



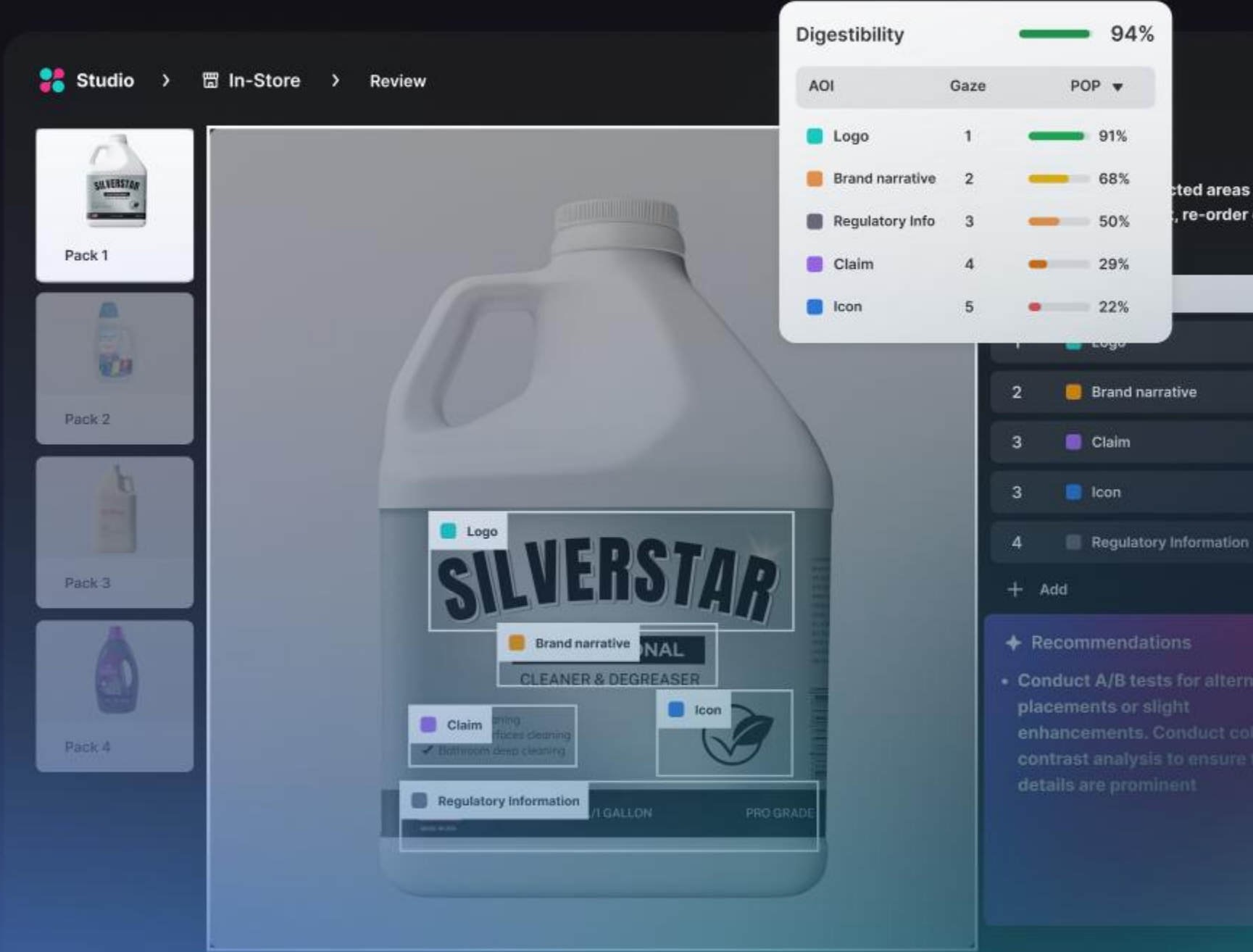
Beyond traditional research: How AI can deliver faster, smarter, consumer insights with real business impact

