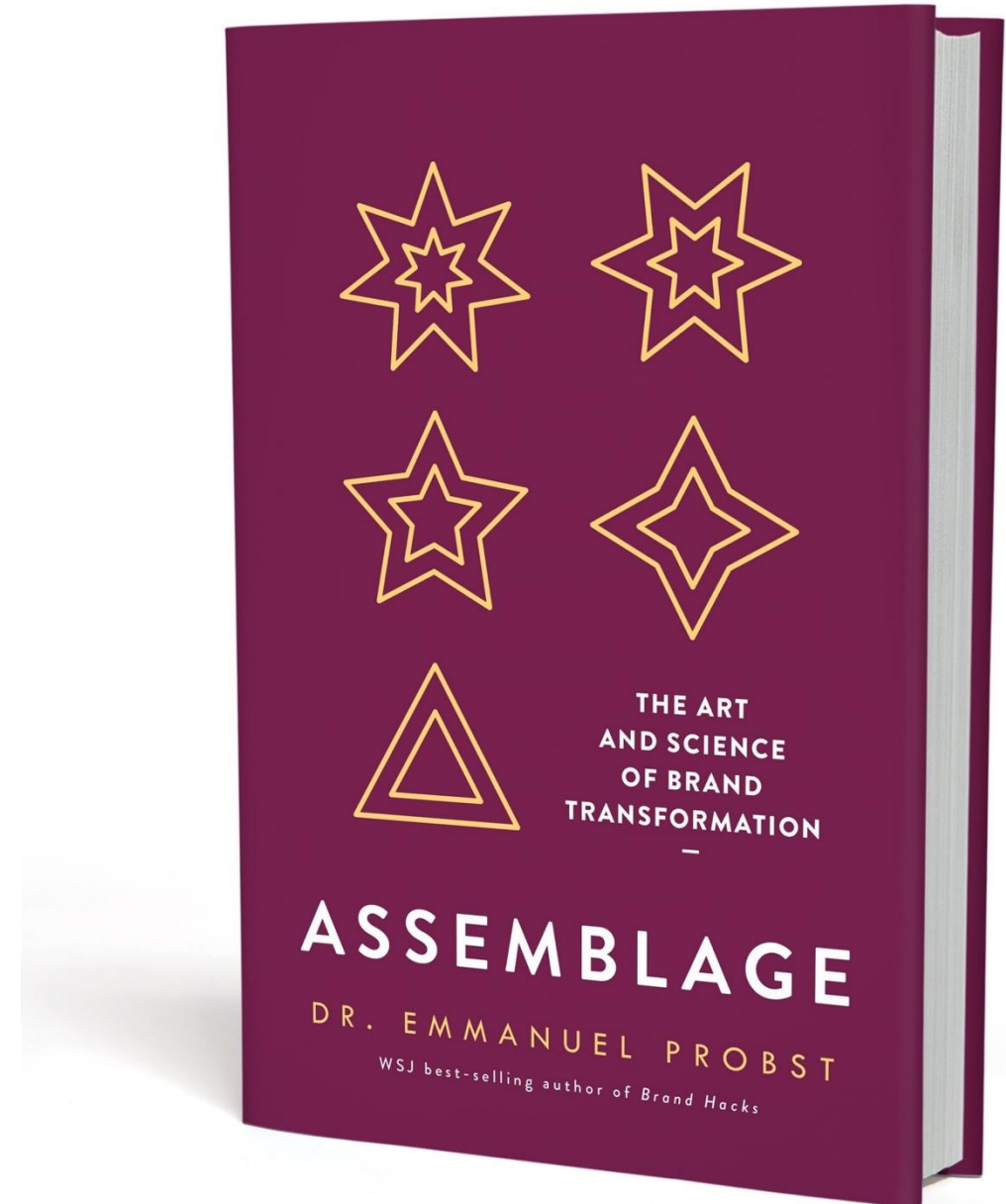


# THREE REAL LIFE STORIES OF BRANDS SUCCEEDING WITH GEN AI

# 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



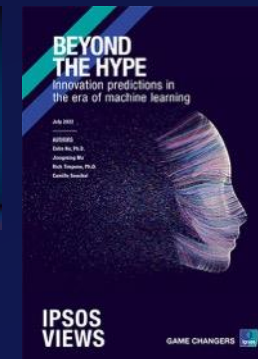
Best practices you can apply to your Gen AI journey



