





The CPG industry has **never** seen
this much change...

GLP-1 GROWTH

Weight-loss drugs change shopping habits

GLP-1 drugs such as Ozempic and Wegovy are booming among consumers. That means Americans are downsizing in fitting rooms and grocery aisles.

LASTING COVID IMPACTS

How Restaurants and Home Cooking Permanently Changed After the COVID-19 Pandemic

CHANGING FOOD POLICY



LOW INCOME SUPPORT CUTS



CONSUMER STRAIN

Consumer Sentiment Hits Lowest Since 2022 as Anxiety Rises Over Inflation and Jobs

CORPORATE BACKLASH



TARIFF IMPACTS



Research must keep pace:
insights in days, not weeks.





Mike Widenmeyer
Sr. Manager, CMI

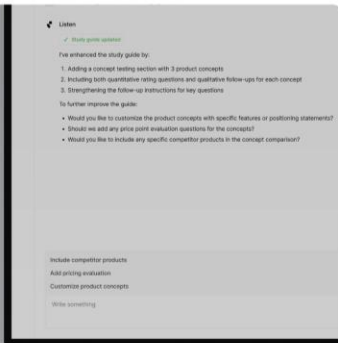


Alfred Wahlforss
CEO & Co-founder



Listen

An end-to-end research platform



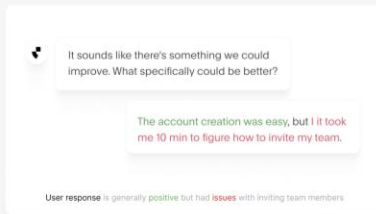
Brainstorm questions

Our AI helps you go from idea to implemented discussion guide in seconds.



Recruit participants

Listen finds and qualifies the right participants in our global network of 30M+ people.



Moderate interview

Listen has a video conversation with the participant, asks follow up questions and understands the full context.

Presentations

View link and configure response limit

.PPT

Auto-generated

.PPT

Slide Deck

Based on 145 completed responses

Download

Slide Deck

Based on

Create deliverables

Listen packages the findings in a digestible report direct in PowerPoint including video highlight reels.


Qualitative Interviews

Quantitative Surveys

Pros

 Rich, detailed insights


 Uncovers unexpected findings

 Large sample sizes

 Cost-effective for large samples

Cons

 Time-consuming

 Small sample sizes

 Expensive to scale

 Subjective analysis

 Limited depth of insights

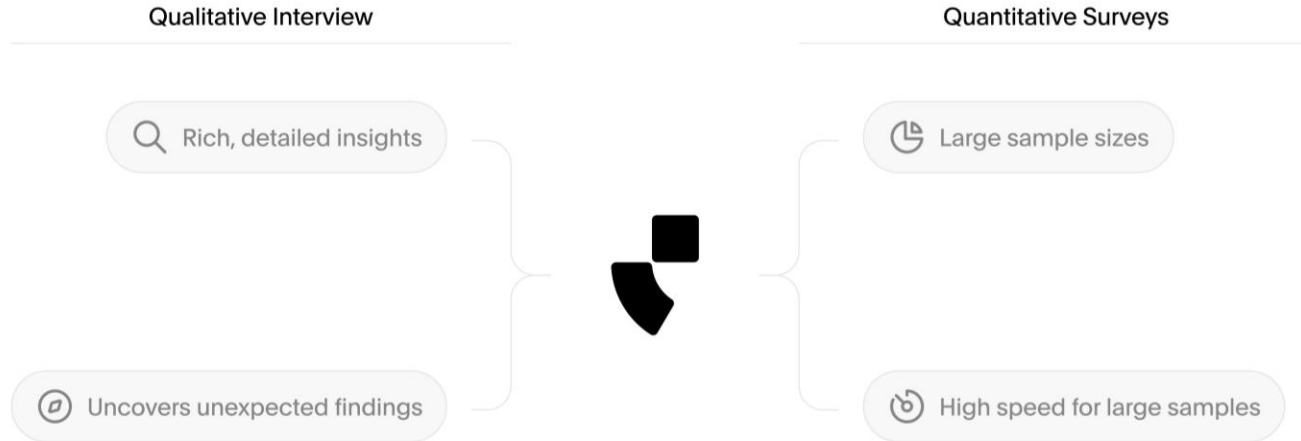
 No follow-up questions

 Low quality responses

 Fraudulent responses

Achieve the best of both worlds

Listen combines the best of qualitative and quantitative surveys, delivering truly groundbreaking insights





How we used Listen to interview GLP-1 users

Why?

