

Next Stage Innovation & AI

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Next Stage Innovation & AI

A short story...

There were two FMCG companies. Both have brilliant strategies. Both invest in innovation. Both talk about transformation.

But only one wins.

Why?

"One has ideas.
The other has **execution excellence**."

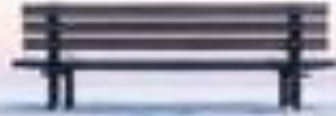
It's not smarter strategy. It's execution.



Innovation Is No Longer Just About Product Launches

**It's about execution excellence:
how products are sold, not just what
is sold.**

**With AI poised to transform R&D,
pricing, and marketing, many
FMCG firms will need to consider a
transformation journey to stay
ahead of the pack.**



The Execution Gap That Define Winners

Everyone has ideas. Brilliant ideas. Walk into any company boardroom and you'll see:

📄 **Strategy documents—beautifully crafted**

💡 **Innovation pipelines—impressively full**

💰 **Investment committees—well-funded**

⚠️ **But here's the painful truth...**

The famous Coke Case study on digital transformation



The Moment of Truth

"Do we need to just innovate?"

The question is:
"Can we execute our innovation faster and better than our competitors?"

And that's where AI becomes your **unfair advantage**.

Myth vs Reality



The way
I see it is
like this



**AI Doesn't
Replace the
Human Touch**

**The Judgement,
Creativity &
Leadership**



**AI Elevates
Thinking,
Removes
Friction, And
Amplifies
Human
Capability**

AI My Shadow Partner

The Ultimate Collaboration



AI Handles

The Engine



Data processing



Pattern recognition



Scenario modeling



Repetitive analysis



You Bring

The Driver



Vision and purpose



Emotional intelligence



Creative breakthroughs



Strategic judgment



Human connection

And Together, You're



Q. AI Think like Humans ?

AI predicts patterns based on data , it has not lived experience, values or understanding of context the way human do.



Q. AI Will make people lazy?

AI removes low-value tasks so humans can focus on more meaningful, strategic, and creative work – Remember spreadsheets, calculators, internet, search engines etc.



Q. AI Is always, correct ?

AI can be wrong ...AI without human direction is noise, But **Human with AI** are force multipliers



Q. AI will replace decision-making?

AI can provide scenarios, insights, analysis – **but not accountability**





**AI + Human =
Augmented
Intelligence,
not
replacement**

***“AI won’t replace
people — but
people who use AI
will replace people
who don’t.”***

AI Provides - “The Four Powers”



1. Never Sleeps

While you're sleeping, AI is scanning market trends, competitor moves, and social media sentiment. You wake up to insights, not raw data.



2. Never Forgets

Remember that promotion from 2019 that worked brilliantly? AI does. It knows exactly why it worked and when to apply those lessons again.



3. Never Overwhelmed

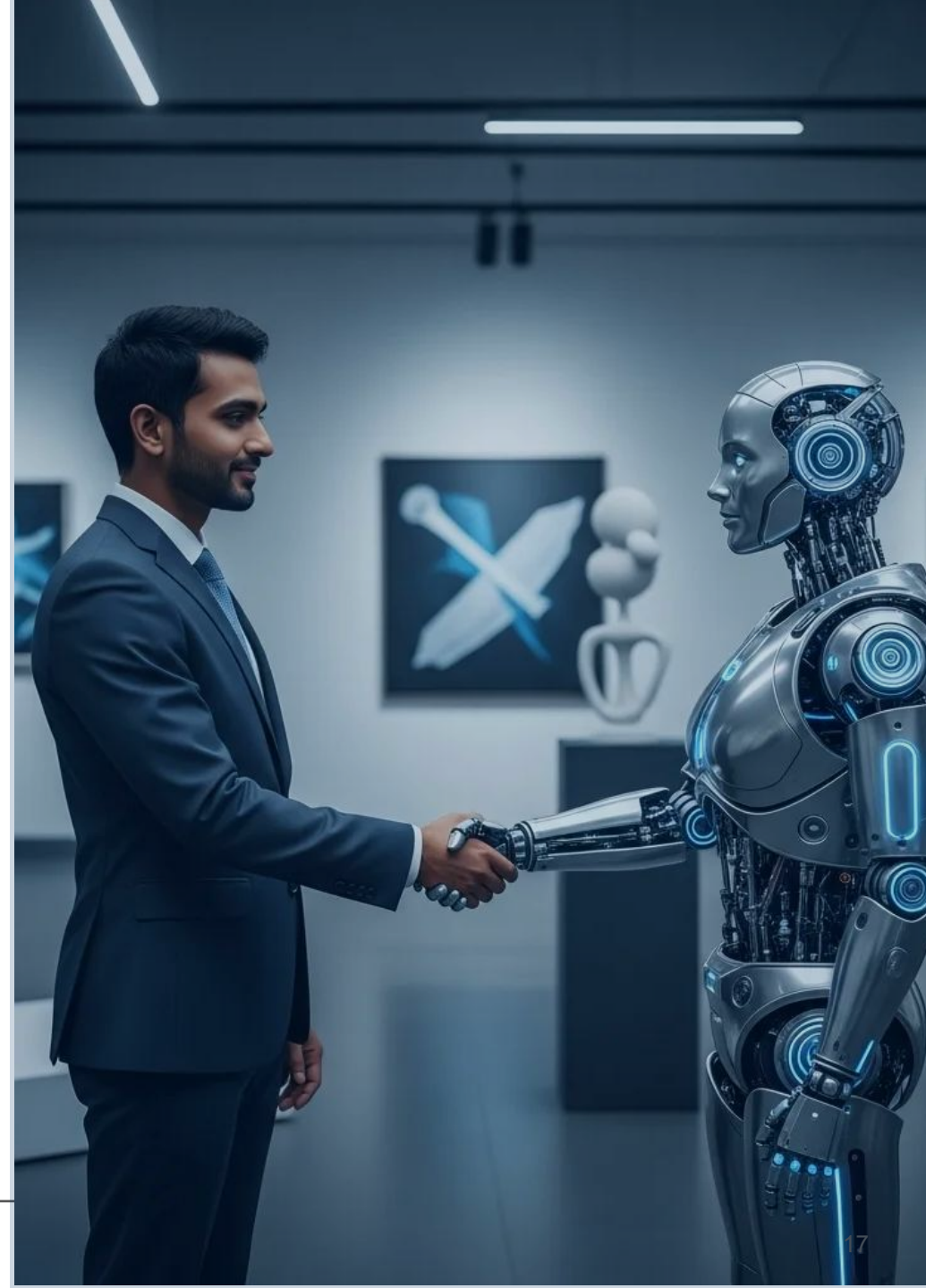
50 SKUs, 20 markets, 500 retail customers. AI processes all of it simultaneously. No stress. No confusion. Just clarity.



