

The evolution of AI and its future in unlocking consumer demand

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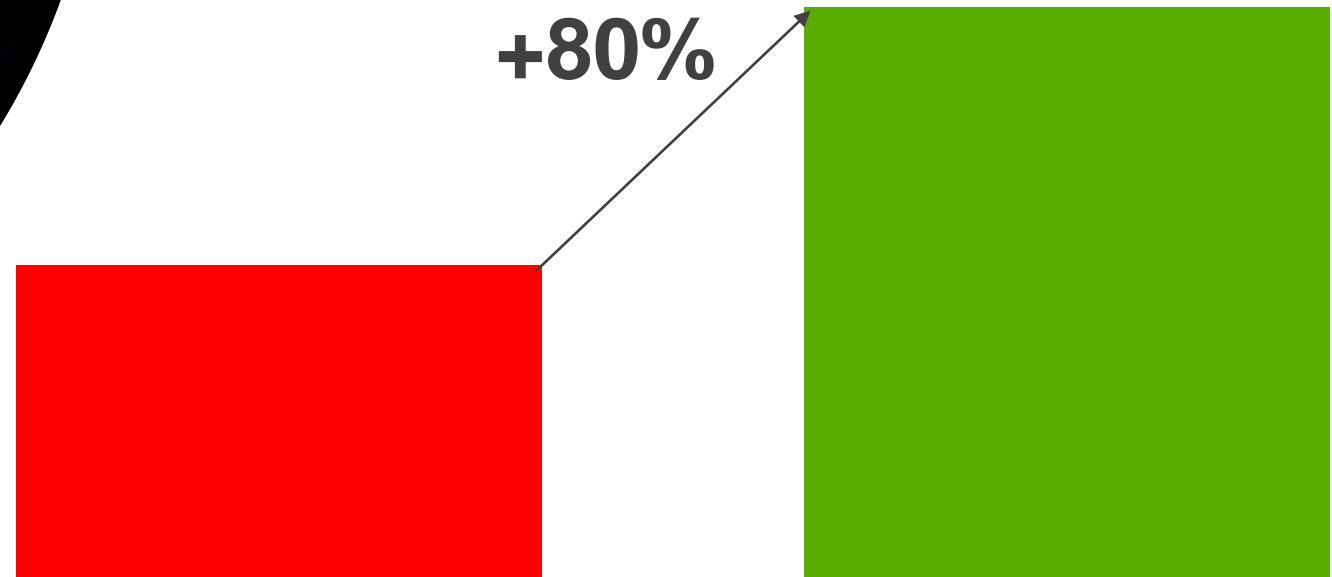




Before you unleash AI,
get the *Basics Right*

**Great Innovation
accelerates your
*overall business
growth***

**Manufacturers
Total Business Growth**



**Below average innovation sales
performance**

**Above average innovation sales
performance**

Source: BASES Innovation Measurement, 3,768 Manufacturers Innovation performance and overall company growth, 2017-2022 | Clayton Christensen, HBR, 2011

“95% of all innovations fail”, right?

NO!

We reviewed more than
60,000 innovations
across **5 countries**
over **4+ years**
and discovered...



