

Media MasterChef_{4.0}

THE RECIPE FOR SUCCESS

Thanks for joining
us, we'll be starting
on the hour...

*Creative
edition*



Media MasterChef^{4.0}

THE RECIPE FOR SUCCESS

*Creative
edition*



KANTAR

Meet our Media MasterChefs



Your host Sai Ajudhiya
Head of Media, Creative & Innovation, Kantar



Chef Lorraine Landon
Head of Advertising Products & Solutions, SSA, Google



Chef Masego Motsogi
Managing Director
M&C Saatchi Abel



Chef TJ Njozela
Executive Creative Director,
Dentsu Creative



Chef Vilosha Soni
Chief Marketing Officer
PepsiCo





BREAKING BARRIERS

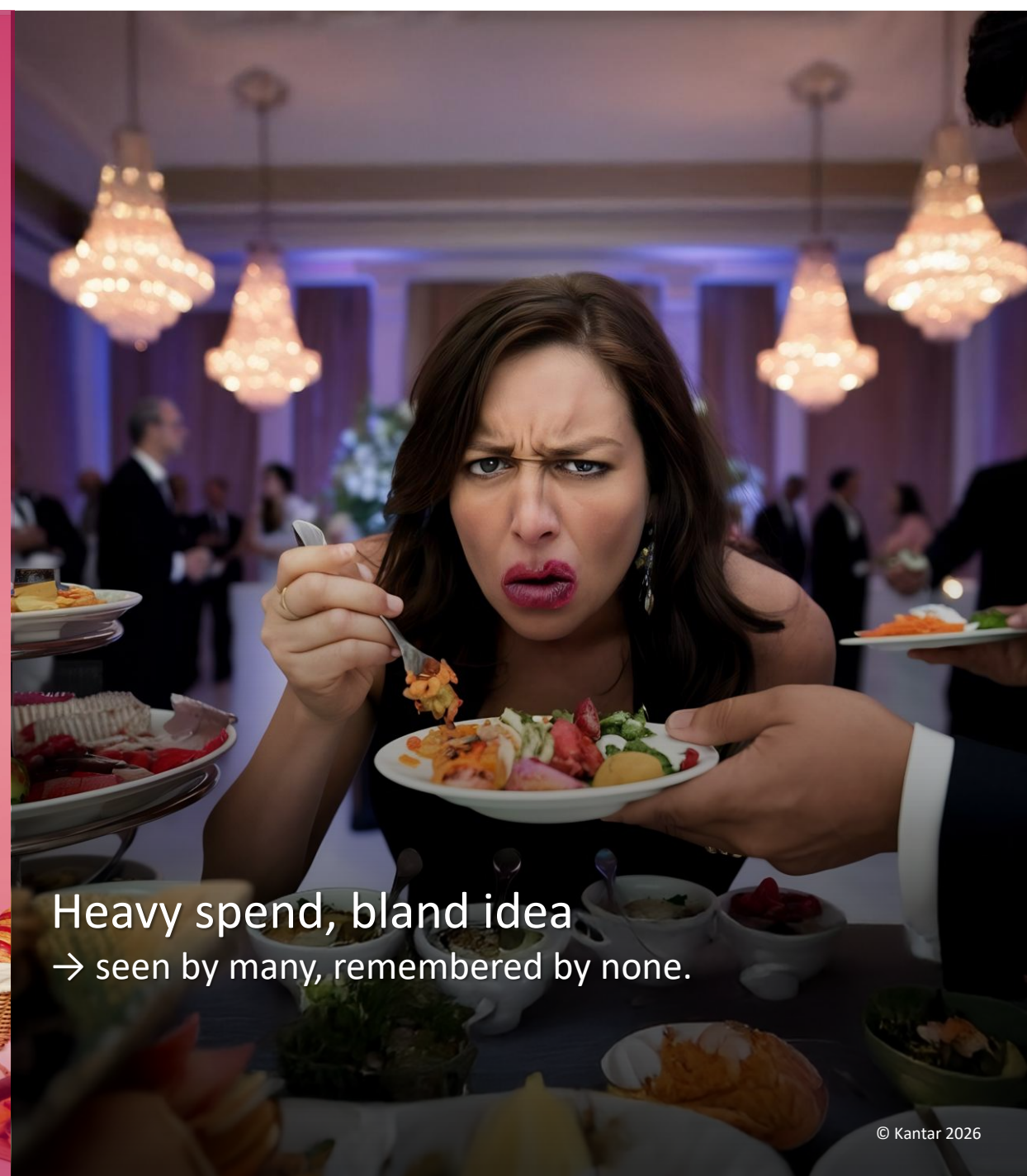
Where Media + Creative come to the table

THE TWO RECIPE DILEMMAS

Where creative & media go wrong before the first bite

Brilliant idea, no reach

→ loved by creatives, invisible to audiences.



Heavy spend, bland idea

→ seen by many, remembered by none.

And so, we have often shown the solution to this as....



BUT... this has inadvertently created a divide in how we look at the two.

EFFECTIVENESS
HAPPENS WHEN

CREATIVE

(form + meaning)

AND

MEDIA

(force + momentum)

move in a dynamic balance,
each carrying the seed of the
other.



YIN CREATIVE

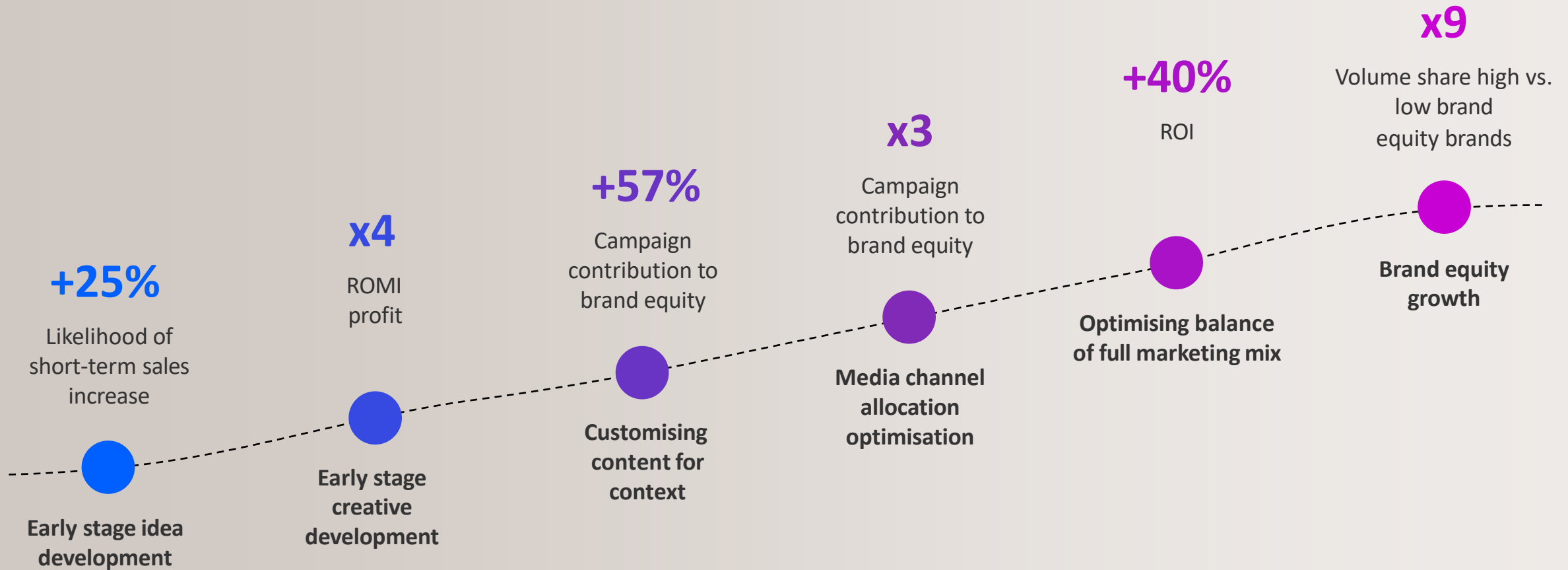
Creating meaning – form, depth, narrative, symbol and memory.

YANG MEDIA

Propelling meaning – energy, reach, distribution and consumption.



THE MULTIPLIER EFFECTS FROM INTEGRATED END-TO-END EFFECTIVENESS PROGRAMMES ARE HUGE



THE CREATIVE AND MEDIA DIVIDE

To realise the full taste of our work, integration has to be the base of the recipe



43%
Of marketers globally say that they aren't confident that their brands are tailoring content to context.

7x

Ads placed in highly receptive environments deliver 7x the brand impact compared with low-receptivity settings.

