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Leaping Into The Future Together

Hormel Pilots Toluna's Synthetic Survey-Takers

Presenters

Angela Spathis
Consumer Insights Lead
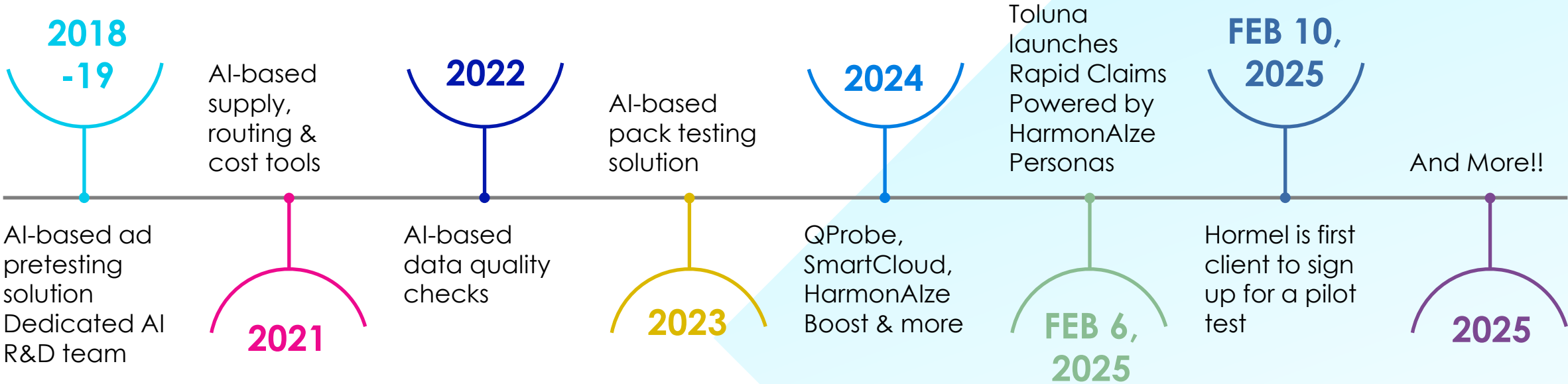
Hormel Foods

Vince Latone
VP, Client Director

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Renee Smith
EVP, Research Solutions

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Toluna's AI Journey

2018-19
AI-based ad pretesting solution
Dedicated AI R&D team

AI-based supply, routing & cost tools

2021
AI-based data quality checks

2022
AI-based pack testing solution

2023
QProbe, SmartCloud, HarmonAIze Boost & more

2024
Toluna launches Rapid Claims Powered by HarmonAIze Personas

FEB 6, 2025
Hormel is first client to sign up for a pilot test

FEB 10, 2025
And More!!

2025

The Solution Tested
Rapid Claims Screening Powered by HarmonAlze Personas

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- Screen more claims in less time
- Keep sensitive information safe
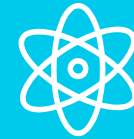- No fraud, fatigue or attention issues
- High correlations in parallel tests

For each of the options below, choose your **most believable** and **least believable** claim.
Question 1 of 2

