

KANTAR

Welcome!



Creator marketing is having its moment in the sun

- The best brand marketing has always been done through emotional advertising
- Creators have built the emotional resonance and feelings of positivity that brands get to borrow from



Oh, and it's not new...



Oh, and it's not new...



"Creators are not the future of marketing"

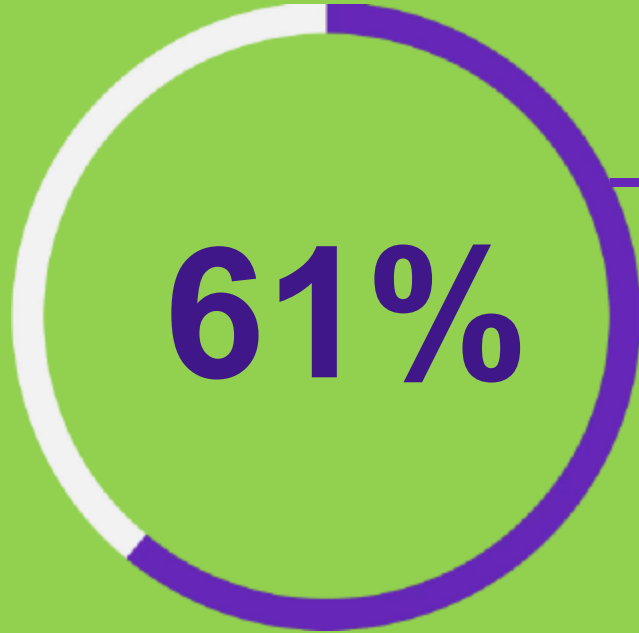


KANTAR

ART OVER ALGORITHM: **THE CREATOR GAME PLAN AUSTRALIA**



Creator marketing is growing fast.
Confidence is what is driving it, not impact.



Marketers planning to increase spend
behind influencers and creators in 2026

Yet measurement
remains inconsistent,
and proving ROI is still
a major hurdle.



Creator content's role as a key touchpoint has been one of the fastest risers.

Video Streaming



Creator content



Top 20 touchpoints
average



Touchpoint impact change to brand KPIs since 2022

Going blind into Creator economy has major downsides.
The risk isn't inefficiency. The risk is that growth fails to keep up with investment.



High-potential creator assets are under-scaled



Spend is spread thin instead of doubled down



Engagement becomes a misleading proxy for effectiveness



Learning comes too late to change outcomes

In Australia, platform engagement and brand building measures only align in 1 in 10 cases.

		PLATFORM ENGAGEMENT		
		Low	Mid	High
BRAND POWER	High	8%	9%	9%
	Mid	16%	21%	16%
	Low	6%	9%	9%

Kantar analysis of 15 000 creator assets, available in The Creator Game Plan
Australia analysis based on 800 cases of Creator Effectiveness (2024-6)

In Australia, platform engagement and short-term sales measures only align in 1/3 cases

		PLATFORM ENGAGEMENT		
		Low	Mid	High
SHORT-TERM SALES	High	5%	6%	4%
	Mid	19%	25%	20%
	Low	6%	7%	7%

