

KANTAR MILLWARD BROWN

HOW **DISRUPTION** CAN FUEL BRAND GROWTH

Kantar Millward Brown

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FROM DIFFERENTIATION
TO DISRUPTION

What percentage of brands grew significantly across a 3 year time frame?

3%

6%

21%

12%

What percentage of brands grew significantly across a 3 year time frame?

6%

Three topline measures of brand equity that relate to financial value growth

The best recipe for growth is to start with a difference that has the potential to be meaningful and salient

MEANINGFUL



Foundation

Meets needs + liked

DIFFERENT



Competitive edge

Unique + setting trends

SALIENT

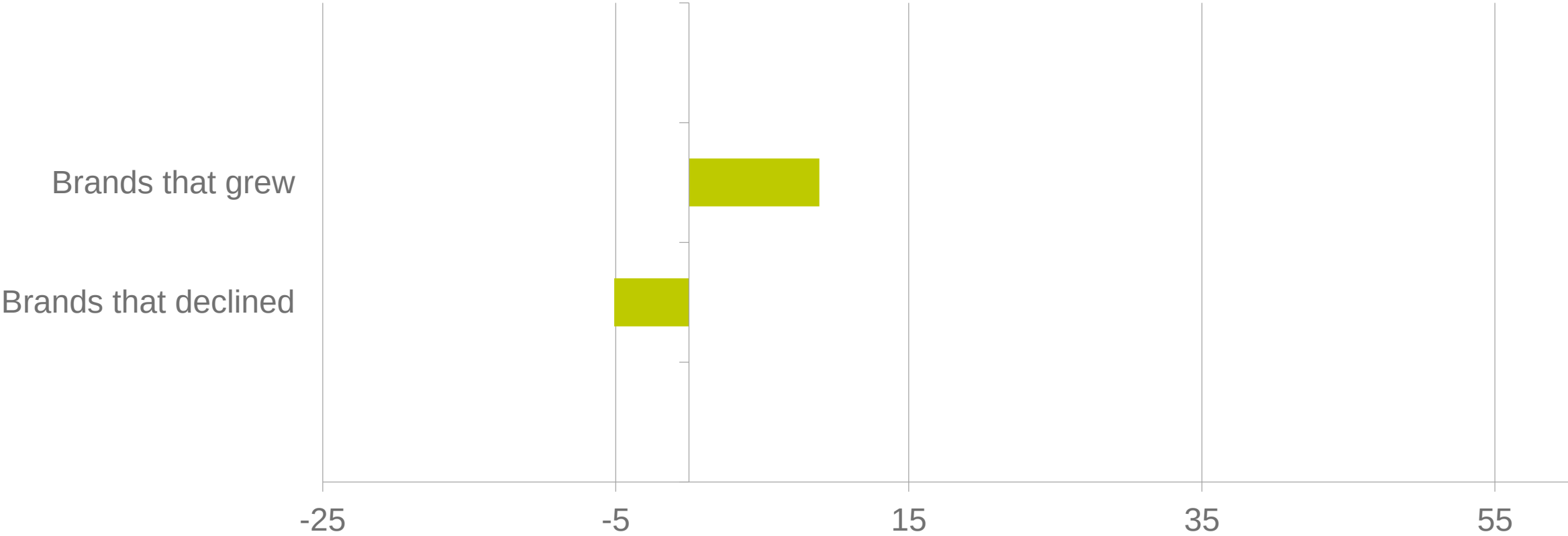


Main growth lever

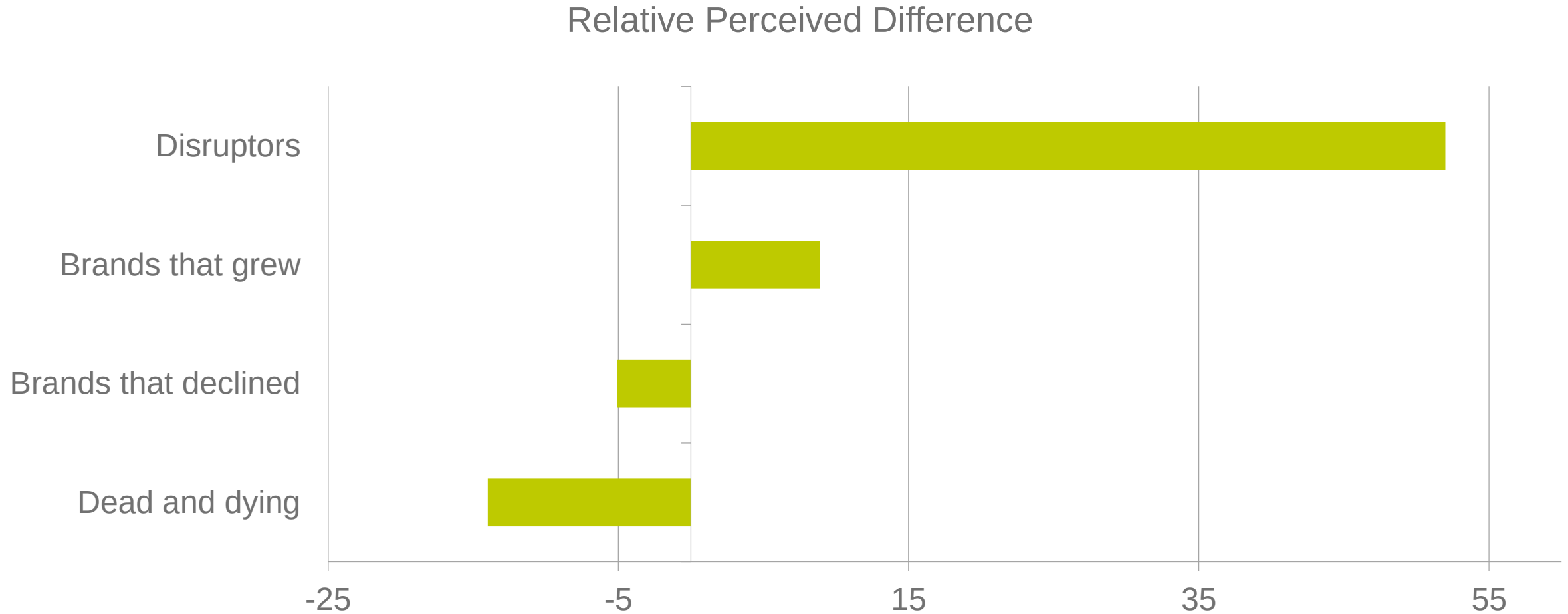
Speed to mind
in relation to purchase occasion

Perceived Difference is essential for growth

Relative Perceived Difference



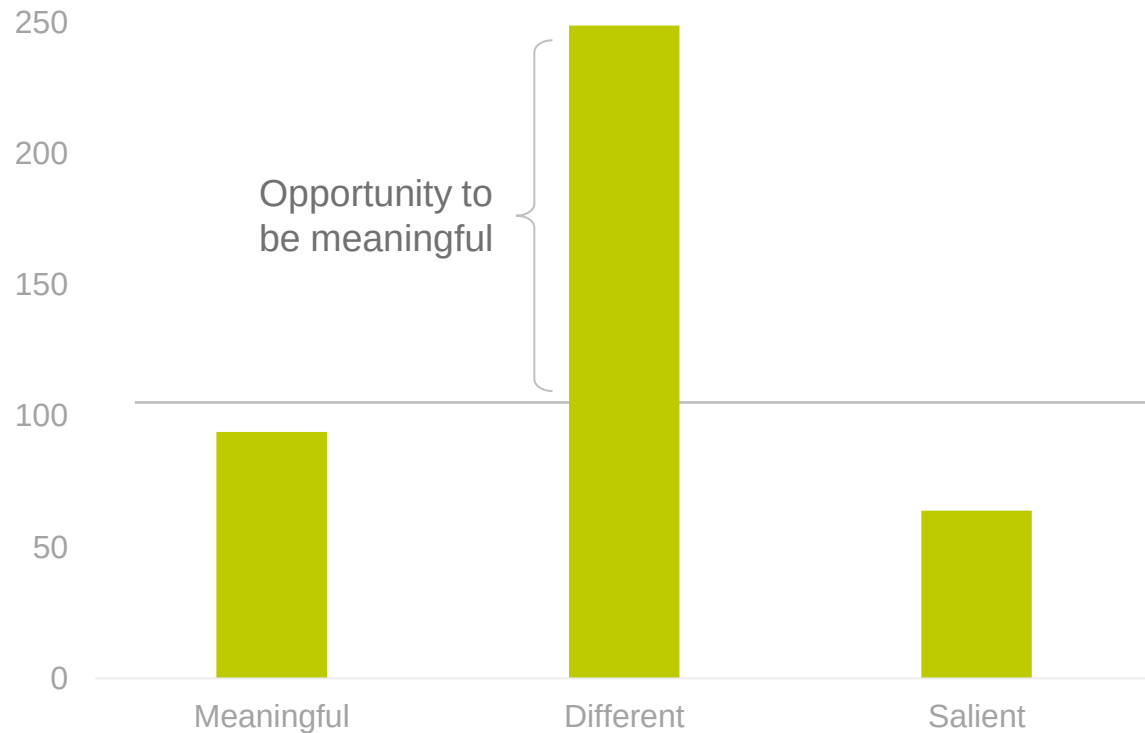
But disruptive growth requires disruptive differentiation