4. Never Stops Learning

Every decision you make teaches AI about your business, priorities, and style. It gets smarter every single day.

"AI isn't here to replace you. It's here to make you the best version of yourself."



**We At NIQ Understands
The Power Of AI
Transformation**

**We Are Constantly
Developing People
Oriented Frameworks
And Fueling It With The
Power Of AI To Make It
Truly Transformational**



Sharing with You our AI Driven Transformative Framework For FMCG Research Challenges



People Centric Framework For Consumer Journeys

To decode behavioural response in real time to make better – faster – nuanced - tangible decisions

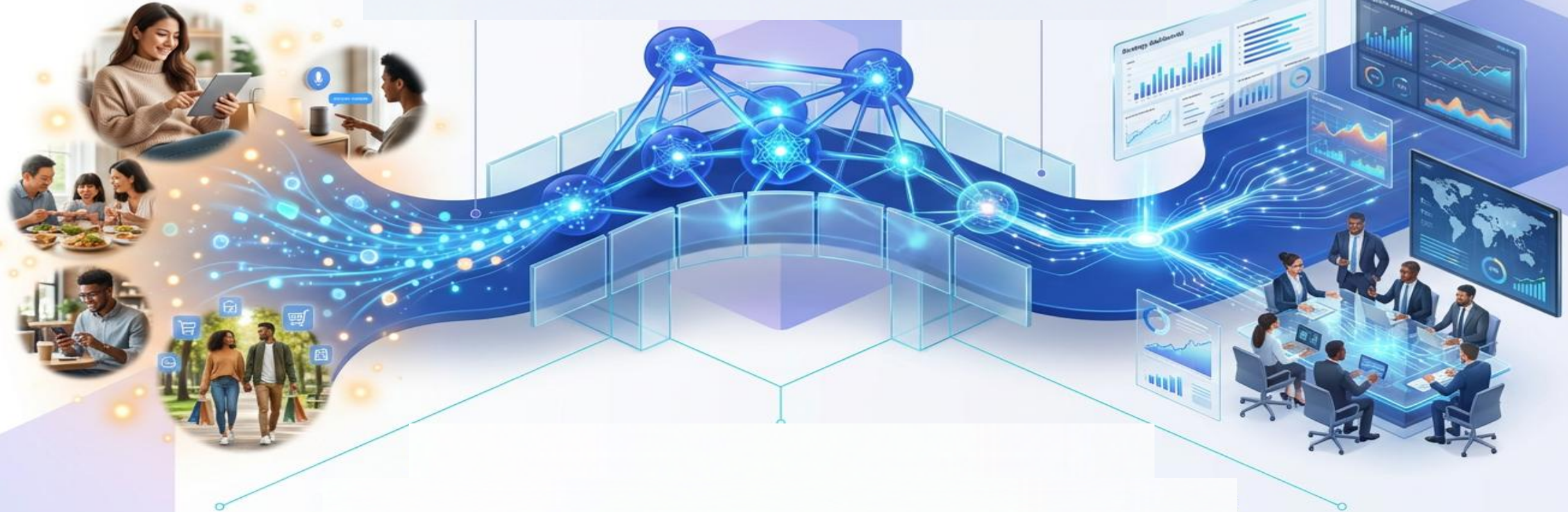


Ai-enabled Product Testing To Test And Redesign The Innovations Faster

A secret weapon for R&D and the marketing teams, to predict the consumer behaviour