STEVE KING

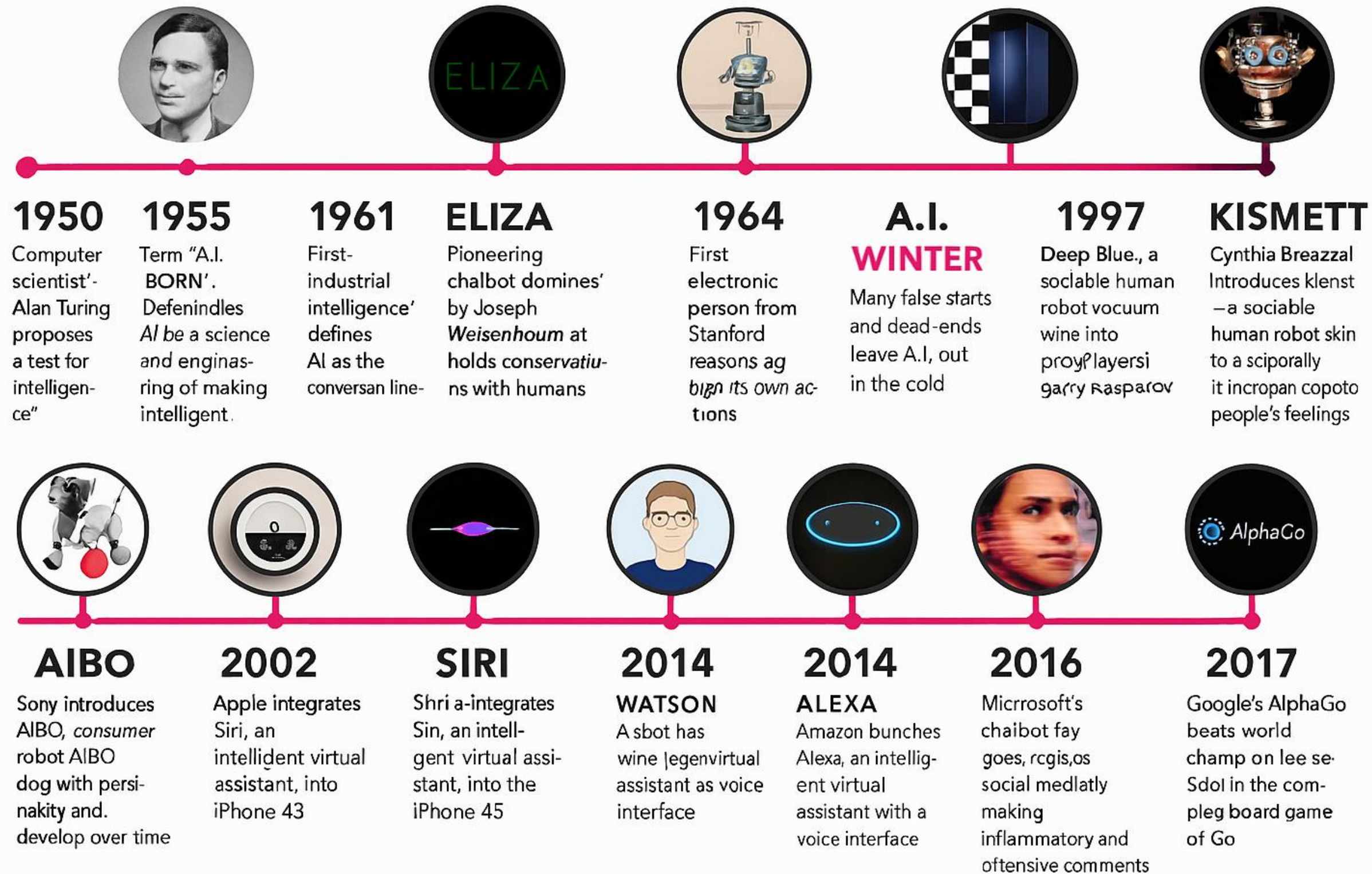
THE SOLUTION



The world's smartest solution to maximize creative performance



AI HAS BEEN HERE FOR SOME TIME



How can AI can deliver faster, smarter, consumer insights with real business impact...

