

The Future of AI & ML in Insights



Scott Brill
Behaviorally



Jeffrey Hunter
Market Framework

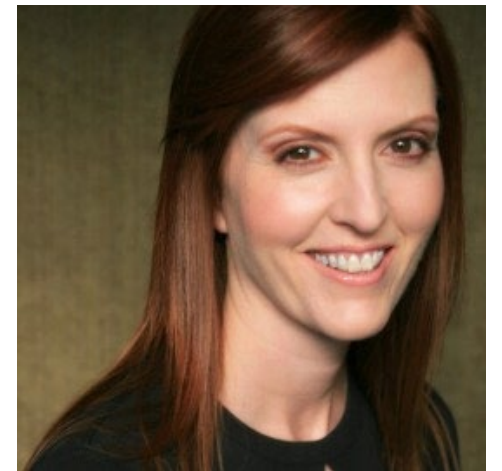
**Antonio
Ortolani**
Brunswick
Group



NEXT

Moderated by:

Ellen Kolsto
IBM



Using AI to Benchmark Packaging Elements that Drive Brand Growth

NEXT

5.18.21

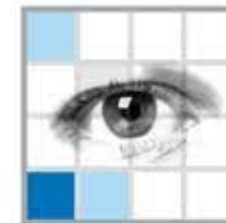


We have observed more than 18 million shopper behaviors & decisions

Since 1972



PERCEPTION
RESEARCH
SERVICES, INC.



PRS
PERCEPTION
RESEARCH
SERVICES

 **Beha>iorally**
formerly PRS

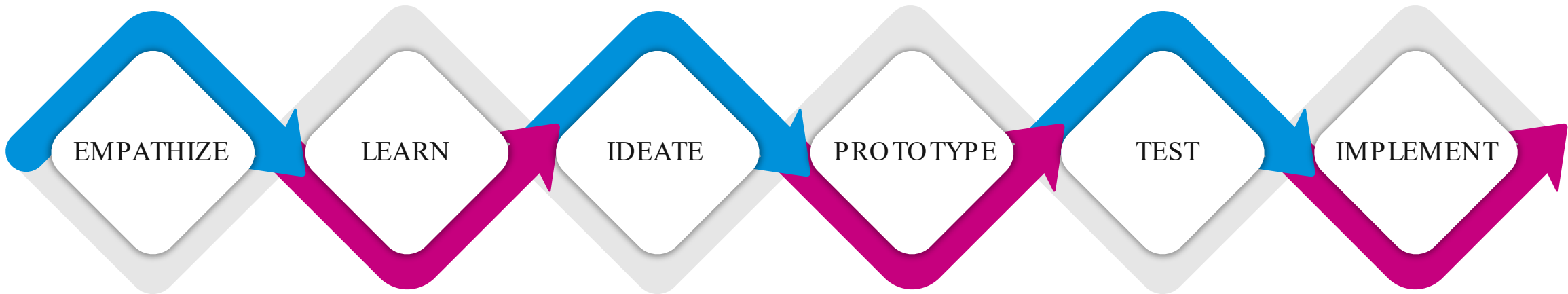


“We had a speaker last week who has business ventures with Elon Musk, and he kept hammering home the point...if you don't get on the AI wagon you're going to go out of business.”

NOW WE'LL EACH GIVE YOU CONTRADICTIONARY
FEEDBACK TO WATER DOWN THE CREATIVE,
BEFORE OUR BOSS SEES THE NEXT ROUND AND
ASKS YOU TO START ALL OVER FROM SCRATCH.



