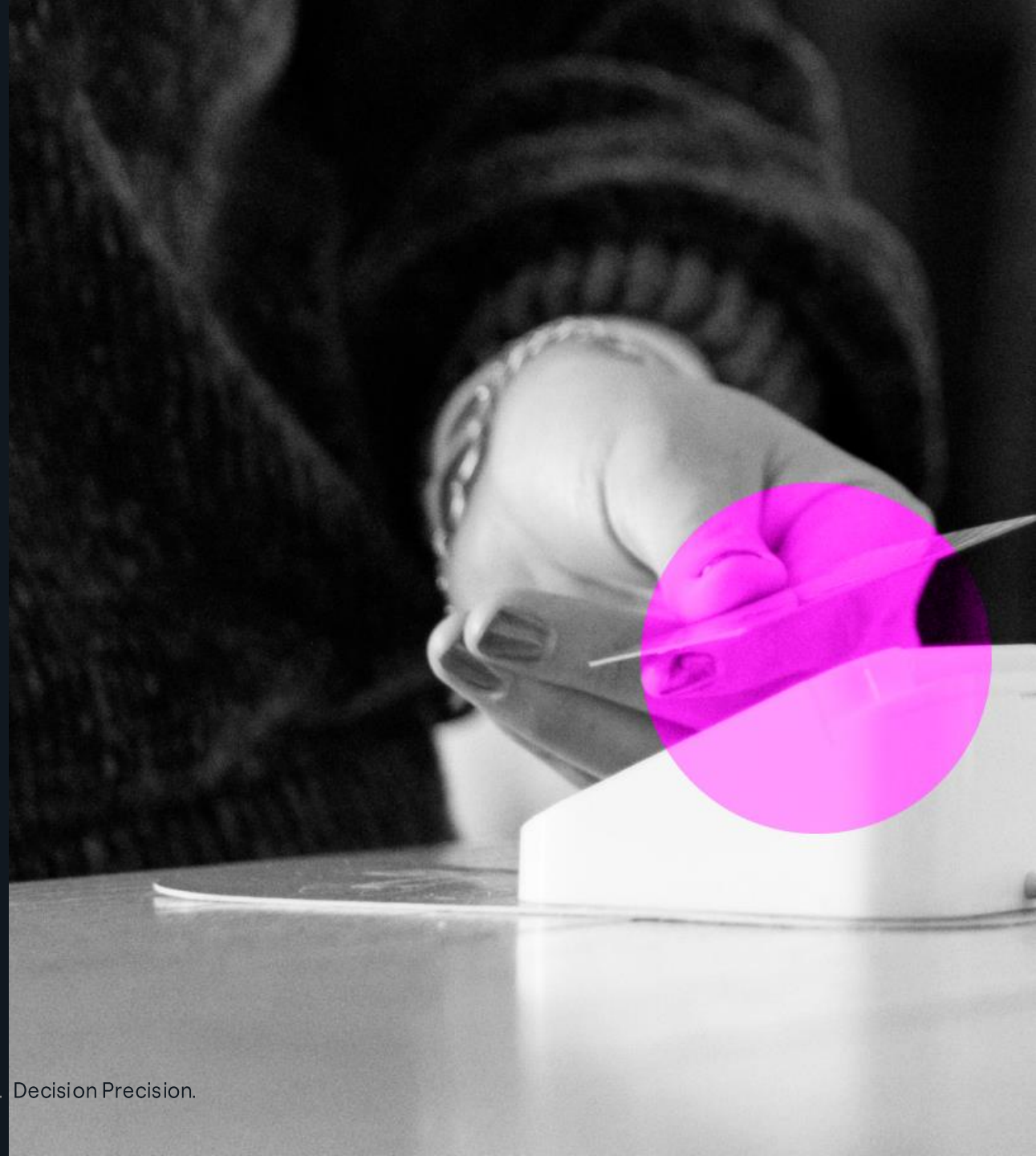
Behaviorally
Decision Precision

AI-Powered Decision Precision:
Custom Predictive Modeling To Launch Successfully

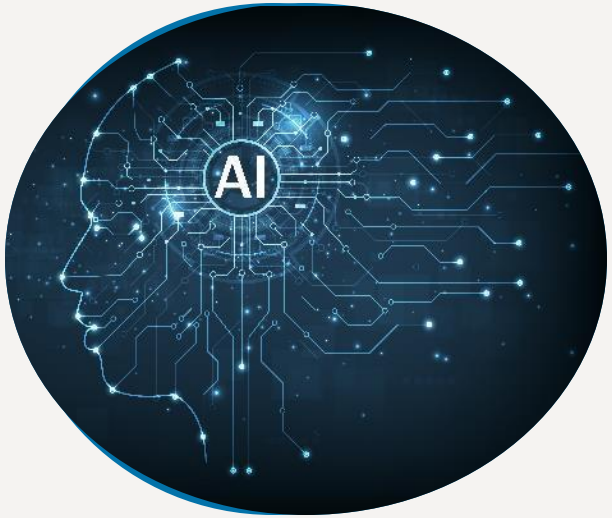
Prepared for:

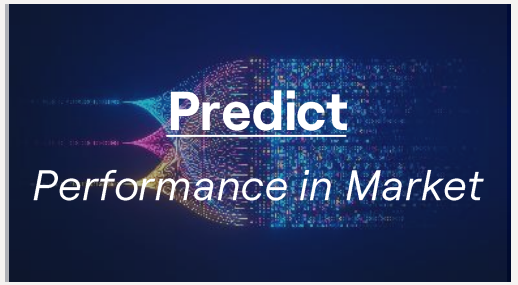
Quirks Chicago

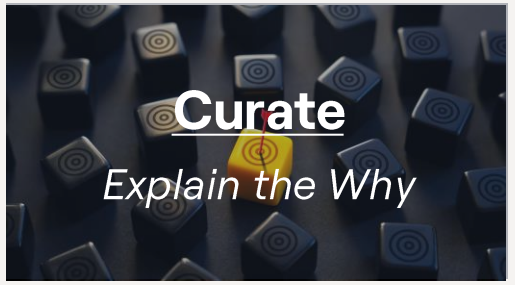
April 2025



Unlock the Power of Behavioral Intelligence







Situation:

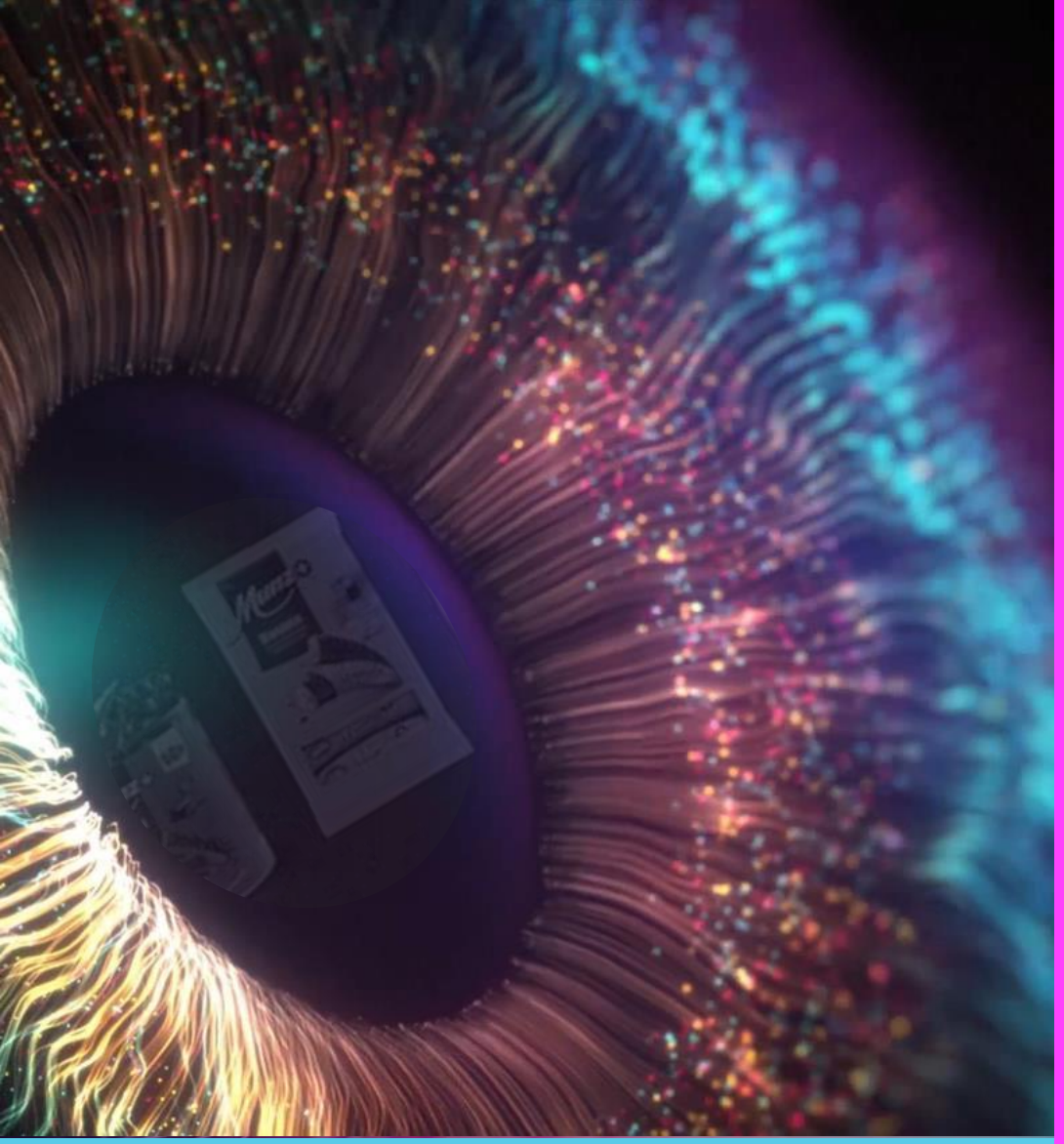
Our Client was about to embark on a **global restage of one of their most popular brands in the Adult Care category**. As a first step, the team was slated to conduct a 2-week design sprint with their agency, which would yield 30-35 new design ideas.