1.) Solution Focused

2.) Adoption is more important than you think

3.) Descriptive. Predictive. Prescriptive

4.) Impacts your business

SOLUTION FOCUSSED

**>\$1 trillion is spent on advertising
by brands globally per annum**

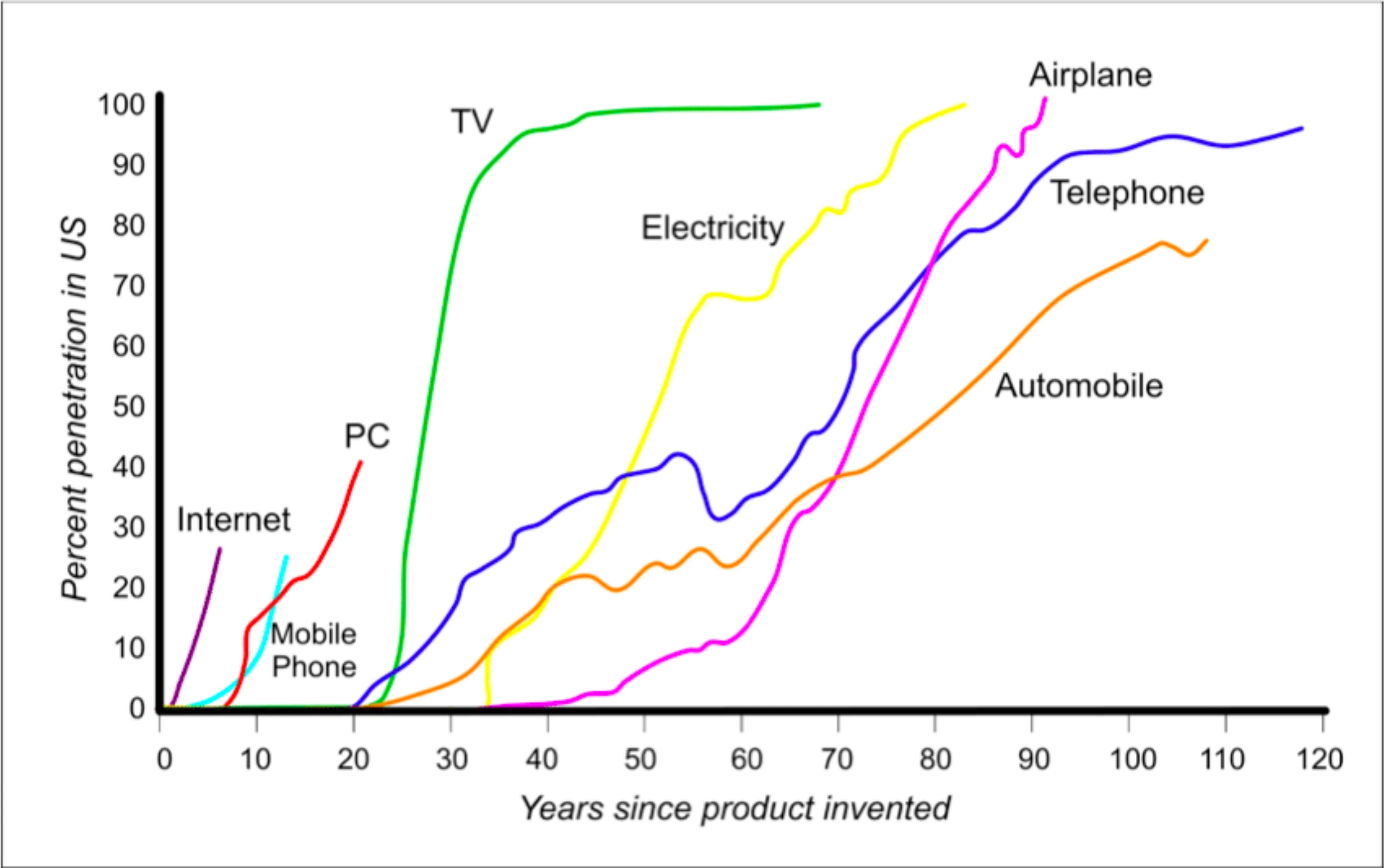


**Only 5% of creative content is tested by
CPG brands as too costly, slow and