© marketoonist.com

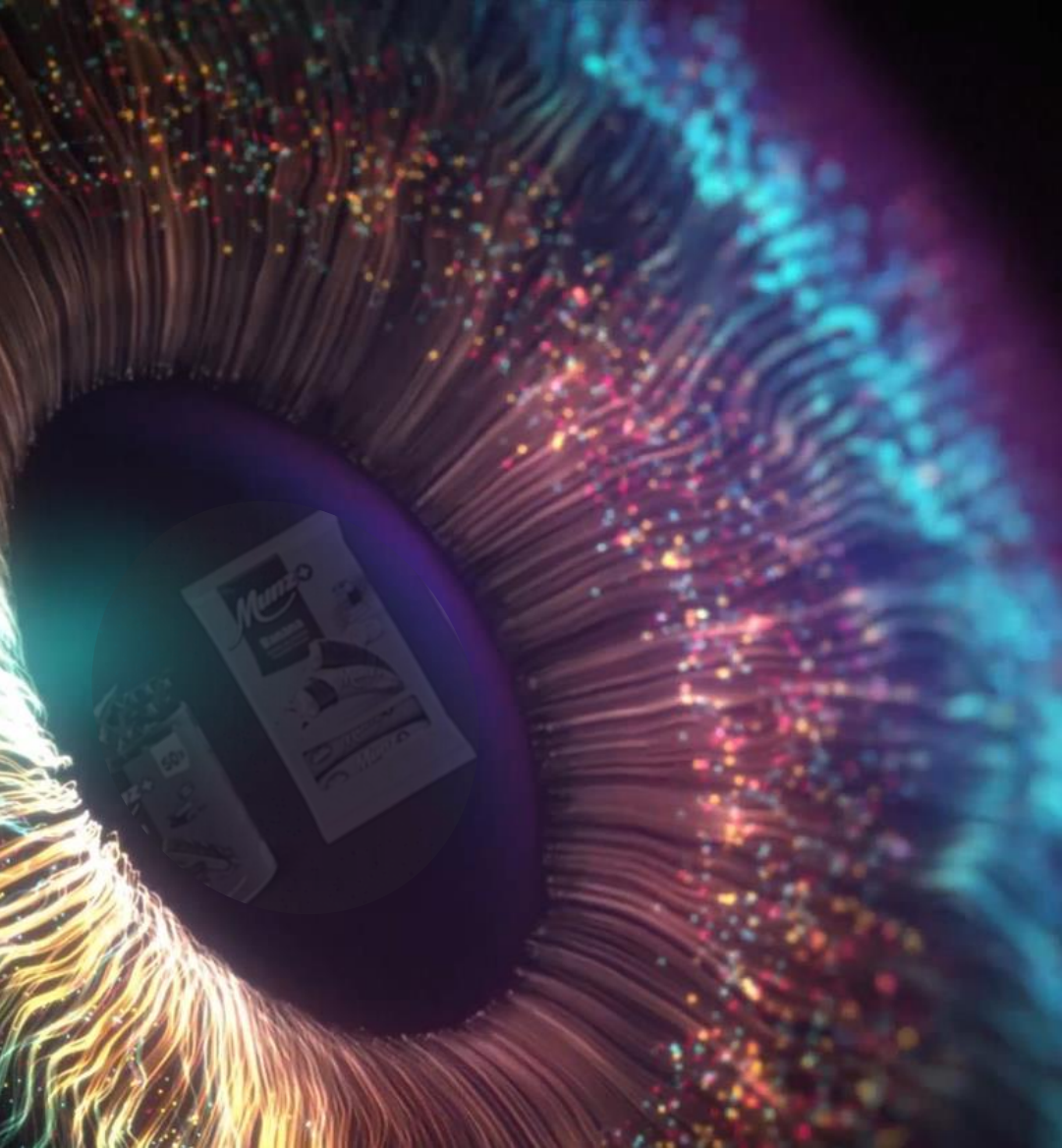


OmniPath

Flash.AI

Flag Ship
ShopperLab

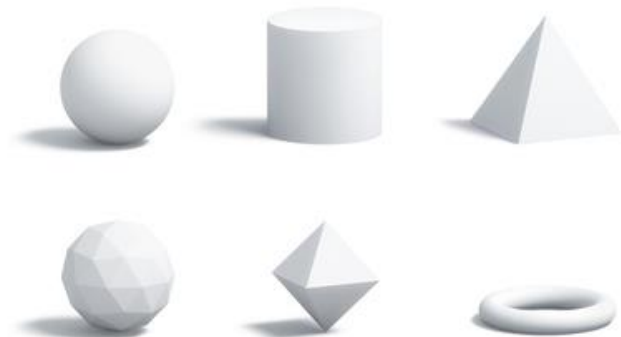
PackFlash®
ShopperFlash



Flash.AI sees and processes designs as a human and leverages our behavioral database to predict success.

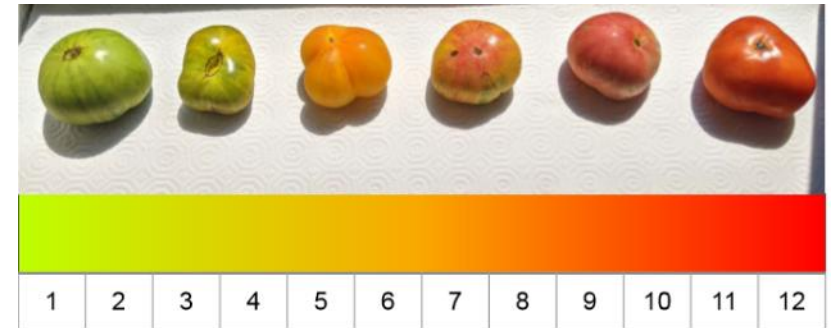


ABCDEFGHIJ
KLMN



Computer Vision

Flash.AI is trained to notice pack design elements, including colors, shapes, sizes, fonts and graphics.



Breaking Down Flash.AI



The latest thinking in Behavioral Science tells us that human choices are driven by two things:



> Compelling benefit

> Low barrier to act

- Home
- Profile
- Analytics
- Messages
- History
- Share
- Bookmarks
- More

Illustration Purposes	
Buying	<input type="range" value="70"/>
Benefits	
Personal Relevance	<input type="range" value="85"/>
High Quality	<input type="range" value="70"/>
Value Perceptions	<input type="range" value="70"/>
Trust	<input type="range" value="40"/>
Better than other brands	<input type="range" value="20"/>
Great Taste	<input type="range" value="85"/>
Barriers	
Visibility on Shelf	<input type="range" value="70"/>
Speed of Noting	<input type="range" value="40"/>
Shop-ability	<input type="range" value="40"/>



Legend for slider tiers:

- Top Tier
- Second Tier
- Third Tier
- Bottom Tier

MacBook



Use Case

BEHAVE GUMMIES

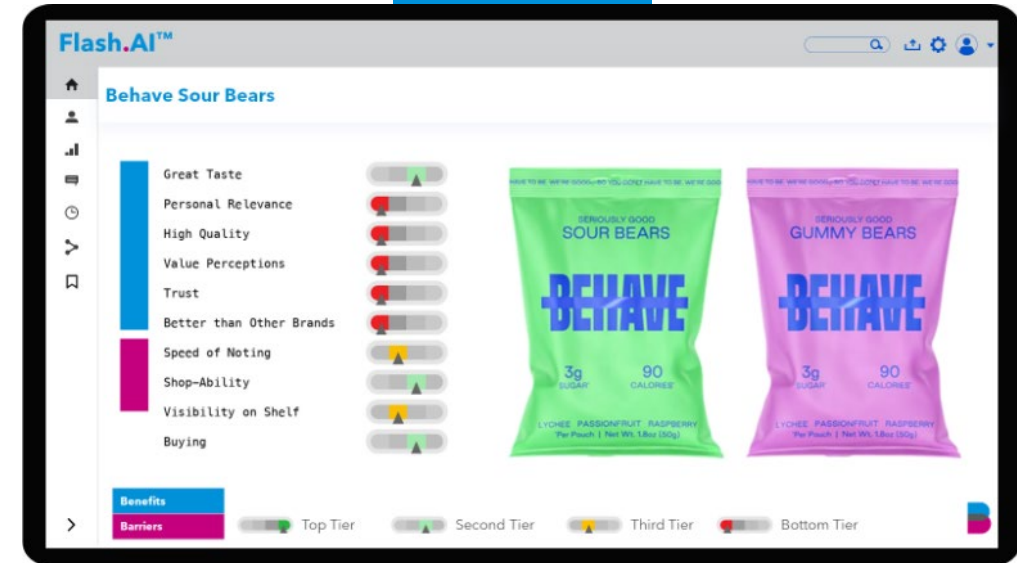
UNDERSTAND PACK DESIGN PERFORMANCE
THROUGH IMAGE RECOGNITION

LEARNINGS

- Design drives favorable taste perceptions, shop-ability and buying scores but weakness in trust, quality, superiority, and relevancy.
- In the candy category, vibrant colors translate to bold flavor and visually cues variety differences.
- The prominent Behave branding is aiding product location.

RECOMMENDATION

- Prior to the next development step, Behave needs to adopt bold product visuals and engaging copy treatments to better highlight the brand's unique credentials of low sugar and calorie content.
- This will establish credibility and foster consumer relevancy to drive shopper growth.





