

# KANTAR MARKETPLACE

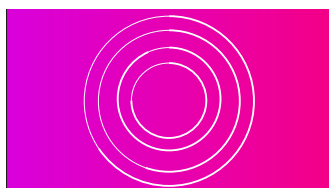
We're celebrating 3 years of Kantar Marketplace's presence in the Czech Republic

We're happy to be introducing a special anniversary price offer on the first trial of KMP products and new loyalty pricing for current KMP clients.

From 22-02-2022, there is a special 22% reduction on current prices valid until the end of 2022 on the first trial or trial of new solutions from the Kantar Marketplace portfolio.

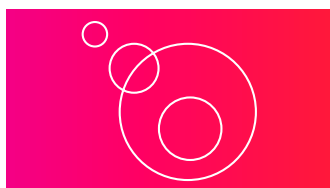
Accelerate consumer understanding with a market research platform designed for marketing agility.

Whether you're working on a campaign or a new product innovation, Kantar Marketplace has a solution to deliver the insights you need - with results in as little as a few hours.



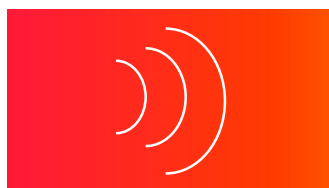
#### **Ad testing and development**

Test and optimise your digital, TV, print and outdoor ads.



#### **Innovation and product development**

Get valuable consumer feedback on your innovations.



#### **Media planning and effectiveness**

Plan and execute more effective campaigns.



#### **Brand insights**

Measure and evaluate your brand performance.

# Czech portfolio of Creative pretesting solutions on Kantar Marketplace

Depth of insight and optimization

Fast, validated answers

Link

## In-depth learning

When a detailed read on whether the creative idea and execution works as planned is needed, with recommendations for maximising potential.



**From 1 week  
to results**

Link Express

## Fast diagnostics

When validated predictions of performance but only headline diagnostics to understand opportunities for improvement are needed.



**48 hours  
to results**

Link Now

## Fast evaluation

When survey-based confirmation and reassurance on ad performance are needed quickly, including fast and efficient disaster checking.



**6 hours  
to results**

Link AI

## Volume testing

When a fast solution is needed to test own or competitor ads at scale.



**15 minutes  
to results**

Human

Machine

# Czech portfolio of Innovations solutions on Kantar Marketplace

Idea eValueate



## Find the best ideas

Shortlist the best ideas to take forward to concept development.



Concept eValueate

## Optimise winning concepts

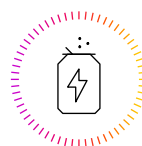
Identify winning concepts and optimise their growth potential quickly.



Pack eValueate

## Identify stand out packaging

Prime your pack for success and make sure it stands out on shelf, at speed.



[kantar.com/marketplace](https://kantar.com/marketplace)

If you have any questions, please email: [KMPCZ@kantar.com](mailto:KMPCZ@kantar.com)

Kantar is the world's leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology, we help our clients **understand people** and **inspire growth**.