



KANTAR

CONNECTED CREATIVITY

Brand-Building in the
Creator Economy

Five catalysts of **Connected Effectiveness** in the creator economy.



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Kantar



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Connect...

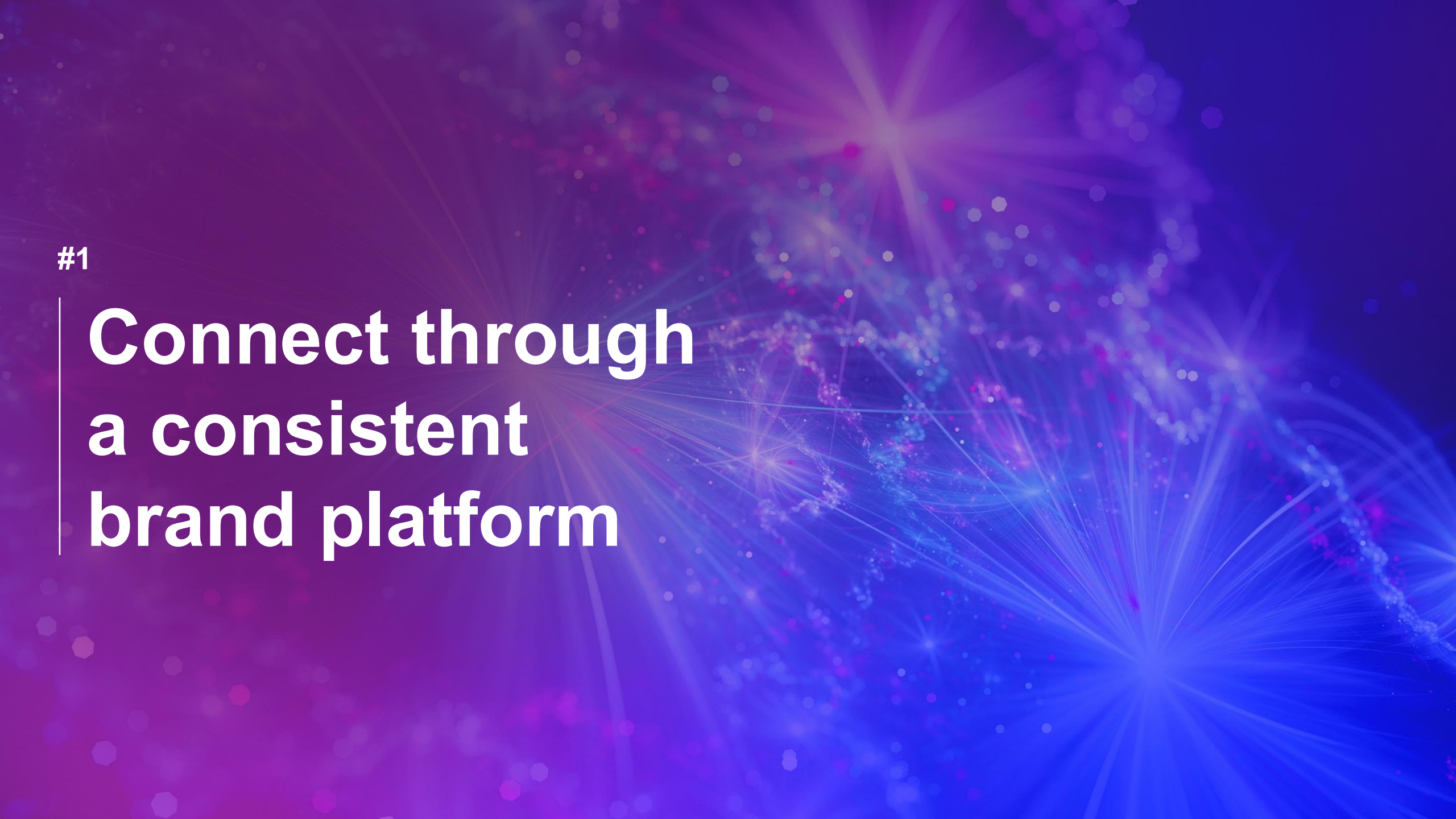
#1 ...through a consistent brand platform

#2 ...with culture

#3 ...with creators differently

#4 ...to context

#5 ...magnetically to the brand



#1

**Connect through
a consistent
brand platform**

As Kantar BRANDZ data shows, consistency has been always been a vital key to brand growth