# 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



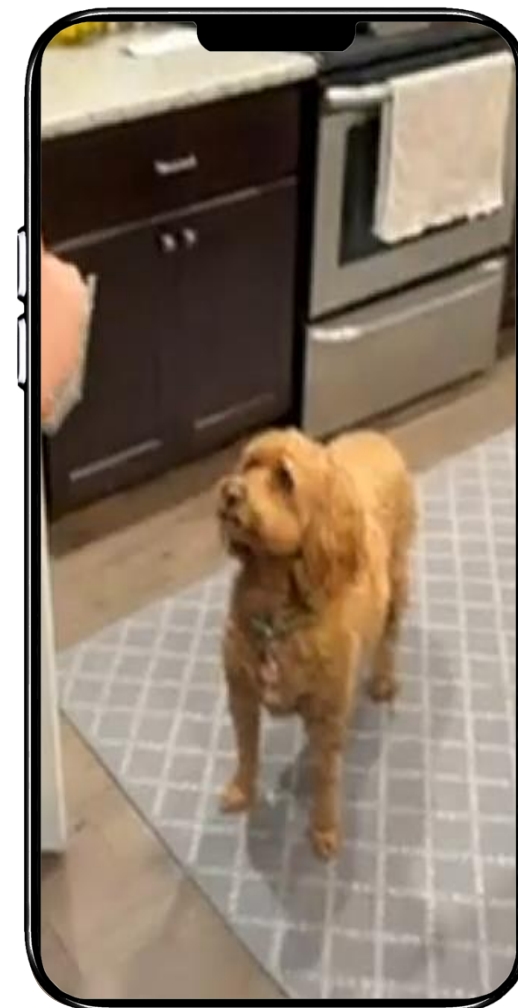
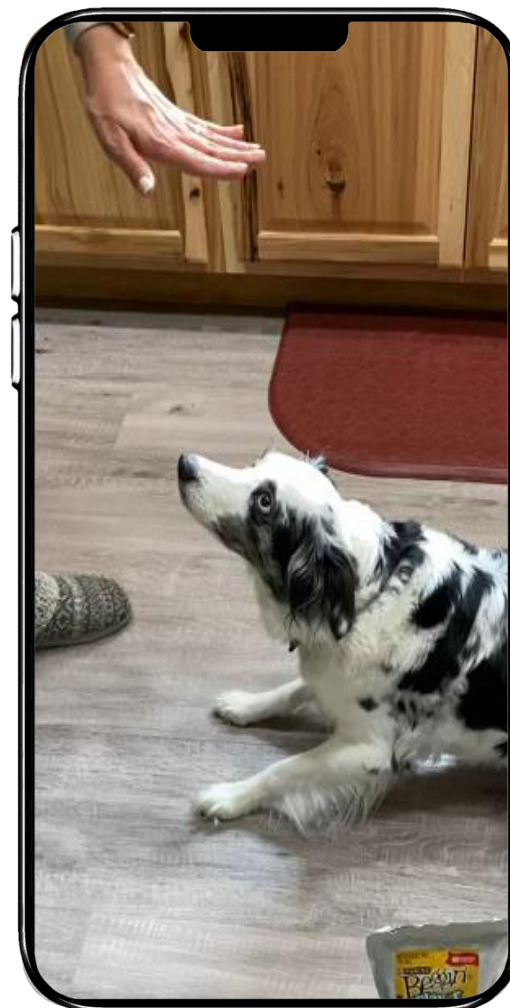
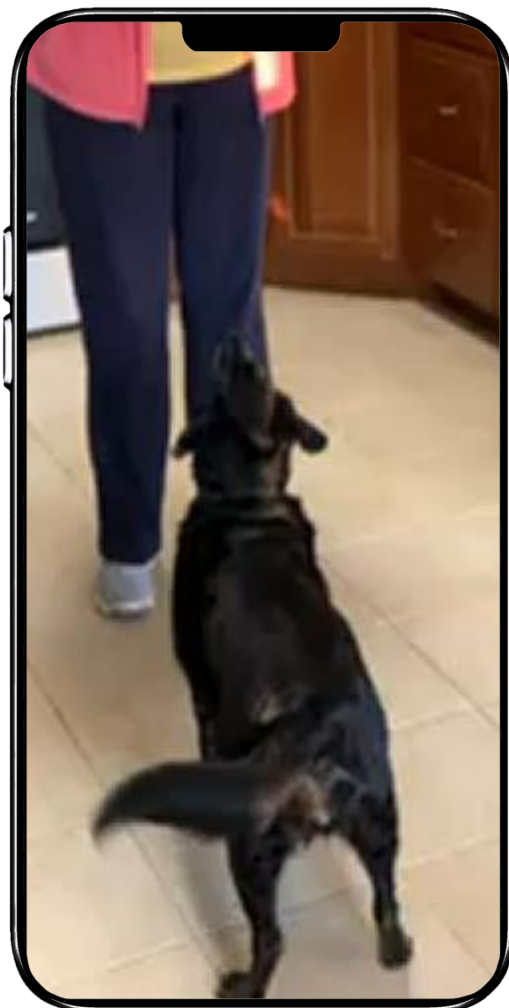
# Unleashing Gen AI for Pet Food Innovation

