

USE CASE

Smarter AI-driven Product Testing for Faster Innovation

Use cases and benefits



Today's Speakers



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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.

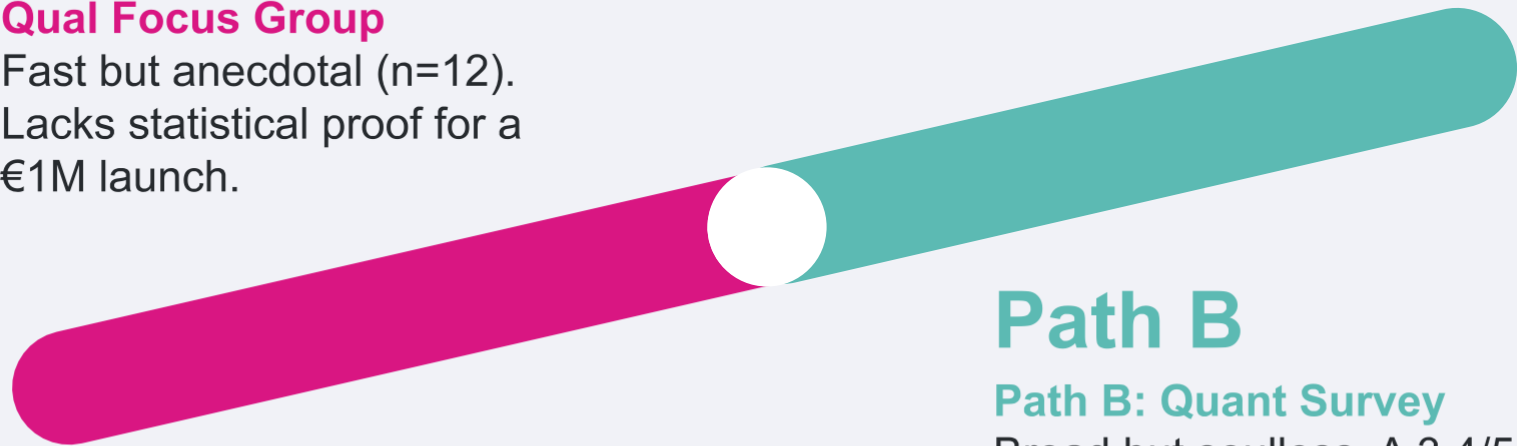
THE CHALLENGE

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.

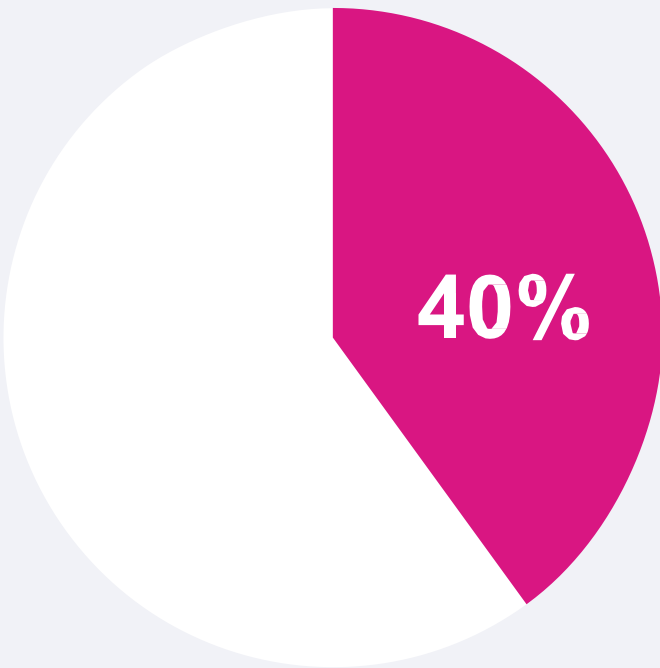


Path B

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".

1	2	3	4	5
Innovation Squeeze	Budgetary Tightrope	Translation Nightmare	Data vs. Insight Gap	Friction of Participation
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.