52%

*of innovations Increased sales
(Y2 vs. Y1)*

**Innovation
Success
relies
on 3 key
elements
working
together**



**Great
idea**



**Great
product**

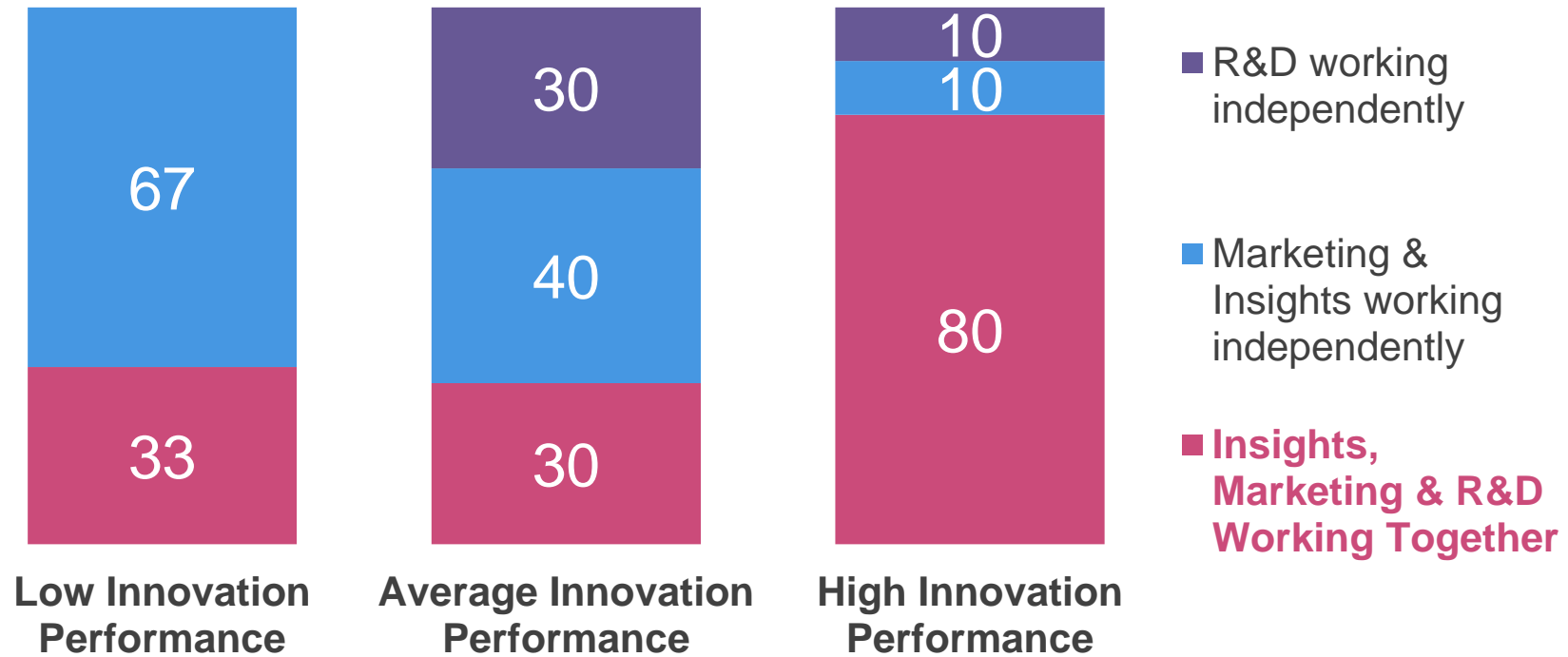


**Great
activation**

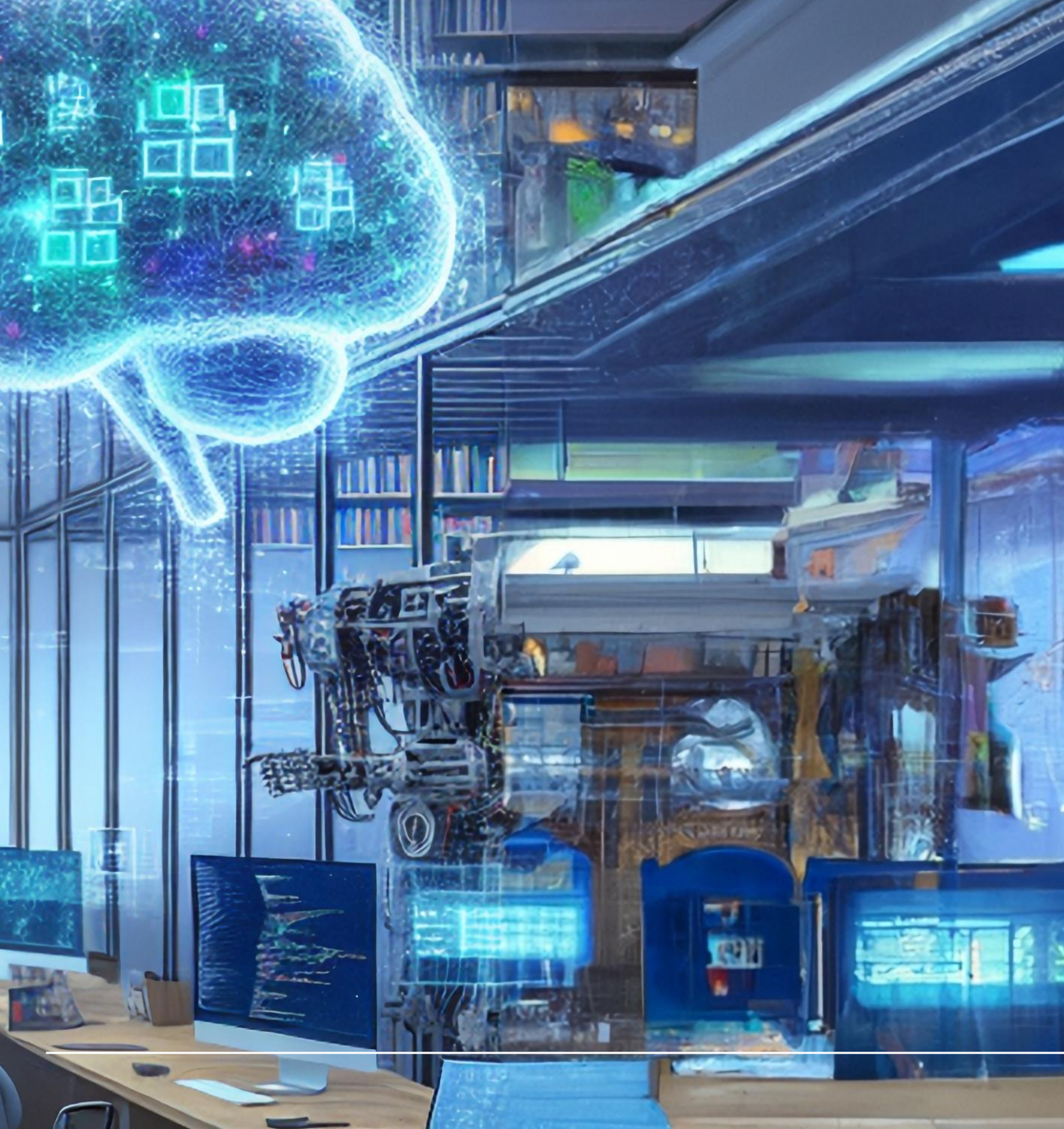


Success!

