



KANTAR

WINNING IN 2026

CHOSEN BY AI

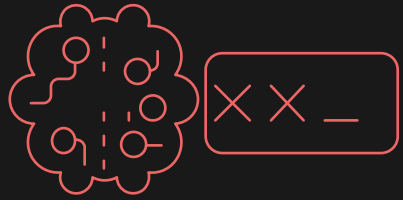
The New Rules for
Winning In AI Discovery

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iab.
australia

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What you'll be hearing today



Why you should care about AI search/GEO



What do the 'machines' like and dislike and how can you be best placed to succeed



Why this isn't just about short-term optimisation, but integral to brand building in the long-term



**The only industry
not transformed
by AI will probably
be hairdressing.**

Professor Andrew Ng

*Co-founder of Google Brain and Founder of Coursera
Chief Scientist Baidu*



The new jobs to be done

01

Get LLMS to
recommend your brand
and to represent it
in the right way

02

Be more present
in digital touchpoints
favoured by LLMs

01

**Are you still looking at
clicks and likes only?**

Where should you place
your bets in the battle for
digital attention in AI
discovery?



What is the best everyday Shampoo brand?



LLMs don't care if you're a category leader!

'What is the best everyday Shampoo? (asked in AU)

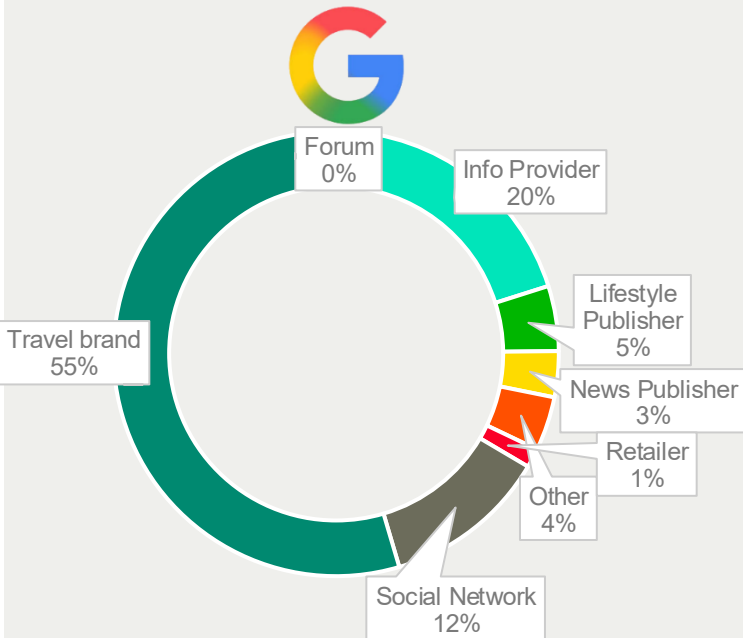
Hair type/concern	Best brand (Gemini)
Budget-Friendly Daily Wash	OC Naturals
Fine to Medium Hair	Aveda Shampure
Dry, Colour-Treated Hair	Pureology Hydrate

Where is
Head & Shoulders,
Alberto, TREsemmé ,
Pantene and or
Garnier?

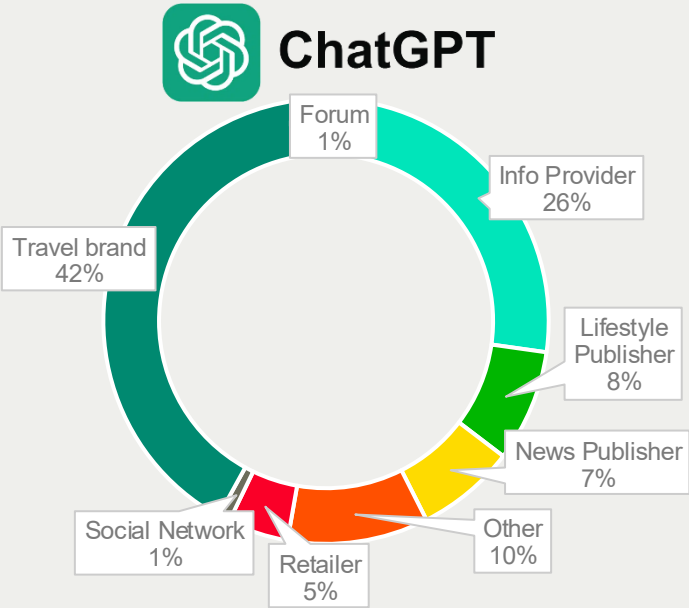
There is no
single source
of truth, AI
stitches one
together



