

USE CASE

# Smarter AI-driven Product Testing for Faster Innovation

Use cases and benefits



# Today's Speakers



**Daniel Cunill**

**Head of Market Research  
services, US & UK**



**Anthony Brodbin**

**Sales Director,  
Qualitative Solutions**

# Imagine...

**It's Monday morning. Your Head of Innovation walks in with a new “sustainability-first” personal care concept and says...**

“This product has become a priority for the company, and we need a final green light for production in 10 days.”

“Our budget is flat, and this project wasn't even in the original quarterly plan, so we need to be cost-effective.”

“We need to talk to actual health-conscious young professionals to be sure this lands with the target.”

“We need to be 100% sure this resonates in France, Germany, and the UK.”

“Marketing needs to know what the emotional hooks are that will drive the premium price point, and I need ammunition to align the production and sales teams for the launch.”



# The Five Tensions of Modern Insights

1

## Innovation Squeeze

Speed

The conflict between the speed of culture and the certainty required for investment.

2

## Budget Tightrope

Budget

The mandate to double research output on flat or shrinking funding.

3

## Translation Nightmare

Translation

The friction of managing multi-market studies without losing local nuance or timeline momentum.

4

## Data vs. Insight Gap

Insight Gap

The gap between quant numbers that convince in the boardroom and the deep human “soul” required for marketing.

5

## Friction of Participation

Authenticity Gap

The struggle to reach busy, authentic consumers instead of standard professional respondents.

THE CHALLENGE

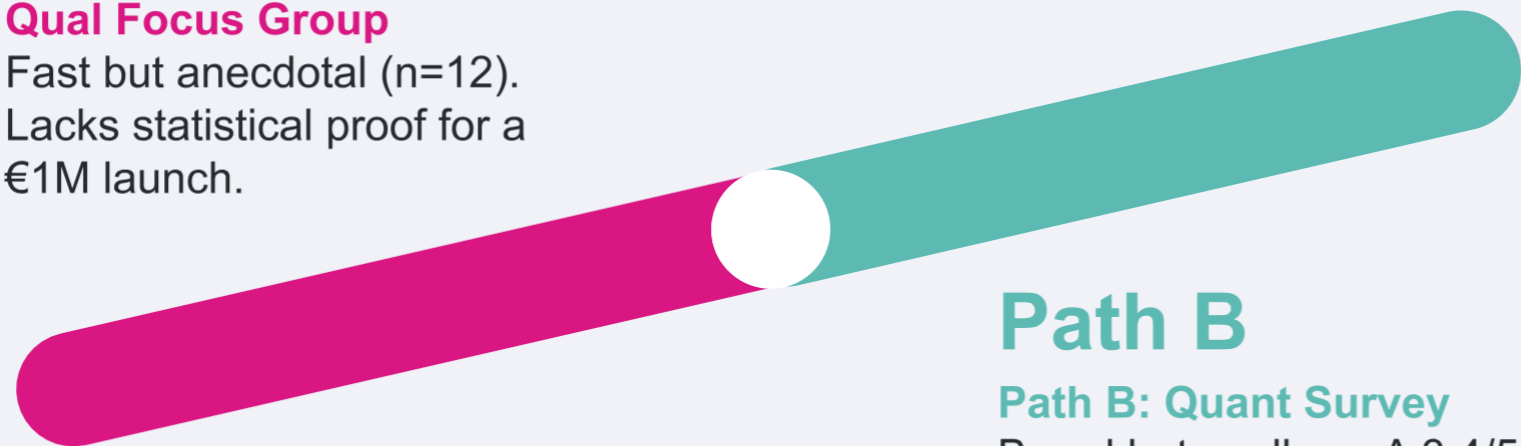
# The Compromise: Speed, Certainly, and the Budget Freeze

## Balancing Certainly and Speed

### Path A

#### Qual Focus Group

Fast but anecdotal (n=12). Lacks statistical proof for a €1M launch.



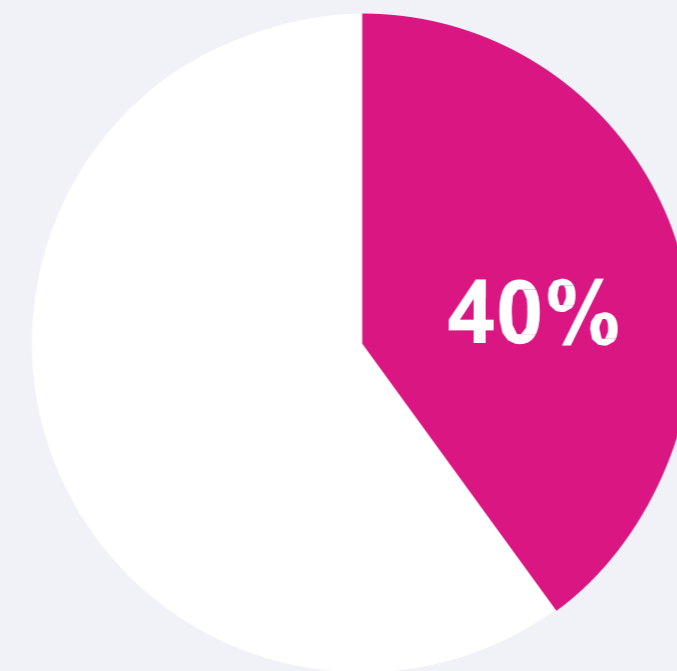
### Path B

#### Path B: Quant Survey

Broad but soulless. A 3.4/5 packaging score doesn't explain why.

## Budget Tension

40% of quarterly budget eaten by sequential Qual-then-Quant studies.



### The Result:

High-growth, smaller projects are skipped or decided by "gut feeling".