Innovation succeeds when it is a shared responsibility

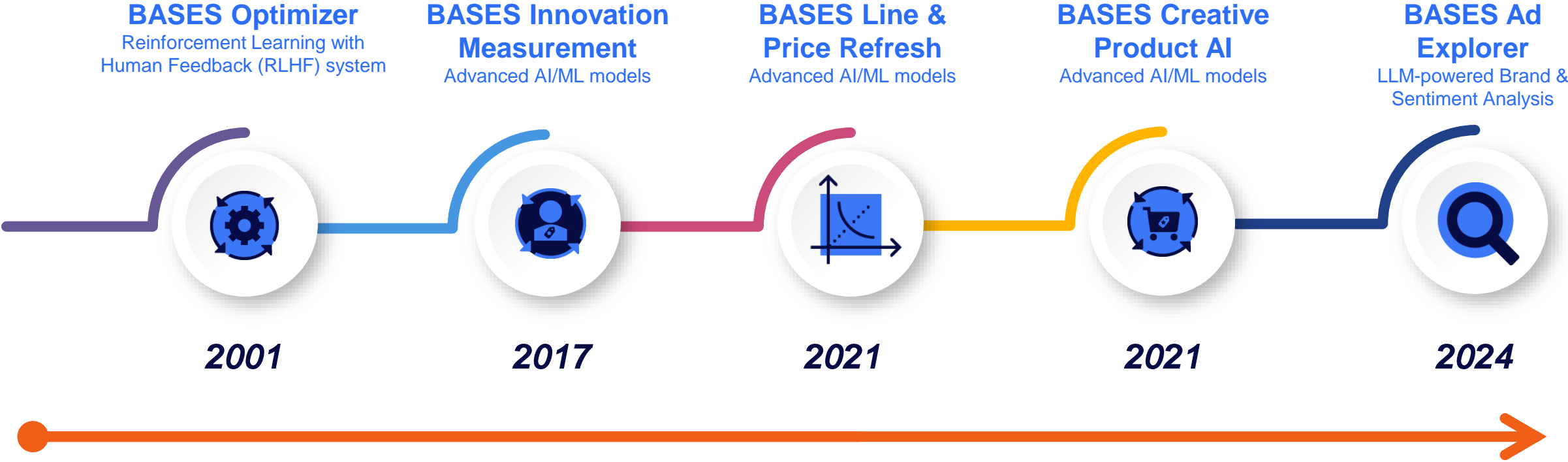


Manufacturers Innovation Performance



AI is already
changing
Innovation,
for the better

Over 20 years of AI-based innovation



Constant presence of "human in the loop", a notable feature of all successful mission-critical AI deployments to date

**Sensory AI
provides a new
route to develop
*products that
delight Consumers***

Sensory AI Model

- For R&D & Sensory Scientists
- Bespoke, Closed, AI Model
- Trained on Sensory dataset of 21,000 in-market products
- Consumer Tests in 40 Countries, and growing
- Profile products with a trained AI Panel
- Optimises consumer Liking

The Benefits

- **Discover new routes** to delight consumers
- Optimise for **one country, several countries or regions**, efficiently
- All CPG products covered
- **Just 25 samples** of each product required
- **75% reduction in timelines**

The Future



What's next with AI?