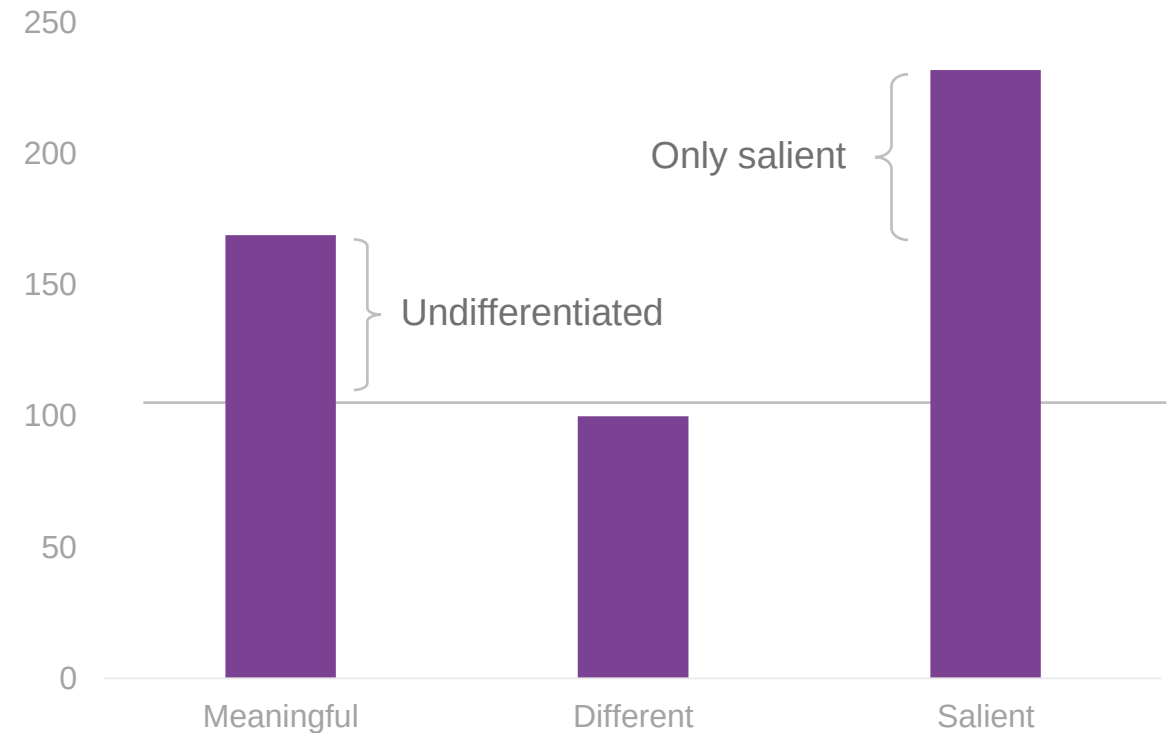
The Apple iPhone has proved to be one of the most disruptive brands of all time

In 2008 the iPhone was seen as different but many people did not realize why it might be meaningful to them

