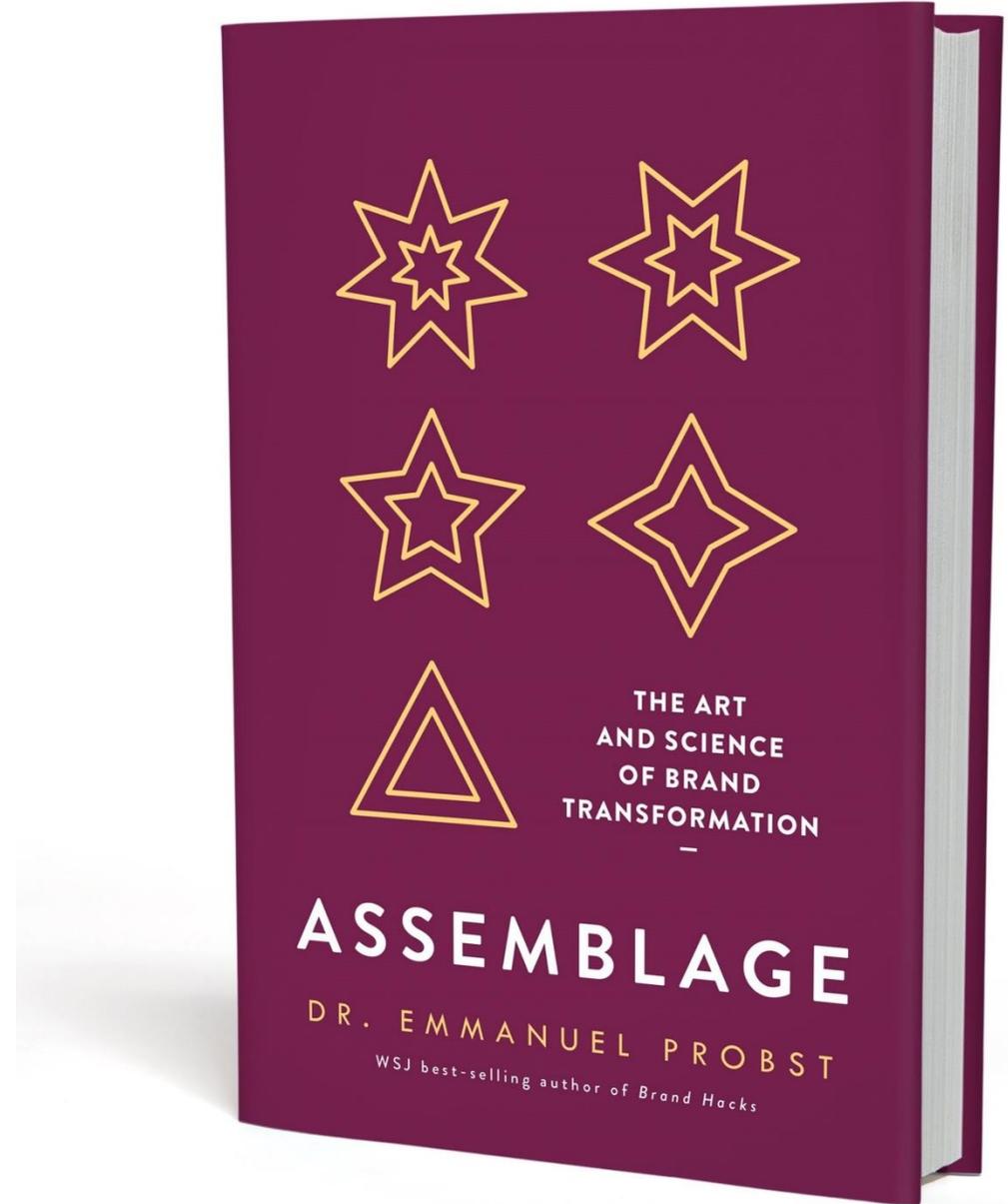


THREE REAL LIFE STORIES OF BRANDS SUCCEEDING WITH GEN AI

Dr. Emmanuel Probst

- Global Lead – Brand Thought Leadership
- Adjunct: UCLA
- WSJ Best-Selling Author: *Brand Hacks and Assemblage*

Brand





THE WORLD IS MOVING **FAST**. IPSOS MOVES **FASTER**.

The world is changing. **Fast**.
Company profit margins are getting slimmer.
Your margin for error is getting smaller.
Leaders must adapt more efficiently than ever.

You need to be the definitive voice of the consumer to your organization

to guide the best decisions by:



Tapping data on global markets & hyperlocal consumer niches



Using that data to **stay ahead** of the trends & technologies



Communicating these insights **quickly & compellingly**



Proving its **value & impact** to internal stakeholders

....But for any of this to happen, you need **complete TRUST in your data.**

What we'll cover



Our views on Gen AI in market research



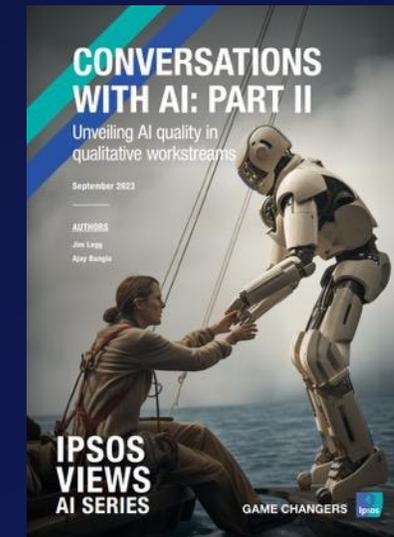
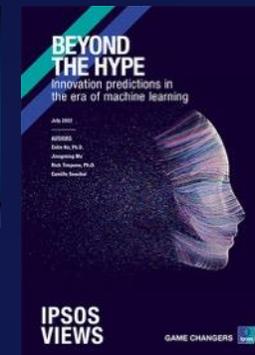
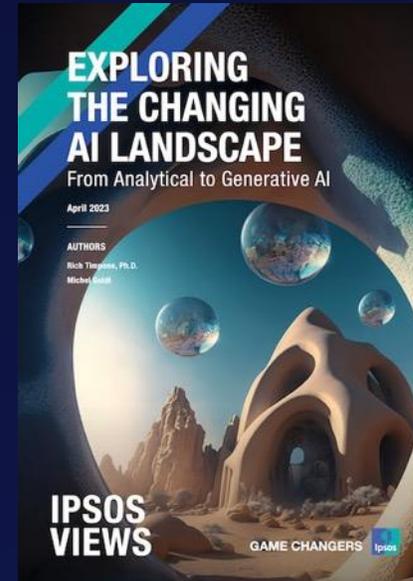
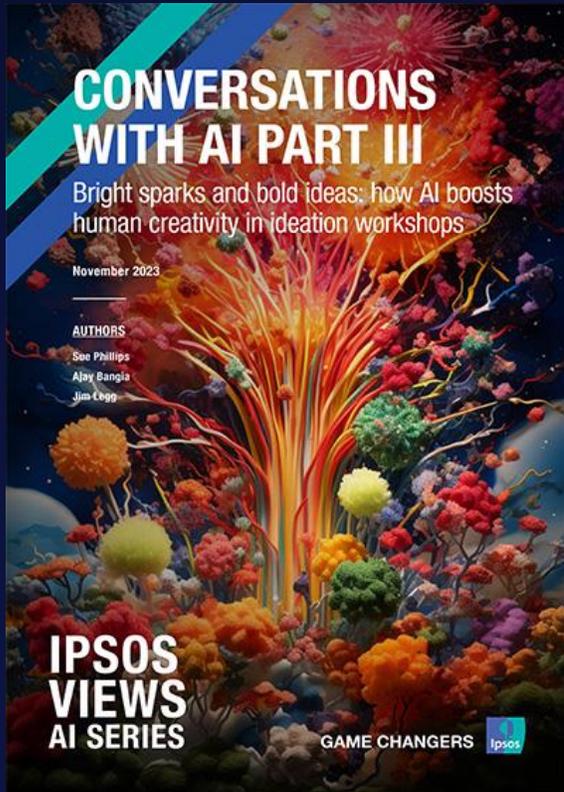
Three client stories of our Gen AI solutions in action



Best practices you can apply to your Gen AI journey

GEN AI IS A **GAME CHANGER** FOR THE RESEARCH INDUSTRY

We've been having conversations about responsible Gen AI ever since it took the world by storm