Complication:

Our Client's insight toolkit did not have a solve for testing a vast amount of design ideas in an agile fashion, making it impossible to bring an evidence-based lens to decision-making on which to move to a more robust final pack validation.

Question:

How did the team set themselves up for success prior to a design sprint to **ensure all ideas were evaluated against a validated model, designed specifically for a niche category?**



Fast | Accurate | Cost Effective

Pack.AI™: Image recognition for physical pack evaluation

Leveraging the power of advanced image recognition (AI) and Behaviorally's unrivaled database of over 18 million metrics, **Pack.AI™** predicts performance on key metrics with and is a cost effective and quick way to get clear direction on pack designs.

Pack.AI™ has use cases in several key areas:

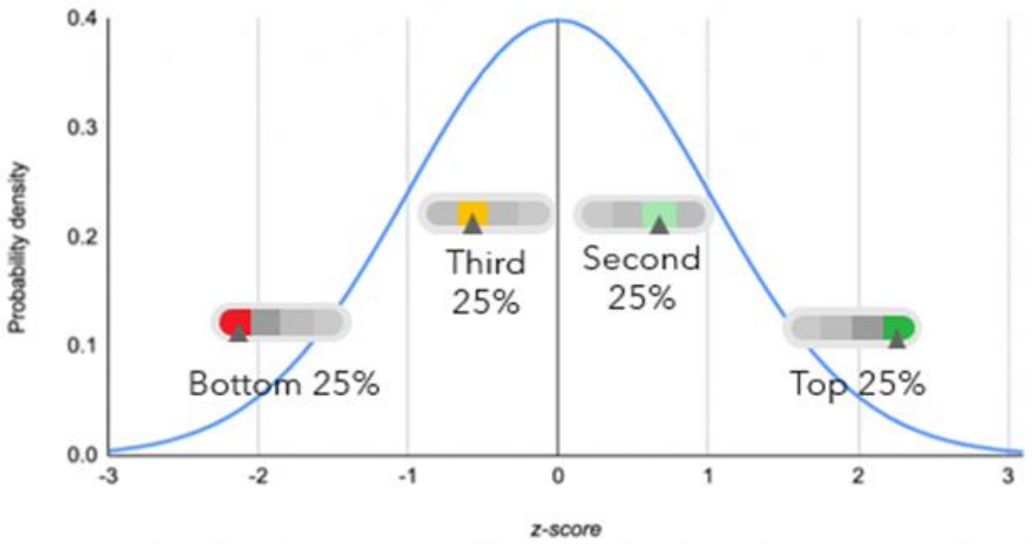
- **Design Creation & Iteration**
- **Competitive Intelligence**
- **Benchmarking Current**

