

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 graphic for the Kantar Millward Brown AdReaction webinar. The background is a light grey. On the left, the text 'KANTAR MILLWARD BROWN' is in a sans-serif font, with 'MILLWARD BROWN' in yellow. Below it, 'AdReaction' is in a large, bold, black font. Underneath that, 'THE ART OF INTEGRATION' is written in white capital letters inside two black rectangular boxes. Below the boxes, the text 'CLICK HERE TO REGISTER FOR THE WEBINAR >>>' is in a smaller, white, sans-serif font. On the right side of the graphic is a large, stylized sunflower with yellow petals and a green center. The bottom of the graphic is a solid black bar with the text 'ON THE 6th | 7th | 8th FEBRUARY' in white, sans-serif font.

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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