resource intensive**



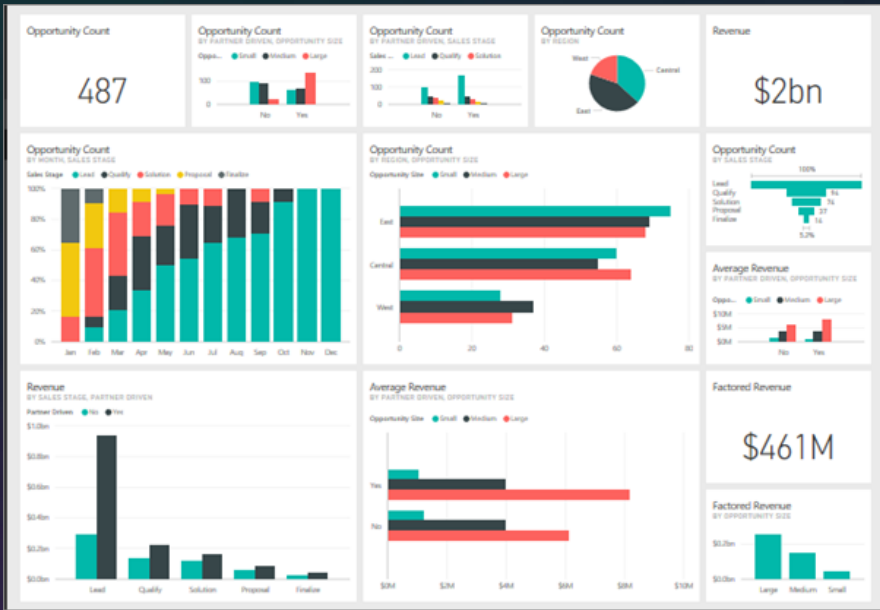
\$950 billion spent on unproven content

ADOPTION. THE HIDDEN CURVE



DESCRIPTIVE. PREDICTIVE. PRESCRIPTIVE

What happened



What will happen

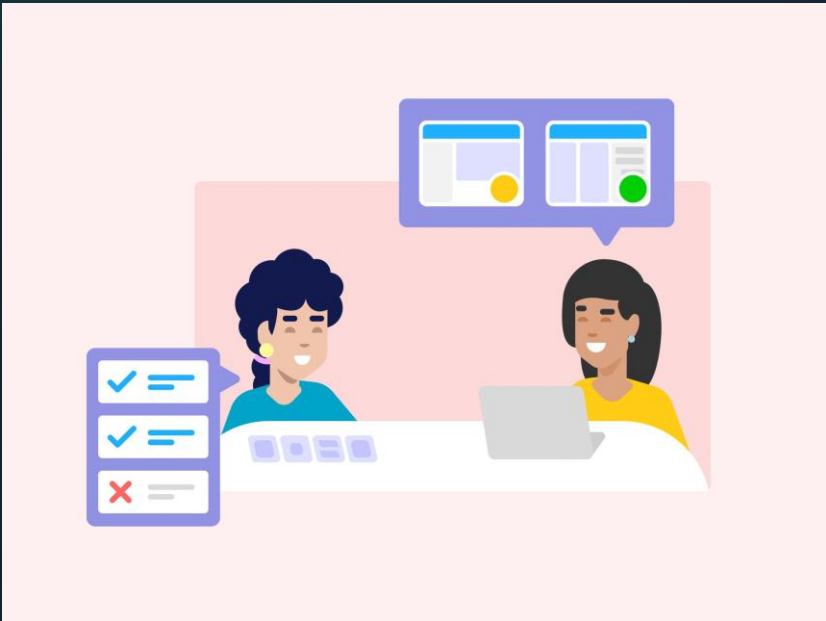


How do we make it happen?



