

## ABOUT KANTAR

Kantar is a data and evidence-based agency providing insights and actionable recommendations to clients, worldwide. We have a complete, unique, and rounded understanding of people around the world: how they think, feel and act, globally and locally in over 90 markets. We don't just help clients understand what's happened, we tell them why and how they can shape the future.



### INGVAR SANDVIK

DIRECTOR MARKETING & INNOVATION, KANTAR

"Kantar is a leading consumer and media analyst, and to us, that begins and ends with data quality. We provide TGI\* Consumer Data that builds deep insights and leads to a real understanding of audience profiling, media planning and buying.

TGI is the single source of consumer intelligence that can inform all marketing activity – whether that is to derive new insights, plan campaigns or identify and activate high-value target audiences. Kantar's TGI data is privacy-safe with all respondents fully consenting and with world-leading standards of quality assurance. As a born privacy-first solution, the IDFree.com targeting platform gives marketers new communication and targeting opportunities in the post-cookie ad world. A world where understanding and reaching audiences without collecting any private data is essential.

We highly value industry visionaries like IDFree and are pleased to cooperate on true ad effectiveness for both local and global marketers."

\*TGI (Target Group Index) is a trademark owned by Kantar



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