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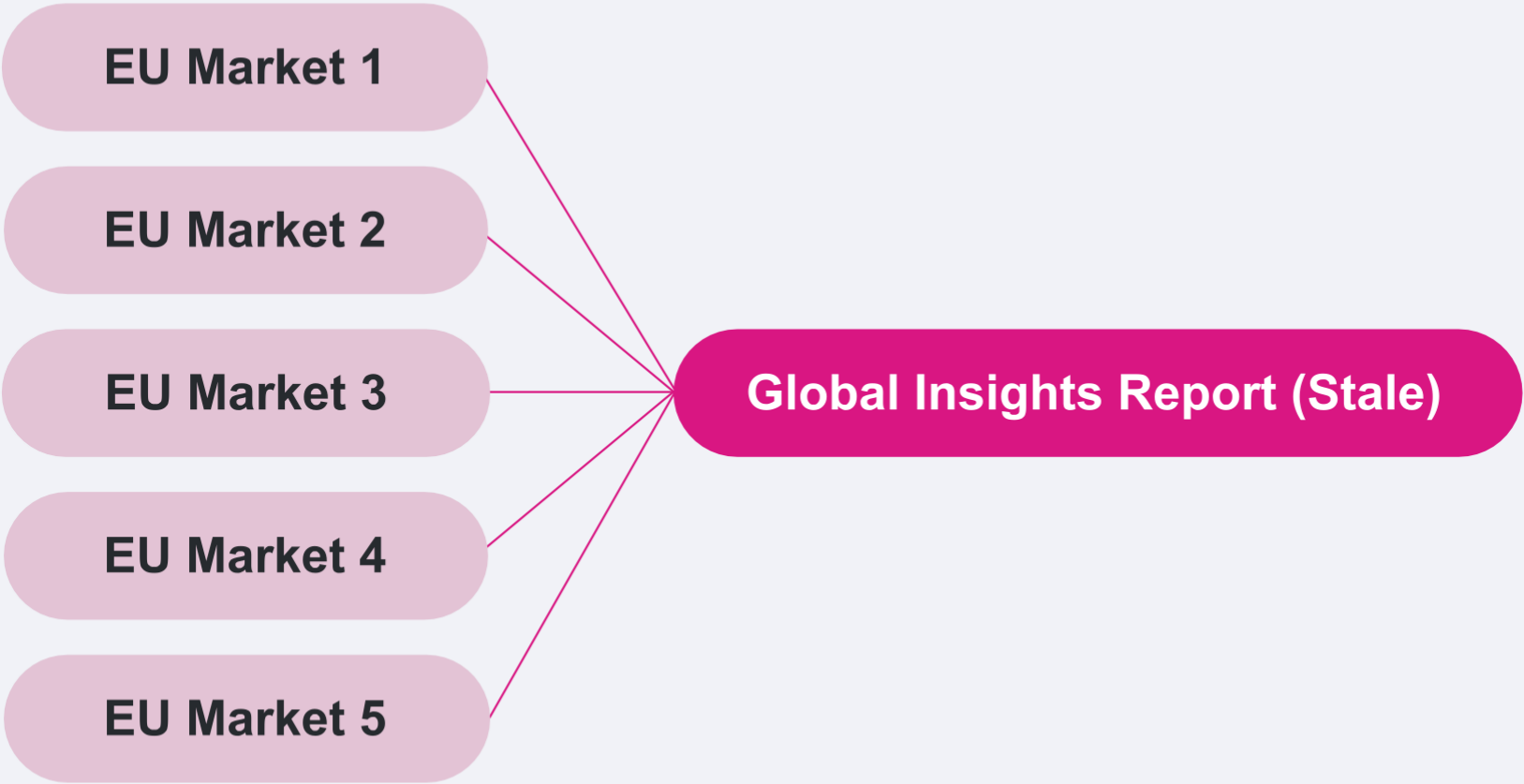
Scale Data & Soulless Metrics

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.



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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.

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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.