<b>1</b> <b>Innovation Squeeze</b> Speed The conflict between the speed of culture and the certainty required for investment.	<b>2</b> <b>Budgetary Tightrope</b> Budget The mandate to double research output on flat or shrinking funding.	<b>3</b> <b>Translation Nightmare</b> Translation The friction of managing multi-market studies without losing local nuance or timeline momentum.	<b>4</b> <b>Data vs. Insight Gap</b> Insight Gap The disconnect between flat quantitative spreadsheets and the deep human soul required for marketing.	<b>5</b> <b>Friction of Participation</b> Authenticity Gap The struggle to reach busy, authentic consumers instead of standard professional respondents.
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THE CHALLENGE

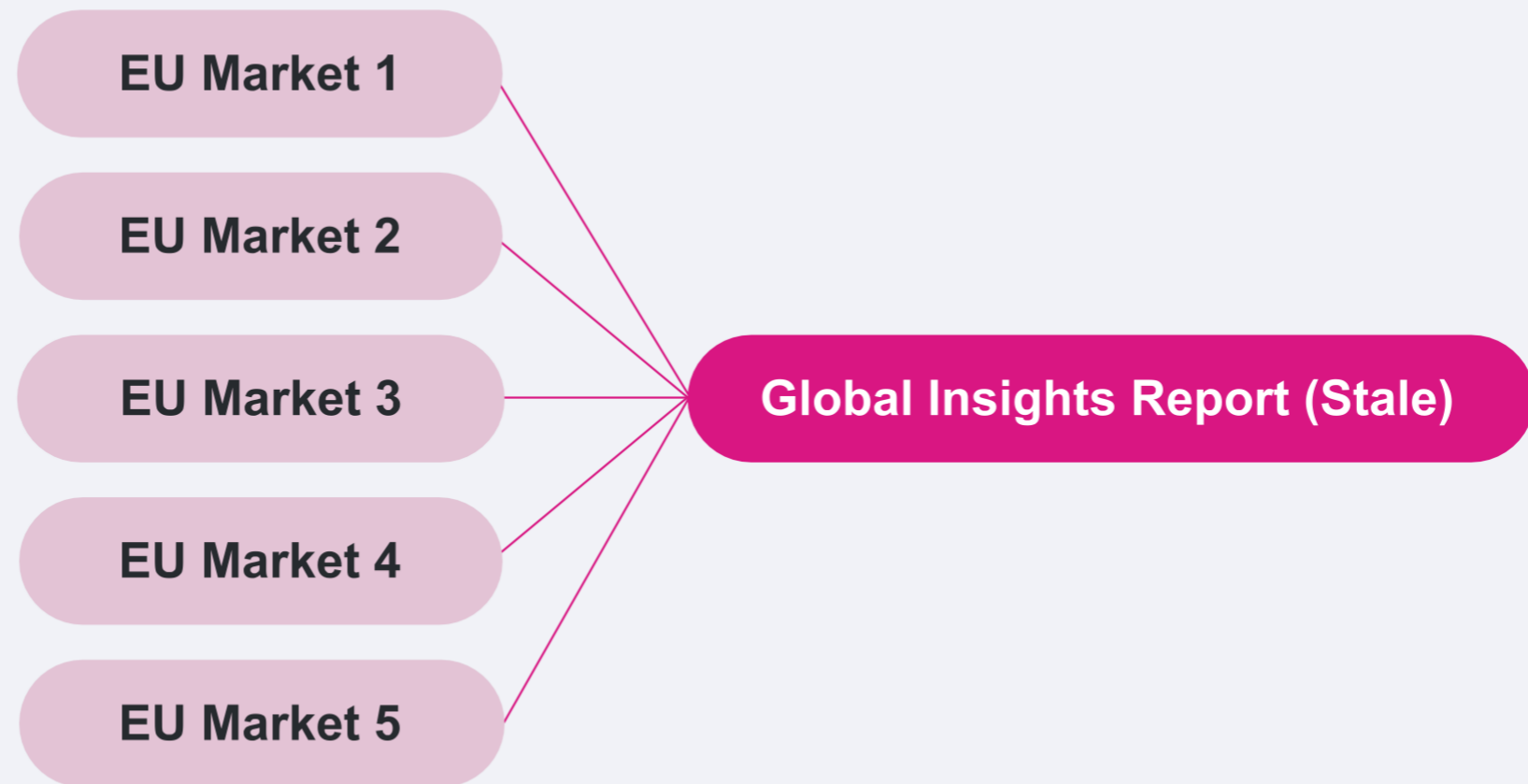
# Scale Data & Soulless Metrics

## The Translation Nightmare

By the time local reports are translated and synthesized, insights are stale. Product teams move on based on gut feeling.

## The Insight Gap

A 100-page deck of Top-Box Purchase Intent scores yields no emotional hooks for the Creative Agency. Spreadsheets do not provide verbatims.



1	2	3	4	5
<b>Innovation Squeeze</b>	<b>Budgetary Tightrope</b>	<b>Translation Nightmare</b>	<b>Data vs. Insight Gap</b>	<b>Friction of Participation</b>
Speed	Budget	Translation	Insight Gap	Authenticity Gap
The conflict between the speed of culture and the certainty required for investment.	The mandate to double research output on flat or shrinking funding.	The friction of managing multi-market studies without losing local nuance or timeline momentum.	The disconnect between flat quantitative spreadsheets and the deep human soul required for marketing.	The struggle to reach busy, authentic consumers instead of standard professional respondents.

THE CHALLENGE

# The Authenticity Gap

## The Traditional Flaw

**The Flaw:**

60-90 minute scheduled sessions demand unrealistic time commitments.

**The Result:**

You recruit professional respondents who participate solely for the incentive.

