

KASTNER
LONDON

The 2025 Polariser[®] Report.

For brands in Food & Beverages.

Powered by **GW**.



Willkommen.



A big welcome to the Polariser® Report, from Kastner London.

My name's Thomas Grabner, proud Managing Partner of Kastner International, one of the last remaining, truly independent global advertising networks.

Back in 2001, our agency founder, Johannes Kastner, set me on a mission to establish our offices here in the UK. To call what followed a ride would be the ultimate understatement. But for an Austrian creative at heart, with the voice of Arnold Schwarzenegger, it was the latest and greatest challenge of a lifetime to take on.

Kastner's arrival in London was the next step in our relationship with Red Bull, the global brand phenomenon Kastner helped build from scratch – and the brand we continue to serve as lead creative agency around the world.

If I didn't feel great pride in the role we've played in taking Red Bull from 0 to over 12 billion can sales a year, something would be wrong. But truthfully, this achievement doesn't even start to tell our story. Because it's a story unlike any other.

For over 38 years now, helping to create each new chapter has been the relentless pursuit of our agency. Rarely has Kastner sought the spotlight. Instead, we've worked with dedication to spread the fame of the brand that gives you wings. Which is why it's only now, for the very first time, we're opening a small window into our world.

You see, going right back to 1982, when Johannes first opened the agency's doors in Frankfurt, our work has been underpinned by the Polariser® Principles – the strategic creative approach that guides all we do.

Until now, our principles have remained a closely guarded secret. But, as you know, the best secrets always come out in the end and it's time for us to share one or two.

So, with a final word of thank you to all who have contributed to this, our inaugural report, I invite you to enjoy our insights. Whatever next year brings, may they help you on the road to success.

Wishing you the very best,

THOMAS GRABNER
Managing Partner, Kastner International



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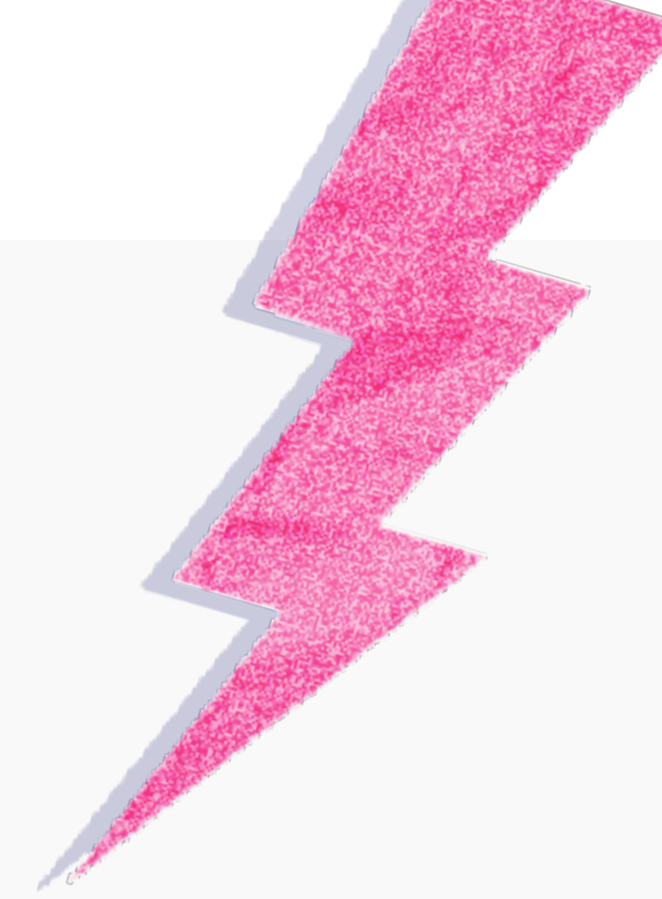
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READ ON...

...for opinion, insight, polarising
ideas and analysis of Kastner
London's survey results...



Why now's the time for your brand to *Polarise*.



Back in 1992, "You know when you've been Tango'd" launched across the nation, instigating a wave of copycat Tango'ings on school playgrounds everywhere.

It was one of those seminal ad campaigns that captured a cultural moment, infiltrating everyday life.

An ad campaign the like of which we rarely see anymore.

Like a big orange fella, running in from the left, Tango's ad made you sit up and take notice. It was talked about, re-enacted and, in their millions, it sent cans of orange pop flying off the shelves.

But the world was different back then.

For a start, the legal teams of 2025 would be licking their whispery lips at the merest mention of that comedy slap around the face today.

That banging HFSS headache you've been wrestling with, that certainly wasn't a thing.

And back then there was an abundance of consumer attention as, rather than splintering across a million different streams, each night, in our tens of millions, we sat glued to the same four channels, sharing an experience, we'd revisit together the next day.

The world Tango's big orange fella burst into simply no longer exists.

So, how do brands make the same impact today?

Many find themselves drawn into the fight for dwindling consumer attention, but, the truth is, while brands fight tooth and nail, many consumers are fighting equally hard to find a moment's peace from it all.

And, considering the sheer volume of slop they have to filter through, who can blame them.

One of the standout findings from our report is that 63.3% of consumers couldn't care less what brands say or do.

As marketers and creatives, we can fight to make them see us if we want, but, at Kastner London, we believe it's not so much consumer attention that's scarce; what's missing is the meaning we create as marketers.

It's time we did something about that.

To stop the endless scroll, it's time we got back to creating work that makes people feel something for real, work that only your brand can make, work that ripples with cultural tension.

Faced with ever-increasing indifference, it's time for brands to *Polarise*.

JIM SAUNDERS
Executive Creative Director,
Kastner London





05/ Methodology.

HOW THE 2025 POLARISER® REPORT WAS CREATED

Hands up, this is where it gets a bit nerdy. But bear with us while we get the techy details out of the way. After this, we'll get back to plain English.

To gain a better understanding of consumer attitudes towards brands in F&B and examine how *Polariser*® creativity can engage consumers in more effective ways, Kastner London commissioned GWI to conduct an original study. Together we surveyed 2,000 UK consumers, canvassing their opinions on 100 of the leading scale-up, challenger and category-leading brands.

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1. What we measured.

- ▶ **Uncompromising belief** - perceptions on whether brands stand for something bigger and how likely they may be to compromise on their values
- ▶ **Provocative behaviour** - perceptions on how effective brands are at gaining attention and generating talkability
- ▶ **Bold points of distinction** - perceptions of how well brands stand out and gain traction in the memory
- ▶ **Emotional pulling power** - the feeling consumers attribute to a brand and the strength of love or hate it elicits
- ▶ **Cultural relevance** - how culturally relevant and socially active brands are perceived to be

2. The points system.

- ▶ **Each of the 10 survey questions is coded on a 0–4 scale:** (e.g. "Not at all" = 0 ... "Extremely/Very strongly" = 4).
- ▶ **Items that indicate the opposite direction are reverse-coded:** (e.g. "compromises on values" → "Not at all" = 4; "Very often" = 0).
- ▶ **Intensity matters more than positivity:** strong dislike/hate and "yes - and I disagree" are scored high because they signal polarisation, not popularity.
- ▶ **"Not sure"/"Nothing felt" responses are coded 0:** (no polarising signal).
- ▶ **People who weren't shown a brand are excluded from that brand's averages:** (they're not treated as zeros).

3. From points to scores.

On a 0 to 100 scale, we converted points into easy-to-read scores. So for each brand and question, we took the average points among people who saw the brand, then scale to 0–100. For example: average points of 1.6 on a 0–4 question becomes $*(1.6/4)*100 = 40$.

4. Metric scores.

On each of our metrics, each brand is then attributed a score – a simple average based on two questions asked.

5. The total Polariser® score.

The average of the five metric scores, keeping things intuitive and balanced. No hidden models. No black box.





07/ The Outlook, from GWI.

As we look ahead to 2026, the fight for consumer attention is only intensifying. The “Indifference Dilemma” highlighted in this report is real, but not inevitable. At GWI, our data shows that breaking through the noise means understanding people as they are: complex, curious, and often contradictory.

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The trends to watch in 2026.

To truly connect in 2026, brands need to respond to three critical shifts shaping consumer behaviour:

1. The gap between intent and action

People are unpredictable. They say one thing then do another, and in the food and beverage world, that tension between aspiration and indulgence is especially stark. What looks like an impulse purchase is often months in the making, powered by a mix of emotion, habit, and availability. Winning brands will be those that build emotional familiarity long before that moment of choice.

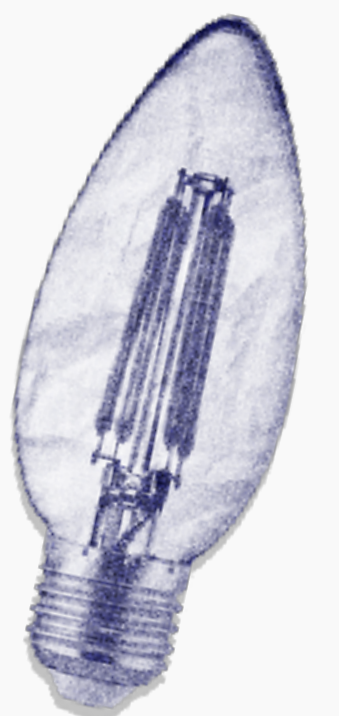
2. Social media's new purpose: entertainment over connection

Despite headlines predicting its decline, social media still dominates screen time, more than TV and streaming combined. But its role is changing. It's less about connection and more about filling time. For F&B brands, this is the new cultural arena. To fight indifference, you can't just post, you need to entertain, participate, and earn a place in the moments where culture happens.

3. Gen Alpha: influential, independent, and reshaping the household

By 2026, the oldest Gen Alphas will be sixteen. They're not mini Gen Zs, they're grounded, crave IRL social experiences, and are already shaping what families buy. In food and drink especially, their influence runs deep. Winning their attention means respecting their independence and creating experiences that feel as real offline as they do online.

In 2026, generic, AI-driven insights won't be enough. The brands that succeed will be those that uncover the human truths beneath the data, turning passive indifference into active loyalty.





09/ Reaching new Heights.

A Q&A WITH CO-FOUNDER DAN MURRAY

Second in the *Polariser*® Index. Top 10 in our most *polarising* brands of all. It's fair to say, in a scoring system that emphasised the telling advantages gained from long-term brand awareness, as a relative newcomer to market, the outperformance of Heights is remarkable. Hot on the heels of another accolade, with Heights having been named one of the UK's fastest-growing brands, Kastner caught up with Dan Murray to try and find out what the heck is happening.

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Where did the idea for Heights come from?

I had really bad insomnia, so went to the GP and was just told to go to a psychiatrist. I ended up taking antidepressants and sleeping pills, but you know, none of that was the solution. None of it helped.

In the end, I had dinner with a friend and she told me to see a dietitian. I didn't know what one was, but the dietitian was very quickly able to say, "I think this is just a nutritional deficiency. Take Omega-3s, B vitamins and antioxidants as supplements, and you'll feel a profound impact quite quickly."

I was like, okay, fine, I'll do whatever I'm told. I'll go to Holland and Barrett and get those. But the nutritionist said, "You can't go to Holland Barrett to get them. The quality level isn't high enough. You need to go to Whole Foods or Planet Organic."

That's where the insight for Heights came from. There's a gulf of difference between the scientific dosage that makes an impact on your health and the minimum amount you can put in a supplement and then make a marketing claim about.

It means there's no difference between the marketing claims that can be made by the best and the worst supplements in the world. There's no incentive in the industry to make a great product.

After taking my first supplements, I slept for the first time in six months and I was like, holy shit! What the fuck!!

That was the starting point. Everyone thinks supplements are bullshit and nobody knows nutrients can have such an impact. That is such an interesting brand play.

DAN MURRAY
Co-founder



Since launching the brand, celebrities have played a big role in getting your message out there, but how do you make sure it's the right message each time?

Our creative strategy for all the ambassadors is, we're here to tell your story. We're not here to tell you what your story is.

Sometimes we'll start with, "If you were to sell Heights to a sceptical friend, what would your sales pitch be?" That was the question we opened with when planning some new content we're filming with one of our ambassadors in the next few weeks. I can't reveal who it was just yet, but their reaction was, "I don't give a fuck if you take it. I feel great."

It was such a great response. You live your life, I'll live mine feeling fan-fucking-tastic. It was something we couldn't have come up with ourselves. The perfect example of a great, counterintuitive creative idea.



How much of your personality feeds into the character of your brand?

The brand would be a lot more offensive if it was authentically me, totally authentically me. I have a very, very dark and dry sense of humour that is too much for almost anyone other than Ricky Gervais.

But you know, the fact is, we use humour as a mechanism. My business partner and I love comedy and we enjoy making each other laugh. I think that's a really interesting dichotomy that we've always had to work out because we also deeply care about science. I love it so much. But humour can discredit science. So, we have to find ways of communicating with humour, whilst also making sure we're not compromising credibility. It's a tightrope that I think we walk very carefully and, you know what, quite well too.

KASTNER'S POV...

...a true Polariser®, Heights brings a whole new narrative to the multi-vitamin space. How the brand story builds beyond celebrity is Dan's next challenge.



Finally, what's next for Heights?

We've got big goals for growth between now and 2027 and what we're particularly bullish on is that we're still really just very focused on D2C.

Most companies that have achieved the kind of scale we're looking at have gone down all sorts of retail and distribution channels. But I actually think we're only just scratching the surface of making great content and I'm convinced that over the next 12 months, we'll not only double the quality of our content, but also the volume of it.

