



KANTAR



AMPLIFYING INTELLIGENCE
INNOVATION

How AI is making bold ideas come to life

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www.kantarnewzealand.com

THE NEW RULES OF BOLD INNOVATION AND WHY THEY MATTER.

AI isn't replacing creativity.
It's expanding what innovators can see, test and commit to.

Bold innovation has always been the engine of growth. What's changed is how brands find, shape and back those ideas. In an environment defined by category crowding, rising expectations and economic pressure, innovation can no longer rely on instinct alone.

AI is no longer just making innovation faster - it's making **boldness more achievable**. By expanding what marketers can see, test and learn earlier in the process, AI is reshaping how ideas move from possibility to reality. It is changing not just the pace of innovation, but the *quality of decisions* behind it.

BOLD IDEAS DRIVE GROWTH - BUT TOO MANY STILL FAIL.

Kantar evidence has long been clear: brands that are **Meaningfully Different** are far more likely to grow. When innovation creates new relevance and distinction, it builds both short-term momentum and long-term equity. Yet failure rates remain high. Kantar data shows that **around one in three new product launches are dead or dying by their second year**. Too often, innovation efforts deliver activity without impact - incremental tweaks rather than meaningful progress.

THE PROBLEM ISN'T AMBITION. IT'S CONFIDENCE.

Bold innovation doesn't fail because it's too risky. It fails because brands struggle to identify where to be bold - and lack conviction in *which* ideas will land. **AI is supercharging this stage** by reducing the risk of boldness by helping brands identify **true incremental space** - ideas that are not just new, but meaningfully different and relevant. By analysing large volumes of behavioural, cultural and search data, AI helps surface unmet needs, emerging tensions and opportunity areas before they become obvious - or crowded.

Instead of narrowing ambition, AI **de risks it**, giving teams the confidence to move beyond "safe" ideas into braver territory.

AI ACROSS THE END-TO-END INNOVATION JOURNEY.

The real breakthrough comes when AI connects the entire innovation system, rather than being applied in isolated moments. AI is increasingly shaping every stage of the journey:

- **OPPORTUNITY SPOTTING:** Identifying unmet needs, emerging tensions and white space earlier.
- **CONCEPT DEVELOPMENT:** Refining ideas in consumer language without compromising quality.
- **CONTENT CREATION:** Expressing Meaningful Difference consistently at scale.
- **LAUNCH AND OPTIMISATION:** Learning and adapting in near real time.

This isn't about speed for speed's sake. It's about making fewer, better decisions - earlier, when change is cheaper and impact is greater.

BOLDNESS STILL BELONGS TO HUMANS.

AI does not make innovation bold. People do.

What AI provides is leverage - the ability to explore further, learn faster and act with conviction. The brands that will win are not those that automate creativity, but those that combine **human imagination with machine intelligence** to build ideas that are both brave and believable.

In a world where safe ideas are plentiful and sameness is easy, bold innovation remains the most powerful growth strategy. AI doesn't change that truth. It simply makes it more achievable.

The future belongs to brands brave enough to explore - and smart enough to learn.



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REFRAMING AI'S ROLE IN INNOVATION.

From efficiency tool to innovation amplifier.

AI doesn't make innovation safer. It makes learning faster, which allows brands to be braver.

AI is often positioned as a way to move faster or cheaper - compressing timelines, automating tasks or generating content at scale. That framing sells its potential short. The real power of AI is not speed. It's **better decisions, made earlier, with greater clarity.**

Kantar research highlights a clear gap between the expected future impact of GenAI and its current perceived impact inside organisations. Closing that gap isn't about deploying more tools. It's **about using AI to strengthen judgement, not shortcut it.**

HOW AI IS SUPERCHARGING INNOVATION CULTURES.

AI is shifting innovation cultures from **opinion-led debate to evidence-informed conviction.** By enabling teams to test assumptions earlier and more broadly, AI allows organisations to commit sooner — when ambition is still intact and the cost of change is low. This is how AI transforms innovation from episodic bursts into **repeatable, scalable capability.**

FINDING WHITE SPACE BEYOND 'ME TOO' INNOVATION.

In Australia's highly competitive grocery categories, AI enabled trend and search analysis helps brands spot emerging needs earlier — from evolving health priorities to new usage occasions. By identifying opportunity space before it becomes mainstream, FMCG marketers can pursue bolder propositions with greater confidence they will earn their place on shelf.