Data Analytics & Interpretation

Summarizing qual

Sentiment Analysis

Data interpretation

Idea & Concept Generation

Generate innovative ideas and brainstorm with a GenAI Chatbot

Develop product ideas into comprehensive concepts

Explore combinations of benefits, claims and formats

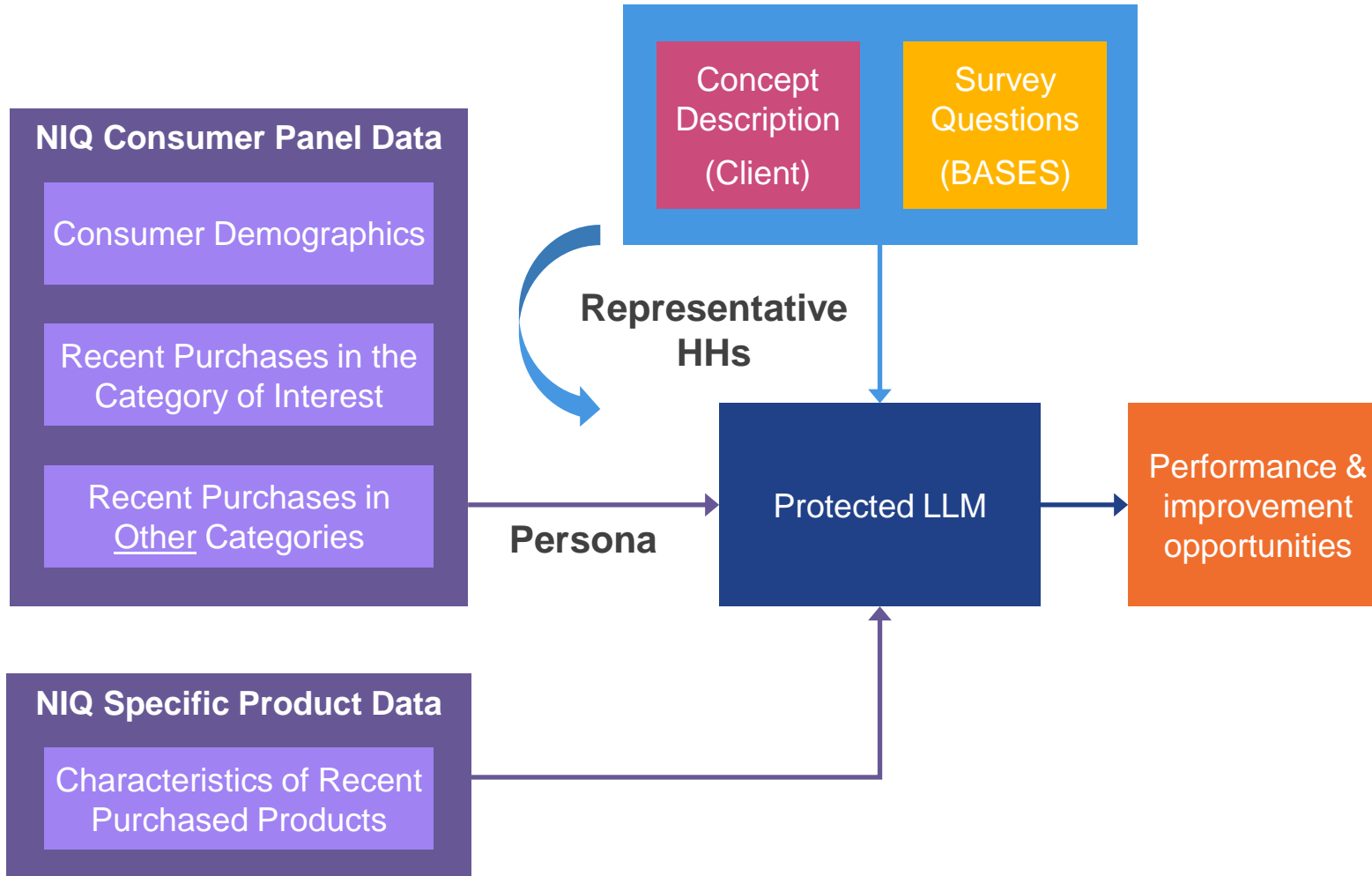
Advanced Applications

Extract new insights by mining past research

Synthetic consumers, a proxy for human surveys

Synthetic Respondents – it takes one to know one

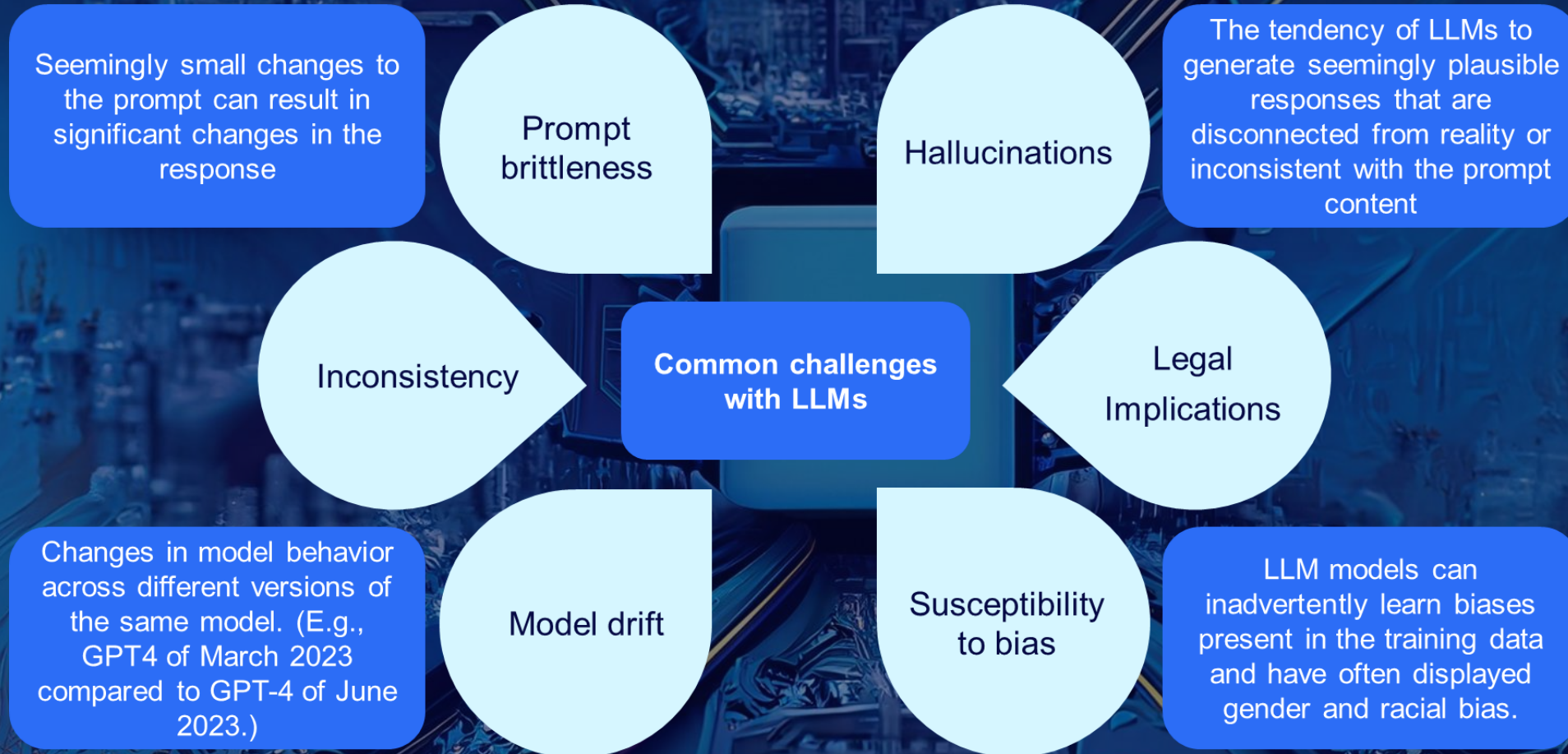
Some of the Data Sources used – CPG



It's not the tool itself that will unlock true breakthrough product innovation — it's what feeds into it and how it's being used

Keep humans in the loop

Can responses be coherent, consistent and discriminating?



Make sure everything is considered and covered for through calibration and other techniques.

Synthetic respondents – Purchase Interest

Recently tested concepts with consumers were also tested using Synthetic Respondents

	PI Ranking	
	Consumer test	Synthetic panel
Concept W	1	1
Concept P	2	4
Concept B	3	3
Concept M	4	2
Concept S	5	5

Concept C	11	10
Concept F	12	9
Concept U	13	15
Concept K	14	13
Concept T	15	16
Concept Y	16	14

Will it replace all concept testing?

Potential Applications

- Fast, **high-throughput screening** platform for rapid iteration early in the ideation process
- Assessing **sensitive ideas** while minimizing premature exposure to consumer panels
- Panel augmentation for improved **representativeness** and faster fielding

NIQ BASES LAB using *Synthetic* *Respondents*

NIQ BASES LAB

Concept potential within minutes
using synthetic AI respondents.

Iterate at the earliest stages of your research journey
leveraging BASES patented Consumer Personae to
identify potential.

Welcome.

