



How Kraft Heinz used AI to accelerate human creativity in the innovation process

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KraftHeinz

discover.ai





There is a new agency
landscape powered by
technology:

Agility

Speed

Big data

Document reading

Machine learning

Connected ecosystems

Acceleration, not automation

“With so much power now brought by machines, we have to find a refuge in our humanity.

It’s about our creativity, our intuition, our human qualities that machines will always lack.

This is a new form of collaboration where we recognize what we’re good at and not interfere with machines where they’re superior.

There are so many opportunities waiting for us”

GARY KASPAROV, DEEP THINKING



**Ideas
Factory**

#People



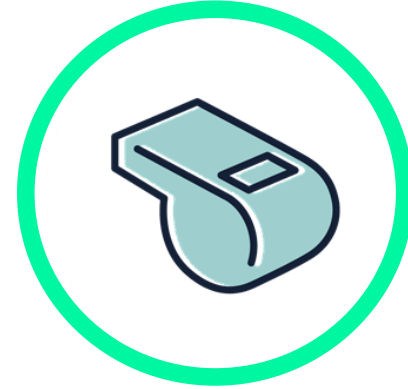
Ingredients for the Ideas Factory:



Curated
Stimulus



Creative
Exercises



Workshop
Facilitation



Powering Innovation

[Create a workshop >>](#)

The Custom Workshop Tool.

Ideas Factory is your personalised ideation tool. The tool allows you to create your own custom workshops to help you solve problems together - democratising creativity.

Consumers:

Gen Z

- Digital Native
- Social Consciousness
- Customisation
- Health Wise

Millennials (master & 4 subsets)

- Thirst for Knowledge
- Individualistic
- Escapism
- Tech Lover

Gen X (master & 4 subsets)

- Health First
- Big Spenders
- Top of their game
- Well travelled

Baby Boomers (master & 4 subsets)

- Quality over Quantity
- Been there done that
- No nonsense
- Living Life

Macro Trends:

- Premiumisation
- Personalisation
- Value Seeking
- Health and Well Being
- Experiential
- Variety Seeking
- Convenience
- Sustainability

Drivers:

- Needs
- Triggers
- Barriers
- Occasions
- Pack
- Product
- Comms
- Channels

Categories:

- Table Sauces
- Pasta Sauces
- Ready Meals
- Snacking
- Soups
- Ready Meals

Activation:

- Pack
- Claims
- In-store
- Partnerships

Value Drivers:

- Needs/Occasions
- Barriers/Benefits
- Trends (pack/product/comms)
- Channels

Category: Packaging: Meals

Transparent
The strands and shapes of pasta creates an interesting series of packaging.

Environmentally-friendly
Only recycled and bio-degradable materials are used.

Self-heating
Contained in a self-heating package which activates when the seal is broken and the two contact points at the back of the package come together.

Slice slider
It allows consumers to freely choose the quantity and flavors of pizza slices. It also solves the problem of greasy hands.

Nostalgia
The goal is to capture the simple delight of a child opening up a Happy Meal.

Microwavable
Just put it into the microwave oven and heat it up.

Audience: Trends: Generation X

Generation X

- 70% will likely purchase from brands they follow on social media
- 54% feel overlooked by brands
- 45% use their phones to look for better prices online whilst shopping in-store
- 160% more likely than other generations to unfollow a brand that says something offensive

Work/Life balance
Having a clear split between being at work and enjoying time at home.

Seeking new experiences
Seeking new, fun experiences they can enjoy with family/friends.

Enjoying indulgences
With a bit more disposable income, they're looking to enjoy the indulgences in life.

Wanting to get healthier
Looking to improve both their physical and mental health.

Want to try new things
Better late than never!

Area of Interest: Trends: Convenience

Convenience

Today's typical consumer looks to convenient options due to an increasingly busy lifestyle. With freshly prepared food growing in popularity, one of the most common reasons people turn to these "almost homemade" options is lack of time.