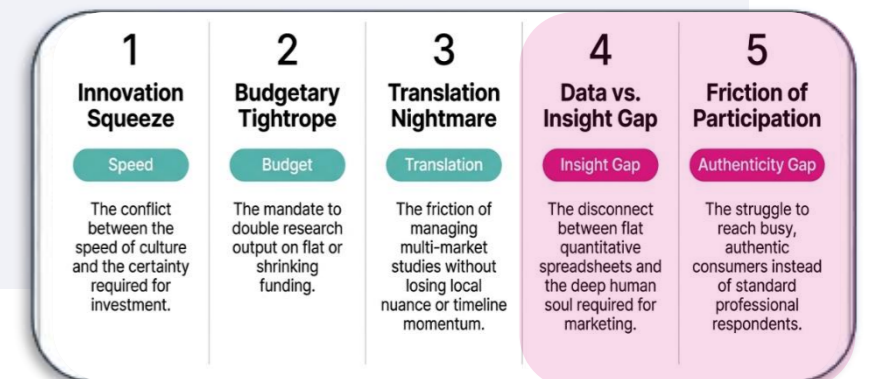
## The Modern Reality

**The Missing Consumer:**

The busy parent, the Gen Z student, and the on-the-go shopper who actually drives category growth are excluded.

**The Fix:**

Reach them where they already are, in the moment.



THE CHALLENGE

# The Great Research Divide

**The Gap: We need depth AND scale, instantly.**

## The Qualitative World

**The reality:**

Delivers deep human understanding but is historically slow, often misses diversity, and difficult to scale.

**Depth, human understanding, uncovers emotions, motivations, and context.**

## The Quantitative World

**The reality:**

Delivers on scale, measurement and confirmation, but often lacks human nuance.

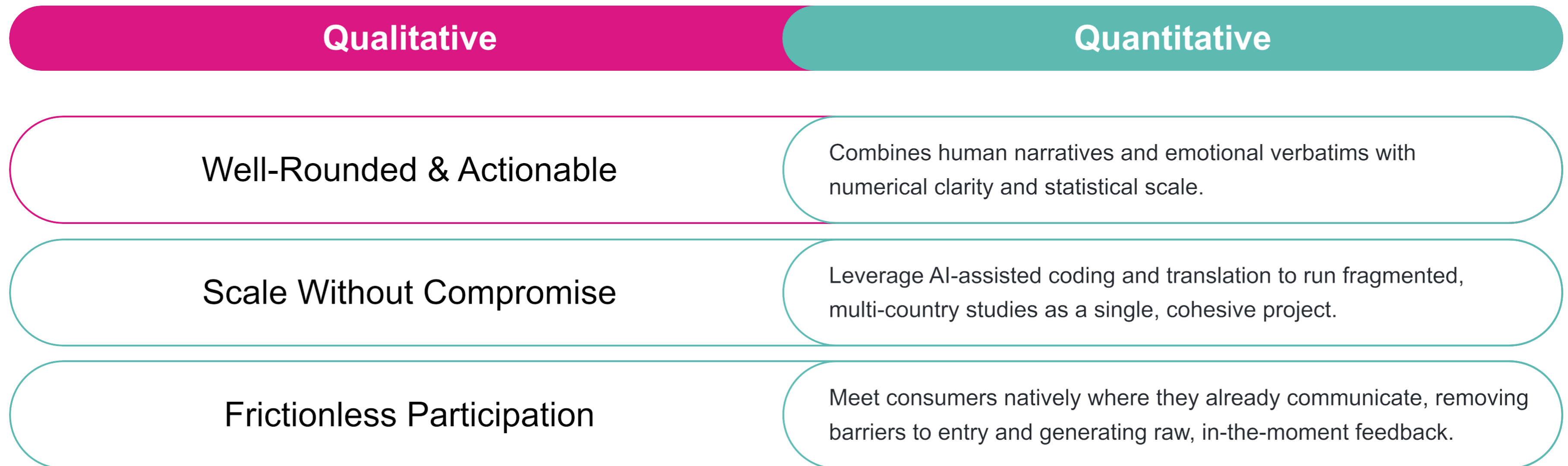
**Scale, statistical confidence, measures, and confirms.**

Research teams are constantly pressured to move faster, deliver richer insights, and make more confident decisions with fewer resources. You shouldn't have to choose between depth and scale.

