

Fall 2020

Kantar Group

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I. Overview

1. History & Ownership

- **1993:** Founded as the “Market Research, Insight, and Consultancy Division” of WPP, a London-based publicly traded agency holding company.
- Complicated acquisition and mergence history.
- **2019:** Unified **12** former legacy brands (Kantar Added Value, Future, Health, IMRB, Media, Millward Brown, Public, Retail, TNS, Vermeer, World Panel, Lightspeed)
 - July: WPP sold **60%** of Kantar to Bain Capital, a Boston-based multi-asset alternative investment firms.

2. Kantar's "Solutions"

- 11 areas of expertise, spanning across 11 industries.
- Syndicated Research
 - 49% Group EBITA (Data businesses: Media, Worldpanel, TV Audience Measurement, ect)
 - Able to publish articles, case study & free reports for public use.
 - Kantar Marketplace: Self-service, semi-automated, on-demand market research utilizing Kantar's historical data, as well as offering surveys and polling service for individual clients.
https://www.youtube.com/watch?v=RaVs1_Szj2Y
- Custom Research:
 - 39% Group EBITA (Insights: Brand & Other Domains); 12% Group EBITA (Specialist: Health, Public, Consulting)

3. Countries & Markets Served

- 28,000 employees working in 90 markets (Africa & Middle East, Asia Pacific, Europe, Latin America and North America).
- Partnerships: Google, Facebook, Alibaba Group, Qualtrics, Hulu, Snap Inc., Axicom, Comscore, Affectica, Eyeota, ect.

4. Client Portfolio

- Half of the **Fortune 500** companies
- Small businesses, NGOs, national governments, media owners
- Occasional Hollywood movie stars

5.
Corporate
Culture &
Mission

***“Understand People,
Inspire Growth.”***

“We have a complete, unique and rounded understanding of people around the world.”

“Wonderfully diverse clients.”

“We understand what makes people tick. We’re proud to be helping change the world in which we all live.”

II. State of Company

- **Performance** (ESOMAR Global Market Research Report 2019).
 - Ranked 4th with \$3,449 million in turnover, after Nielsen, IQVIA, Gartner
- **Latest initiative**
 - Kantar Marketplace
 - Project Moonshoot: first advertising industry initiative to establish direct data integrations with Google, Pandora and fast-rising in-game ad platform Anzu, to assess the impact of advertising on brand and sales.
- **Current executives:** Lots of top-down personnel changes since Bain Capital's takeover
 - **Deputy CEO:** Ian Griffith (also Chief Finance Officer). Replaced 18-year former CEO Eric Salama earlier this year
 - Non-executive chairman: Adam Crozier (ex-CEO of British commercial broadcaster ITV)
 - CEO of the Global Media Division: Serge Lupas (former Bain exec)
 - North America CEO: Reed Cuddiff (former Microsoft exec)

III. Career Opportunities

- **28** countries with entry-level programmes (graduate, internships, placement years, apprenticeships). **1000+** opportunities each year.
 - Graduate schemes vary from 12 - 24 months.
 - Could be rotational (work in different locations)
 - Qualifications differ depending on the position & country
 - Behavioral assessment & video interviews, presentations, case studies, group tasks
- Right now, there are several entry level job openings around the world, however none in the US.
 - eg: Intern, Consulting (Kantar Amsterdam)
- Experienced hires in the US: 18 roles open
 - eg: Marketing Manager

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