Winners of ESOMAR Congress 2024

Best Paper

Best Qualitative Paper
Peter Cooper Award

How to succeed in the Gen AI era



**SAFE &
AGNOSTIC
PLATFORM**

1

**QUALITY DATA
TO TRAIN
MODELS**

2

**DATA
SCIENTISTS TO
VALIDATE**

3

**PROMPT
ENGINEERING
EXPERTISE**

4

**VERIFICATION &
ACTIVATION
EXPERTISE**

5

**TRUSTED
ADVISOR
REPUTATION**

6



Three client stories of our Gen AI solutions in action



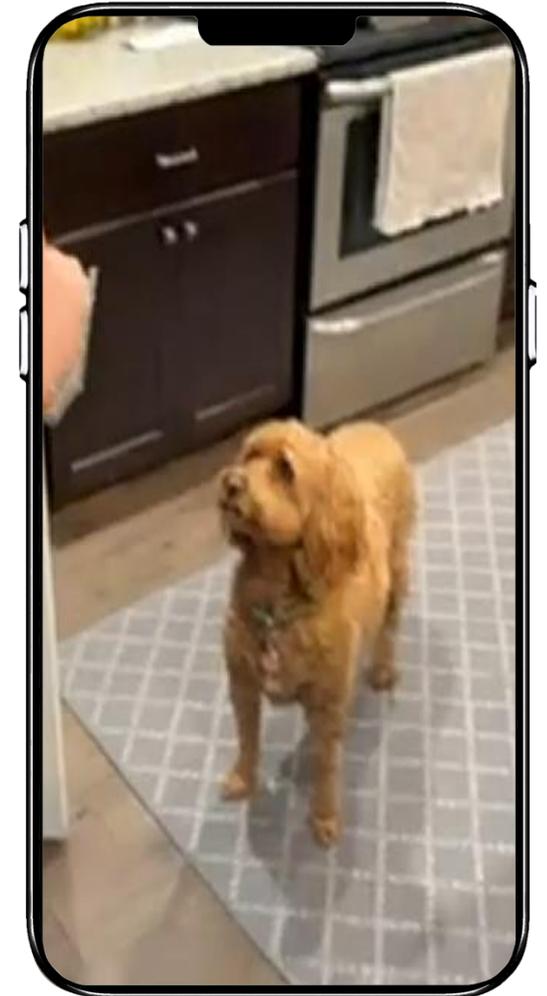
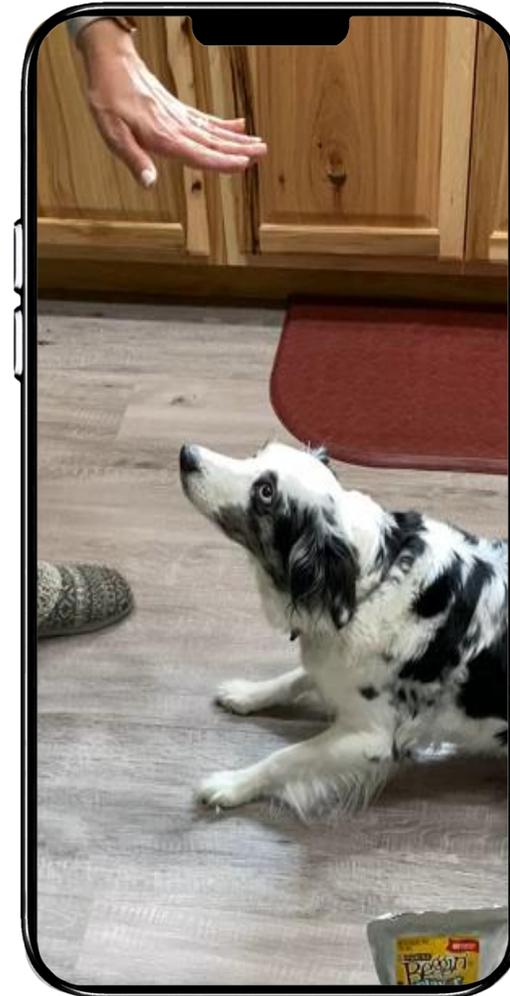
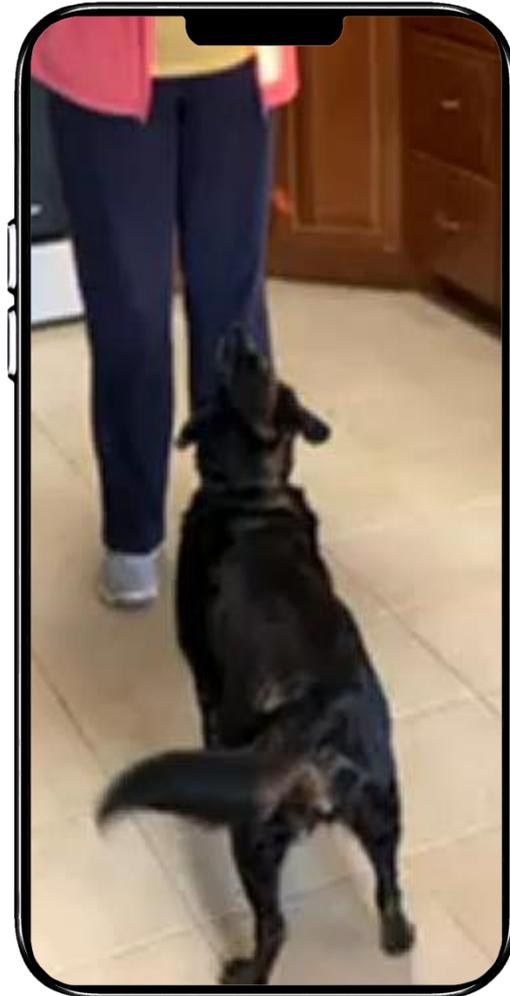
Unleashing Gen AI for Pet Food Innovation

“We all know that AI will be an integral part of our industry for years to come, but it’s hard to know exactly how. Working with a partner like Ipsos has helped us try several different solutions and determine where to put our focus.”

NESTLE PURINA USE CASE

Unleashing the Power of Gen AI

Purina's Journey
to Faster and
Better Insights
in Pet Food
Innovation



Unleashing the Power of Gen AI

Purina's Journey
to Faster and
Better Insights
in Pet Food
Innovation

What we did:

We executed a wide range of Gen AI projects, including:

InnoPredict – to reduce costs and timing on idea screening

InnoExplorer – to leverage real consumer input to identify unmet needs through concept development

Segmentation Persona Bots – to bring to life Purina's segments to further

Online Community – created dog personas from video observations obtained from treat product test

Curation –to help develop, write and refine 40+ new product ideas and create Censydiam personas + dog POVs

PersonaBots to supercharge the CSR marketing strategy

How did each persona bot react to the refurbished phone concept and what message most resonates?

