

Sign up for our webinar and find out how to create effective multichannel marketing campaigns

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Consumers feel bombarded with content coming at them from more places than ever before. New research from Kantar Millward Brown's annual AdReaction study shares five principles to help brands create successful integrated and customised campaigns that will avoid the pitfalls of fragmentation and maximise media synergies across channels.

A promotional banner for the Kantar Millward Brown AdReaction webinar. The banner features the Kantar Millward Brown logo in the top left, with 'KANTAR' in white and 'MILLWARD BROWN' in yellow. Below this, 'AdReaction' is written in large, bold, black letters. Underneath 'AdReaction', the words 'THE ART OF' and 'INTEGRATION' are displayed in white capital letters on two separate black rectangular backgrounds. To the right of the text is a stylized sunflower with yellow petals and a green center, set against a grey background. Below the text, it says 'CLICK HERE TO REGISTER FOR THE WEBINAR >>>' in white. At the bottom, a black bar contains the text 'ON THE 6th | 7th | 8th FEBRUARY' in white.

KANTAR **MILLWARD BROWN**

AdReaction

THE ART OF
INTEGRATION

CLICK HERE TO REGISTER
FOR THE WEBINAR >>>

ON THE 6th | 7th | 8th FEBRUARY

Learn more about:

- The global state of play for multichannel campaigns
- Why integrated campaigns are more effective at building brands
- The importance of customising content for each channel within a campaign

Our experts will discuss key challenges marketers face today and outline success factors to help you maximise synergies across channels and develop multichannel campaigns that drive brand growth.

Click here to [register](#) for one of our webinars in your time zone: Tuesday 6th, Wednesday 7th or Thursday 8th February.

Can't make the webinar, [sign up anyway](#) to receive the recording after the webinar takes place!

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