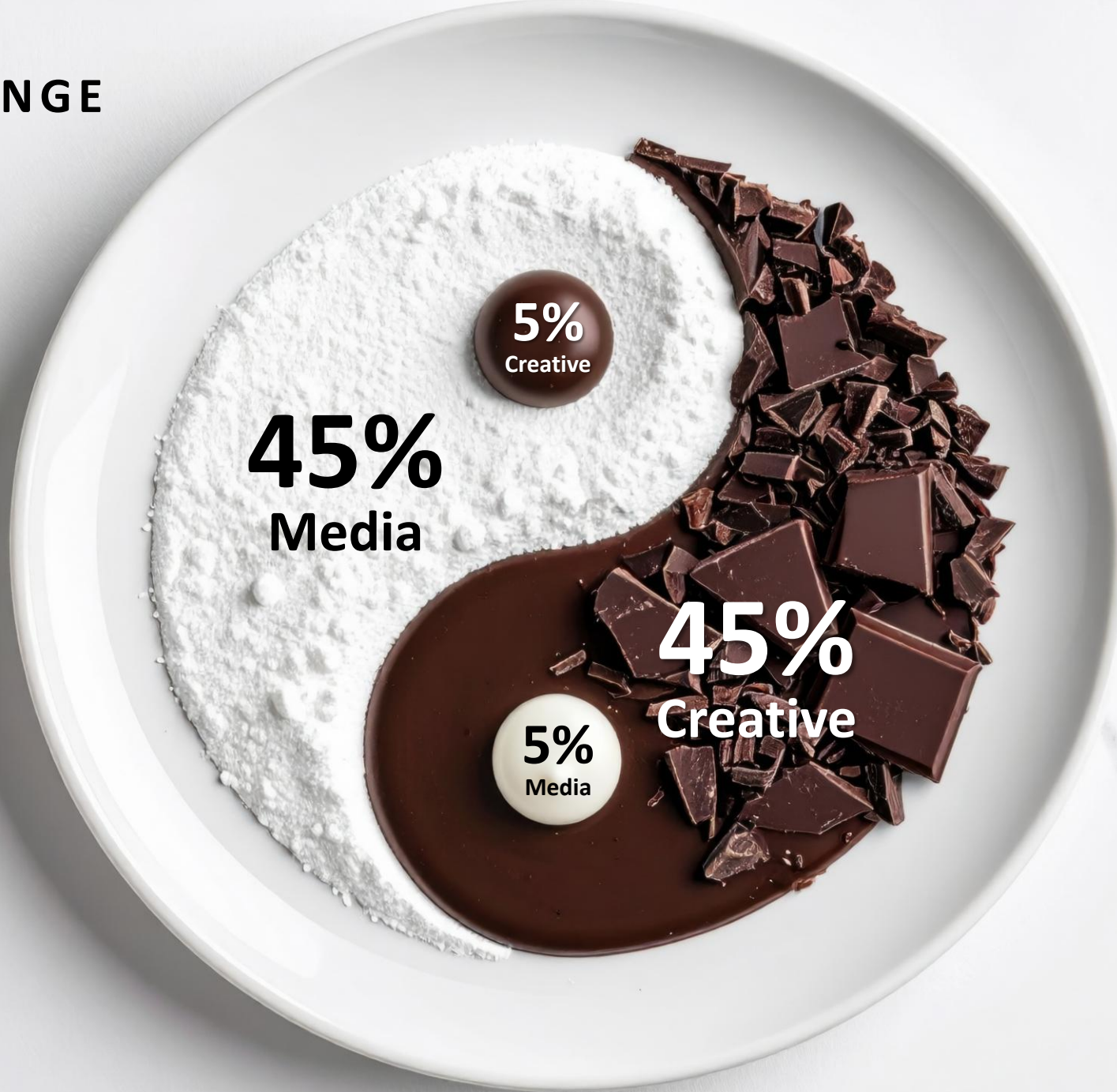


1 in 3

TV ads underperform when placed in digital environments.



SO LET'S CHANGE
OUR CHART
SLIGHTLY...



IN APPLYING THIS,

let's consider five tensions as our core framework

YANG | MEDIA



Spark



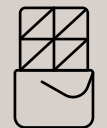
Story



Signal

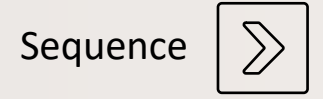


Craft



Consistency

YIN | CREATIVE





SPARK & SCALE



THE SPARK
An idea people feel.

GET YOURS NOW!



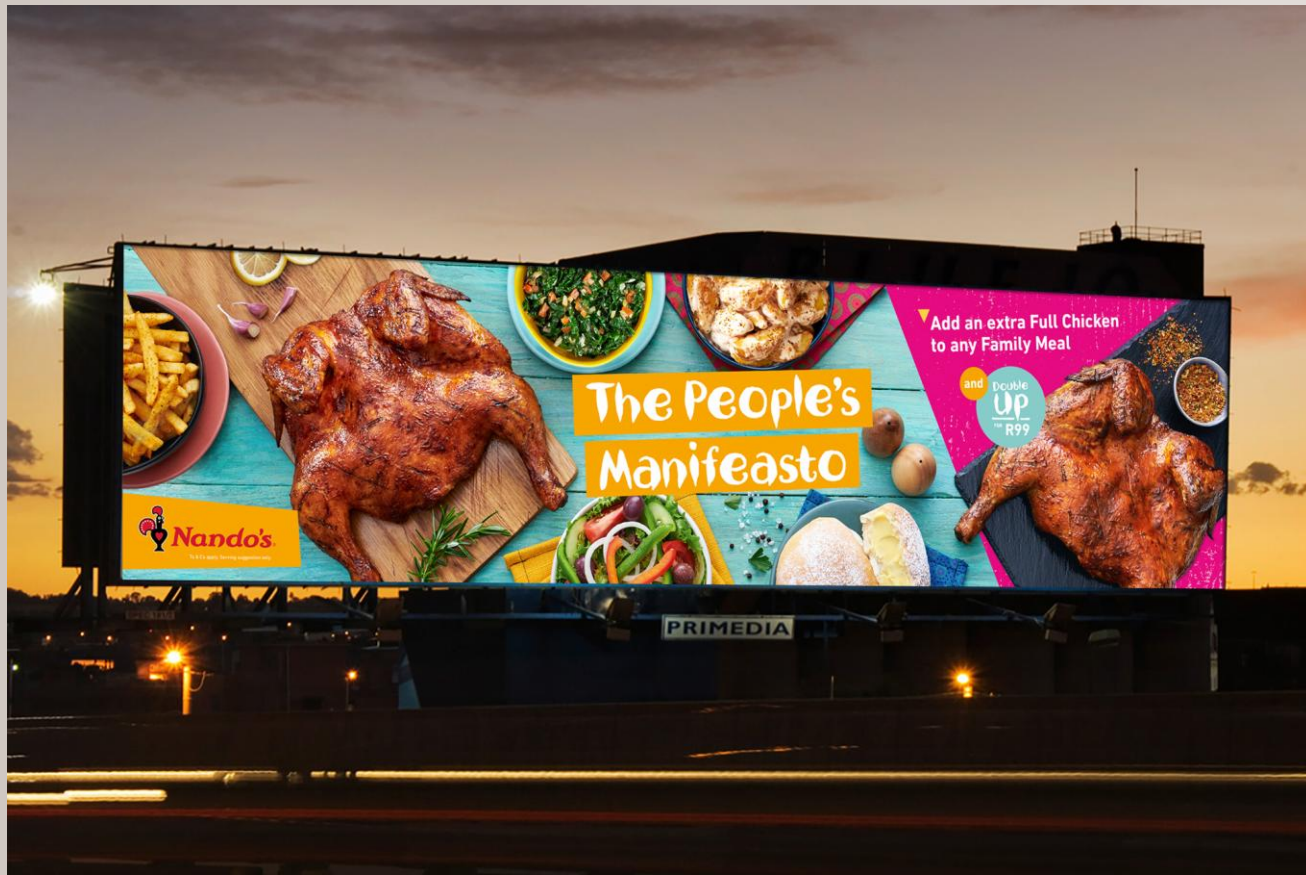
THE SCALE
Precision to grow that feeling.

EFFECTIVENESS CUE
Fame + mental availability
– did the spark travel?



SPARK & SCALE

Best in Class | Nando's

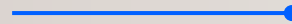


AD EQUITY MATTERS:

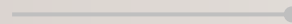
Brand impact

Ad receptivity

Positive



Neutral



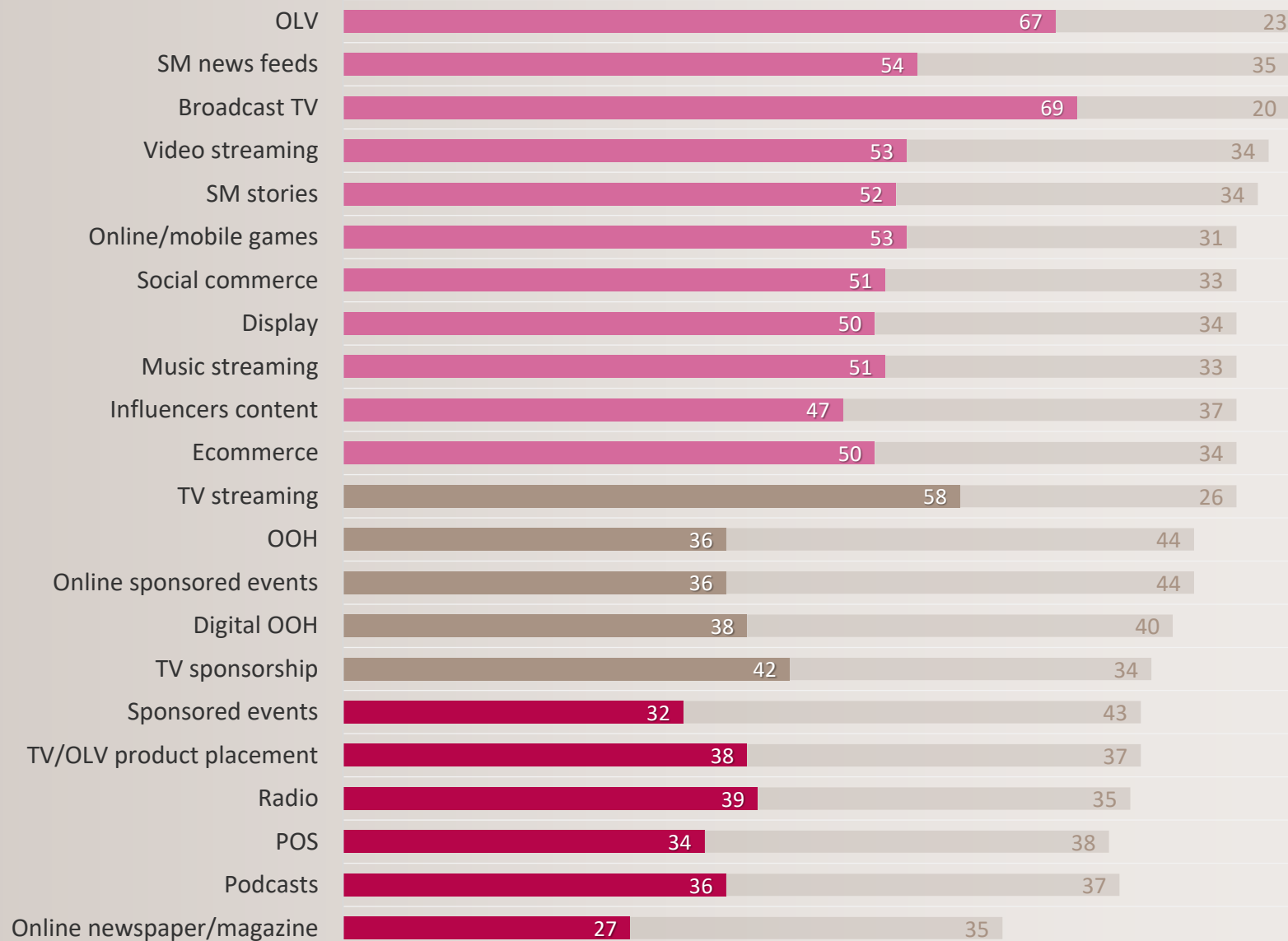
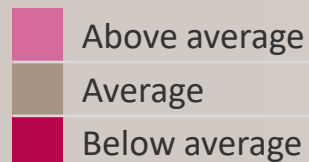
Negative