Consumers are willing to pay more money for convenience and this all reflects a common theme: helping the strapped-for-time consumer to get healthier, fresher and more appreciated food to the table quickly.

Easy to prepare
Healthy and conveniently made ready meals.

Quick
Quick to make and quick to prepare and eat when ready.

On-the-go
Consumers are constantly on-the-go e.g. transport, office, walking, school.

Smaller shopping baskets
Consumers are only buying what they need when they need it. This means shorter shopper journeys.

Convenient packaging
From easy-to-open to microwavable packs, there's a need for packaging that caters to various occasions e.g. lunch at work, breakfast on the bus, etc.

Area of Interest: Packaging: Convenience

Cardboard
Mess-free
Pastels
Ease of carrying on-the-go.

Utensils
Allows you to eat anywhere, anytime.

Microwaveable
Cooking fast and conveniently.

Simple
No wasted information or time.

Pattern
Simple geometric patterns based on simplicity and repetition i.e. straight lines and corners. All about making it simple.

Key Colours

Packaging Scale

Convenient packaging provides ease of use and practicality for the user. Pastel colours create a sense of calm and simplicity.

Use of Materials

The use of easily foldable cardboard makes the consumers life easier by giving them multi-functional packaging e.g. setting up like a table to eat your pizza with ease!

Area of Interest: Products: Health & Wellbeing

Adaptogens
Stress and sleep functional claims are more common in beverages than in food or vitamins & supplements. Juices with relaxation benefits can be targeted towards students who are stressed.

Digestive health
Kellogg's cereal has been developed for digestive wellness with 3-in-1 support, combining prebiotics, probiotics and dietary fiber.

Calamansi citrus superfood
Aloe Water with Calamansi & Lemon hydrates and helps detox. Calamansi is trending in South Korea, sought for beauty benefits such as detox, slimming and skin-brightening.

A helping hand
Do Anything's products are healthy and accessible so that consumers ranging in lifestyle and expertise can effectively utilise them. They provide recipe recommendations, as the sauces can be used in diverse ways, multiple times.

Lots of spinach
Spinach Chips - 100% natural and free from cholesterol, trans fat and preservatives. It is non-fried and contains 7g of fiber. One packet is equivalent to 2 bunches of spinach, and is rich in vitamins A and K.

Probiotics
100% raw, unfiltered vinegar. It is made from the sap of the coconut tree, strands of proteins, enzymes and gut-friendly bacteria.

Area of Interest: Products: Premiumisation

Premium olives
An ideal snack to go with cocktails/drinks due to their bitter taste and crunchy life feeling.

Accessible premium
Flavours include: Gressingham Duck, Plum Sauce & Spring Onion, Yorkshire Wensleydale Cheese & Cox Apple Chutney.

