

*knit* | MARS

# How **Mars Innovation** is tapping into Knit's AI

to run quickturn Quant/Qual  
feedback at scale

Prepared for:  
**Quirks Dallas 2024**



## Today's Speakers



**Aneesh Dhawan**

Co-Founder  
& CEO

**knit**



**Cassie Jackson**

Regional Manager of  
Innovation Insights

**MARS**

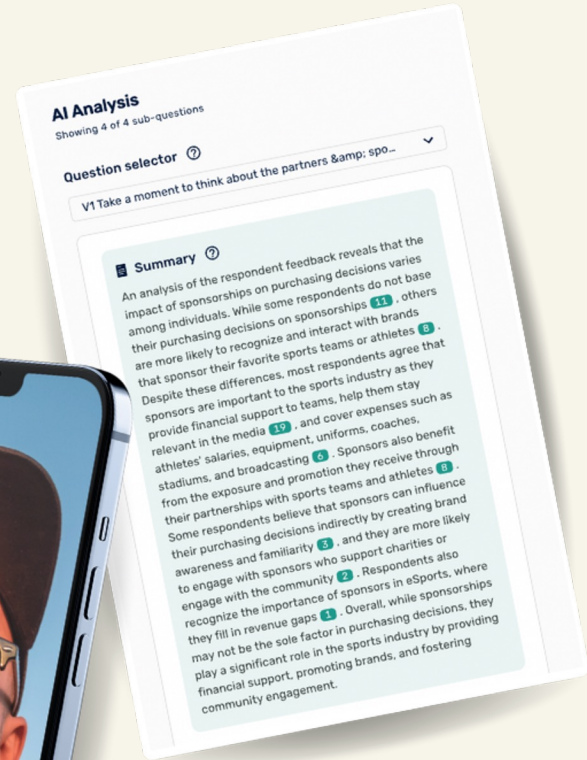




## A bit about *knit*

Knit's AI Research assistant combines the power of **Quant**, **Video** and **AI** to help brands get a **quicker and more holistic understanding** of their target audience.

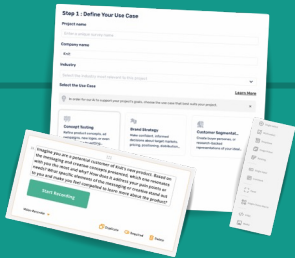
### Trusted by **100+** Brands





# Overview: How knit works

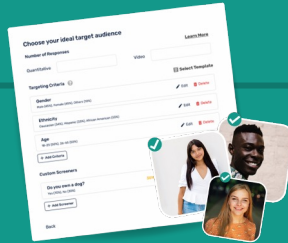
1



## Create your survey

AI-Generated or Custom Programmed, with 100+ question varieties

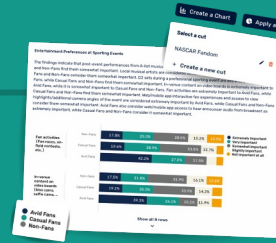
2



## Select your audience

Custom segment 5M+ consumers or field with your own panel

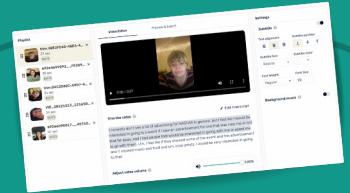
3



## Analyze in minutes

AI-Generated Quant & Qual Summaries + AI Contextual Analysis™

4



## Share impactful insights

Create showreels, customize charts and auto-generate editable reports







# **MARS** : Snacking on new **Opportunity**



**Marrying Quant  
with Qual**



**Accelerate Speed-to-  
Insight**



**Optimize for  
Storytelling**





# Mars found its *Partner* in knit



Let's chew on how we helped >>>





## Case Study: Minty Fresh Insights

As **COVID derailed everyday social interactions** and experiences, the use of mints declined for consumers.