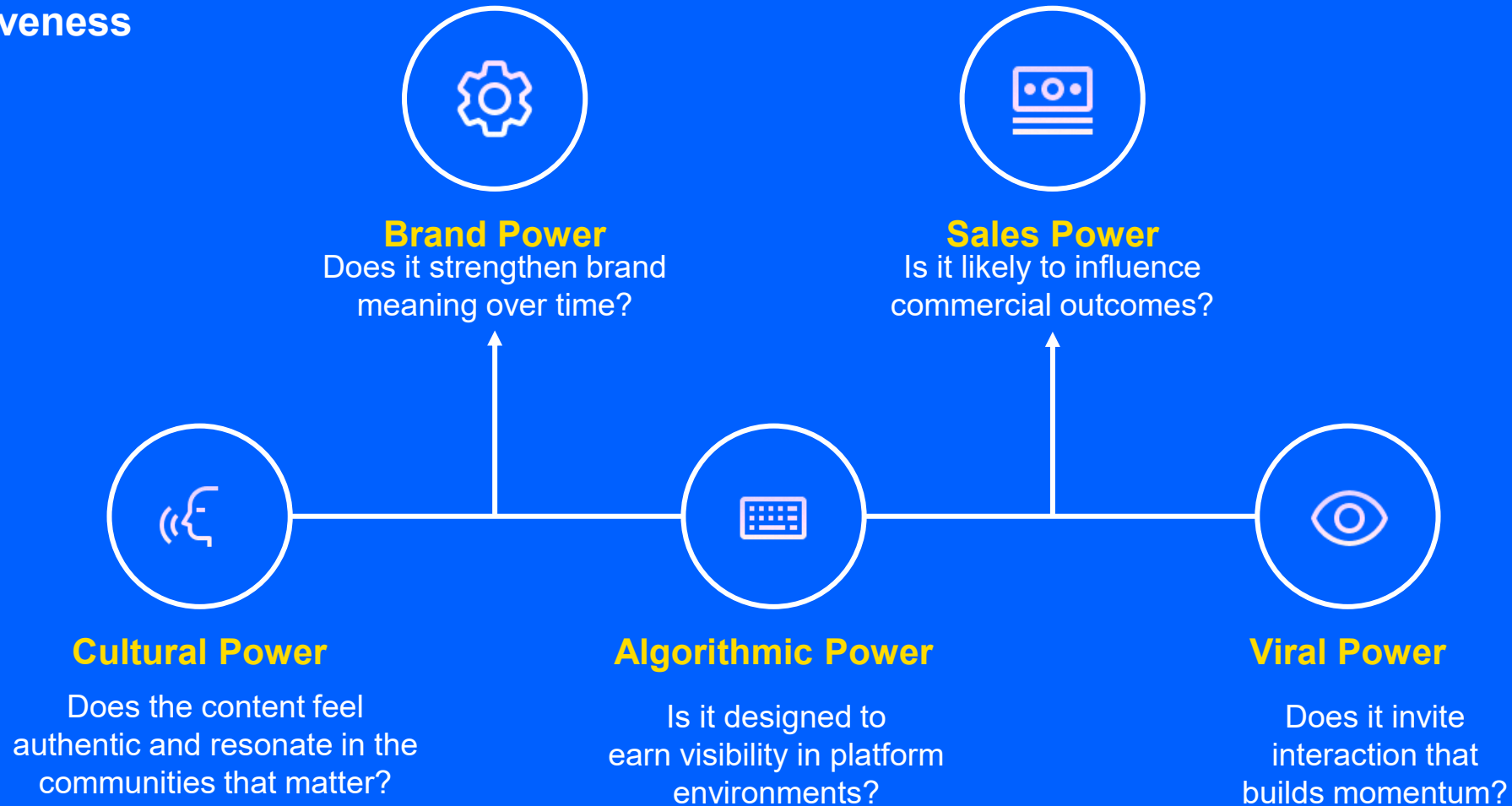
Kantar analysis of 15 000 creator assets, available in The Creator Game Plan
Australia analysis based on 800 cases of Creator Effectiveness (2024-6)

The Kantar Creator Framework



The Creator Effectiveness Framework

The five dimensions that drive creator effectiveness





THE ART OF CREATOR EFFECTIVENESS

A FRAMEWORK FOR REAL IMPACT

ART

ALLIANCE

RESONANCE

TRANSFORMATION

Alliance is the “WITH ME” Manifesto

Fame does
not fund ROI

Effectiveness
with them not
through them

Unique
audiences
Unique styles

Choose for
Brand Voice



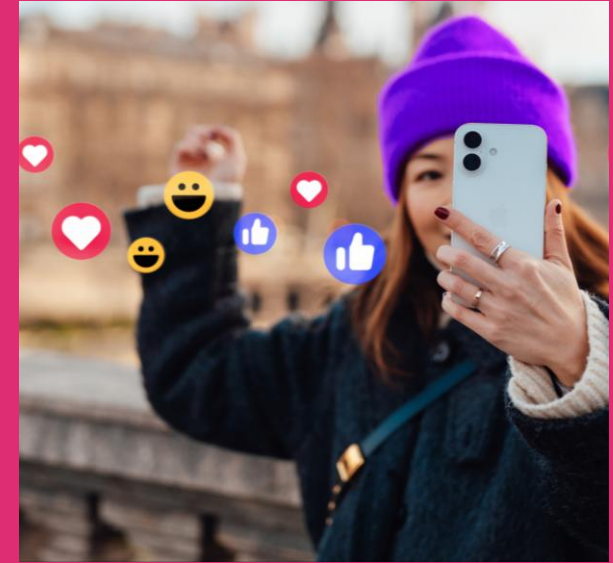
Brands use them in different ways...