New-Age People Centric Approach To Decode Transformation Journeys

Designed To Bridge The Gap Between
Consumers And Business Decisions

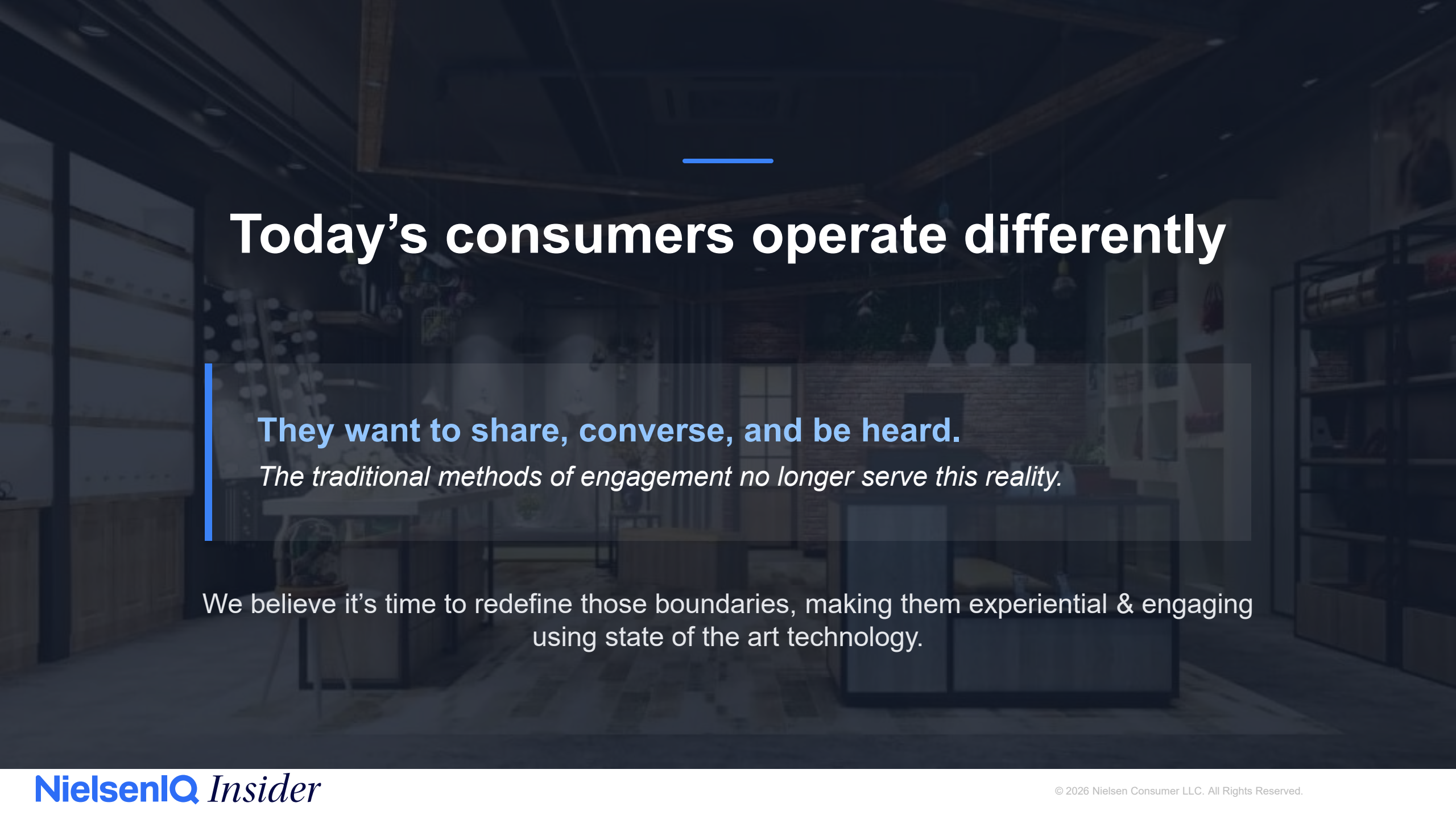


Why Do We Need It ?

“

"What people say, what people do,
and what people say they do, are
three different things."

—
Margaret Mead



Today's consumers operate differently

They want to share, converse, and be heard.

The traditional methods of engagement no longer serve this reality.

We believe it's time to redefine those boundaries, making them experiential & engaging using state of the art technology.



Rewriting The Shift From Asking to Listening

Traditional research often boxes consumers into rigid frameworks, limiting authenticity and depth of conversation.

"People want to talk, express, and share their experience with feelings & emotions."

Our mission is to create a space where conversations flow naturally, and insights emerge organically.

Rewriting Reveal What People Really Feel



People don't always say or type
what they really think, mean, and feel.

38% of emotion
is communicated by voice tone alone.

Traditional methods, including text analysis and facial coding, miss that. Missing out on what people really care about limits understanding and results.

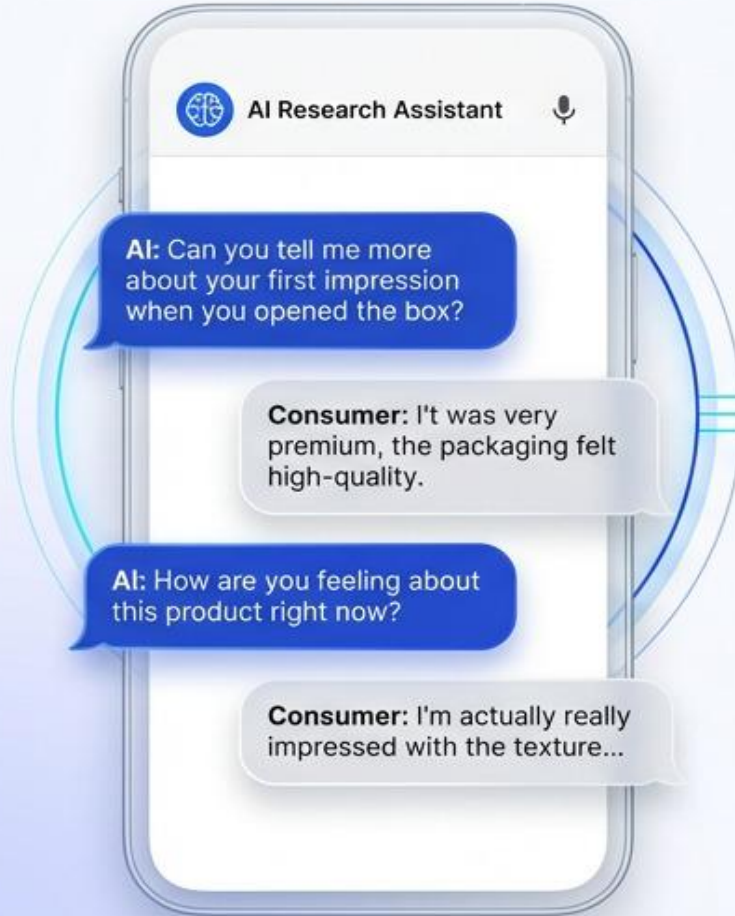
NIQ AI Framework uncovers people's emotions, intentions, wants, and needs.