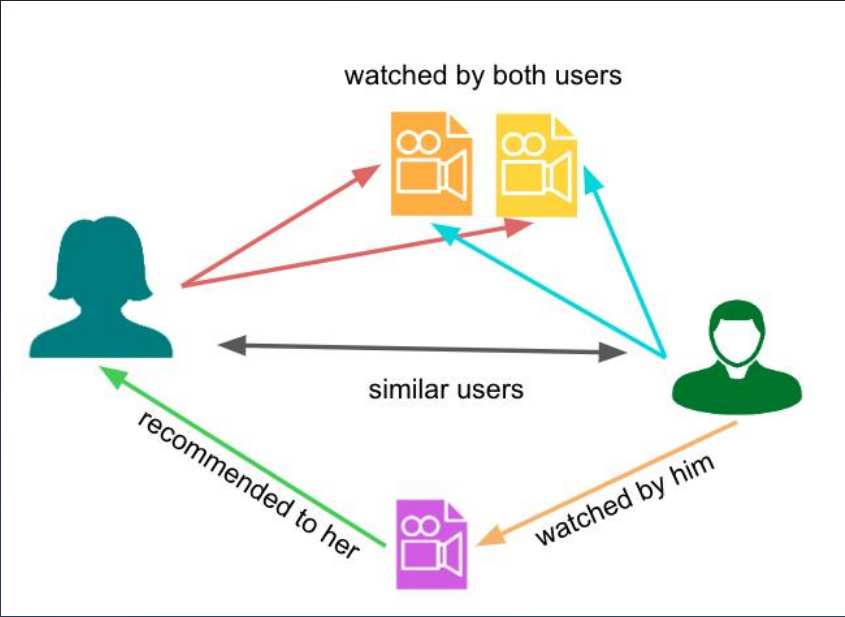
PERSONALISED MESSAGING

What happened



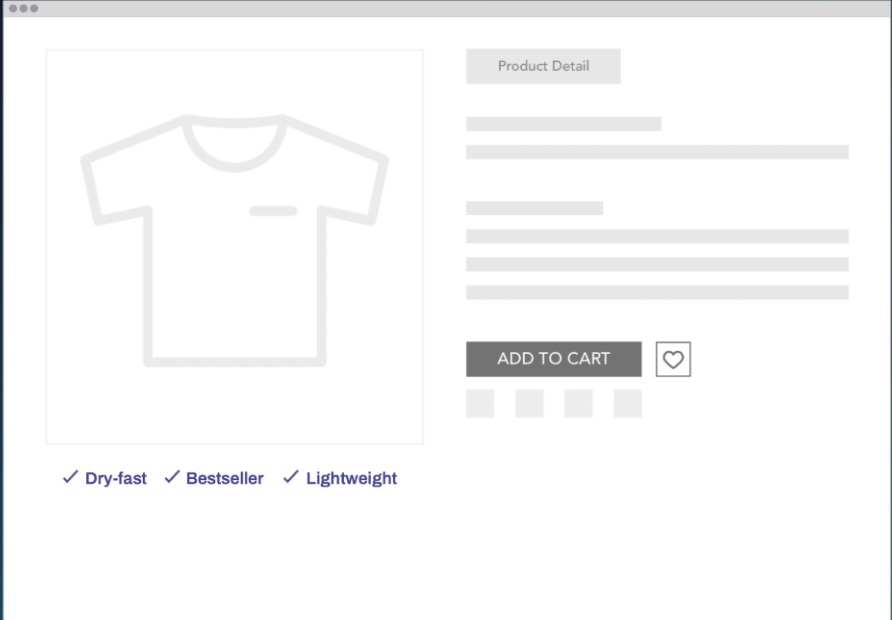
User Studies

What will happen



Neural Networks & Collaborative filtering

How do we make it happen?



Dynamic Messaging

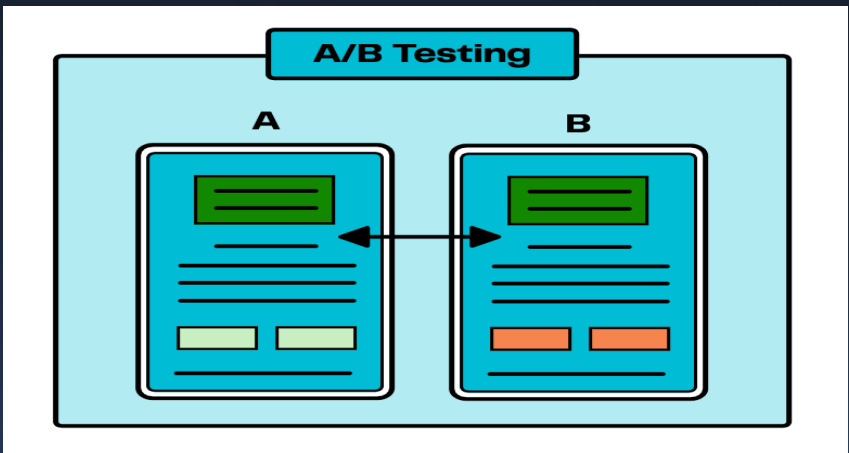
PRICING

What happened



Competitor Analysis

What will happen



A-B Testing

How do we make it happen?



Dynamic Pricing

MEDIA BUYING

What happened



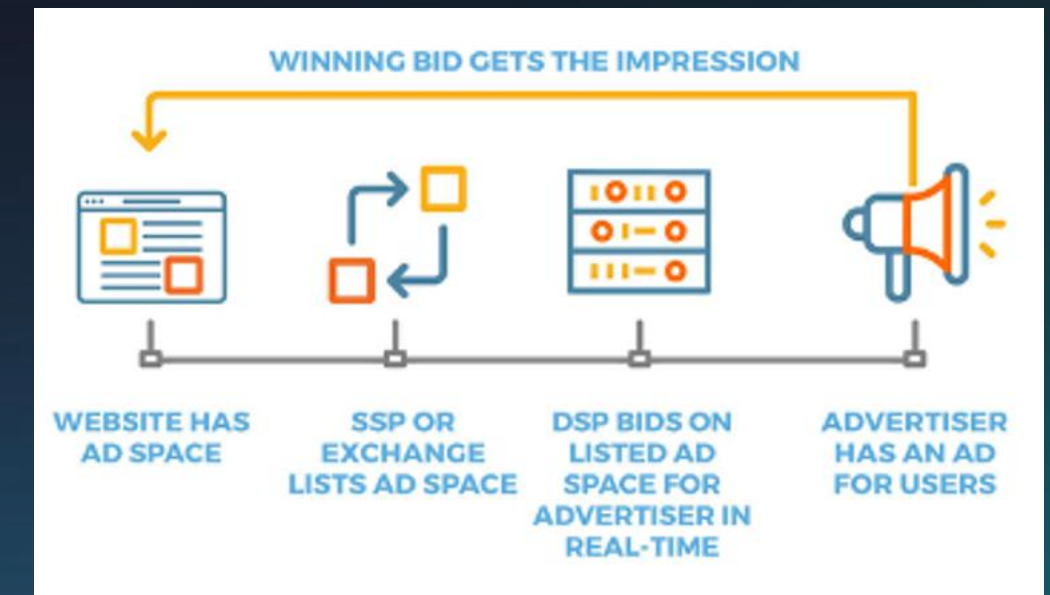
Old fashioned media buying

What will happen



Social Segmentation

How do we make it happen?