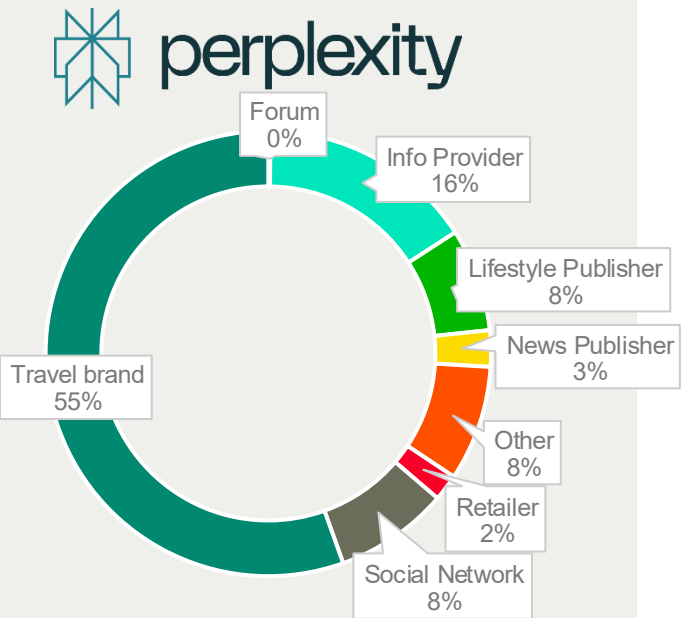
Exploratory: ‘What is the best long-haul airline’



Has a leaning towards travel brands like Tripadvisor, Qantas



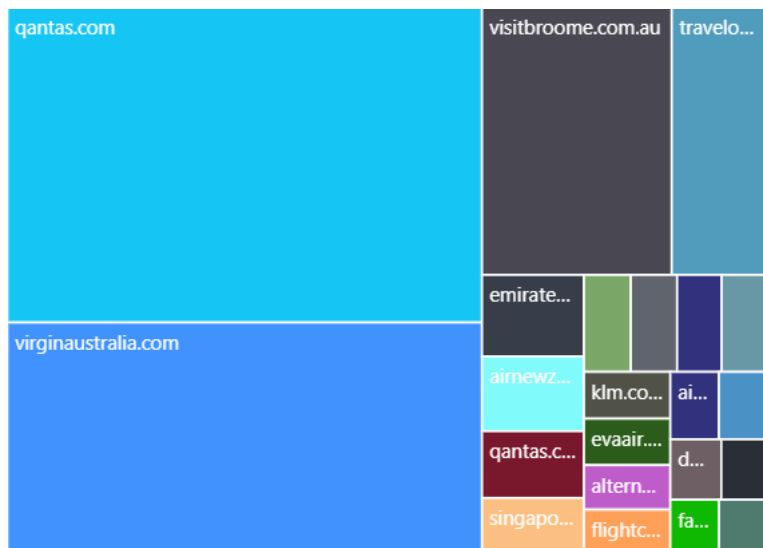
Information sources led by timeout and yahoo, with news publishers are notably more present



Travel brands like Bookings.com, Kayak, Skyscanner

■ Forum ■ Info Provider ■ Lifestyle Publisher ■ News Publisher ■ Other ■ Retailer ■ Social Network ■ Travel brand

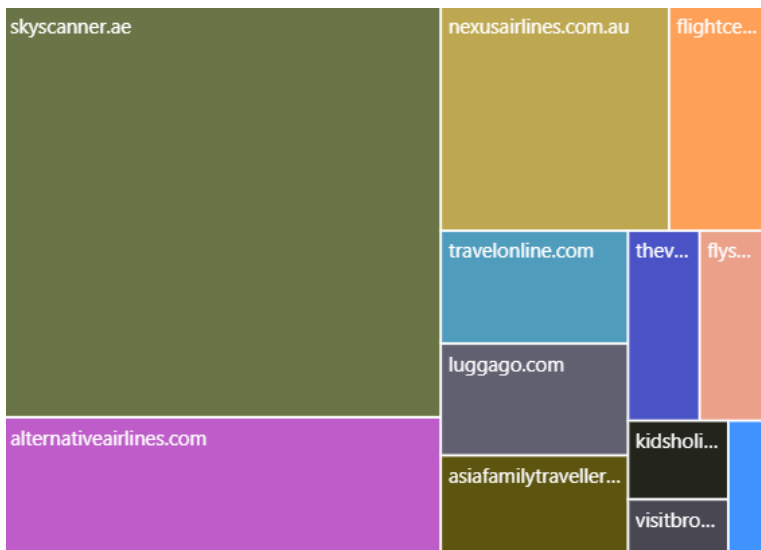
Defining: Specific sources for airline prompts relating to *‘flying with kids’*