Brands with more consistent perceptions



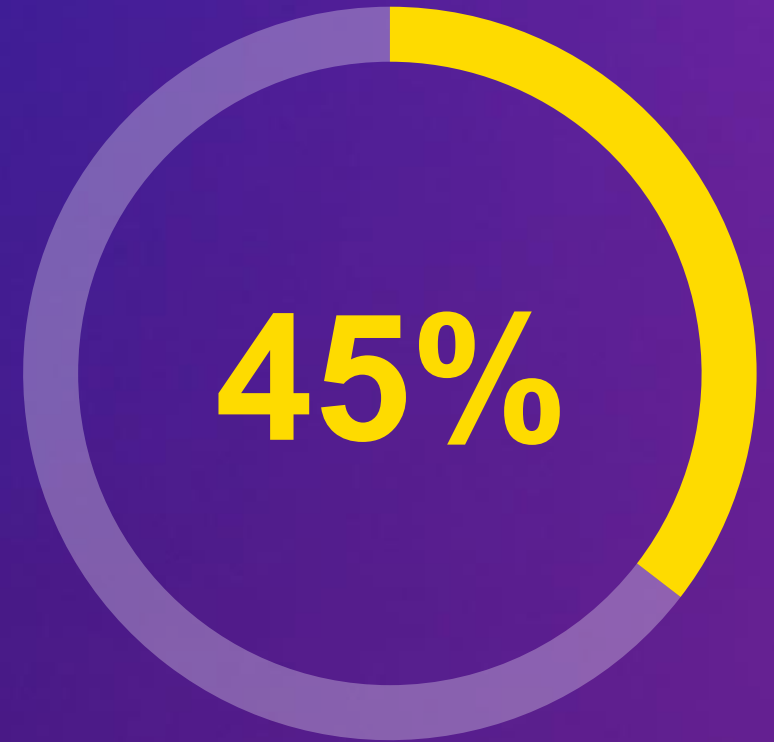
Brands with fewer consistent perceptions

Ensuring an idea flows
coherently across
channels has become
2.5X more important

Pre 2014



Since 2021



Brand impact from synergy effects %

Define your magnetic north

The compass for everything

What makes you magnetic?

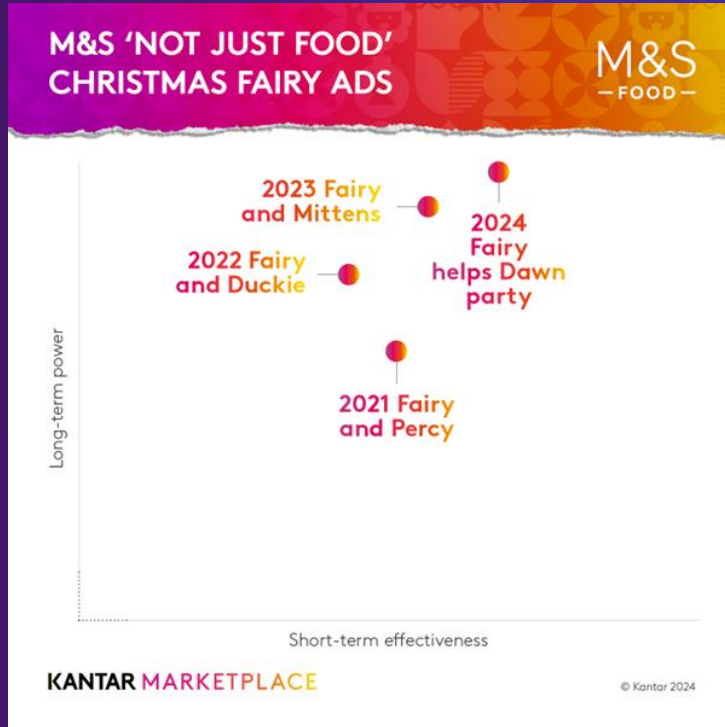
What are you uniquely brilliant at and how is that meaningful to people's lives today?

If your brand didn't exist, what would people really miss?

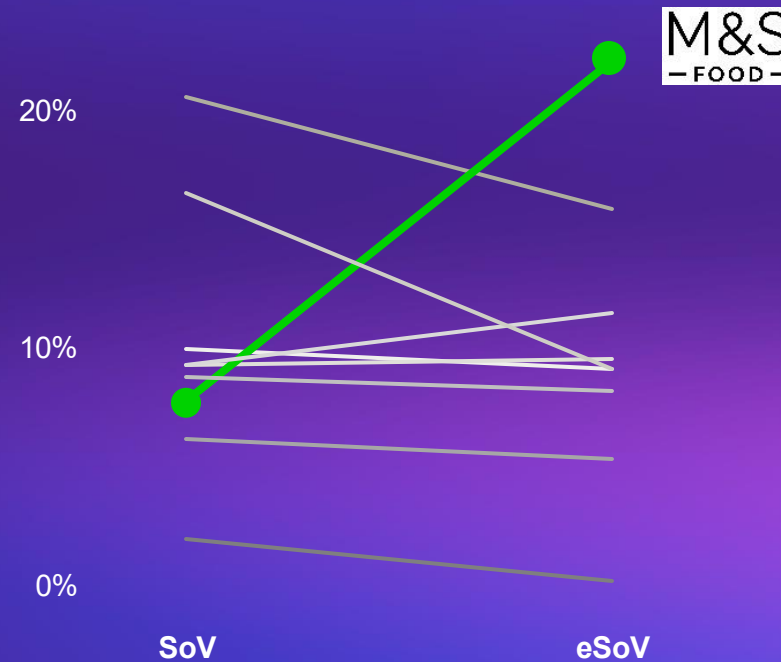
What's pushing your competitor's customers away from them that you're brilliant at?