- **Actives:** Most receptive to refurbished phones. Messaging should focus on environmental impact.
- **Dismissers:** Less sensitive to the offer. Messaging should focus on economic aspects.
- **Considerers:** Similar to Dismissers, focus on economic gains.
- **Believers:** Focus on economic gains, along with eco-responsibility (including the lifespan of the screen)



Facilitates almost immediate feedback



Reduces bias in design thinking phases



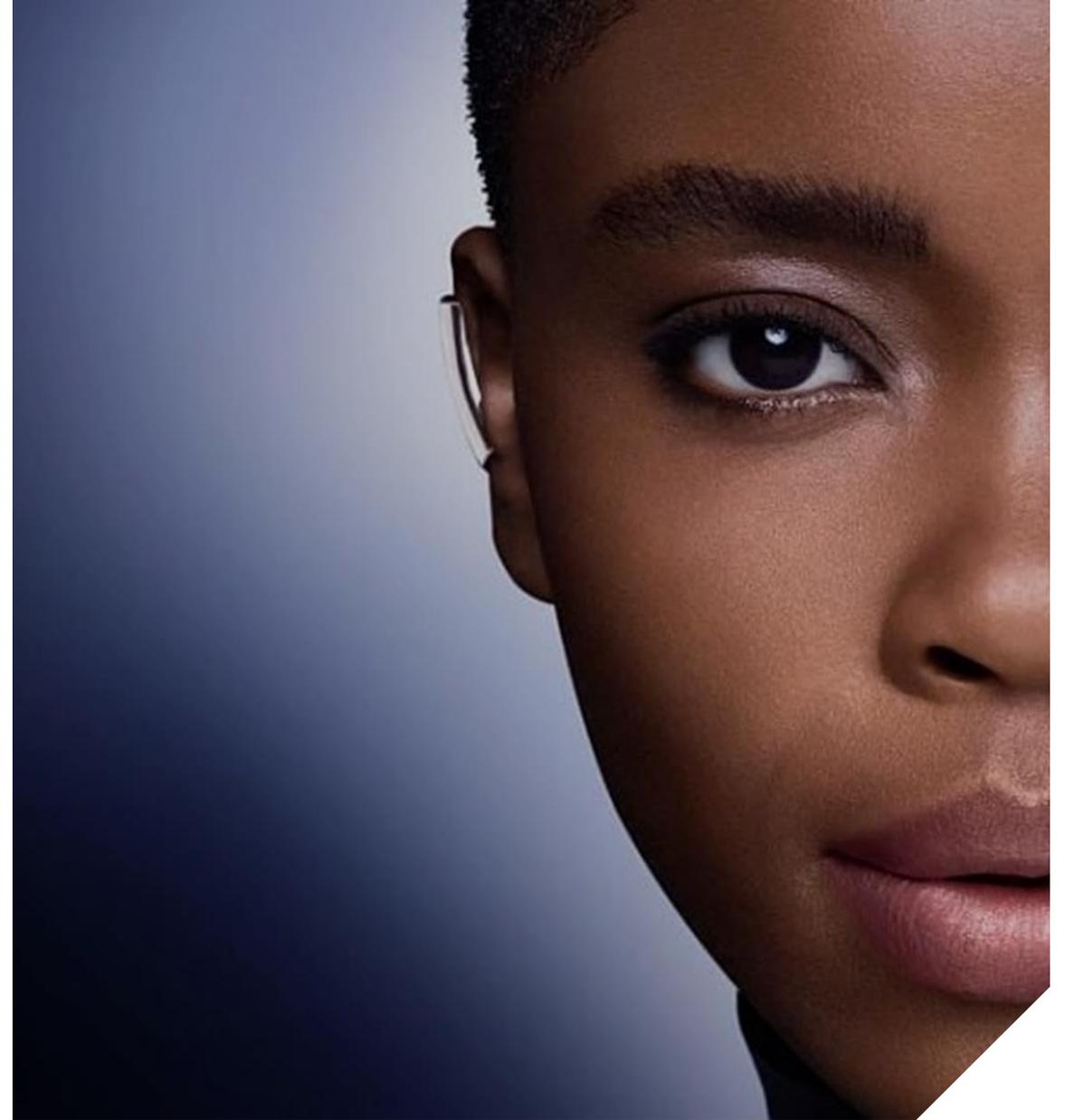
Empowers insights teams to promptly test concepts

Seeking a deeper understanding of mental wellness and acting upon real-time insights