HEAR FROM NIKKI DAVEY ON...

HOW AI IS QUIETLY CHANGING THE INNOVATION GAME.



WATCH THE VIDEO >>

WHY AI DOESN'T REPLACE CREATIVITY. IT AMPLIFIES IT.



WATCH THE VIDEO >>

ON USING AI TO MOVE FASTER OR TO THINK BETTER?



WATCH THE VIDEO >>

FIVE PRINCIPLES OF SUCCESSFUL INNOVATION.

How AI upgrades the fundamentals.

Bold ideas don't fail because they're risky. They fail when organisations hesitate.

Drawing on Kantar's global innovation expertise and innovation awards analysis, five principles consistently underpin successful innovation. AI strengthens each one - not as a replacement for human judgement, but as a powerful complement.

1.

THINK DIFFERENTLY WITH CONFIDENCE.

Innovation isn't about random disruption. It's about stretching into new space that builds brand equity. AI helps brands **pressure test how far they can stretch**, grounding bold thinking in brand meaning rather than guesswork. By synthesising brand, category and consumer data, AI supports braver thinking without disconnecting from what makes a brand trusted and relevant.

SPOTLIGHT ON SERVICES

In financial services and telco, where trust and reassurance are critical, AI-enabled concept diagnostics allow teams to explore new propositions while ensuring they remain anchored in credibility and consumer expectation.

2.

EMBRACE CURIOSITY AT SCALE.

Curiosity fuels innovation, but organisational bias and 'we've tried that before' thinking often narrow exploration. AI turns curiosity from an individual mindset into a systemic capability, expanding the number and diversity of ideas explored before convergence begins.

SPOTLIGHT ON FMCG

AI-driven ideation enables food and beverage brands to explore flavour, format and benefit combinations at scale - revealing unexpected connections and opportunities that human teams alone may never surface.

3.

CONNECT PURPOSEFULLY FROM IDEA TO LAUNCH.

Many innovations fail not because the product is wrong, but because its value is poorly articulated. AI helps maintain a clear **Meaningful Difference 'red thread'**, linking insight, proposition, creative development and execution.

SPOTLIGHT ON PUBLIC SECTOR

For public sector innovation, AI-supported testing ensures new services are not only functional but clearly understood - improving adoption by making benefits simple, relevant and human.

4.

LEARN, TEST AND LEARN FASTER.

Innovation is rarely linear. The brands that grow are the ones that learn their way forward. AI accelerates learning loops, enabling teams to explore hundreds of variations early - without betting everything on a handful of ideas.

SPOTLIGHT ON RETAIL

AI-powered concept testing allows retailers and manufacturers to refine propositions before full rollout, reducing costly late stage failures while preserving bold ambition.

5.

OWN IT WITH CONVICTION.

Finding new space isn't just about having ideas. It's about making - and standing behind - the right decisions. By cutting through complexity and synthesising data across markets and audiences, AI enables faster, more confident leadership decisions.

SPOTLIGHT ON B2B

AI-driven dashboards and learning systems allow leaders to course correct early - committing to what works and stopping what doesn't, without losing momentum or belief.



THE READINESS FACTOR.

Amplifying innovation through capability, culture and confidence.

The biggest risk with AI isn't moving too slowly. It's moving fast without the foundations to support it.

As AI becomes more deeply embedded across the innovation journey, one reality is becoming increasingly clear: **technology alone does not create advantage.** While many organisations are experimenting with AI tools, far fewer have built the **capability, culture and confidence** required to use AI as a true innovation amplifier. Without this readiness, AI risks accelerating activity - but not impact. AI doesn't reward early adopters. It rewards **organisations prepared to use it well.**

WHY READINESS MATTERS MORE THAN ADOPTION.

Kantar research consistently highlights a gap between the **expected impact of AI** and the **current readiness** to realise it. This gap isn't driven by lack of tools, but by misalignment across people, data and decision-making.

In innovation, this gap is particularly costly. When AI is applied without clear intent or capability, it can lead to:

- More ideas, but less clarity.
- Faster output, but weaker differentiation.
- Greater activity, but reduced confidence at the point of decision.

AI is reshaping the readiness challenge by compressing timelines and expanding choice. That makes **governance, judgement and capability more important - not less.** The organisations that benefit most are those that treat AI as a **strategic capability**, not a productivity hack.