ONLINE CHANNELS DOMINATE

being perceived as serving lots of advertising


The only offline channel to make the top ten is broadcast TV.



HOWEVER,
traditional mediums
continue to be
preferred channels for
consuming advertising

Consumer ad equity ranking – all media channels

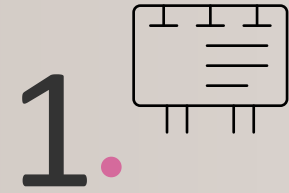


 Change in rank from 2024

AND

while there is some common ground between marketers and consumers, there is still a disconnect, especially when it comes to OLV

Consumers



Out-of-home ads

(-)



Digital out-of-home ads

(+1)



Sponsored events

(+1)



Point-of-sale

(-2)



TV sponsorship

(-)

Marketers



Digital out-of-home ads

(+2)



Sponsored events

(+2)



Social commerce

(-2)




TV/OLV product placement

(+7)



OLV

(+6)

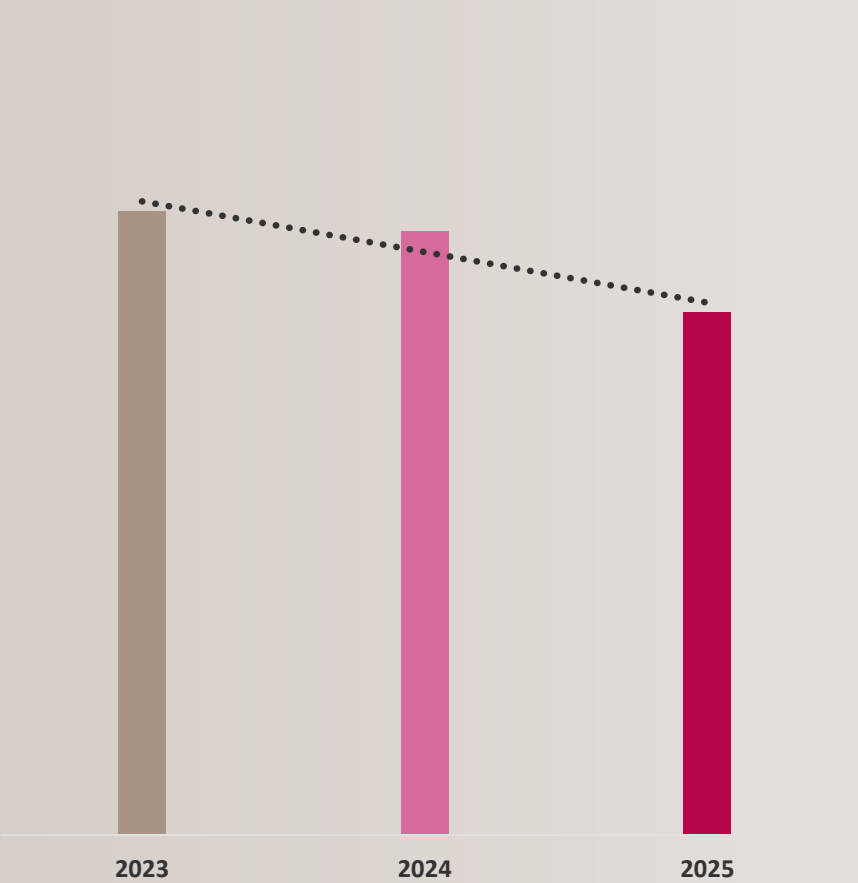
 YOY consumers

IN FACT

marketers are moving away from high reach offline channels

Marketers ad receptivity

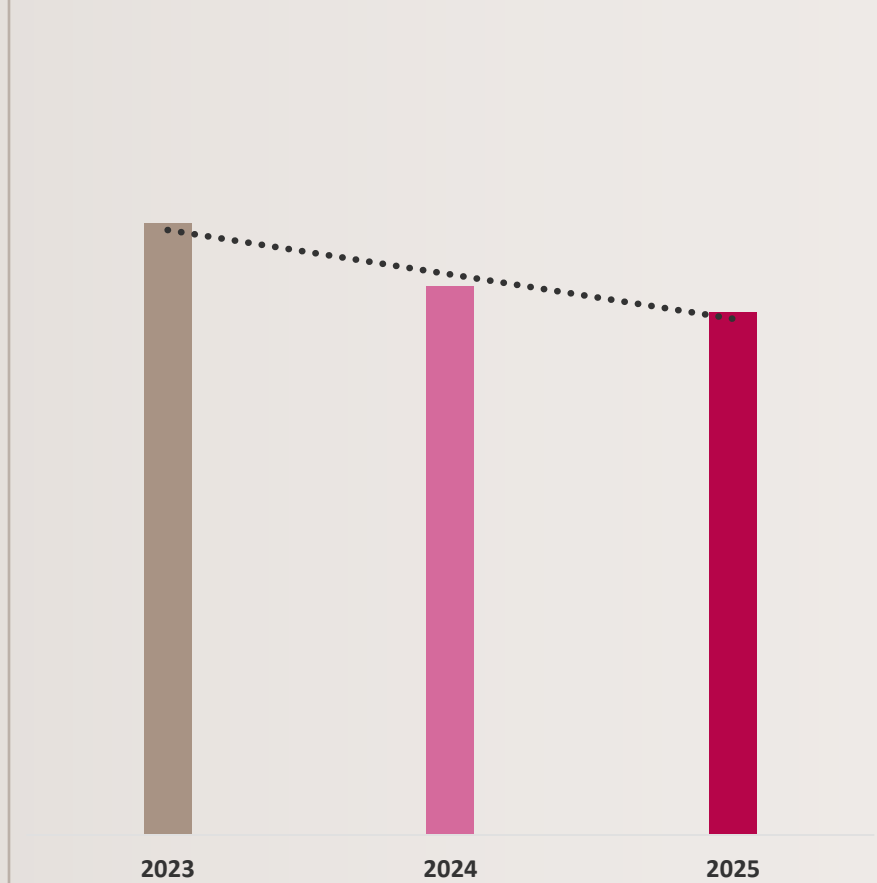
RADIO



#9

Consumers ad receptivity rank

BROADCAST TV



#10

Consumers ad receptivity rank

IT'S ALL ABOUT MINDSET
AND NEEDSTATE

Restaurant dinner

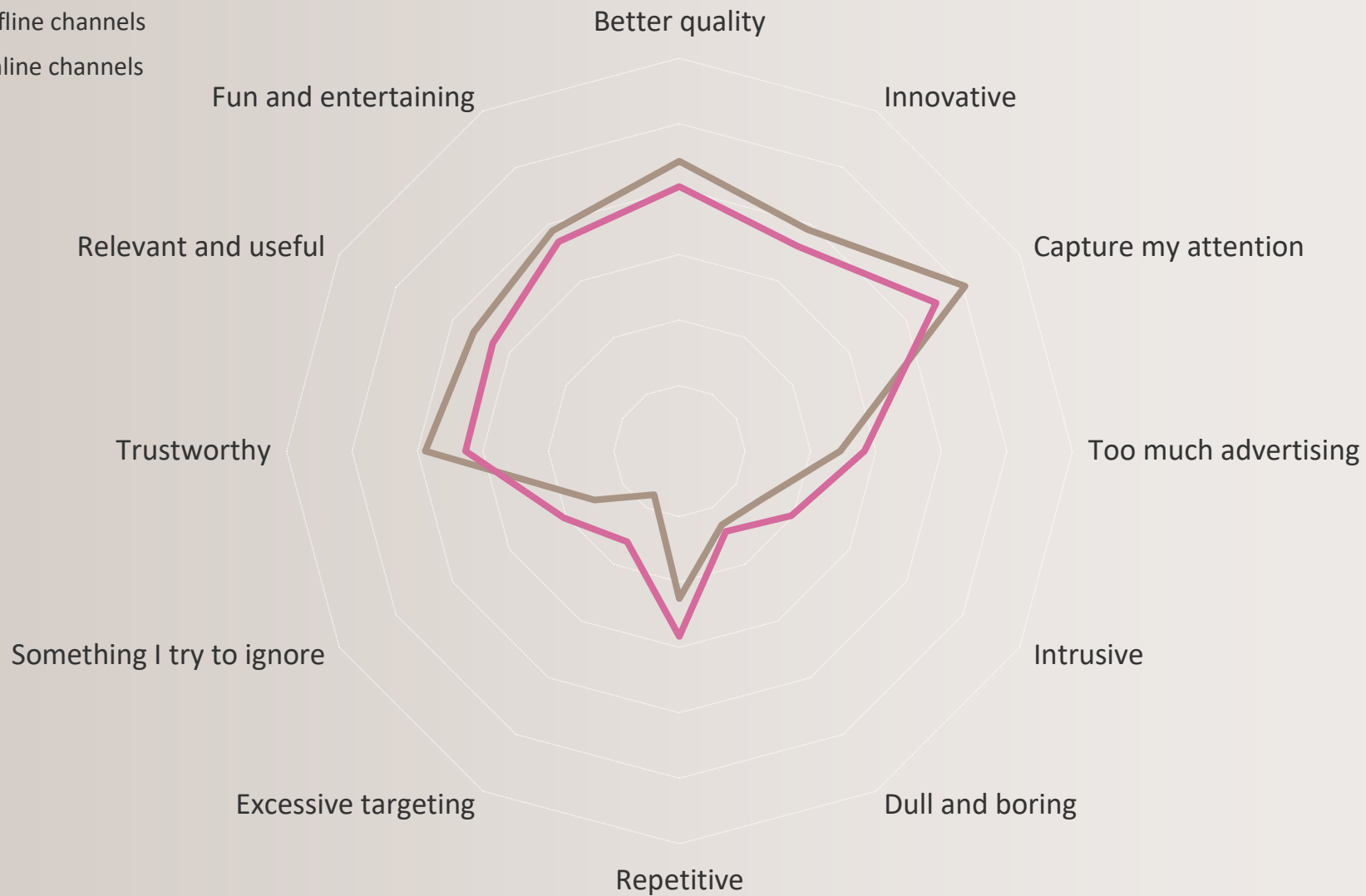
VS

Girl dinner

ONLINE CHANNELS

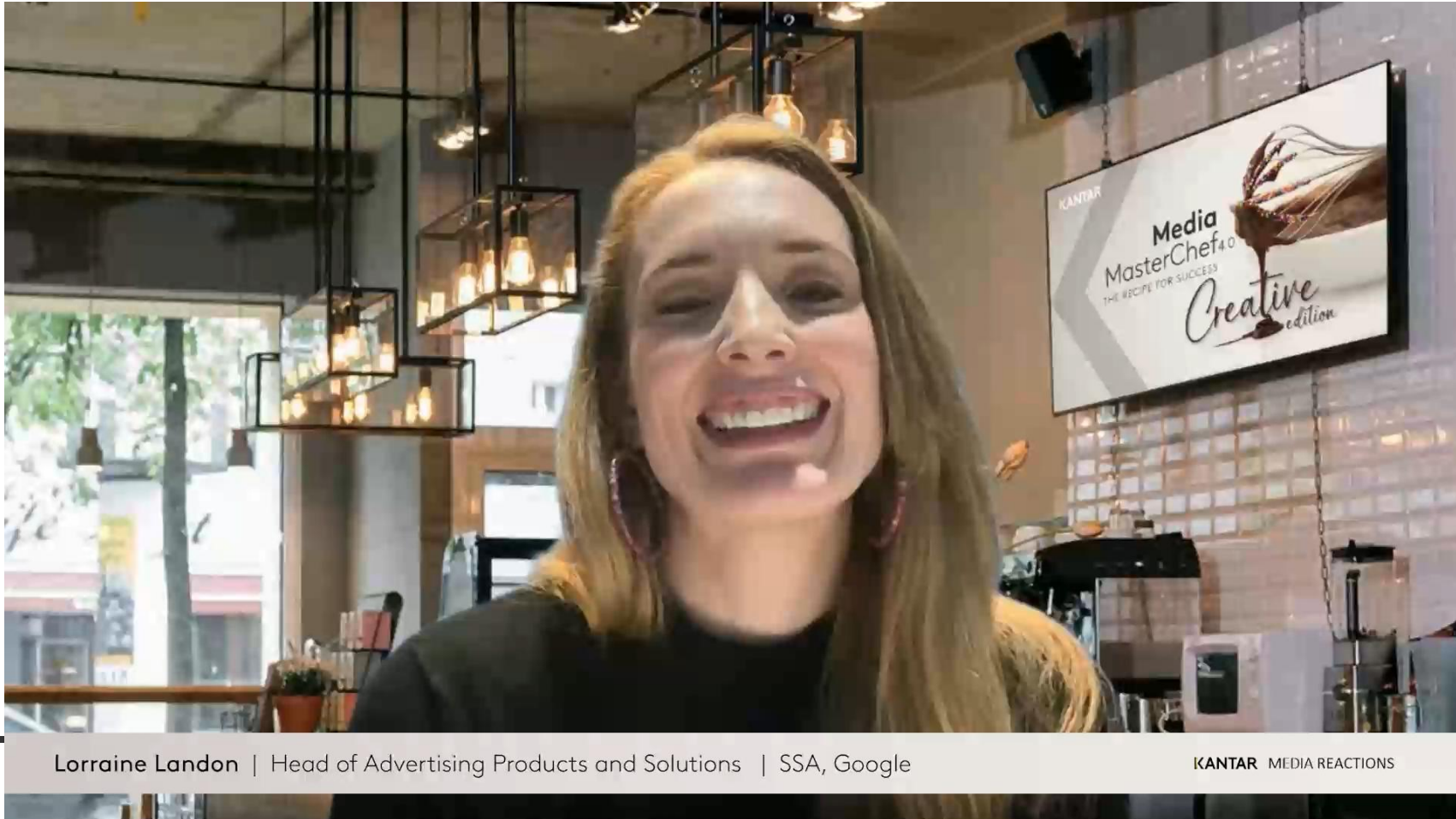
have unfortunately defined the status quo of offering poorer quality advertising to offline

- Offline channels
- Online channels



Lorraine's answer to Q1 here