MEDIA CHANNEL

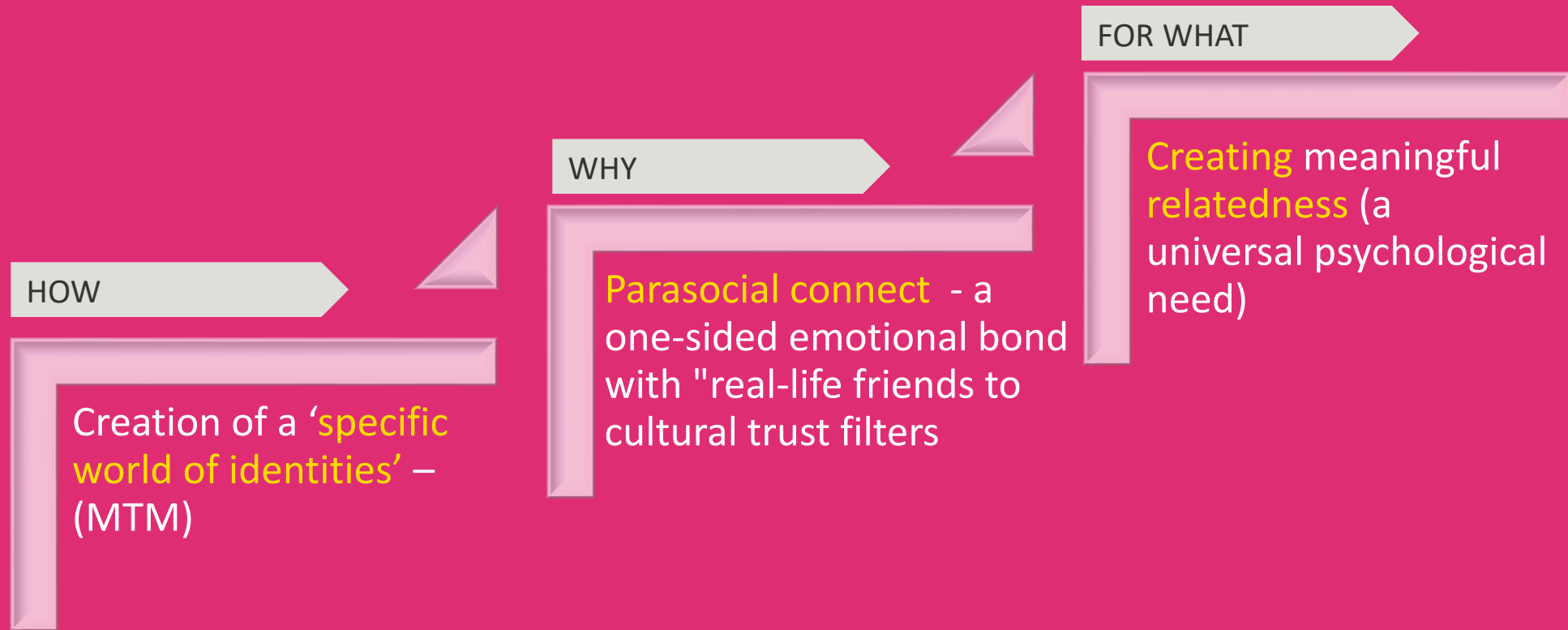


CREATIVE PARTNER



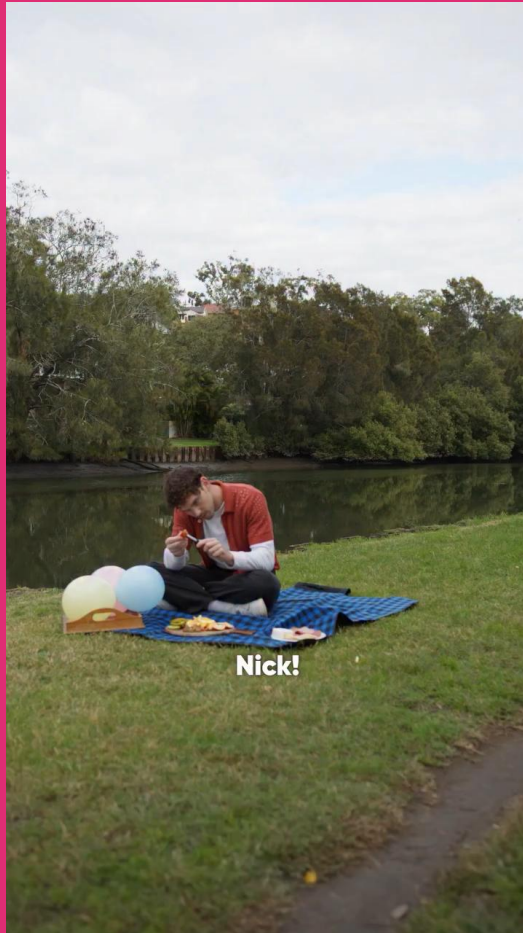
“CULTURE” ASSET

What drives their success?