*“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.”*



# 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

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**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

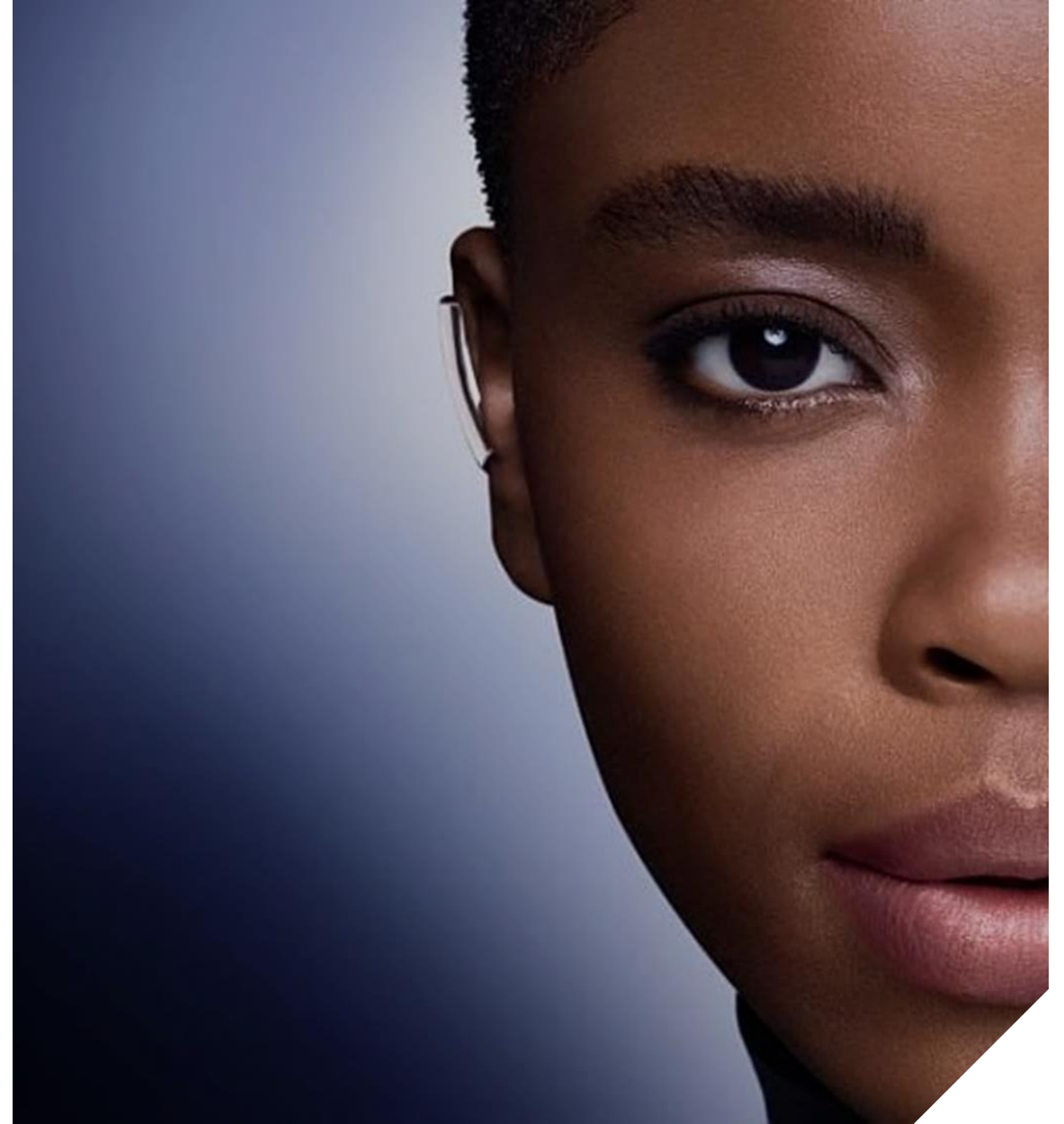


