

KANTAR

Virtual Reality

Envision, evaluate, illuminate
any concept at Retail



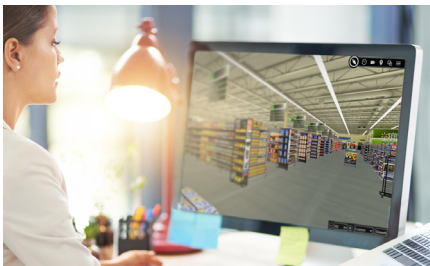
For over 15 years, Kantar has helped brands and retailers deliver flawless virtual reality stories. Through our solution and team of VR experts, our clients can visualise shelf and store changes, validate new concepts in a data-driven way and present ideas dynamically to internal stakeholders and external partners.

Our VR capabilities have helped brands have more compelling storytelling and communication.

Data

From insight to action

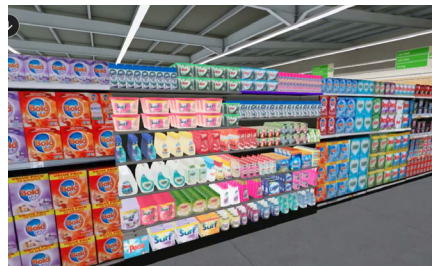
- Access data-backed visualizations, shopper behavior insights, and category performance metrics to inform better business decisions.



Content

Immersive stories that sell

- A mix of interactive VR simulations and strategic recommendations to align stakeholders and gain buy-in.



People

Expert support at every step

- Our team of VR experts can guide your implementation at every step, ensuring your vision becomes reality.
- VR Creative: our VR Artists can shape your concepts and bring them to life.
- VR Research: validate your concepts with real shoppers in a cost and time efficient way.



...the most sophisticated category management piece of work I have ever seen. //

- CEO of a leading CPG firm, after a successful meeting with a top 3 US retailer, showing future category concepts through VR

Ready to learn more?

Email VRCreative@kantar.com

Kantar

Kantar is the world's leading marketing data and analytics business and an indispensable brand partner to the world's top companies. We combine the most meaningful attitudinal and behavioural data with deep expertise and advanced analytics to uncover how people think and act. We help clients understand what has happened and why and how to shape the marketing strategies that shape their future.

Kim.Donkersley@Kantar.com

www.kantar.com