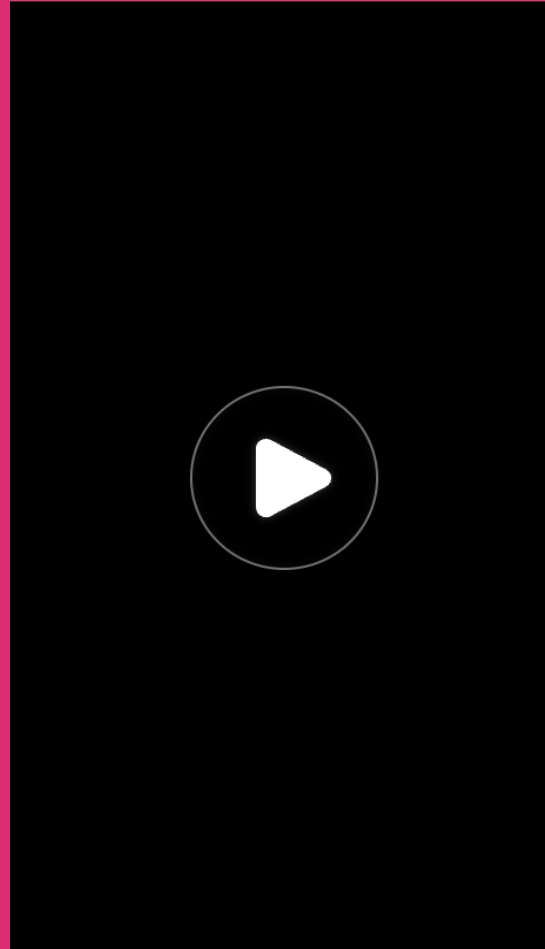


The evolution from a connection to interaction and identification to trust

TAPPING INTO THE CREATOR'S WORLD



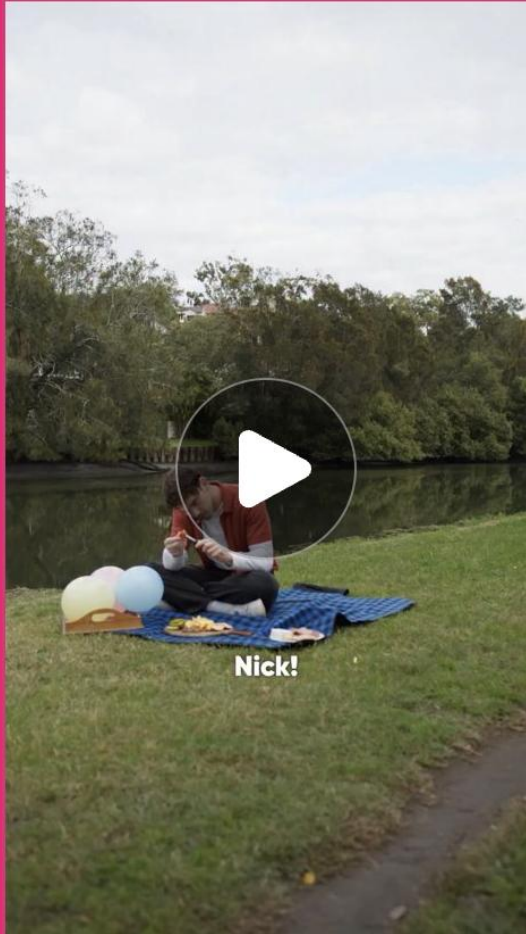
PARA-SOCIAL RELATIONSHIP



FEELING THAT RESONATES



TAPPING INTO THE CREATOR'S WORLD



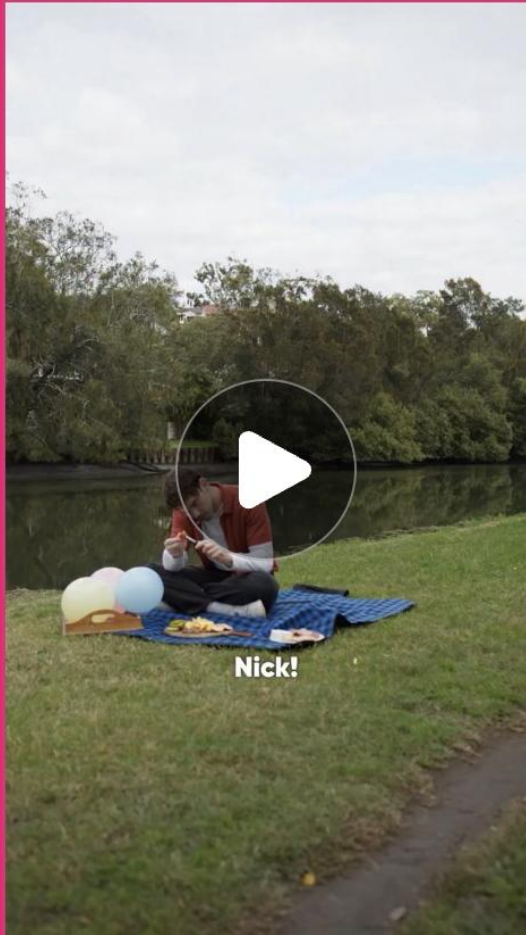