THE GUTSY CAPTAIN

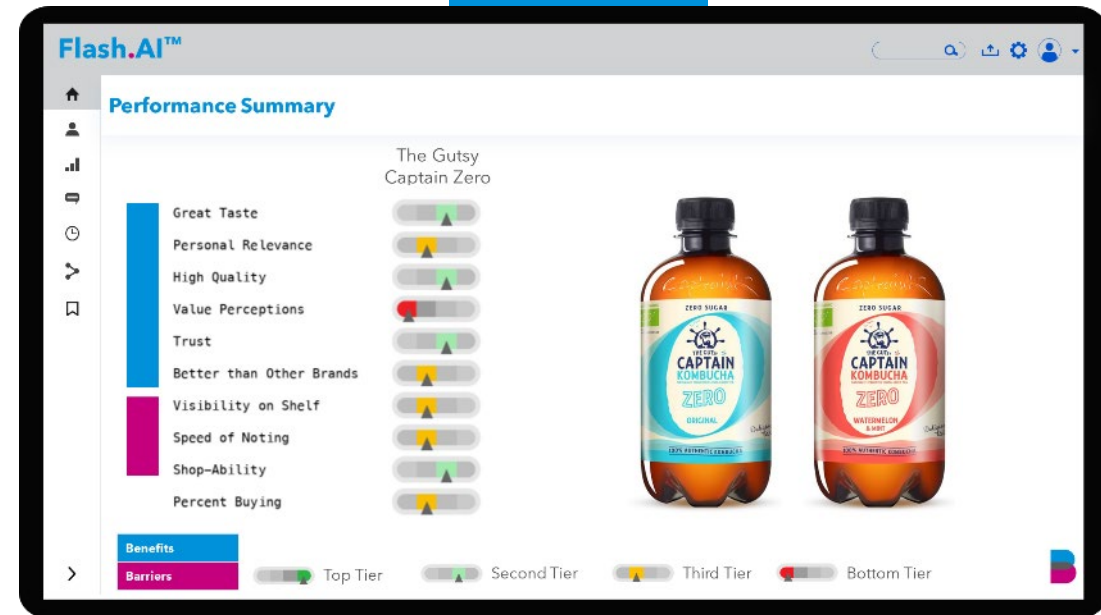
PREDICTING NEW PACK DESIGN PERFORMANCE AGAINST COMPETITORS VIA IMAGE RECOGNITION

LEARNINGS

- Pack design delivers strong perceptions in terms of taste quality and trust.
- The logical viewing pathway and clear colour coding facilitates shopping ease.
- Attention at point of sale is going to be a challenge (a common failing of NPD launches) and more notably that the pack has to better justify its unit-price premium.

RECOMMENDATION

- Enhance the visibility of the pack as it is likely to be fighting against taller bottled competitors –giving the brandmark further presence may help.
- Amplify the communication of the brand’s unique positioning and benefits.



PRS USA is now
Behaviorally – digital first
and unique behavioral
framework

Design ideation often
lacks the voice of the
consumer

Flash.AI uses Image
recognition to mine our
database and predict
success early!



Beha>iorally
formerly PRS



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ASSESSING COMPETITIVE NEW PRODUCT ENTRIES; AN AI/ML APPROACH

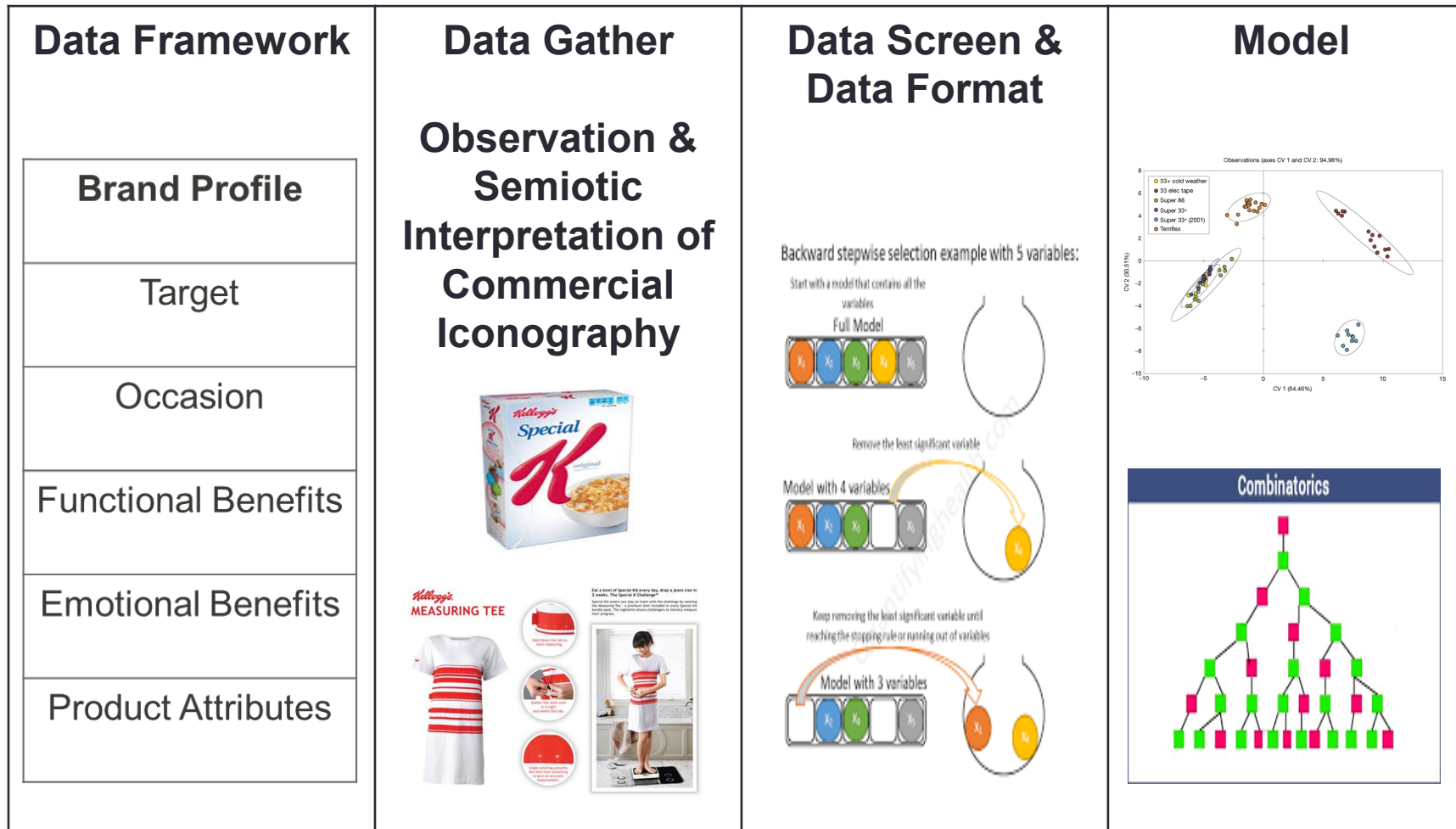
Jeffrey Hunter

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Background/Problem Statement

Background	Questions to Answer	Approach; rules-based system
<p>CPG Food Client</p> <p>New Product Entries every Year; own and competitor</p> <p>Does not typically research competitive new products</p> <p>However, competitive new product entries create internal “angst” for client</p>	<p>How “new” is the new product?</p> <p>What segment of the market?</p> <p>Likely volume/share?</p> <p>Steal?</p>	<p>Classify new product into market segment</p> <p>Estimate rough volume/share & steal</p> <p>Be easy to use; use readily available inputs</p>