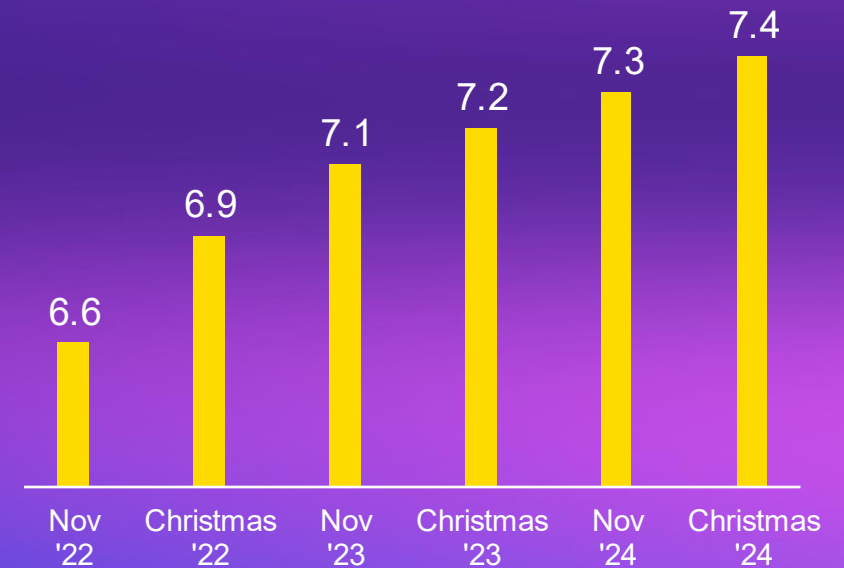
M&S's brand platform glues all their content and experiences together



SOV vs Effective SOV at Christmas 2023



Long-term: Demand Power





#2

Connect with culture

Magnetic brands don't chase culture – they **connect with it** in ways that charges their **magnetic field**

Cultural vibrancy is a business imperative

Brands with high cultural vibrancy grew nearly

6x

more than brands with low cultural vibrancy

Culturally VIBErant brands are magnetic!



Visionary

They lead in a way that transcends the category and gets attention.



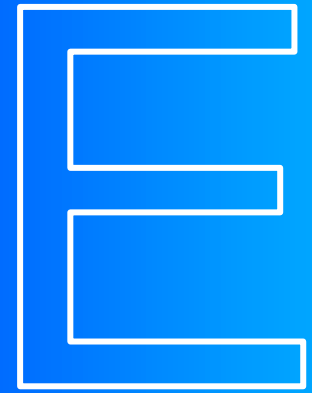
Inspiring

People want to engage with them and be associated with them



Bold

They have unmistakable identity and influence



Exciting

They shake things up and create momentum.

MAGNETIC moments on the cultural calendar



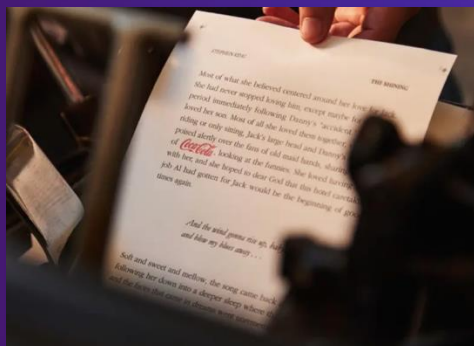
MAGNETIC global human truths



MAGNETIC local relevance



MAGNETIC energy from presence in culture



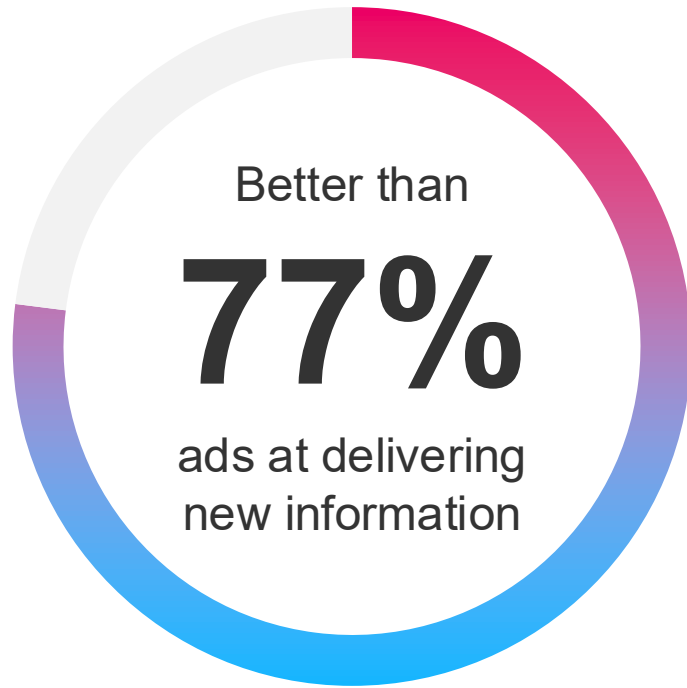
MAGNETIC collaborations and partnerships



MAGNETIC experiences that become cultural fabric



Creators are the heartbeat of culture,
they connect audiences with new trends,
news and brands.