It all plays into our goal for the short term – to get into the big leagues.



13/ Unfinished Monkey Shoulder business.

IN CONVERSATION WITH IFAN JENKINS

Kastner London's long been home to some dedicated whisky fans. Some might say there's even a connoisseur amongst our ranks. So, when we got the chance to talk Monkey Shoulder with Ifan Jenkins, we were there like a shot, in double-quick time.

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Monkey Shoulder stands out in the whisky category as a brand that seeks to build cultural belonging amongst a younger, more energetic audience. What's driving this approach?

Historically, whisky has been very traditional, with perceptions of older men, sipping on a dram as they relax by the fire. But from the start, we thought, why can't whisky do things differently? How can we break the norm?

With that spirit, Monkey Shoulder was born out of an ambition to innovate and challenge the status quo. When we first came onto the scene back in 2005, mixing whisky in cocktails wasn't a thing. But we changed that, and while more and more heritage brands are trying to do the same thing now, we were part of a bartending community that pioneered.

It was polarising.

What other whisky brand shows up at an event shaking up cocktails in a 2,400-gallon cement truck mixer? Because Monkey Shoulder was born to mix, it gives us the credibility and opportunity to behave differently.

But from the start, we thought, why can't whisky do things differently? How can we break the norm?

IFAN JENKINS

Global Brand Managing Director



As a *polarising* brand, how do you juggle the desire to create more meaning amongst a more experimental whisky crowd with the risk that you may alienate more traditional drinkers?



Many Scotch whisky brands rely on 'heather and weather'. It's all about the whisky-making process and provenance. Doing things the tried and tested way definitely works well for many brands, but that's not Monkey Shoulder. We want people to be creative with our whisky. We invite you to make of it what you want.

Going back to the beginning, Monkey Shoulder was created for the bartending community and designed so that they could do things differently. Naturally, that meant we found an alternative market fit.

Advocacy and word of mouth are huge for us and much of what we do is about getting bartenders excited. They're the ones that spread the word about just how good our whisky is, which helps to build authenticity and trust in the brand.



We are very grateful to all those bartenders that have supported us over the years and regularly try to connect with new people.

For example, each year at Camp Monkey, we work with the best bartenders in the world, hanging out, training and sharing ideas. And because it's the skills that pay the bills, our Ultimate Bartender Championship creates a platform for bartenders to show what they're all about. Just like our whisky, it's unconventional.

How does 'Made for mixing' create a platform for the brand and business?

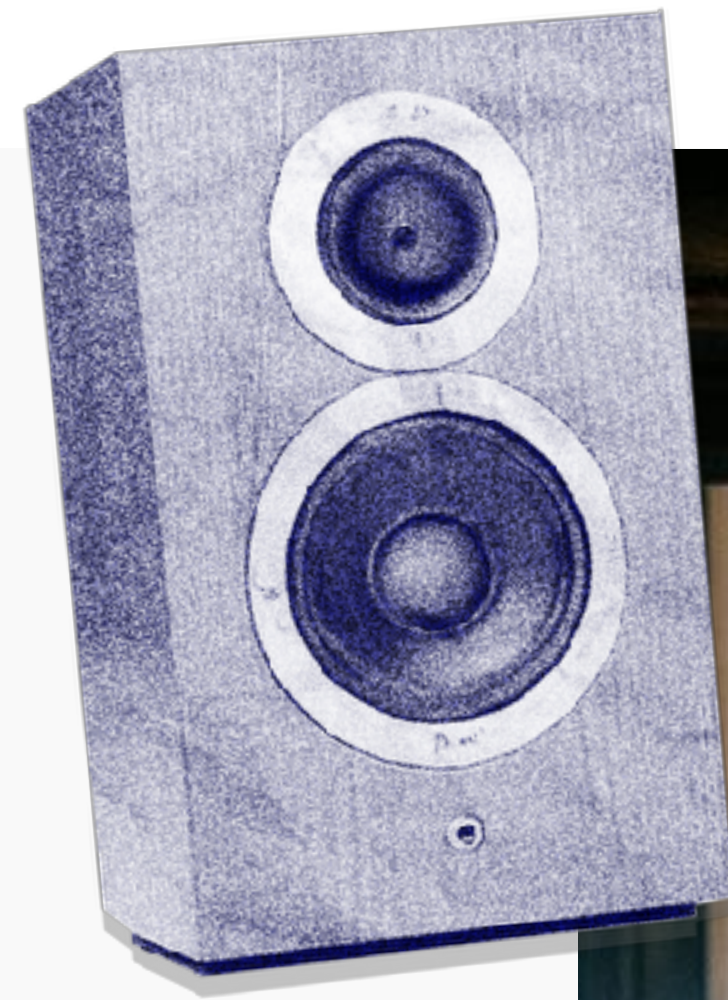
It's at the heart of everything. We believe life's better when you mix - whether that's drinks, people or music. So, we always try to bring that point of view. It's all about enjoying the moment.

Distinctive brand assets are obviously important and we've got that through the name, the logo and the story. But on top of that we strive to create the best experiences and support our communities too. That mix of great drinks, great people and great music is what enables us to do exactly that.

KASTNER'S POV...

...the contrast between traditional whisky's patient aging process and the high-energy moments Monkey Shoulder mixes up is made for Polariser® creativity.





What steps do you take to ensure the role Monkey Shoulder plays in culture is a credible one?



Music, especially, can be a difficult playground for brands to activate within. People feel protective of it and they'll resist brands that seek to exploit the scene. So, our approach is to always try and be additive. We want to add to people's experience, not try and manufacture something that's all for the brand's own gain.

Certainly, in music, we've also made the decision to build slowly and do our best to support people in making urban communities better, which, hopefully, is appreciated by these communities and, as a brand, helps us gain acceptance and grow credibility.

A good example of that is Studio Monkey Shoulder, a grassroots music initiative we launched in collaboration with Gilles Peterson, Worldwide FM and Kingdom Collective.

It's early days but by offering annual grants, mentoring, production support and storytelling exposure to up-and-coming artists, through Studio Monkey Shoulder, we're able to play a role in the community, helping others to discover and enjoy something new.



18/ Watch out big soda, here comes DASH.

THOUGHTS AND INSIGHTS FROM BRIDGET HIRST, HEAD OF BRAND AT DASH

Chatting with Bridget was a rollercoaster of emotions for Kastner. Everything she had to say was music to our ears. But equally, every single word fed the green-eyed monster in our hearts. Hats off to all those involved in some positively polarising work.



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Dominated by big global players, for all but the gutsiest of challengers, the soft drinks market has long been a daunting space to break. When faced with such immense spending power, how can a brand emerge from the shadows?

It's hard to imagine now, but as Red Bull's brand creators, this is the very problem Kastner set out to solve almost 40 years ago. What we came up with is probably the most innovative communications concept the world has ever seen. A concept we continue to activate today as Red Bull's lead agency around the world.

Much has changed since 1987. Few could have dreamt of the success Red Bull's achieved. But one thing that certainly hasn't changed is just how hard a market soft drinks is to crack.

Despite that, recent years have seen a new wave of market entrants stepping in to shake up the status quo. Trip, Hip Pop and DASH are to name but a few and it's been intriguing to follow the progress of these bold newcomers to the scene. That's why we were so excited to catch up with Bridget Hirst, Head of Brand at DASH.



The brand that's flipping the wellness script.

A genuine disruptor in the space, DASH is a brand born to stand against a mistruth the market's biggest players have long been pedalling. As Bridget explained, "Consumers have always been told they have to compromise, that they can either have stacks of sugar and great taste, or the healthier choice, which just doesn't taste as good. It's not true. But the wellness world has traditionally talked in terms of restriction – cutting sugar means cutting enjoyment. We don't believe that either.

"Consumers are sick of being told what they can't have, so at DASH we're all about flipping the traditional wellness script. We're not telling consumers they have to give something up, instead we're promising what they get to keep – flavour and fun. Nothing fake. No sacrifices."

Polarising talk indeed, and the ad campaign launched by DASH in the summer of 2025 was also full of *polarising* intent. The Drink That Has It All, created in collaboration with The Or, could not have been any less vanilla.

It was risky, bold and provocative, and while it may have raised an eyebrow or two at first, the idea was too good to ignore.

"We felt nervous at first. Our instinct was to ask for another round of scripts, but we kept returning to the original idea. Often, the best ideas are the ones that push you out of your comfort zone. Playing beyond what feels safe can be exactly what puts your brand on the map."

If you've not seen the TV spot yet, it's a tongue-in-cheek celebration of living life without limits, following a woman at the heart of a seven-person polycule.

The Drink That Has It All was named Ad of the Day on The Drum, The Grocer and Campaign. Better than that, it had a massive impact on the business. With awareness up 4% and taste perception up 28%, this summer DASH sold more cans than it did in its first four and a half years put together. Absolute proof that polarising creativity delivers.



“When I first presented the campaign to the business, I was met with a mixture of smiles and horror. Well, maybe not horror, but definitely surprise. Thankfully, both Alex and Jack are very open to risk and creds to them for being so trusting, because the results speak for themselves.”

But where does DASH go from here?

Firmly established in London, the team at DASH are now setting their sights further afield, with big plans for growth both UK-wide and overseas. So, watch out big soda, the drink that has it all is coming for you and judging by the brilliant creative work we've seen from DASH to date, they're not taking any prisoners.



KASTNER'S POV...

... as DASH takes on big soda, finding your friction is a big part of Polariser® thinking. Who's the villain of your brand's tale?



22/ Tony's Chocolonely – the wonky brand for an unequal world.

Chocolate is universally loved, but at Tony's Chocolonely, the real question isn't only how to win likes, it's how to make people care. Because while the love for chocolate may be universal, it's a product born of an unequal world.

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Uncompromising mission.

Tony's Chocolonely began when Dutch journalist Teun van de Keuken was appalled by the prevalence of forced labour in the cocoa industry and the world's indifference to it. If others wouldn't act, he would, laying the foundation for what has become a global movement to end exploitation in cocoa. Not just in Tony's supply chain, but in all chocolate worldwide.



Fighting exploitation in cocoa isn't just what we believe - it's what drives every bar we make, every partner we choose, every campaign we launch. We don't sugarcoat it. We won't back down. Not for profit. Not for reputation. Equality in cocoa is non-negotiable.

NICOLA MATTHEWS

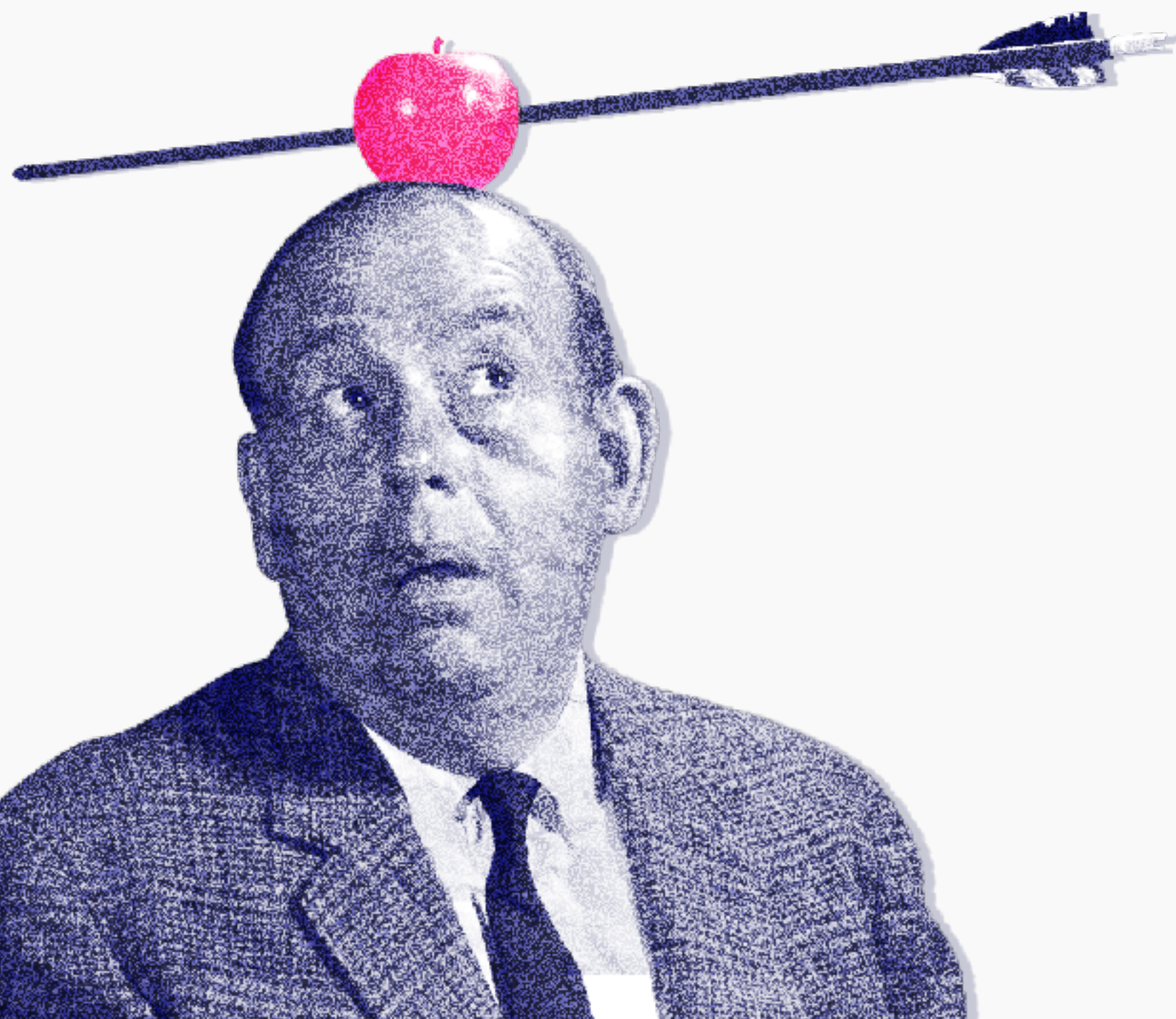
UKI Head of Marketing



Provocative creative as a force multiplier.