THE SOLUTION

# Welcome to Asynchronous Quantified Qual

Large-scale qualitative research driven by Generative AI

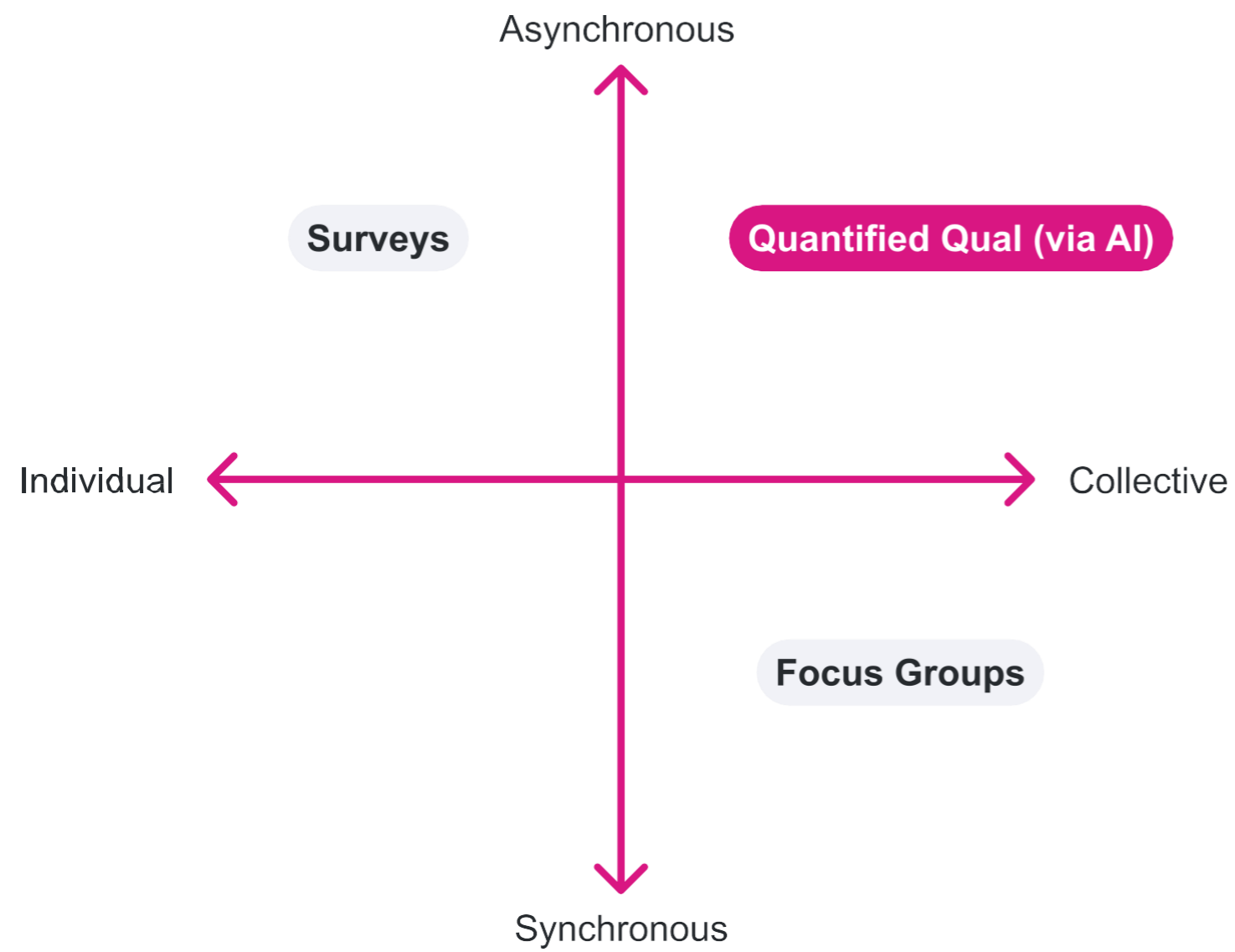


THE SOLUTION

# The Paradigm Shift

## Fragmentation Solved.

AI enables researchers to run multy-country, multu-language studies as a single, cohesive project, living purely in the asynchronous space.



Dimension	Traditional (Synchronous)	Asynchronous)
Time	60–90 min (Artificial)	10-15 min/day for 1-2 weeks (Authentic)
Sample (n)	8–12 (Anecdotal)	150–500 (Statistical)
Environment	Artificial (Mirrored Room)	Natural (Kitchen, Store)
Cost/Head	High (Incentives/Travel)	Scalable (Platform efficiency)

Give consumers the space to think. Launch Monday, synthesize by Wednesday.

# The Paradigm in Practice: Case Studies

# Awakening a Sleeping Beauty in the French Market



## A Massive, Multi-Faceted Brief

- Revitalize presence in France and build a bold communication campaign.
- Define the core meaning of the 'British spirit' for French consumers.
- Uncover granular consumer personas and their morning habits.
- Test brand territories, new innovation naming, and packaging.

### The Constraint:

Doing this sequentially would break their tight timeline and fixed budget.

## The “Big is Beautiful Approach

**10 Days**

Ultra-compressed research timeline.

**N=266**

Massive, highly diverse participant sample.

**1 Platform**

Asynchronous community via the Bilendi Discuss portal.

# Bridging the Gap: The Quantified Qual Methodology

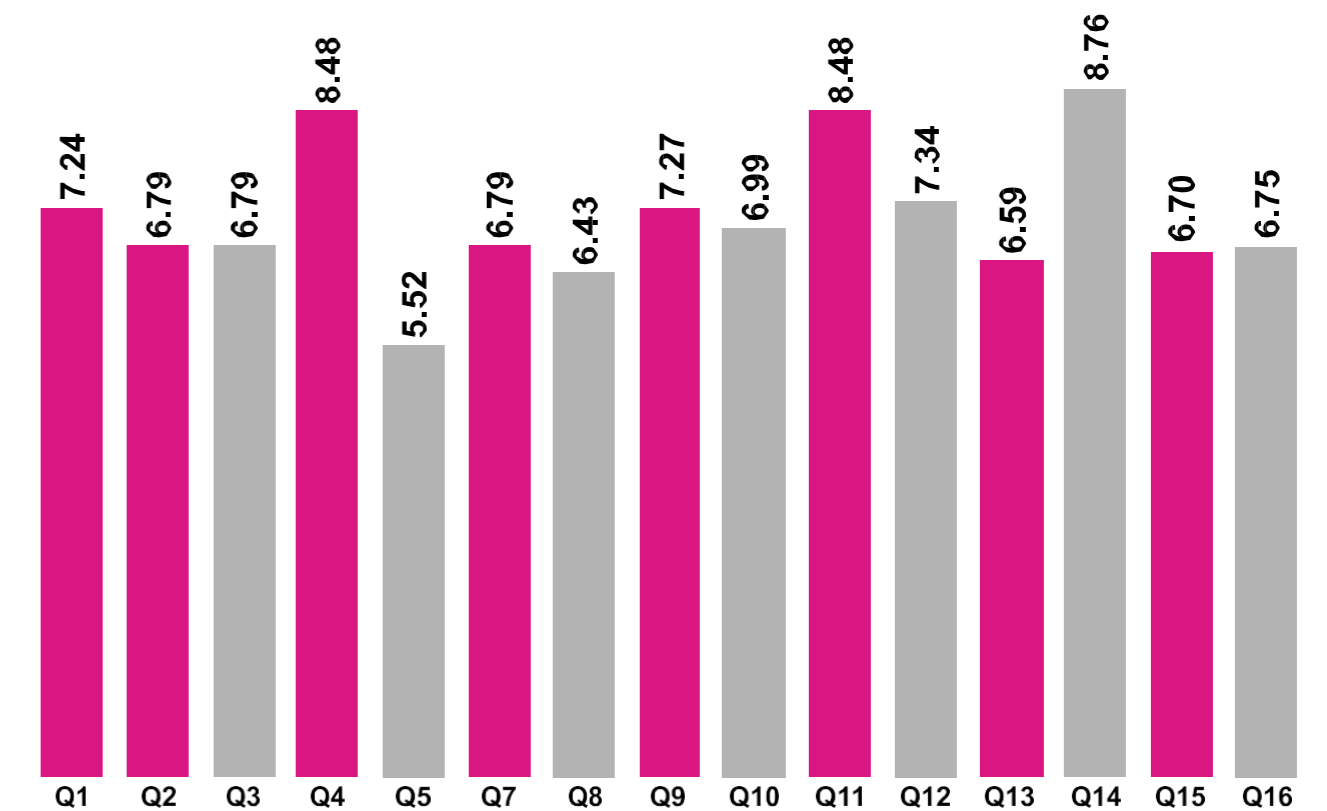
## Qualitative Soul: Identifying Drivers