FOUR TENETS OF AI-READY INNOVATION.

Based on Kantar's work with leading innovators, four tenets consistently separate organisations that unlock AI's value from those that struggle to move beyond pilots.

1. Data that is connected, trusted and brand-led

AI is only as powerful as the data it learns from - and innovation data must reflect **brand meaning, not just behaviour.** Innovation-ready organisations ensure their AI is informed by:

- connected consumer, brand and category data
- high quality, up-to-date inputs
- clear understanding of what makes their brand distinctive.

Without this, AI risks optimising towards the average - accelerating sameness rather than meaningful difference. For example, in categories where shelf space and attention are scarce, AI trained on robust brand and consumer data helps teams distinguish between ideas that are simply new and those that are genuinely incremental.

2. Skills that strengthen judgement, not outsource it

The future innovation skillset isn't about coding. It's about **knowing how to ask better questions - and how to challenge the answers.** AI ready organisations invest in:

- critical thinking and interpretation skills
- confidence in prompting, interrogating and sense checking AI outputs
- clear understanding of AI's strengths and limitations.

This ensures AI sharpens decision-making rather than replacing it. In sectors like banking, insurance and telco, teams must balance innovation with trust. Skilled use of AI supports braver exploration while ensuring decisions remain grounded in consumer expectation and brand responsibility.

3. Culture that supports learning, not perfection

AI supercharges innovation only in cultures that are willing to learn fast, not wait for certainty. Because AI enables earlier and broader testing, it rewards organisations that:

- normalise iteration and refinement
- value evidence over hierarchy
- encourage course correction rather than sunk cost thinking.

Without this cultural shift, AI insights may be generated, but ignored. For example, in public sector innovation, AI-enabled testing supports learning before large scale rollout, reducing risk while improving adoption. The biggest gains come where learning is treated as progress, not failure.

4. Governance that builds trust and confidence

AI adoption without governance erodes trust - internally and externally. Innovation-ready organisations are clear on:

- ethical use of data and AI generated outputs
- human oversight at critical decision points
- transparency in how AI informs innovation choices.

This builds confidence - not caution - allowing leaders to commit to bold ideas knowing there are guardrails in place.

MOVING FROM EXPERIMENTATION TO ADVANTAGE.

The next phase of AI-enabled innovation will not be defined by who has access to the best tools - but by who has built the **capability to use them with intent.** AI makes bold innovation more achievable - but only for organisations prepared to meet it halfway. Those that invest in readiness will move beyond experimentation into sustained advantage, using AI not to chase more ideas, but to **choose better ones, sooner.**



EvaluateExplorer

AI-DRIVEN INNOVATION THAT HITS THE TARGET.

Kantar's new solution combines the best of human and artificial intelligence to help marketers rapidly identify new opportunity spaces that fit their brand and category – and develop the concepts they need to bring those opportunities to life.



DR. NICKI MORLEY
Global Head of Innovation
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DISCOVER EvaluateExplorer >>

Innovation has never moved faster – but speed isn't translating into better outcomes. Brands are surrounded by fragmented signals and swept up in hype cycles that distort priorities, pushing lacklustre products to market and leaving teams wondering why they fail to spark real consumer interest.

In this environment, the rise of AI is a double-edged sword. It can certainly come up with a lot of ideas, but much of its output is often generic, vague and disconnected from the deeper motivations behind behaviour – the behavioural fuels that accelerate adoption and the frictions that quietly hold it back. Traditional large language models (LLMs) tend to flatten nuance and overlook the underlying tensions, producing volume rather than value and missing the shifts that truly shape opportunity. Siloed teams and outdated infrastructures only deepen the challenge, making it even harder to convert signals into meaningful, brand-aligned innovation.

To drive meaningfully different growth, brands don't just need more ideas – they need the right ones. Ideas that are rooted in real human behaviour, shaped by strategic clarity, and built with a clear understanding of the motivations that unlock momentum and the barriers that stall it. And achieving that demands a different kind of partnership between human judgment and artificial intelligence.

Quilt.AI brings a cutting-edge intelligence system that analyses real-world digital signals at scale – from cultural movements and search data to text and conversations – continually keeping its finger on the pulse of what matters. Unlike single-model LLM systems, this multi-agent infrastructure challenges and refines its own outputs, reducing sameness and grounding the analysis in behavioural and cultural reality. Layered with Kantar's validated frameworks and deep brand-building and innovation expertise, this creates an innovation ecosystem that blends speed and rigour with strategic intent.