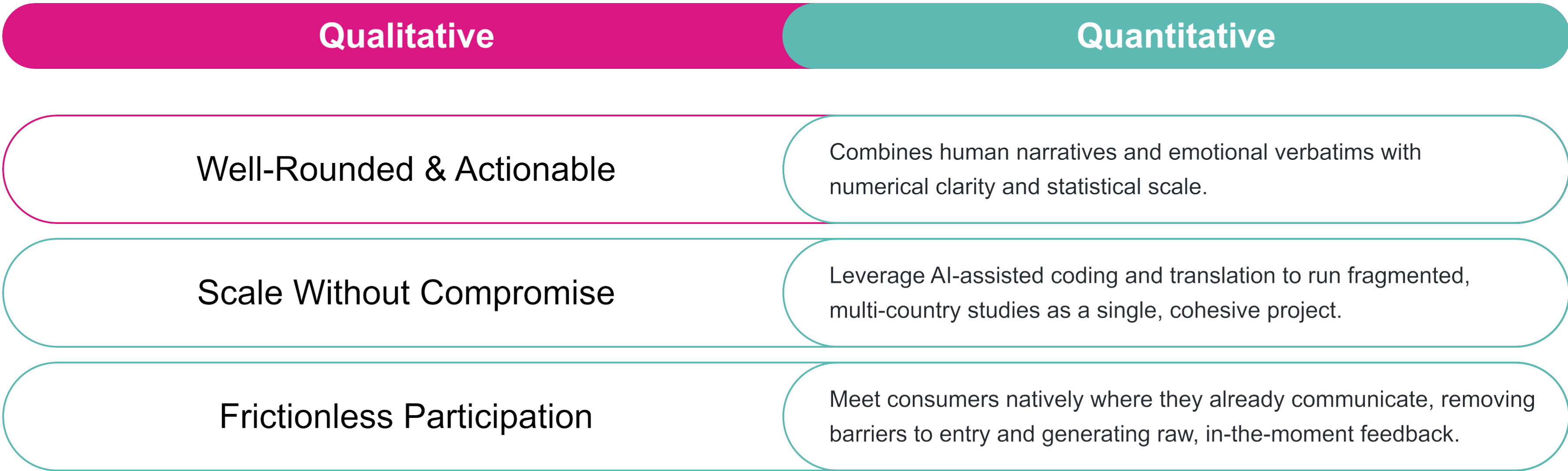
Scale, statistical confidence, measures, and confirms.