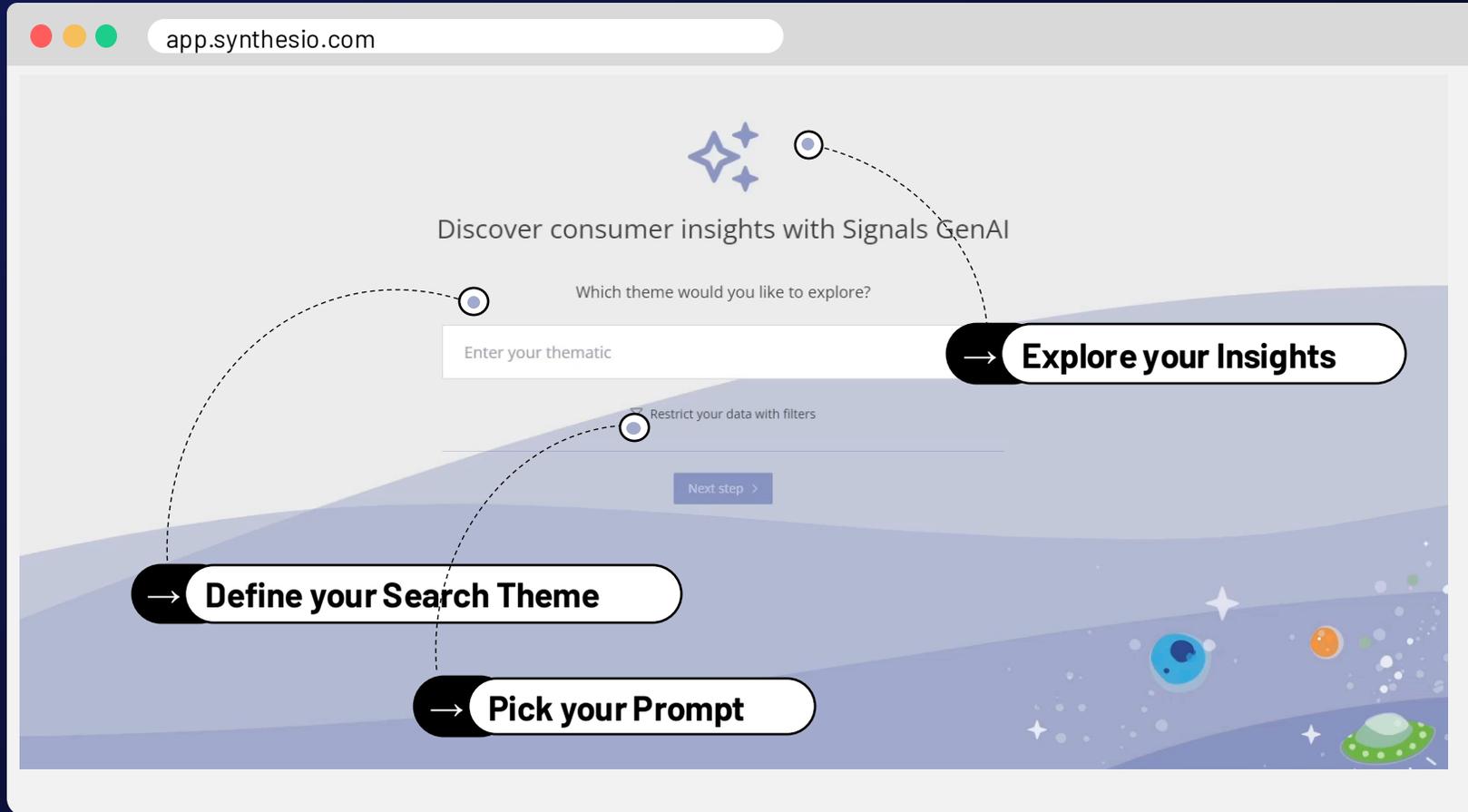
Leverage Gen AI solution to turn 17 millions of social data into action-ready insights?

- Reducing time to insights
- Increasing depth of insights
- Balancing functional and emotional
- Perspective comparison

Don't stop at the tools – upskill the organization for a new way of working



Explore any topic and generate impactful insights with just three clicks...



PLUG & PROMPT

POWERED BY SIGNALS Gen AI

Actionable insights from social data in minutes



How to succeed on your Gen AI journey

A unique blend of HI + AI propels innovation and delivers impactful, human-centric insights.

HI HUMAN INTELLIGENCE

Imagination | Creativity | Curiosity



AI ARTIFICIAL INTELLIGENCE

Efficiency | Inspiration | Scale

An **Evaluation Framework** needs to be at the heart of every effort to leverage Gen AI.

TRUTH

Is AI delivery **Accuracy**? How do we avoid hallucinations and fabrications?

TRANSPARENCY

Explainability...
Can we see inside the mechanism to understand how it works?

TRUST

Ethics, Fairness, Security, Privacy, Rights & Responsibilities. How do we treat participant and client data with integrity?

Keep the human in the loop at every step

Built By Researchers For Researchers

'Ipsos Facto' is our secure & agnostic Gen AI platform:

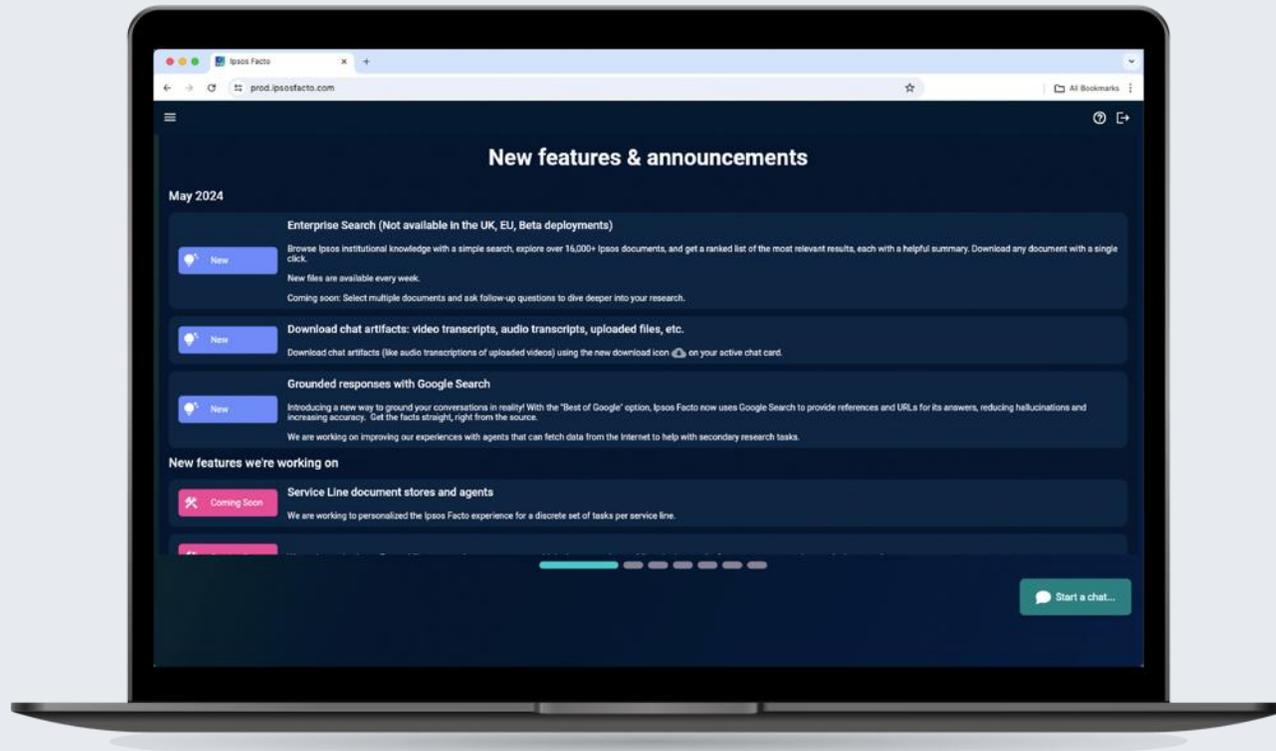
Latest models: Over 15 LLMs from Google, Open AI, Anthropic and Mistral.

