Everybody's talking about...

Artificial intelligence

Kunstig intelligens

Intelligence artificielle

Inteligência artificial

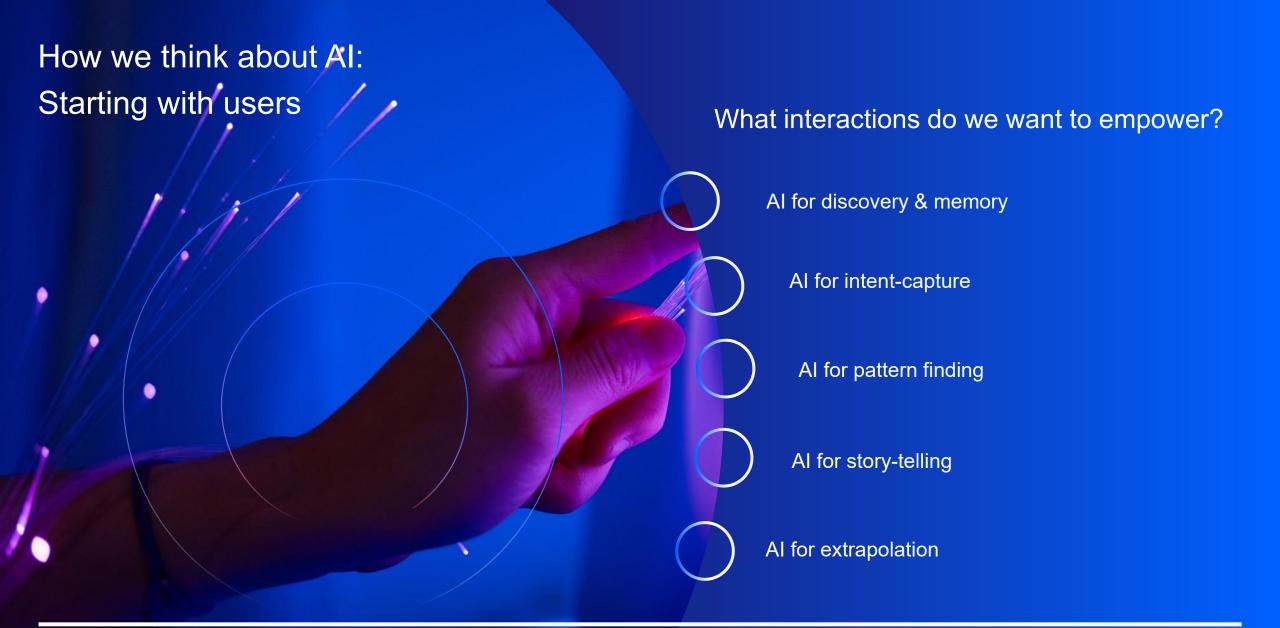


Everybody's talking about...

49%

say that AI is already having a significant impact on their organisation

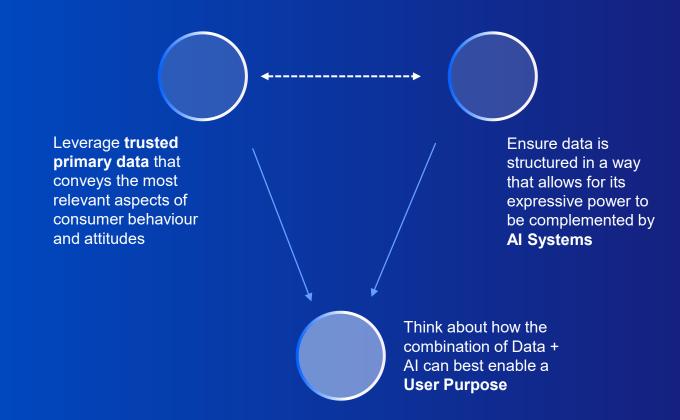
Strongly Agree	18%
Agree	31%
Neither Agree nor Disagree	22%
Disagree	16%
Strongly Disagree	9%



## How we think about AI: A focus on Data + AI

#### The role of impactful data

Investing in measurement that captures trustworthy ground truths about the priorities, preferences and drivers of consumer action will remain an equally important element of the insight flywheel