The result is an approach where AI and human intelligence work together – not in parallel, but as a unified engine that filters noise, sharpens signals and helps brands focus on what genuinely drives growth.

SPOT TENSIONS AND IDENTIFY SPACES.

We've brought together our combined expertise to create EvaluateExplorer: a transformative solution that draws on human and digital intelligence to shape early innovation in a way you can trust.

By layering AI-driven and human insight, EvaluateExplorer combines speed and scale with strategic rigour. Quilt.AI provides global, real-time intelligence, with specialised AI agents to analyse and refine this data: they challenge each other, check facts and filter out weak ideas. Structure and direction come from Kantar's evidence-based brand-building and innovation frameworks that anchor the process in what is actually meaningful. Our experts guide every step, ensuring the output is both strategically grounded and commercially relevant.

Through its advanced technology, EvaluateExplorer allows marketers to:

- spot emerging tensions early, before they become mainstream
- identify opportunity spaces that truly fit their brand
- develop differentiated concepts rooted in real human behaviour and tensions.

SEE CLEARLY, CREATE CONFIDENTLY, ACT FASTER.

EvaluateExplorer offers a streamlined, repeatable system built for modern innovation cycles. Reliable insights allow brands to distinguish quickly between fads and emerging behaviours, providing a clear view of the spaces they can grow into. And because fuels and frictions are evaluated upfront, concepts are built around the motivations that drive adoption and the barriers that need to be removed. These are making ideas more resonant and more likely to succeed – all in a fraction of the time this would take using traditional approaches. Using other methods, it's not unusual for marketers to take months to move from opportunities to concepts. With EvaluateExplorer, this time frame can be shortened to just one week.

The solution includes comprehensive guardrails to support a focused, outcome-driven approach. Evidence-based frameworks ensure AI is reasoning with intent. Every opportunity space is validated across cultural, behavioural, competitor and brand-fit signals and verifies that concepts are meaningfully new.

The process also incorporates indicative sizing to gauge the potential scale and commercial viability of each opportunity early on, ensuring teams focus their efforts where growth is most likely. This shifts early innovation from assumption to confidence, from scattered exploration to focused progress.

FROM COMPLEXITY TO CLARITY.

Ultimately, the future of innovation isn't about having more ideas – it's about discovering the right ones. On its own, AI won't help marketers do that. As Ross Farquhar, Director of Marketing, Innovation and Sustainability at Little Moons says, the technology is "a powerful tool to bring us closer to trends", but "creativity and true leaps forward still come from human judgement".

Rather than using AI to dilute human imagination, EvaluateExplorer enhances. By combining advanced analytics with cultural and behavioural insights and human expertise, it enables brands to replace scattergun sameness with decision-driven intelligence. It's not so much a new tool as an entirely different approach – one that cuts through the noise to find paths to innovation growth that genuinely work.

Our partnership with Kantar brings together the best of human and machine intelligence, connecting what people say and do online with what creates sustainable growth. Unlike traditional social listening, Quilt.AI's approach goes beyond surface-level chatter to focus on culture and context. Combining Kantar's expertise with Quilt.AI's technology gives brands the big picture and the nuance, accelerating how marketers can make decisions from insights that are trusted, data-driven and deeply human.

Dr Angad Chowdhry, Co-Founder, Quilt.AI

EMPATHY AT AI SPEED.

Why human understanding is the multiplier for AI-driven innovation.



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Human empathy has become the decisive advantage in an AI-powered innovation race – one where most launches still fail, Australian workers feel exposed, and consumers keep rethinking how and why they buy.

INNOVATION IS STALLING WHERE EMPATHY IS MISSING.

Kantar's research shows one in three product launches are dead or dying by year two, and only about 3% truly thrive beyond that. At the same time, 9 in 10 Australians feel worse off financially. With budgets under pressure, people are constantly reassessing what feels 'worth it' – not just in price, but in meaning, trust, and emotional fit.

In this climate, *good enough* innovation calibrated to yesterday's norms is a fast track to irrelevance. People are re-benchmarking value, lifting the bar for relevance, credibility, and emotional resonance.

THE HUMAN REALITY BEHIND AI-ERA CONSUMER CHANGE.

Consumers aren't calculators chasing discounts. They're anxious, overloaded humans managing work, money, and uncertainty. Most are cutting back, making trade-offs, and looking for brands that reflect their values and priorities.