Quickly. Easily. Affordably.

AI Models In Action for Consumer Journeys

Real-Time AI conversation and Moment Capture

LLM Powered Platform



Voice & Audio Capture



Probing in real-time, Analysing consumer voice, sentiments in context

Visual Context Recording

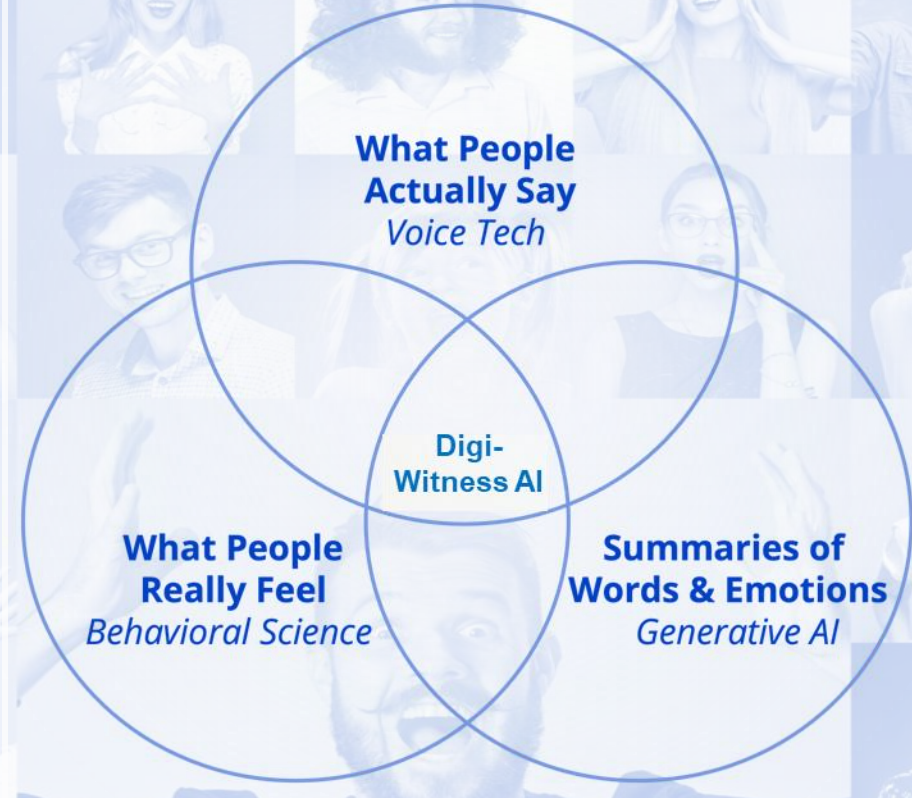


Contextual Analysis: Product Interaction, Environment and in-the moment reactions