Safe brands are forgettable brands and Tony's believes that provocation, when anchored in clear purpose, is a catalyst for deeper engagement and industry-wide reform. An OOH campaign launched in 2025 demonstrates this in action.

Through witty copy and striking visuals on streets and transit hubs, Tony's transformed a minor error into a moment for realisation, that even small misunderstandings can undermine a serious mission and that every word and action matters.



“We leveraged a common public misspelling: ‘Chocoloney’ instead of ‘lonely’ as a way to invite people into a bigger conversation about exploitation. The campaign corrected the name but more importantly used the occasion to tell the story of our founder’s solitary fight against inequality in the cocoa industry.”

How marketing efforts can shape culture.

Inserting activism into the rituals of everyday life, without ever coming across as preachy, Tony's colourful brand and playful identity disarm sceptics and invite consumers in.

Whether it's through innovations like uneven chocolate bars that mirror the industry's inequality, educational advent calendars or interactive OOH, Tony's embeds the message where it counts: right in consumers' hands and habits.

“Our campaigns drive conversations on high streets, in classrooms and across boardrooms. Our products are our number one marketing channel; it's not just chocolate, it's a megaphone for change.”



Lessons for marketers: risk rocking the boat or risk being ignored.

Big admirers of Tony's work, at Kastner London, we believe that if indifference is the cost of playing it safe, its vital brands stand by their values and connect with consumers in more meaningful ways. With the courage to take a stance, brands become more memorable, more human – breaking from category norms to claim ownable, culturally relevant spaces, where other brands don't show up.

That's the power of Polariser® thinking. And that's how a chocolate brand, sweet as it is, can bring genuine change to the world.

“We’ve learned that when you dare to take a stand, people talk. And when you do it with heart, they join in. The right idea can flip a mistake into a movement and turn a chocolate bar into a call for justice. That’s why folks don’t just love Tony’s for our delicious chocolate, they love us for our courage and the fact that buying our brand says something about who they are.”





27/ We said a Hip Pop, the hippie to the hippie...

IN FULL FLOW WITH EMMA THACKRAY
HIP POP CO-FOUNDER

If we were handing out prizes for the best brand names, would anyone have a raise on Hip Pop? There's just something giddy and a joyful about it, which instantly warms you to the brand. It's a superpower. We love it. But behind the name, what's the story on the brand? To find out, we spoke to Eve Rodway, Hip Pop Brand Manager.

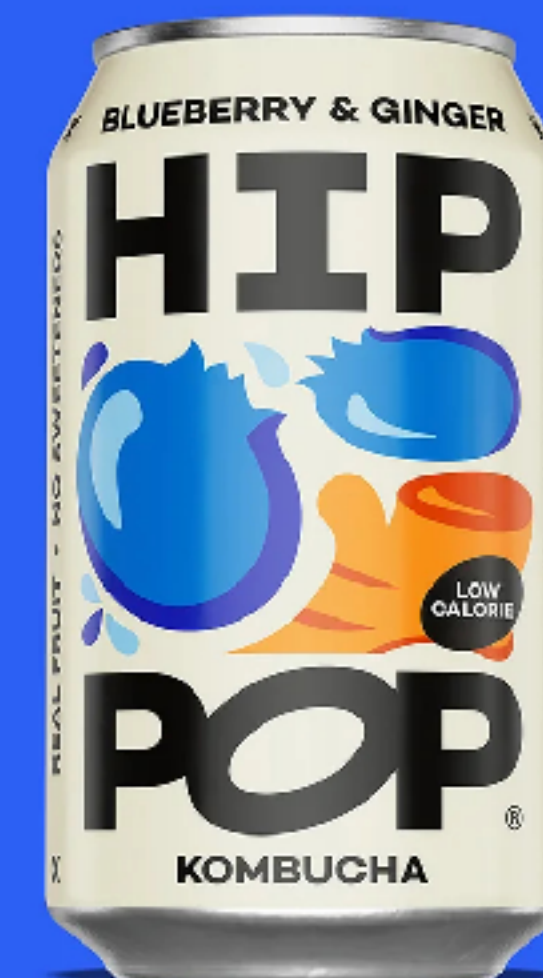
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What is the fundamental belief that drives Hip Pop as a brand?

We believe soft drinks should be real. Real fruit. Real flavour. No sweeteners. No fakery. And they should make you feel good. That's why Hip Pop exists. We make gut-friendly soft drinks that taste banging and fit real life.

How does Hip Pop stand apart from other brands in the category?

We're bringing a modern take to soft drinks. Everything we make is gut friendly, low calorie, made with natural ingredients and never sweeteners. Legacy sodas rely on sugar or artificial stuff. Wellness drinks can taste like a chore. We bridge the gap with proper flavour and better-for-you refreshment.



Soda is a traditional category. As a younger fresher brand, how do you create meaningful relevance and genuine connection?

By behaving like a real human. We listen. We show up in culture. We speak plainly. We don't preach. And the rebrand made it clear we're not just kombucha or just soda. We make gut-friendly soft drinks for people who want something tastier and lighter than the usual choices.

Consumers are feeling indifferent toward brands. How do you re-engage them?

Cut the fluff and stand for something. Most brands sound identical. We're unapologetic about what we make. Real fruit. Real flavour. Gut-friendly soft drinks that taste great. When a brand is clear, confident and distinct, people take notice again.



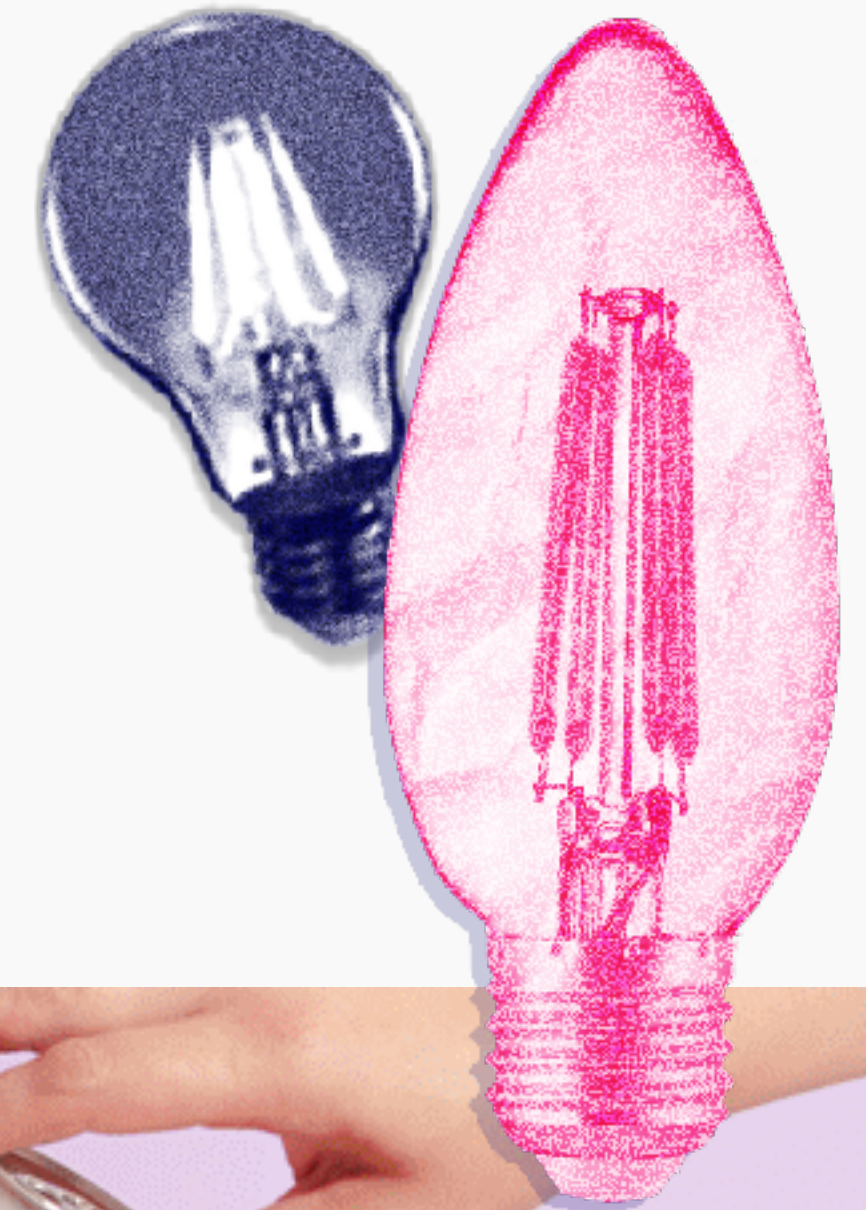
Cut the fluff and stand for something. Most brands sound identical. We're unapologetic about what we make.

EMMA THACKERAY
Co-founder



How do you measure cultural success?

We measure the ripple. Are people talking about us unprompted? Are creators picking us up naturally? Are buyers referencing our work? Are more cans ending up in real fridges? We look at the signals. Organic advocacy, velocity lifts, repeat purchase and engagement. Culture is hard to measure alone but easy to measure in impact. The rebrand driving growth and our soda winning Best Carbonated Drink of the Year say it all.



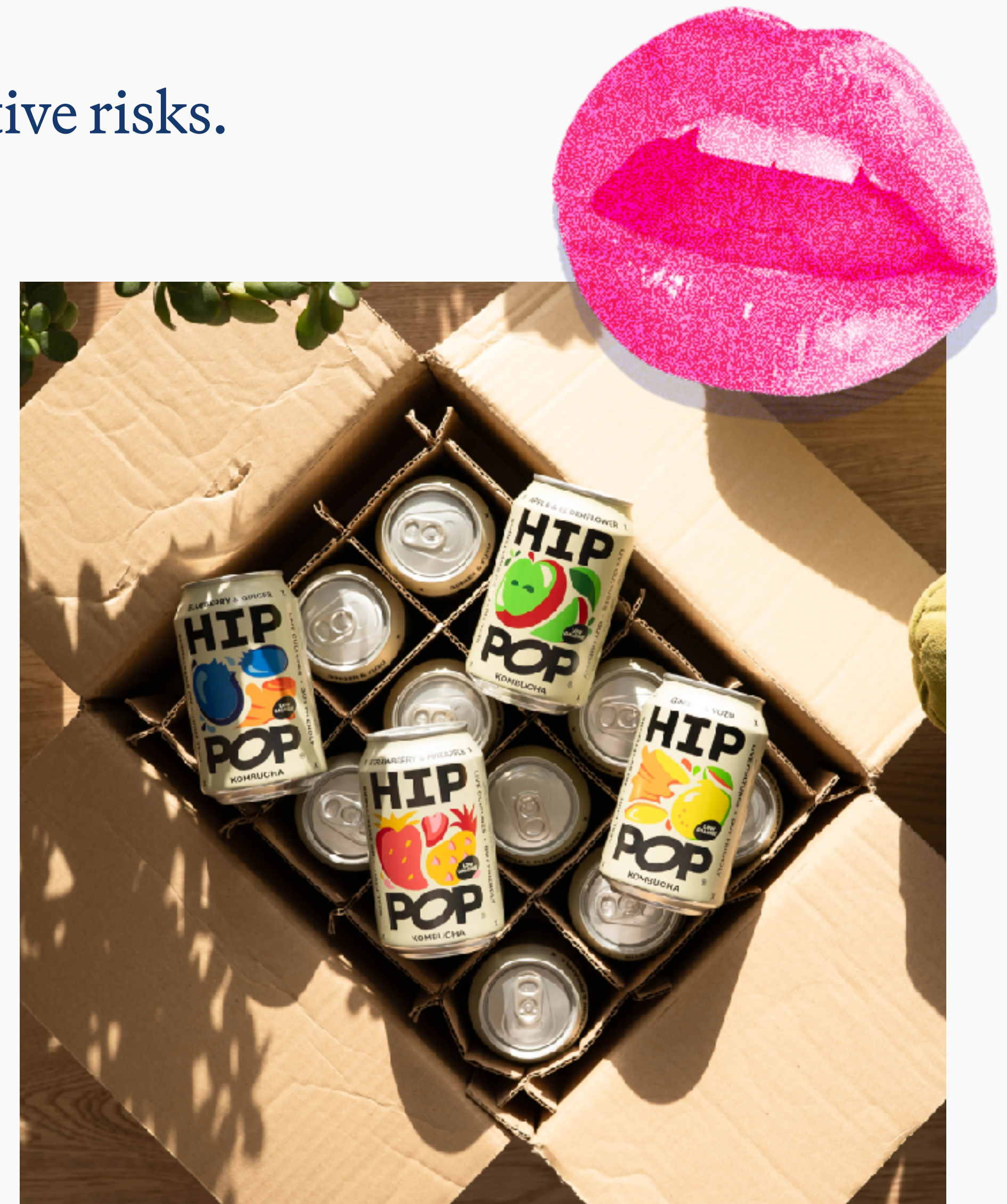
Many brands want cultural relevance but few take real creative risks. What have you learned, and what advice would you give?