👍

👎

Long battery life

SHOW MORE

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Key Findings

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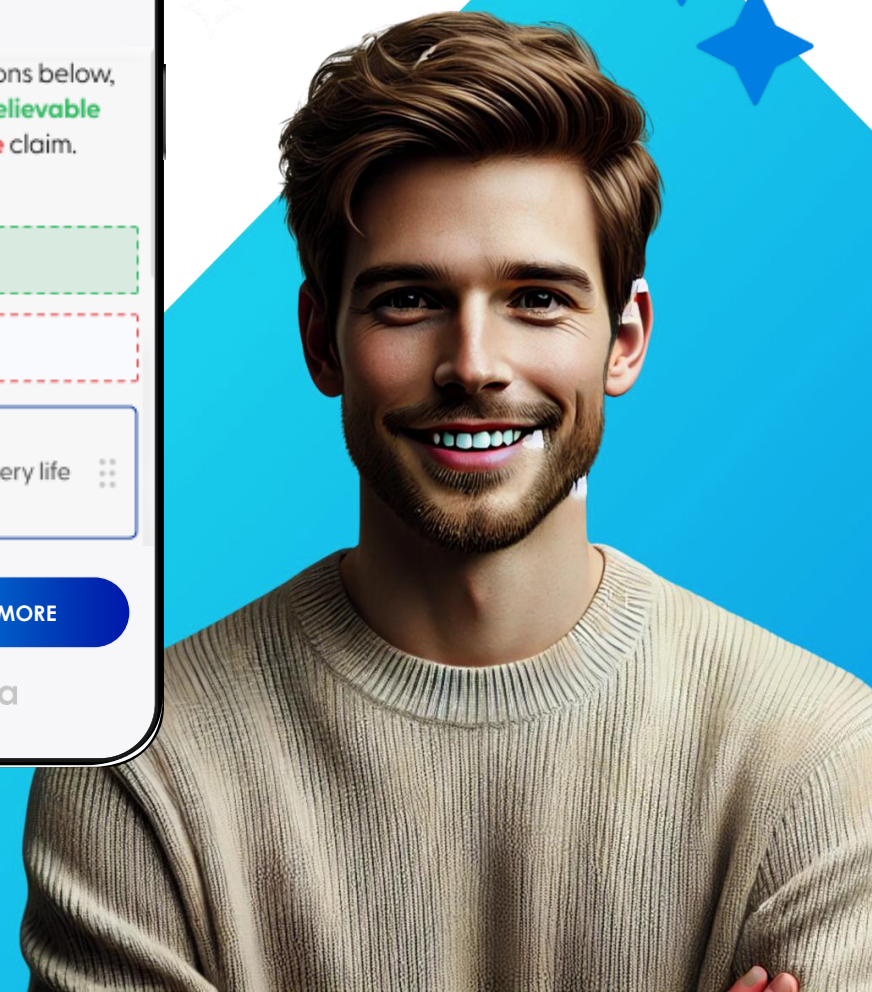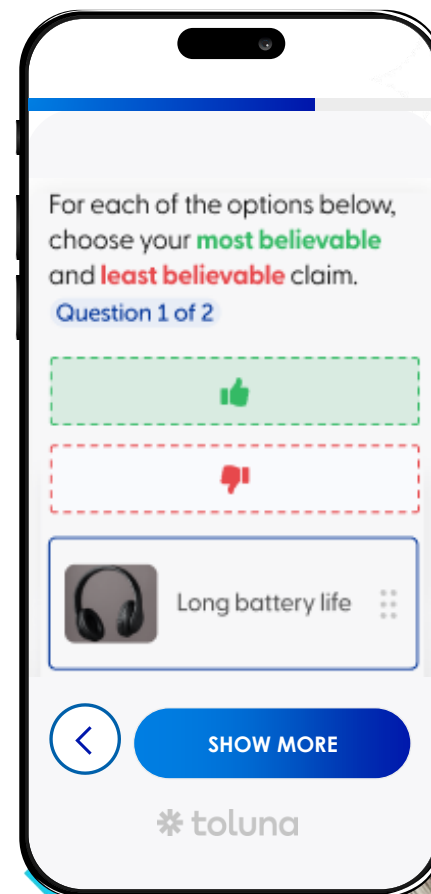
Parallel Test: Cell 1 Humans versus Cell 2 Personas

The **top claims** from synthetic survey-takers were **highly similar** to the top claims from humans.

Choice Rankings Similar

Synthetic survey-takers showed **more discrimination** across claims than humans and **more coherence** between preference and likely to purchase.
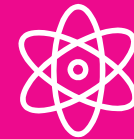
Persona Results Less "Noisy"

Humans were more likely to select claims they most preferred in the maxdiff in their top 5 on uniqueness (perhaps a recency effect).

Uniqueness Differences on Ranking Task

High Correlation Between Human and Persona Results from MaxDiff Tradeoffs Exercise

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0.75

Correlation of rank order of 26 claims

(human versus synthetic survey-takers)

Substantial Overlap Between Top Claims of Humans and Personas

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Comparison of Top Claims (60%+ Threshold)

Humans	Both	Personas
• Claim A	• Claim C	• Claim J
• Claim B	• Claim D	• Claim K
	• Claim E	
	• Claim F	
	• Claim G	
	• Claim H	
	• Claim I	

"Which of the following do you most prefer and which do you least prefer?" | N=400

Hormel's Experience & Reactions

❝ **Dave Anderko**
Insights Lead, Hormel Foods

Partnering with Toluna on a beta test (and case study) involving AI and innovation in research was a great experience and very enlightening."

