



CONSUMER BEHAVIOUR CONFERENCE · 2 OCTOBER 2026

Chosen or Skipped

The new reality of Brand Decisions

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The way people choose brands has fundamentally changed

They don't just choose anymore.

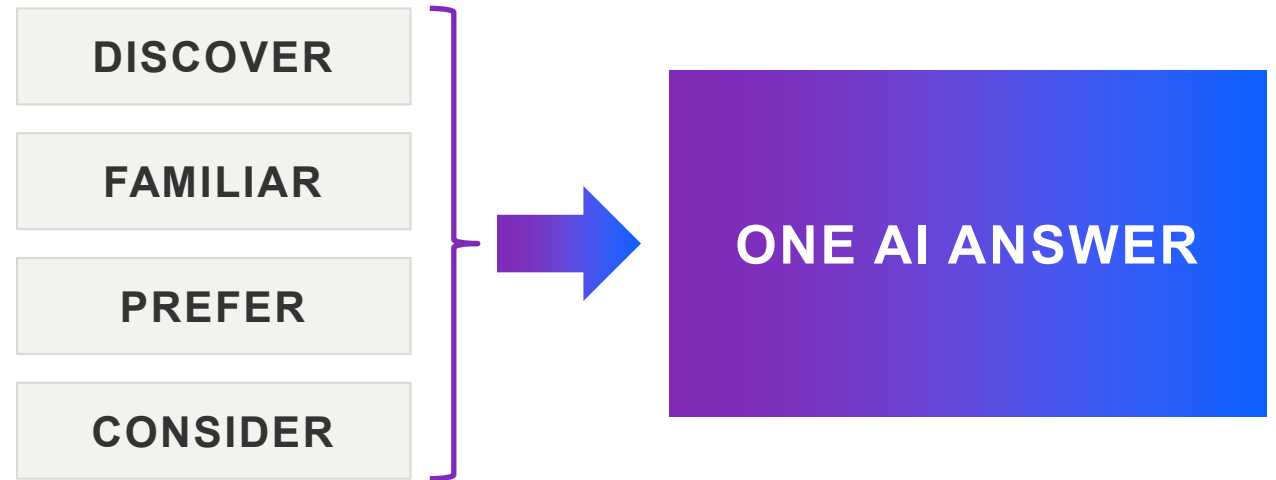
They ask first.

AI is now part of the decision process — before the brand is even considered.

AI is already shaping everyday decisions

82%

of adults have used an AI assistant
in the past 6 months.

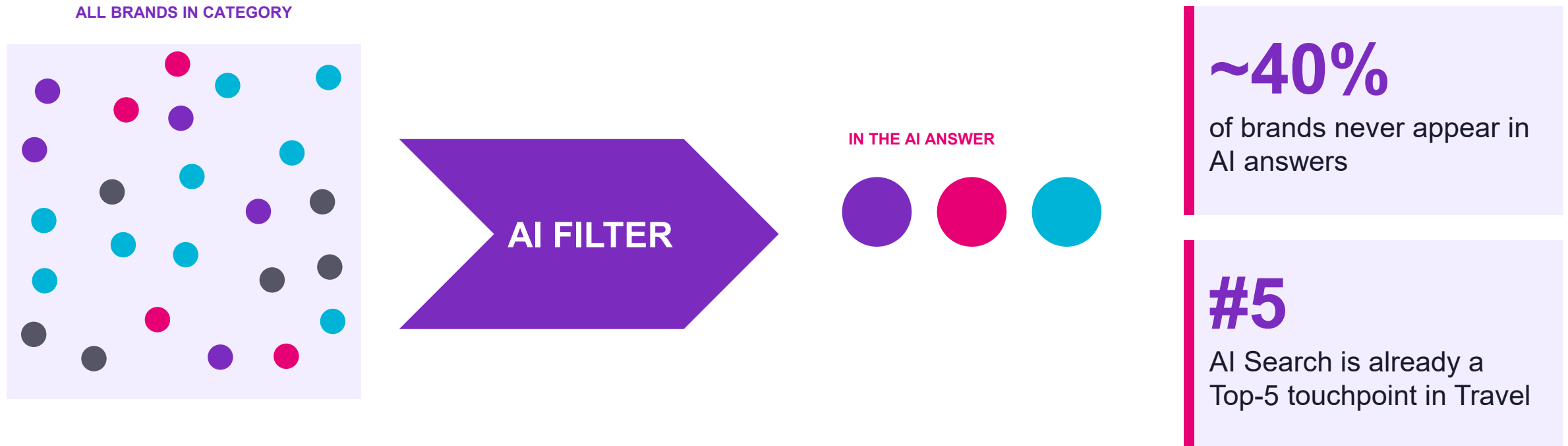


A single AI response now bundles discovery, comparison and recommendation

Kantar Global AI Sentiment Study · March 2026 · 12 markets · n=12,485 - Kantar POV on “the collapse of the funnel”

AI is the new gatekeeper of choice

It shrinks the consideration set — silently



Kantar BrandDigital AI Signals, Jan/Feb 2026 · Kantar Connect Study — Travel, Dec 2025

Brands are now judged by two minds

You must be Meaningfully Different in both

THE HUMAN MIND

Emotion	Feelings, memory, associations
Meaning	Purpose, story, identity
Perception	Trust, credibility, reassurance
Nuance	Category codes, cultural cues

THE MACHINE MIND

Data	Structured signals, product specs
Reviews	Ratings, sentiment, volumes
Mentions	Presence across trusted sources
Facts	Price, features, comparisons

You can be strong in one mind and invisible in the other. Winning brands are built for both

Kantar Blueprint for Brand Growth

In Greece, trust still drives choice

TRUST → DEMAND POWER GAP (GREECE)

+32

Demand Power advantage

for the Top-20 most trusted Greek brands vs. the Bottom-20

TOP-20 TRUSTED



High

BOTTOM-20



Low

GLOBAL REINFORCEMENT

+115%

greater value growth for high-trust brands over 9 years

Kantar BrandZ Global, 9-year longitudinal analysis

Fundamentals did not change — the surfaces did

Kantar BrandZ Greece 2025 · Kantar BrandZ Global, 9-year longitudinal analysis

Your brand needs to be Meaningfully Different in both minds

01

Predispose more people and AI

In the AI era, your brand needs to stand out in the 'machine mind' and the human mind: harnessing resonance at scale

02

Be more present

Show up consistently in AI ecosystems (owned content, third-party reviews, structured product data, PR,..) as well as offline & digital touchpoints humans use

03

Be Meaningfully Different

Build Meaningful Difference in the human mind — and make sure the same story is machine-readable for the models AI assistants learn from.

KANTAR

**The
fundamentals
of brand
growth haven't
changed**

**The decisions
that leaders
make around
them have**

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