Be brave and be consistent. If you try to please everyone, you blend in with everyone. Our best work comes from trusting our instinct, backing our tone and pushing ideas that feel a bit uncomfortable. You need a clear brand spine that everything ladders up to. Once you know who you are, risk feels less risky.

**“Pick a lane. Stick to it. Talk like a human.
And don’t be scared to create work that
makes someone raise an eyebrow.
That’s usually the work that wins.”**

KASTNER'S POV...

*We agree, picking your lane is vital as a brand.
Nailing your belief and big brand idea is the
secret to picking it right.*



F&B's most polarising.

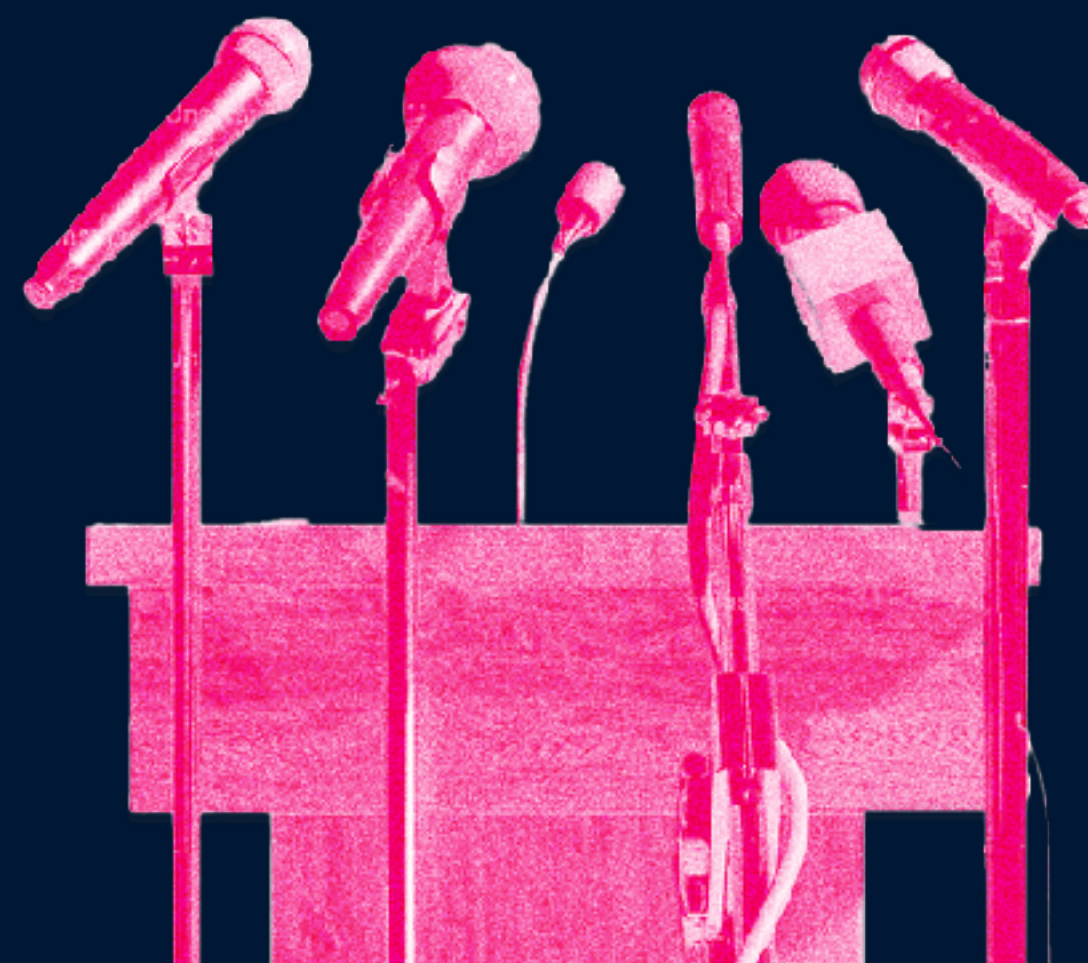
20 LEGACY BRANDS THAT SPLIT THE ROOM IN 2025

So, here it is, our first real dive into the findings of the Polariser® Report 2025. And this is where it gets interesting because while some might say polarisation means repelling certain groups of consumers, assembling hordes of haters is never Kastner London's goal.

Sure, we want to divide opinion, but to achieve that effectively, we need consumers to register their opinion of a brand in the first place. That's why our focus is helping brands get on the radar.

For us, a polarising brand is one that stands for something so clearly, emotionally and unapologetically people can't help but feel something towards it. Rather than repelling people, it's a brand that repels indifference, a brand that genuinely moves someone.

What our survey found was a clear delineation in how legacy brands and newer entrants perform, so we've split the data out. To begin with, focussing on established brands, here's our top 20 most polarising.



Rank	Brand	LOVE	HATE	INDIFFERENCE
1	CADBURY	75.5	5.1	19.4
2	MCDONALD'S	62.8	14.9	22.3
3	COCA-COLA	64.6	13	22.4
4	PRINGLES	72.3	4.1	23.6
5	WALKERS	74.2	2	23.8
6	MALTESERS	71.7	4.4	23.9
7	GALAXY	70.8	5.2	24
8	MCVITIE'S	73.9	1.7	24.4
9	LINDT	70.8	4.6	24.6
10	HEINZ	71	3.7	25.3
11	GUINNESS	59	15.5	25.5
12	KELLOGG'S	68.9	4.9	26.2
13	PEPSI	58.8	14.9	26.3
14	KFC	53.4	19.2	27.4
15	BEN & JERRY'S	61.2	7.9	30.9
16	WHOLE EARTH FOODS	67.4	1.4	31.2
17	NESTLÉ	55.6	13.1	31.3
18	BREWDOG	52.4	16.1	31.5
19	DORITOS	58.6	9.9	31.5
20	MÜLLER	64.2	4.2	31.6

CHASING TALKABILITY?
 Have a word with Josh:
josh.wilkin@kastner.agency

F&B's most polarising.

THE NEW(ER) MARKET ENTRANTS EDITION

Seeing how a fresher crop of brands measure up against long-established category leaders, the split from our data is as clear as it was unexpected. By-and-large, it's the established brands that attract the least indifference. Those that are newer to market tend to register far greater levels.

Our surprise came from the assumption that challengers, as bigger risk takers, engage more cult-like followers, even if their audiences are comparatively smaller.

There may still be some truth in this, but the reality appears to be the longer a brand's been around, the more ingrained perceptions of it become. There's a **Brand Indifference Lifecycle** at play.

Understanding this could be crucial to designing how a brand shows up. It's clear if you want your brand to last the race, you have to overcome indifference. Because it may well be the Great Filter of brands.

How brands overcome indifference is something we'll go on to explore.



Rank	Brand	LOVE	HATE	INDIFFERENCE
1	HEIGHTS	71.9	3.3	24.8
2	MANI-LIFE	69.4	0.8	29.8
3	PIP & NUT	67.2	2.4	30.4
4	HIP POP	61	2.3	36.7
5	BIOTIFUL DAIRY	62.6	0.3	37.1
6	SHAKEN UDDER	51.3	11.1	37.6
7	THREE SPIRIT	54.4	5.5	40.1
8	BEAVERTOWN	52.2	7.2	40.6
9	HAWKSTONE	54.4	4.2	41.4
10	PROTEIN WORKS	55	2.7	42.3
11	PROPERCORN	52.8	3.5	43.7
12	DALSTON'S SODA	55.8	0	44.2
13	MALLOW & MARSH	52.6	2.8	44.6
14	TRIP	53.2	1.8	45
15	MINOR FIGURES	47.1	7.4	45.5
16	LOVE COCOA	50.1	3.8	46.1
17	OATLY	46	7.7	46.3
18	LUCKY SAINT	44	9.5	46.5
19	BREWGODDER	50.3	3.1	46.6
20	TONY'S CHOCOLONELY	43.6	8.4	48

CHASING TALKABILITY?
 Have a word with Josh:
josh.wilkin@kastner.agency



34/ What consumers really think about brands?

Giving us a gauge on consumer sentiment towards brands in F&B, our survey highlights some of the challenges and opportunities marketers face going into 2026. From social responsibility to cultural expectations, there's much for a marketer to muse over.

- 04/ Why now's the time for your brand to *Polarise*.
- 05/ Methodology.
- 07/ The Outlook, from GWI.
- 09/ Meet the brand rapidly reaching new Heights.
- 13/ Unfinished Monkey Shoulder Business.
- 18/ Watch out big soda, here comes DASH.
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- 25/ Hip Pop in full flow.
- 32/ F&B's most *polarising*.
- 34/ What consumers really think about brands.
- 41/ Five ways to *Polarise*.
- 43/ The *Polariser*® Index, Top 100.
- 48/ Analysing the Index.
- 50/ Category trends and opportunities.
- 55/ The Wrap.

63.3% of consumers pay no attention to what brands say and do.

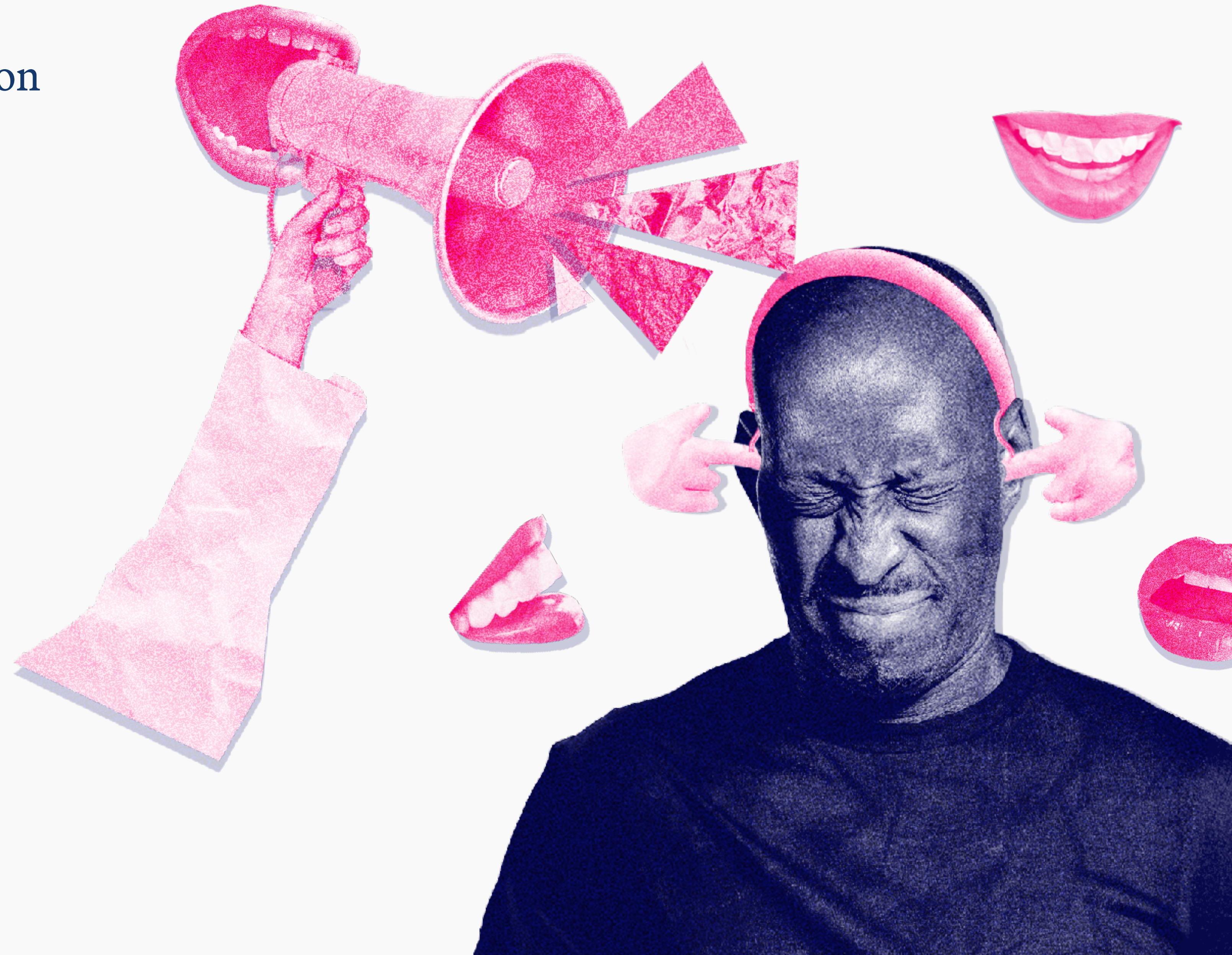
Welcome to the Indifference Dilemma.

With marketers chasing reach, impressions and engagement, most consumers are simply switching off, passively drifting on by.

To break the bubble, do you play it safe or do you risk it?

While rejecting the comforting reassurance of the norm can be daunting, the alternative is your brand becomes invisible, ignorable and very quickly forgotten.

That's why we say indifference can be your brand's greatest opportunity. Create work that generates opinion and talkability, and you can tap into a vast pool of consumers other brands are failing to engage.



