



# Unlocking Speed and Substance

How Technology is Transforming Consumer Insights

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The Changing Consumer Insights Landscape

# Balancing Speed, Cost, and Quality in a Changing Landscape

In partnership with



# The Pressure is On for Insights Teams

## Challenges Today

- × Budget constraints and accelerated decision cycles
- × Pressure to deliver high-quality research faster
- × Foundational insights efforts are too slow and costly

## The Shift

- ✓ Demand for speed and efficiency is rising
- ✓ Traditional methods struggle to keep up
- ✓ Technology is bridging the gap, enabling depth and rigor at speed

TECHNOLOGY AS AN ENABLER

# The Role of Technology in Insights Transformation

Enhancing Collaboration

Expanding Capabilities

Delivering Trusted Outputs

All with Greater Speed and Efficiency

TRANSFORMING INSIGHTS TOGETHER

# A Partnership Designed for Impact



The Effortless All-in-One Consumer Research Platform




Global Management Consulting and Technology Firm

## A CASE STUDY

# Welch's Fruit Snacks (PIM Brands)

### Demand Space: At The Ready




**At The Ready**  
29% of Discussions



“I need snacks that are always ready to go—easy to pack for outings or for my kids to grab on their own at home. They should be portable, mess-free, and satisfying, fitting seamlessly into our busy schedules.”

| Top Consumer Needs <sup>1</sup>               | Impact Index |
|---|--------------|
| Convenient option that can be consumed easily | 291          |
| A suitable meal replacement                   | 281          |
| Provides a much-needed energy boost           | 128          |
| A healthier alternative                       | 119          |
| A snack that my kids enjoy (fun)              | 104          |

| Top Snacking Categories <sup>2</sup>   |
|--|
|  Fruit Snacks  Protein & Health Bars  Yogurt / Yogurt Covered |

| Top Consumption Contexts <sup>3</sup>          |
|--|
| While on-the-go (travelling, in the car, etc.) |
| Before a meal                                  |
| During an activity (playing, etc.)             |

★★★★★  
“They taste so good. They make a great quick snack and they are healthy too. I love that these come in little pouches so that I can take them on the go with me or bring them on a family trip. My son likes the strawberry ones and he likes lunch for a snack.”

★★★★★  
“So good! 4.5 yr old could munch on these for hours. I keep them in the car. They keep them fresh longer. How do you do it?!”


★★★★★  
“It is a great snack for when playing, TV and quickly! I will be willing to eat any mess.”

### Processed Food Avoiders

19% of Sample | 55% Welch's Users

Key Demographics: Older parents | Key Demand Spaces: Satiated, Growing Up Strong, Focus Finder

“A lot of the snack foods out there today are filled with garbage – whether it's sugar, processed ingredients, or GMO's. I don't feel good about giving these to my children. I instead opt for fresh foods like fruit, dairy, and nuts and encourage a healthy lifestyle outside of diet through exercise and activity. While I'll still let my child have them, I feel like I give less snacks than the average parent.”



**Reassurances**  
Cognitive and immunity benefits

**Drivers**  
Low sugar

**Entry**  
Unprocessed

**Parenting Style**  
I am very controlling about certain things I see as risks to my kid's health such as processed foods and too much screen time

**Healthy Snacking Habits**  
I limit my kids' snacking, but if they do snack we stick to fresh foods and nothing processed

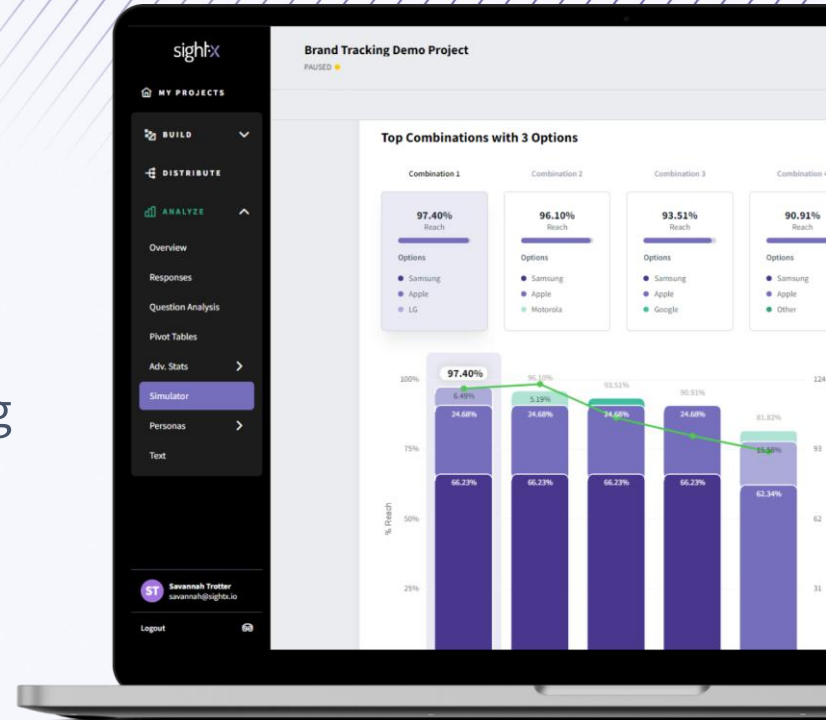
**Convenience & Practicality**  
Since I try to limit snacks, I don't tend to bring snacks with when we are out and about

**Fruit Snacks**  
Fruit Snacks are unhealthy due to their high sugar, regardless of the brand – even those that position themselves as healthy or natural

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# Quick Decisions in Record Time

- ✓ A.I. delivered insights in consumers' native language that led to more specific opportunities
- ✓ Learnings were more immediate - running with ideas before even finished the project
- ✓ Able to bring multi-year pipeline to customers in only a few months



THE PATH FORWARD

# Bias Towards Results



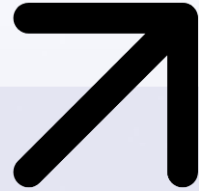
## THE PERFECT PARTNERSHIP

AI-powered insights enhance, not replace, human expertise



## BALANCING SPEED & DEPTH

Speed and rigor can coexist with the right tools



## SCALABLE PROCESSES

Future-proofing means building repeatable, scalable research processes

# Pick Three

- ✔ Technology to augment processes, saving time, money, and adding capabilities
- ✔ Humans in the equation making sense of the insights and guiding toward results





Thank You!

Visit Us at Booth 702

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