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

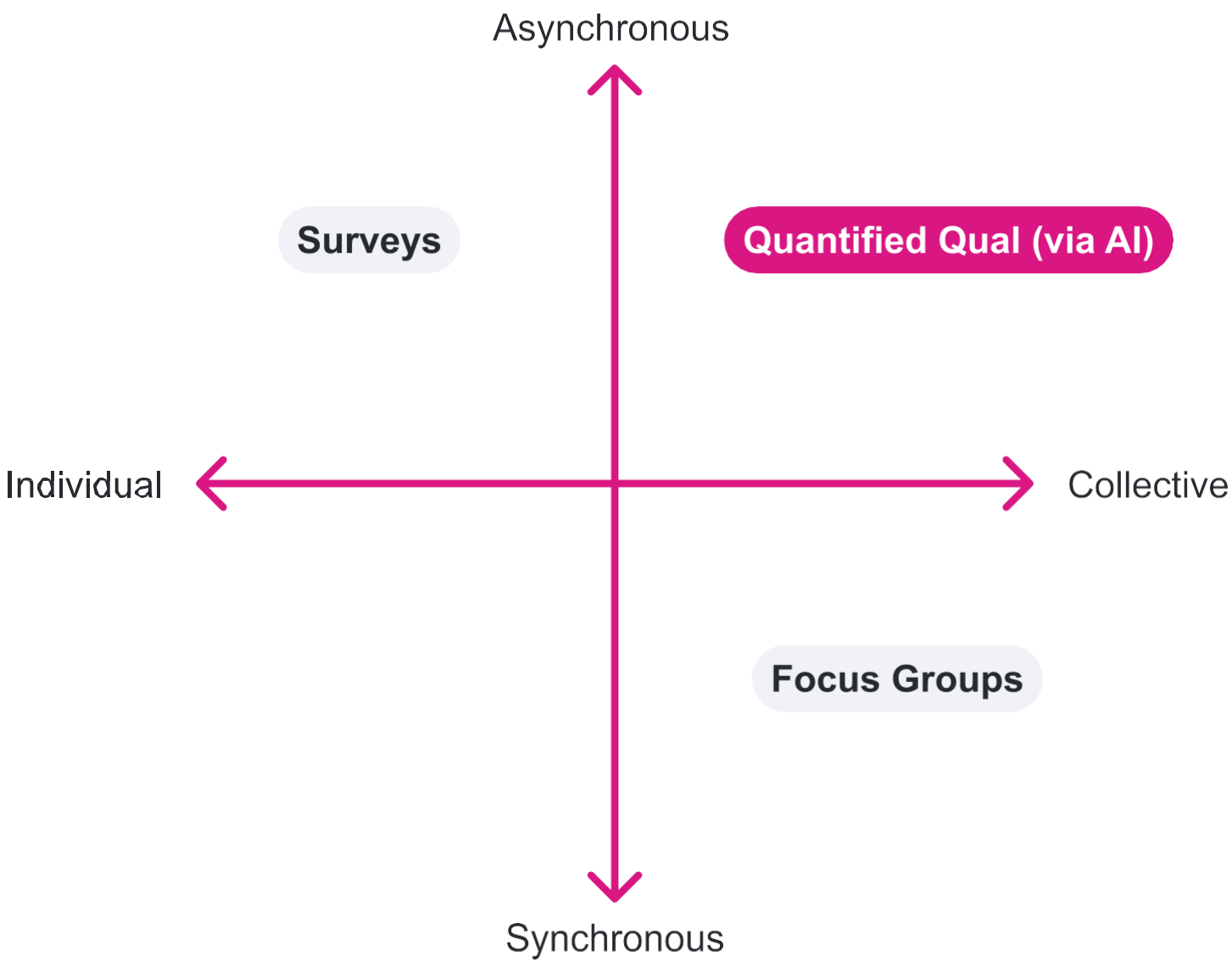


THE SOLUTION

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

Two High-Stakes Stress Tests



Context:

A heritage cereal brand seeking to revitalize its presence in the French market and find its "Sweet Spot" for a new comms campaign.

Challenge:

Diverse research needs (U&A, brand perception, and new product packaging and naming) under severe time and budget constraints.

Tensions Addressed:

Speed Budget Authenticity Gap Insight Gap

Givaudan

Context:

A global leader in flavors exploring the vast, multi-market landscape of European fast food.

Challenge:

Uncovering nuanced human innovation needs across diverse languages and cultures simultaneously.

Tensions Addressed:

Translation Budget Insight Gap Authenticity Gap

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

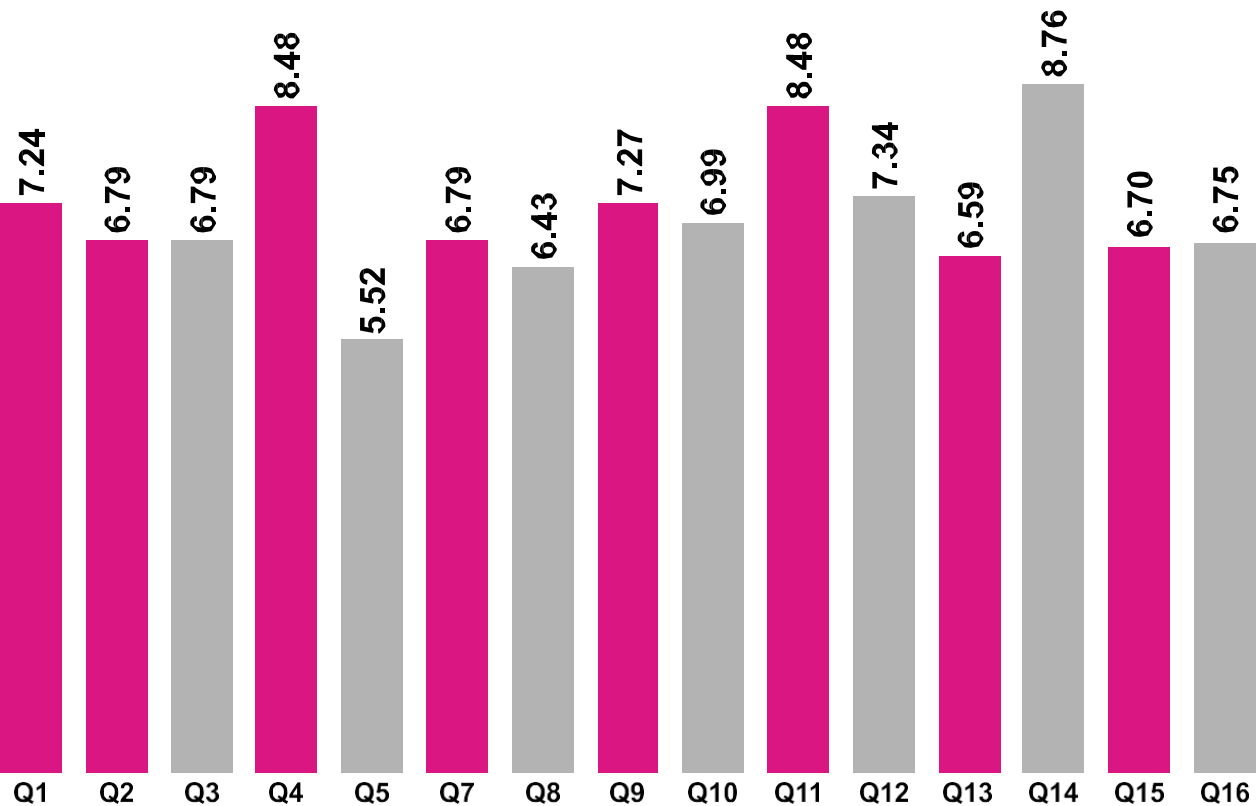
Qualitative Soul: Identifying Drivers

- 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.

