

Fall 2020

Kantar Group

Giang Nguyen

Bowling Green State University, giangcn@bgsu.edu

Follow this and additional works at: <https://scholarworks.bgsu.edu/arp>

How does access to this work benefit you? Let us know!

Recommended Citation

Nguyen, Giang, "Kantar Group" (2020). *Audience Research Firm Presentations*. 10.
<https://scholarworks.bgsu.edu/arp/10>

This Book is brought to you for free and open access by the Media and Communication at ScholarWorks@BGSU. It has been accepted for inclusion in Audience Research Firm Presentations by an authorized administrator of ScholarWorks@BGSU.



Kantar Group

Giang Nguyen

MDIA4610

Fall 2020



I. Overview

1. History & Ownership

- **1993:** Founded as the “Market Research, Insight, and Consultancy Division” of WPP, a London-based publicly traded agency holding company.
- Complicated acquisition and mergence history.
- **2019:** Unified **12** former legacy brands (Kantar Added Value, Future, Health, IMRB, Media, Millward Brown, Public, Retail, TNS, Vermeer, World Panel, Lightspeed)
 - July: WPP sold **60%** of Kantar to Bain Capital, a Boston-based multi-asset alternative investment firms.

2. Kantar's "Solutions"

- 11 areas of expertise, spanning across 11 industries.
- Syndicated Research
 - 49% Group EBITA (Data businesses: Media, Worldpanel, TV Audience Measurement, ect)
 - Able to publish articles, case study & free reports for public use.
 - Kantar Marketplace: Self-service, semi-automated, on-demand market research utilizing Kantar's historical data, as well as offering surveys and polling service for individual clients.
https://www.youtube.com/watch?v=RaVs1_Szj2Y
- Custom Research:
 - 39% Group EBITA (Insights: Brand & Other Domains); 12% Group EBITA (Specialist: Health, Public, Consulting)

3. Countries & Markets Served

- 28,000 employees working in 90 markets (Africa & Middle East, Asia Pacific, Europe, Latin America and North America).
- Partnerships: Google, Facebook, Alibaba Group, Qualtrics, Hulu, Snap Inc., Axicom, Comscore, Affectica, Eyeota, ect.

4. Client Portfolio

- Half of the **Fortune 500** companies
- Small businesses, NGOs, national governments, media owners
- Occasional Hollywood movie stars

5.
Corporate
Culture &
Mission

***“Understand People,
Inspire Growth.”***

“We have a complete, unique and rounded understanding of people around the world.”

“Wonderfully diverse clients.”

“We understand what makes people tick. We’re proud to be helping change the world in which we all live.”

II. State of Company

- **Performance** (ESOMAR Global Market Research Report 2019).
 - Ranked 4th with \$3,449 million in turnover, after Nielsen, IQVIA, Gartner
- **Latest initiative**
 - Kantar Marketplace
 - Project Moonshoot: first advertising industry initiative to establish direct data integrations with Google, Pandora and fast-rising in-game ad platform Anzu, to assess the impact of advertising on brand and sales.
- **Current executives:** Lots of top-down personnel changes since Bain Capital's takeover
 - **Deputy CEO:** Ian Griffith (also Chief Finance Officer). Replaced 18-year former CEO Eric Salama earlier this year
 - Non-executive chairman: Adam Crozier (ex-CEO of British commercial broadcaster ITV)
 - CEO of the Global Media Division: Serge Lupas (former Bain exec)
 - North America CEO: Reed Cuddiff (former Microsoft exec)

III. Career Opportunities

- **28** countries with entry-level programmes (graduate, internships, placement years, apprenticeships). **1000+** opportunities each year.
 - Graduate schemes vary from 12 - 24 months.
 - Could be rotational (work in different locations)
 - Qualifications differ depending on the position & country
 - Behavioral assessment & video interviews, presentations, case studies, group tasks
- Right now, there are several entry level job openings around the world, however none in the US.
 - eg: Intern, Consulting (Kantar Amsterdam)
- Experienced hires in the US: 18 roles open
 - eg: Marketing Manager

References

- CEO Eric Salama ousted from Kantar after 18 years at the helm. (2020, February 21). Consultancy Asia. <https://www.consultancy.asia/news/2958/ceo-eric-salama-ousted-from-kantar-after-18-years-at-the-helm>
- Kantar appoints ex-ITV chief Adam Crozier as chairman. (2020, February 10). Reuters. <https://www.reuters.com/article/uk-kantar-chair/kantar-appoints-ex-itv-chief-adam-crozier-as-chairman-idUKKBN205005>
- Kantar Media CEO Andy Brown Departs. (2020, May 27). MRWeb. <https://www.i-com.org/news-articles/kantar-media-ceo-andy-brown-departs>
- Indeed. (n.d.) *About Kantar*. Retrieved October 04, 2020, from <https://www.indeed.com/cmp/Kantar/about>
- Kantar. (n.d.-a). *About*. Retrieved October 04, 2020, from <https://www.kantar.com/about>
- Kantar. (n.d.-b). *Start your career with Kantar*. Retrieved October 04, 2020, from <https://www.kantar.com/careers/entry-level-roles#>
- Kantar. (n.d.-c). *Our Partners*. Retrieved October 04, 2020, from <https://www.kantar.com/about/our-partners>
- Kantar. (n.d.-d). *Job Application Guidance*. Retrieved October 04, 2020, from <https://www.kantar.com/careers/entry-level-roles/tips-and-support>
- Kantar. (2020, April 1). *Ad-hoc financial announcement COVID-19*. <https://www.kantar.com/company-news/ad-hoc-financial-announcement-covid-19>.
- Kantar. (2020, June 30). *Kantar appoints Ian Griffiths to Deputy CEO role*. <https://www.kantar.com/company-news/kantar-appoints-ian-griffiths-to-deputy-ceo-role>
- Kantar. (2020, July 22). *Kantar reveals Project Moonshot, launching industry-wide advertising effectiveness measurement platform*. <https://www.kantar.com/company-news/kantar-reveals-project-moonshot-advertising-effectiveness-measurement-platform>
- Bainbridge, J. (2019, March 18). *Kantar Ditches All Sub-brands*. Research Live. <https://www.research-live.com/article/news/kantar-ditches-all-subbrands/id/5051252>
- Graham, M. (2019, July 12). *WPP will sell stake in market research unit to Bain Capital in deal valuing Kantar at \$4 billion*. CNBC. <https://www.cnbc.com/2019/07/12/wpp-to-sell-kantar-stake-to-bain-capital.html>
- Palacio, X. (2019, September 10). *ESOMA's latest Global Market Research report values global research and data industry market at US \$80 billion*. Research World. <https://www.researchworld.com/esomars-latest-global-market-research-report-values-global-research-and-data-industry-market-at-us-80-billion/>
- Raben, L. (2019, April 16). *Kantar has hired Microsoft's Reed Cundiff as North America Leader*. Research World. <https://www.researchworld.com/kantar-has-hired-microsofts-reed-cundiff-as-north-america-leader/>