- Unstructured open conversations
- Discovering emotional anchors
- Defining 'Indulgence', 'Health', and 'Naturalness'

## The Brand Ideal Diamond

By capturing unstructured emotion and statistical intensity simultaneously, Jordans mapped their new products against major competitors across all emotional and nutritional dimensions in a single study.

## Quantitative Scale: Measuring Intensity



# Co-creating Innovation in Real Time

## Validating “Pop & Crisp”

7.27 / 10

“The combination gives an impression of fun, tasty cereals... Pop is modern and British, and crisp is top.”

Woman, aged 50-64, Household with children

Insight Gap

## Capturing Authentic Environments



Low-friction asynchronous platforms allow consumers to upload uncurated photos of their actual pantries. This enabled Jordans to safely test packaging against true, cluttered home environments before finalizing production.

Authenticity Gap

# Givaudan: Uncovering the Future of Fast Food

## “Fry to the Future”

### Scope

Vast multi-brand, multi-product exploration across Europe.

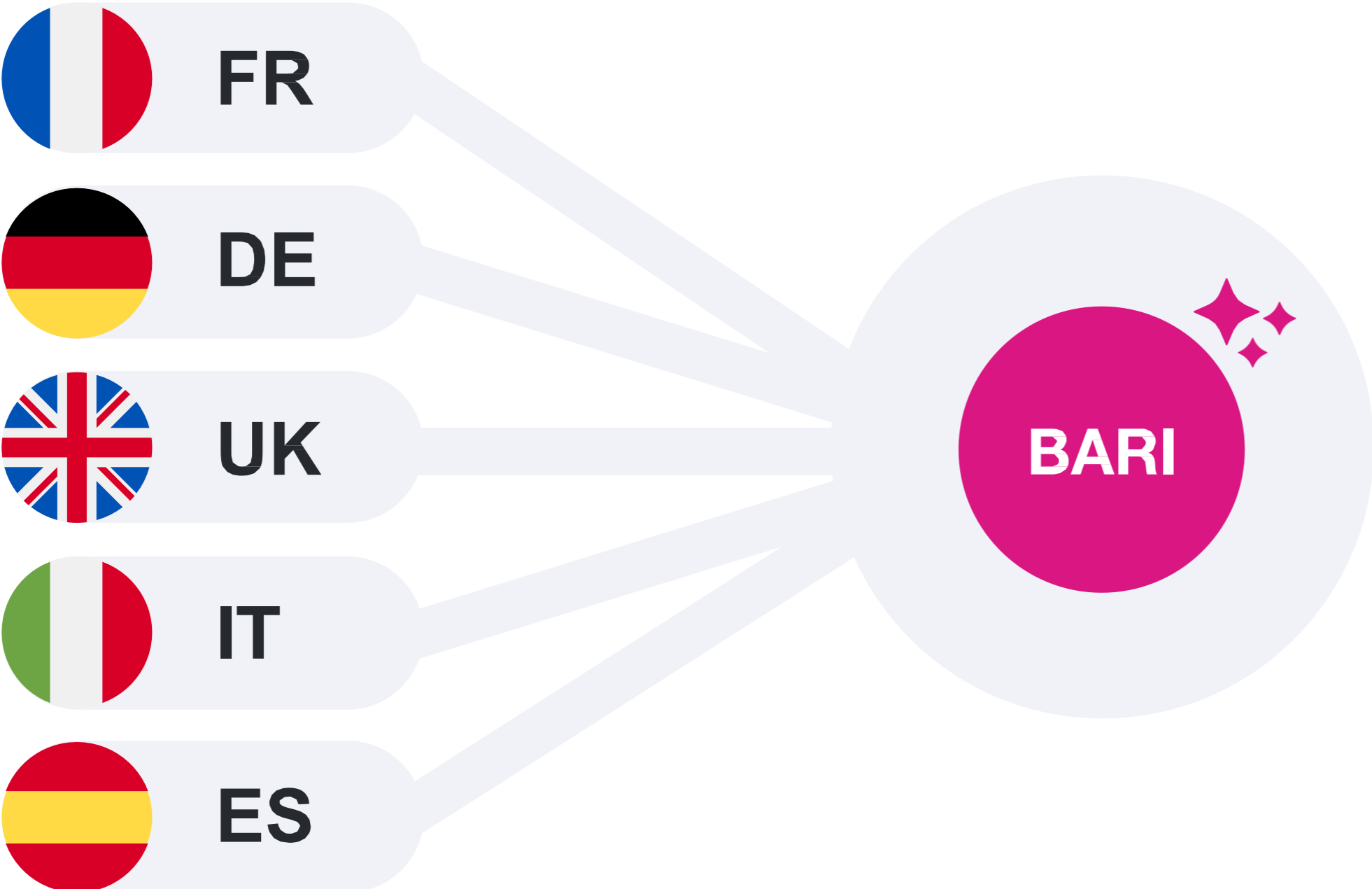
### Methodology

A hybrid approach. A quantitative U&A Survey (n=250/country) feeding directly into a Qualitative Market Research Online Community (MROC) with n=150/country over 2 weeks.

### Objective

Understand fast food consumers, their underlying needs, and precise innovation wishes.