PARA-SOCIAL RELATIONSHIP



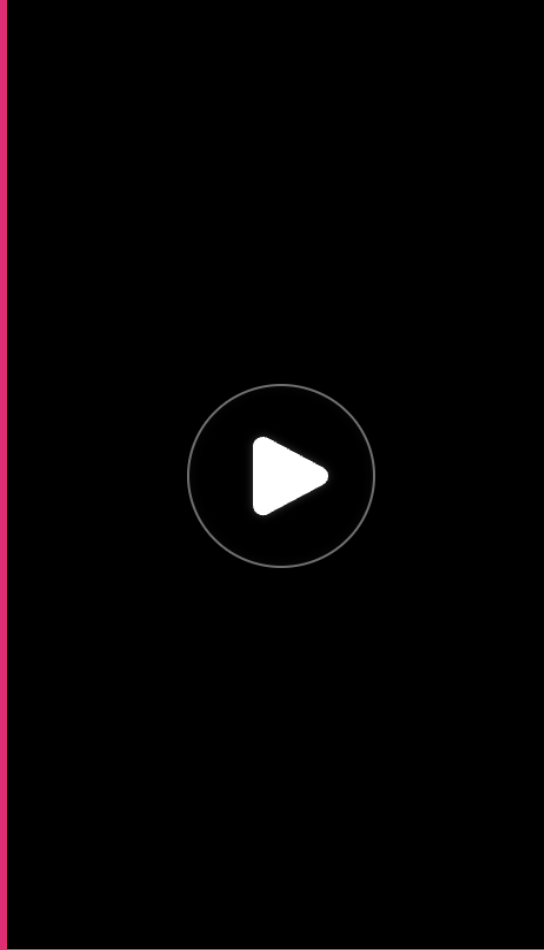
FEELING THAT RESONATES



TAPPING INTO THE CREATOR'S WORLD



PARA-SOCIAL RELATIONSHIP



FEELING THAT RESONATES



ALLIANCE is the “Cultural Investment” for your brand So do not chase “vanity measures”

Choose carefully, match your vibe!