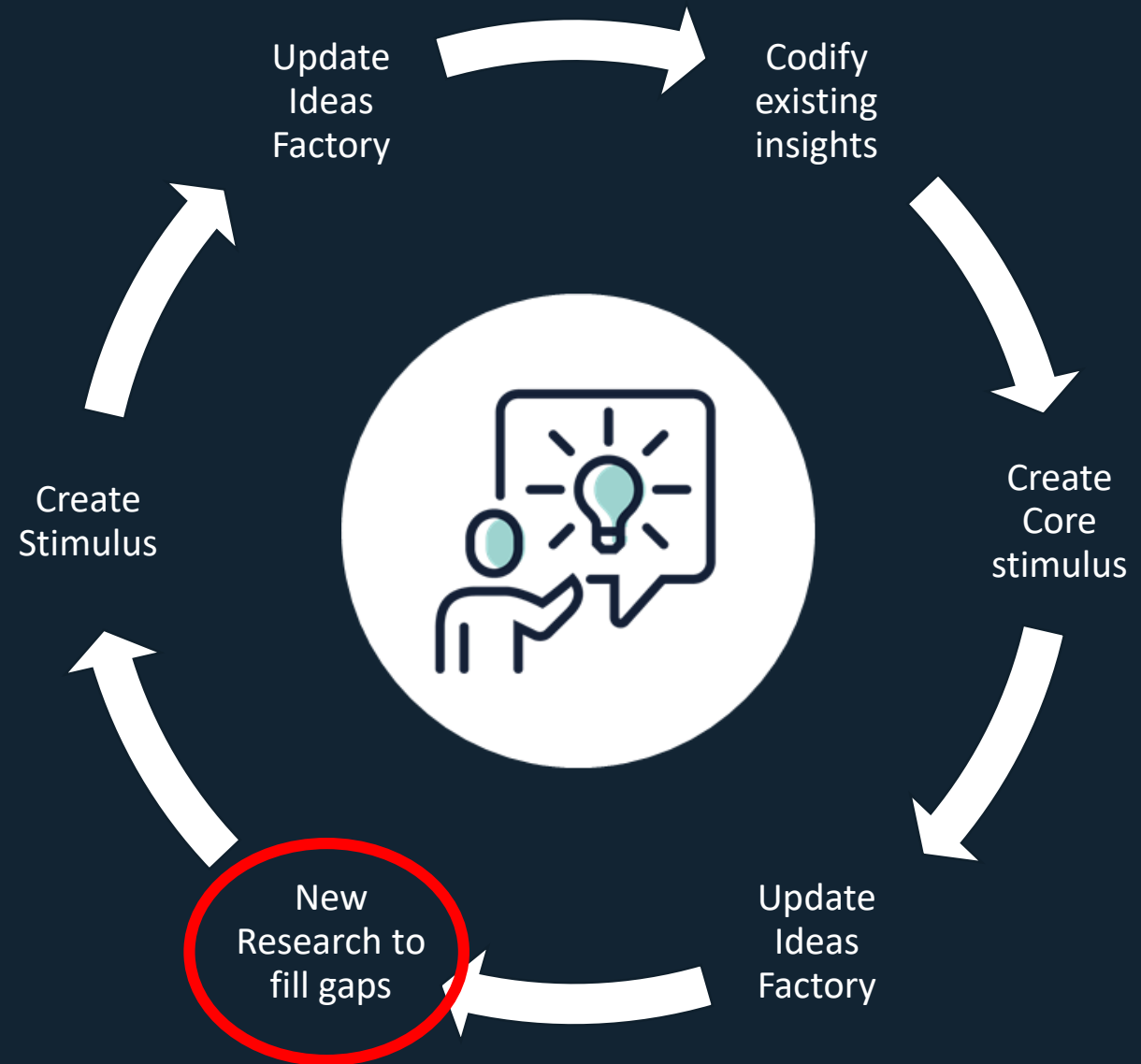
Rosemary and seasalt
A delicious savoury mayonnaise ideal for roasted meats and burgers.

Gourmet flavoured ghee
A range of six flavoured ghes, entitled "Deadly Sins". The one above is Gourmet Ghee with Blue Cheese and Walnut.

