

The KANTAR logo is positioned in the top left corner. It features the word "KANTAR" in a bold, white, sans-serif font. The letter "K" is uniquely styled with a vertical yellow bar on its left side. The background of the slide is a vibrant, abstract composition of blue and purple light trails and particle effects, with a woman's face partially visible on the right side, illuminated by these glowing colors.

KANTAR

CONNECTED CREATIVITY

Brand-Building in the
Creator Economy

April 2026

Creator or influencer?

The creator economy is growing fast...

\$ 376.6 billion
by 2030

...but marketers need the right intelligence to ensure it drives growth

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

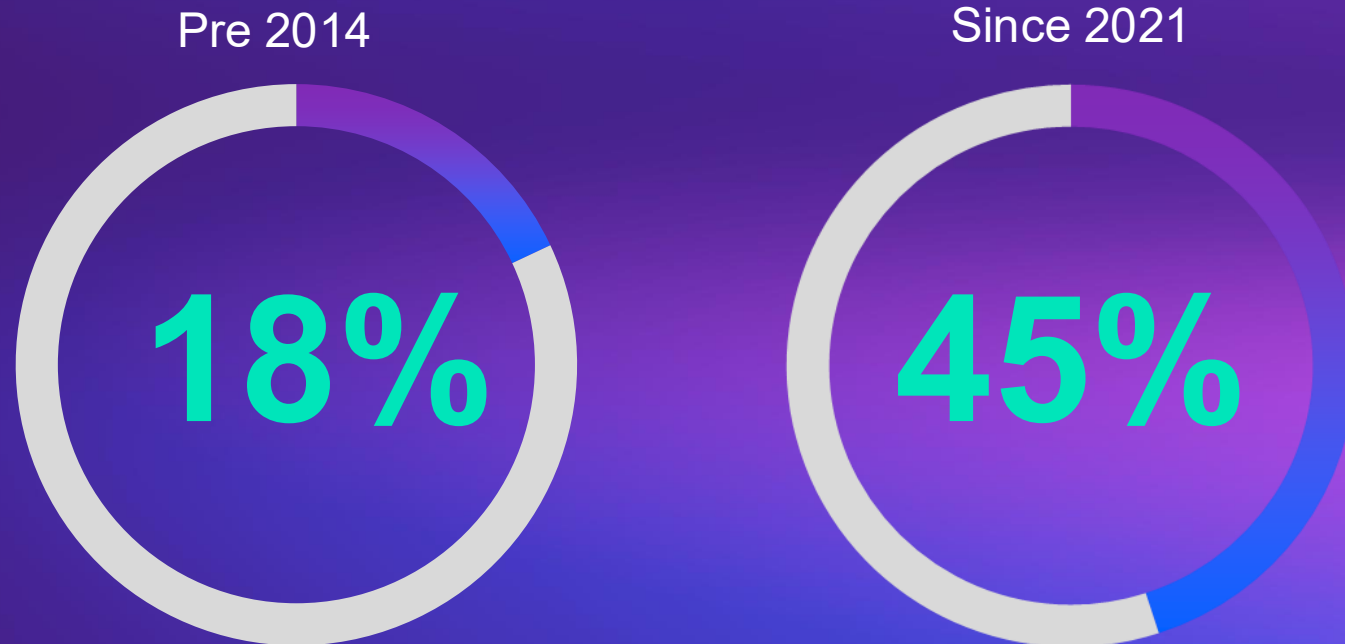
Catalyst No.1

Connect through a long-term creative platform

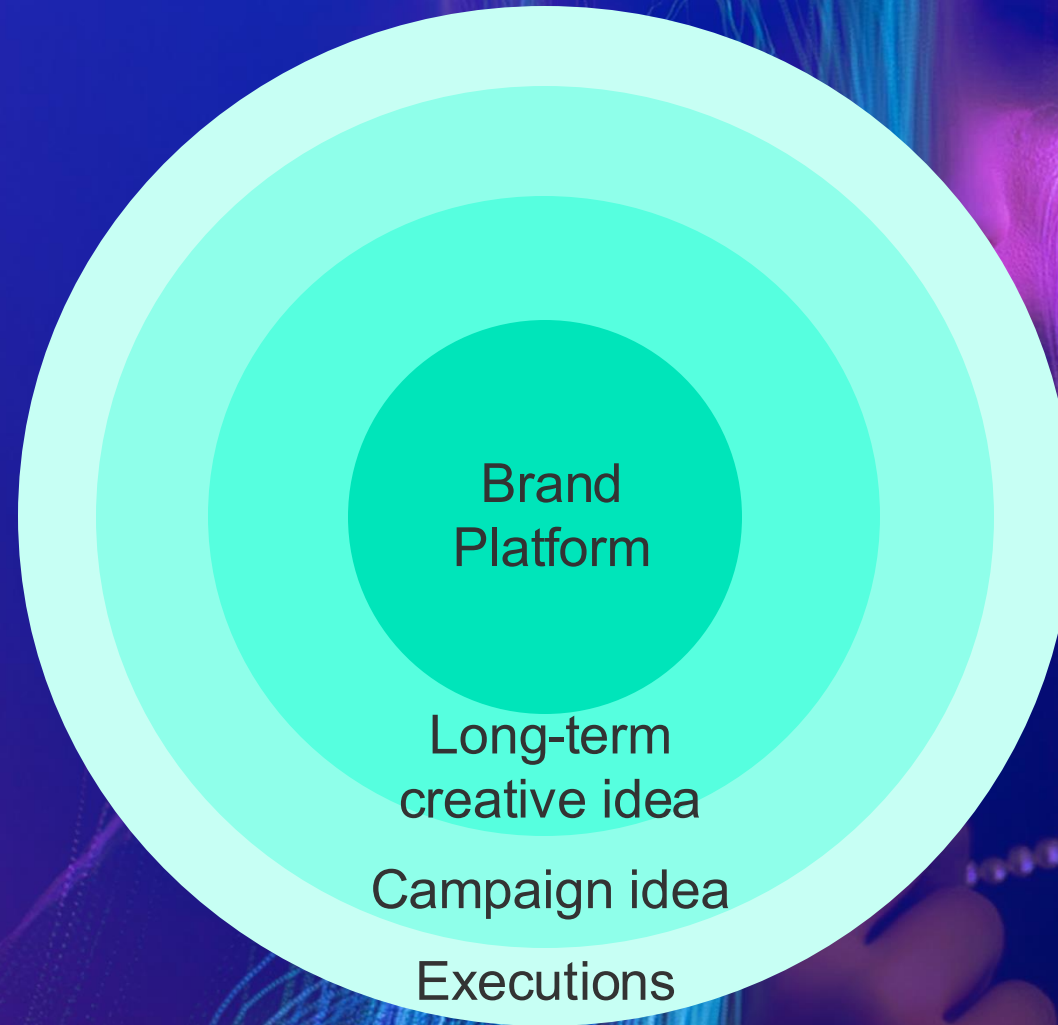


Creating stories that stick across channels has never been more important for effectiveness

Brand impact from synergy effects %



Your brand platform is your glue, ensuring all activities click together cohesively





Guiao - Guiao

MUSIC VIDEO BY
OVY ON THE DRUMS X MICRO TDH X 

Directed by BRADLEY AND PAOLO



Catalyst No. 2

Connect with creators differently

Creators: From Output to Input







Catalyst No. 3

Connect
to culture

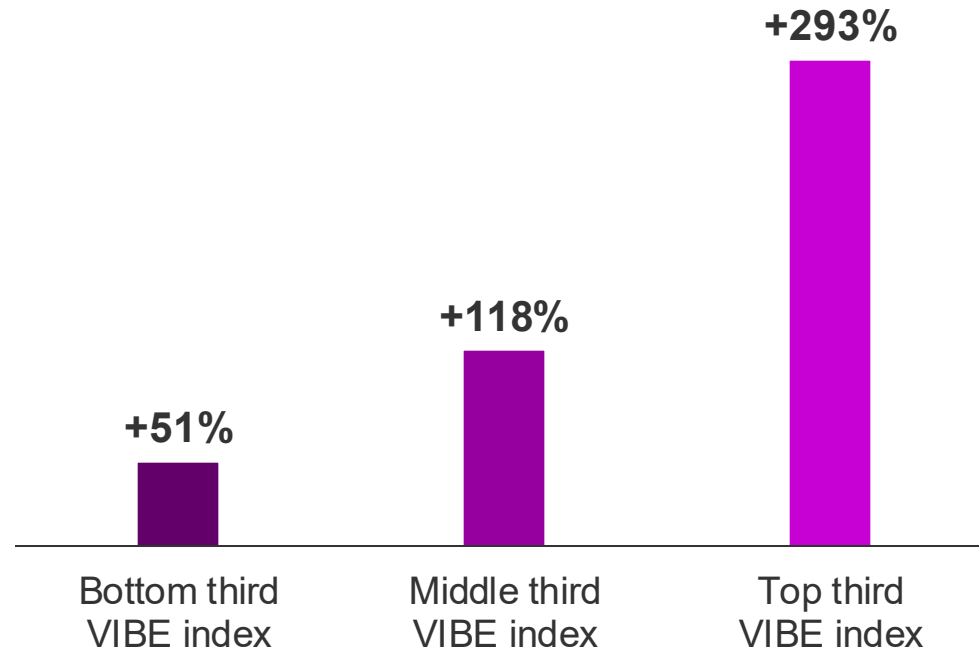
Connecting through culture is no longer optional