Username

Password

LOGIN

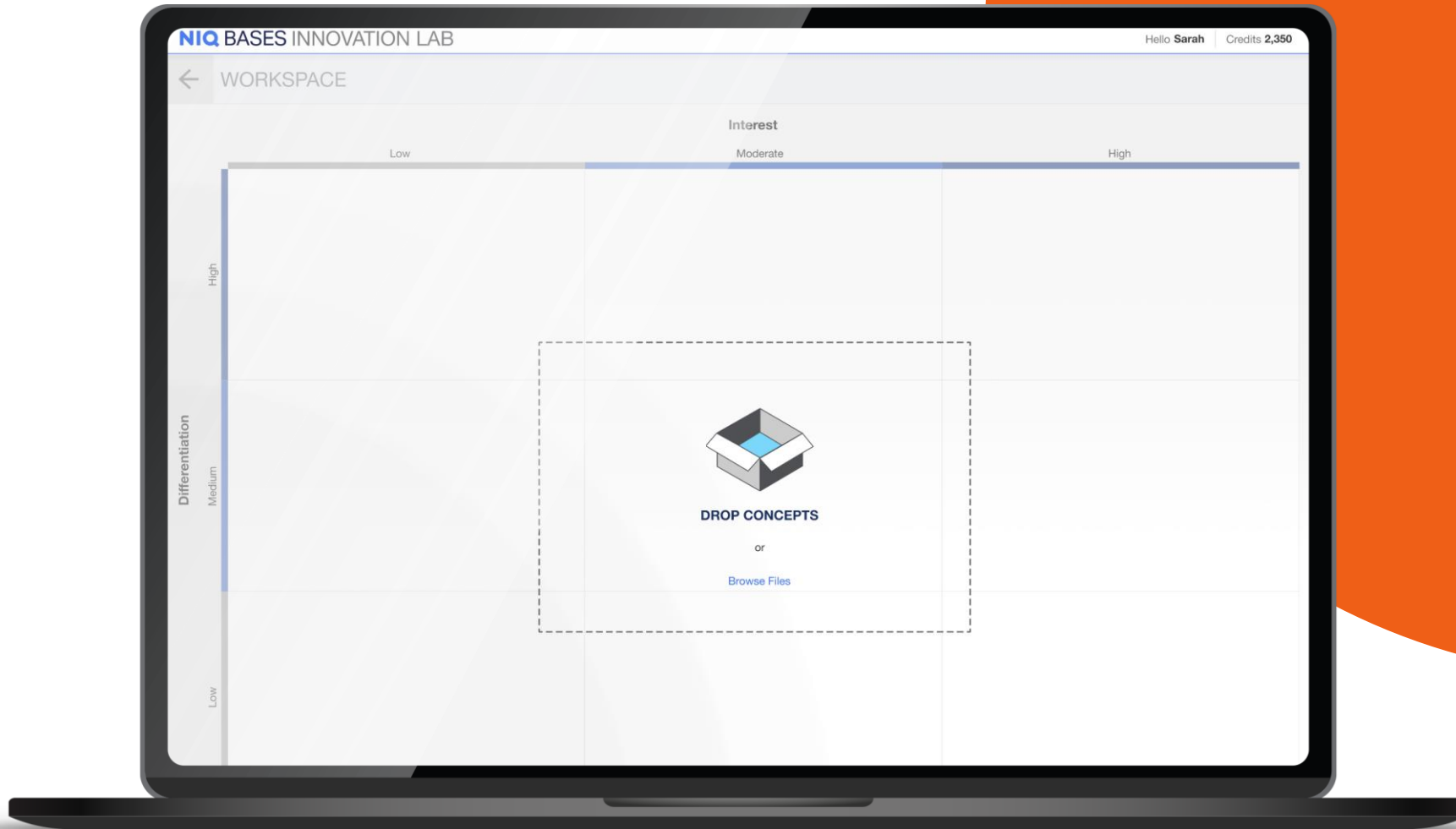
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Advance your research with Studio!