Popular airlines dominate



ChatGPT



Skyscanner and travel advice sites are most prominent



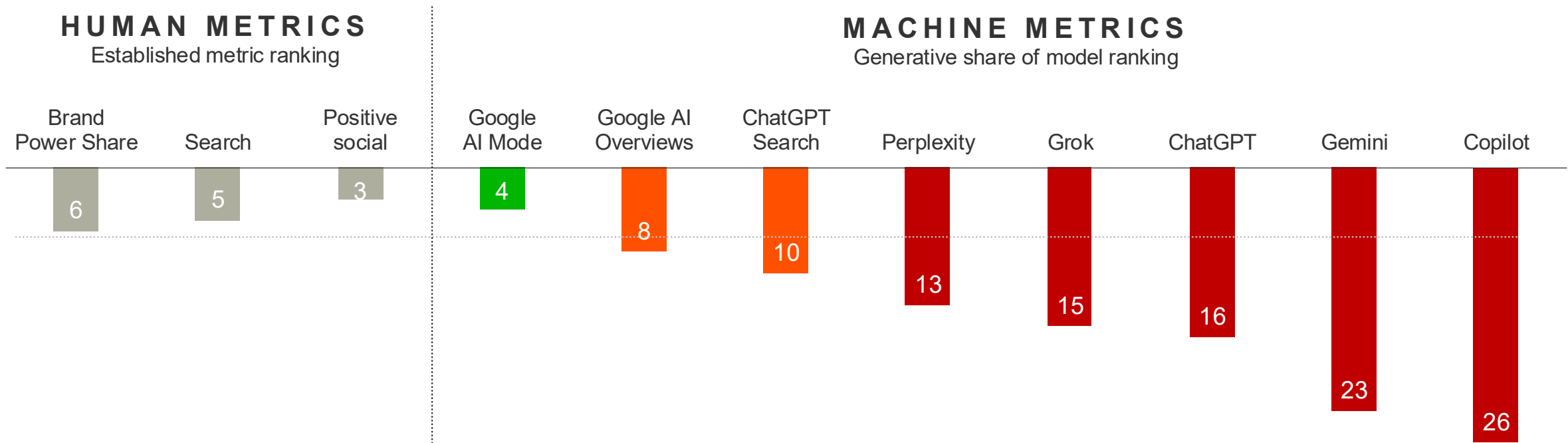
perplexity



Is reliant on fewer sites

LLMs can represent a blind spot for brands

Fashion brand share rankings





The way we discover
is changing

Does airline “A”
fly to Bali?



to

What is the **best**
airline for families
flying to Bali in
peak season?



#TASK

Let's get Human

Turn to your neighbour
Use an LLM (e.g. ChatGPT,
Gemini) to reveal how their brand
shows up in Gen AI

Illustrative



Best brand of high fibre cereal...



Best travel insurance for my trip to Japan



AI isn't winning yet but we live in a world of lots of littles

'AI search' contributes **4.6%** of touchpoint predisposition within travel

= **5th on the leaderboard**

The top five touchpoints

TV	7.3%
Social media	6.5%
Brand website	6.4%
Online booking site	5.0%
AI search	4.6%