Automated media buying

CONCEPT TESTING TO PREDICTING

What happened



Questions via surveys

What will happen

Select your strategy

Our smart algorithm has come up with improved concepts based on your locked trends.

Original

Recommended

☐ Lightning Bolt Chips

☒ Smoky Vegan Fusion
Focus: Smoky

☐ Plant-Powered Protein Punch
Focus: Plant-powered

Smoky Vegan Fusion

Fun-to-eat, lightning bolt shaped puffs bursting with Clean Ingredients cheese flavors and a unique smoked essence. A playful boost of plant protein delivers 4g of Vegan Protein per serving. Available in crave-worthy varieties: Jalapeño Cheddar, Queso Blanco, Cotija & Smoked Salt for a seriously delicious, high-protein snacking experience.

Edit description

Great concept

Why these changes

Enhancing the smoked element increases product cohesion and concept scores by appealing to consumers seeking bold, standout flavors while reinforcing the clean ingredients promise.

What has changed

Brand-fit Classic Fit

Superiority Not very Different

Trial potential Medium

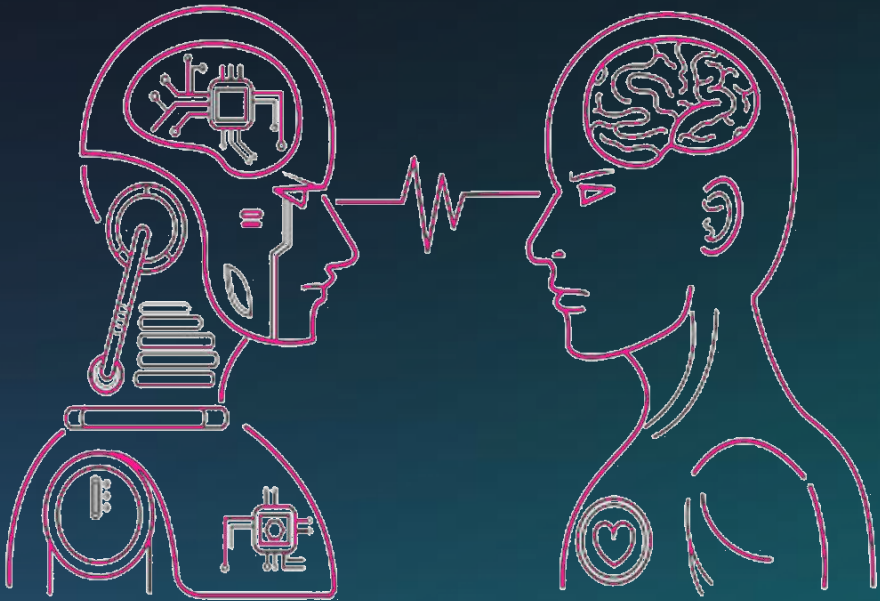
← Back

⚡ Regenerate

Continue →

Predictive Trends, Forecasts

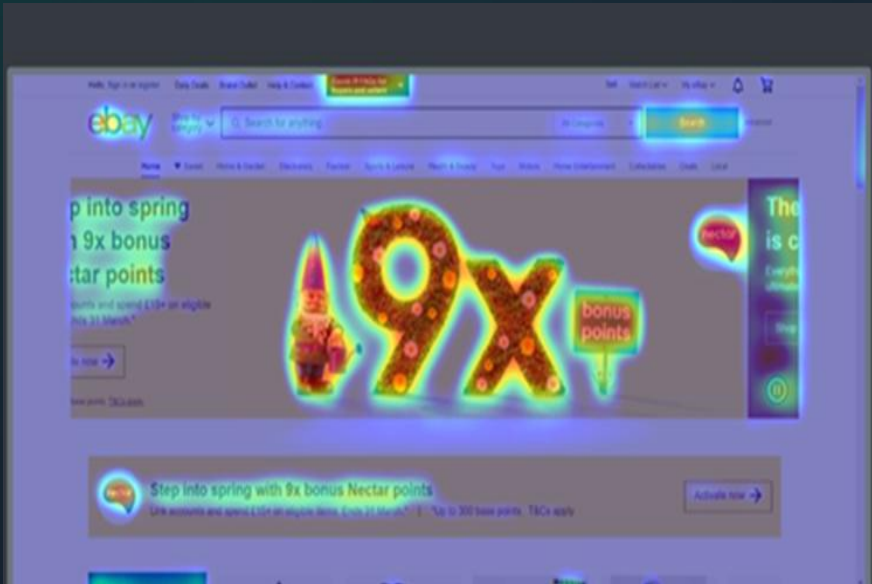
How do we make it happen?