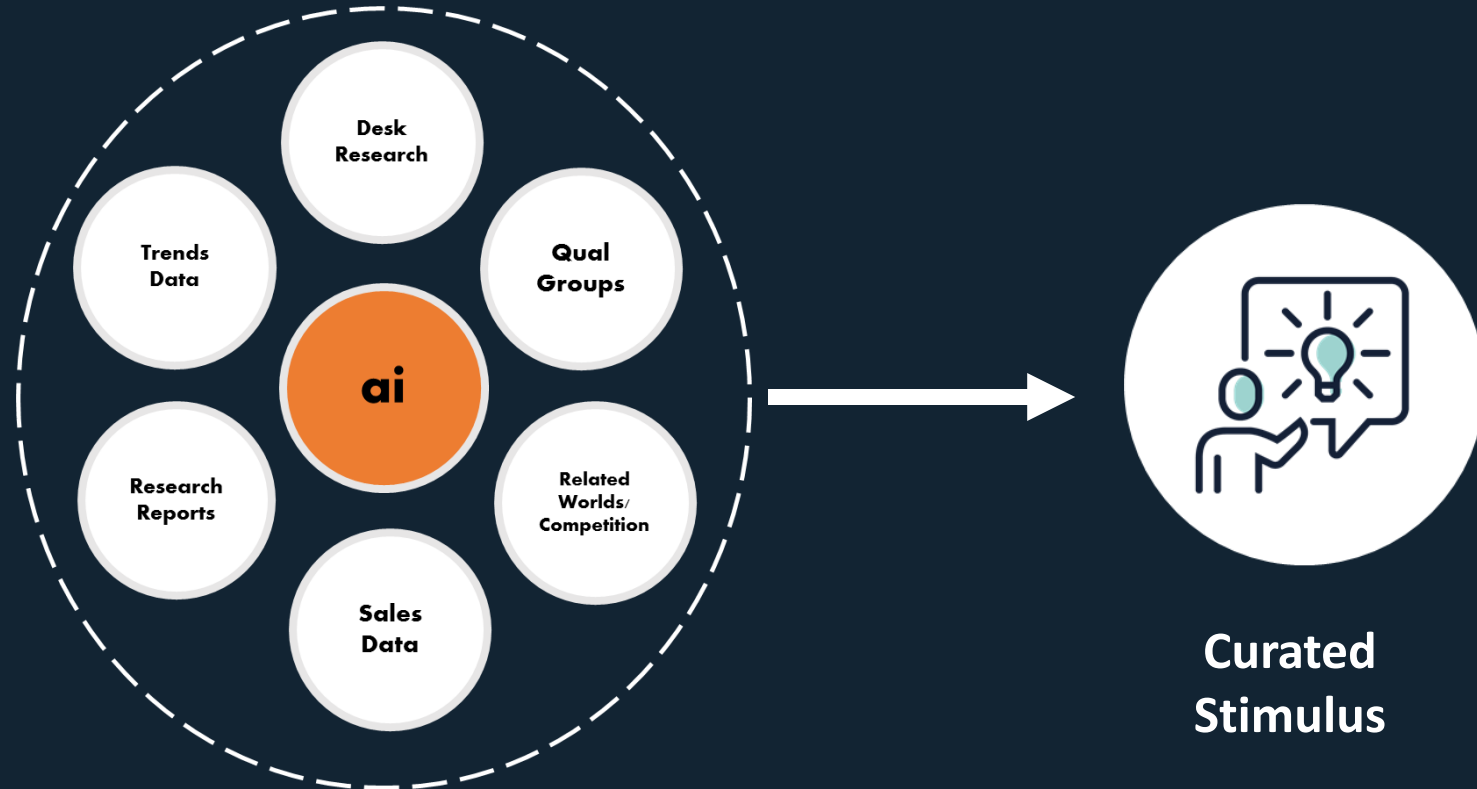
Craft beer cheddar
Handcrafted with Imperial Stout from the Dust Bowl Brewing Company and made with real Californian milk.

Handcrafted by chefs
All-natural and handcrafted claims.

Stimulus Development:



Ingredients for the Ideas Factory:



Benefits of AI

- Speed
- Scale
- Fresh perspectives
- Consumer 'first'
- Follow up on sources

Things to avoid

- Trying to quantify
- Trying to trend

The Discover.ai vision



AI to accelerate insight and brand expertise, not replace it

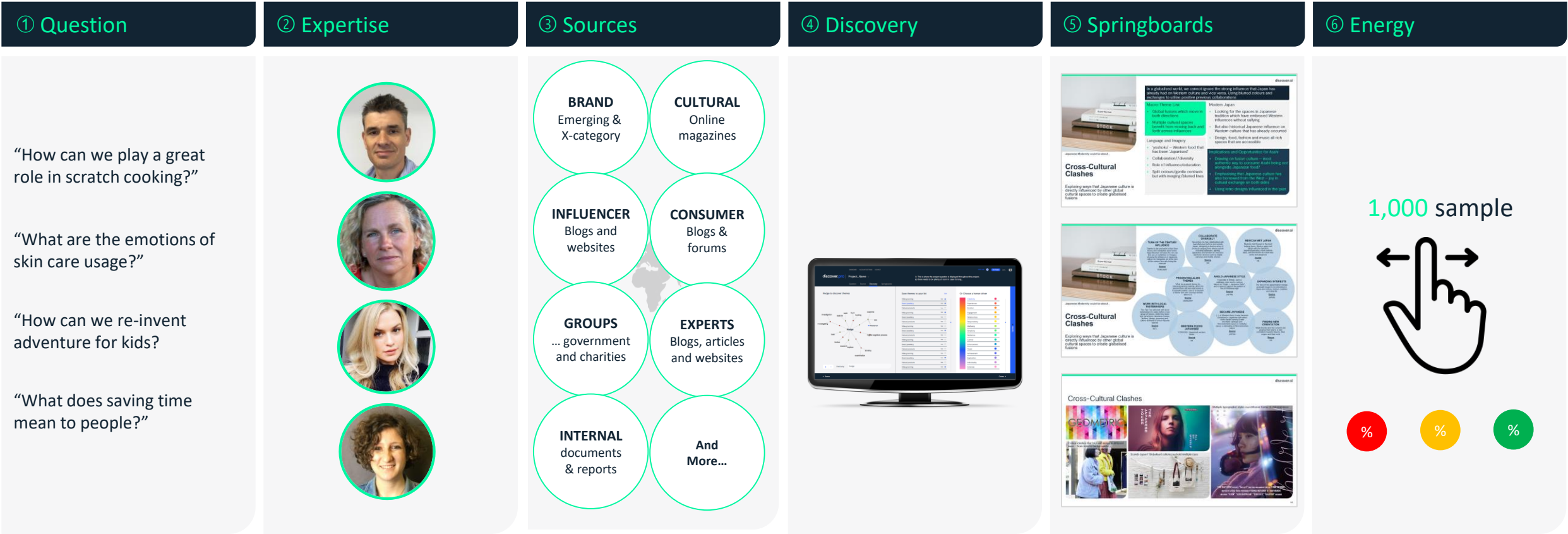


Insight in days or even hours, not weeks and months



Freedom to go as broad and deep as you want (low cost)

How the discover.ai project process works



Define the intractable question at the heart of your growth challenge

Our analysis is qualitative and 100% human, accelerated by AI technology

Sample diverse & rich **global sources** that get us thinking in new ways

Explore patterns and make unexpected connections & creative leaps...fast

Stretchy springboards are the start-point for new thinking & ideation

Measure the energy of opportunities via swipe right swipe left survey research

Our Question



What are the needs driving the plant-based food trends that will help us unlock future innovation opportunities for Kraft Heinz Foods that are relevant and credible for our young family and millennial consumers?

384 sources across 18 sourcing areas in UK, Germany and Netherlands

Including:

Expert perspective:

- + Nutritionist/ dietician blogs

Cultural perspective:

- + Online magazines - Plant based/ vegan/ vegetarian; Meat focused ;Wellbeing/ healthy lifestyle/ fitness; Natural lifestyle

Consumer voice:

- + Social media searches
- + Blogs and forums – plant based/ vegan/ flexitarian/ meat focused/ healthy lifestyle/ wellbeing/ natural lifestyle

Inspiring brands and retailers:

- + Emergent plant based / meat free food brands (cross category)
- + Retailer sites

Adjacent categories:

- + Beauty, fashion and lifestyle
- + Health and wellbeing

We created 14 opportunity springboards

New value systems

RETURN TO NATURAL EATING



NEW FAMILY TRADITIONS



ONLY THE GOOD STUFF



Plant based experiences

CELEBRATING THE BIZARRE AND DELICIOUS



CHEAT DAYS



GETTING CRAFTY



PEACE OF MIND NUTRITION



NEW WAVE FOODIES



Power of nature

PLANT POWER



FOOD FOR MOOD



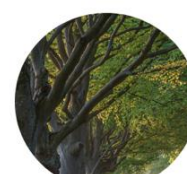
TARGETED BIO HACKS



RECLAIMING THE MICROBIOME




STRONG FOUNDATIONS



MAGIC OF THE DEEP SEAS



Landing Pages Structure Our Analysis



The future of plant-based food ...

Targeted bio hacks

Uncovering the specific plant based super elements that can zone in on specific health conditions

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Plant based innovation ...

The opportunity

Putting the science behind the idea of magic ingredients from nature, super foods mark 2

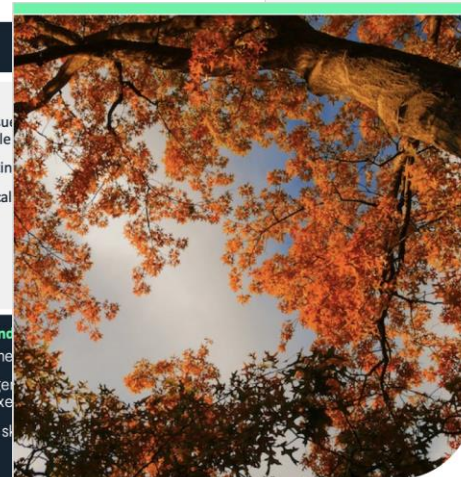
Key ingredients that target problems and ailments

Benefits

- + Relief for specific issues: inflammation; muscle
- + Zoning in and targeting
- + Hacking the biological proven results

Potential ingredients and

- + Curcumin and turme
- + Melon seeds/ ginger fatigue and over exe
- + Aloe vera juice for s
- + Flavonoids
- + Tonics and elixirs
- + Laced and infused p



The future of plant-based food ...

New family traditions

Plant based innovation that satisfies an enduring need to come together around food. Creating new ways of eating that tap into contemporary and emergent sentiments and value systems

discover.ai

Plant based innovation ...

The opportunity

Bringing families together around food as a means of bonding – sharing a plant based meal as a way of teaching children how to be responsible and healthy adults

Benefits

- + Plant based food with a strong sustainable story – doing our bit for our community and planet
- + Reflecting new value systems in food served up during big celebration meals
- + Creating new family traditions
- + Engaging children with food

Potential ingredients and executions

- + Plant based ingredients with a history and tradition of their own – e.g. Miso
- + Unashamedly plant based – avoiding ‘faux meat’, showcasing great veg from nature
- + Reclaiming the showpiece meal – plant based stand outs cauliflower / cabbage / celeriac steaks

The future of plant-based food ...



The future of plant-based food ...

Food for mood

Innovation that incorporates the goodness of nature into the diet for improved mood and wellbeing

Plant based innovation ...

The opportunity

Plant based food that helps boost the mind, as well as the body

Needs / drivers

- + Increased prominence of mental health discussions
- + Increasingly stressful and fast paced lives
- + Rise of holistic understandings of health (and with this, the importance of diet)
- + Links between gut health and mental health – the microbiome and probiotics
- + Rise of CBD and adaptogen infused products to boost mood

Benefits

- + Improving gut health for improved mental health – power of dairy free plant based prebiotic and probiotic foods
- + CBD and adaptogenic compounds clinically proven to positively affect mood and sense of wellbeing
- + ‘Eating the rainbow’ for a psychological lift – the glorious sensory appeal of foods from nature

Potential ingredients and executions

- + Plant based pre and probiotic foods – fermented and pickled elements, sauerkraut, non dairy curds
- + Herbal adaptogens such as maca, fungi, Fu Ling mushrooms
- + CBD enhanced products
- + Minerals such as magnesium
- + Free from refined sugar which causes blood sugar peaks and crashes

+



The future of plant-based food ...