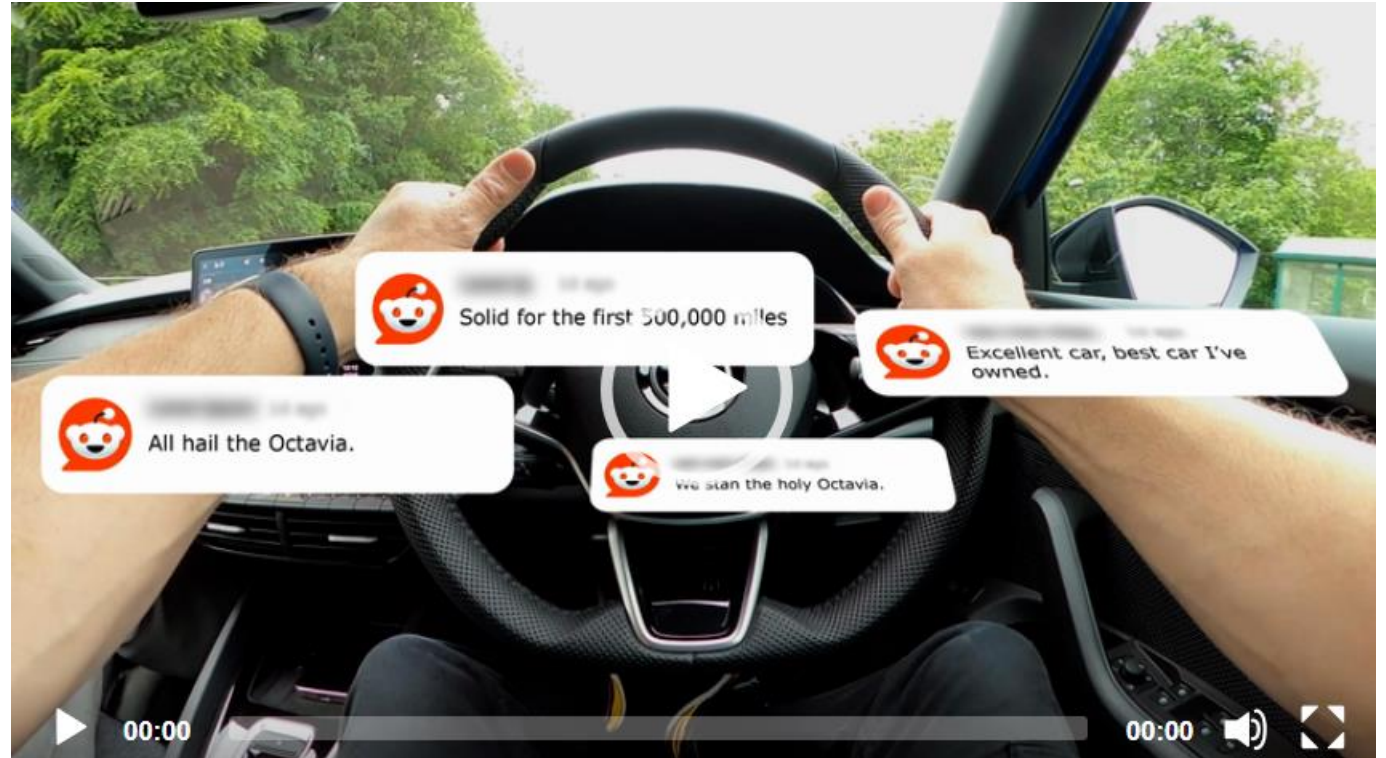


**And we see Reddit is
loved by LLMs. So are
brand websites.**

Fandom and authenticity are at the heart of winning in **Reddit**



Fandom and authenticity are at the heart of winning in Reddit



Starting with the basics – how do you show up on Reddit?

reddit

Home

Popular

News

Explore

RESOURCES

About Reddit

Advertise

Developer Platform

Reddit Pro BETA

Help

source: aussiebroadband.com.au

Ask

Get App

Log In

New question

Source: aussiebroadband.com.au

Sources: r/australian, r/AskAnAustralian, r/nbn +3 more

Aussie Broadband is a popular choice among Australian internet providers, and here's a succinct guide based on Redditor experiences to help you decide if it's the right fit for you:

Customer Service

Excellent Support

Many Redditors highlight Aussie Broadband's excellent customer service. They are known for quick response times and effective problem-solving. "Their customer support has always resolved my issues, and I've never had an outage, or one that I noticed."

Australian-Based

The customer service is Australian-based, which is a significant plus for many users. "I gladly pay the 'on shore call center' tax. Any rare issues I have had, have felt significantly easier."

Ask a followup

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But at an aggregate level, brand websites are a strong influence for travel.

Travel Brand websites represent almost **50%** of LLMs citations



Brand websites are **no.3** in terms of touchpoints affecting positive predisposition amongst humans



**Each AI platform
rewrites the category
differently**

How do you influence these
new machine stakeholders?

People tend to ask AI two types of questions – resulting in two very different types of responses

Exploratory/ inspiration

What is the **best/cheapest/worst (long/short) airline/all inclusive/luxury resort** for...

Adults only/families/pets/ honeymoon



More subjective based on individual LLM interpretation of BEST

Defining questions

Which airlines fly from... to....

Can I bring my dog/pet?

Is there wheelchair access?