❝ **Angela Spathis**
Insights Sr. Mgr, Applegate & Justin's

While the 'personas' are not identical to humans (which is a good thing!), they provide helpful data and there will be many opportunities within the research spectrum to include them in the future. Great to see Toluna leading in this area."

Hormel: Potential Adoption Path to Build Organizational Confidence

Screen with Personas

Test Winners with Humans

Take Winning Claims Forward
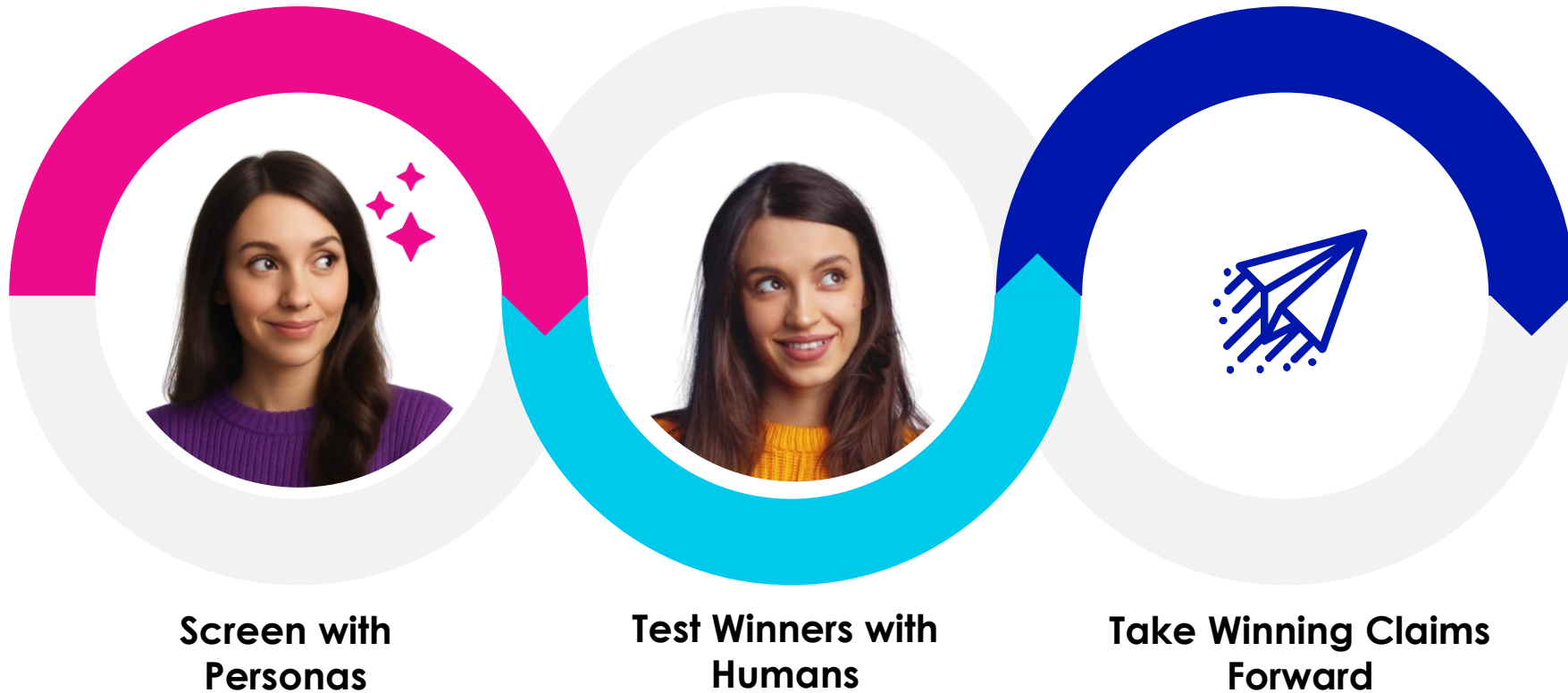
Using synthetic survey-takers to **screen large numbers of claims** can be a useful way forward **on its own** or **to identify a smaller subset to test with humans.**

Toluna: Agile Solutions to Support Client Innovation

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Rapid Screening

Screen ideas, claims, flavors, and get results < 1 hour

Powered by Toluna HarmonAIze Personas

Agile Concept Testing

Templated surveys for easy and fast set-up

KPIs customized to your innovation strategy

Conversational AI

Conversational AI tools in survey platform

Thank you.