How is Google intentionally designing advertising products and ecosystems to act as creative partners – not just delivery mechanisms; and what does that mean for how creative ideas should be developed from the outset?



Lorraine Landon | Head of Advertising Products and Solutions | SSA, Google

KANTAR MEDIA REACTIONS



STORY & SEQUENCE

STORY

Gives memory structure
(characters, rituals, assets).



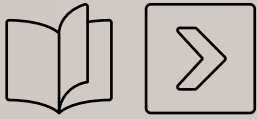
SEQUENCE

Sequences the story across channels
and time (flighting, formats).



EFFECTIVENESS CUE

Sequenced exposures that build
narrative, not random impressions.



STORY & SEQUENCE

Best in Class

Carling Black Label



BRAND LINKAGE AND ATTRIBUTION

Weak brand linkage means higher media spend is needed to achieve cut-through and memory structures.

If the content is enjoyed and remembered, YOU aren't being credited for it.

Strong brand linkage drives short- and long-term sales

% Of cases seeing a short-term sales rise



BRANDING PRINCIPLES

1.

The brand needs to be central to the story. Keep in mind the additional messaging required around variants.

2.

Subliminal brand cues e.g. colour. Are we building iconic brand cues?

3.

Does the character or the brand take the credit?

4.

Are we creating any anticipation for our brand reveal?

5.

Has the brand facilitated any notable change or transformation?

6.

Have you shown your product in use?