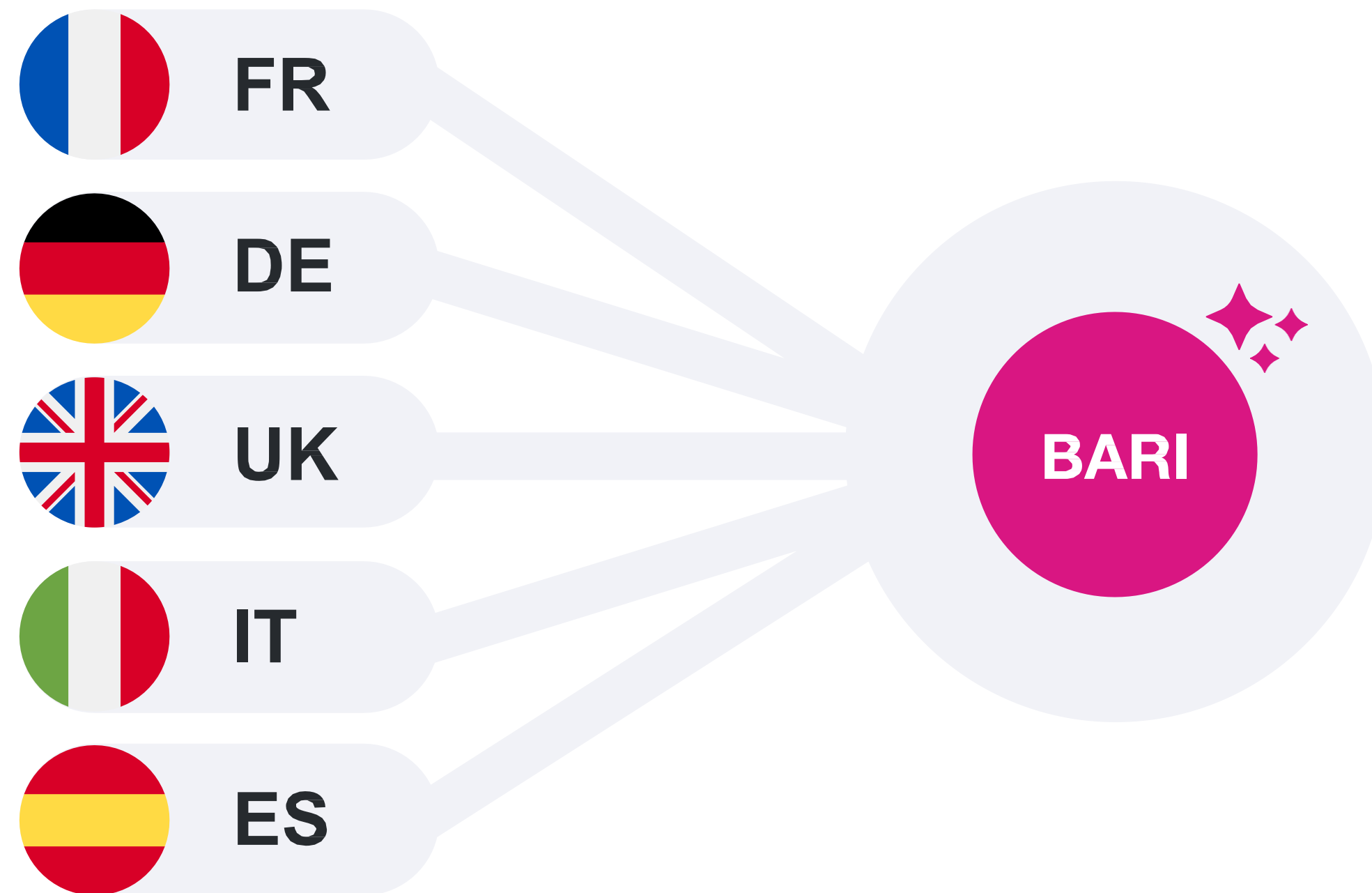
Methodology

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

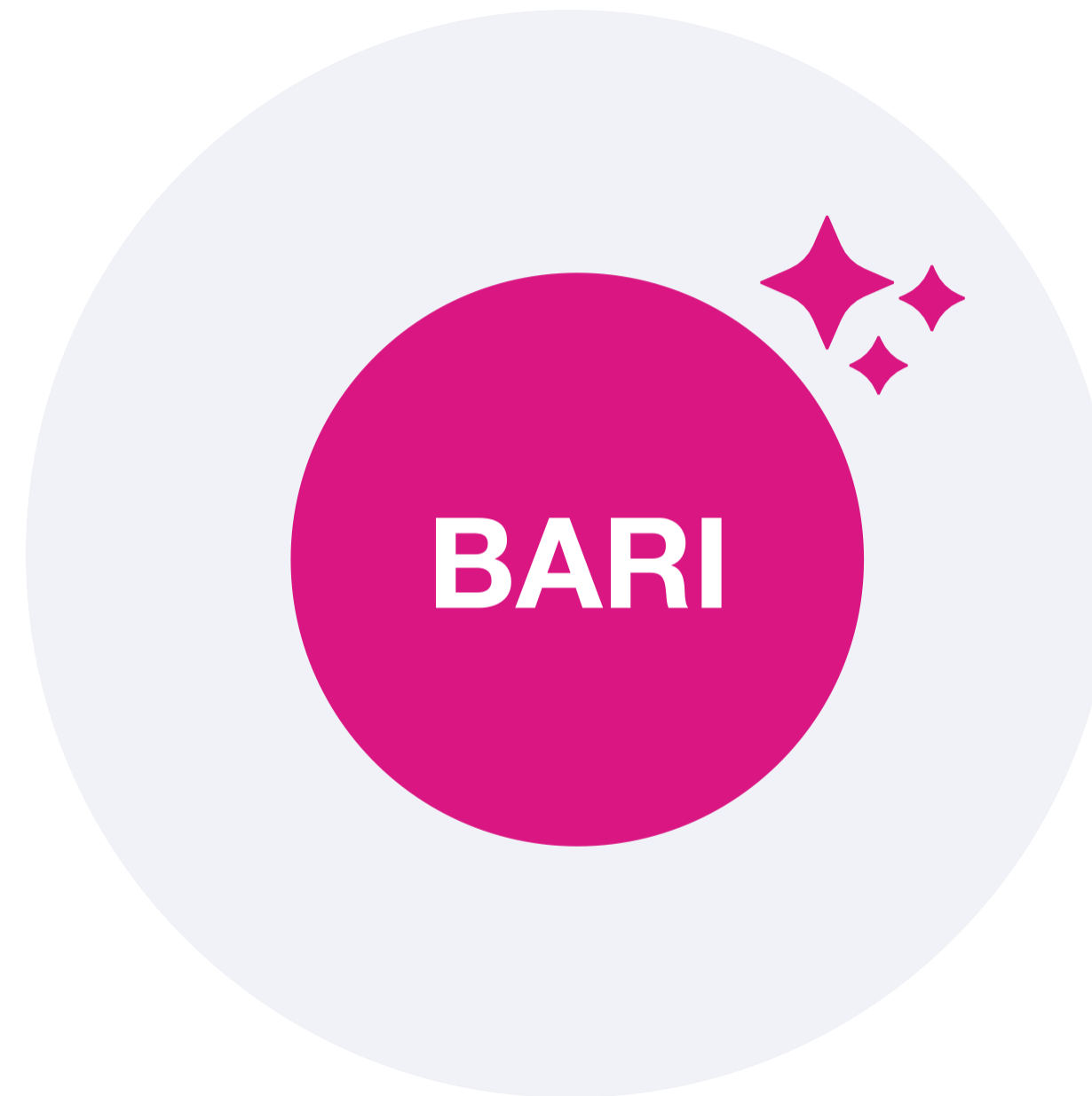
"Choosing what to eat... is always an adventure. I create my own combo with different flavors" (UK)

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.