AI Model In Action for Consumer Journeys

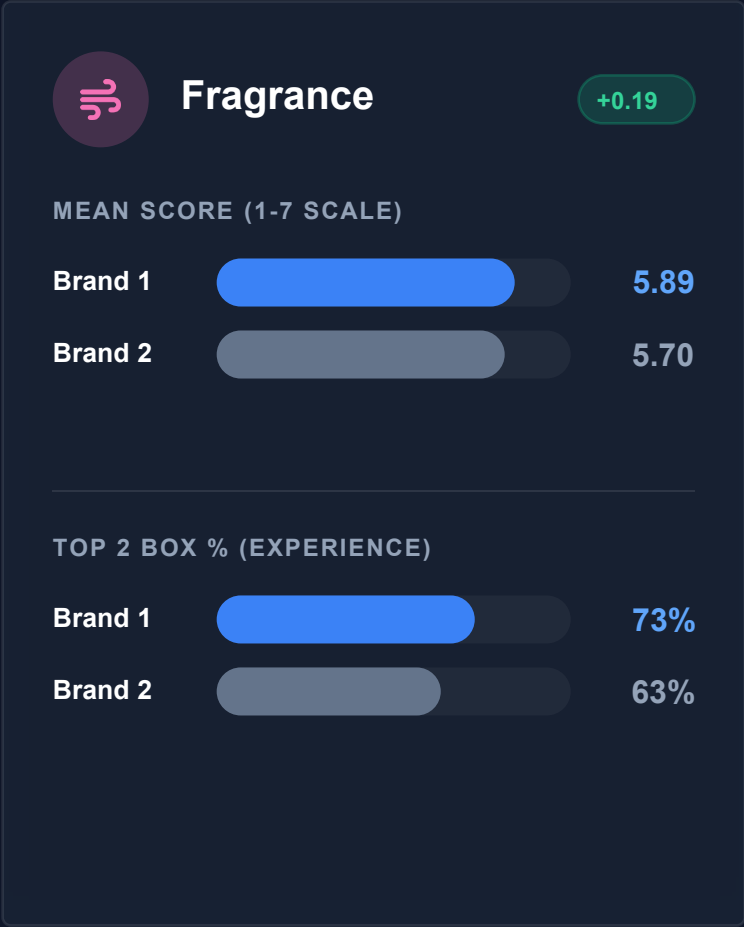
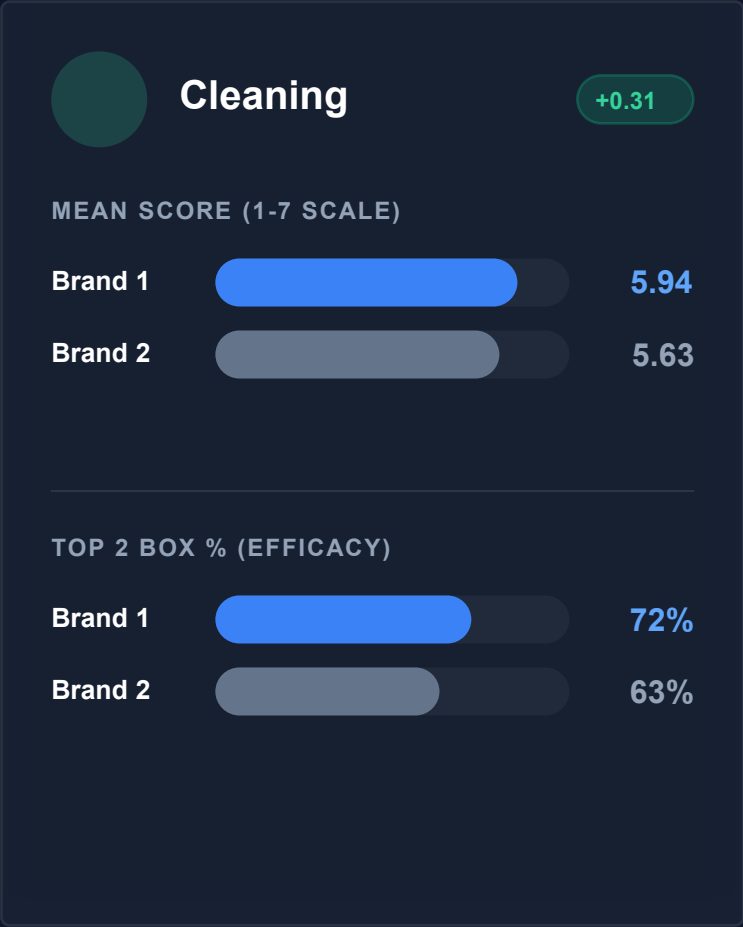
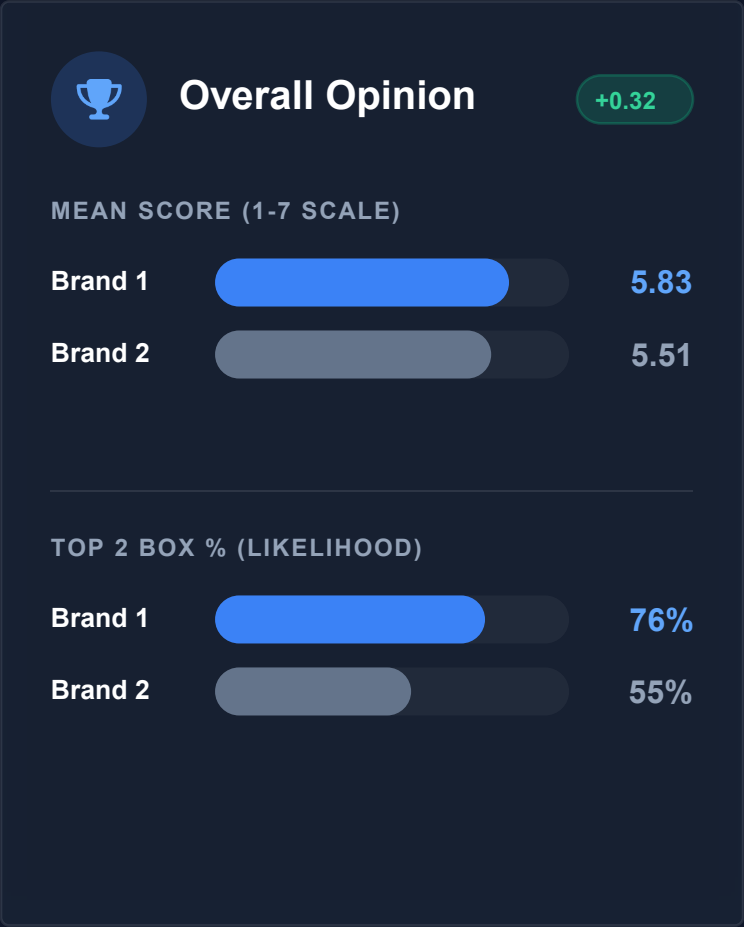
Real-Time AI conversation and Moment Capture

**It goes beyond
the words people use to capture,
analyze, and share
audio and video
that reveals
how they really feel.**



The Case Study: Performance Metrics

Brand 1 consistently outperforms Brand 2 on all key dimensions



✔ Significantly higher vs. Brand 2 @ 95% Confidence Level

INSIGHT: RECENCY

Overall Opinion: How it Evolves?

Opinion stabilizes after 3rd Occasion



🏆 1st Moment of Truth

Brand 1 takes a significant lead immediately after the first Occasion, establishing a performance gap that is hard to close later.

📉 The "Plateau Effect"

Across all parameters, consumer opinion flattens after the **3rd Occasion**. The window to change perception is short.

📌 STRATEGIC IMPLICATION

Brand 2 must activate the 1st moment of truth. Closing the gap early is critical, as opinion becomes rigid post-trial.