# Seeking a deeper understanding of mental wellness and acting upon real-time insights

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

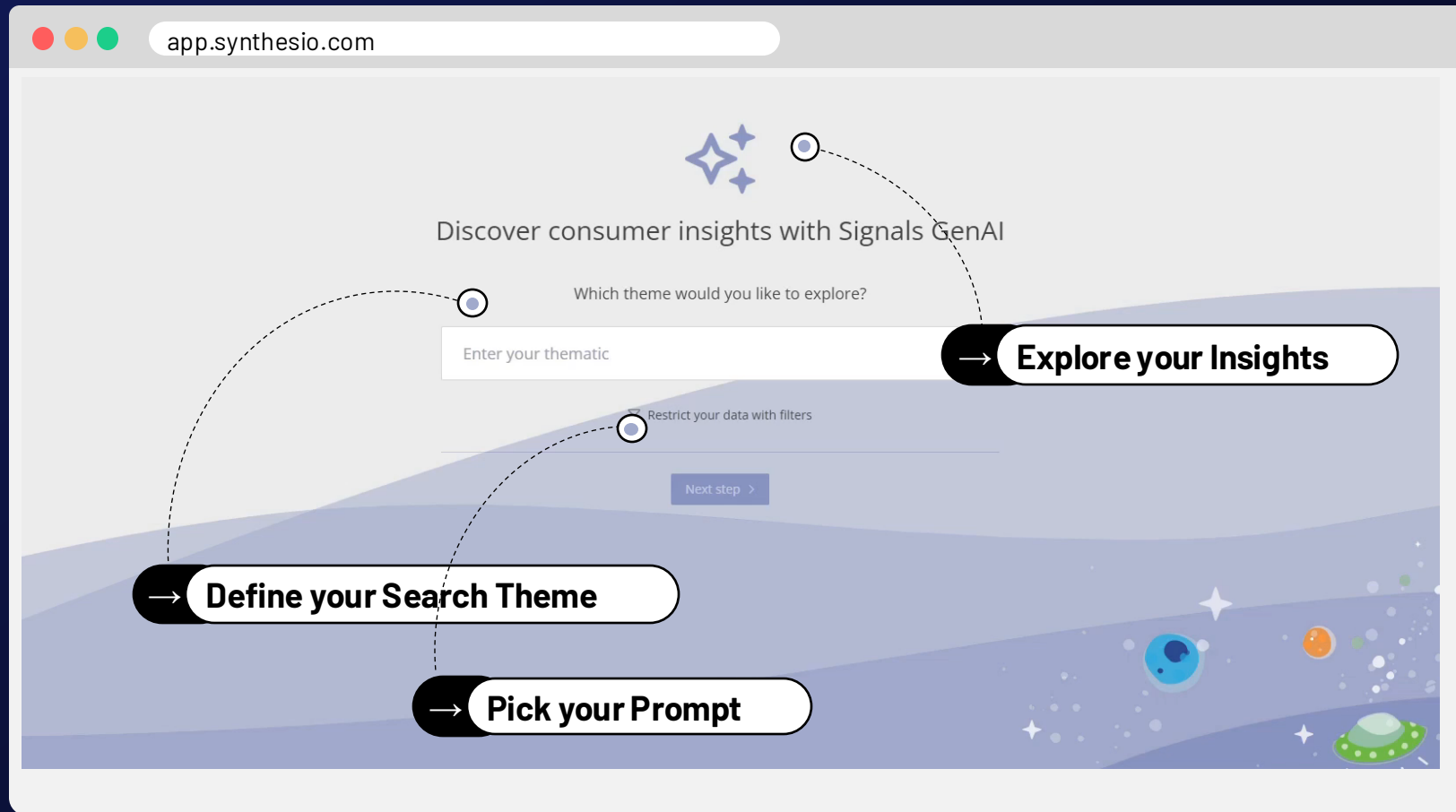
- Reducing time to insights
- Increasing depth of insights
- Balancing functional and emotional
- Perspective comparison