Phase 1

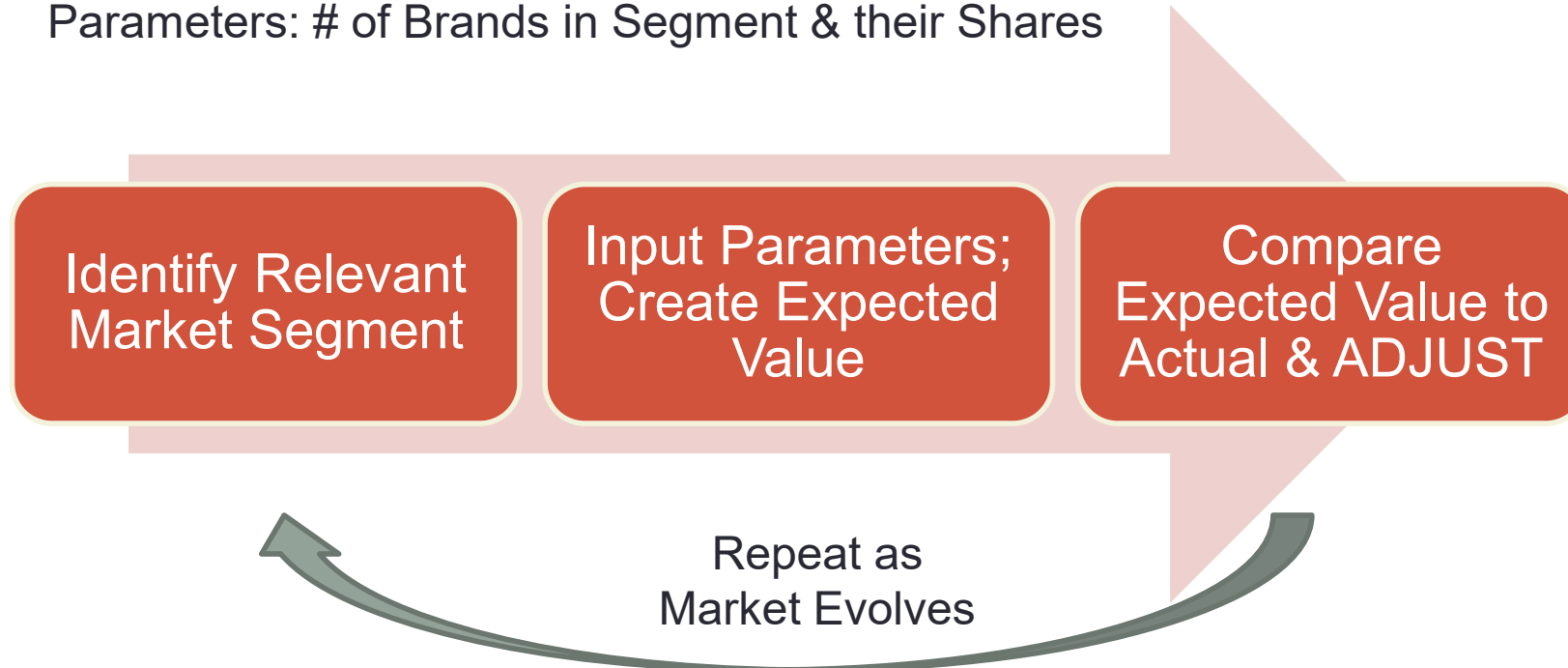


Phase 2

Adjusted Par Share Provides Initial Expected Value; derived from brand switching literature

Definition : the Share the next Brand entering the market segment will receive, assuming average product quality

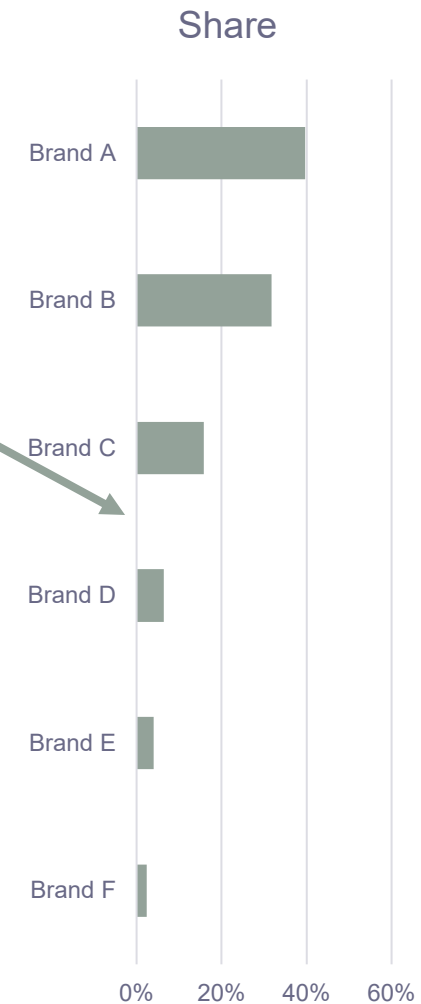
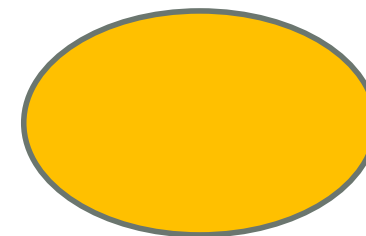
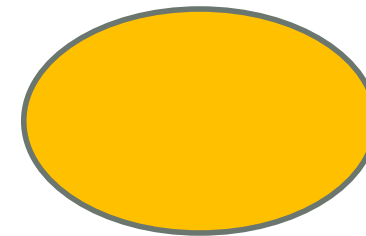
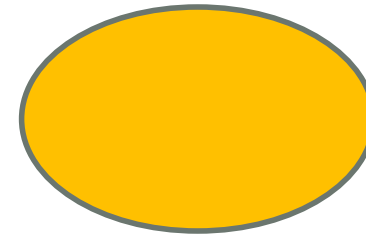
Parameters: # of Brands in Segment & their Shares



Example Application



- Child Target
- Premium Price
- High Sugar Level
- Chocolate & Caramel Flavors
- Non Natural Product Form



Conclusions & Comments

- Project Summary
 - Classifications & Predictions Validated Well
 - Upside; wide variety of diagnostic uses
- AI/ML
 - I personally find current ML & AI definitions NOT clear and NOT useful. Perhaps ...
 - ML: rules-based system where WE create the rules
 - AI: rules-based system where the machine creates the rules
- Data Science
 - a much larger tent
 - Encompasses much of quantitative data and quantitative analysis
 - Liberating; allows different data forms and different math
 - More focus on “useful” and less on theoretic “correctness”; think George Box