## 1. Leveraging LLMs for enhanced discovery

BASE ALL EVILEVIEWS PRESCULA: APPLANXE  PRESCULA: APPLANXE  Sample membres white: Apple Apple  Sample membres white: Apple Apple  Apple		Online Shopping (continued)  I would buy something online from a company I have never heard of I purfer to make online purchases from UK based companies from any velocite as long as it is the cheepest When shopping online, I prefer	Definitely Agree	Tend To Agree	Neither Agree Nor Disagree	Tend To Disagree	Defini Disag
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others To me, being beautiful means To me, being beautiful means The me, being beautiful means difference I like to stand out in a crowd I like to stand out in a crowd I like to stand out in a crowd I like to stand to share to My fragment compresses my personality I like to stand to share to Sindane products bely made Sindane products bely made	_	If I were to make a purchase online, I would not do so until I saw the product in real life					
smorting are personally, see difference I like to stead out in a crowd I like it when see saids attent	0	I like to shop online because there's plenty of choice					
Took after my health to		I would never make a large online transaction					
My fragrance expression my personality It is important to me to always look parfect. Sincere products help make your skin look younger I like it when my male street.		I often look online before buying something					
It is important to me to always		Online adverts play a part in influencing the brands I bay					
your skin look younger  I like it when my nails attract	0	I shop online for lower prices I often make spontaneous,	-		8	8	
		impulse purchases online I prefer to avoid high delivery				_	
I feel better about the way I		costs when shopping online	_	_	_	_	
look when I am tarned I prefer subtle make-up that		Attitudes to Internet Advertising	Definitely	Tend To	Neither	Tend To	Defini
I major experimenting with  make-up to change my			Agree	Agree	Agree Nor Disagree	Disagree	Disag
аррежилсе		Online advertising is more relevant to me than other advertising					
		I don't mind sharing my personal data in order to get more personalised TV ads			0		
		I never click on online ads I pay more attention to adverts on sites I trust	0	0	8	0	
		I find that online adverts are increasingly more intrusive					0
		I prefer to see online adverts that relate to the content I am viewing			-		
		I pay more attention to online video ads than to other forms of online ads					
		Barning political campaigns from social media is a good thing					
		I find online advertising entertaining					
		Reviews or ratings influence my decision to download apps					
		Social Media					
			Definitely	Tend To	Neither	Tend To	Defini

atements (continued)			700	
	Definitely Agree	Tend To Agree	Neither Agree Nor Disagree	Ī
I don't like to judge other people on the way they choose	0	0		
to live their life I consider myself to be a				
spiritual person I consider myself to be a creative person				
I like to have a circle of close friends who support me in hard	0			
Times I like to have control over				
people and resources I have a keen sense of adventure				
I find it difficult to say no to my kids				
I like to be surrounded by different people, cultures, ideas and lifestyles	0	0	0	
I always discuss major decisions with my partner				
I am usually the first amongst friends to know what's going on		0	0	
There's no point worrying about getting older				
Real men don't cry	<u> </u>	_	_	
Reports on violence and crime affect the way I lead my life	_			
I feel intimidated by groups of young people				
A child can turn out well- rounded even if their parents are separated		_		
In a job, security is more important than money				
I look on the work I do as a career rather than just a job				
I only go to work for the money				
I want to get to the very top in my career				
I would like to set up my own business one day				
How I spend my time is more important than the money I make		0		
Money is the best measure of success				
It is important to be well informed about things	0			
I have a practical outlook on life				
What I want most in my life is to have fun. eniov life's pleasures	0	0	0	
What I want most in my life is to have/raise children				
I consider myself a romantic				
I prefer to be single				
Getting married is outdated	<u>_</u>		<u>_</u>	
I feel comfortable talking to others about things that worry me				