Food for mood

Innovation that incorporates the goodness of nature into the diet for improved mood and wellbeing

CBD INFUSED FORMULATIONS

Our Ingredients In-Depth Focus explores exciting new trends in the food industry, including chia protein, insect-based foods, and CBD-infused formulations

Source
UK

SUPER JUICING THE RAINBOW

You are essentially super juicing a rainbow of brightly colored antioxidant plant pigments that will not only boost the immune system with ingredients like quercetin, carotenoids, anthocyanin, lutein and zeaxanthin, but these compounds also tend to act as natural antidepressants, increasing one's mood and the ability to access better feeling thoughts.

Source
NETHERLANDS

MOOD UPLIFTER

As an immune booster, anti-inflammatory, digestive aid, mood lifter, skin healer and overall beautifying agent, it contains a wide spectrum of beneficial substances including polysaccharides, polyphenols, flavonoids, iridoids, terpenes, glycosides, alkaloids, like xeronine, as well as anthraquinones

Source
NETHERLANDS

ROLE OF MICROBIOME IN MENTAL HEALTH CONDITIONS

There is also very interesting emerging research being done surrounding the role of the microbiome in mental health conditions and the gut-brain axis a bidirectional communication between the microbiome and the brain

Source
UK

JAPANESE FERMENTED FOODS GREAT FOR GUT

The Japanese diet is completely packed with fermented foods, that are great for your gut health and immune system

Source
UK

HERBAL ADAPTOGENS LIKE MACA HELP IN TODAY'S FAST PACED WORLD

In today's fast-paced world, herbal adaptogens like maca can be a valuable nutritional adjunct to the diet to help us

Source
NETHERLANDS

FU LING MUSHROOM PROTECTS AGAINST EXTERNAL STRESS

The special care complex consisting of the Fu Ling mushroom, reed and vitamin F protects against external stress factors, reduces redness of the skin and has an anti-inflammatory effect

Source
GERMANY

WHY A FRUITY WINTER SALAD IS JUST THE THING FOR DEPRESSION

Why a fruity winter salad is just the thing about winter depression and what's great about "fruitiness" at this time of year, I'm happy to tell you in this post

Source
GERMANY

REFINED SUGAR CAUSES DEPRESSION

In short, refined sugar has proven to contribute directly to sicknesses as cancer, diabetes, heart attacks, depression, melancholia, insecurity, skin problems, memory and concentration problems, menstruation problems, intestinal problems and many more

Source
NETHERLANDS

MAGNESIUM FOR DEPRESSION

I will not make any further claims about this as I haven't sufficiently immersed myself in it, but if you suffer from anxiety attacks, severe stress or depression, you might once google on the subject 'magnesium salt or magnesium flakes'

Source
NETHERLANDS

Food for mood



The rise of mood boosting ingredients such as CBD and adaptogens in adjacent categories