Grounded in research: Is updated in real-time and grounded with Ipsos research data.

Deep capabilities: Provides a conversational tool, research agent, and proprietary library of research-oriented prompts.

Democratized: Is available to all Ipsos employees and clients, with the aim of democratizing, operating and innovating with Gen AI.

Ipsos Facto powers how we conduct research



Democratize

Embed Gen AI in the daily lives of all Ipsos employees

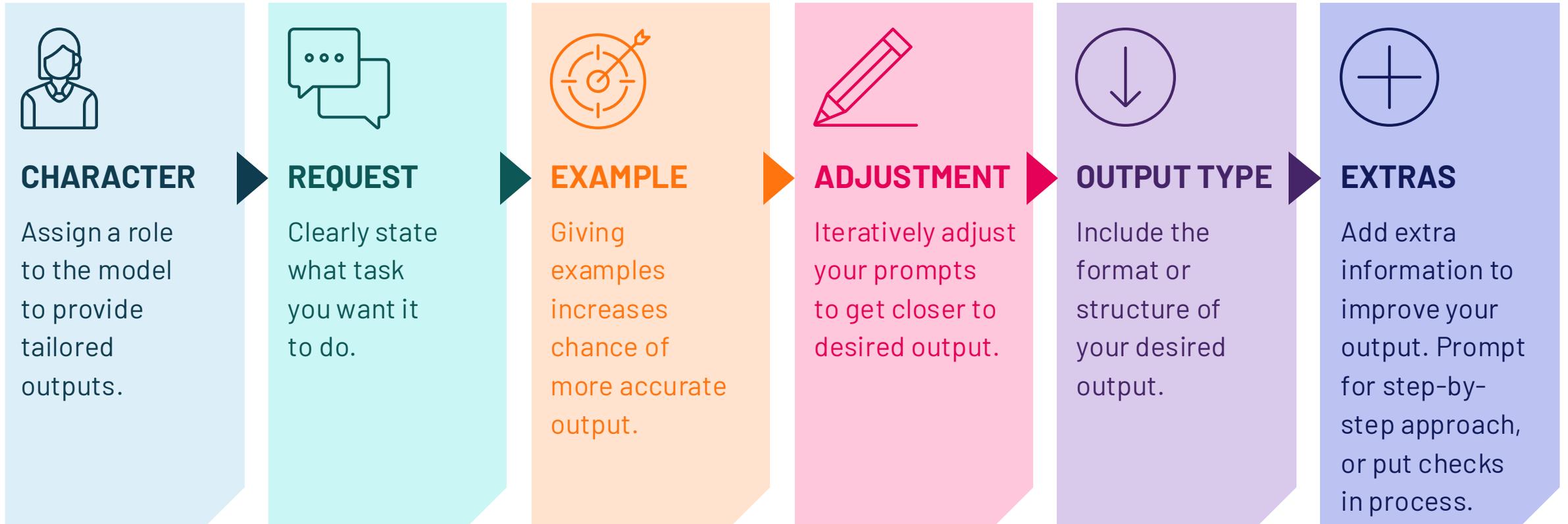
Operate

Transcribe, codify, extract themes, translate, summarise, generate topline data, ideas...