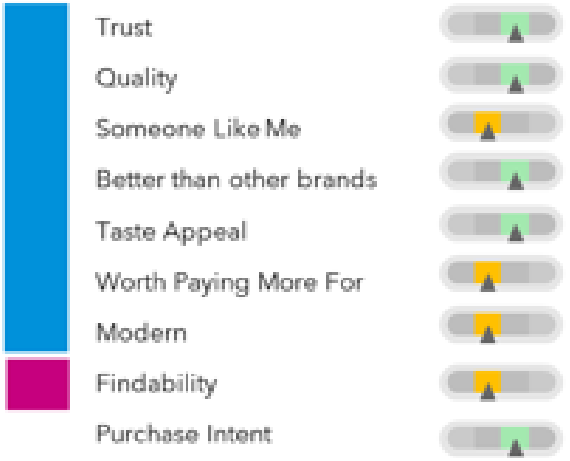
Pack.AI™ In Action

Computer Vision detects visual characteristics of pack design, *including colors, shapes, sizes, fonts and graphics*

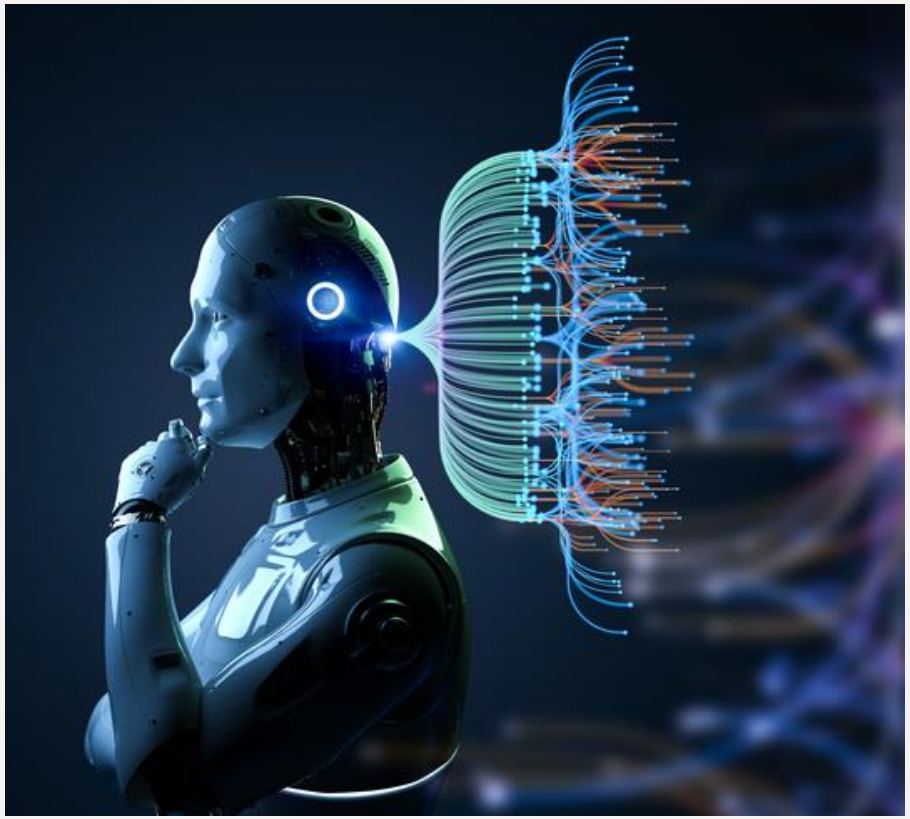
Pack's visual characteristics compared against patterns in database for each metric

Prediction made for each metric according to how pack's visual characteristics fit patterns in database





Behavioral Science + AI to Predict with Precision



1	Be Seen	**Did the consumer see it?** Drive breakthrough and get noticed at shelf	**Key Metric:** Shelf Visibility
2	Be Shoppable	**Did the consumer find what they wanted?** Minimize friction and promote easy product selection	**Key Metric:** Shelf Findability
3	Be Seductive	**Did the pack communicate?** Convey a clear, compelling benefit that inspires action	**Key Metric:** Visceral & Considered Reactions
4	Be Selected	**Did the shopper put it in their cart?** Measure behavioral impact on driving sale	**Key Metric:** Buying at Shelf

Pack.AI™ Total Category vs. Custom Modeling

Total C Model

er V
etrics fro
total category level database
(e.g., beverages)

Custom Pack.AI Model

Computer Vision AI +
metrics from
a custom-built model
(e.g., bottled water)

