

# 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.



The banner features the Kantar Millward Brown logo at the top left. Below it, the word 'AdReaction' is prominently displayed in a large, bold, black font. Underneath 'AdReaction', the words 'THE ART OF' and 'INTEGRATION' are stacked in white capital letters within two separate black rectangular boxes. To the right of this text is a stylized sunflower with yellow petals and a green center, rendered in a 3D, origami-like style. Below the text boxes, the phrase 'CLICK HERE TO REGISTER FOR THE WEBINAR >>>' is written in white capital letters. At the bottom of the banner, a black bar contains the text 'ON THE 6<sup>th</sup> | 7<sup>th</sup> | 8<sup>th</sup> FEBRUARY' in white capital letters.

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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