Innovate

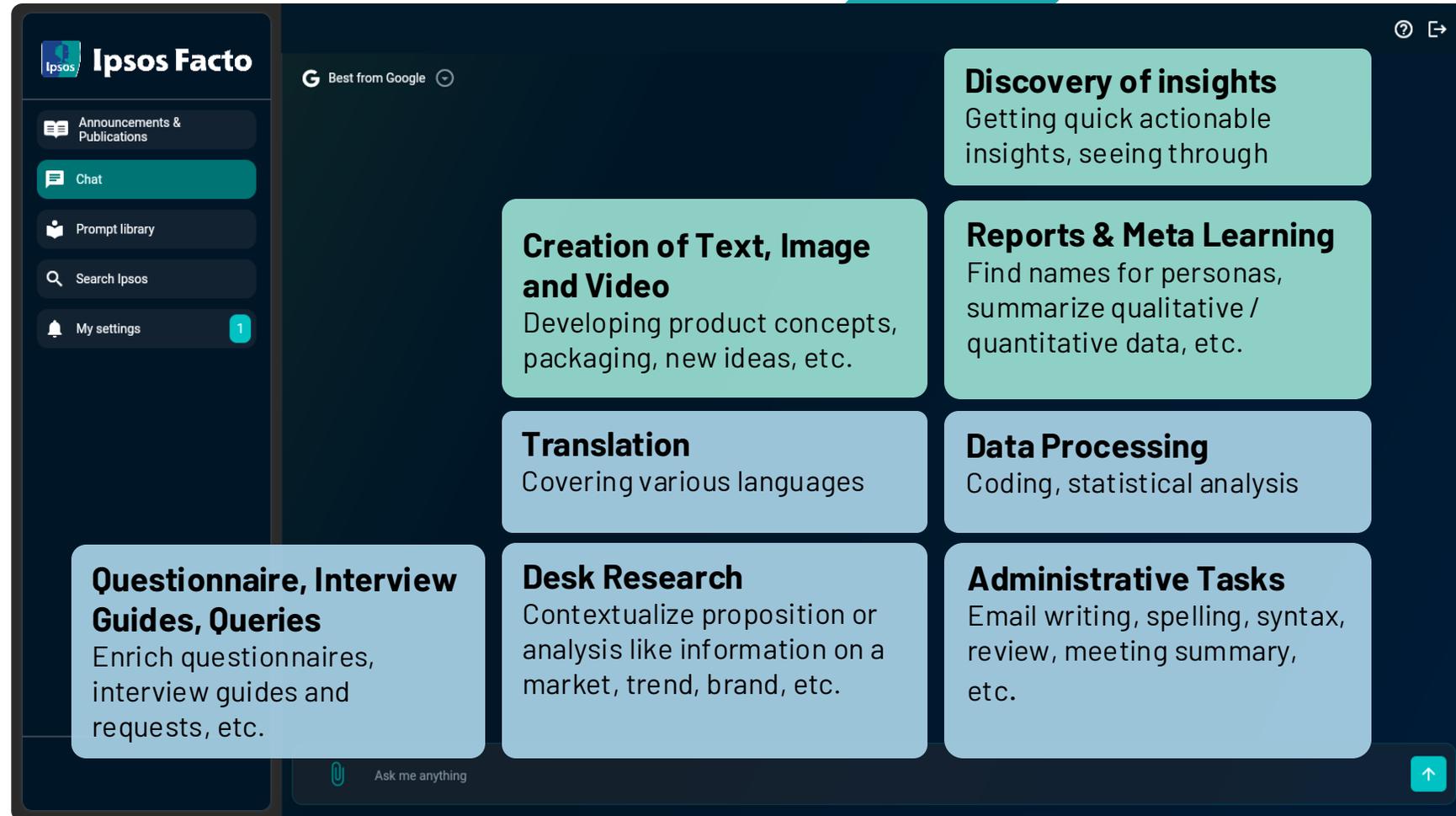
New products and applications in Innovation, Reporting, Brand Tracking, Qualitative...

Be sure to ask the right questions



Enable
innovation &
creativity

As well as
faster and
better research



Best practices you can apply immediately...

1

**Just get started,
even if small steps**

2

**Be critical about
your data sources**

3

**Ask the right
questions + validate**

4

**Test into use
cases**

5

**Focus on tangible
impact / KPIs**

6

**Be openminded to
ideas + change**

And when evaluating your partners

1

Probe the reliability of their underlying data

2

Hold them to your compliance standards

3

Understand how the models are trained

4

Inquire about the use cases the tool is built for

5

Understand the incremental value delivered

6

Ask about the role of research experts

Q&A



THANK YOU!

Emmanuel Probst

Emmanuel.probst@ipsos.com

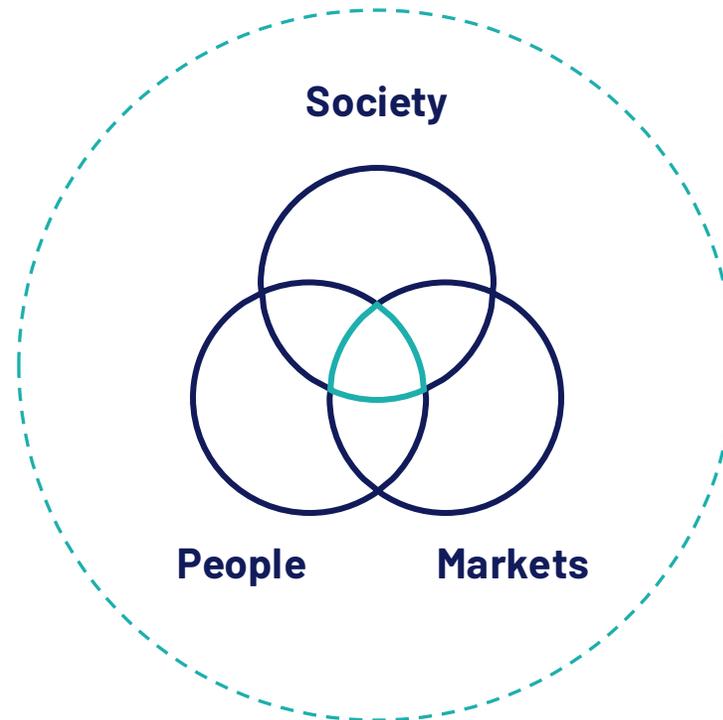


IPSOS: FAST. FLEXIBLE. TRUSTED.