Specific and full questions

Definitive answers

More likely to impact final decision



Make your website 'answer ready' for machines: **ACCE**

Authoritative: Expert contributors, the go to source for information

Concise: Clear, bitesize content chunked up into sections

Conversational: written for humans not for keyword optimisation

Evidence based: credible, up to date data

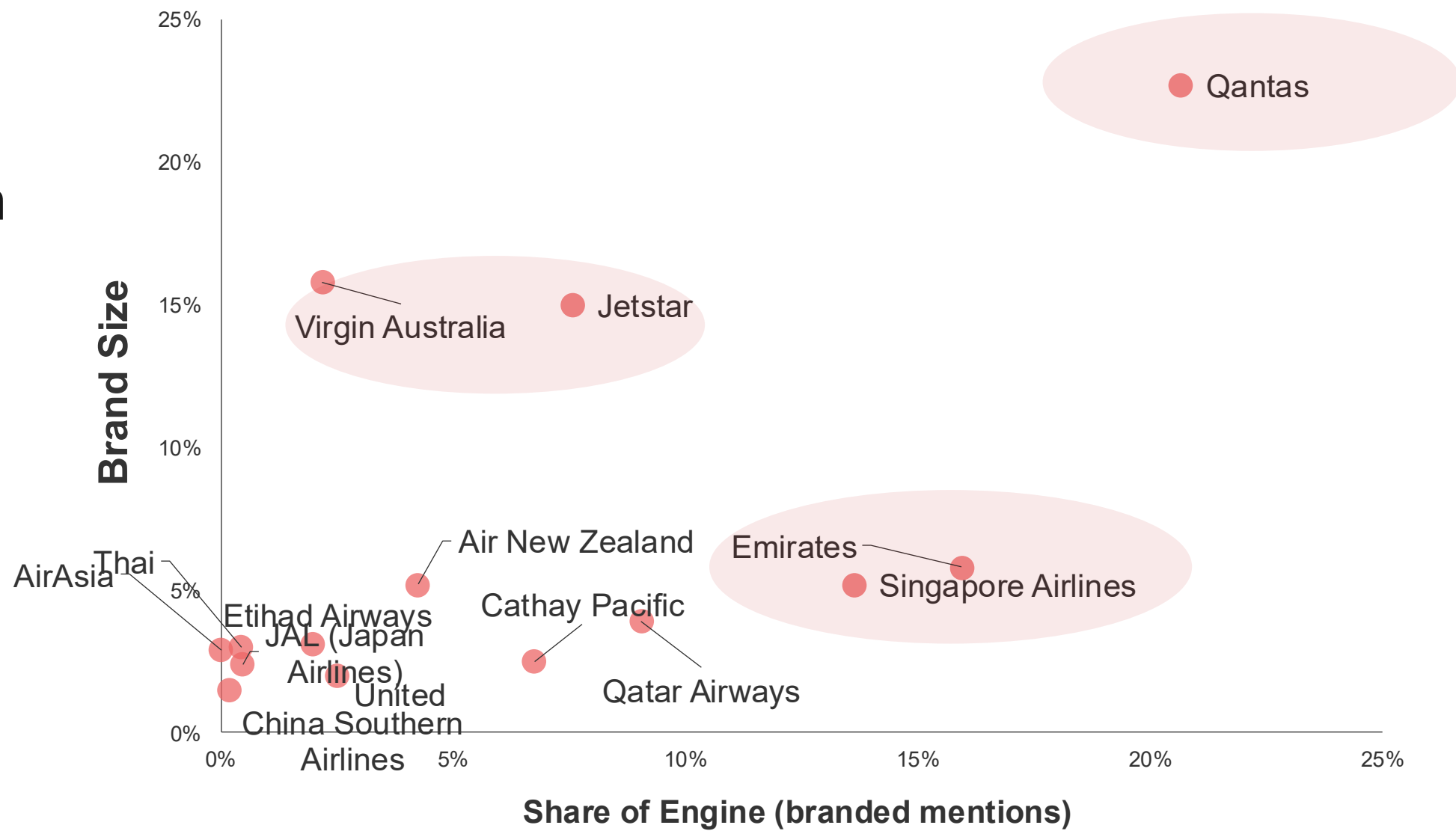
02

**Being big doesn't make
you safe**

**Meaningful difference
matters: and must be
machine readable**



Fame doesn't protect you in AI search



What is the most cited mobile phone brand in US?

Rank	Website
1	vertu.com
2	samsung.com
3	t-mobile.com
4	verizon.com
5	apple.com



If you are not **distinct**, AI collapses you into the category average

So make sure you:

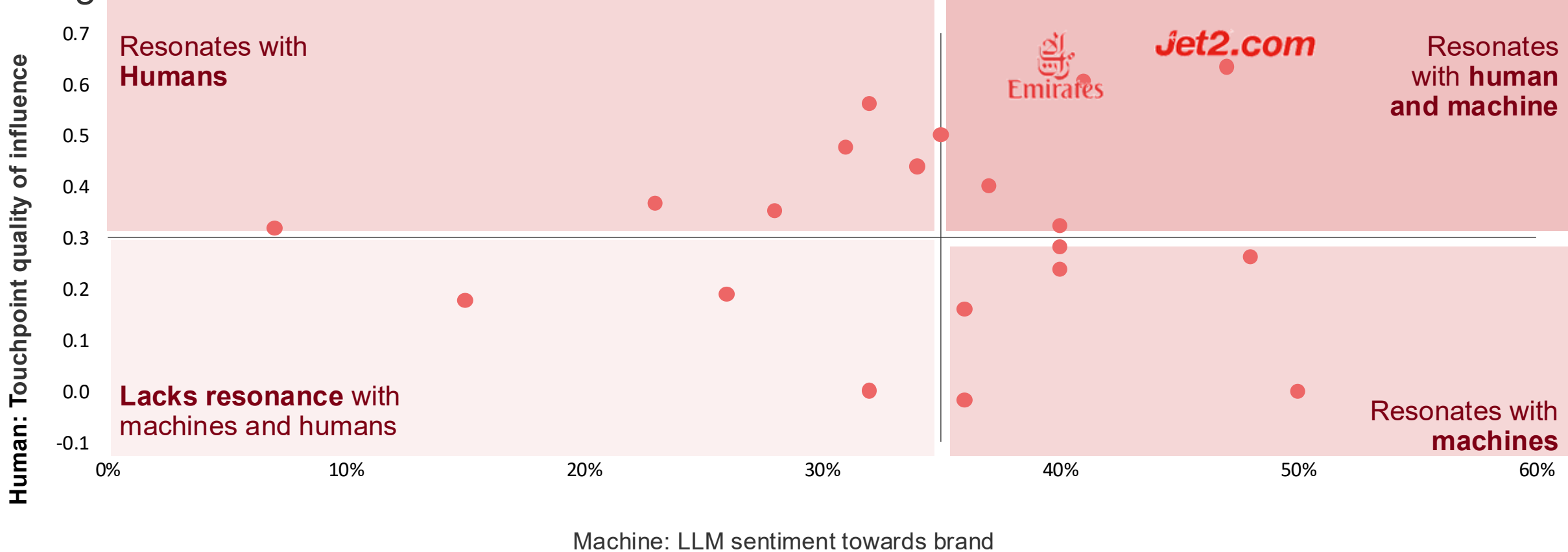
**Delivering exceptional
experiences that get talked about**

**Have social currency/
part of culture**

**Fulfil a specific/
more niche need**

AI doesn't just optimise the market, it rewrites it

Google AI overviews



The background of the slide features a blurred image of two hands, one from the left and one from the right, with their index fingers pointing towards each other. The background is filled with colorful bokeh lights in shades of blue, yellow, and orange, creating a soft, out-of-focus effect.

Salience alone
isn't enough:
Meaningful
difference is vital
in avoiding a
zero-sum game

BRAND MATTERS MORE THAN EVER: Meaningful Brand Difference has a strong correlation with high Gen AI presence



HUMAN

meaningful difference

Emotive clarity and
consistency, Distinctive assets

Meets range of needs
(emotional and functional)

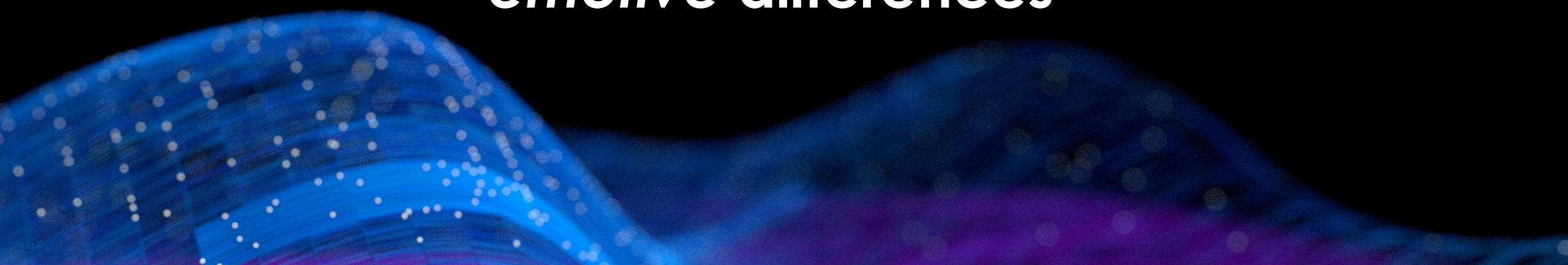
MACHINE

meaningful difference

Clear product superiority
Consistent human perceptions

Unique/Niche offering

**LLMs to battle to read
*emotive differences***



A woman with dark hair tied back, wearing a bright red trench coat over a blue top, is smiling and looking down at a white tablet she is holding with both hands. She has a grey shoulder bag. The background is a solid dark red.