- Talked to 100 consumers in 1 day!
- Speed allows us to **set the pace** with the business
- Video clips helped the work land with **more impact**
- Engaging with AI 1:1 **allows consumers to be more vulnerable**, especially around a more sensitive topic

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Decision-making impact at Nestlé

- Marketing positioning/strategy
- Product development
- Understand influences across consumer journey
- Holistic understanding of real-life, individual customers

AI-edited and produced video

Listen



Example findings: what GLP-1 users are craving in hydration



Low-calorie Flavor
Enhancers

Herbal or Green Tea



Electrolyte or Hydration
Drinks



Protein or Meal
Replacement Shakes

Flavored or Sparkling
Water



Other New Drink
Alternative

Nestle to launch Vital Pursuit frozen-food brand targeting GLP-1 users



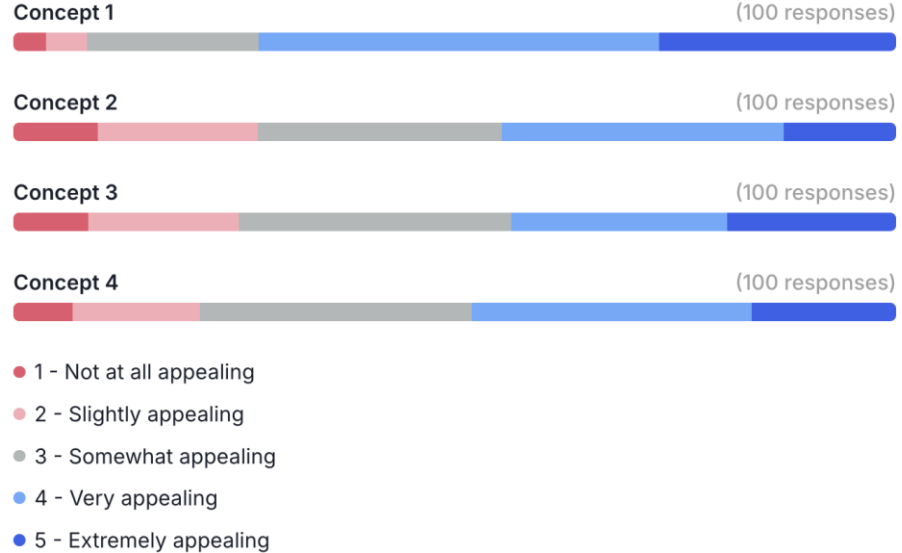
New package testing with Listen

- 200 interviews over video done in 24 hours
- Both qual and quant questions used to rank 4 concepts
- Understand the qualitative nuance with quantitative rigor



A quantitative overview...

How appealing is this
{concept.title} to you?



...and qualitative insights too



AI: "You mentioned using half to a full bag of cookies. What do you typically do with any leftover morsels?"



AI is not perfect - it's important to understand its strengths as well as areas where it is not a fit

Areas where AI is stronger

- ✓ Early-stage qualitative guidance, including
 - ✓ Concept testing
 - ✓ Creative evaluation
 - ✓ Qualitative customer feedback
- ✓ Exploratory research
- ✓ Brand perception
- ✓ Research with hard-to-reach audiences (children, difficult geos etc.)

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Areas where AI is weaker

- ❑ In-depth insight mining qualitative (in person is better)
- ❑ Where nuance is needed on specific topics or stimuli
- ❑ Complex quantitative research and analysis (e.g., max diff.)