Functional foods and drinks have gone mainstream



The visibility of mental health in discourse around wellness

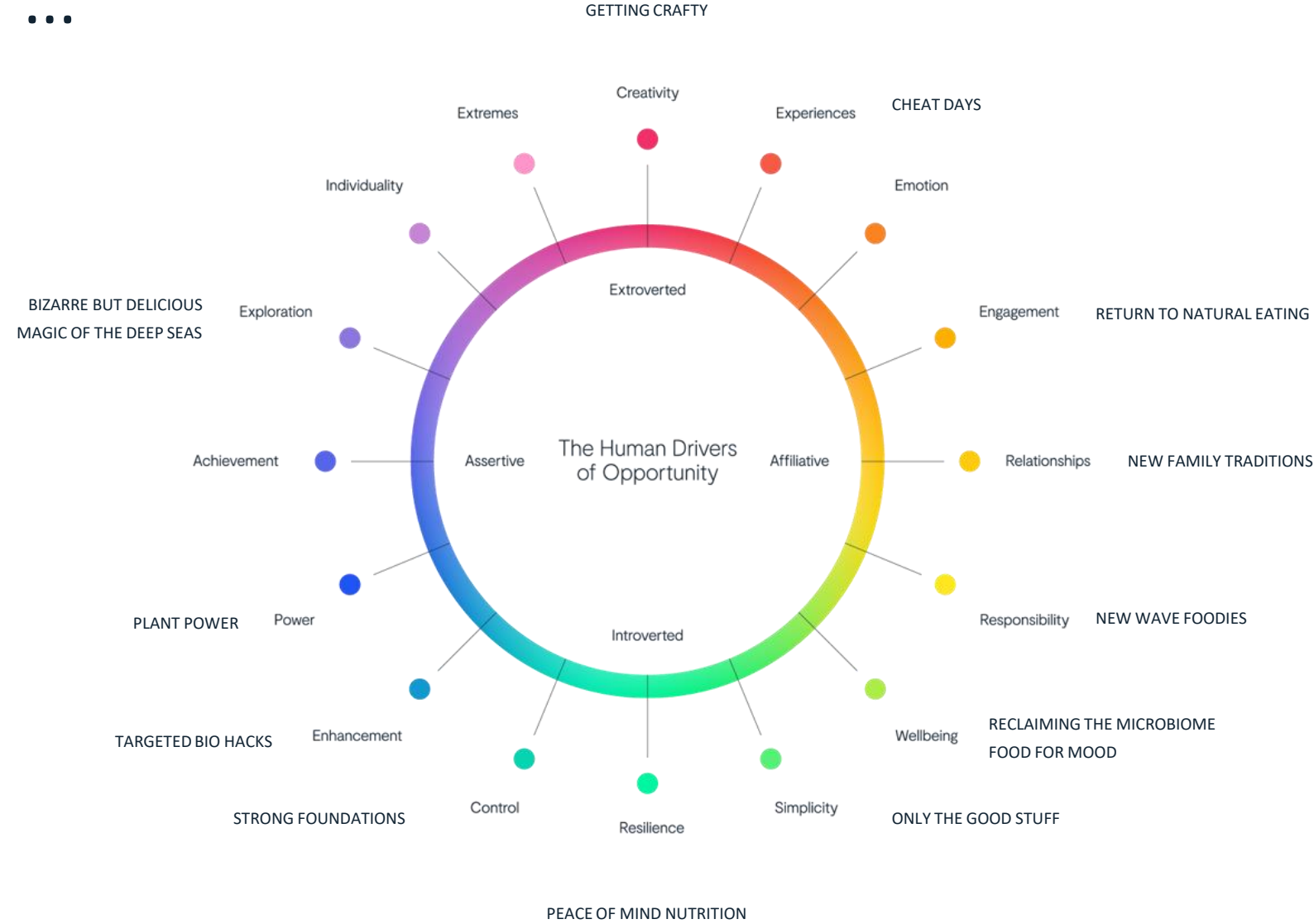


Accelerate is our model of the human drivers of opportunity

- + The fundamental insights into human nature that help us understand how new products, experiences, trends and technologies can be made relevant to the lives of everyday people and so accelerate growth
- + It was created by analysing hundreds of opportunity springboards made up of thousands of source 'quotes'
- + There are 16 drivers of opportunity that we plot on a map of the underlying human needs
- + We use this framework both as a lens of analysis to quickly access content based on the underlying driver, and to map back springboards from a project to place them in their broader consumer context



Using Accelerate to map innovation opportunities back to human driver ...



Next steps in the journey ...

Plant based innovation ...

discover.ai and Kraft Heinz ...

discover.ai

COME AND SEE US AT KIOSK S

Kraft *Heinz*



**Ideas
Factory**