03

**Are you set up for the
future of AI search?**

AI search must sit with brand
owners, not digital teams only

Who looks after GEO 'search' for your organisation?

SEO/digital content teams

Specialist digital marketing team

An external agency

Insights teams

Marketing/Brand team

MD/business leader



AEO and GEO are not search tactics. They are brand strategy tests.

Are you set up for the future?

Google AI overviews (AEO)

Selects the **right** source

Brands/businesses need to be the most trusted, authoritative verifiable source and content must be presented in a structured way

Generative AI (GEO)

Predicts the **correct** or **best** answer

Brands need to be coming across in a **consistent meaningfully different** way across in as many of third-party sources that LLMs prefer

As AI search responses become more normalised

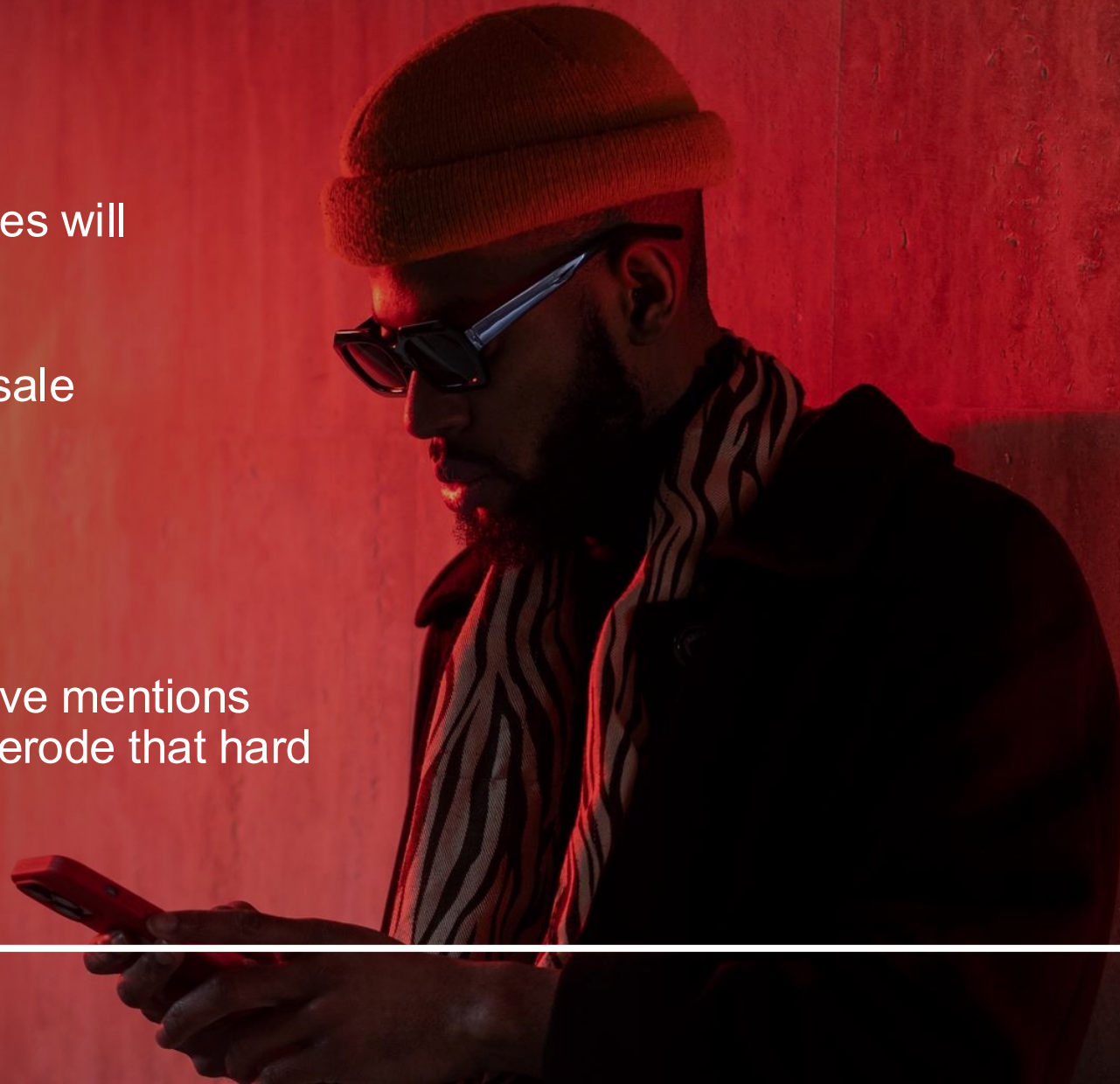
On the plus side

