



| GetWhy

# The future of consumer-led marketing: How AI is changing the game with insights and empathy

Quirk's London

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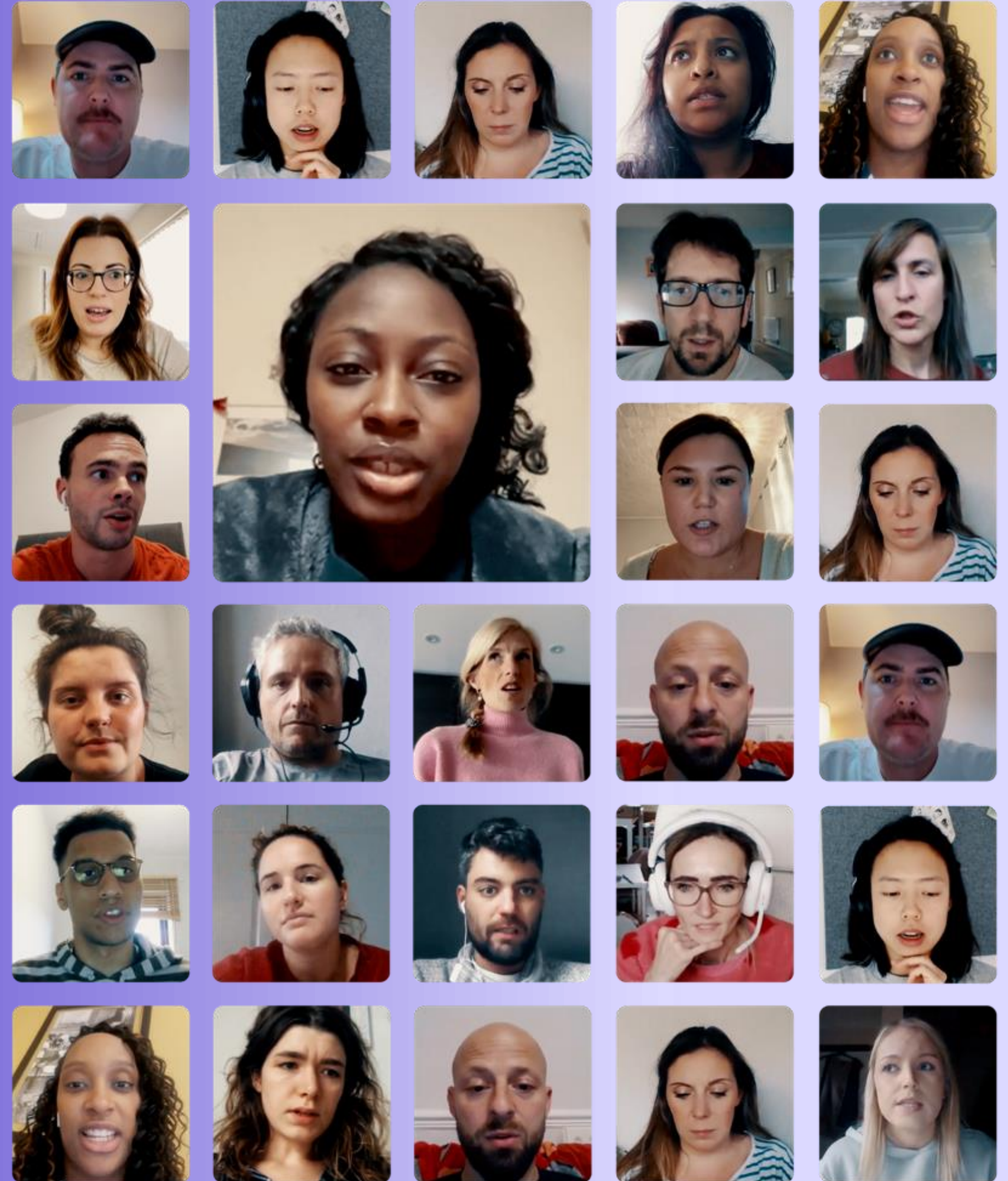


# Jonas Nielsen

CMO

GetWhy

Bringing the **voice and perspective of the consumer** into discussions and decisions on a daily basis.



L'ORÉAL      Pernod Ricard      M      Nomad Foods

COTY      LEGO      Nestlé      Unilever

Arla      HEINEKEN      VW      MARS

COLGATE-PALMOLIVE      Coca-Cola      NIKE

## Topic 1

# How AI is changing the game.



# The Problem with Qualitative Research

## Static

Traditional research delivers a static image of consumers' emotions and experiences

## Slow

Takes weeks and months to design questionnaire, recruit respondents and write the report

## Expensive

They are expensive to execute due to the manual nature of the underlying process

# The Opportunity

## Quality

Technology has the ability to analyze larger and make the evidence in form of video-based interviews shareable

## Fast & Actionable

Consumer insights in hours and days instead of weeks and months

## More for Less

Launch studies much more frequently at a fraction of the cost







# Meet Bloom



Our **AI-Powered** Consumer Insights Specialist

From brief to real human insights

-  100x faster
-  10x more cost efficient
-  Quality on par with human craftsmanship
-  Video interview based format



# Consumer Behaviour: Unmet Needs, 31-44 year old, Swedish ethnicity

Business question: "What unmet needs do consumers have in the frozen ready-to-eat meals and snacks category that could inform future product development and innovation?"