71%
people discover new
brands on TikTok

#3

Connect with creators differently



A meteoric rise in spending on
Creators: an army of 'littles'

2x
GROWTH
by 2028

Unilever invests half of its budget on an 'influencer-first' strategy

Article by Marisa Jones | Mar 14, 2025

Building Strong Creator Partnerships with L'Oréal UK

Strong Creator Partnerships Start with You
Trusting Them

 The Economic Times

India's creator economy set to influence \$1 trillion in consumer spending by 2030: Report

India's creator economy is reshaping the digital and consumer space, with creators now influencing over \$350 billion in annual spending—a...

3 May 2025

Forbes

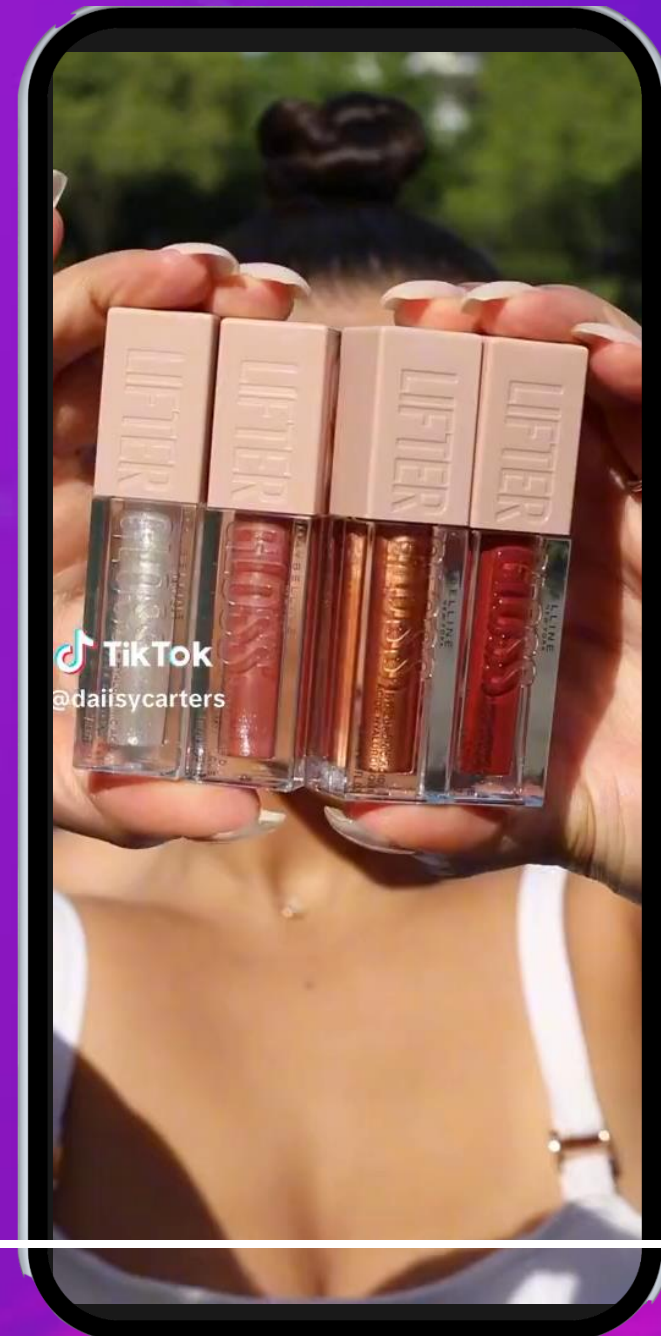
How The Creator Economy Is Reshaping Modern Marketing – And Why Brands Are Paying Attention

By  Lowe's Creator Contributor, Brand Contributor.
for Lowe's Creator, **BRANDVOICE** | Paid Program

Published Jun 16, 2025, 04:56pm EDT, Updated Jun 17, 2025, 10:08am EDT

Get it right...creators can outpace digital ads

Relevance	68%
Difference	65%
Saliency	+13%
Brand recall	+19%
Brand consideration	+36%



Creators are your new creative directors

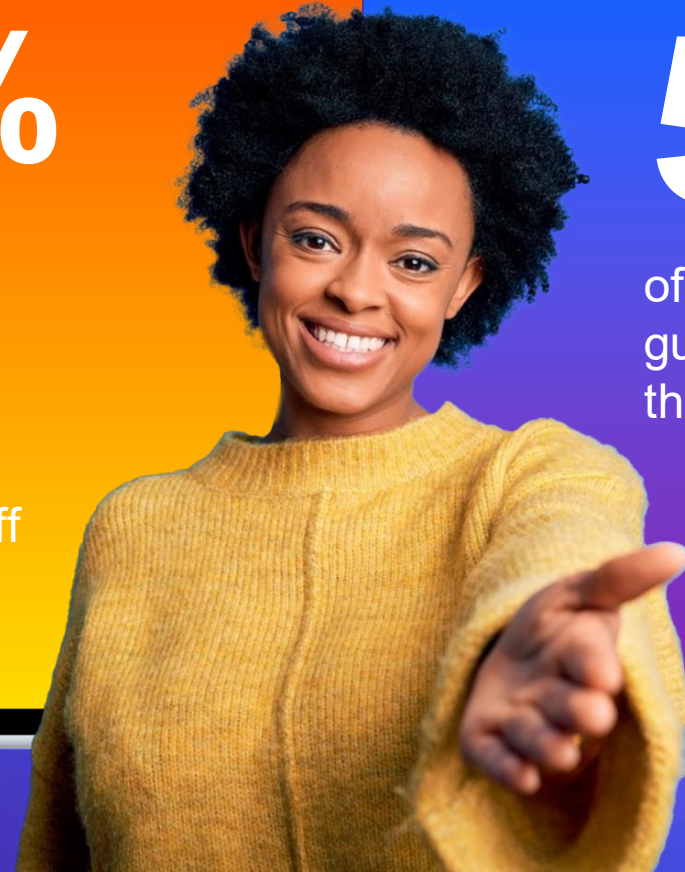
So, choose ones that not only 'get' you but are passionate about your brand – then brief them well