Business Critical Issues

Using AI for issues mapping and thought leadership

Antonio Ortolani
Brunswick Group New York

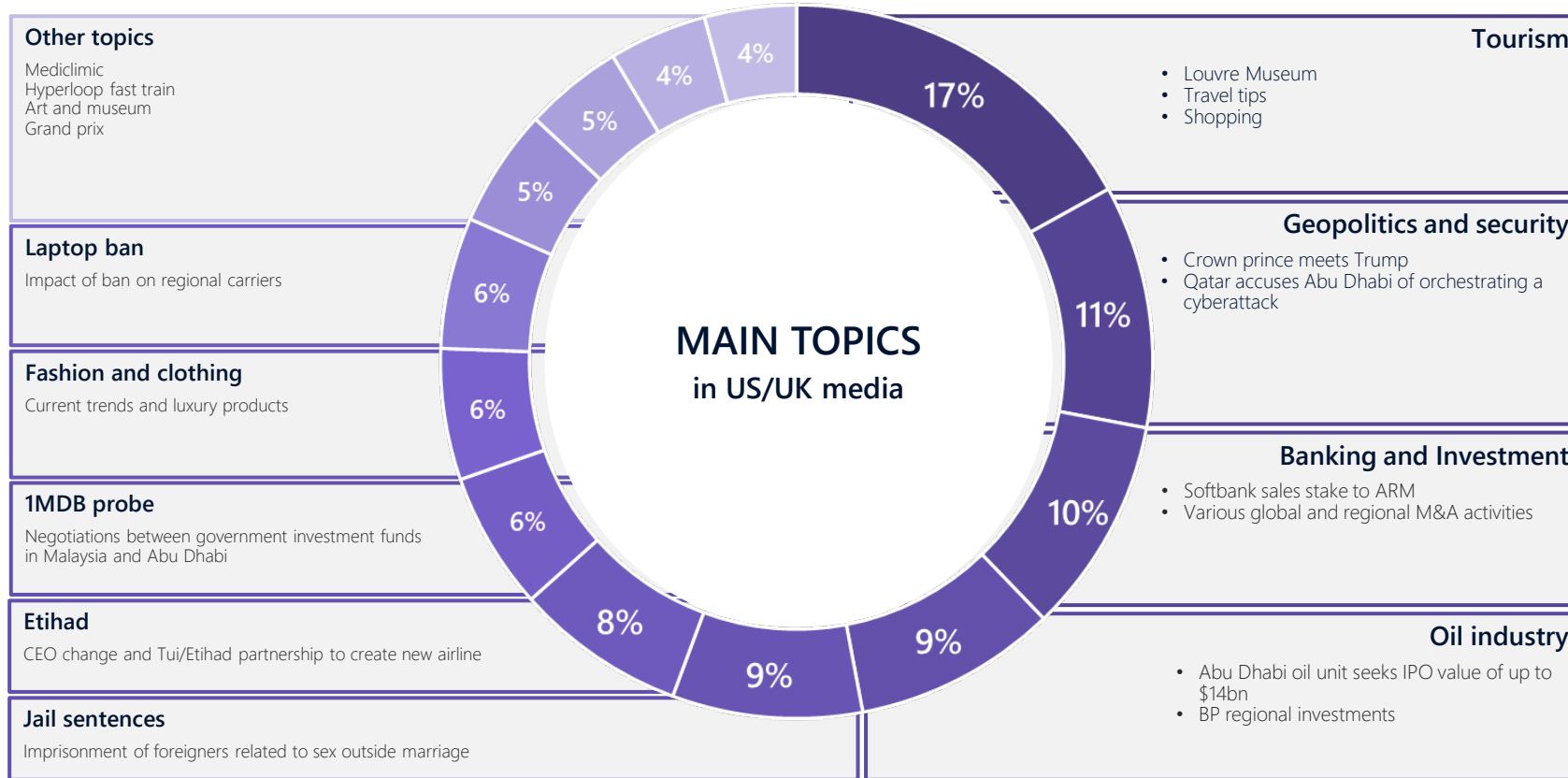
May 2021



Abu Dhabi's Investment Strategy



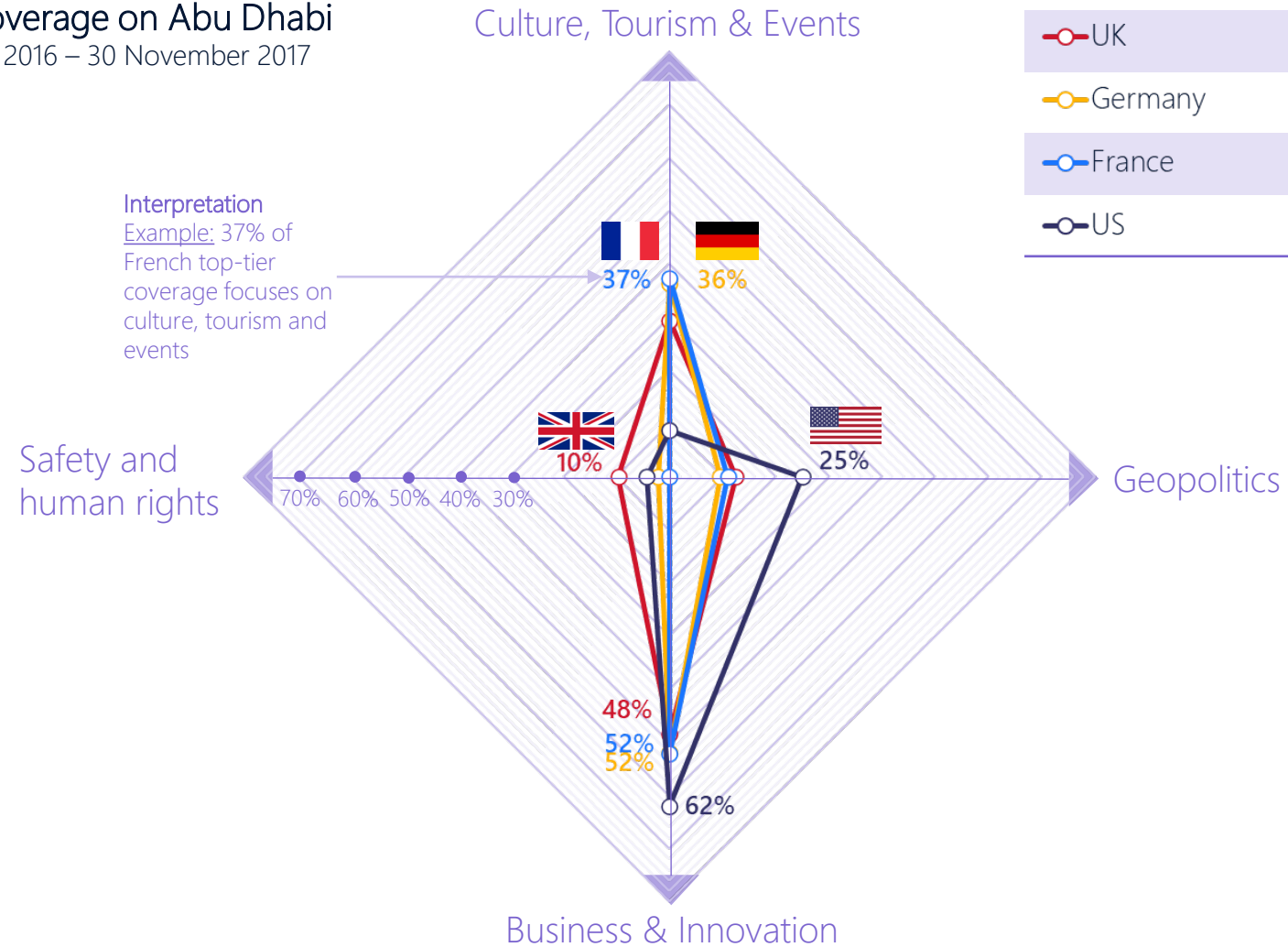
Abu Dhabi in US and UK top-tier media



*N = 356 articles from US and UK top-tier sources (March 2016 – February 2017)
 Note: one article can mention several topics and topics gathering less than 2% of coverage are excluded*

French and German media are most receptive to Abu Dhabi's cultural messaging, dominated by the LAD

Top-tier coverage on Abu Dhabi
01 December 2016 – 30 November 2017



Country	Coverage
UK	258
Germany	226