HOWEVER,
marketer's don't feel
confident that they're
getting integration right

Marketers' view of integration
across screens

■ 2017
■ 2025

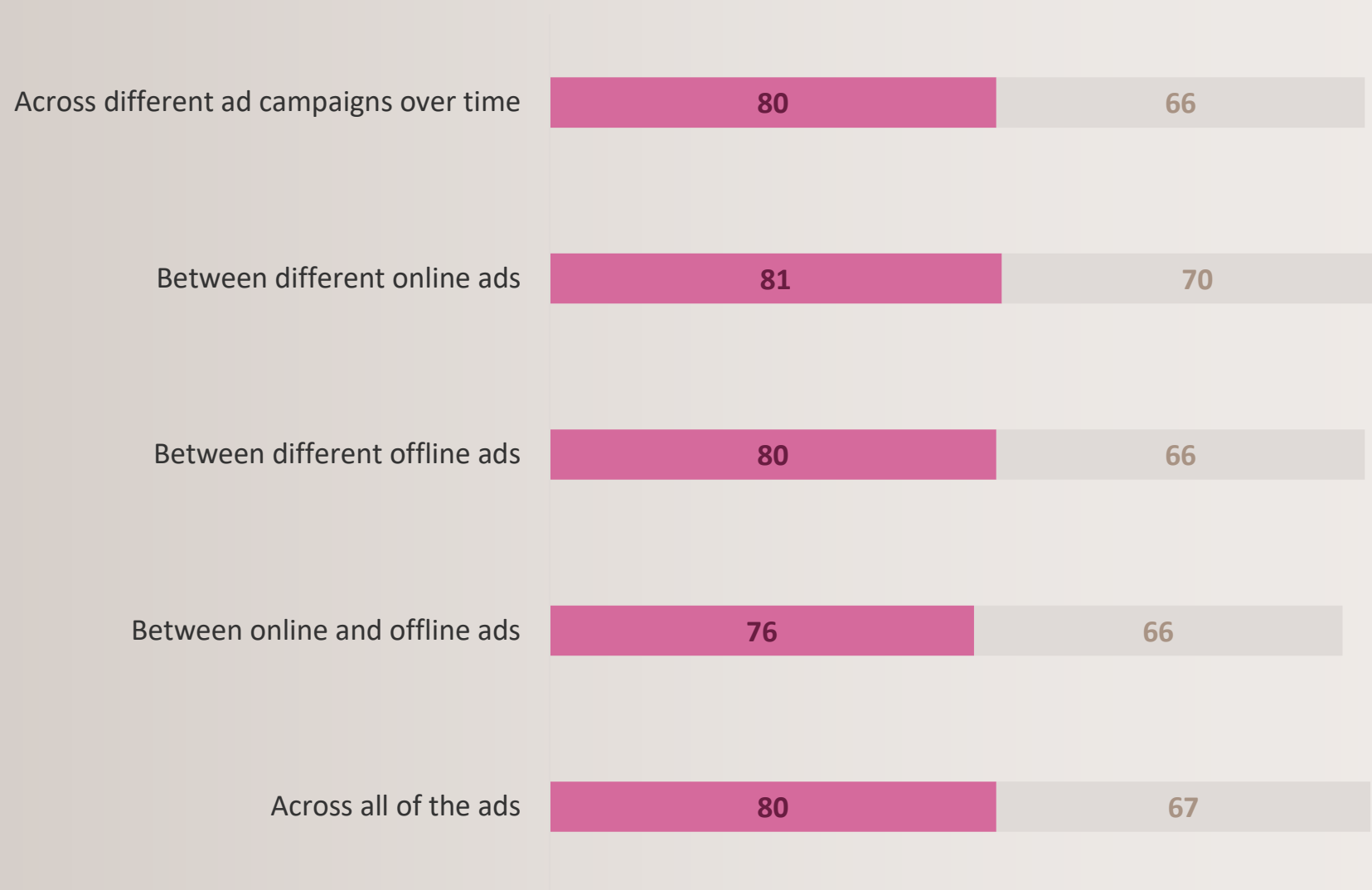


CONSUMER SENTIMENTS

on brands' campaign integration is positive

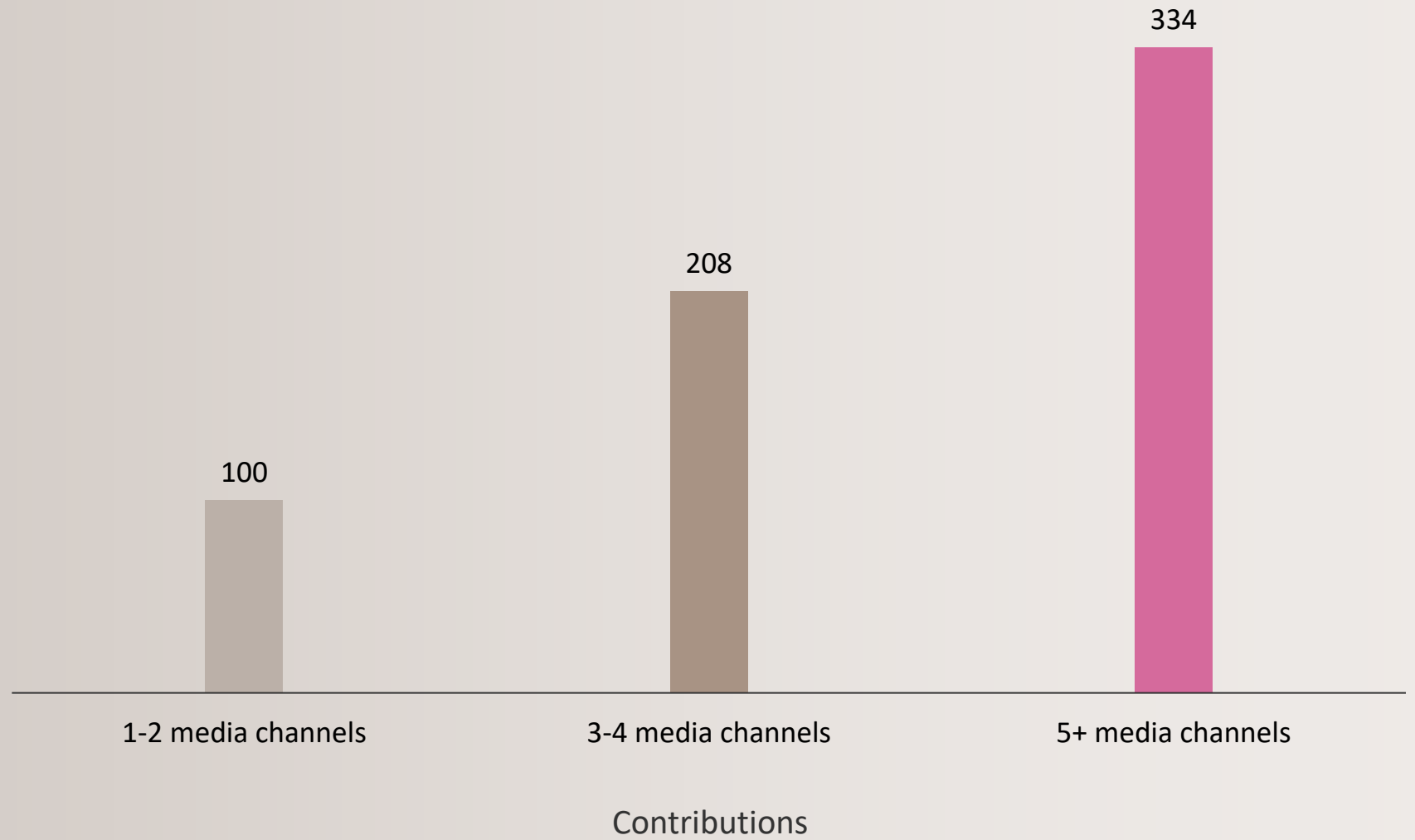
Branding is not an afterthought, it's the connective tissue that makes creative work memorable, persuasive, and effective.

■ Advertising equity ■ Global benchmark



CAMPAIGNS LEVERAGING SEVERAL MEDIA CHANNELS ARE MORE EFFICIENT

Indexed campaign contribution by number
of media channels deployed in the campaign



SYNERGY

is becoming increasingly important to multimedia campaign performance

Pre-2020



2020-2025 Q3



VIDEO PLACEHOLDER 3. What advice would you give marketers and agencies looking to build more collaborative, high impact media and creative partnerships, especially in today's fragmented media landscape

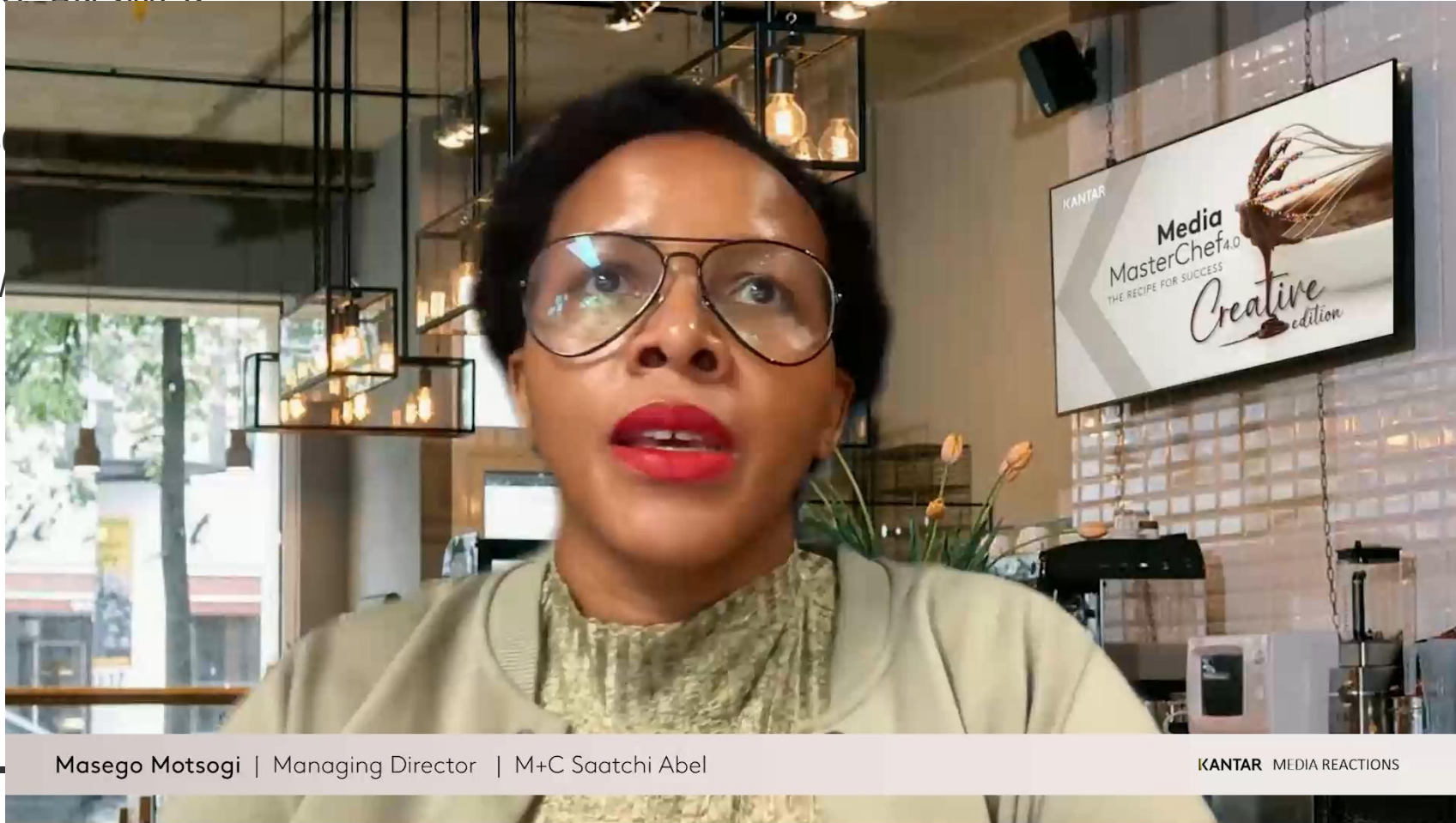


QUESTION 1. From your experience, where do you see the strongest intersection between media strategy and creative thinking – and where do brands still get it wrong?