And that's why clients work with Ipsos

We get you the
information you need
to **get things right &
get ahead**

Total Understanding
of society, markets
& people



Trusted Partner
to the world's biggest
companies



Including

25

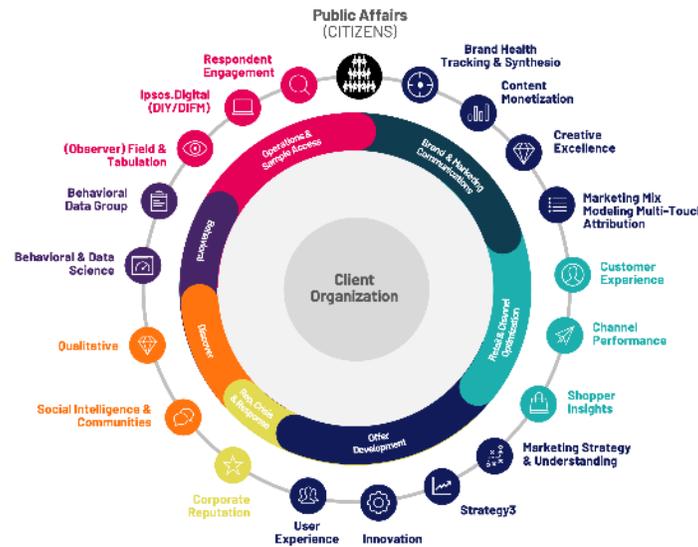
**of FORTUNE'S 30
Most Admired
Companies in the
World**

And that's why clients work with Ipsos

We get you the information you need to **get things right & get ahead**

Breadth & Depth
as one of the **world's leading** market research companies

Cutting Edge
as the **#1 Most Innovative Research Company in the World**



GreenBook
GRIT REPORT



We understand and know how to navigate some of the most existential challenges – and opportunities – you face:



Meeting the Demand for Fast, Flexible, and Agile Insights

Real-time, agile insights are increasingly critical as companies must react with nimble pivots



Democratization of Data and Proliferation of Generative AI

There are **multiple sources of Insights & Analytics** in big companies & AI has only compounded that



Demonstrating Business Impact and ROI

As budgets shrink, Insights is facing pressure to **adapt & demonstrate business impact**



Persuasive, Powerful, and Human-Centric Storytelling

Storytelling alone is not enough. Leaders demand stories that **persuade and influence business decisions**



Predictive Measurement and Foresight

In today's uncertain world, there is more pressure for Insights to be **forward-looking & predictive**

IPSOS RANKED #1 MOST INNOVATIVE INSIGHTS AND ANALYTICS COMPANY

GRIT VOTING

IPSOS 2ND Place

2023	277	>	228
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2024	433	>	231
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2024 Top 50 GRIT Report



Our growing suite of Gen AI solutions address clients' insights needs

AI-Knowledge Management & Curation

Our next-gen platform helps clients find business answers

Ipsos Signals Gen AI

Turns vast amounts of data into action-ready insights in <60 sec

Consumer Understanding (Qualitative)

Market Understanding

Segmentation

Persona Bots

Brings segments to life by interacting and extending beyond the survey

InnoExplorer

Our AI platform for innovation discovery

Innovation

AI-Boosted Workshops

Combines expert facilitators with an Ipsos-owned AI application

Brand Activation

Product Transfer

Our AI platform that predicts market trends and how products transfer across markets

Brand Equity

Creative|Spark AI

Tests online ads faster and at scale

myBVC

Expertly crafted prompts enhances data analysis and accessibility with the new Brand Success framework.



At Ipsos, we champion the **unique blend of Human Intelligence (HI) and Artificial Intelligence (AI)** to **propel innovation** and deliver impactful, human-centric insights for our clients.

Our HI stems from **our expertise** in prompt engineering, data science, and our unique, high quality data sets – **which embeds creativity, curiosity, ethics, and rigor into our AI solutions**, powered by our Ipsos Facto Gen AI platform.

Our clients benefit from **insights** that are **safer, faster** and **grounded in the human context**.

Ipsos GenAI
Manifesto

Data and models must meet the highest quality and integrity standards



Data Sources

Curated data from decades of proprietary Ipsos-owned research, and only 3rd party data from agencies and partners meet our rigorous **validation protocols.**



Models

Trained to **match use cases** as precisely as possible by country, industry, category, brand, persona, etc., and leveraging 15+ LLMs for the **right model for the right task/result.**



Protections

A comprehensive suite of **fraud detection tools** that are core to Ipsos are now enhanced with Gen AI. And, we only use client data with **explicit permission.**

We developed Ipsos Facto with **security and privacy** at its core



Governance

Ipsos Facto's security is enabled by our **AI policy** and user **T's & C's**, grounded in **Ipsos Security Policy** and protected by MSAs with our technology providers.



Infrastructure

Enterprise-grade security measures including MFA, regional data residency to meet local privacy requirements, **strict data retention** policies and **full data encryption**.



Validation

We are building Ipsos Facto to be **ISO certified**. We commission 3rd party security assessments and penetration tests to verify our security measures.