France	115
US	92

What are journalists thinking?





FINANCIAL
TIMES

**Ed Crooks, US Industry
& Energy Editor,
*Financial Times***

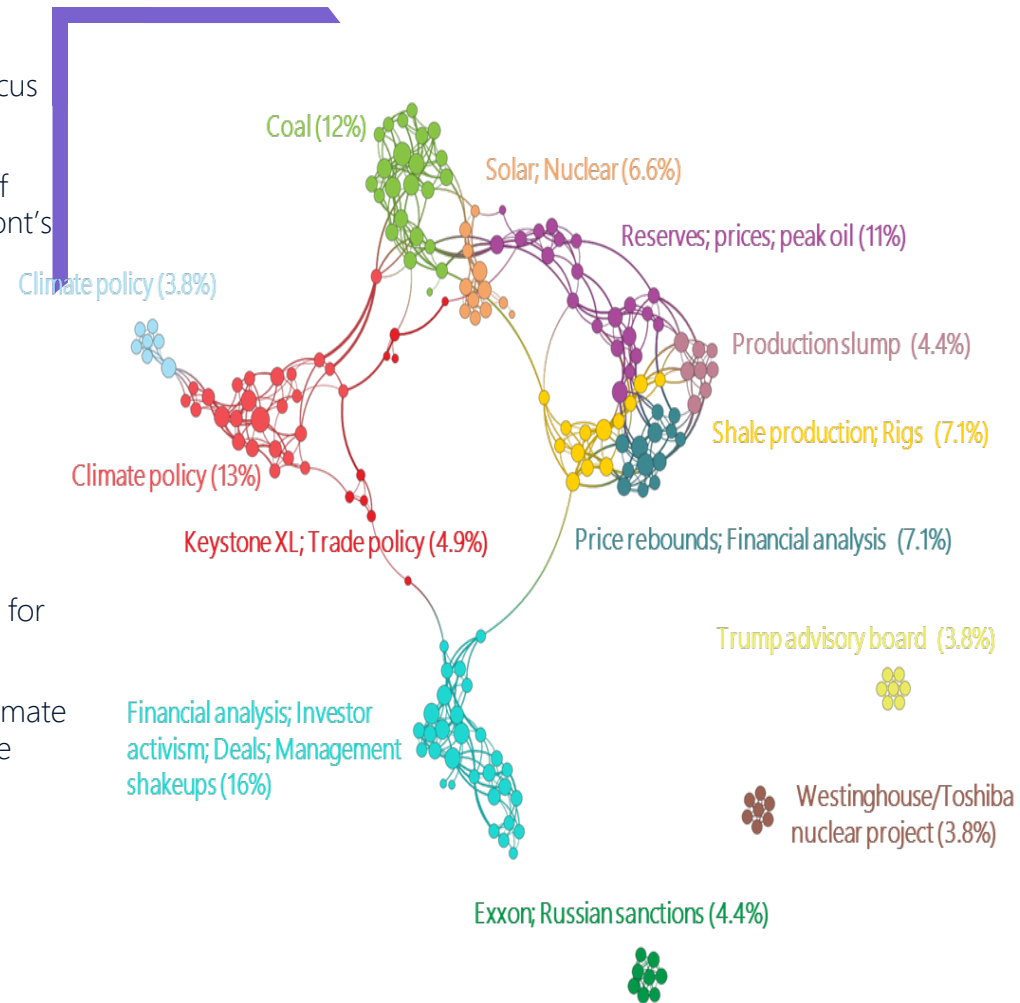
Summary:

Crooks approaches the O&G majors with a focus on the US financial impact.

Recent coverage has focused on the impact of Harvey on production; coal's future; and DuPont's break-up.

Recommendation:

- What's your US story? This is a heavy focus for Ed and connects much of his writing
- How energy companies are dealing with climate policy can be of interest as this is Ed's single leading issue



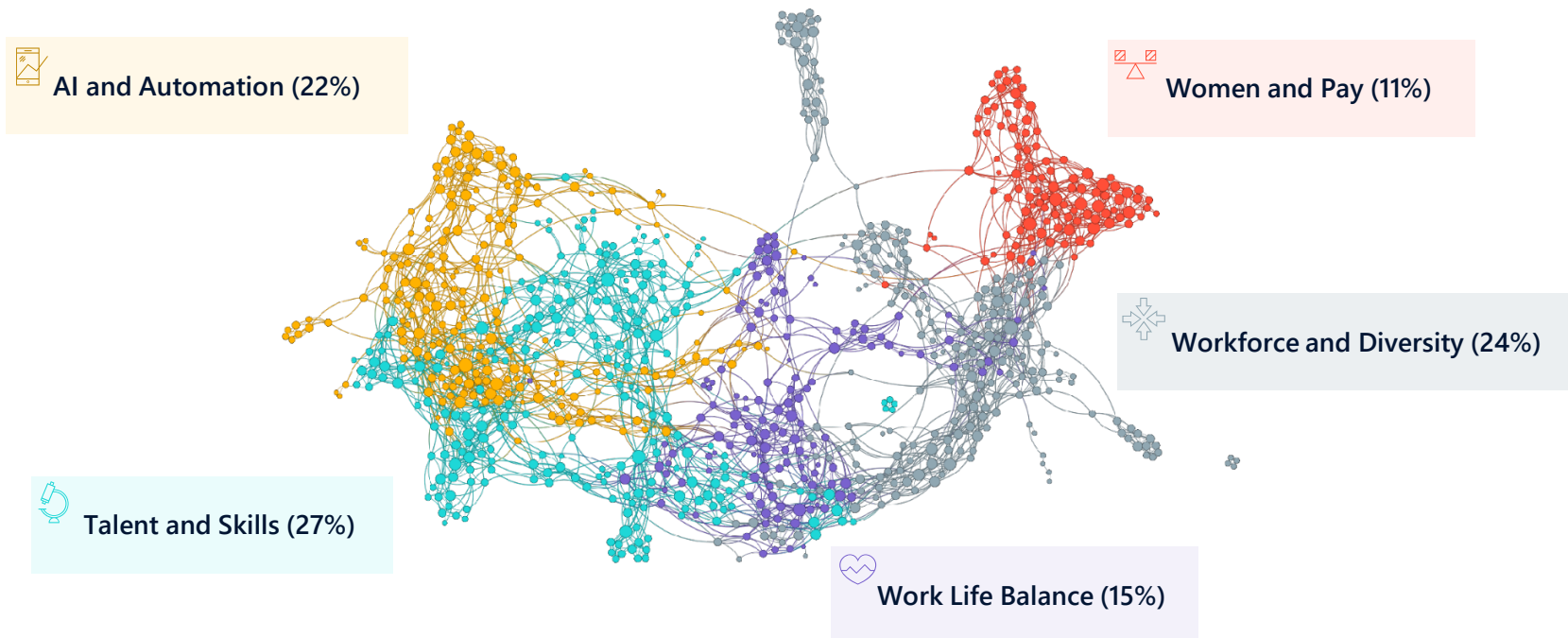
198 unique articles; September, 2016 – September, 2017