MASEGO ENTIRE ANSWER

TJ – UNTIL 01;30

VILOSHA ANSWER



5:38.

Masego Motsogi | Managing Director | M+C Saatchi Abel

KANTAR MEDIA REACTIONS

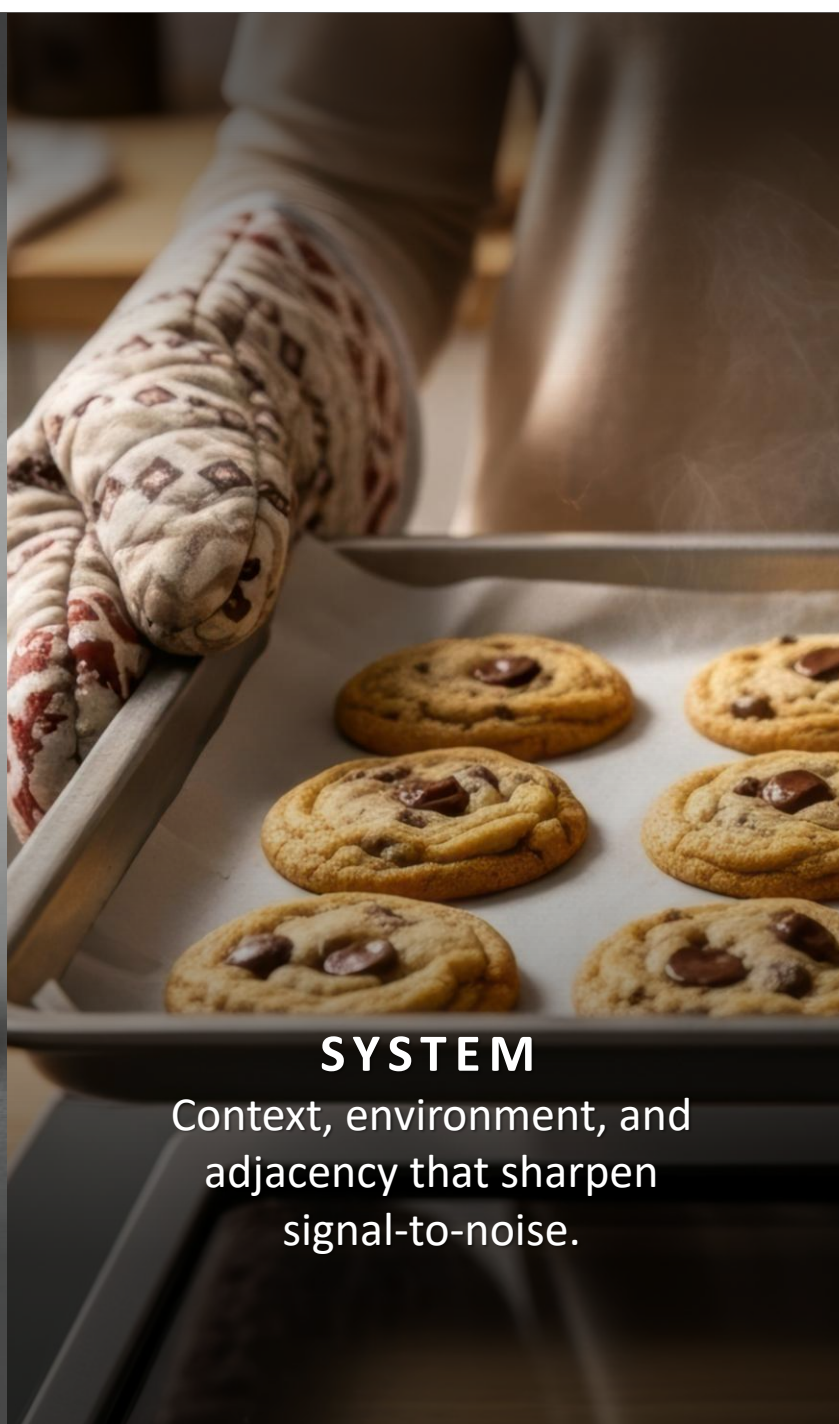


SIGNAL & SYSTEM



SIGNAL

Distinctive brand assets (sonic, visual, verbal) that cut through.



SYSTEM

Context, environment, and adjacency that sharpen signal-to-noise.



EFFECTIVENESS CUE

Distinctiveness in context – can we identify the brand in 1 – 2s?



SIGNAL & SYSTEM

Best in Class
McDonald's



IN THIS 'EXPLOSION OF EVERYTHING', BRANDS NEED IMMEDIATE RECOGNITION



A STRONG IMPRINT

boosts brand equity by increasing salience

Brand Imprint Index High vs. Low



+52%

SALIENCE



+76%

POWER

THE '3 Cs' OF STRONG BRAND ASSETS



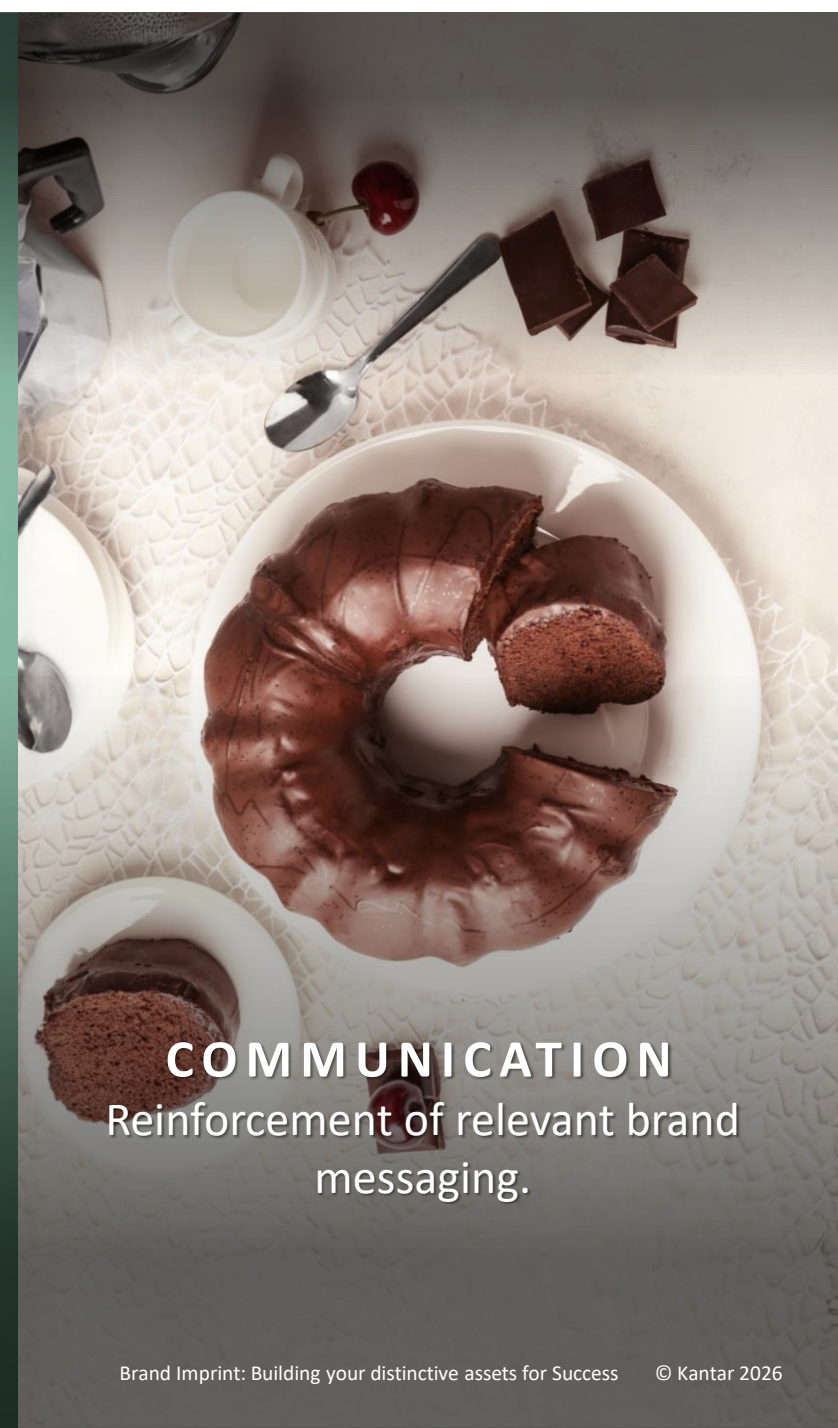
CLARITY

Simple and connected use of colour, design and phrasing.



CONSISTENCY

Consistent deployment over time, across channels and products – drawing on heritage where relevant.



COMMUNICATION

Reinforcement of relevant brand messaging.



The building blocks of brand assets

Shape, Pattern and Colour



THIS IS WHAT

“KETCHUP”

LOOKS LIKE TO A.I.

Heinz

A.I. Ketchup



THIS IS WHAT

“KETCHUP”

LOOKS LIKE TO A.I.

