

Case Study

Harnessing the Power of AI

The Process

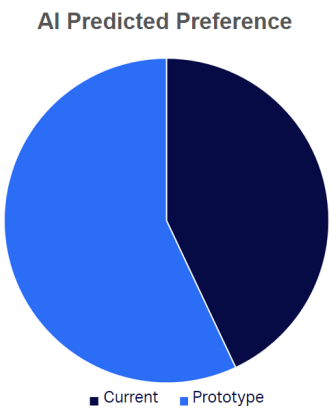
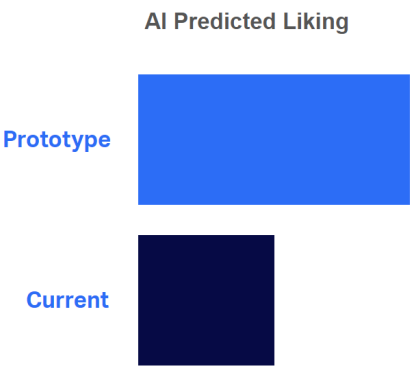
- AI predicted *current* candy would underperform other *in-market products*
- AI identified the *winning prototype* out of the eight (8) created
- AI predicted it's selected *prototype* would outperform the *current* candy

The Results

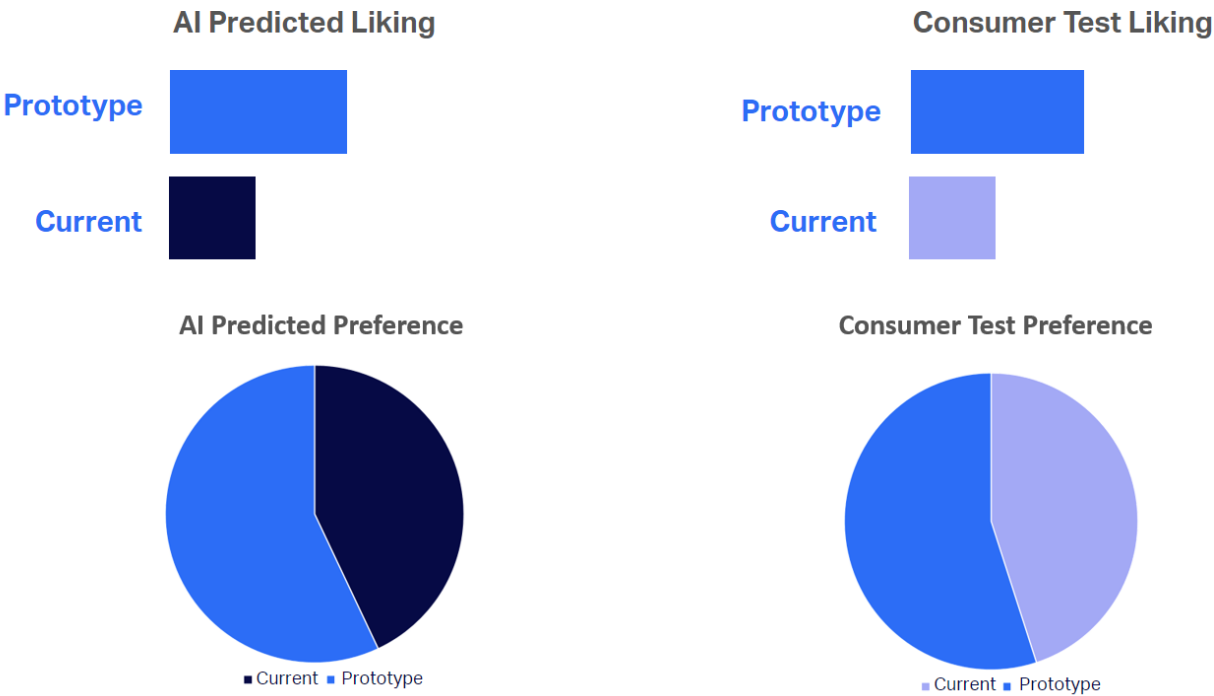
- Consumer tests conducted by client confirmed AI's predictions
- AI identified new flavour paths that had higher likability
- New R&D routes opened for additional product enhancements in the future

AI Predicted a winning prototype

Blind consumer tests revealed improvement of *current* candy was needed. Through qualitative research *eight (8) new candy prototypes* were created. Our team leveraged AI to test *current* candy, the *eight (8) new prototypes*, and *three (3) additional in-market candies*.



Consumer testing validated AI's winning prototype



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BASES Creative Product AI