+38%
ROI

when brands use a holistic creator strategy vs. one-off creator deals*

58%

of creators prefer brand guidelines to shape their content**



Skyscanner: Two distinct stories, one connected approach

Both showed exceptional performance to drive short and long-term gains



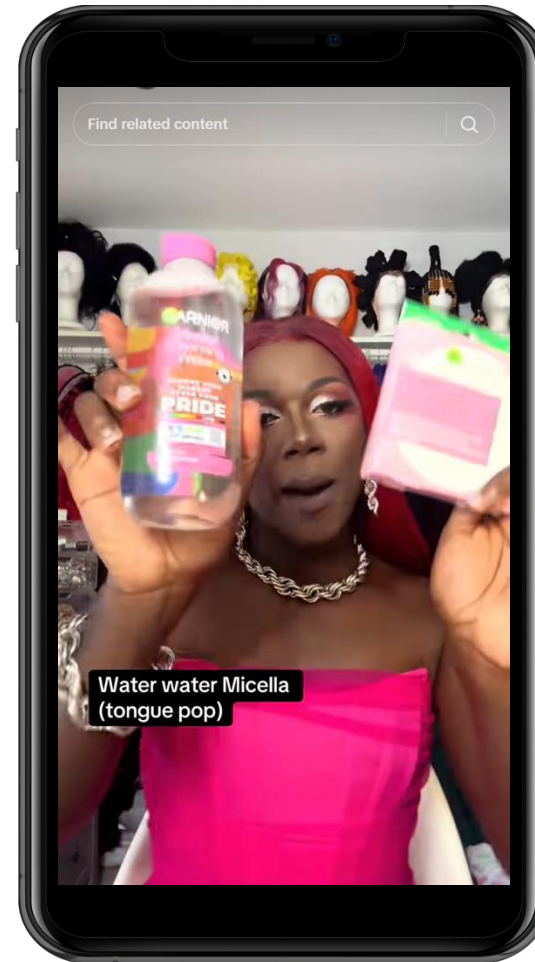
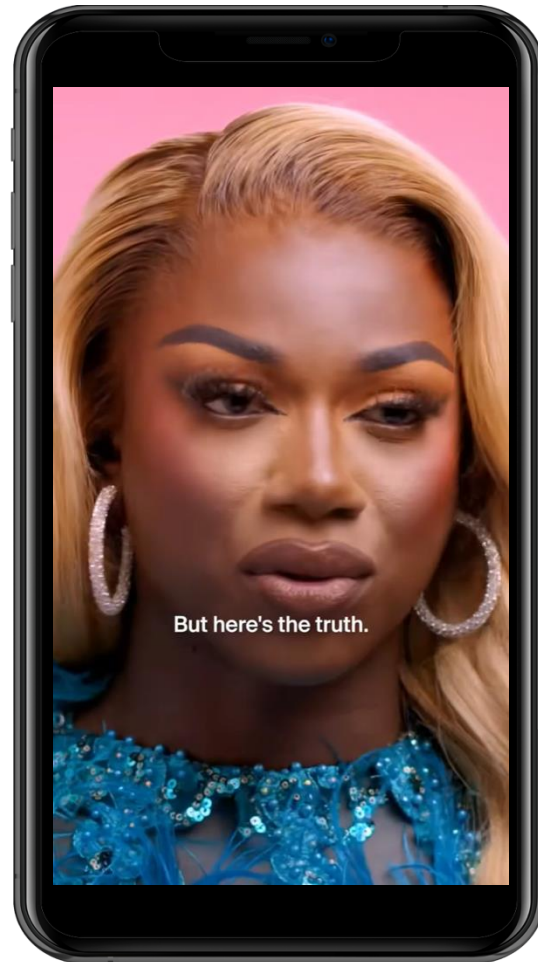


