

Kantar CX+ Brand identity



A brand identity with that unmistakable X factor...

We've previously enjoyed working with world-leading research and insights consultancy Kantar on a number of successful projects, so we were delighted when they once again looked beyond their WPP Group stablemates, and gave Neon this lovely project.

Distinctiveness + scalability.

Challenges? We faced a few – firstly, the need to create a look and feel that would clearly set CX+ apart from its competitors in this exciting new sector, while also working within the Kantar brand identity. Any creative solution would have to be scalable, too, and work around the world, regardless of language. And, as ever, timings for the project were – you guessed, extremely tight.

A hidden "X"...

Our solution was based around a bold and impactful CX+ brandmark featuring a "hidden" plus sign – subtly referring to the ability to reveal things that may not be immediately apparent. This device proved highly flexible, providing us with a whole visual language, including objects featuring or making up an X, for use in all kinds of communications, including reports, presentations and animations.

...and some eXpertly chosen words.

We also had fun exploring the verbal potential of our creative idea, developing a CX+ lexicon focused on the 'X' in CX,

which enabled us to add an engagingly playful dimension to our expression of the brand.

Working in partnership with Kantar's marketing and creative team, we developed a range of design templates, as well as visual guidelines to help Kantar designers apply the creative across various communications.

We're happy to report that CX+ has been successfully launched in three countries so far – in each case, immediately resulting in new client conversations and briefs. Cue some very kind words, from another contented Neon client...

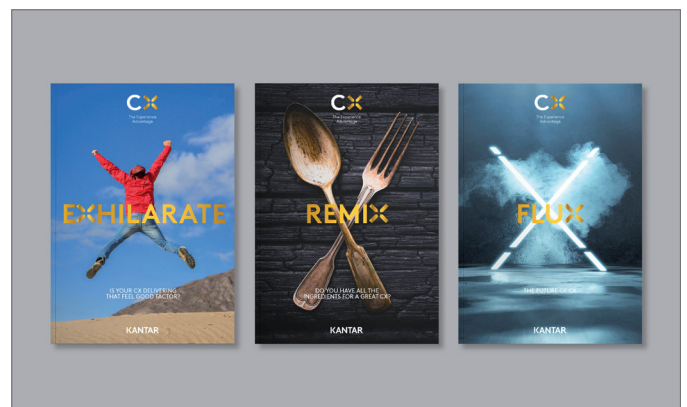
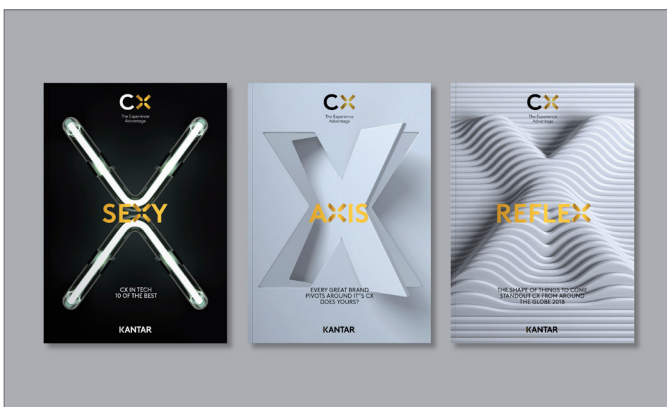
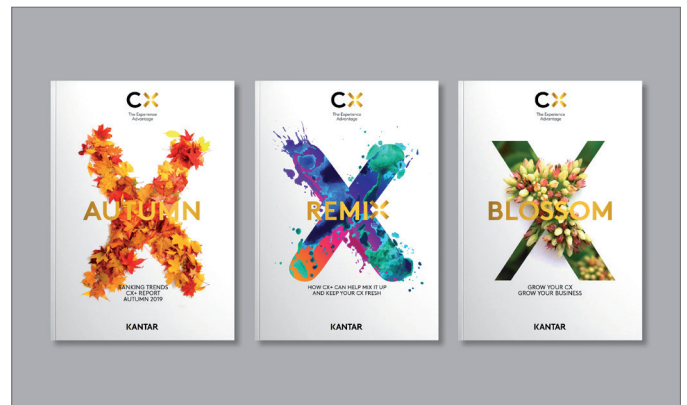
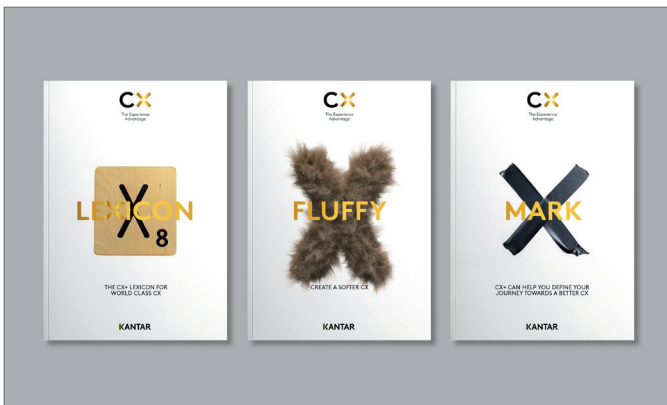
Kind words...

"Beyond his creative talent, I really appreciate Dana's working style: relaxed yet professional, supportive and understanding. A lot of hurdles were thrown at us through this project, including a last-minute rebranding (from Kantar TNS to Kantar) which was decided by Kantar senior leadership three weeks before CX+ was about to go live . . . Dana remained calm when we broke the news to him, which helped me keep my sanity and feel confident that working together with Dana, our team would overcome this challenge within our crazy timing – and we did!"

Véronique Le Therisien

Global Marketing and Communications Director
Kantar

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PROJECT SUMMARY

- Brand identity
- Motion graphics
- Brand guidelines
- Advertising templates
- Animations
- Launch materials
- Interior graphics
- Digital Templates