SAY BYE, BYE INDIFFERENCE,

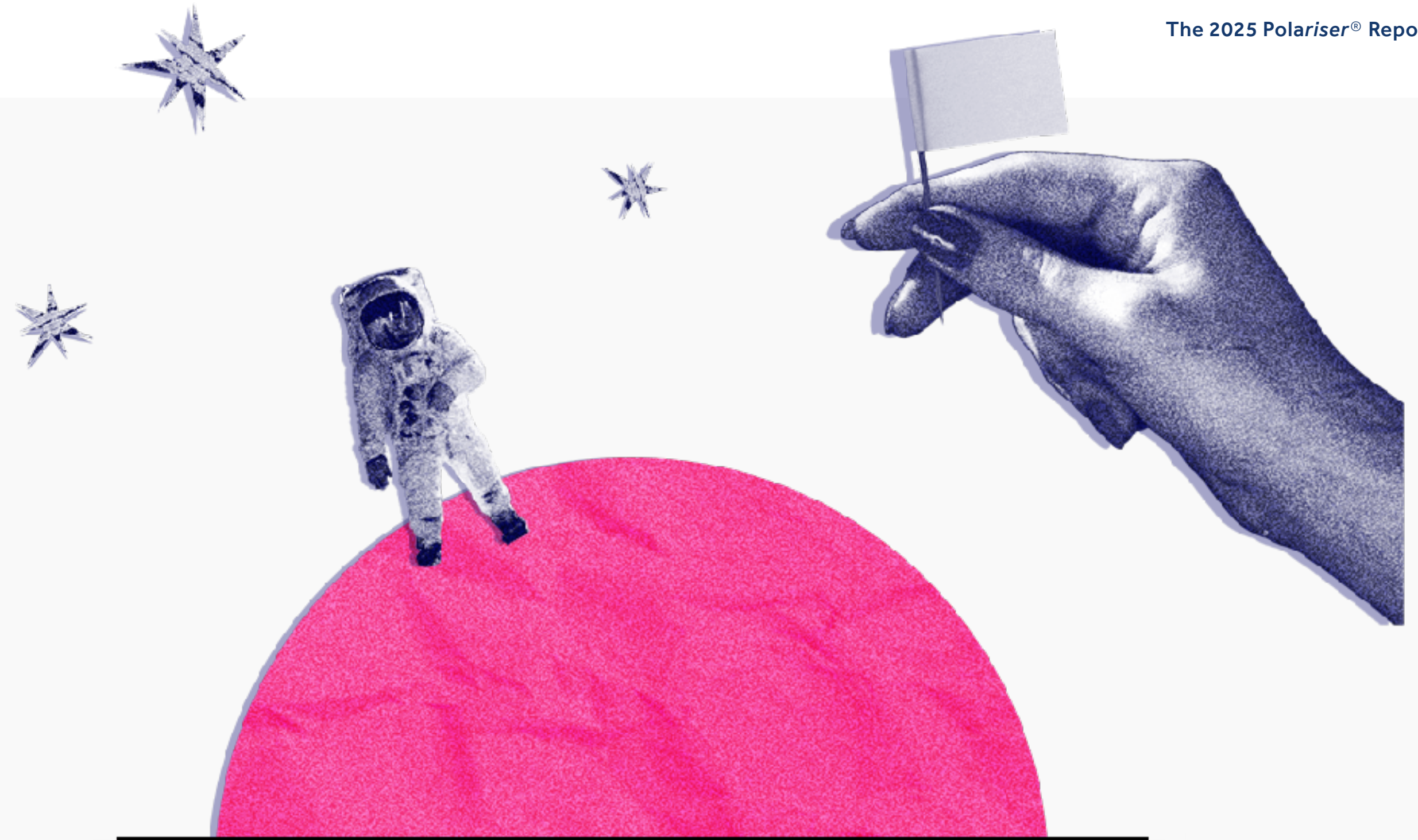
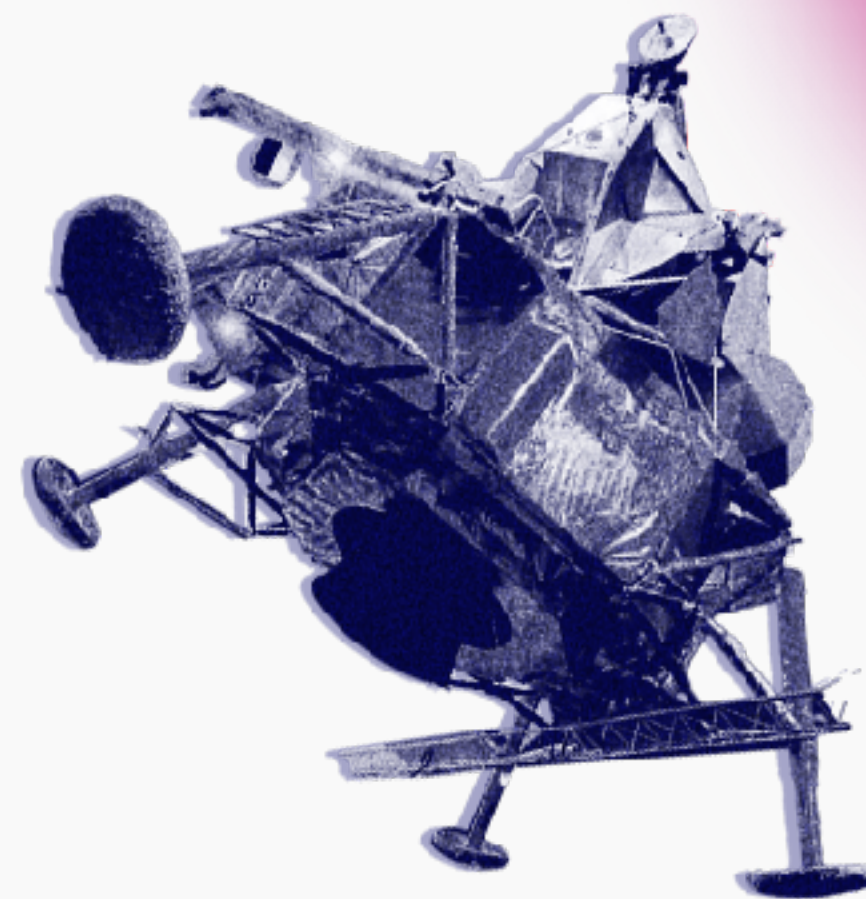
hello:

josh.wilkin@kastner.agency

45.9% of consumers believe brands fake it to sell more.

Consumer trust in brands is declining. We all know that. But Kastner London's take on this is "let's not see it as a problem". It's an opportunity there for the taking. Because brands that step into the trust vacuum with conviction, clarity and authenticity, can have a disproportionate impact.

We say, embrace your imperfections, own your mistakes, play in your lane, don't wade into debates you just don't belong in and let cultural fluency be your currency of trust.



TO DIAL UP TRUST
speak to:
josh.wilkin@kastner.agency

55.3% of consumers prefer to choose brands that take a stand for what they believe in.

A shortcut to trust, shared beliefs create an emotional sense of belonging. But people don't want brands that believe in something. They want brands that believe in something coherent and emotionally resonant.

You need more than something so broad as sustainability or quality. On their own, they're just banal. You have to find your own story within these wider themes. Where's the cultural tension? How can you challenge the norm? And perhaps most important of all, how do you stay connected to your product truth?



BELIEVE IN BETTER?

Let's chat:

josh.wilkin@kastner.agency

67.4% of consumers believe brands should prioritise social responsibility over profit.

Considering where society's at today, this one comes as no surprise. You'd have to be living in a nuclear bunker, on a moon made of cheese, not to recognise the challenges facing the world today.

There's an argument we want brands to act as role models because institutions have failed. But while consumers do root for brands they see as a force for good, the truth is, sometimes you have to read between the lines.

Full credit to Alan Mahon, Brewgooder Founder, for this take. At an event with Kastner earlier this year, Alan pointed out the gap between intention and action. Consumers are often vocal about their ethical preferences, but, when push comes to shove, purchase decisions are more likely driven by factors such as price, convenience and taste.

It's not an excuse for brands to throw off their responsibilities. But it does go to show that you've always got to read people, not just data.





54.4% of consumers believe brands should play a role in culture.

Does it feel a little at odds with the finding that over 63% of consumers don't care a jot what brands say and do? Just a bit. Still, there's no doubt brands are engaging with culture in more ways than ever before.

Understanding your brand's role is the secret to getting this right. Rather than manipulating or manufacturing culture, we believe the trick is for brands to contribute to the culture that already exists.

It doesn't have to be the biggest, glitziest and most glamorous happening either. Sometimes the more thing to do is find a local, humble, almost unheard of event and bring your own magic to that.

TO POLARISE® YOUR CULTURAL PLAY
email us at:
josh.wilkin@kastner.agency

41.2% of consumers choose brands that represent their identity.

Easy to see how this goes for what you wear or what you drive. Does it really ring true for what you eat and what you drink? In a world of abundant choice and innovation, absolutely.

From a cup of Twinings Lady Grey to your proper builder's Yorkshire brew, from a haunted conceptual parallelogram of despairing dark chocolate to a square of smooth no-nonsense Bournville, we're all searching for brands that feel like a little bit of us.

Products and services that create this emotional connection offer a sense of belonging. Build that and it can lead to loyalty, advocacy and so many of the things brands are chasing. It's why we always say if you want an invite into someone's life, you have to show up with personality.





41/ Five ways to Polarise.

So, about this finding that over **63%** of consumers couldn't give a flying monkeys what brands say and do. Let's be clear about it, it's got us tickled pink.

There's a whole heap of marketers working their little bums off, busily creating stuff that gets ignored, and all around Kastner Towers, we're spinning cartwheels and hanging up the high tens.

Why?

- 04/ Why now's the time for your brand to Polarise.
 - 05/ Methodology.
 - 07/ The Outlook, from GWI.
 - 09/ Meet the brand rapidly reaching new Heights.
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-
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 - 48/ Analysing the Index.
 - 50/ Category trends and opportunities.
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While other brands stay in the comfort zone, *Polarise* and shine.

Just because most brands aren't doing what it takes to matter to the Indifferent, it doesn't mean you can't. We reckon this 63.3% of ours is a goldmine. There's an entire reservoir of people brands aren't engaging and you have the chance to wake them up.

But, as we've already discussed through the report, a bold approach is essential for turning the neutral tide.

With that in mind, Kastner's seven Polariser® Principles are playground for strategic minds to explore. They lay the groundwork for the creative scallywaggery that will help your brand escape middle-of-the-road ideas.

For the purpose of our research, we distilled our principles down to five key metrics:



These **five metrics** are the fundamental ingredients of a Polariser® brand. And backed by the findings of our research, when used like levers in your brand machine, our metrics can be used to engage consumers on a more meaningful level.

Over the following pages, you'll see how consumers scored 100 brands against these very metrics.

Lean into them yourself and you can take giant strides towards creative work that breaks your audience out of the mindless scroll.

READY TO POLARISE® AND SHINE?
email us at:
josh.wilkin@kastner.agency



43/ The Polariser[®] Index Top 100.

Time for the main course then - our Polariser[®] Index 2025. 100 F&B brands measured against the metrics Kastner created to grow brands that are more distinctive, more meaningful and more indifference proof.