#4

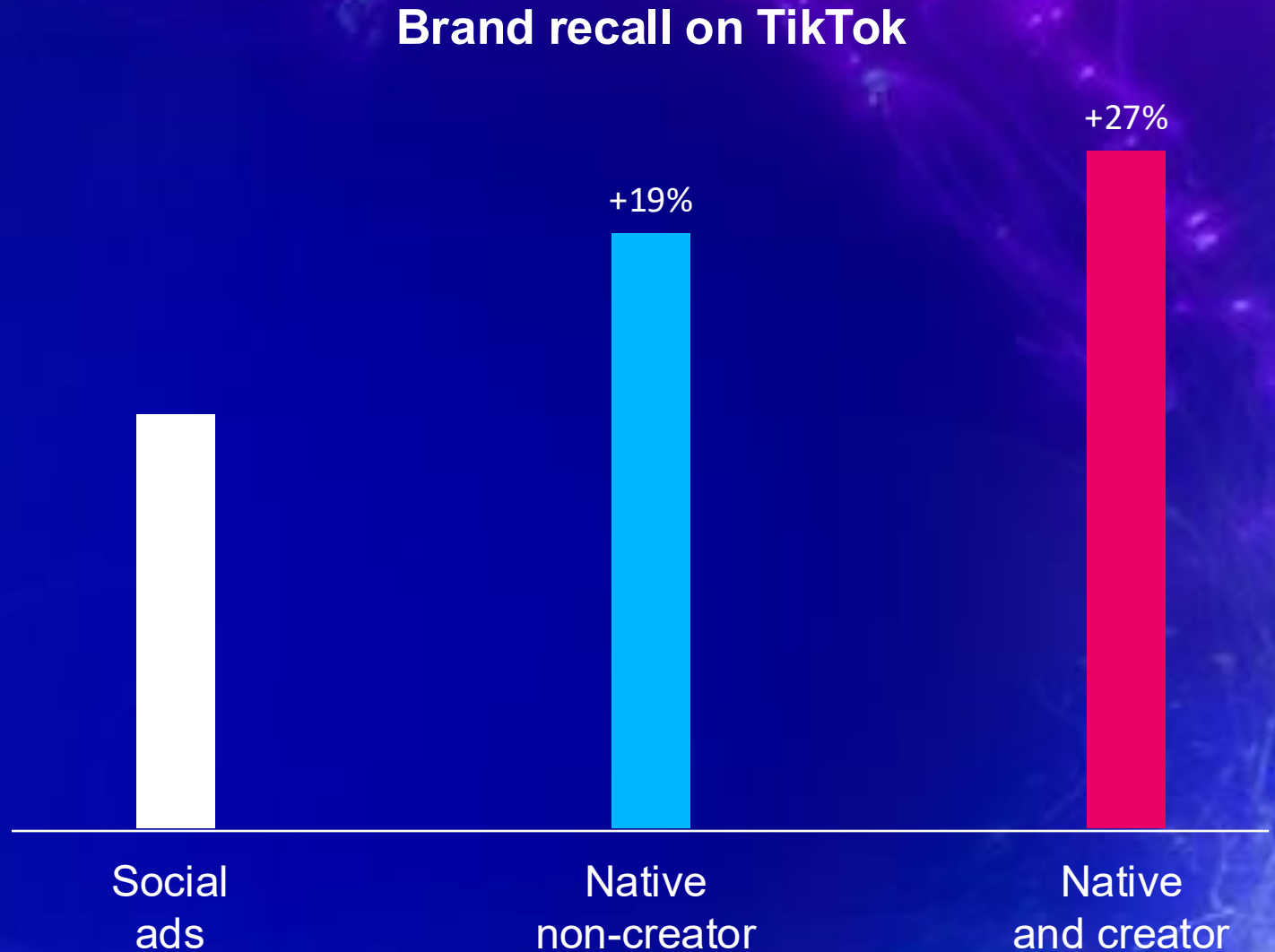
Connect to context

Garnier UK; Remove your make- up, never your pride

June, 2025



Native creator
content also
works strongly at
**brand memory
encoding** too



Creators POV and platform-first

MEANINGFULNESS

HYPEBEAST



Storytelling, longer assets
for engaged target audience
for a specific sub culture

Meta



Reels and stories to also
connecting with dance challenge
driving awareness and saliency