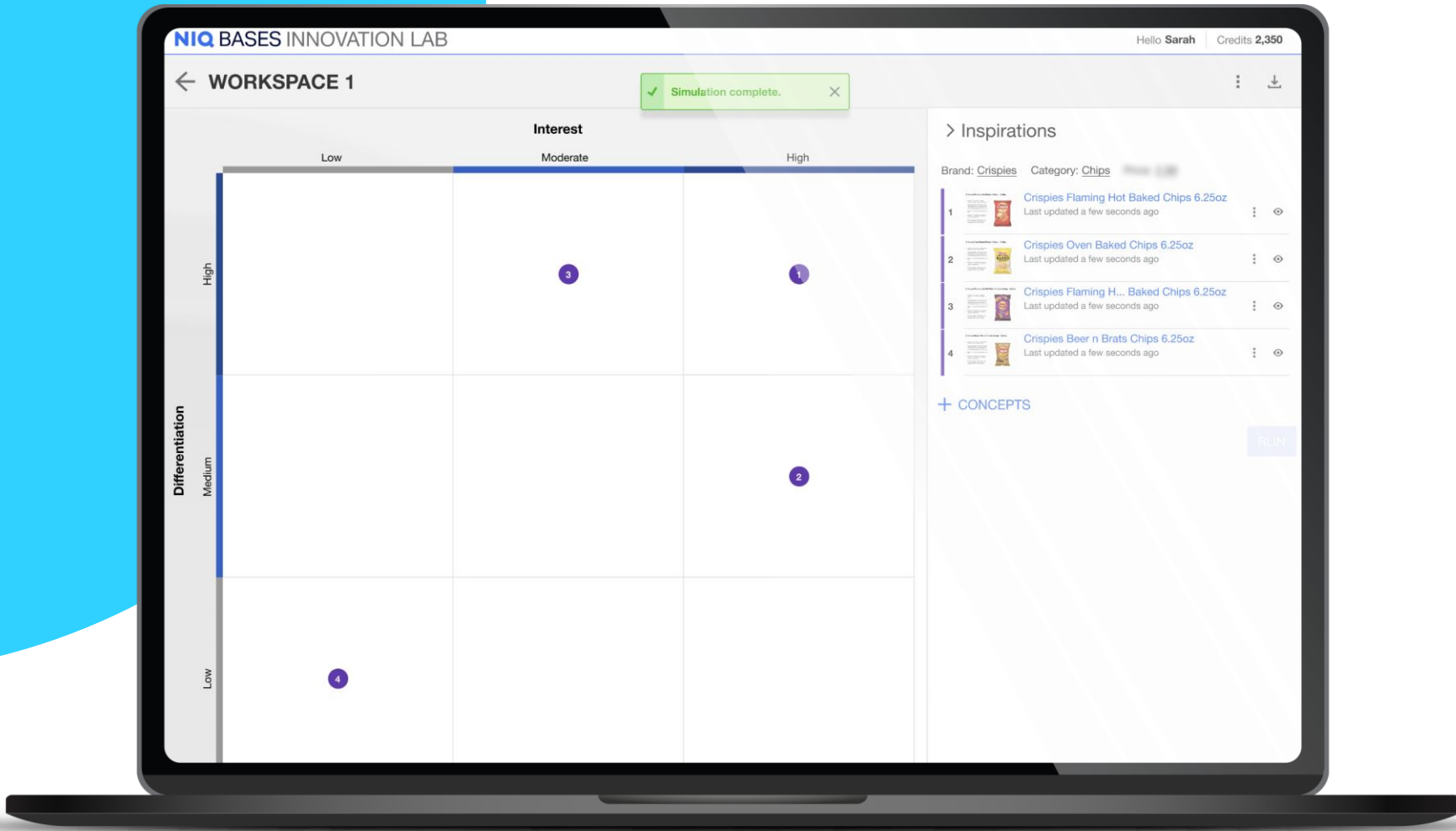
Shape your concept into a market
success story — discover, innovate, and
win with real user insights.

LOGIN

In action:
*Paste in
your ideas
or concepts*



Outputs:
*Within minutes,
understand
Concept
Potential*



Actionable:
provides
detailed
feedback
on Concept
Performance

Crispies Flaming Hot Potato Crisps - 6.25oz

- Includes 1 (6.25oz) bag of Crispies Flaming Hot Potato Chips, Original flavor
- Oven baked potato chips made with real potatoes and sprinkled with just the right amount of sea salt, all with 65% less fat per serving than classic Lay's potato chips
- Satisfy your crispy chip craving without the fat
- Made with 120 calories per serving and contain 0g of trans fat, and no artificial flavors or preservatives
- Try packing about 17 chips in your next work or school lunch for just the right amount of smoky, tangy BBQ flavor



Crispies has **high interest** and is **highly differentiated**, achieving a premium status that resonates with quality-seeking, health-conscious consumers. **Baked, reduced fat, aligned with the demand for healthier, eco-friendly snacks**, also **stands out for its distinctiveness**, contributing to **high consumer interest**. A strong distribution network underscores their market stability, and market data suggests robust positioning and growth potential, vital for market researchers analyzing Crispies' strategic approach.

Interest & Differentiation

Crispies Baked Potato Chips tap into health trends with their baked, non-GMO formula, **appealing to health-focused and eco-conscious consumers**. They offer a range of flavors, addressing global tastes and the rise of snackification among younger demographics. Future **opportunities include expanding into plant-based and personalized nutrition markets**, maintaining relevance in the fast-evolving snack sector.



Join us on this ride!

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