Pack.AI™ Custom Model Execution

Collect Data from Shoppers

In-store environment, representing full context & individual SKUs

Model with Computer Vision AI

Combine shopper data with visual data from computer vision AI

Robustly Test the Model

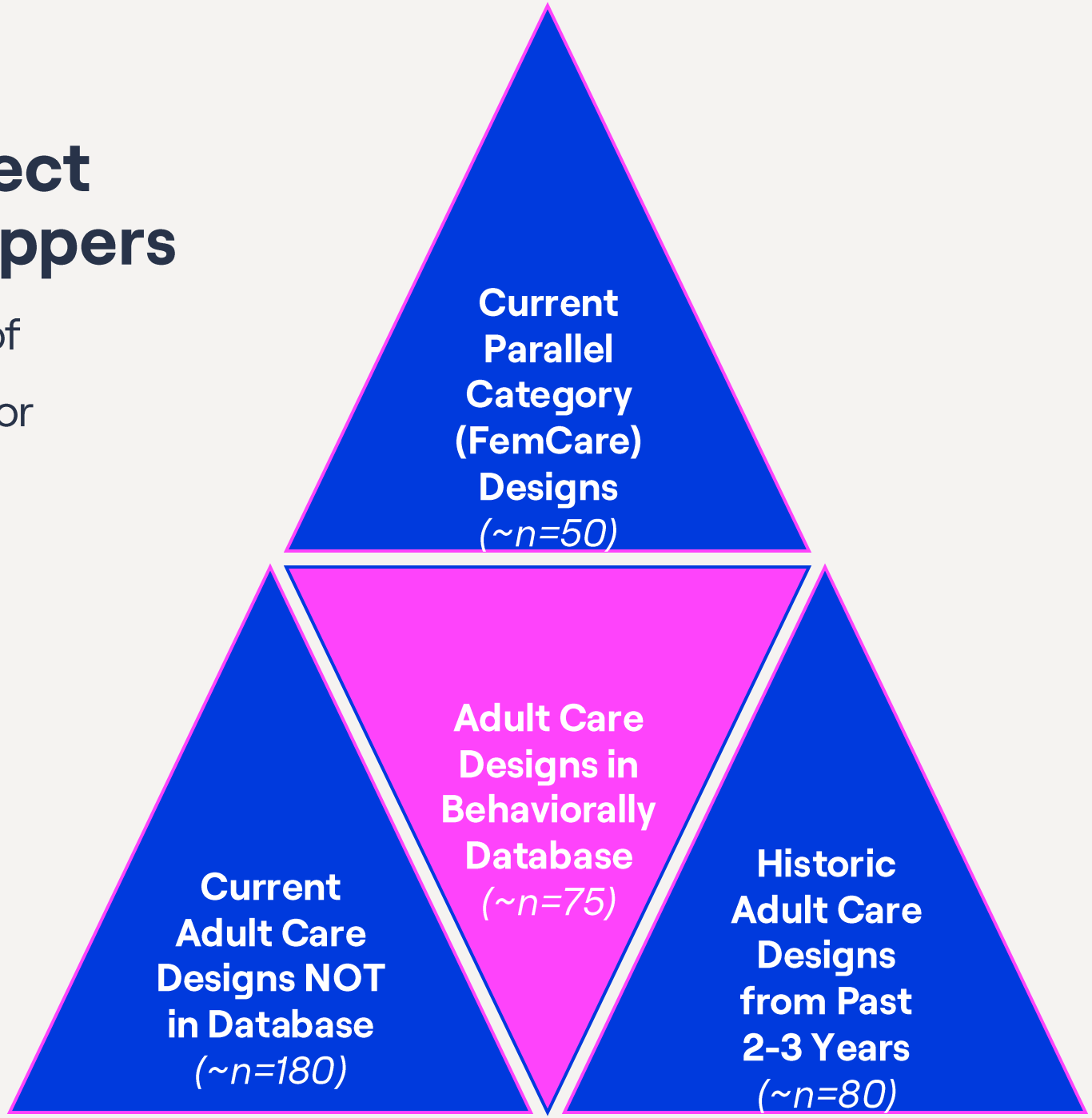
World-class data science to check accuracy, stability and robustness

Predict the Impact of Designs

Run new designs through an AI model that accurately predicts success

Pack.AI™ Collect Data from Shoppers

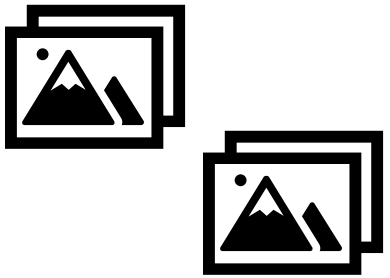
We built a collection of close to 400 images for our model, using 4 different sources



Pack.AI™ Collecting Data from Shoppers

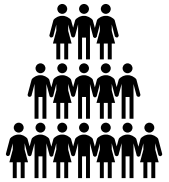
Images

Minimum 300



People

Minimum
100 per image
(3,000 total)



Every individual person shops and then evaluates 10 images.