AI in the loop?

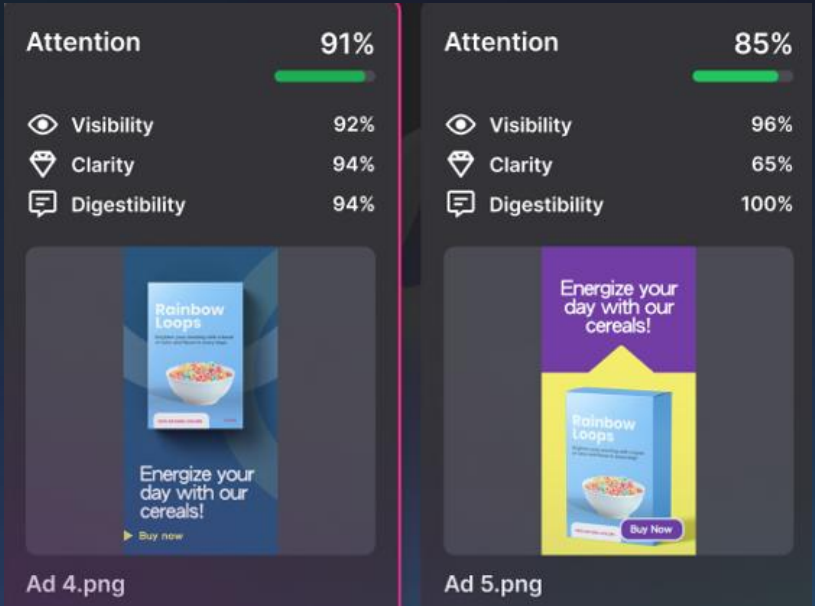
IMAGE CONTENT OPTIMISATION

What Happened



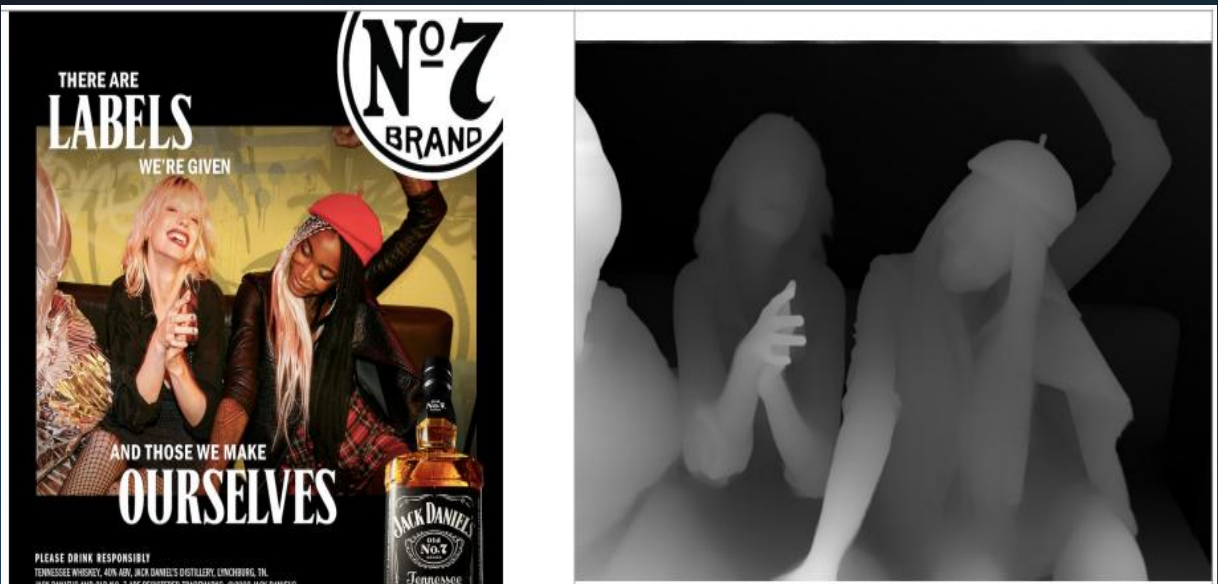
Heatmaps

What Will Happen



Predictive Metrics

How do we make it happen?