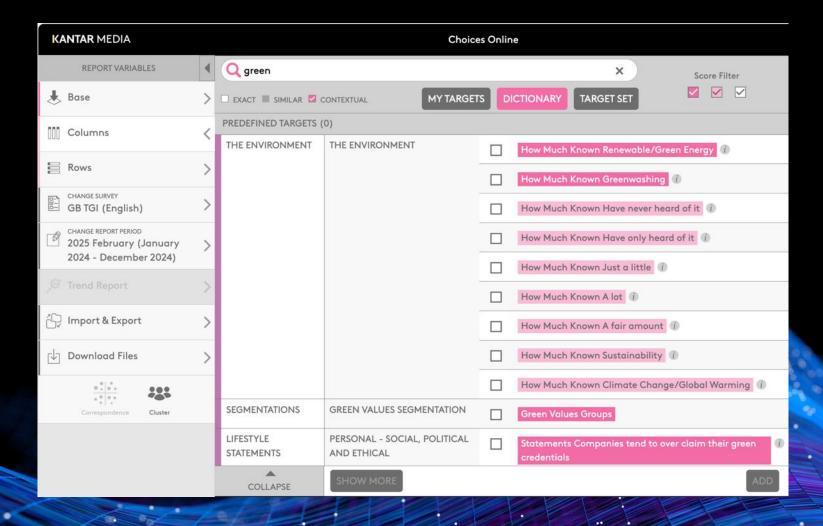
LIFESTYLE

atements								
	Definitely Agree	Tend To Agree	Neither Agree Nor Disagree	Tend To Disagree	Definitely Disagree	Not Applicable	Any Agree	Any Disagree
I am perfectly happy with my standard of living								
I don't want responsibility, I'd rather be told what to do								
There's little I can do to change my life								
I am very happy with my life as it is								
I like taking risks			п		п	п		
I am willing to sacrifice time with my family in order to get shead	ā	-	ā	ā	-	-	ē	-
You should seize opportunities in life when they arise								
In this day and age it is important to juggle various tasks at the same time	0	0	0	0	0		0	
It is important to continue learning new things throughout your life	0	0						
I like to pursue a life of challenge, novelty and change								
I am looking forward to my retirement								
I worry a lot about myself								
I find it difficult to balance work, children and social life							0	
I often worry about failing my children		0					0	
It is more important to do your duty than to live for your own enjoyment								
My family is more important to me than my career							0	
Children should be allowed to express themselves freely								
It's important my family thinks I'm doing well								
I loathe doing sew form of housework								
I often do things on the spur of the moment								
I like to enjoy life and don't worry about the future								
I like to follow a well organised routine				0				
I can't bear untidiness I find that I'm easily awayed by		-						
other people's views I don't like to show my real								
feelings I tend to make decisions			-		-	-		
quickly, based on 'gut feeling' I am a perfectionist					-		0	
I am a perfectionist I am an optimist								- 8
My friends are more important to me than my family	ä	ă	ä		ä	ä	ä	ä
My faith is really important to								

743					
Neither Agree Nor Disagree	Tend To Disagree	Definitely Disagree	Not Applicable	Arry Agree	Any Disagree
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Nor ree	Disagree	Disagree	Applicable		Disagree	3		0	
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		0							

## 1. Leveraging LLMs for enhanced discovery



**Vector search** analyses your prompt and return all conceptually-relevant concepts from across the TGI Dictionary based on foundational LLM embeddings

When searching on 'Green' – it's a system that will return all proximate concepts (Recycling; Renewables; Environment) instead of exact terms or synonyms only

# 2. The image of a busy analyst (\*according to AI)

Exploration and iteration are often valuable elements of how the analyst develops insights

Nevertheless, there are times when processcomplexity restricts the full potential of the analyst.

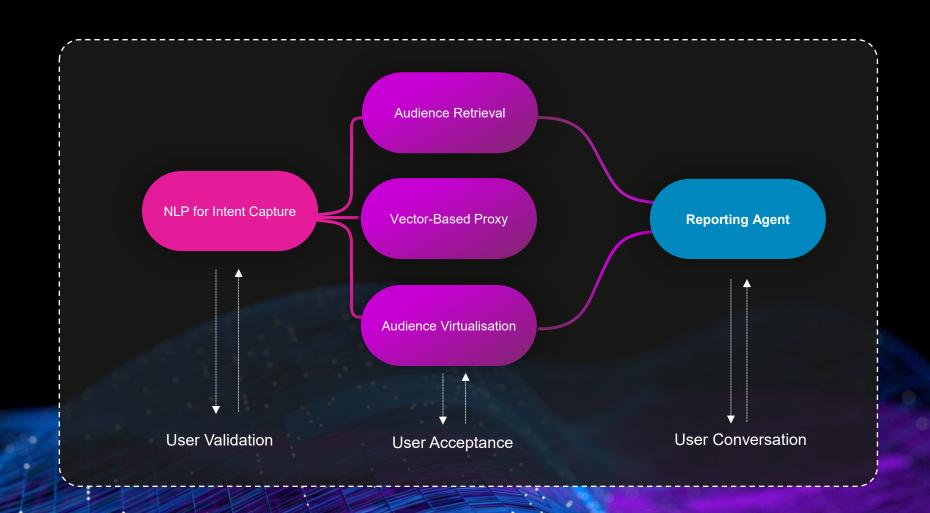
This can be particularly the case for more complex, multi-country analysis