That pressure reshapes the psychology of choice:

- People default to the familiar unless something new feels distinctively better, safer, or more personal.
- They are less forgiving of tone-deaf or generic messaging that ignores lived stress.
- They demand proof – both functional ('does it work?') and emotional ('do you get me?').

AI can detect these behavioural signals at speed, but it cannot interpret what they mean for dignity, aspiration, or everyday compromises. That leap – from signal to story – is where empathy becomes the multiplier of meaning distinguishing brands that grow from those that fade.

WHY EMPATHY MULTIPLIES AI-DRIVEN INNOVATION.

AI is now embedded across the innovation cycle – from spotting opportunities to testing and optimisation. Used well, it expands what's possible: processing vast datasets, shortening timelines by up to 60%, and enabling earlier, lower-risk testing.

But without a strong human frame, that same speed and scale creates risk:

- **Sameness.** Models default to what 'usually works,' fueling mediocrity instead of meaning.
- **False certainty.** Smooth dashboards can disguise shallow understanding of emotional context.
- **Misplaced boldness.** Where provocative concepts advance because they score well in aggregate, not because they resolve real tensions.

Empathy transforms data and speed into genuine difference by:

- Asking better questions – Why does this matter to this person, in this moment?
- Reframing 'insight' as tension between what people say versus what they do, and aspire to versus what they can afford.
- Stress-testing ideas through lived experience, not just predicted behaviour.

Teams that pair AI's pattern-finding power with empathic curiosity are more likely to find the incremental breakthroughs that drive lasting growth, not fleeting novelty.

KANTAR LIVE: EMPATHY AT AI SPEED, QUALITATIVE AT SCALE.

This is where **Kantar Live** comes in – an AI-powered qualitative platform that captures real human voices at real speed. It blends AI-analytics with moderated human interpretation so teams can understand not just *what* people do, but *why* they feel and act as they do – while there's still time to respond.

With real-time engagement, 'it's too late to test' no longer applies. Teams can connect, adjust, and iterate dynamically as needs and moods shift.

Each 60-minute Kantar Live session brings together up to 100 target consumers responding live to your ideas. Participants answer open-ended questions, react to visuals, rank preferences, and express emotion in real time, while teams observe and probe emerging themes.

Crucially, Kantar Live isn't just another tech layer. It combines AI with expert moderation and debriefing from researchers who understand category dynamics. AI surfaces themes and clusters sentiment; human experts translate that insight into narrative – what to keep or optimise – and why it matters.

For insight and marketing leaders, this hybrid model delivers three key advantages:

- **Faster confidence.** Move from exploration to evidence-based decisions in days, not weeks.
- **Richer empathy.** Hear the real language and emotion that make ideas persuasive.
- **Sharper focus.** Identify the few propositions that earn attention and willingness to pay – improving odds of joining the small minority that flourish beyond year two.

TURNING REAL-TIME EMPATHY INTO PERSUASIVE ACTION.

Innovation creates impact when it's clearly and consistently communicated – when there's a 'red thread' from the problem solved to the story told. Kantar's research shows the most successful innovators link their proposition's meaningful difference directly to launch communications, building a coherent human narrative rather than a patchwork of claims.

Here again, empathy and AI reinforce each other:

- **Custom discussion guides** explore the emotional world – identity, pride, anxiety, aspiration – alongside functionality.
- AI-assisted language analysis identifies the words and phrases consumers naturally use, feeding directly into creative development.

Expert debriefs distil insights into actionable briefs so creative, media, and commercial teams align on solving the same human problem.

True differentiation often means leaning into discomfort. Explore the innovation concepts that scare you because they might redefine your category. AI and empathy together de-risk that leap, distinguishing bold ideas that resonate deeply from those that merely provoke.

In a world where workers feel exposed and households are doing the emotional labour of constant trade-offs, empathy is more than a virtue – it's a source of courage.

When human understanding amplifies AI insight, brands earn lasting permission to be chosen, again and again.

DISCOVER KantarLive >>

FAST IDEAS. FRAGILE DECISIONS.

How AI is reshaping innovation.



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INNOVATION HAS ALWAYS BEEN THE GROWTH ENGINE FOR AMBITIOUS BRANDS - BUT THE CONTEXT IN WHICH IT OPERATES HAS FUNDAMENTALLY CHANGED.