Why Nestlé is investing in AI research with Listen

Scale

Best of both quant & qual

Speed

More insights, earlier

Cost

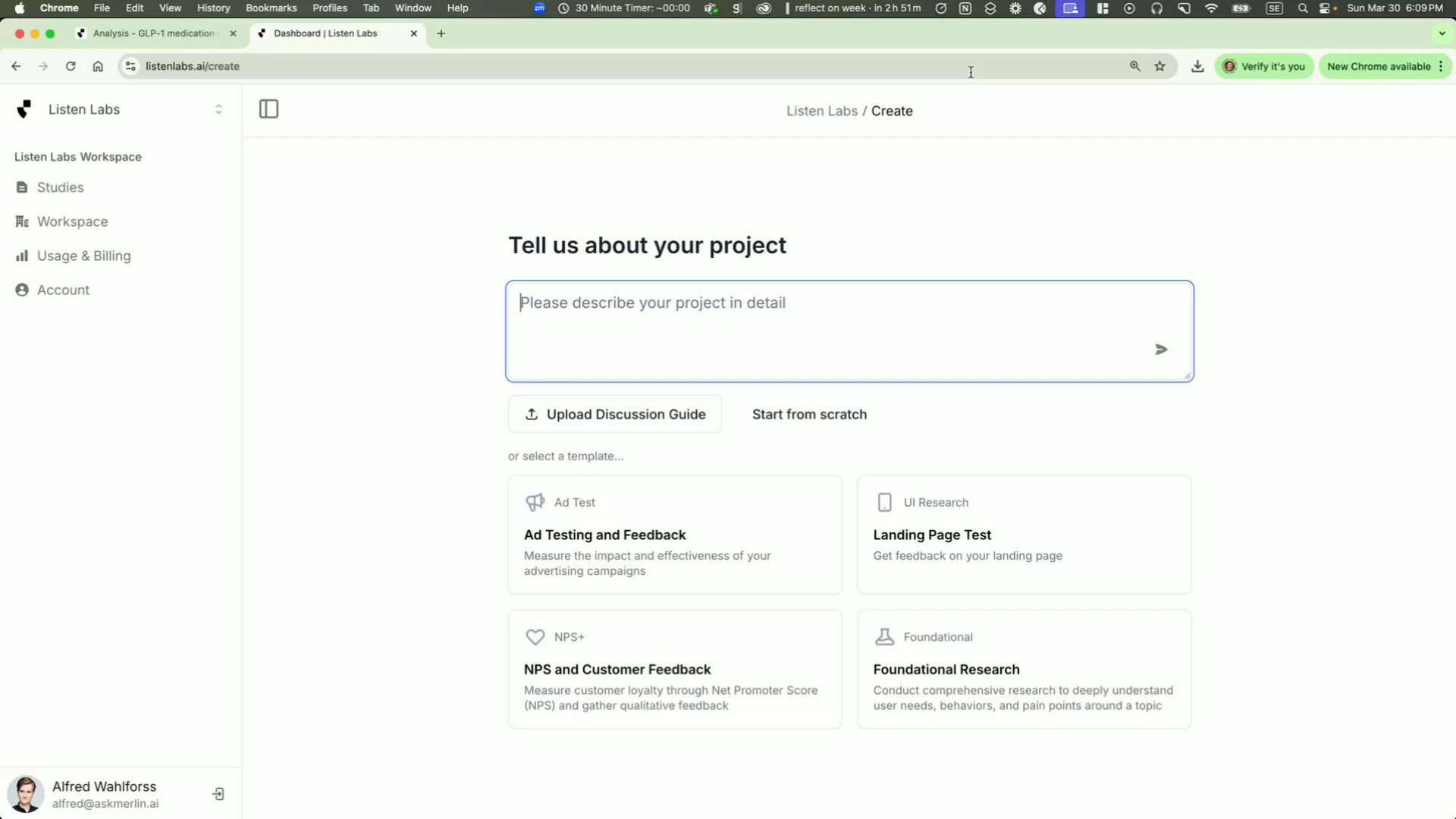
Reduce cost barriers



Nestlé



Listen



You're in safe hands

We're trusted by industry leaders & innovators

*ets

BCG

REVOLT

SIMPLE
MODERN™

SKIMS

Hall & Partners

chubbies

 Listen

KOHL'S

Google

SONY



 HarperCollins

 Microsoft

UFC



50+
languages

Personalized, deep-dive
customer conversations



It sounds like there's something we could
improve. What specifically could be better?

The account creation was easy, but I took
me 10 min to figure how to invite my team.



Insights

Millennials and women in
marketing positions prefers
video interviews



Uncover rich,
nuanced insights

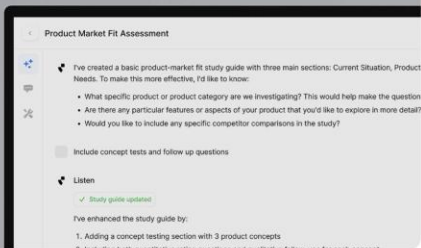
 Listen

The AI-first research platform for
qual and quant

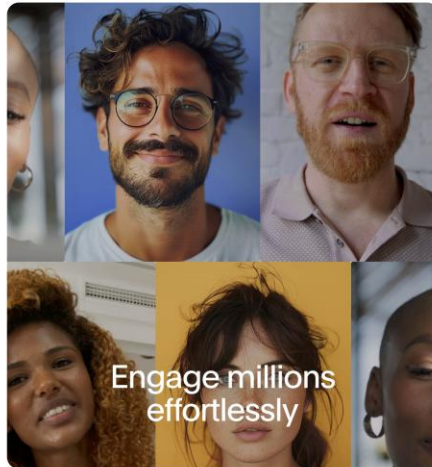


SOC 2 + GDPR

Design targeted
research questions



Video, audio, and
text interactions



Engage millions
effortlessly