# Multi-Market Agility Without Compromise



### Translation

#### Scale Without Borders

Givaudan bypassed the traditional friction of coordinating five distinct local agencies. BARI allowed them to run multi-country studies as a single, cohesive project, handling local languages natively and synthesizing globally.

### Budget

#### Unified Methodology

Achieved the scale of a quantitative study across multiple borders without multiplying the moderation and translation costs by the number of active markets.

# Humanizing the Segments

Overcoming the spreadsheet soul-drain by matching quantitative segments with rich, verified verbatims

Insight Gap

Authenticity Gap

## Tradition Twister

Make it Familiar

"Always the same thing, the big mac menu for over 25 years..." (FR)

## Convenience Explorer

Make it Easy

"I am looking for easy protein to fit into my busy day"

## Wellness Seeker

Make it Natural

"Vegetarian selection is very suitable for me..." (DE)

## Experience Pioneer

Make it Exciting

"Choosing what to eat... is always an adventure. I create my own combo with different flavors" (UK)

# Rethinking Qualitative Research: BARI and Bilendi Discuss

# Meet the Cybernetic Teammate: BARI & Bilendi Discuss

## The Platform

AI-assisted from start to finish.  
Built for research, by researchers.



## The Participant Experience

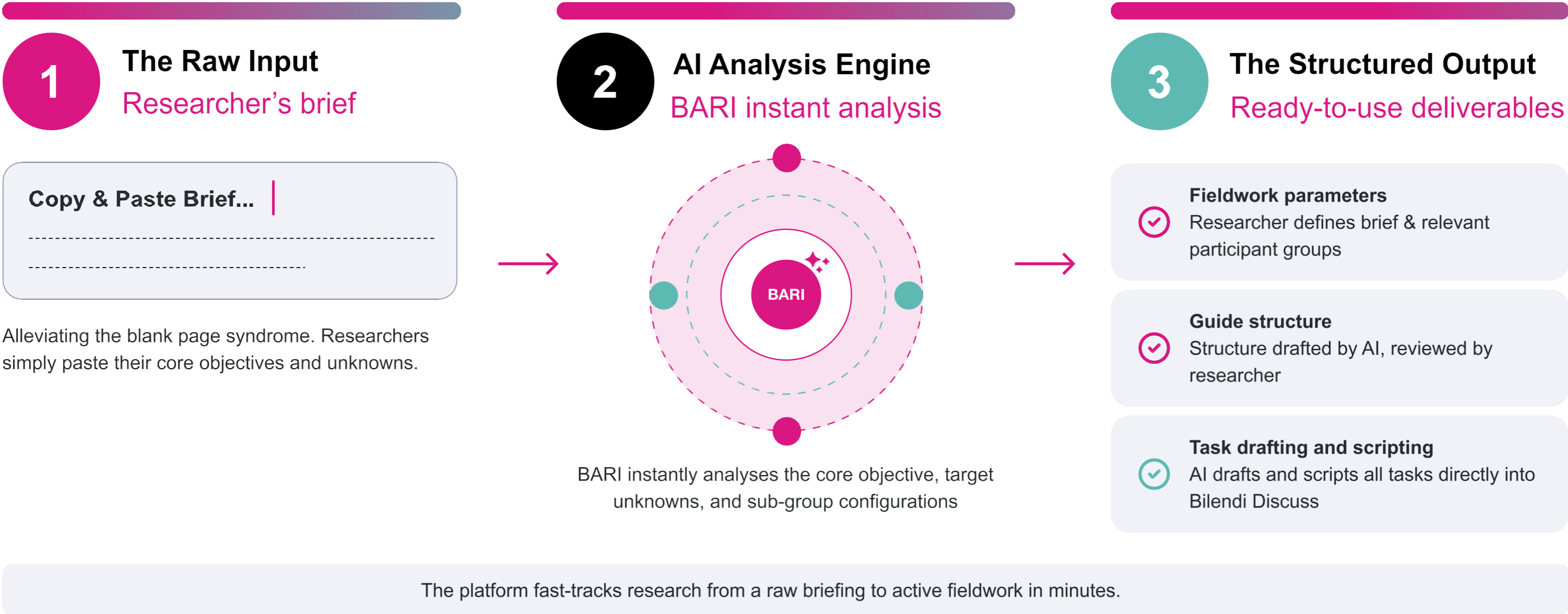
Frictionless engagement.  
No additional software or apps to download.  
Participant engagement via apps they already use, or a dedicated web portal.



# The Cybernetic Division of Labour

	<b>The Human Researcher</b>	<b>BARI (AI Assistant)</b>
<b>Phase 1: Setup &amp; Guide</b>	Sets strategic parameters, defines the brief, and targets consumer sub-groups.	Translates raw briefs into structured fieldwork guides instantly.
<b>Phase 2: Moderation</b>	Monitors for red flags and sets ongoing strategic guardrails.	Executes mass moderation, real-time multi-language translation, and adaptive probing.
<b>Phase 3: Analysis</b>	Provides final interpretation, strategic recommendations, and adds contextual thickness.	Conducts initial synthesis, automated coding, and generates well-balanced thematic summaries.

# Execution Phase I: The Frictionless Setup



# Execution Phase II: Adaptive Probing

## Strictly Business

BARI exhibits full AI moderation without small talk. It behaves within intermediate intensity settings, always sticking to the brief to ensure meaningful, relevant engagement across thousands of concurrent chats.

### Surface

Participant provides a generic or brief initial answer.

### Detection UI Reviewing Brief

BARI processes the response against the strategic brief and detects a surface-level input.