- 04/ Why now's the time for your brand to Polarise.
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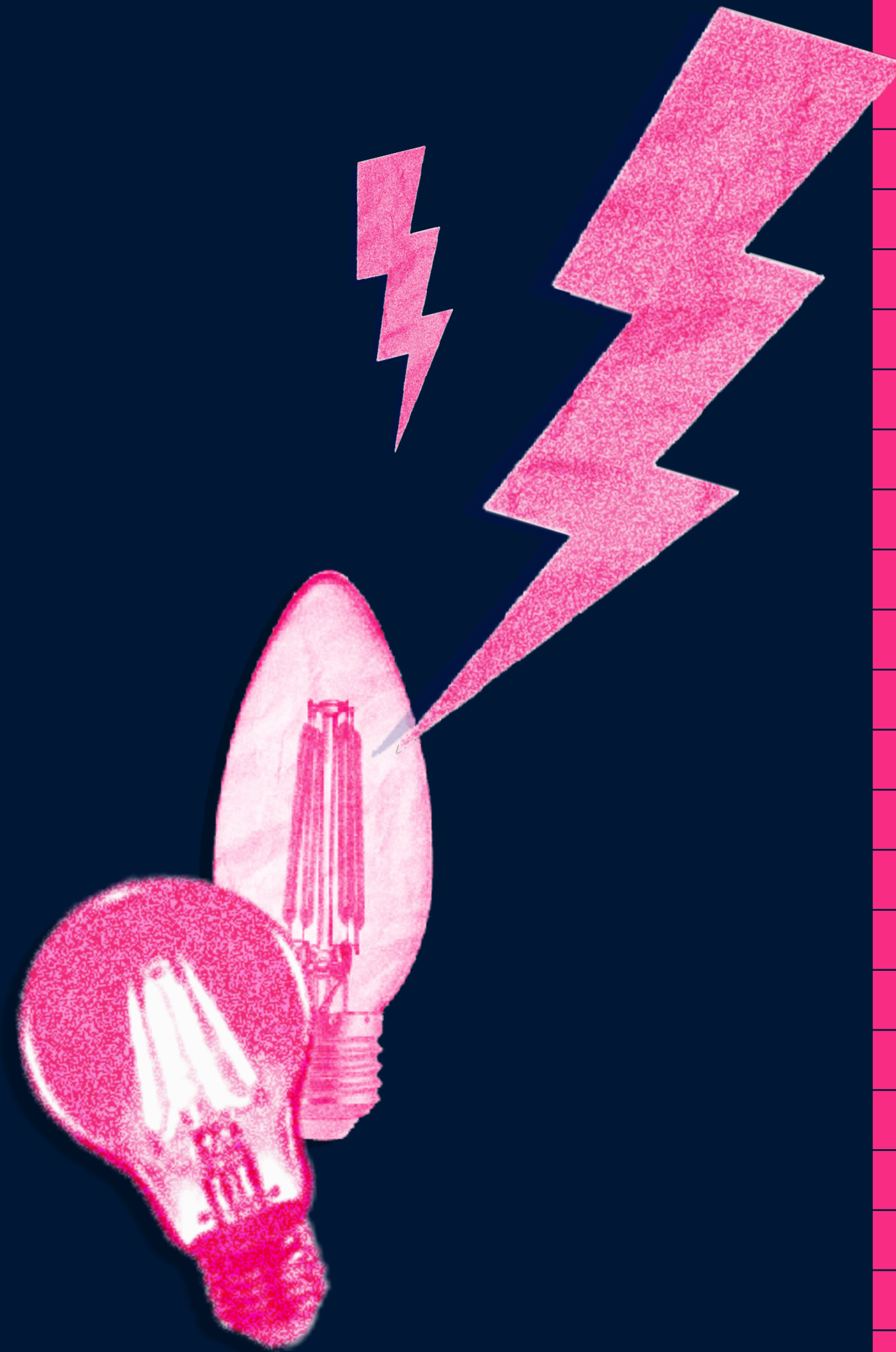
Rank	Brand	Bold Points of Distinction	Cultural Relevance	Emotional Pulling Power	Provocative Behaviour	Uncompromising Belief	Total Score
1	Guinness	67.9	48.9	51.5	52.8	50.3	54.3
2	Heights	59.4	56.7	47.6	52.7	52.9	53.9
3	Hip Pop	57.4	55.3	46.5	52.0	48.4	51.9
4	Hawkstone Brewery	55.5	52.4	47.0	47.2	49.8	50.4
5	Mani-Life	53.5	51.1	47.5	46.6	52.1	50.2
6	Cadbury	56.1	45.5	55.5	48.1	41.0	49.2
7	Coca-Cola	61.6	45.0	48.0	50.3	39.3	48.8
8	Whole Earth Foods	51.6	51.7	47.9	40.4	54.4	49.2
9	McDonald's	59.0	45.1	48.2	50.3	34.8	47.5
10	Three Spirit	54.2	50.2	35.2	48.1	48.7	47.3
11	Lindt	59.1	41.9	51.7	42.9	41.6	47.4
12	Biotiful Dairy	52.3	50.3	43.8	40.7	50.4	47.5
13	Heinz	57.6	44.0	50.8	43.3	40.2	47.2
14	Walkers	55.3	43.3	51.2	45.6	38.3	46.7
15	Kellogg's	56.1	43.5	48.4	40.7	41.9	46.1
16	Baileys	60.4	40.4	46.7	44.9	37.3	46.0
17	Brewgooder	50.0	49.6	38.0	41.7	46.8	45.2
18	Love Cocoa	48.6	53.8	40.2	40.4	43.2	45.2
19	Protein Works	48.6	47.1	42.2	43.0	47.4	45.6
20	BrewDog	52.2	46.2	41.4	44.4	39.7	44.8
21	Ben & Jerry's	54.2	44.8	43.3	39.3	42.3	44.8
22	Pringles	59.4	40.0	48.2	41.3	33.5	44.5
23	McVitie's	51.6	41.6	50.0	38.5	39.1	44.1
24	Beavertown	54.5	43.4	40.7	41.4	39.3	43.9
25	Stella Artois	50.1	40.7	43.5	43.8	40.0	43.6

**KASTNER'S
POV...**

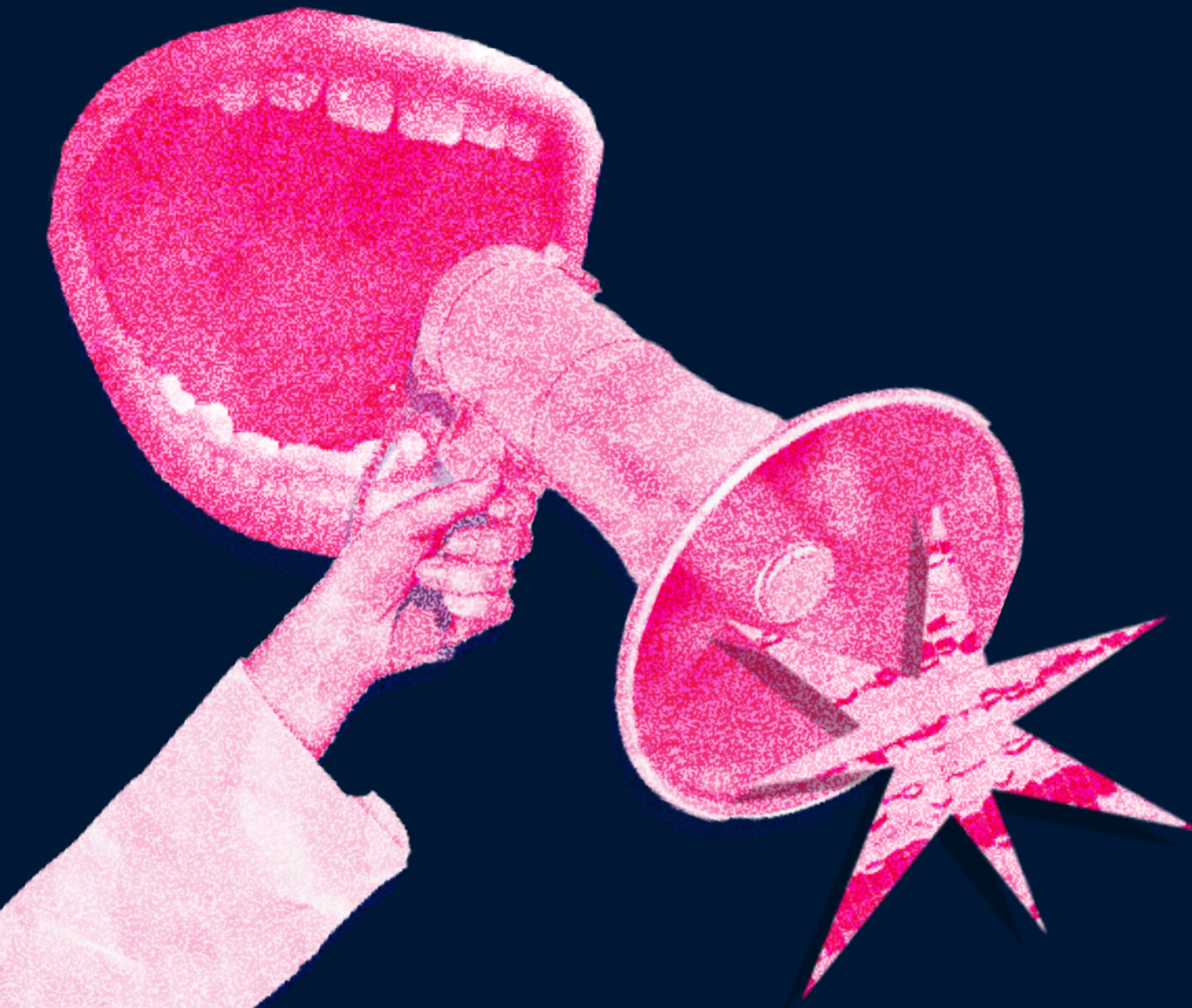
So good to see a bunch of more recent market entrants scoring so high in their efforts to crunch down indifference.



Rank	Brand	Bold Points of Distinction	Cultural Relevance	Emotional Pulling Power	Provocative Behaviour	Uncompromising Belief	Total Score
26	Magnum	53.6	40.7	46.5	41.6	36.2	43.7
27	Pepsi Cola	53.4	41.6	43.7	41.7	36.4	43.4
28	Jack Daniel's	56.3	39.9	39.7	40.0	39.9	43.1
29	Galaxy	49.9	40.6	49.2	38.3	37.4	43.1
30	Maltesers	51.9	40.0	48.7	38.2	36.7	43.1
31	Warburtons	47.5	40.8	45.7	39.6	41.2	43.0
32	Thatchers	46.0	42.0	43.1	40.4	42.8	42.9
33	Pip & Nut	45.2	46.8	40.1	31.7	47.8	42.3
34	Inches Cider	46.9	42.6	41.1	38.3	43.0	42.4
35	TRIP	48.2	45.0	37.4	39.5	41.9	42.4
36	Birra Moretti	47.3	41.2	41.9	40.8	39.1	42.1
37	Red Bull	56.1	37.5	36.0	42.0	35.3	41.4
38	Mr Kipling	51.5	40.0	44.8	37.5	36.7	42.1
39	Birds Eye	49.6	41.3	44.2	36.4	38.3	42.0
40	Peroni	46.9	41.3	42.4	40.1	38.8	41.9
41	Minor Figures	47.1	45.8	33.4	37.7	42.2	41.2
42	Nescafé	48.8	41.0	43.6	36.4	37.4	41.4
43	Huel	49.4	41.9	34.2	39.7	42.7	41.6
44	Hovis	47.0	40.8	43.7	34.8	41.7	41.6
45	Double Dutch Drinks	48.6	44.4	33.4	38.0	41.0	41.1
46	Gordon's	48.7	38.8	42.4	39.2	37.1	41.2
47	KFC	52.4	38.1	41.0	38.9	32.0	40.5
48	Oatly	45.8	44.8	35.4	32.9	45.2	40.8
49	Haribo	52.9	38.2	39.2	40.7	32.1	40.6
50	Tenzing	46.0	44.2	35.3	34.4	43.1	40.6



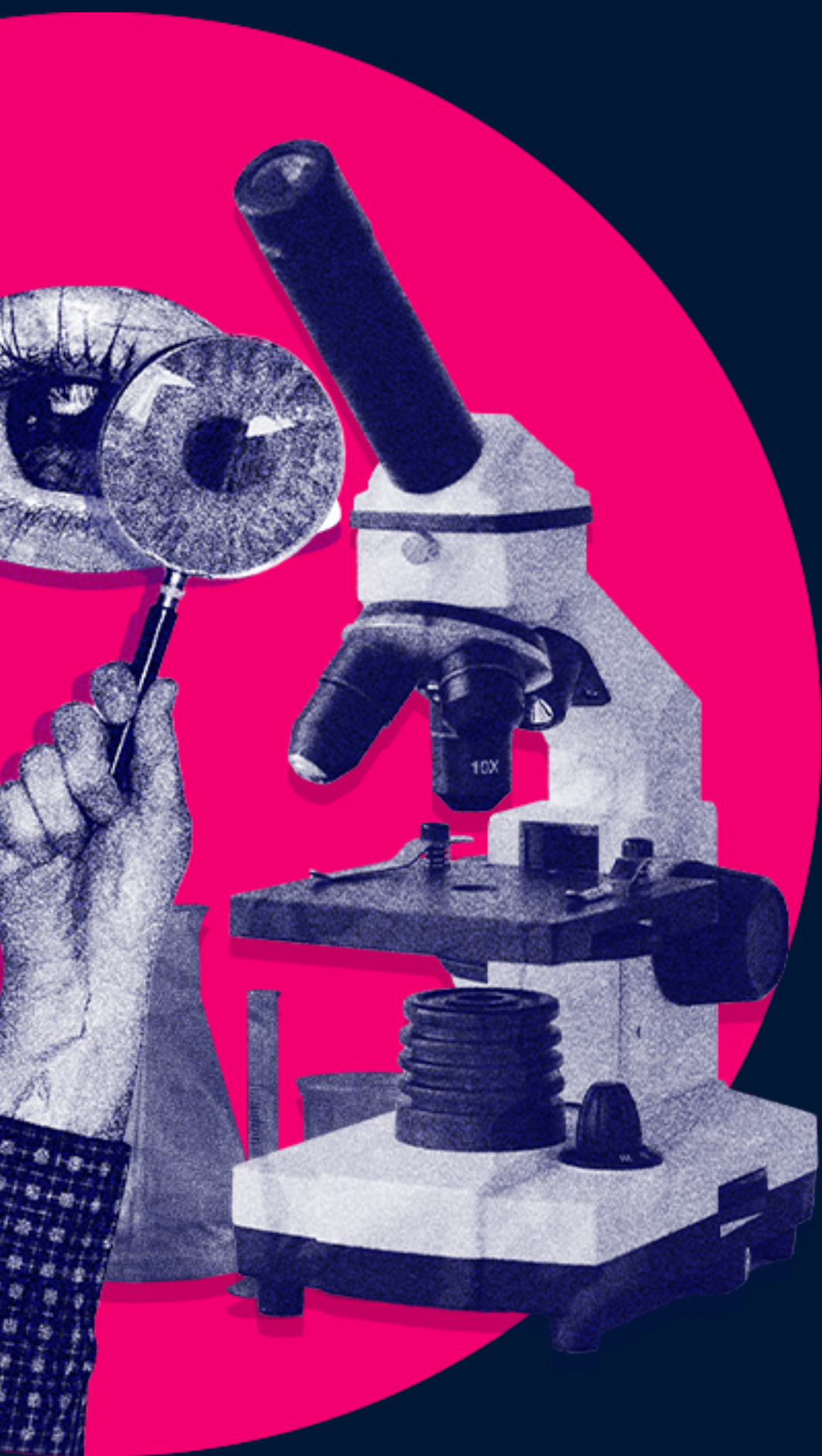
Rank	Brand	Bold Points of Distinction	Cultural Relevance	Emotional Pulling Power	Provocative Behaviour	Uncompromising Belief	Total Score
51	Doritos	52.9	37.9	40.7	37.6	32.7	40.3
52	McCain	47.3	40.1	42.2	35.3	37.2	40.4
53	Aspall	44.4	40.3	39.9	34.8	41.9	40.3
54	Lurpak	48.1	37.7	42.4	35.5	36.1	40.0
55	Budweiser	44.0	39.4	38.5	39.5	36.4	39.6
56	Shaken Udder	47.6	40.6	37.8	34.6	38.9	39.9
57	Mallow & Marsh	47.0	41.9	35.8	34.1	40.2	39.8
58	Müller	47.2	39.0	42.6	36.3	33.7	39.8
59	Nestlé	44.3	41.6	41.4	35.0	36.5	39.8
60	Robinsons	45.6	38.8	40.0	34.3	39.8	39.7
61	Smirnoff	48.3	38.3	36.6	37.4	35.7	39.3
62	Innocent	46.5	40.5	36.6	29.3	43.2	39.2
63	Monkey Shoulder	48.6	37.3	35.2	34.2	40.4	39.1
64	San Miguel	43.6	39.1	38.6	35.9	38.0	39.0
65	Strongbow	43.8	38.8	38.5	37.7	35.6	38.9
66	Yeo Valley	41.0	41.3	38.6	31.4	42.6	39.0
67	Lucky Saint	42.9	41.9	34.9	35.3	38.7	38.7
68	Heineken	42.5	37.9	37.4	38.2	37.5	38.7
69	ProperCorn	43.1	41.3	36.1	30.0	39.6	38.0
70	Hula Hoops	48.4	36.5	40.1	30.3	33.5	37.7
71	McCoy's	46.8	36.4	41.1	31.3	32.9	37.7
72	Johnnie Walker	46.6	37.1	33.4	31.2	39.1	37.5
73	Jimmy's Iced Coffee	42.8	39.4	34.7	32.3	37.2	37.3
74	Corona	42.0	37.8	36.0	35.4	35.0	37.3
75	Subway	46.9	37.1	36.7	32.7	31.6	37.0