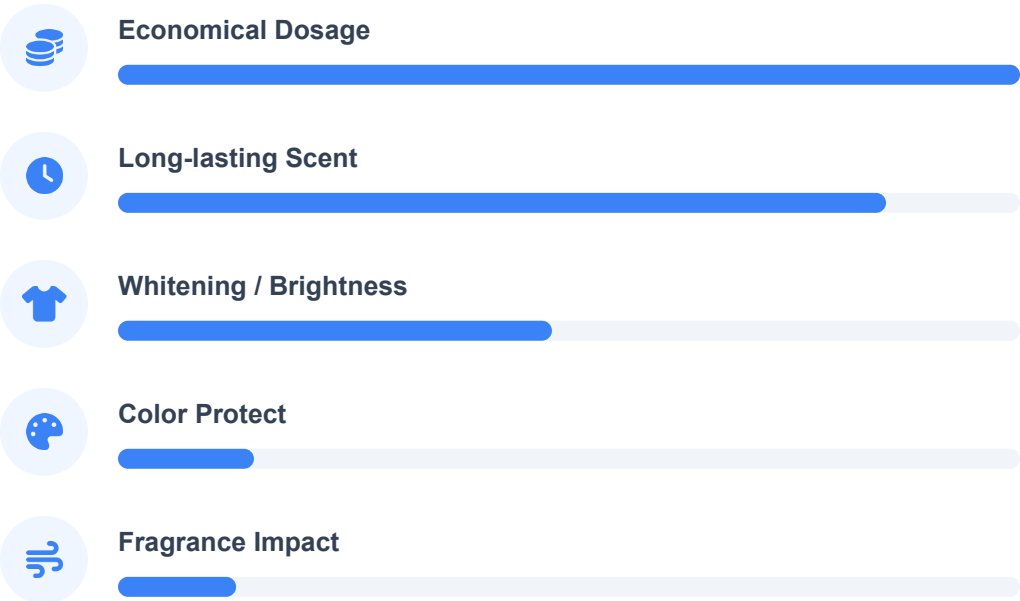
INSIGHT: Richness & Rationalization

Consumer Voice on Brand Perception Drivers

Tangible Outcomes

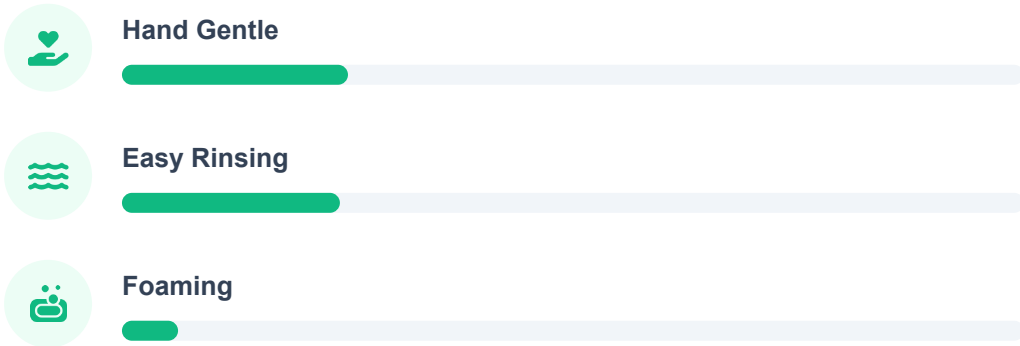
Brand 1

CORE EFFICACY DOMINANCE



Brand 2

USER EXPERIENCE DOMINANCE



💡 *It's not all gone! Brand 2 retains a niche in gentle, user-friendly experience despite efficacy gaps.*

Share of Voice Analysis vs. Category Average



KAIWA
DASHBOARD

And All Such Insights Are Available At Your Fingertips !!!

Real-time access to transformative decision-making power.

NIQ AI Framework In Action for Consumer Journeys – Digi-Witness AI

The Insights GPT

New Chat...

0 messages • 09/03

What are general sen...

4 messages • 12/16

New Chat...

0 messages • 12/16

New Chat...

0 messages • 12/16

Bring Your Own Data

Change Data Source

New Chat

Data Source: Bring Your Own Data | 0 messages | Auto-saved to disk

Start the conversation! Ask me anything about your data.

Direct Answer

Customer sentiment regarding fragrance themes is overwhelmingly positive, with 88.5% of responses expressing approval, largely driven by strong positive feedback on 'Fragrance_Appeal.' While core scent profiles are a significant strength, there are minor but notable opportunities to enhance 'Longevity' and 'Intensity' to convert more customers to fully positive experiences.

Key Findings

- Overwhelmingly Positive Fragrance Perception: Overall sentiment towards fragrance themes is highly positive, with 88.5% of all responses expressing positive sentiment. This indicates a strong general approval of the fragrance aspects across various themes. (Out of 653 total responses (excluding null sentiments), 578 were POSITIVE, 49 MIXED, 19 NEUTRAL, and 5 NEGATIVE.)
- Fragrance Appeal as a Core Strength: The theme 'Fragrance_Appeal' is the most discussed and positively perceived aspect, accounting for 383 positive responses. This highlights the core scent profiles as a significant strength and a primary driver of overall positive sentiment. (383 positive responses are specifically attributed to the 'Fragrance_Appeal' theme, representing 66.3% of all positive responses.)
- Opportunities in Longevity and Intensity: While generally positive, 'Longevity' and 'Intensity' themes show a notable presence of non-positive feedback. 'Longevity' received 16 non-positive responses (8 Neutral, 6 Mixed, 2 Negative), and 'Intensity' received 21 non-positive responses (16 Mixed, 3 Negative, 2 Neutral), indicating potential areas for product refinement or clearer communication. (Longevity: 84 POSITIVE, 8 NEUTRAL, 6 MIXED, 2 NEGATIVE. Intensity: 32 POSITIVE, 16 MIXED, 3 NEGATIVE, 2 NEUTRAL)

Type your message here...

Overall Sentiment Distribution for Fragrance Themes

Overall Sentiment Distribution for Fragrance Themes

Theme	Count
Fragrance_Appeal	383
Longevity	16
Intensity	21
Fragrance_Comparison	8
Emotional_Response	6
Fragrance_Profile	2
Fragrance_Appeal	383
Intensity	21
Longevity	16
Longevity	16

The 4Rs of AI-Framework

To decode Consumer Transformational Journeys





The Next Frontier

**How AIPD Is
Poised To
Transform
R&D
&
Marketing**

The FMCG Real Challenges with Product Development

"We've built the prototypes— and I want to know..."