Brands with high cultural vibrancy grew nearly

6x

more than brands with low cultural vibrancy

Brands that play an effective role in Culture achieve strong growth



How can brands avoid getting lost in cultural signals?



United Airlines ✓ @united · Feb 9

When you said yes to the matching trip outfits



Ryanair ✓

@Ryanair

what passengers expect for €19.99

NFL ✓ @NFL · 15h

😂😂😂 @sanbenito #AppleMusicHalftime



Using reality show creators to turn entertainment voting into real-life voting

YOU ALREADY VOTE, SO VOTE

CLIENT:
MY LIFE MY SAY

LEAD AGENCY:
OGILVY UK

CONTRIBUTING AGENCY:
HOGARTH WORLDWIDE LTD

RELEVANCE





#YouAlreadyVoteSoVote

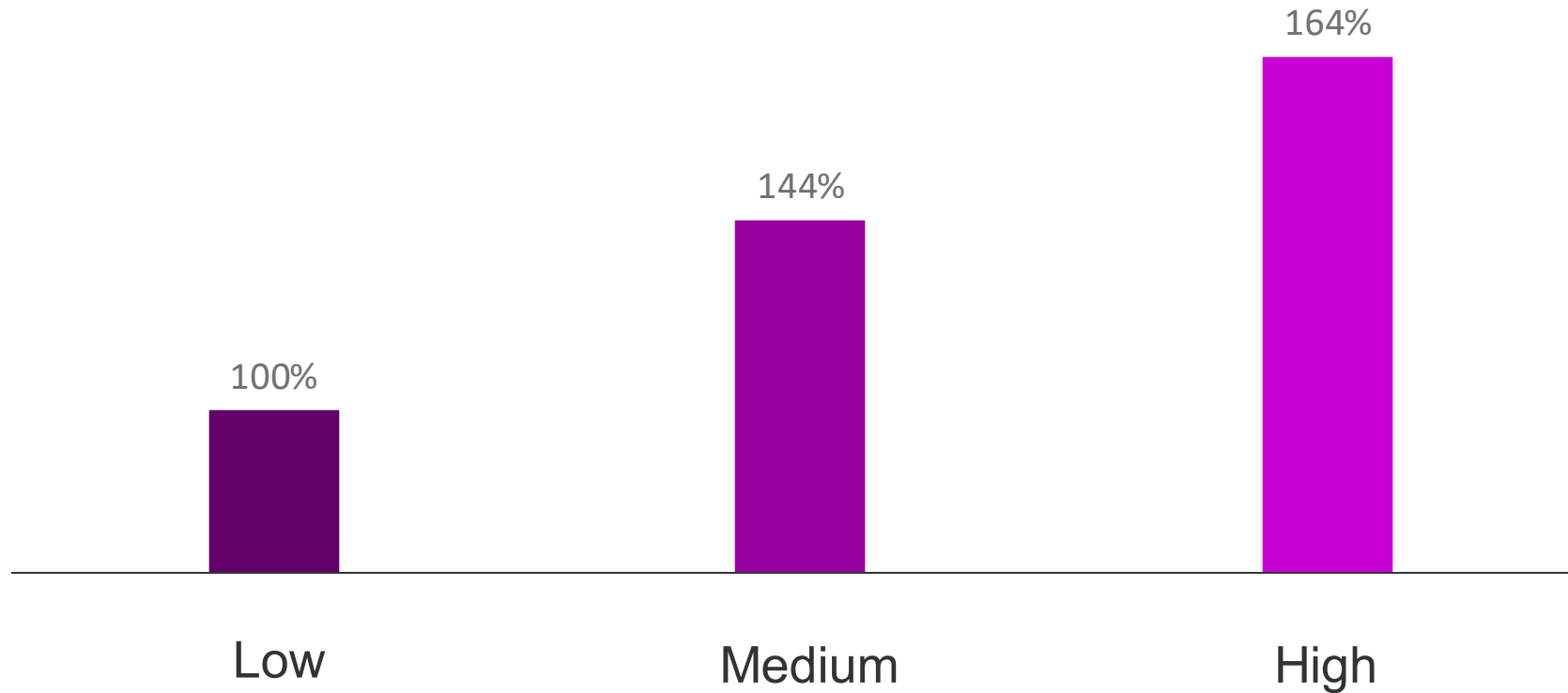
The background is a vibrant, abstract composition of blue and purple hues. It features a dense network of thin, glowing lines that radiate from a central point, creating a starburst or nebula-like effect. Interspersed among these lines are numerous small, bright particles in shades of white, light blue, and pink, some of which appear to be in motion, leaving faint trails. The overall impression is one of dynamic energy and interconnectedness.

