Flash.AI™
Predict Early Pack Design Performance Through the Power of Image Recognition

Flash.AI™ sees and processes designs as a human would, leveraging our behavioral database to predict success.

Leveraging the power of advanced image recognition, to interpret stimuli in exactly the same way a human would, Flash.AI draws on Behaviorally's extensive database, an assembly of over 18 million category & region-specific consumer behaviors. The result allows brand stakeholders and their design agencies to test, iterate and predict success of pack designs, at lightning speed, early and often in the design development process.

The Flash.AI offering includes:

- Identification of the strongest packaging options, based on image recognition
- Testing of restages, NPD, Competitors' products against category metrics
- Clear behavioral KPIs across the benefits and barriers that drive all human choices
- Assess pack elements to ladder to brand strategy
- Dashboard results delivered in as little as 120 minutes
- A cost-effective subscription model that facilitates testing early and often

To learn more, contact a Behaviorally expert today.

Drive shopper growth