Resonance wins, attention/entertainment just show up

Do not create
to flood the
algorithm

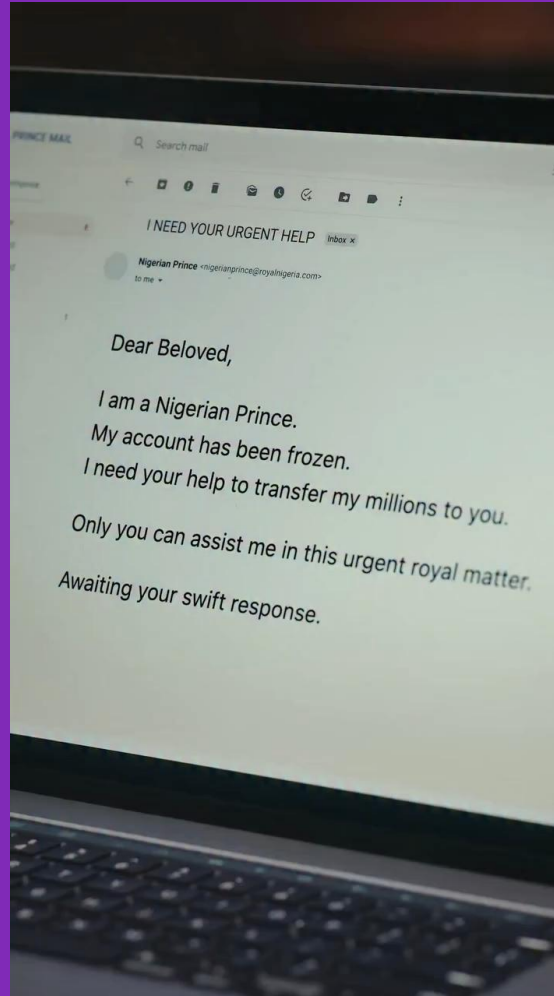
Creator =
influencer
Let them
“influence”

Drive the
right
associations
not “Sales”

Do not make
the brand
just a
presence!!



True resonance is Cultural and Viral power



True resonance is Cultural and Viral power

The logo features the word "Vaseline" in a white, sans-serif font, tilted slightly upwards to the right, enclosed within a white rectangular border. Below this, the word "verified" is written in a large, white, pixelated font. The entire logo is set against a solid blue background.

Hygiene Drivers of Branding are just that ‘hygiene/presence variables’

Creator x Brand Interaction

	Lift (Percentile points)	Incidence
Brand name in audio	+22	49%
Interaction with product	+17	77%
Shopping activities in action	+15	29%
Using the product	+11	58%

Branding Devices

	Lift (Percentile points)	Incidence
Brand logo outside product	+20	51%
Brand logo on product	+16	56%
Packaging	+14	16%
Product aesthetics	+14	26%

Drivers of Long-term and Short-term Effectiveness is about demonstrating perfections and imperfections

