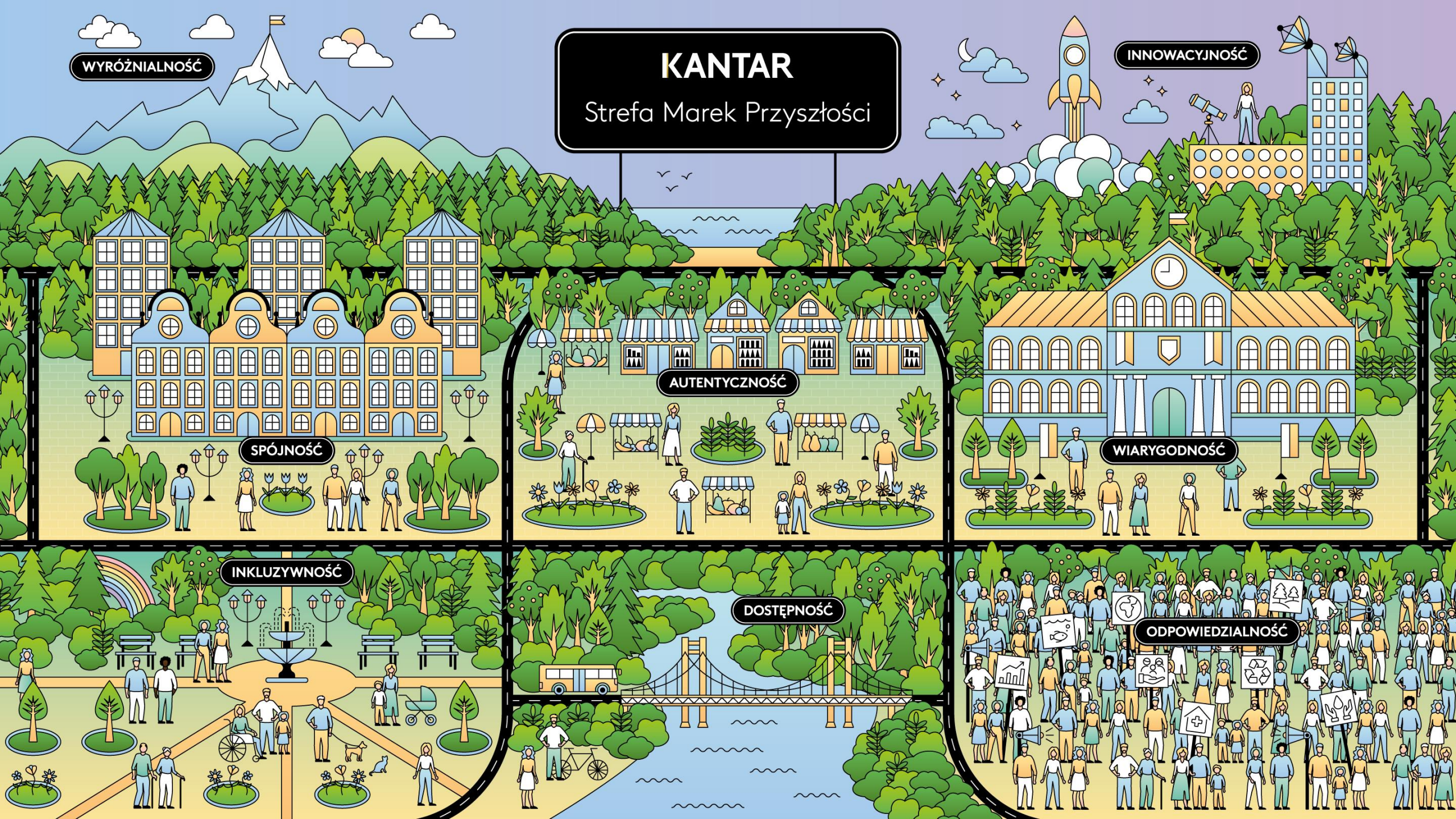
KANTAR
Strefa Marek Przyszłości
WYRÓŻNIALNOŚĆ
INNOWACYJNOŚĆ
SPÓJNOŚĆ
AUTENTYCZNOŚĆ
WIARYGODNOŚĆ
INKLUZYWNOŚĆ
DOSTĘPNOŚĆ
ODPOWIEDZIALNOŚĆ