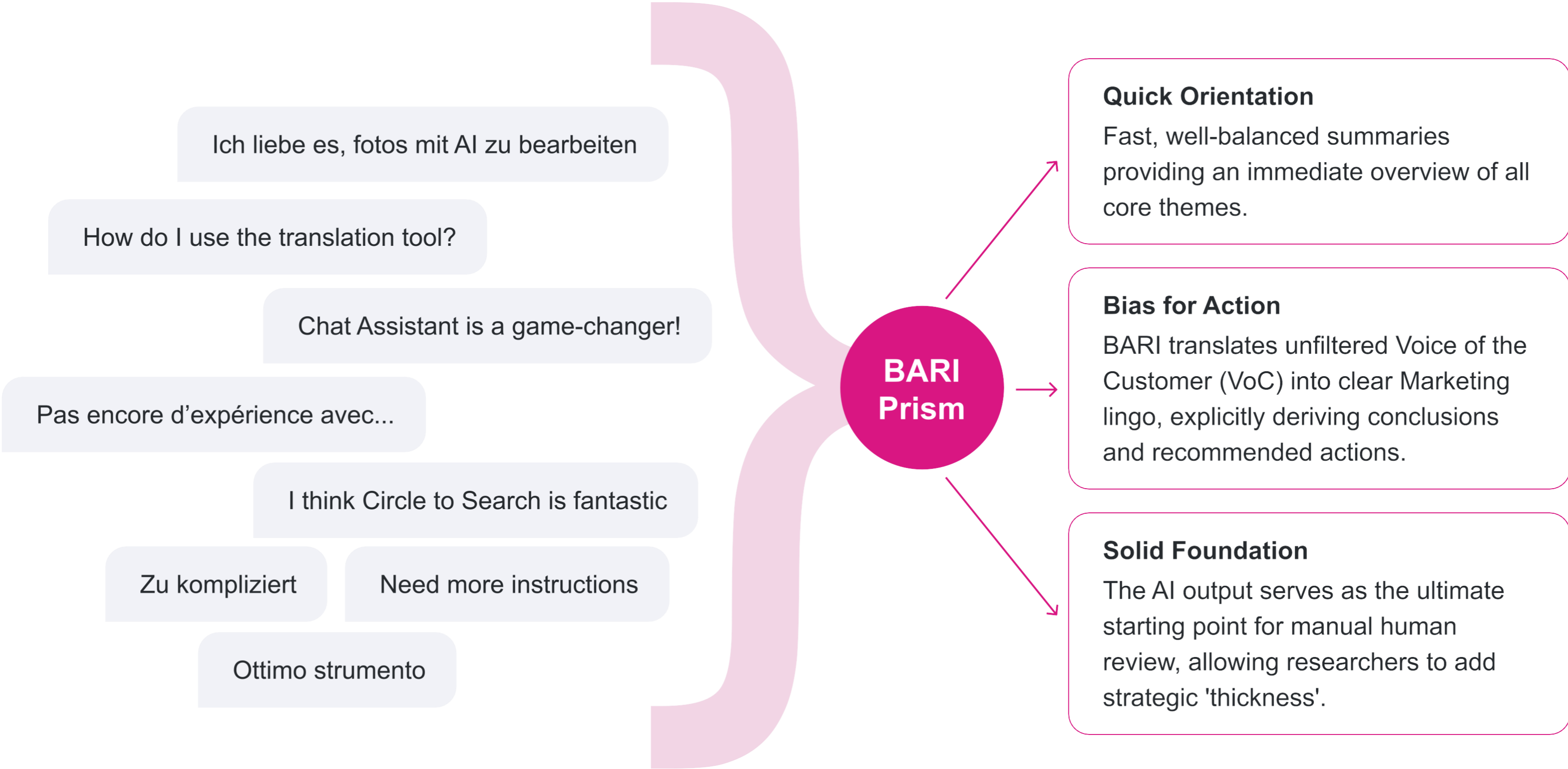
### Adaptive Probe

BARI automatically deploys a relevant, highly contextual follow-up question.

### Depth

The participant replies with textured, emotional detail and rich qualitative data

# Execution Phase III: Actionable Synthesis

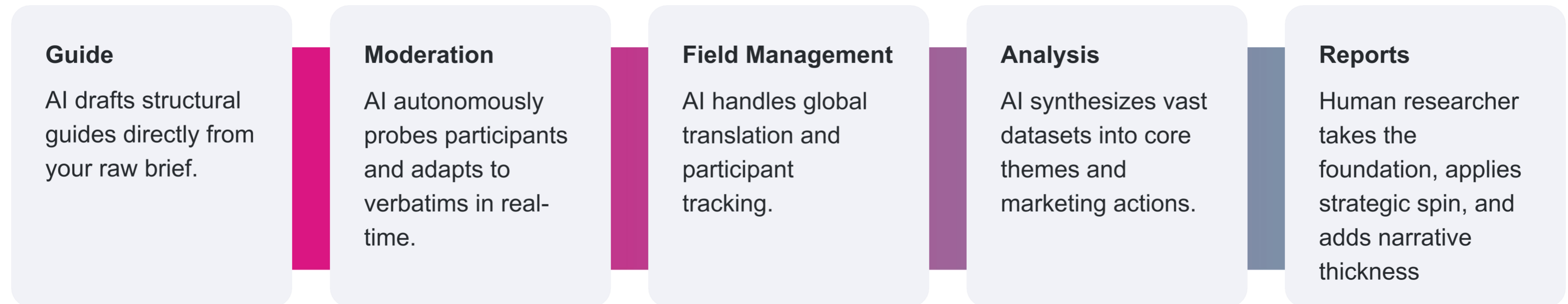


# The Cybernetic Teammate: Sharing the Load

Full AI is not here to replace the researcher. It provides reliable execution tools at every stage, freeing you to focus on strategy, interpretation, and stakeholder alignment.