So Mars sought out to understand **“How do mints fit into the lives of consumers post-pandemic?”** including diving into:

- Usage occasions & motivations
- Flavor preferences
- Packaging preferences





## Case Study: Minty Fresh Insights

**203**

Total Respondents

**107**

VoC Video Responses

Roughly **50/50 Split** Across 2 Cohorts:

- **Younger Mint Consumers:** 18-35 y.o.
- **Older Altoids Consumers:** 46-65 y.o.

**31 Quant**  
Questions

**3 Video**  
Questions



**48hr Turnaround**

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# Occasions

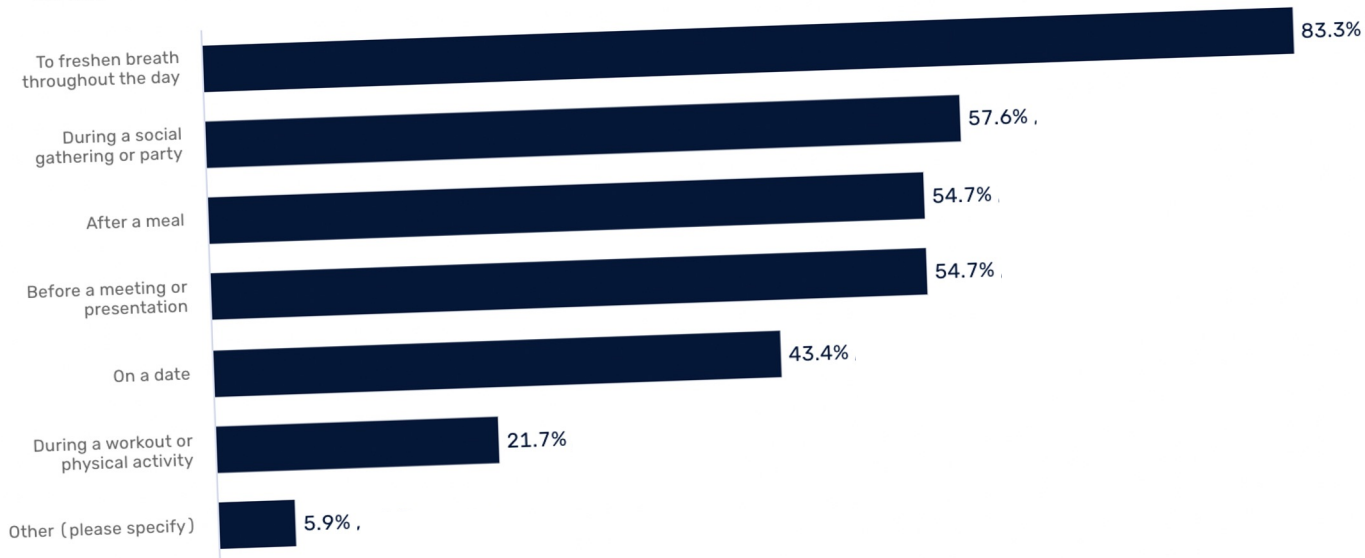




203 responses



On what occasions do you typically use mints? Select all that apply.