Rank	Brand	Bold Points of Distinction	Cultural Relevance	Emotional Pulling Power	Provocative Behaviour	Uncompromising Belief	Total Score
76	Kinder	47.1	36.1	34.4	32.4	34.4	36.9
77	Bacardi	47.1	36.8	32.8	33.2	35.1	37.0
78	Nandos	48.0	35.7	34.0	33.2	32.2	36.6
79	Absolut	44.7	36.6	34.1	33.1	35.5	36.8
80	Captain Morgan	46.4	35.3	33.3	32.4	36.7	36.8
81	Jacob's	42.3	36.6	40.1	28.2	36.6	36.8
82	Tony's Chocolonely	43.8	39.5	31.6	27.6	37.3	35.9
83	Arla	37.6	39.6	31.4	29.8	38.5	35.4
84	Alpro	38.1	38.8	31.3	29.6	38.6	35.3
85	Dalston's Soda	39.0	39.8	29.3	27.6	38.7	34.9
86	Foster's	36.2	34.8	33.9	34.3	32.8	34.4
87	Tropicana	40.7	35.3	34.1	27.2	35.5	34.6
88	Fanta	42.0	35.1	33.7	30.2	30.8	34.4
89	Higgidy	41.2	37.5	31.0	25.8	36.4	34.4
90	Mars Wrigley	40.7	37.4	34.1	29.0	30.1	34.3
91	Ginsters	41.7	36.2	32.6	28.1	31.8	34.1
92	Tango	42.9	34.0	31.0	32.1	30.1	34.0
93	Little Moons	44.7	35.9	27.5	26.5	32.0	33.3
94	Dr Pepper	43.9	32.9	32.0	27.6	29.3	33.1
95	Carling	33.7	34.5	39.5	32.6	33.3	34.7
96	Pieminister	39.8	36.7	29.5	25.3	34.8	33.2
97	Danone	35.5	35.7	29.1	27.3	34.4	32.4
98	Dash Water	36.1	35.8	24.2	26.5	36.4	31.8
99	Five Guys	38.8	34.2	29.7	26.6	28.5	31.6
100	Young's	35.1	35.0	28.7	24.9	35.0	31.7

**KASTNER'S
POV...**

No brand's a loser in this index. We've already seen how sharply DASH is cutting through. Factors such as the Brand Lifecycle have huuuuuge part to play here.



48/ Analysing the Polariser[®] Index.

WHAT ARE THE NUMBERS TELLING US?

In stark contrast to the results of our 'F&B's most polarising' study, where the Brand Indifference Lifecycle has a significant impact, mapping brands against the Polariser[®] metrics produces a much more even spread.

In the Index, we see numerous challengers riding high. In fact, second only to Guinness, a real heavyweight legacy brand, we have Heights, a brand at a very different stage in its development.

So what lies behind the data?

- 04/ Why now's the time for your brand to Polarise.
- 05/ Methodology.
- 07/ The Outlook, from GWI.
- 09/ Meet the brand rapidly reaching new Heights.
- 13/ Unfinished Monkey Shoulder Business.
- 18/ Watch out big soda, here comes DASH.
- 22/ Tony's Chocolonely – the wonky brand for an unequal world.
- 25/ Hip Pop in full flow.
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- 34/ What consumers really think about brands.
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- 43/ The Polariser[®] Index, Top 100.
- 48/ Analysing the Index.
- 50/ Category trends and opportunities.
- 55/ The Wrap.

The hottest takes from our research.

To overcome indifference in 2026, here's three key learnings you can take from our survey.

1. Uncompromising Belief is the No.1 predictor of outperformance

Across the top half of our Index, one trait consistently spikes. An uncompromising belief is the single biggest driver of brand magnetism. From the ritual, craft and mythology of Guinness to the brain care mission of Heights and the future-drinking vision of Three Spirit, brands with beliefs attract harder and avoid the wallpaper trap. It means there's a huge opportunity for any brand willing to lean into its idealogical roots.



2. Emotional Pulling Power is the rarest and scarcest asset

A lot of brands are building distinction and belief, but stalling on emotion. However, brands that win long-term are often the creators of affection, comfort nostalgia and pride, not just awareness and edge. Guinness, Cadbury, Lindt and McVitie's are all big scorers on emotion. These are brands that possess iconic assets and, through occasion-based ritual and behaviour, they build deep memory structures. They're brands people don't just know, they're brands people feel.



3. Provocative Behaviour accelerates differentiation fastest

Rather than being designed to be remembered, most brands are optimised for not getting into trouble. But with provocative behaviour proving to be a highly effective lever for shifting brands away from the middle ground, can you really afford to play it safe? Don't forget, being provocative doesn't mean being the craziest, the loudest or the most confrontational in the room. So long as you're making people think and react, provocation can live in a sense of comfort and joy as well. That's why, in our Index, we see Cadbury rubbing shoulders with the likes of that most belligerent of breweries, Hawkstone.

INTO THE RABBIT HOLE?

For specific analysis of your brand and category
hit us up at: josh.wilkin@kastner.agency



50/ Category trends and opportunities.

One of the standout findings from our survey was that brands from specific sub-categories often map against our metrics in very similar ways. They follow a status quo. To illustrate the trend, across the following pages we focus on chocolate, health and nutrition, soft drinks and soda.

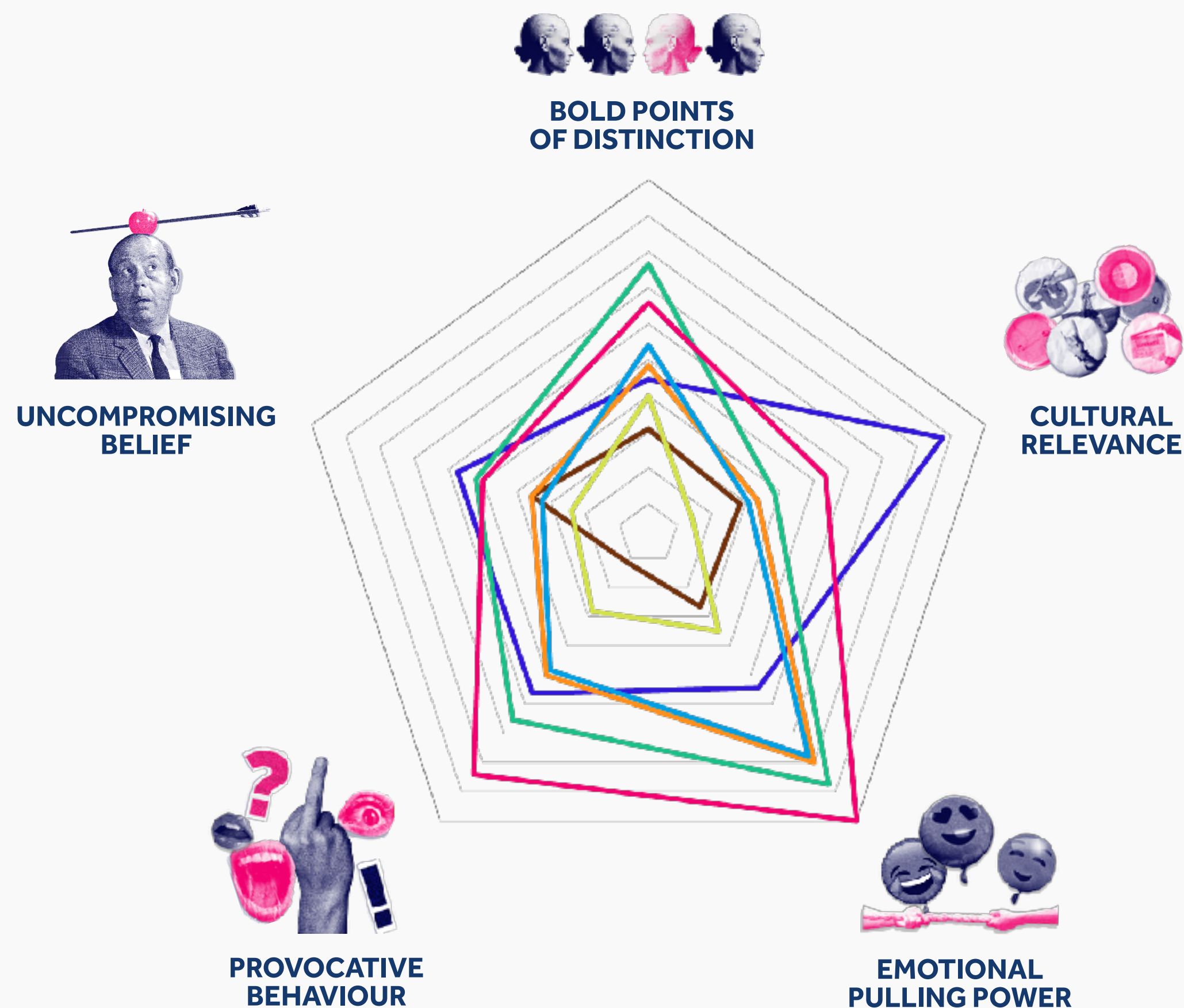
- 04/ Why now's the time for your brand to Polarise.
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- 43/ The Polariser® Index, Top 100.
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Chocolate brands in focus.

In chocolate, brands leave a very clear fingerprint on our Polariser® chart. However, one brand that appears to break the mould is Love Cocoa.

Scoring favourably on Cultural Relevance, Love Cocoa is clearly carving out a distinctive position in the market. Likewise, for other brands operating in confectionery, we can use our findings to build stand out where competitors perhaps aren't so strong. No need to fight over the same congested territory. Now there's a way to plot how you can show up like no other brand in your space.