***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:**

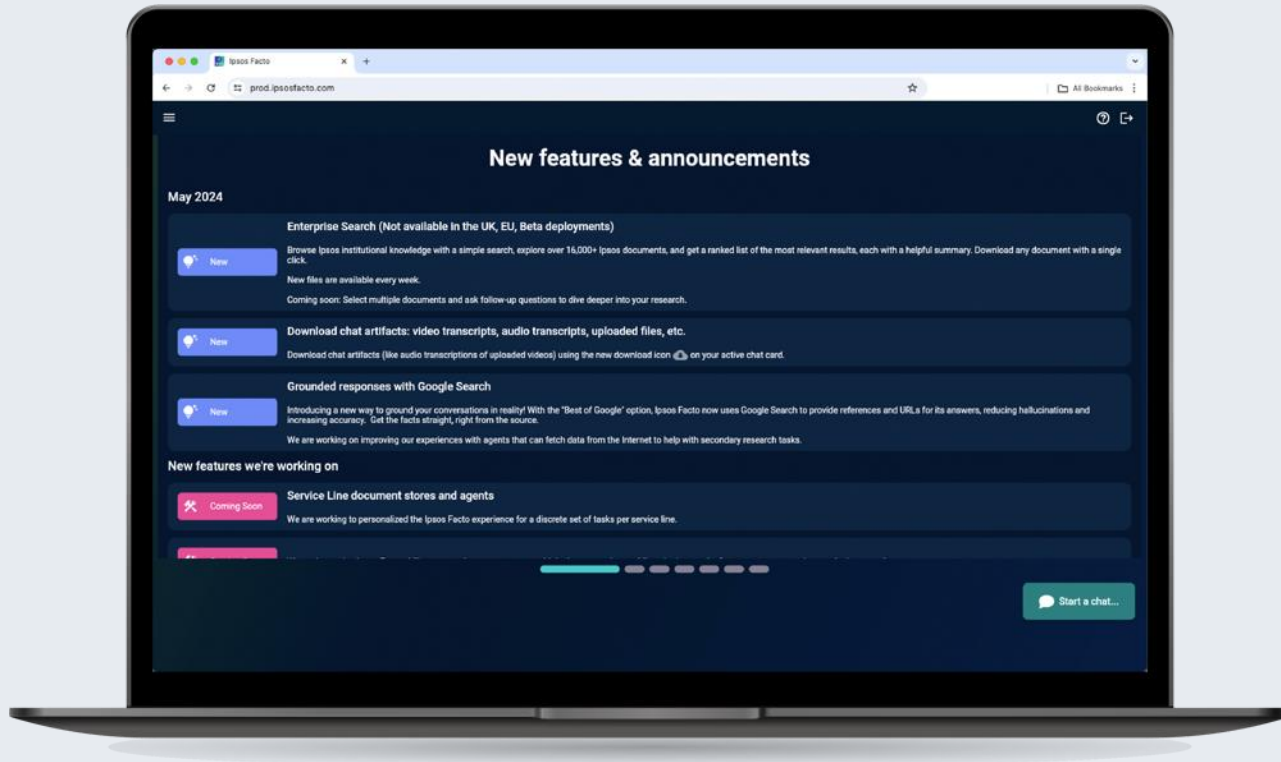
**Latest models:** Over 15 LLMs from Google, Open AI, Anthropic and Mistral.