Markets are more crowded, expectations are rising faster, and consumer behaviour is shifting in real time. In this environment, businesses can't afford innovation that is slow, linear or reliant on instinct alone. They need to see further ahead, test more possibilities earlier, and commit with greater confidence.

At Kantar, we've anticipated this shift. Over the past several years, we've been embedding advanced analytics, connected data, and increasingly sophisticated AI into the innovation process - not as shiny tools, but as structural upgrades to how organisations discover, shape and scale ideas. What once required lengthy iteration and manual synthesis can now be explored in hours, with fidelity and foresight that simply weren't possible before.

AI ISN'T REPLACING INNOVATOR INTUITION. IT'S INCREASING THE SURFACE AREA OF OPPORTUNITY.

From identifying emerging tensions in culture, to refining propositions in consumer language, to simulating uptake scenarios before anything hits the shelf, AI is expanding what teams can see, learn and validate long before decisions become expensive. It turns scattered signals into direction. It reduces blind spots. And, critically, it elevates the quality of judgement at the moments that matter most.

This matters because the innovation challenge is no longer about generating ideas. Most organisations have too many. The real challenge is confidence:

Which ideas are truly incremental? Which solve meaningful problems? Which will earn their place in people's lives and justify investment?

AI, when grounded in trusted data and proven frameworks, helps answer these questions with clarity. It enables teams to move beyond cosmetic novelty into innovation that is genuinely Meaningfully Different — relevant, distinctive and commercially viable.

AND YET, DESPITE ITS POTENTIAL, AI HAS EXPOSED A WIDENING READINESS GAP.

Our work with clients shows a consistent pattern: organisations expect AI to reshape their innovation performance, but far fewer feel equipped to use it well. Tools alone do not create advantage. Advantage comes from the right data foundations, the right skills to interrogate and challenge outputs, and the right cultural conditions to learn fast without fear.

The brands that are winning are those using AI to **strengthen judgement, not speed through it** - organisations that combine human imagination with machine level sensing, learning and synthesis. Boldness still belongs to people. AI simply makes bolder, better decisions possible earlier.

This booklet explores the new rules of innovation in an AI enabled world - from spotting opportunity space sooner, to designing propositions with greater precision, to building readiness models that turn experimentation into repeatable capability. It highlights the innovations we're bringing to clients today, along with the evidence, principles and tools that help teams innovate confidently and consistently.

The future belongs to organisations that are both brave enough to explore, and prepared enough to learn.

WE DELIVER THE INTELLIGENCE TO POWER BRAND GROWTH IN THE AI ERA.

We provide the signals that help organisations act quickly and confidently. We empower brands to make effective marketing decisions based on predictive evidence. And we help them craft powerful growth strategies rooted in the connection between consumers, brands and enterprise value.

ALL POWERED BY THE KANTAR INTELLIGENCE ENGINE

The industry's leading AI platform – fueled by uniquely robust human and synthetic data, trained on unrivaled IP, and amplified by global expertise.

SIGNAL INTELLIGENCE

Keep a constant pulse on consumers and markets

- Brand Guidance
- Customer Experience

DECISION INTELLIGENCE

Power optimal marketing choices with predictable ROI

- Analytics and ROI
- Creative
- Innovation
- Media
- Sensory

STRATEGIC INTELLIGENCE

Drive growth strategies that connect brand actions to enterprise value

- Brand Strategy
- Consulting
- Qualitative
- Sustainability

KANTAR'S DECISION INTELLIGENCE SOLUTIONS CAN HELP YOUR BRAND ACCELERATE GROWTH THROUGH INNOVATION.

Build, identify and launch innovations that drive new product sales and build long-term brand equity. Kantar's cohesive portfolio of solutions helps brands create Meaningfully Different innovations. Address real consumer tensions through an iterative, agile learn-test-learn approach – amplified by technology and extensive consumer data.

[FIND OUT MORE >>](#)

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About Kantar

Kantar is the world's leading marketing data and analytics business. We deliver the intelligence needed to power brand growth.

We provide the signals that help organisations act quickly and confidently. We empower brands to make effective marketing decisions based on predictive evidence. And we help them craft powerful growth strategies rooted in the connection between consumers, brands and enterprise value.

All this is powered by our uniquely robust human and synthetic data, our unrivalled IP, our AI-native platform and the team of global brand experts that bring this all together.

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