Consumers express a desire for more flavors and favored ingredients, such as potatoes, fish, and tomato or wine sauce in the frozen ready-to-eat category. They also wish for better nutritional information and healthier options, including low-sugar and less processed products.



# Consumer Behaviour: Unmet Needs, 31-44 year old, Swedish non-ethnicity

Business question: "What unmet needs do consumers have in the frozen ready-to-eat meals and snacks category that could inform future product development and innovation?"

Consumers wish for more variety in the frozen meals and snacks category, particularly in terms of flavors, with requests for spicier options and different cuisines. They also express a desire for clearer nutritional information, more protein content, and better taste testing of products after they have been frozen.





## Topic 2

# Elevating Qualitative insights for Marketing Effectiveness.



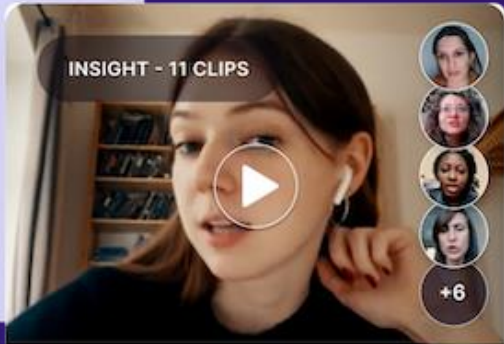
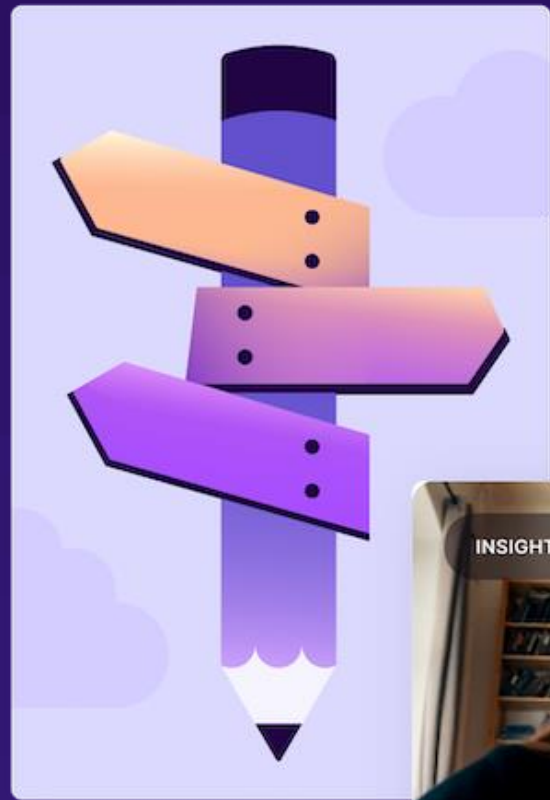
Topic 3

# From data to empathy in creative development.



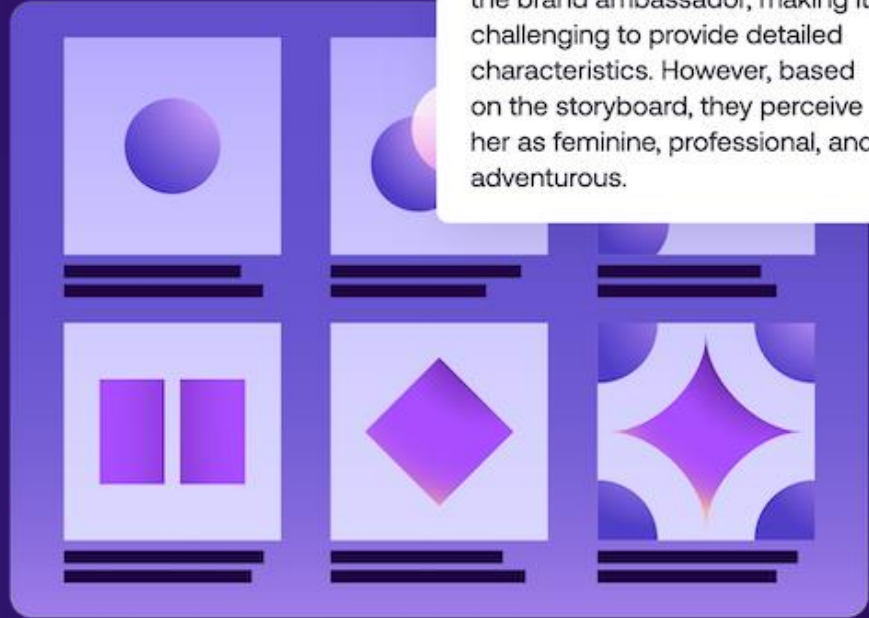
# Increase marketing effectiveness with *consumer-led* creative development

## 1 Creative Concepts



**Insight**  
Most consumers prefer the first direction, however, some are pointing out that the direction is slightly too masculine and suggest using a familiar female as the protagonist.

## 2 Storyboards



**Insight**  
Consumers lack familiarity with the brand ambassador, making it challenging to provide detailed characteristics. However, based on the storyboard, they perceive her as feminine, professional, and adventurous.

## 3 Animatic/Mood Film



**Insight**  
Consumers believe the campaign's visual elements convey messages of self-confidence, independence, and femininity, depicting a strong and beautiful woman with inner peace. These visuals suggest a higher quality of life and a connection to nature.

## Final Film



If you see your company's logo here, it means we have results from a test study to share with you today!



Thank you.

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today!