## 2. An emerging assistive architecture

#### Approaches to multicountry analysis

Particularly in the arena of multi-country data analysis, we see an opportunity to 'shift the balance' for analysts – by chaining together some of the most useful 'power assistance' technologies



## 3. Operating across user frontiers

#### **The Insight Audience:**

New parents who are **health-conscious** and willing to spend more on environmentally-friendly food products

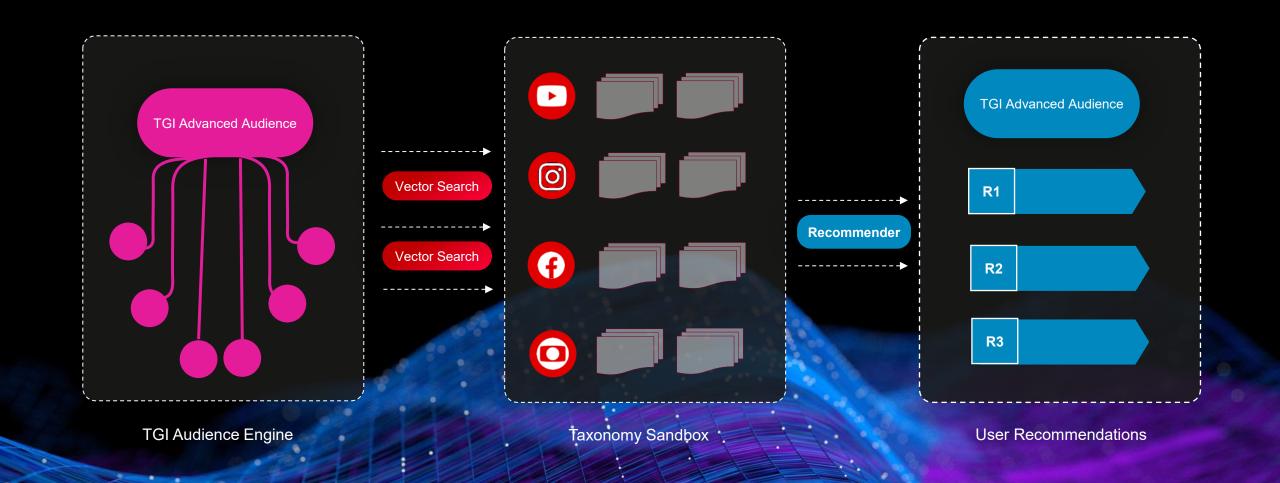


#### **The Traders Audience:**

25-34 and Women and Parents



## 3. Operating across user frontiers



KANTAR MEDIA

### Crossing the chasm.....together

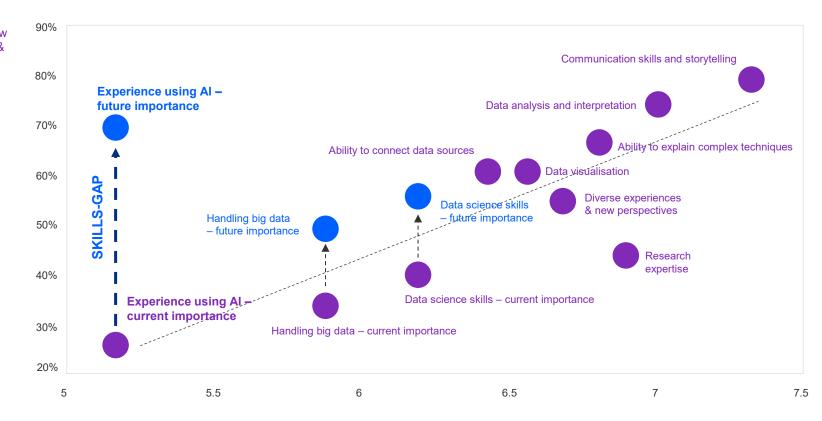
## Openness will strengthen the media ecosystem

Media organisations will thrive by embracing fresh talent from other industries as leaders increasingly recognise the value of diversity. This openness will foster innovation, enabling companies to better navigate transformative technologies like AI by blending diverse skills and perspectives.

#### How would you rate your organisation in terms of the skillsets it has available to it in those areas?

Question 1: % who view these skills, expertise & Experiences as being very important to their organisation

Question 2: % who expect the importance of this Skills to significantly increase in next three years



## Thank-you

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