- 🎯 Which one truly has the power to disrupt consumer behaviour?
- 🔍 How do we cut through the noise to identify the desirable idea?
- ⚡ I want answers in days, not months
- 📁 Minimalist budget approach
- ✓✓ Actionable outcomes



Speed

TIME TO MARKET

Moving from months of research to answers in mere days.

Budget

COST EFFICIENCY

Adopting a minimalist budget approach without sacrificing quality.

Action

CLEAR OUTCOMES

Delivering tangible, actionable insights for immediate decision making.

AIPD

Artificial Intelligence Product Developer

Leverage an expert-guided AI model built on the world's largest consumer sensory dataset to design and optimize products consumers will love.

Key Business Questions Answered:

-  How can my product be optimized or reformulated to drive likability?
-  How do my products compare to competitors?
-  How well will my prototype be received and liked?
-  What Fragrance, Flavor, and Texture Opportunities are there in the Market?
-  What New Flavors would make my product highly preferred?

AIPD is an advanced solution to inspire, screen, develop, and optimize products using artificial intelligence

AIPD: The Game-Changer

Revolutionizing product development with artificial intelligence.



AI-Powered

Utilizes advanced AI algorithms to analyze sensory data and predict consumer preferences with unprecedented accuracy.



Novel Products

Enables the discovery of creative solutions beyond existing product limitations, unlocking new market potential.



Sensory Profiling

Uses advanced profiling techniques to capture detailed, nuanced information about product attributes and texture.



Time-Saving

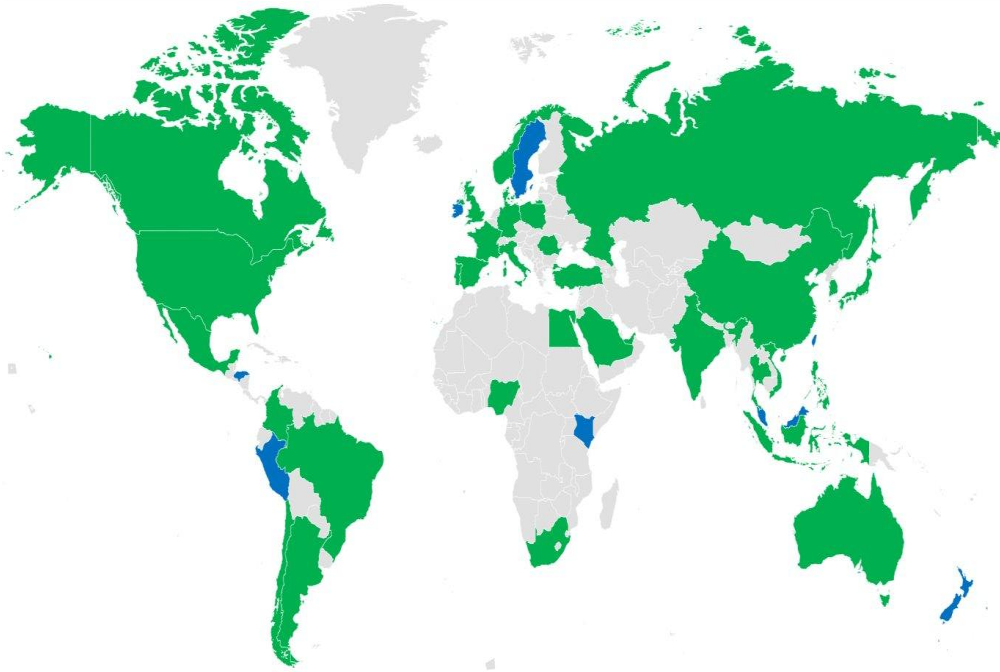
Eliminates the need for lengthy, costly consumer tests, providing actionable insights in a fraction of the time.

AIPD Footprints ?

AI engine built with the **world's largest consumer sensory dataset**



AIPD Scope



Demographic Translation Model

Built using in-market products profiling to allow translation of results between countries



AIPD Coverage

- 60+ categories
- 23,500+ products
- 1,200,000+ consumer interviews
- 42+ countries