Thus, after shopping:

100 people evaluate 10 total images.

1000 people evaluate 100 total images.

3000 people evaluate 300 total images.

Behaviorally Data + Computer Vision AI

Each shopper's behavioral data, and each image's data, is inputted together into the model.

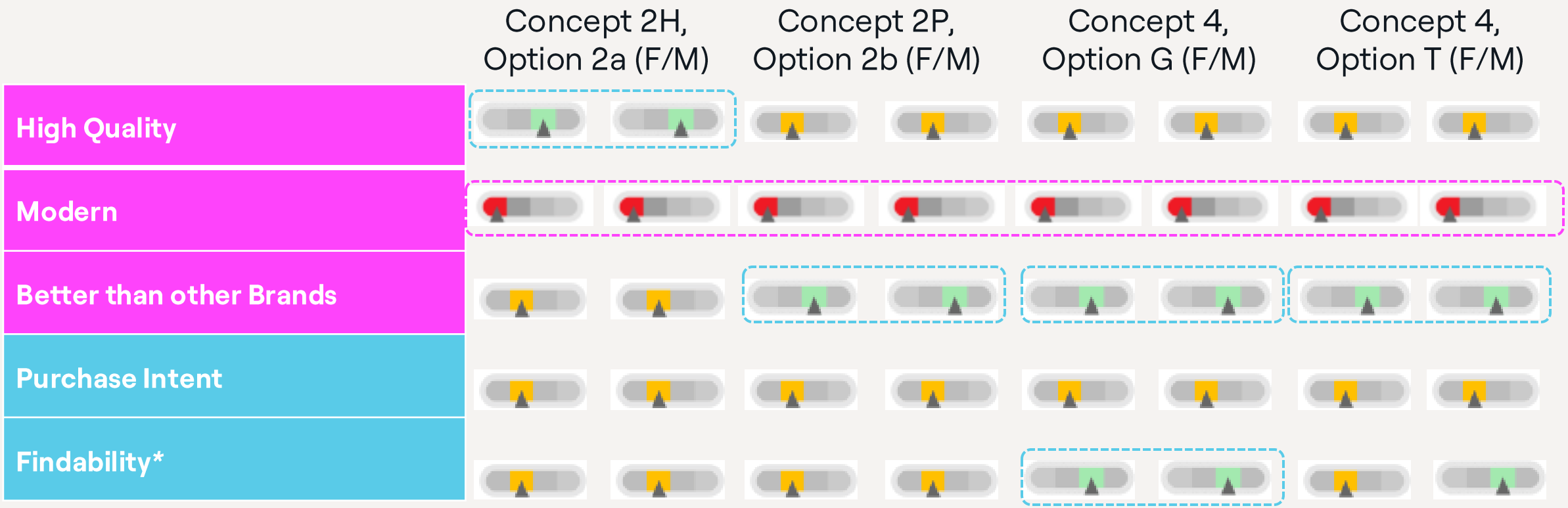
DATA 1 – KPI SET FOR IMAGE 1	Resp 1	...	Resp 100
SEEN	TRUE	TRUE	FALSE
BOUGHT	TRUE	FALSE	FALSE
FOUND (Pack.AI)	TRUE	FALSE	TRUE
Is Trustworthy	8.3	1.3	7.2
Is High Quality	6.4	4.2	7.3
Is For Someone Like Me	7.5	3.8	7.1
Is Better than Other Brands	8.1	2.3	7.9
Is Worth Paying More For	6.2	7.4	8.0
Custom Appeal/Comprehension 1	4.1	6.3	9.1
Custom Appeal/Comprehension 2	9.1	5.1	4.3
Custom Appeal/Comprehension 3	8.7	2.8	5.7
Custom Appeal/Comprehension 4	3.2	7.1	6.5
Custom Appeal/Comprehension 5	3.5	8.4	7.1

IMAGE 1 Computer Vision AI

(Data 1, Image 1)
.
.
Data 100, Image 100
.
.
Data 300, Image 300

A Model Predicting KPIs That Drive Sales

Once built, the model makes a prediction for each KPI it was trained on.