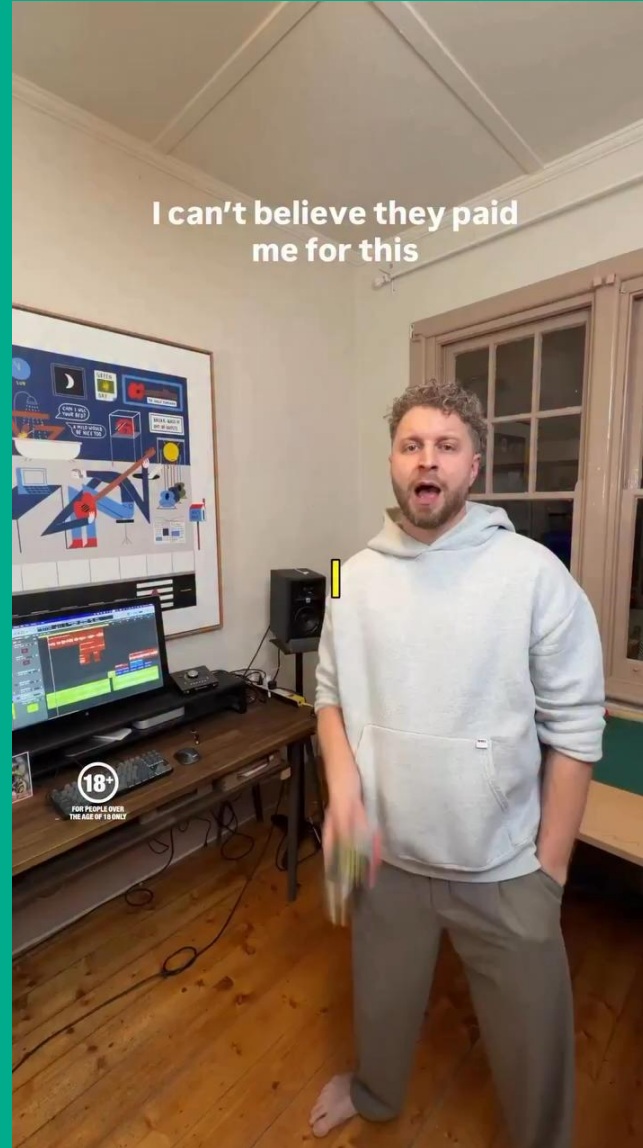
Creator x Brand Interaction

	Incidence	Brand Power Lift (percentile)	Sales Power Lift (percentage)
Interaction with product	77%	+15	+10
Using the product	58%	+14	+8
Brand name in audio	49%	+9	+10

Brand Message

	Incidence	Brand Power Lift (percentile)	Sales Power Lift (percentage)
Product benefits communicated	71%	+18	+12
Innovation	23%	+19	+10
Demo of product function	16%	+17	+9
Convenience	45%	+15	+9
Versatility, adaptability	17%	+14	+8

For what
they
desire...



And what
they
deserve...

Transformative moments - born in culture shaped with craft

**Start with a
clear Creator
brief**

**Aligned to
creative
strategy**

**Break the
Brief**

**Let them do
flips on your
brief**

**Aim for
associations
brand power
not
transactions**

Triggering fandom to not just the creator but the creation

Acceptance of
'doctored'
Authenticity



Curated
Brand
Routine

Embrace circularity and being the side kick in their “larger” story

Adobe

Algorithmic power

98th percentile

Viral power

86th percentile

Cultural Power

100th percentile

Brand Power

97th percentile



Source: Kantar LINK AI testing of Adobe Acrobat and reMarkable creator content tested in UK
Adobe Acrobat, Maddie: <https://www.tiktok.com/@maxklymenko/video/7583056079534460183> reMarkable:
<https://www.tiktok.com/@maxklymenko/video/7582767332112731415>

Embrace circularity and being the side kick in their “larger” story

reMarkable

Algorithmic Power
82nd percentile

Viral Power
87th percentile

Cultural Power
86th percentile

Brand power
83rd percentile



Source: Kantar LINK AI testing of Adobe Acrobat and reMarkable creator content tested in UK
Adobe Acrobat, Maddie: <https://www.tiktok.com/@maxklymenko/video/7583056079534460183> reMarkable:
<https://www.tiktok.com/@maxklymenko/video/7582767332112731415>

Desperados: Leveraging creators tested under LINK+ campaigns to drive growth



+30 BPS

BRAND POWER
V. PY LDA-34

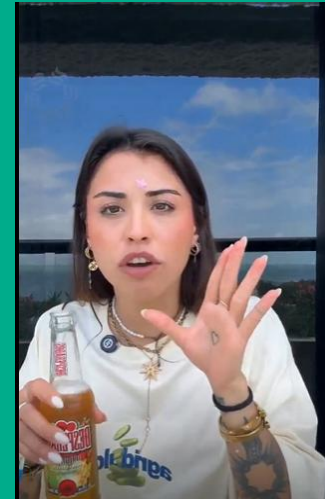
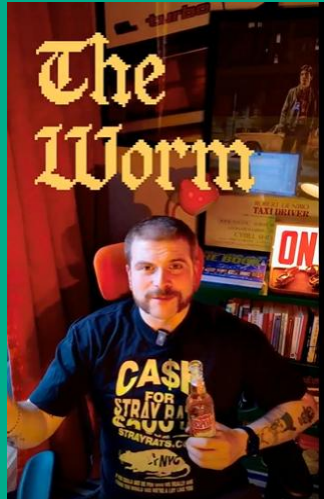
+2.2%

VOLUME
V. PY (Excl. FR)

ALL MARKETS GROWING
OR HOLDING
MARKET SHARE
V. PY



Let creators be themselves| Desperados edition



Let creators be themselves| Desperados edition



**“We want to
be evaluated,
invite us into
the debrief”**

**Creator Fest,
Europe**





Q&A