IT HAS TO BE HEINZ



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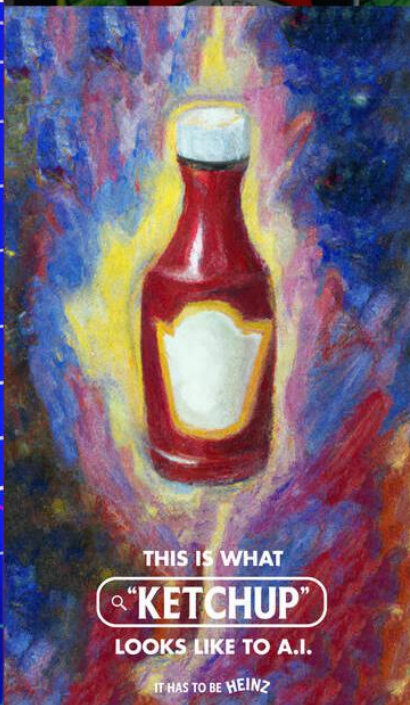


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CRAFT & CONTEXT

CRAFT

Turns strategy into arresting sensory detail (casting, edit, typography).

CONTEXT

Chooses placements where that craft earns disproportionate attention.

EFFECTIVENESS CUE

Attention quality – did context amplify the craft?



CRAFT & CONTEXT

Best in Class

Checkers Sixty60

SWINDLE THE SWINDLER **CAN'T MAX OUT THIS ONE**

R349^{.99} Philips Easy Speed Steam Iron 2000W	R12^{.99} Vanish Colour Safe Stain Remover Liquid 100ml	R299^{.99} R249^{.99} <small>SAVE R50.00</small> Russell Hobbs Ceraglide+ Steam Iron 2000W



CAN'T MAX OUT THIS ONE [View All](#)

R0^{.01} Xtra Savings Rewards Card

"MY ENEMIES ARE AFTER ME" [View All](#)

R14^{.99} Monster Zero Ultra Paradise Flavoured Energy Drink 500ml	R15^{.99} Monster Mule Ginger Flavoured Energy Drink 500ml	R65^{.99} Red Bull Sugarfree Energy Drink 4 x 250ml

PETER HURT? [View All](#)

R39^{.99} Compral Pain Powders 24 Pack	R39^{.99} Medirite Invisible Plasters 50 Pack	R29^{.99} Medirite Assorted Fabric Wound Dressings

LOOK AT THE FOREST!



We just can't help ourselves...

People like drama... but it needs to be the right kind of drama!

Hell's Kitchen USA · Follow
16h · 🌐

"How Dare You!" Ramsay Calls Out Vinny Over Sides Chaos
[#GordonRamsay](#)

Ramsay's furious at Vinny



HELL'S KITCHEN

👍👀 392 9 shares

👍 Like 💬 Comment ➦ Share

👤 Comment

👤 🗨️ 🧠 🎬 🗑️

CONTENT WITH EMOTION GRABS OUR ATTENTION, EVEN ONLINE

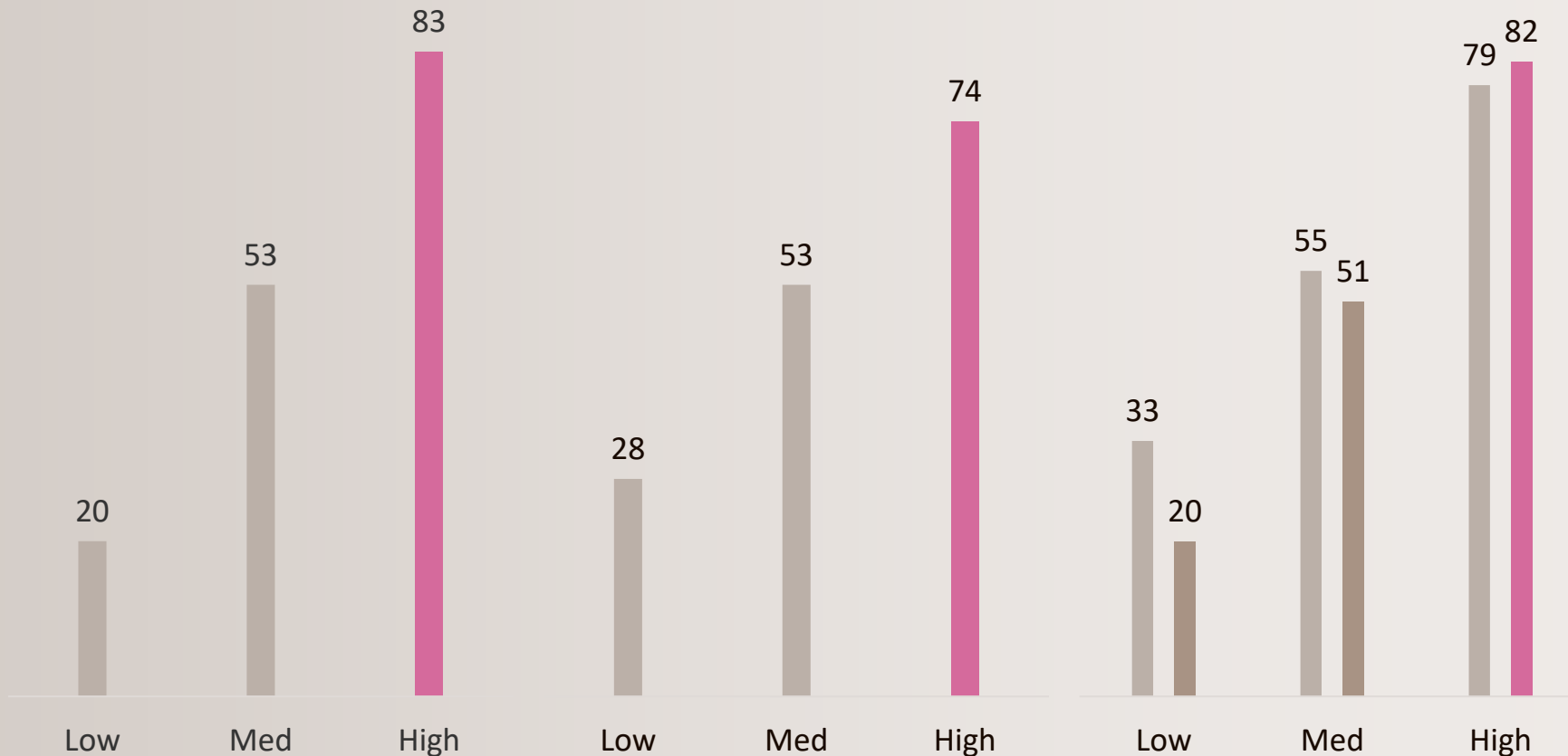
Ads that evoke stronger emotions...

Generate more impact

More likely to go viral

Drive more short-term sales and long-term brand equity

Persuasion Power contribution



CONTENT CREATORS OFFER US THE TOOLS TO CREATE THE DRAMA



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

\$24bn

Creator economy in
2024

2x growth

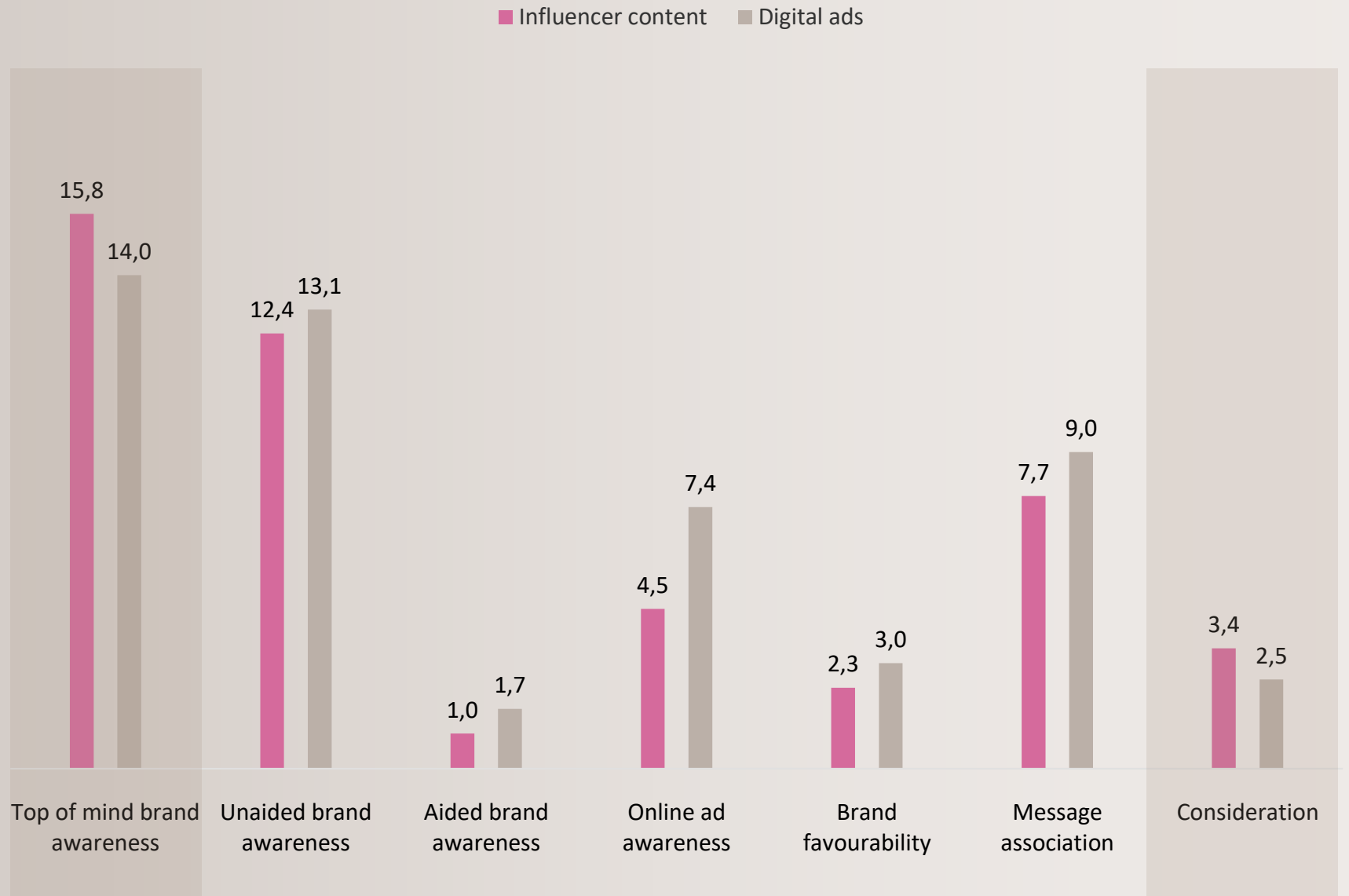
By 2028

THE TRICK

is to know when and how to use it as influencer content, especially as it contributes to salience and consideration