Catalyst No. 4

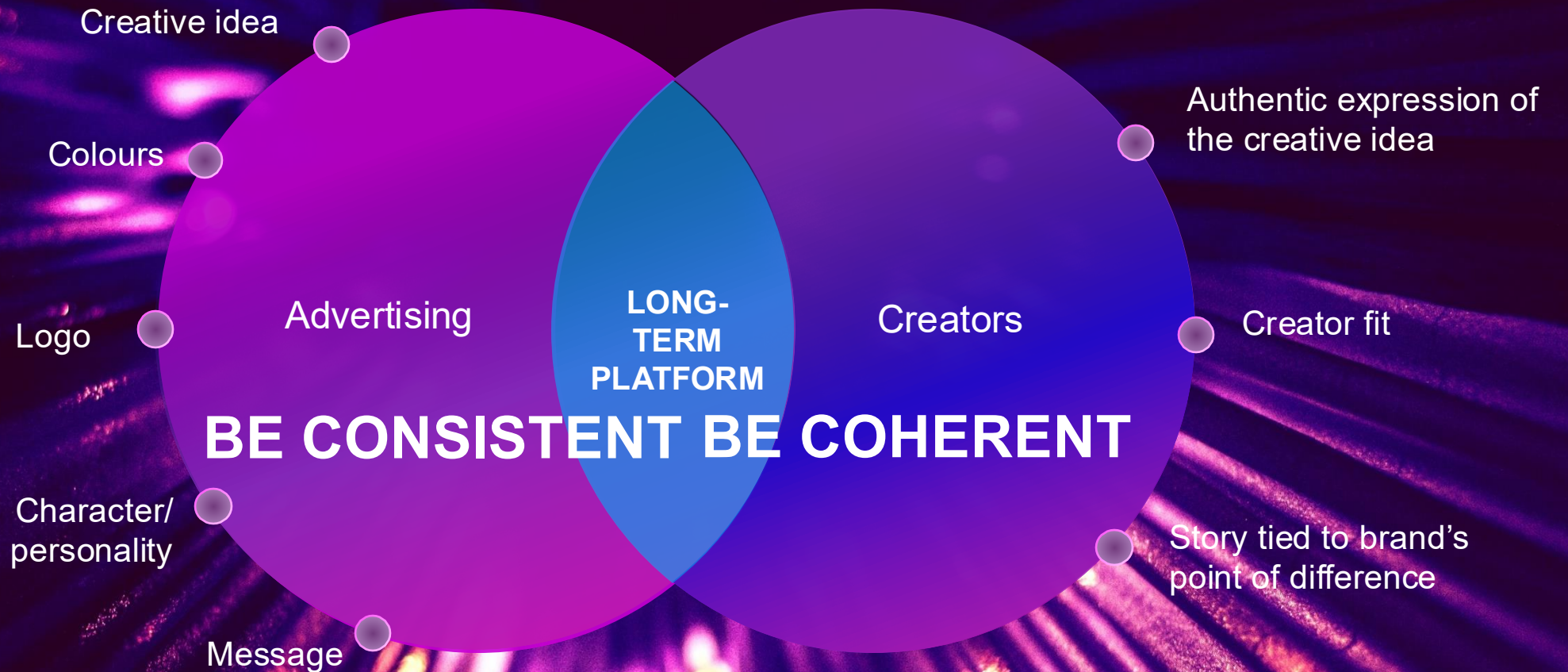
Connect
coherently, not just
consistently

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

How creator content brand linkage improves equity impact



Bringing it all together: Connected Creativity in action



The O.G. of the Netherlands keeps campaign and creator assets connected





Ik ben Ice-T.



Connect

#1

Through a
long-term
platform

#2

With creators
differently

#3

To culture

#4

Coherently,
not just
consistently