The Global Sensory Facilities



USA



Romania



UK



KSA



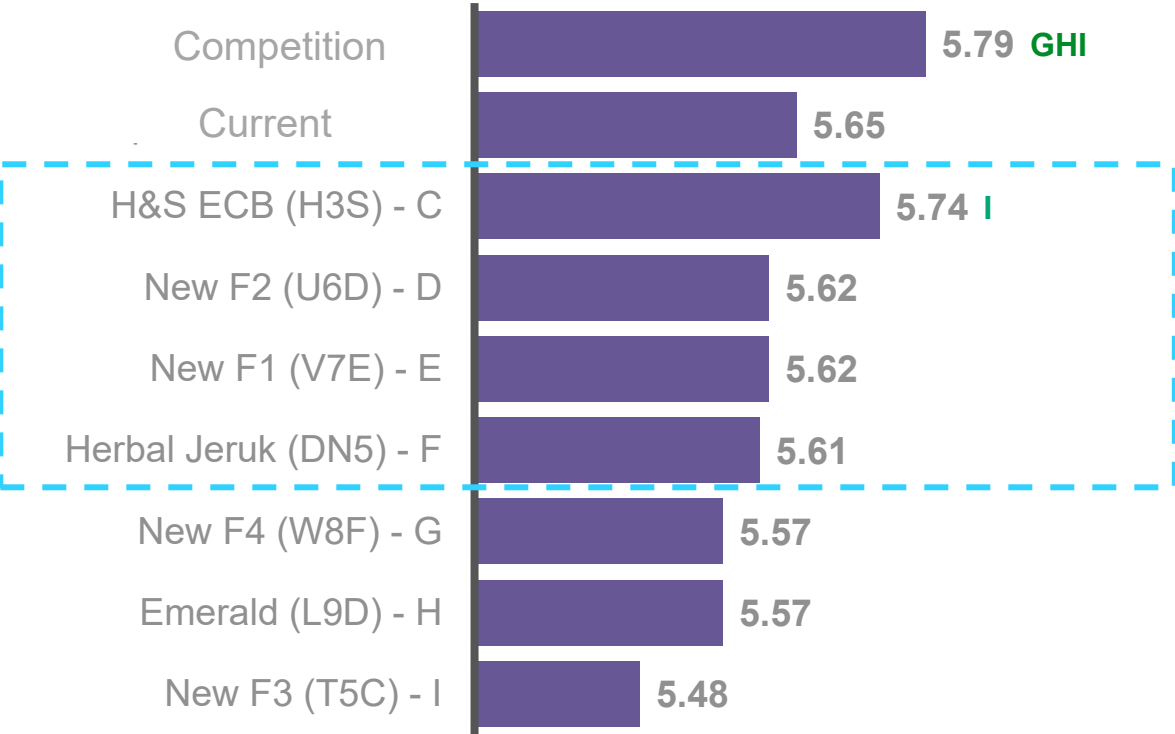
India



China

AiPD test Deliverables

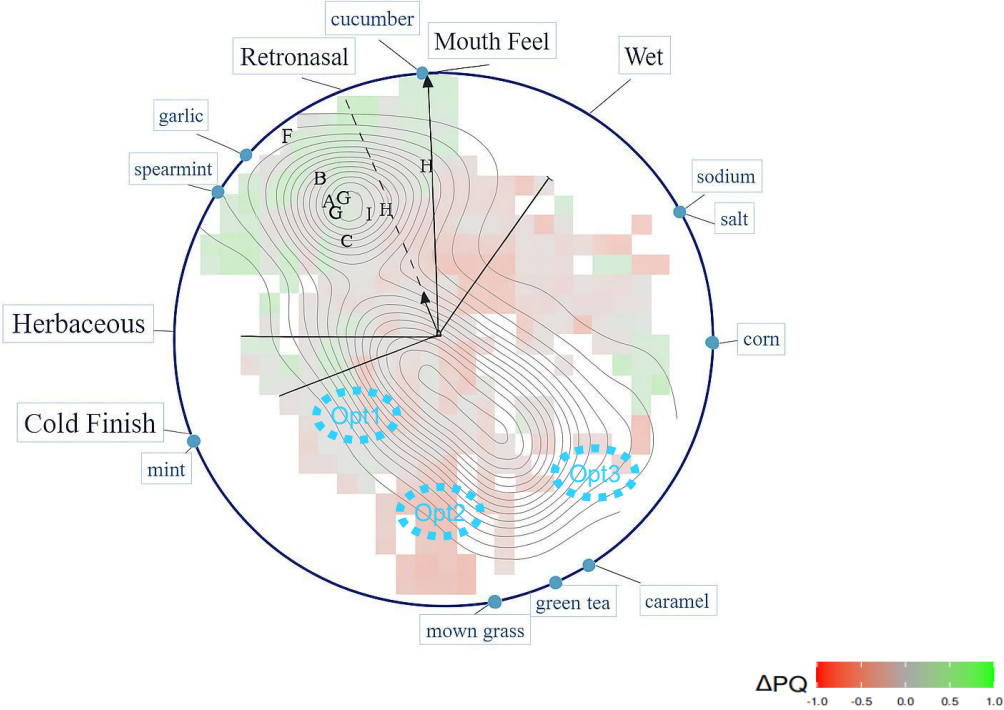
Overall AI-Liking



Letters next to the number indicates significant difference vs. the respective product

AI Liking (1 to 7) - A difference of 0.20 is significant @ 95% CL

Sensory Map



Products

- | | |
|------------------------------|-----------------|
| A. Competition | E. New F1 |
| B. Current Current herbal | F. Herbal Jeruk |
| C. Herbal & Sweet Hybrid ECB | G. New F4 |
| D. New F2 | H. Emerald |

Validation Moment

"Will **AIPD** lead to the same marketing decisions
as from **Consumer Research**?"



Let's compare the results side-by-side.

Similar Results

AIPD & Consumer Research leading to similar marketing decisions

● Consumer Stated ● AiPD Predicted

Validation

AiPD accurately predicts consumer preferences with remarkable precision across the innovation pipeline.

The Winner

Both methodologies correctly identified **Product D** as the clear market winner, ensuring the same strategic decision is made in a fraction of the time.

 Scale: 1-5 (Overall Liking)

PRODUCT	CONSUMER STATED	AIPD PREDICTED	DIFF
A	Score 3.69 	Prediction 3.69 	0.00
B	Score 3.89 	Prediction 3.84 	-0.05
C	Score 3.82 	Prediction 3.84 	+0.02
D WIN	Score 4.16 	Prediction 4.12 	-0.04
E	Score 3.97 	Prediction 3.96 	-0.01

Post-Use (1-week usage): All stat testing at 95% confidence level

Global Testing Scale

AIPD Technology deployed across major markets: Europe, USA, South East Asia, Turkey, Brazil, India, and South Africa.



1000+

PRODUCTS TESTED



7

KEY REGIONS

USA

Brazil

Europe

Turkey

S. Africa

India

SEA



100%

AIPD INTEGRATION



Global Consistency

Standardized testing protocols across all regions ensure comparable data quality.

"I started today by talking about two companies. Both brilliant. Both innovative. But only one wins."

The difference is **execution excellence** powered by **AI partnership.**

Every person in this room has the opportunity to be that winning company.
The technology exists. The proof points are real. The path is clear.

Will you take the first step?

Transformation starts now



The AI
transformation
isn't coming.

It's here,
And it's
thrilling.

Thank You

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