



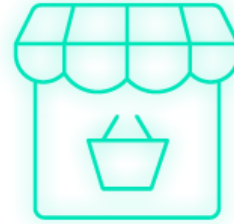
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Research Through the Looking Glass of New Media: Facts and Insights

IAB IMC Conference 2025

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Head of Commercial Excellence
Kantar Greece

Retail Media Networks and Connected TV are emerging as the fastest growing new media channels



41%

of marketers globally are planning to increase their advertising investment in retail media in 2025

Source: Kantar Media Reactions 2024



A net
55%

of marketers globally are planning to increase their investment in TV streaming in 2025

Source: Kantar Media Reactions 2024

A woman with dark hair, wearing a light-colored jacket, is looking up at a display of headphones on a shelf in a retail store. The background shows more shelves with various products.

**Retail Media
are evolving,
offering
advertisers new
opportunities
for more
precise
targeting**

Retailers' first party data

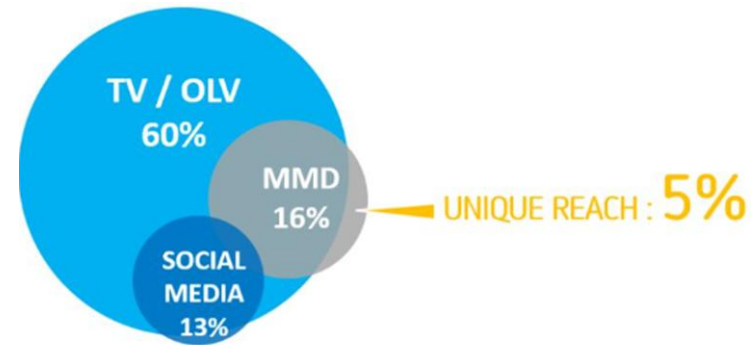
Precise targeting

Personalised marketing

Full-funnel assets

Kantar first measurement of RMN's effectiveness in Europe showed their potential within a 360-campaign

Impact of Retail Media (App/web, DOOH, POS) within a 360-campaign including also TV, OLV and SoMe



74% average increase in brand KPIs (awareness, association, consideration)

+8.5% sales uplift during campaign → **65%** driven by Retail Media

In Greece this trend has not yet taken-off as strongly as in other markets



23%

of Greek marketers in 2023 were planning to increase their investment in Retail Media Networks in 2024 (vs. 46% globally)



#13

media channel with largest planned investment increase in 2024 out of 23 media channels surveyed among Greek marketers

Yet, Kantar first measurement in Greece showed some very positive results in terms of brand impact

Kantar Lift results for Nova campaign within Kotsovolos stores in cooperation with Tempo OMD

Overall audience:

+8pp average lift in **brand KPIs** (awareness, favourability, consideration)

+4.5pp average lift in **brand predisposition** (meaningful differentiation)

Campaign main target audience:

+18pp average lift in **brand KPIs** (awareness, favourability, consideration)

+13.5pp average lift in **brand predisposition** (meaningful differentiation)

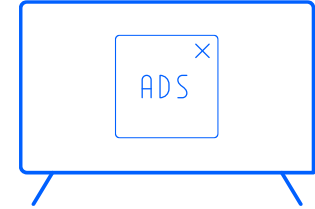
The voyage to total video is a balancing act for marketers across changing consumer behaviour, tech innovations and increased competition

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50%

of people globally say most of their TV watching is streaming*



58%

of connected consumers globally would accept adverts if it reduced their TV or video streaming subscription costs**

*Kantar Marketing Trends 2025

**Kantar Media Trends & Predictions 2025



The solution is
diversifying
the TV
investment, as
viewing habits
differ across
different
demographics

STREAMING

A net

64%

of marketers in
Greece were
planning to
increase their 2024
investment on TV
streaming
advertising (vs.
59% globally)