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

The Cybernetic Division of Labour

	The Human Researcher	BARI (AI Assistant)
Phase 1: Setup & Guide	Sets strategic parameters, defines the brief, and targets consumer sub-groups.	Translates raw briefs into structured fieldwork guides instantly.
Phase 2: Moderation	Monitors for red flags and sets ongoing strategic guardrails.	Executes mass moderation, real-time multi-language translation, and adaptive probing.
Phase 3: Analysis	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

1

The Raw Input

Researcher's brief

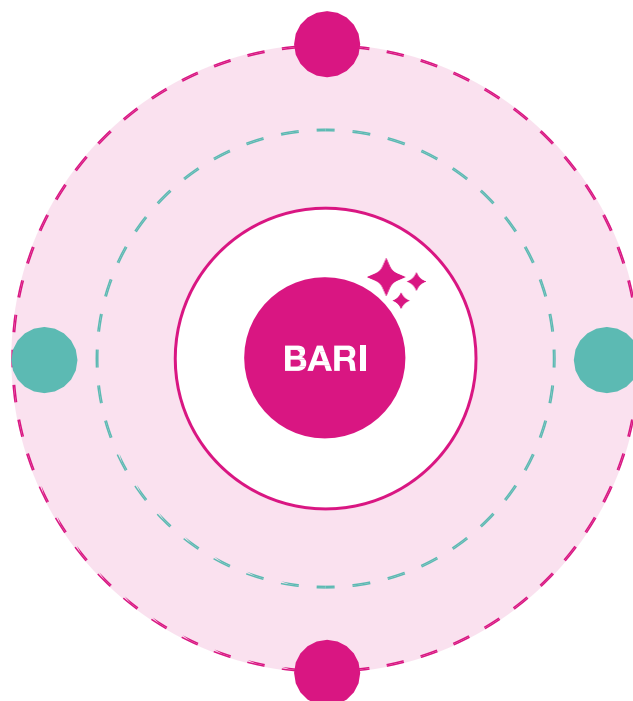
Copy & Paste Brief...

Alleviating the blank page syndrome. Researchers simply paste their core objectives and unknowns.

2

AI Analysis Engine

BARI instant analysis



BARI instantly analyses the core objective, target unknowns, and sub-group configurations

3

The Structured Output

Ready-to-use deliverables

✓ **Fieldwork parameters**
Researcher defines brief & relevant participant groups

✓ **Guide structure**
Structure drafted by AI, reviewed by researcher

✓ **Task drafting and scripting**
AI drafts and scripts all tasks directly into Bilendi Discuss

The platform fast-tracks research from a raw briefing to active fieldwork in minutes.

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.

