

# Simporter

## How Church & Dwight Integrates AI with Traditional Research to Drive Smarter Consumer Insights



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# Simporter

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# Church & Dwight's Innovation Engine: Powered by Insight, Strengthened by AI

6+ years of innovation partnership with Simporter

Pipeline fueled by AI-accelerated insights, helping identify whitespace and prioritize opportunities

Proven model for combining primary research, human expertise and AI technology





## Consumer Insights: Tug of War Between Speed and Rigor

# Oral Care Whitespace: A Real-World AI + Human Innovation Workflow



**AI Insights,  
Concepts**



**Workshop**



**Concept  
Testing**



**Strategic  
Action**



# Begin With Clean Data. 3-5 Year History Key to Rigor

## Social media



## Ecom reviews



## Search



# Go Beyond the Core: AI-Surfaced Insights from Adjacencies Help Uncover Whitespaces



➤ Unmet needs

➤ Tensions

➤ Compensating behaviors

# Rapid Idea Creation Leveraging the Whitespaces

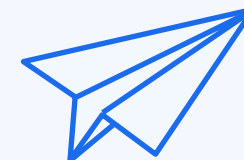
Gen-AI made concepts using closed-loop data



Reaction to AI-made concepts sparked team's creativity



Immediate AI scores help prioritize



**Humans in the Loop  
Makes It Real.**

**Interdisciplinary  
Workshop + Concept  
Development**



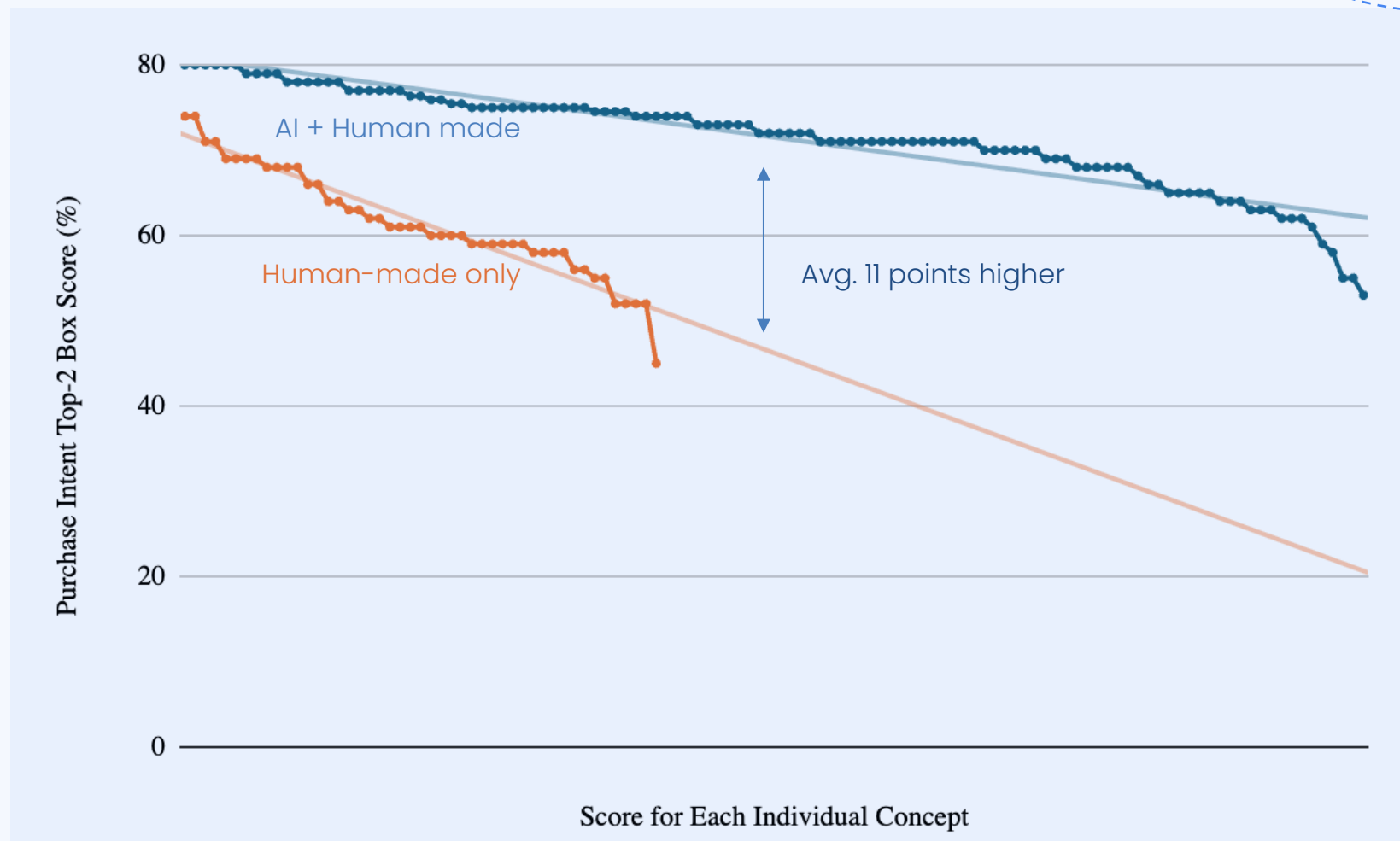
# Quant Testing with Norms Built Confidence in Whitespace Ideas

N = 500		Top-2 Box Scores				
		Purchase Interest	General Interest	New & Different	Believable	Solve a Problem
Go	Concept 1	60.8% <sub>16-40</sub>	67.7%	55.3%	62.3%	59.2%
	Concept 2	60.5% <sub>16-40</sub>	66.4%	70.6%	63.9%	67.3%
	Concept 3	59.7% <sub>16-40</sub>	66.4%	56.3%	58.8%	55.5%
	Concept 4	59.2% <sub>16-40</sub>	66.7%	62.2%	57.8%	56.3%
	Concept 5	57.7% <sub>16-40</sub>	64.5%	64.4%	63.5%	54.9%
	Concept 6	57.4% <sub>16-40</sub>	63.7%	65.8%	58.1%	58.8%
Rework	Concept 7	56.1%	60.2%	61.3%	62.3%	58.1%
	Concept 8	55.5%	58.4%	70.3%	56.4%	54.4%
	Concept 9	55.0%	63.8%	64.9%	61.6%	64.9%
	Concept 10	54.7%	62.4%	59.8%	61.6%	59.0%

## Across all Simporter Clients, Average Concept Scored +11% Higher for Purchase Intent

- Personal Care
- Food/Bev
- Household Cleaning
- Beauty

### Purchase Intent for 163 Different Concepts From All Simporter Clients P6 Months (N=6,100)



# Key Takeaways

AI can uncover hidden white-space faster than traditional methods alone



Human expertise makes insights real, actionable, and grounded in reality



Methodology matters—AI needs to enhance, not replace, your research framework





Thank You! and Q&A



**Simporter**