SALIENCY

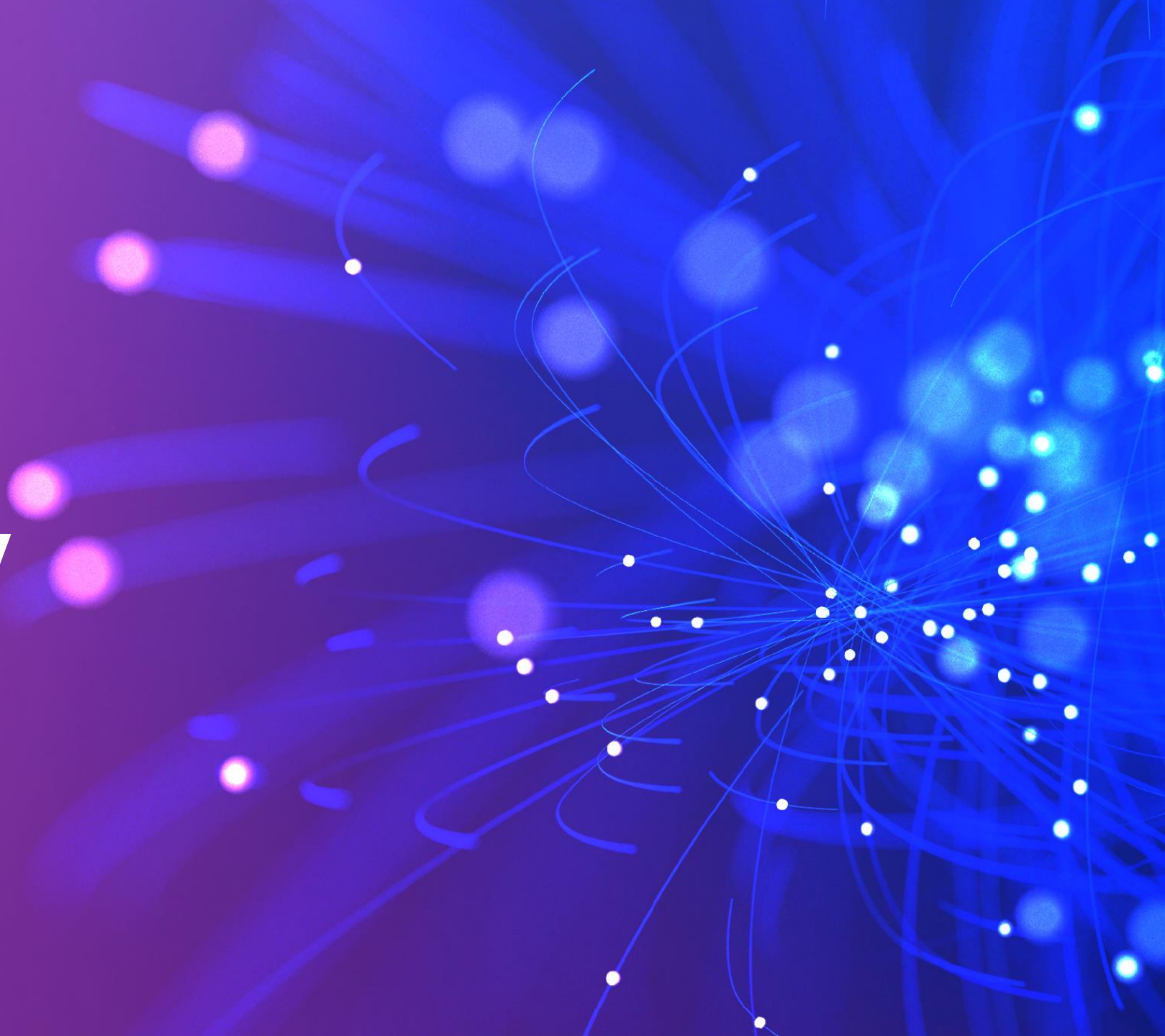
YouTube



YouTube short driving
awareness and saliency

#5

Connect magnetically to the brand

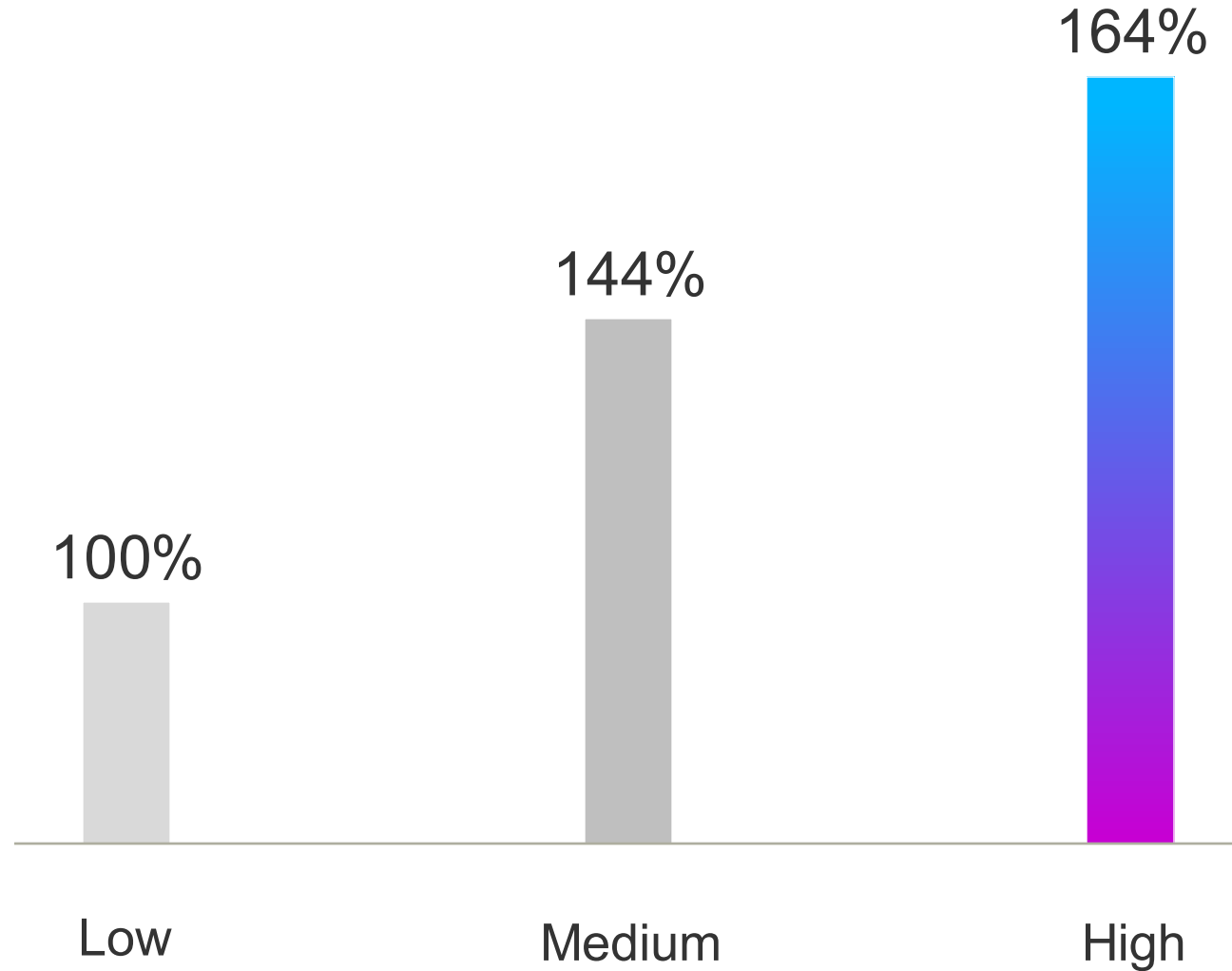


The big watchout

Only **27%** of creator content links to brand

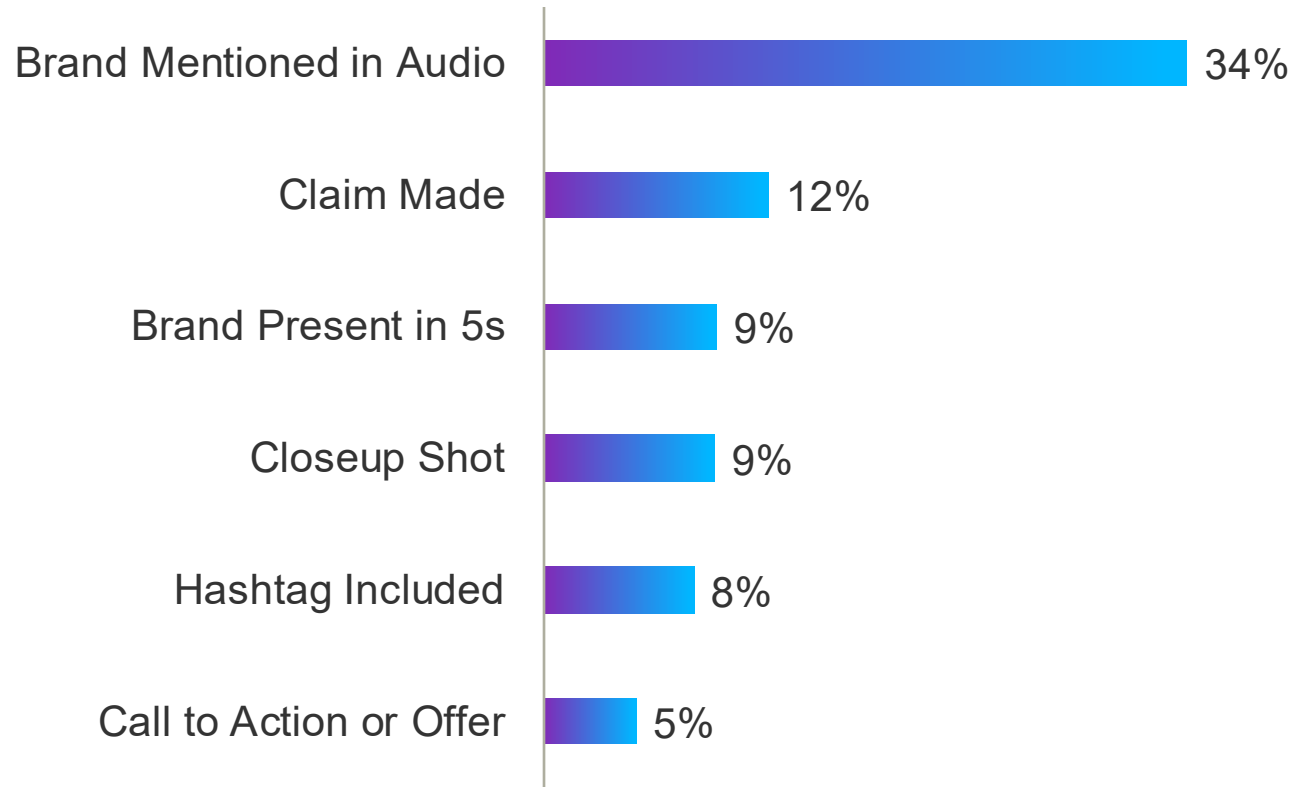
**When branding
is strong, creator
performance improves
by almost two thirds**

How creator brand linkage
improves equity impact



Creator content hygiene factors to link to brand

Drivers that lead to higher branding score



76%
brand linkage

IDEAs that fuel effectiveness

INSPIRE

Culturally vibrant
Magnetic North,
platforms &
partnerships

DEVELOP & EVALUATE

High performing
creator campaigns
and assets

ATTRIBUTE

Creator
campaigns
to business
performance

Anatomy of a 2025 Cannes Lions Gold and Kantar LINK winner



Gold

2025 winner

#1

Number 1 social campaign in Kantar LINK

3x

3x industry benchmark engagement





Fuelling **Connected Effectiveness** in the creator economy.

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