**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

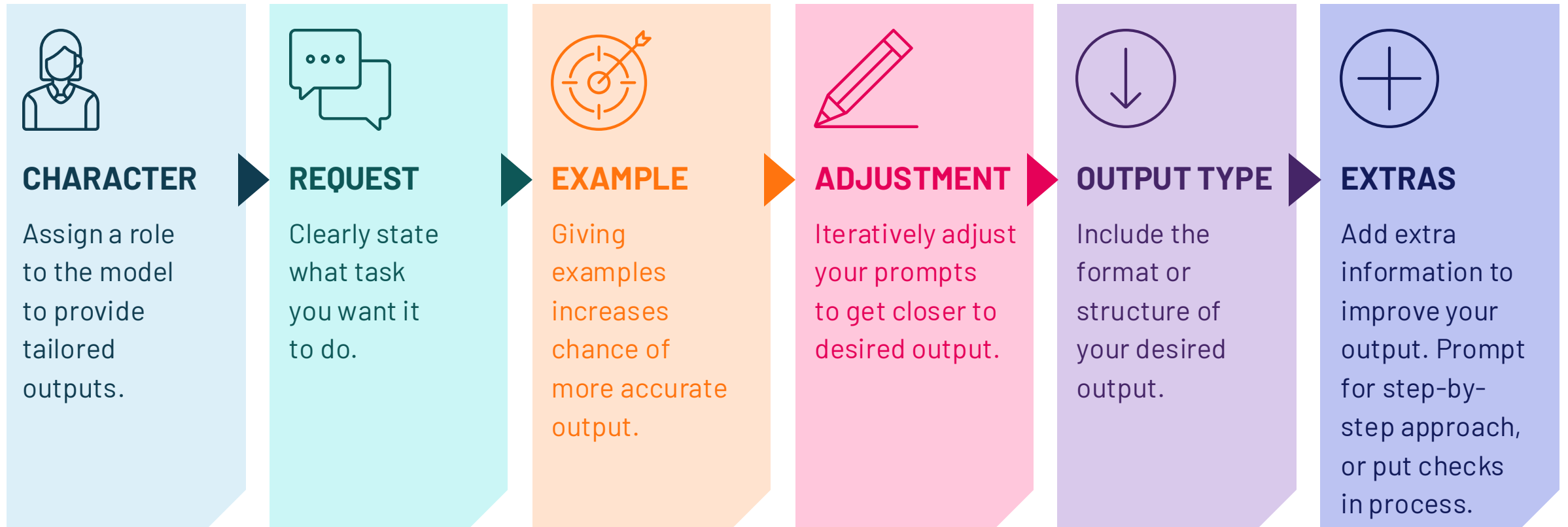
Transcribe, codify, extract themes, translate, summarise, generate topline data, ideas...