BARI AI

Human researcher



# Participant Experience Matters

## Award-winning platform

- Easy to use = time savings
- Cost-efficient + quality
- Built for qual, by qual
- No additional software or apps
- Individual or collaborative studies
- Integrated BARI



Messaging App



Web Portal

# Defining the Boundaries: When to Use this Methodology

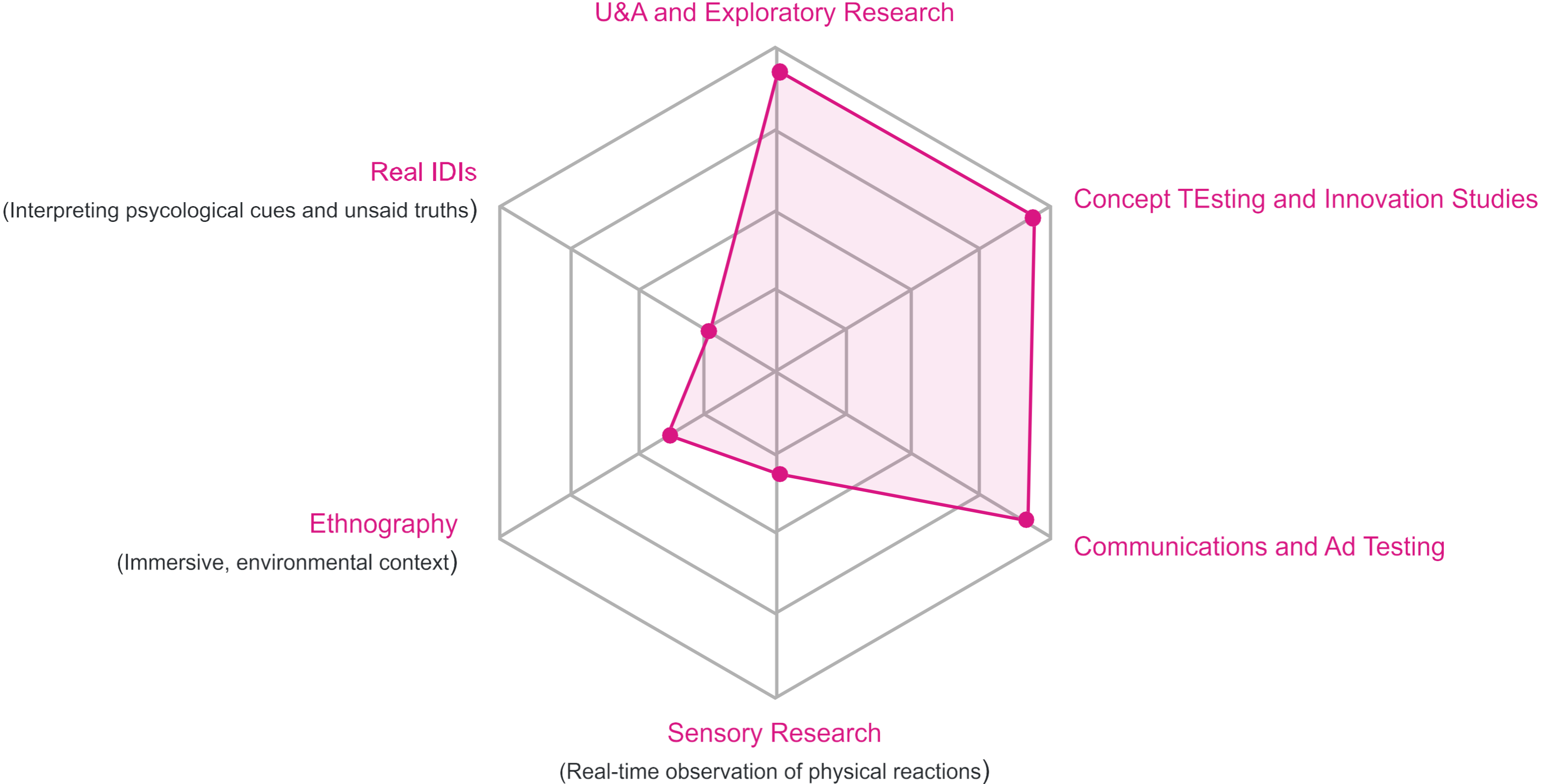
## Sweet Spots (When to Use)

- ✓ U&A and Exploratory Research
- ✓ Concept Testing and Innovation Studies
- ✓ Communications and Ad Testing
- ✓ Product Research

## Limits (Where Traditional is Still Best)

- ✗ **Real IDIs**  
When you need deeply open, psychological interviews and must interpret what is not said.
- ✗ **Sensory Research**  
When you must physically observe people's reactions in real time
- ✗ **Ethnography**  
Deep, immersive contextual observation.

# The Optimal Use-Case Radar



# The Era of the Cybernetic Teammate

## Human Researcher

- Empathy and intuition
- Contextual interpretation
- Strategic recommendations
- Stakeholder alignment



## BARI AI

- Scale and speed
- Real-time moderation
- Multi-language synthesis
- Pattern recognition at volume

## The Cybernetic Teammate

Generative AI is fundamentally reshaping teamwork and expertise in market research.

## Amplification, Not Replacement

BARI operates as a force-multiplier for insights teams. It scales your reach across thousands of concurrent, multi-lingual qualitative interviews while preserving your core function: understanding human emotion.

**Quantified Qual is not a compromise.**

**It is the definitive bridge between statistical confidence and human truth.**

# Other Test Types?

Category	Research Need	Example
Communications	Concept Screening	<b>Ad Pre-Testing:</b> Capturing raw emotional resonance before big production spends. (ask us about our Friday-to-Monday jingle test!)
Brand Strategy	U&A & Exploratory	<b>Brand Tracking:</b> Monitoring shifting consumer sentiment in real-time, multi-market.
Shopper Insights	Usage Patterns	<b>Shopper Journey:</b> "In-the-moment" mobile missions via WhatsApp while consumers are at the shelf.
Packaging	Design Feedback	<b>Sustainability Audits:</b> Understanding how "eco-claims" truly land with authentic consumers.
Customer Experience	ain Point ID	<b>Loyalty Drivers:</b> Moving beyond CSAT scores to understand the soul of brand advocates.

# Stop Letting Traditional Research Slow Your Decisions.

Validate innovation quickly, align your stakeholders, and reduce launch risk without sacrificing human depth.

**Start your first Quantified Qual study today.**



**Bilendi**  
rfq.uk@bilendi.com