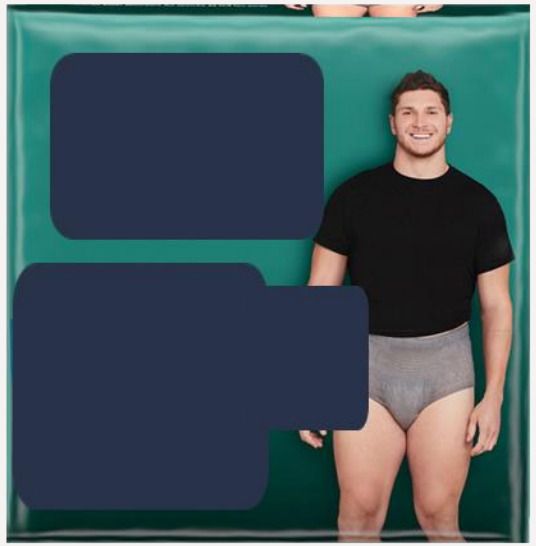
*Calculated using Total Adult Care Pack.AI Model

^Total Adult Care Pack.AI Model, including cases from both Females and Males yields a more predictive model than individual Gender Models

A Model Predicting KPIs That Drive Sales

Dataset can be used to further diagnose “What’s Working” & “What Could be Working Harder”

Highest Performing *Female and Male Designs on* ***“Modern”***

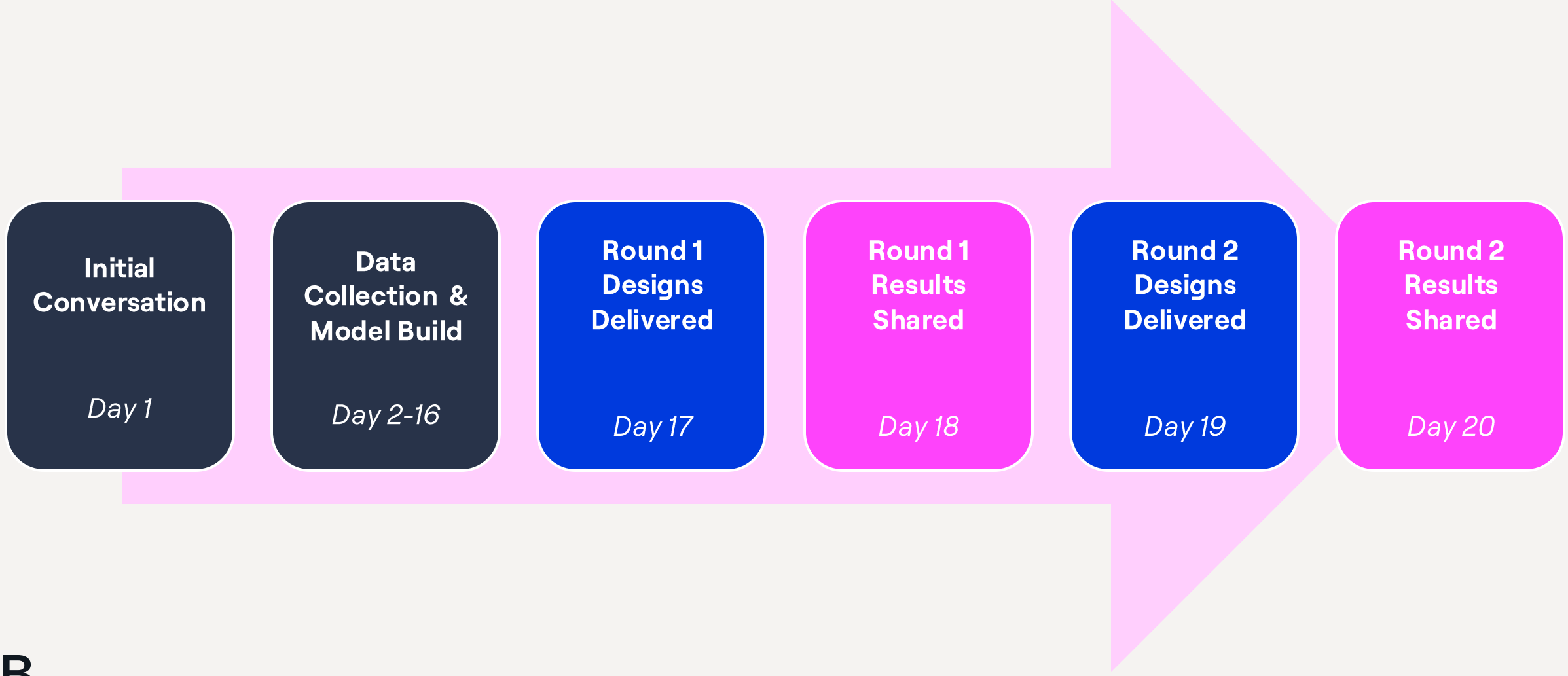


- Intricate / Artistic Flowered Detail
- Additional Decorative Elements *(i.e., bow)*
- Light Purple / Blue Color Palette