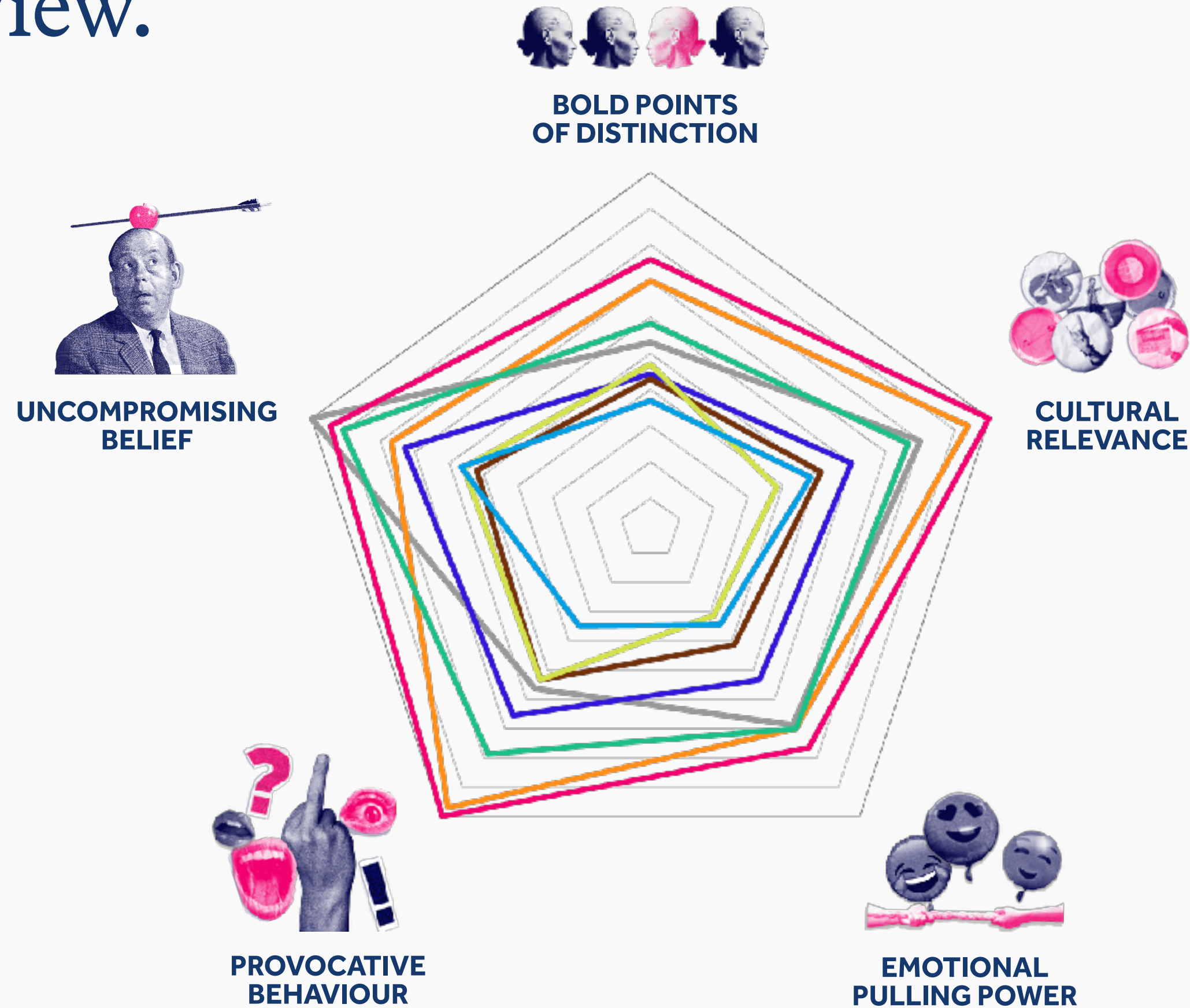
- Cadbury
- Galaxy
- Kinder
- Lindt
- Love Cocoa
- Maltesers
- Tony's Chocolonely



TO MELT THE COMPETITION AWAY
 email us:
josh.wilkin@kastner.agency

The health & nutrition overview.

In health and nutrition, another familiar pattern can be seen. In a category dominated by brands that often build on the science-backed efficacy of their products, brands are often recognised for their uncompromising belief. But while product benefits are often presented in a rather rational way, there may be a suggestion that a greater focus on emotional storytelling would present brands with the opportunity to dial up distinction.



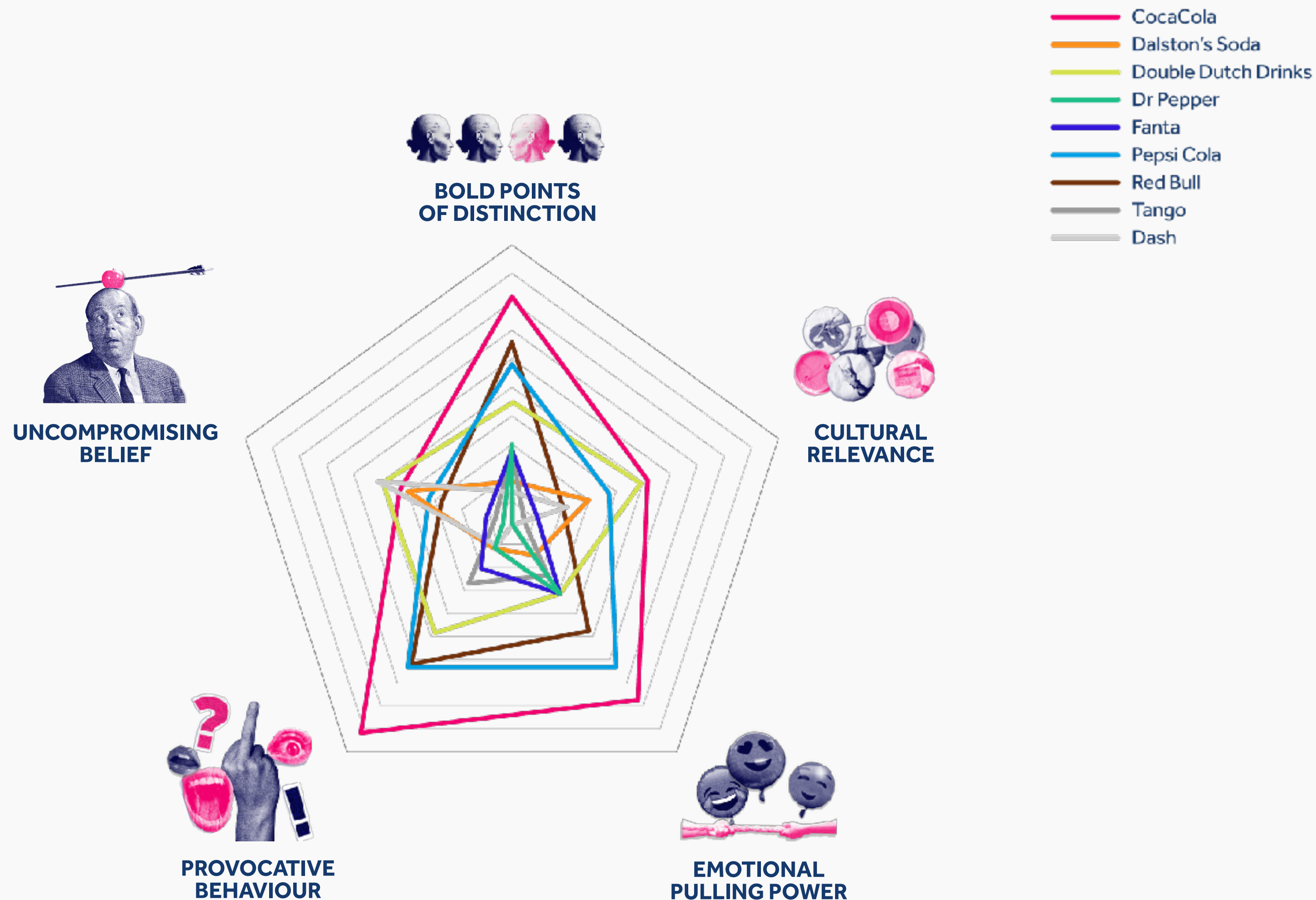
TO REVITALISE YOUR CREATIVE COMMS
 reach out to:
josh.wilkin@kastner.agency

A soft drinks snapshot.

In the uber competitive soft drinks world, it's clear that challenger brands such as DASH and Dalston's Soda are setting out to break from the norm. As discussed earlier in this report, DASH is certainly one brand that's not afraid to take a risk and provoke. That's not reflected so strongly in our data, but we believe that's a result of the Brand Lifecycle.

As we've seen, early-stage brands take time to build recognition. Meanwhile, we've all grown up with the likes of Coca-Cola and the more established brands reap the benefits of their head start, building greater recognition across the metrics.

Judging by the way brands show up in soft drinks, one thing is clear as we head into 2026 - real value could be gained by brands that seek to build on belief and cultural relevance.



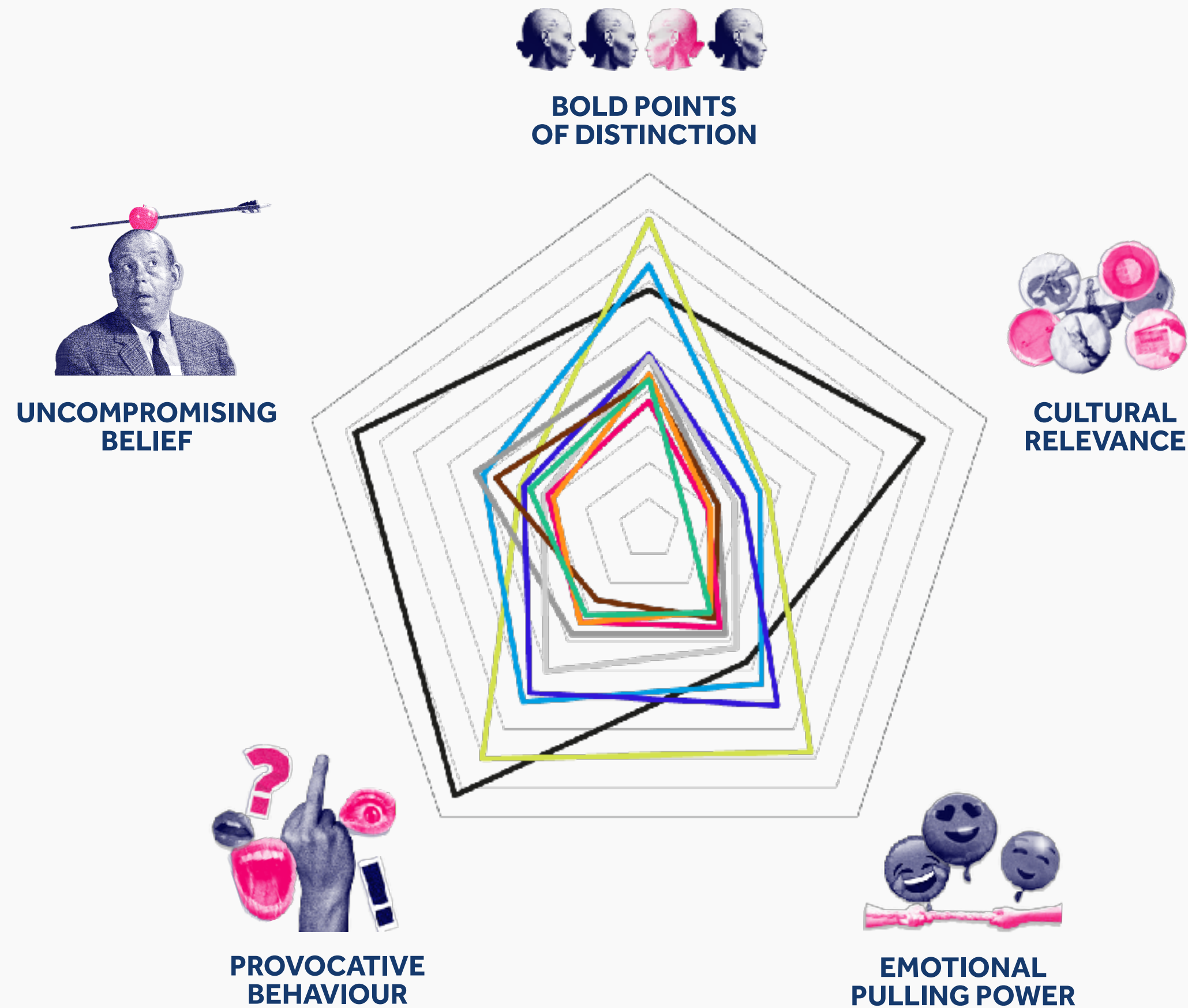
TO SHAKE UP THE STATUS QUO

let's chat:
josh.wilkin@kastner.agency

The lowdown on spirits.

Another hotly contested category, spirits features a clear outlier in the shape of Three Spirit. Not only is it one of the most polarising brands in the category, but it also ranks top 10 in our Polariser® Index.

Of course, the functional nature of their non-alcoholic products and the brand's invitation to 'rethink the way you drink', instantly establishes Three Spirit as something very different. Add some bold brand design and a fresh tone of voice for good measure, and it's easy to see why Three Spirit is gaining attention. The perfect example of how brands that step out of the norm can cut through with consumers.



TO CALL THE SHOTS IN YOUR CATEGORY
 give us a shout at:
josh.wilkin@kastner.agency

The Wrap.

Closing thoughts from our Head of Client Services, Josh Wilkin.

“Bringing together 'The Polariser® Report' has challenged and rewarded us in equal measure. It's been a privilege.

The insights within these pages reflect the collective effort of many people, and it would be remiss not to offer sincere thanks.

First and foremost, thank you to everyone who has downloaded and read this report. Special thanks to Sally, Sam, Abi, and Josh at GWI; Claire and Martha at Pitch & Bloom; all our brilliant contributors, Dan, Bridget, Ifan, Rob and Nicola. Without your perspectives, this would not have been possible.

While Jim and I are front and centre for Kastner London, the team working behind the scenes has done the heavy lifting. So, a big thank you too to each member of the Kastner team; you continue to impress and inspire us.

This isn't the end. Do keep an eye out for more to come. Next year, we'll be running a number of events – Polariser® 2 anyone?

And of course, if anything in these pages has sparked a thought, or you want to chat about the ideas within, we would love to hear from you. Whether it's a big, unresolved issue or just a topic you're wrestling with, our *polarising* perspective is always available, with absolutely no hard sell.

Sometimes the best conversations start with a simple hello. So drop me a message today by clicking my face below. We believe deeply in our work and we want to help brands create something meaningful.

For now, thank you. Looking forward to connecting soon.

Josh x



Coffee.

Let's talk about your challenges.

Brief.

Put our Polariser thinking to the test.

The Polariser.®

Leave boring behind with our brand strategy workshop.



Want to take a closer look at
your brand and category?

Let's talk.

JOSH.WILKIN@KASTNER.AGENCY
HEAD OF CLIENT SERVICES

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LONDON

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