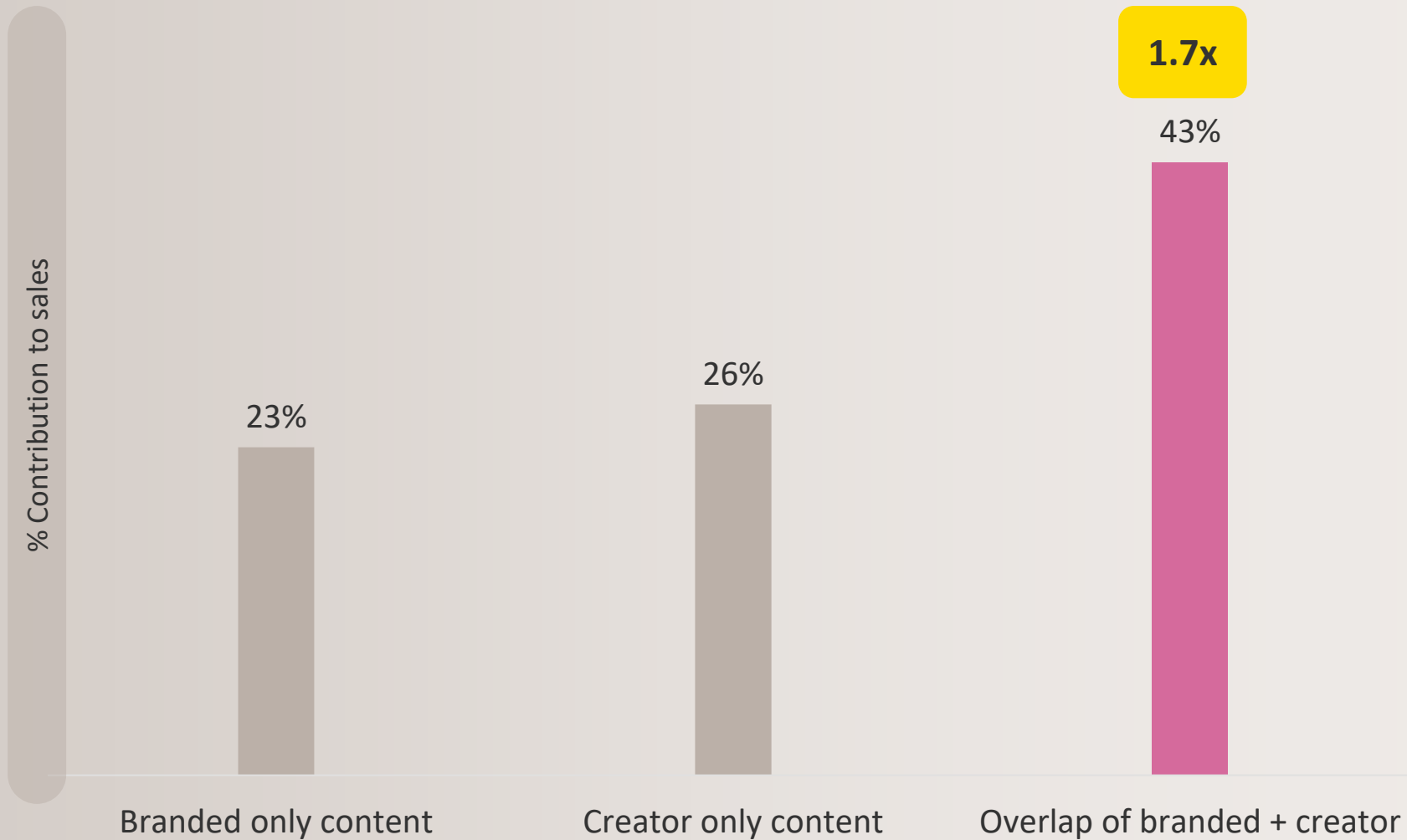
Average brand impact

(% change between those exposed to the campaign and those unexposed).



THE SWEET SPOT

is when creator content connects with social advertising



Lorraine, Question 2

In a world of automation, AI-assisted creation and constantly evolving formats, what mindset shifts or capabilities do marketers and agencies need to truly unlock creativity within modern platforms?



Lorraine Landon | Head of Advertising Products and Solutions | SSA, Google

KANTAR MEDIA REACTIONS



CONSISTENCY & SURPRISE

CONSISTENCY

Anchors memory (codes, tone). Surprise refreshes it.

SURPRISE

Uses cadence and burst to balance familiar assets with timely novelty.

EFFECTIVENESS CUE

Short-term spikes without long-term erosion.



CONSISTENCY & SURPRISE

Best in Class
KitKat



THIS MAKES US ALL CUSTODIANS

of preserving the essence of the brands we work on because...

Consistency maximises growth potential

Brands with more consistent perceptions

+111%
GROWTH ADVANTAGE



0%
GROWTH ADVANTAGE

Brands with fewer consistent perceptions

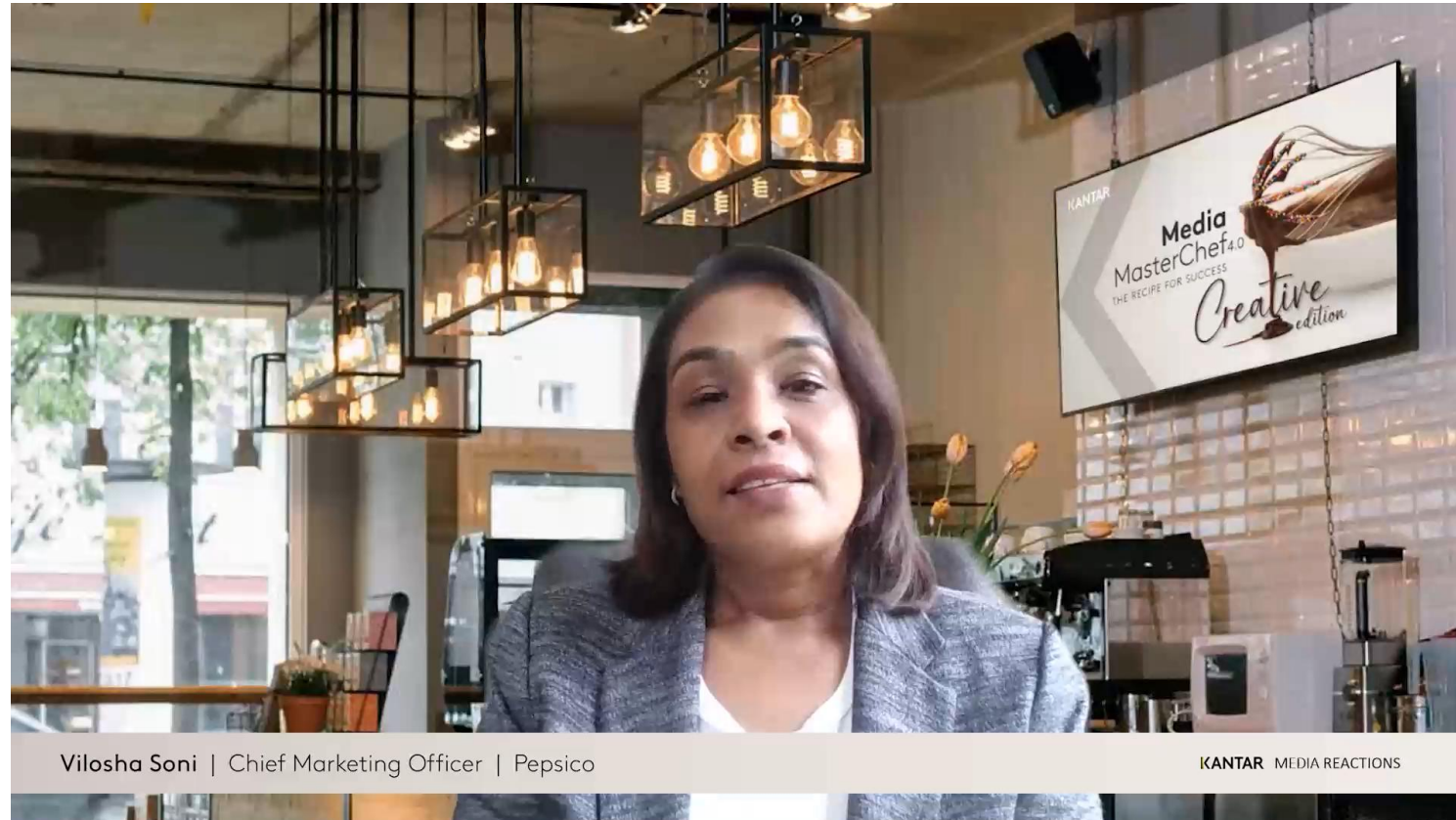
IMPLICATION

Communicate consistently — connect across identity, message, and execution

KANTAR BRANDZ

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Question 4. If you had to fix just one thing in how media and creative teams currently work together, what would it be – and why?



Vilosha Soni | Chief Marketing Officer | Pepsico

KANTAR MEDIA REACTIONS

KANTAR

Questions for our Media MasterChefs?



Your host Sai Ajudhiya
Head of Media, Creative & Innovation, Kantar



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