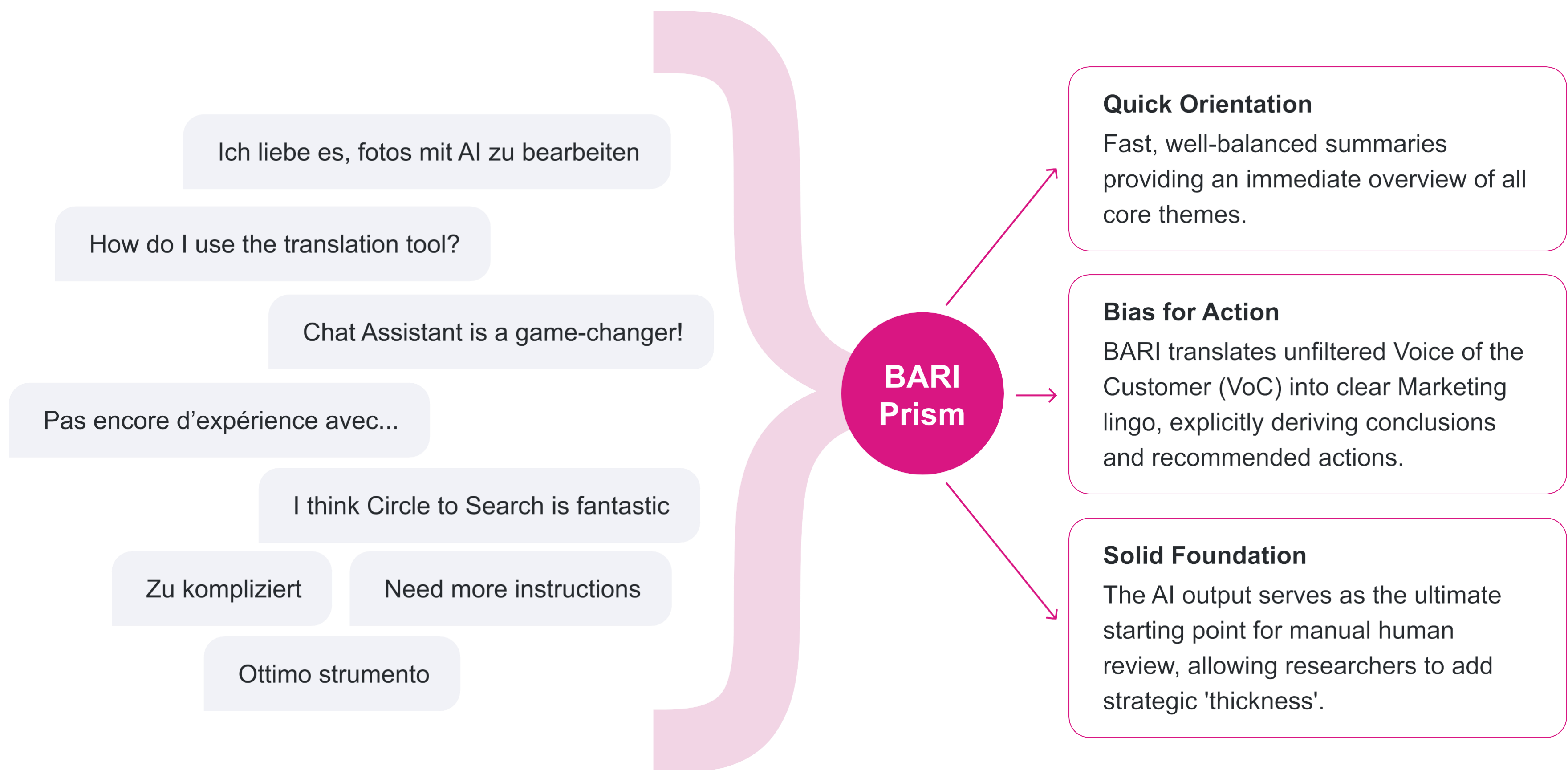
Adaptative Probe

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

Depth

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

Execution Phase II: Actionable Synthesis

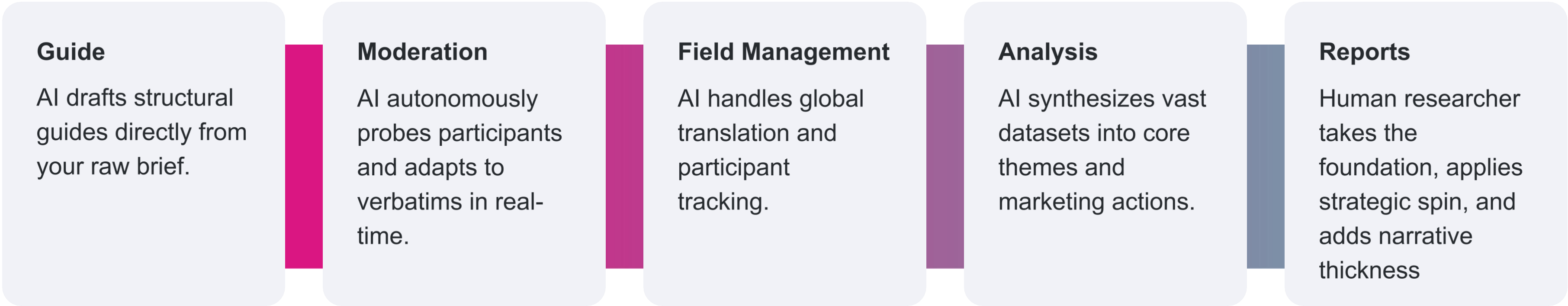


The Cybernetic Teammate: Sharing the Load

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



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



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