## Innovate

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

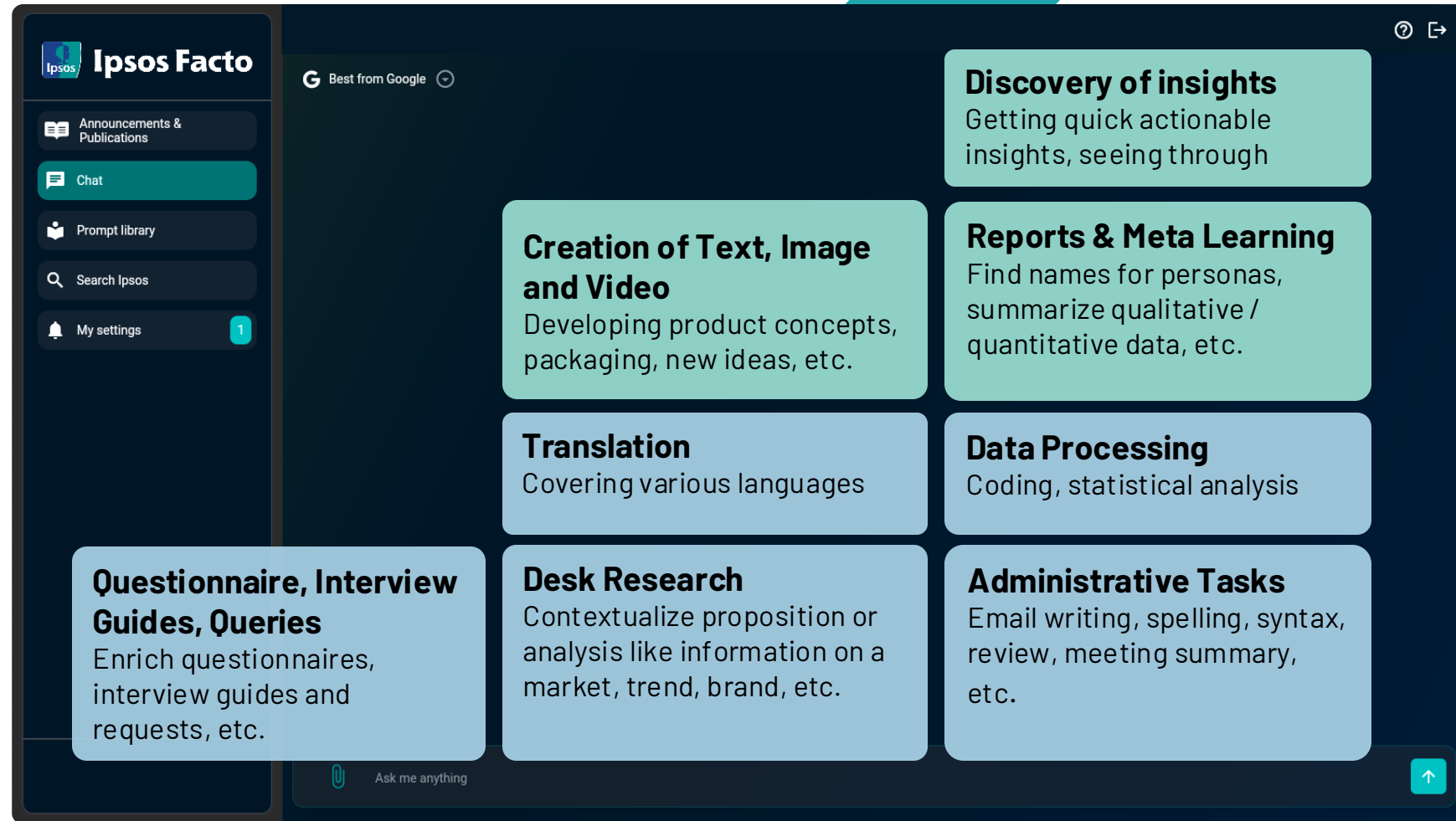


# Be sure to ask the right questions



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](mailto:Emmanuel.probst@ipsos.com)