- Minimalist
- Industrial
- Blue / Green / Grey Color Palette

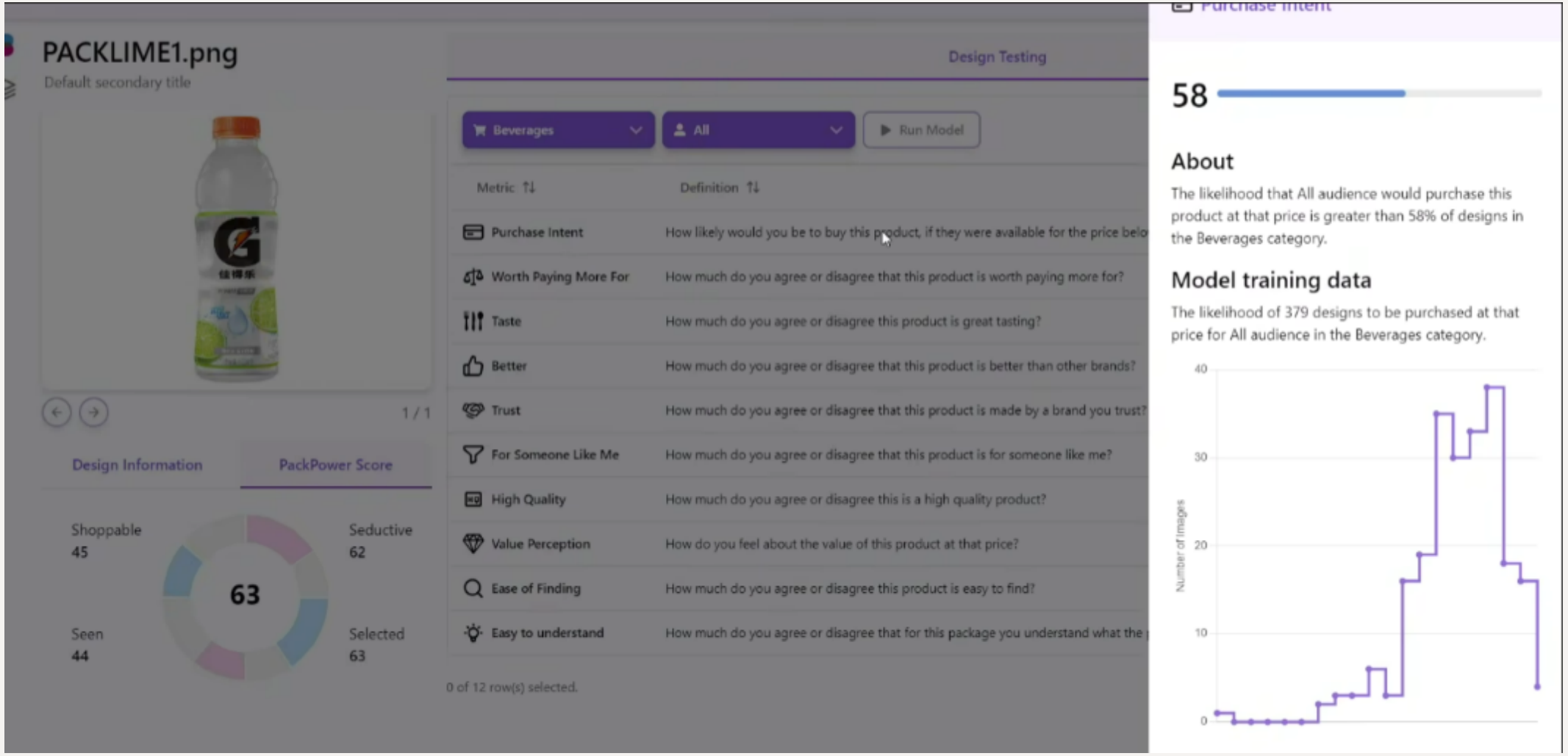
A Model Predicting KPIs That Drive Sales

From initial conversation to results on which of the 35 designs to move to final validation in >3 weeks



What's Next?

An interactive platform, pre-loaded with select models to predict performance at your fingertips



Behaviorally
Decision Precision

THANK YOU!

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