iPhone



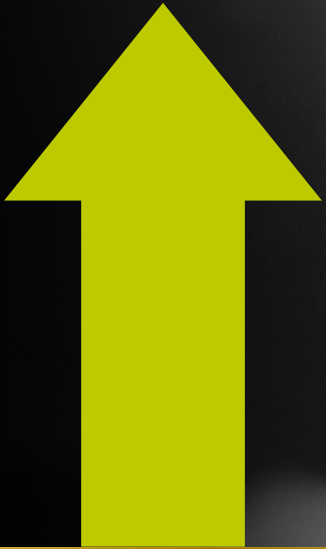
NOKIA



CHANGE THE GAME

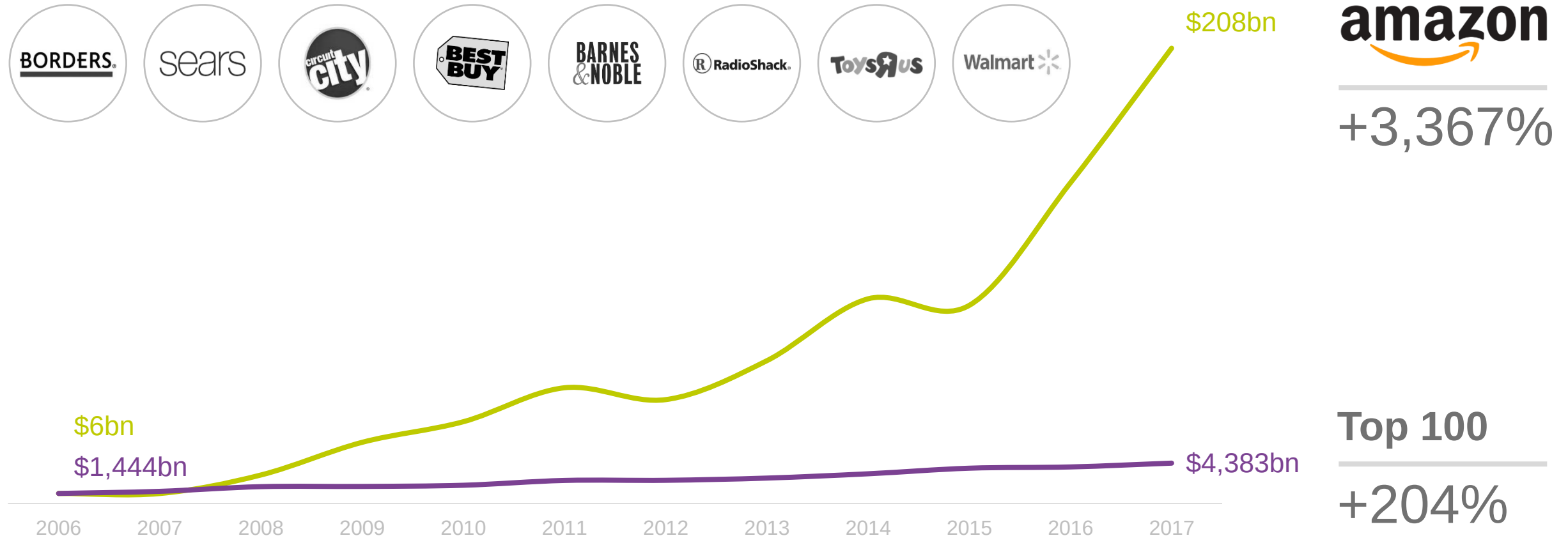
+1782%

brand value growth
over 12 years



Amazon has created new value for consumers and disrupted the world of retailing

We cannot all work for an Amazon, Netflix or Airbnb but we can learn from their success



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GET OUT OF THE
COMFORT ZONE



“

If you decide that you're going to do only the things you know are going to work, you're going to leave a lot of opportunity on the table.”

Jeff Bezos,

Founder and CEO of Amazon

HOW BRANDS BREAK OUT OF THE COMFORT ZONE

Disruption can happen anywhere in the proposition or value chain

Functional

Better Experience

Product Advantage

Go to Market

Emotional

Social Purpose

Challenge Conventions

Connect emotionally

Value

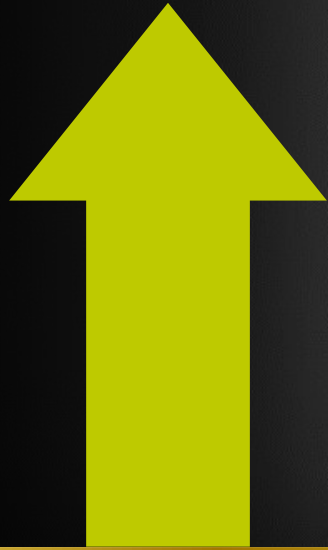
Premiumize

Better value

CREATE SOCIAL PURPOSE

+106%

value market share growth



PRICE HIGH

+135%

market share growth
2008 to 2017



Leffe

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Thank you for listening