LINEAR

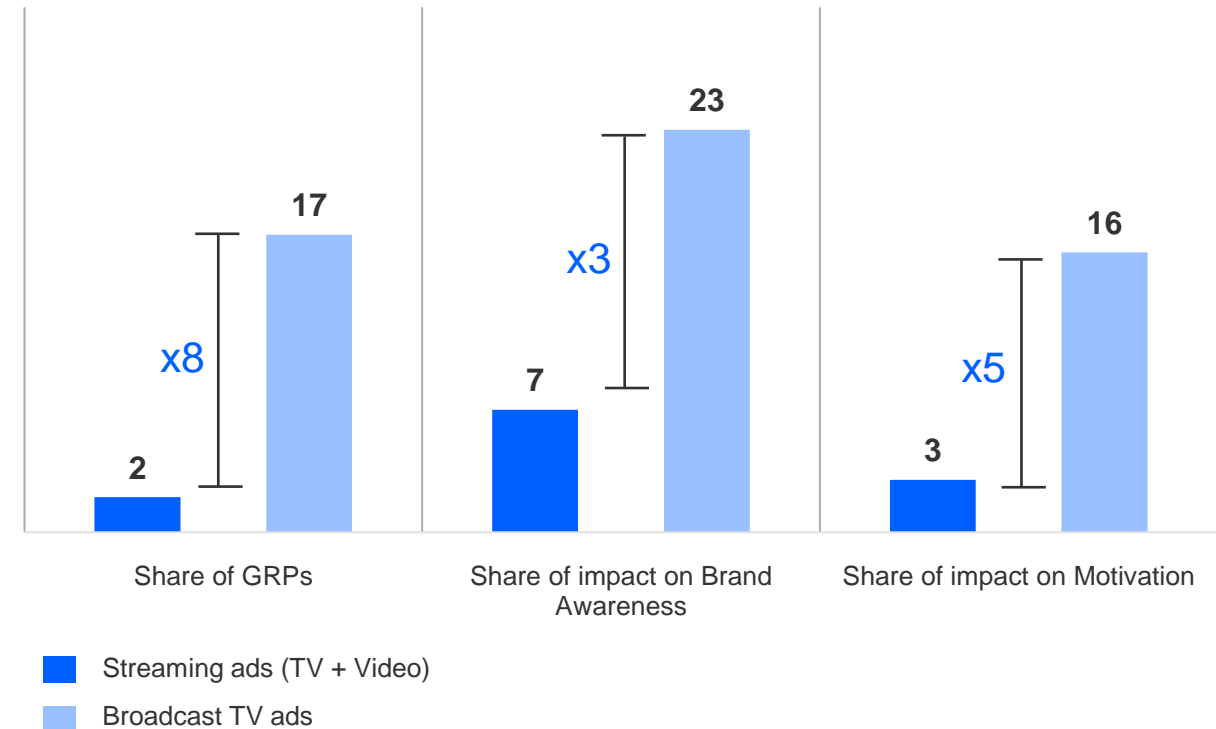
A net

15%

of marketers in
Greece were still
planning to
increase their 2024
investment on
linear TV
advertising (vs. 6%
globally)

In Europe, streaming ads show on average higher contributions to campaigns' effectiveness compared to their share of GRPs

Share of GRPs vs. Share of Impact on Awareness & Motivation across 566 CrossMedia campaigns in Europe – Streaming ads vs. Broadcast TV ads



Based on 566 Kantar CrossMedia studies in Europe: Belgium, Czech Republic, Denmark, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Romania, Russia, Slovenia, Spain, Turkey, and UK.



Our first study in
Greece shows a
stronger-than-
benchmark impact
on awareness,
message
association and
brand favourability

Kantar Context Lab results for Coca-Cola campaign in cooperation with Acrossmedia241 and Mindshare:

Comparison vs. Online Video Benchmarks (Greece)

Brand metrics	LG CTV Study	Greek Benchmark
	Δ	Δ
Top of Mind Spontaneous Brand Awareness	22	6
Total Spontaneous Brand Awareness	15	7
Message Association	21	9
Brand Favorability	8	0.5

● 90% sig increase ● 90% sig decrease ● No sig change



Retail Media
Networks and
Connected TV open
new, untapped
opportunities for
marketers in
Greece

- 1 Better targeting**
- 2 Extra reach**
- 3 Higher effectiveness**

Experiment



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Thank You!

Giovanni Frasca
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Kantar Greece