Forging a new path

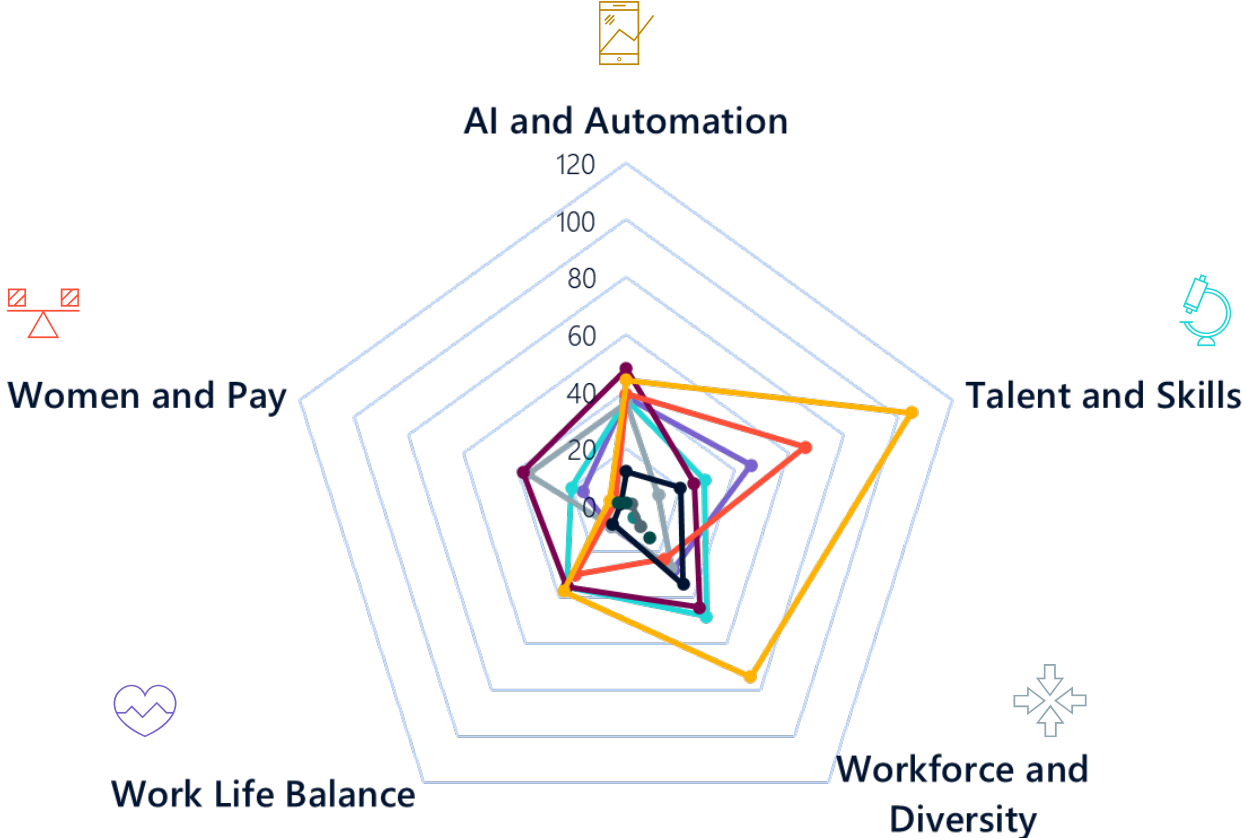


Leading HR Media Coverage

926 Key Articles



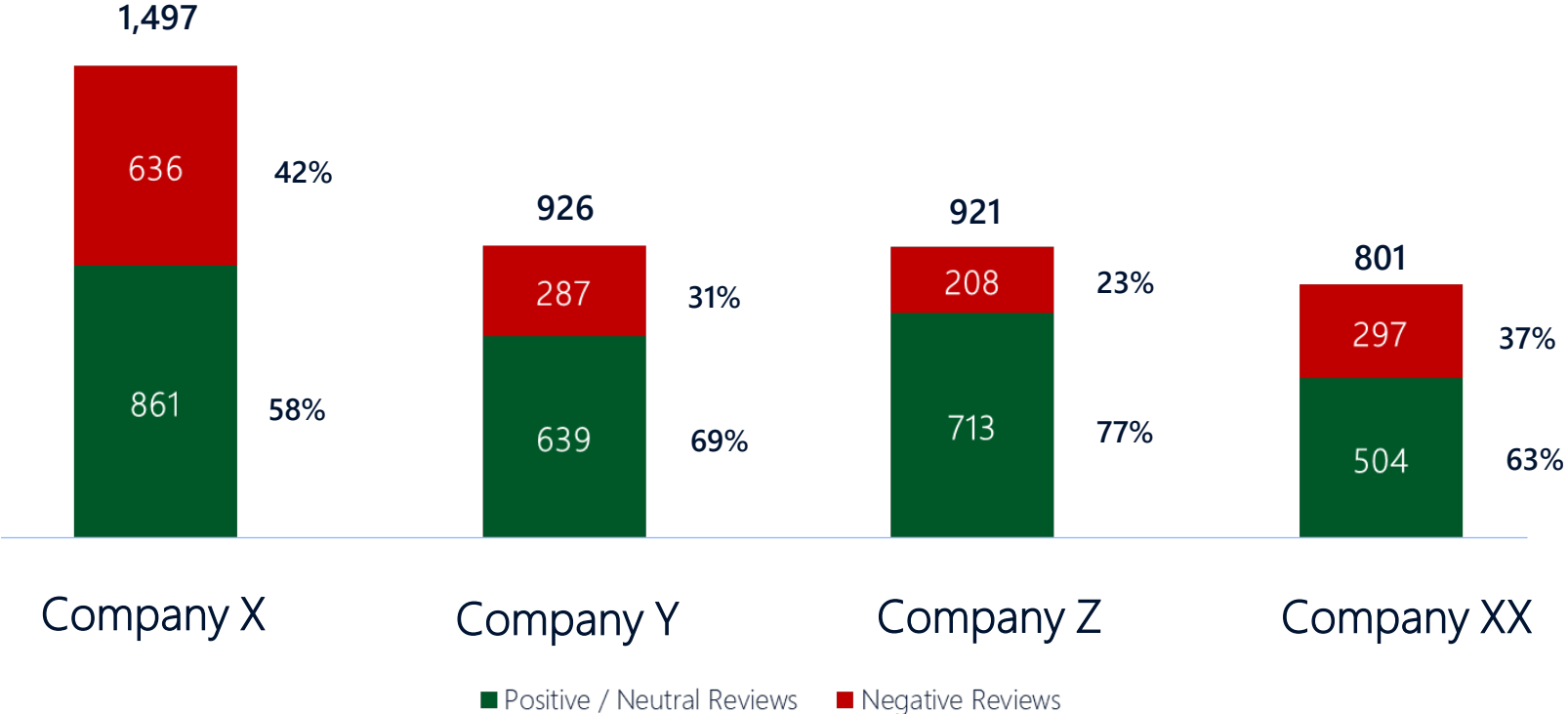
Key HR Themes by Company



Employee Communications

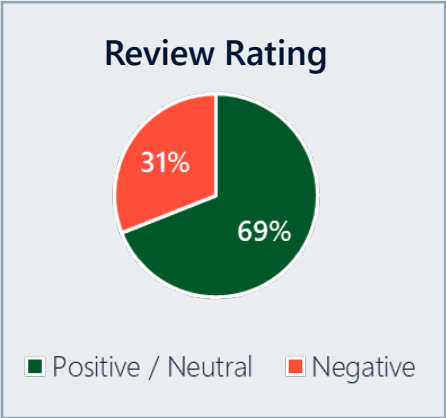


Total Glassdoor Reviews Analyzed

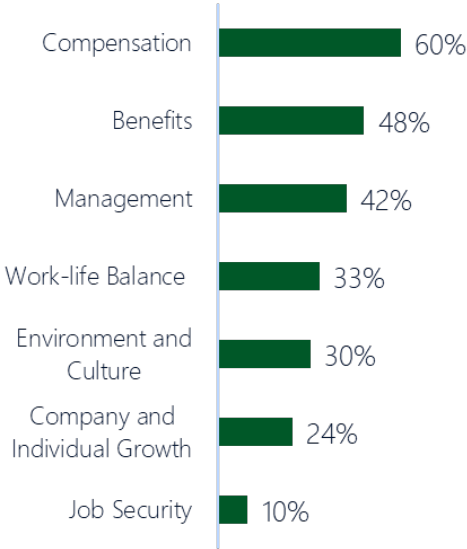


Company Y

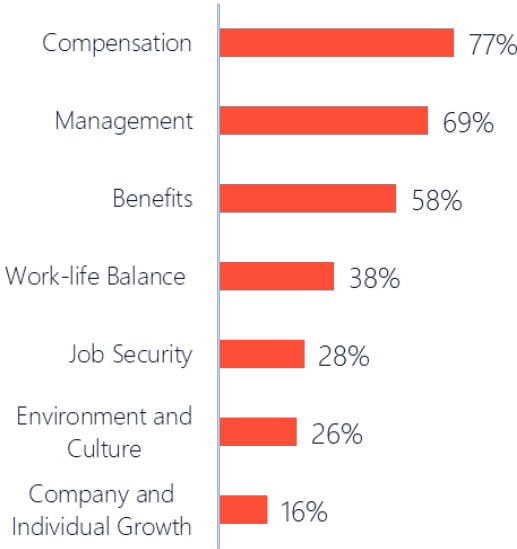
Work-life balance and culture are mentioned similarly regardless of review rating, suggesting these are key attributes to all employees. Management is mentioned proportionately more in Company Y's reviews than its competitors.



Positive and Neutral Glassdoor Reviews (3-5 rating)



Negative Glassdoor Reviews (1-2 rating)



Note: All reviews, regardless of rating, could possess positive and negative mentions of any topic.

COVID-19



How is COVID-19 Impacting QSR Media Coverage?

May 1 - July 15



COVID media coverage reflects national inconsistencies and confusion

26% Of all US media coverage is COVID-19 focused.

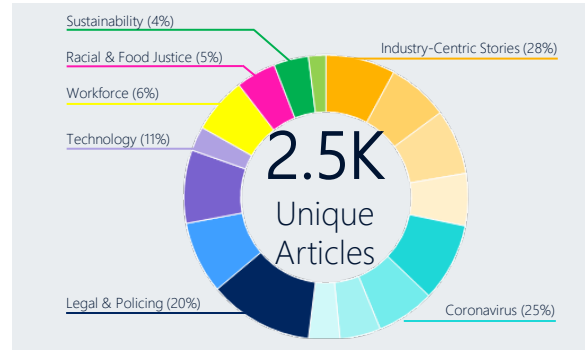
Conflicting stories hinder consumers' ability to identify the most essential information.

Trending topics point to a return to normalcy for the average American – 'masks,' 'business pivots' in technology and workplaces, and 'back-to-school.'

COVID confusion spills into QSR coverage, driving a quarter of the mentions

Avoiding this confusion requires QSRs to **focus on media outreach and engagement at the national level** in order to share their advancements in technology, safety measures, and racial equality to a wider audience. Right now, trade coverage dominates mentions, **lacking the reach and visibility** of higher impact mainstream media.

Technology surfaced as a key differentiator in a post-COVID QSR transformation. In addition, **consumers** expect QSRs to voice public support for **racial equality**.



25% Of QSR media coverage is COVID-19 focused

11% Is **technology-focused** – a key **differentiator** often linked to ways QSRs are successfully adjusting to the **new normal** of COVID-19

Top brands most mentioned in QSR coverage:



White Castle becomes the first fast food chain to test out the robot fry cook, Flippy, from Miso

Fast-food workers strike, alleging inadequate coronavirus protection in the workplace

The Future of Fast Food Has Arrived Ahead of Schedule

US fast food chain Chipotle to expand drive thrus

Taking a road trip? How to be safe, from bathroom breaks to fast food pit stops

**One firm.
Globally.**

BRUNSWICK INSIGHT

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