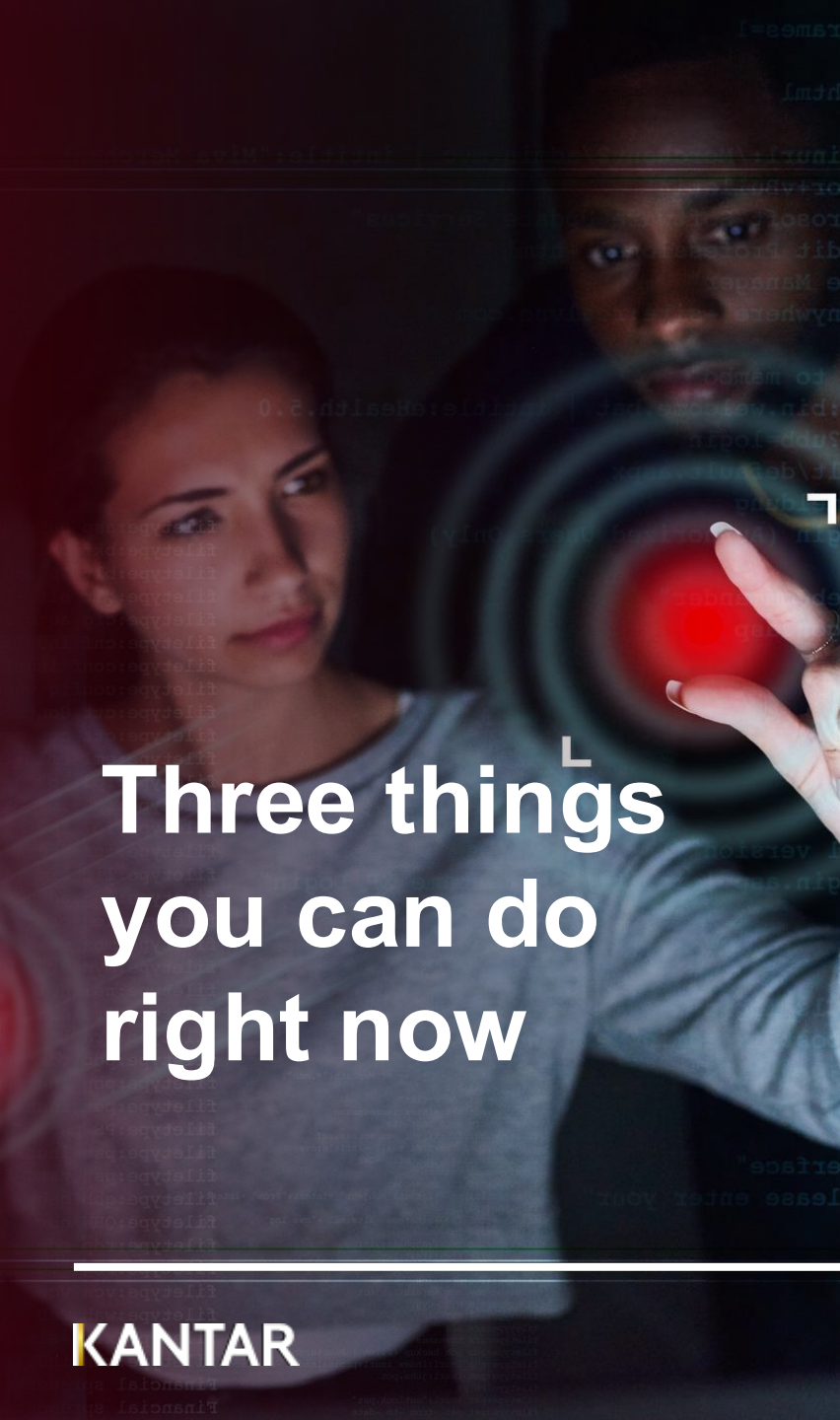
Positive presence in AI responses will validate and amplify inherent predisposition...

... and potentially accelerate a sale

Conversely

Lack of brand visibility or negative mentions within AI responses will start to erode that hard fought human predisposition





Three things you can do right now

01

Measure impact of AI search in your sector, category and brands and establish who is winning and losing in your category and why?

02

Explore how meaningfully different you are to LLMs vs humans and the extent to which this is hindering your visibility and impact across the different AI platforms

03

Review your content and media strategy to ensure there is synergy between marketing to humans and to machines eg Website content and comms align

**Thank- you and all the best on
your AI growth journey**

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