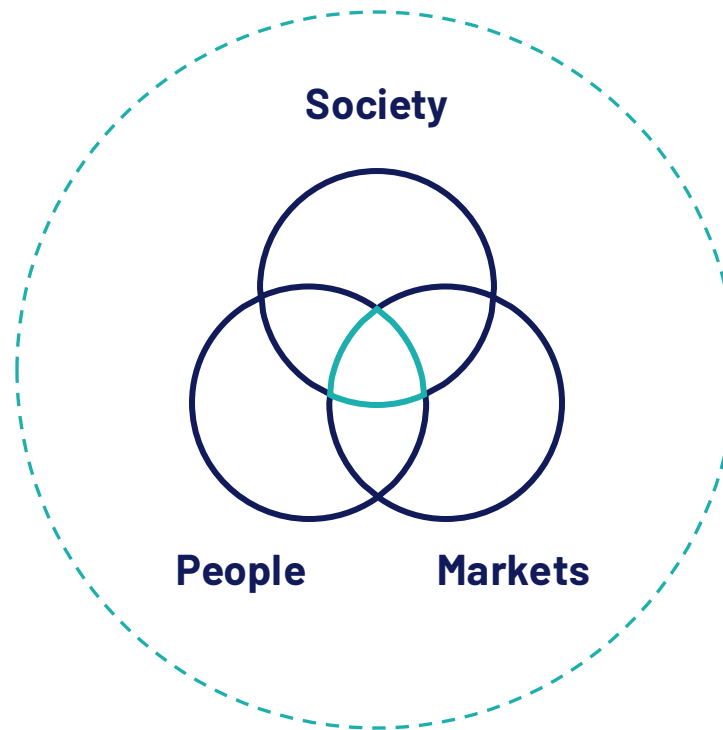


**IPSOS: FAST. FLEXIBLE. TRUSTED.**

# 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

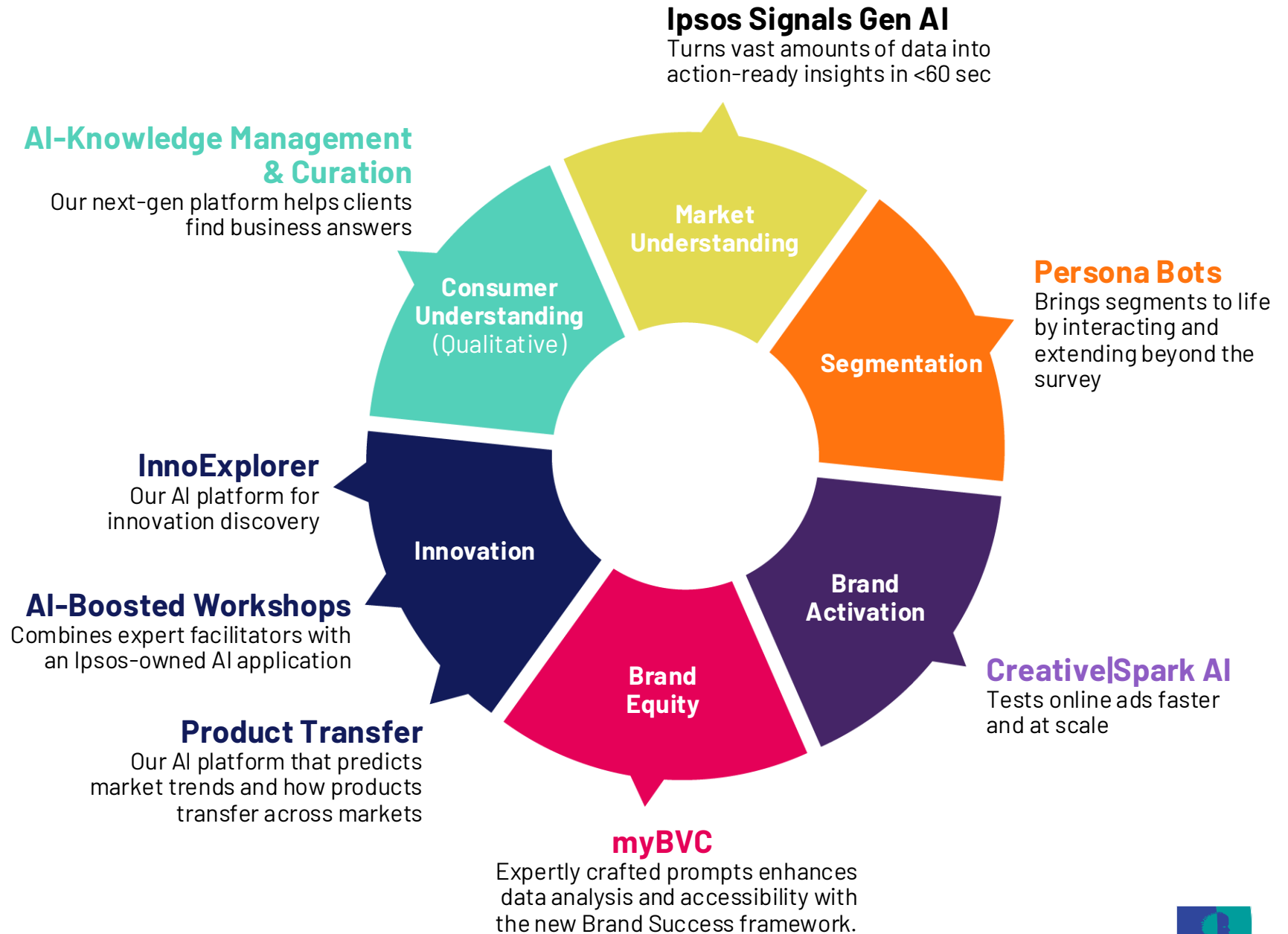
2<sup>ND</sup> Place

2023	277	>	228
2024	433	>	231

## 2024 Top 50 GRIT Report



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







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 3<sup>rd</sup> 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.