Agentic AI

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IMPACT

Real Business Impact

10M

REDUCED DESIGN COSTS
USING DATA

13%

INCREASE IN SOCIAL AD
CLICK RATES

60%

INCREASE IN
INCREMENTAL SALES

7%

GROWTH IN STORE
PRODUCT SALES

263%

GREATER ROI FROM
EMAIL CAMPAIGNS

43%

INCREASE IN D2C
WEBSITE CONVERSION

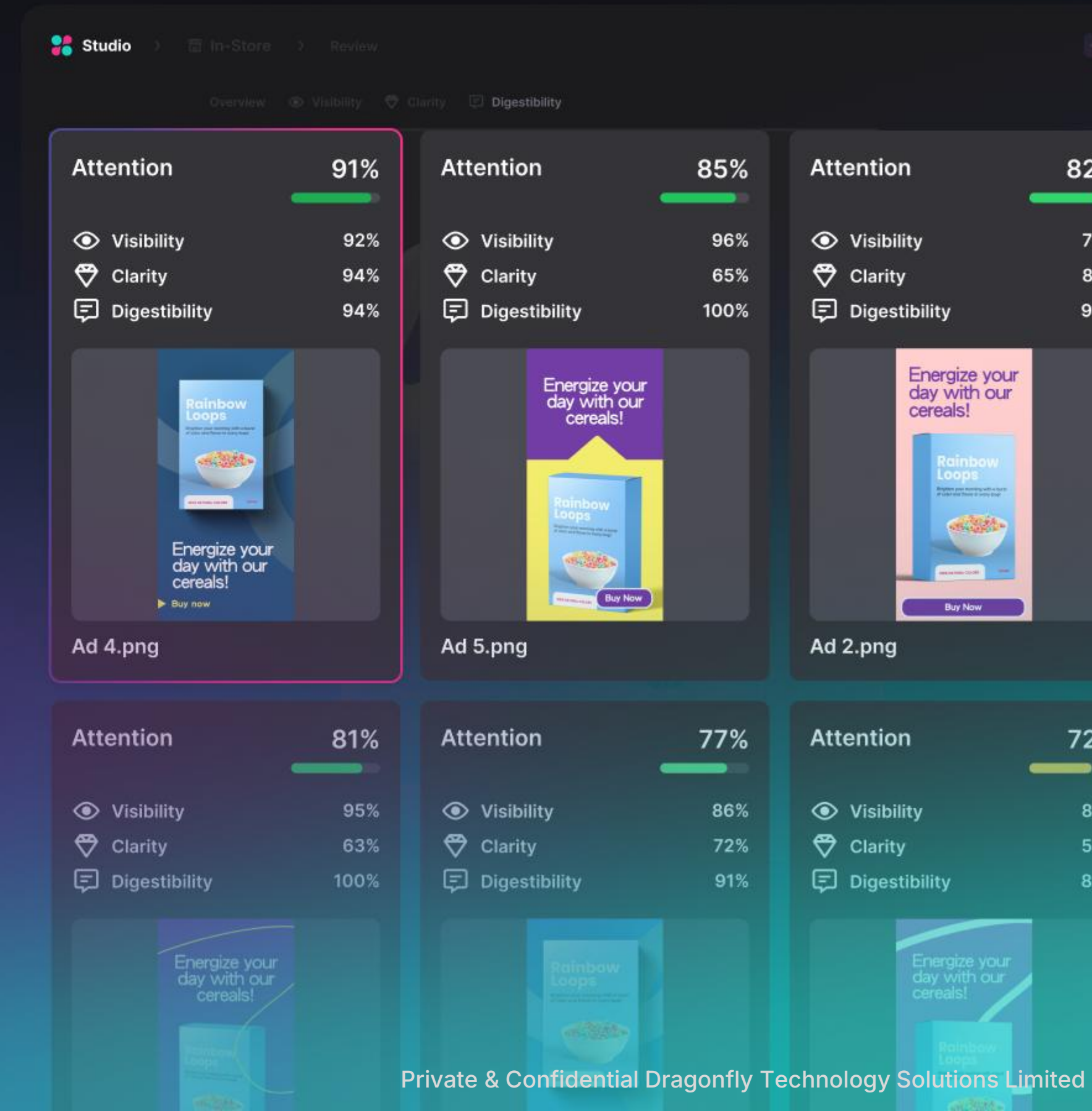


HOW DO I GET STARTED



The world's smartest solution to maximize creative performance

- Backed by proven science, patented tech
- Simple, fast, real-time insight
- Any content, anywhere, for anyone
- Connected to your creative ecosystem





The world's smartest solution to maximize creative performance

Steve King
CEO