Show Less

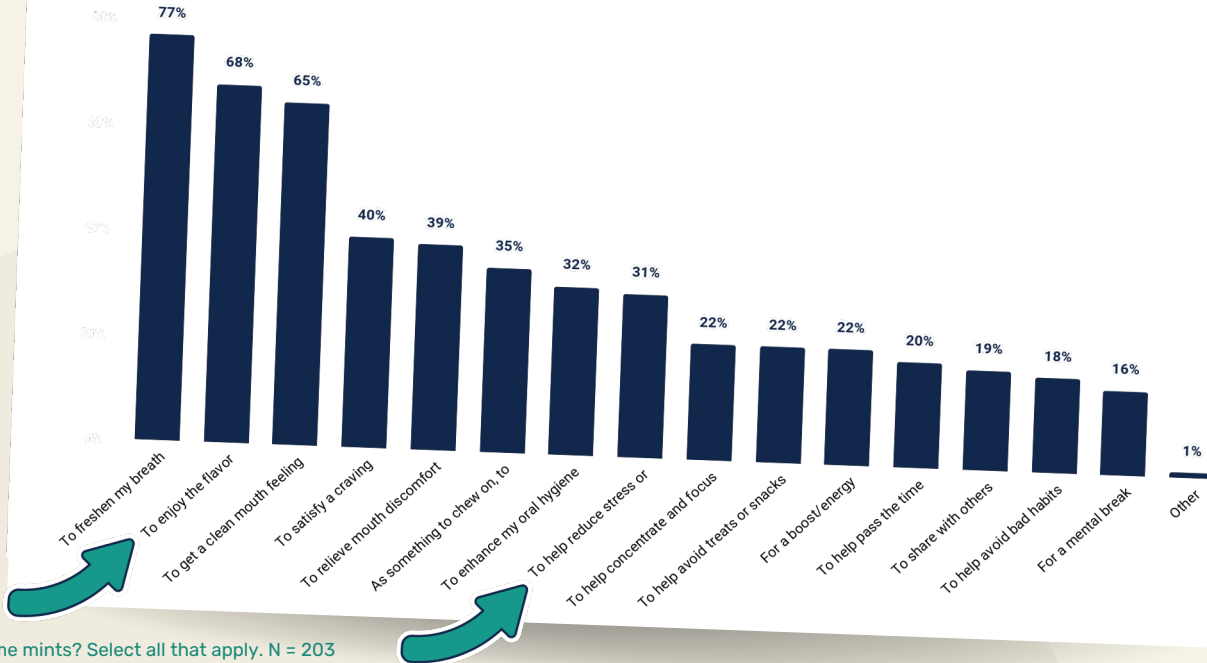




Mint Consumption Motivations

★ Significant Insights ↓

The survey found that freshening breath, getting a clean mouth feeling, and enjoying the flavor were the top reasons for consuming mints among both younger and older consumers. Younger consumers were more likely to select "to help concentrate and focus" and "as something to chew on, to keep the mouth busy" as reasons for consuming mints, while older consumers were more likely to select "to enjoy the flavor" as a reason.





**OE Question:**

Can you describe a specific occasion or moment when you typically use mints?





## Instant Qual Insights through AI

The screenshot displays the Knit MARS interface for an analysis titled "Mars | Altoids Stud...". The main section is "Open Ended Analysis" with a dropdown menu showing "Q21 Can you describe a specific occ...". A "Summary" section provides an AI-generated insight: "The analysis of the respondent feedback reveals that mints are typically used in a variety of situations, with the most common being before or after meals (24). Respondents also frequently use mints before going to work (6), during the workday (6), and before meetings or appointments (3). Mints are also commonly used before public speaking or giving a presentation (4), and before going out in public, on a date, or meeting someone new (17). After consuming coffee or s... [Read More](#)".

Below the summary is a "Themes" section with a "Theme Cloud" view. The themes listed are:

Theme	Count
<input type="checkbox"/> Social Interactions	68
<input checked="" type="checkbox"/> Personal Hygiene	58
<input checked="" type="checkbox"/> Work-Related Usage	46
<input checked="" type="checkbox"/> Habitual Usage	36
<input checked="" type="checkbox"/> Non-Specific Usage	29
<input checked="" type="checkbox"/> Specific Locations	23
<input checked="" type="checkbox"/> Specific Activities	16
<input checked="" type="checkbox"/> Emotional Support	9
<input checked="" type="checkbox"/> Specific Foods	7
<a href="#">Add a new theme</a>	
Untagged Responses	19

The "Showing all responses" section displays a list of responses with filters:

- Select all
- Before work and after a dinner
  - Meal Completion
  - Meeting Preparation
- When I have time
  - As-Needed Basis
- Just before going into a store or meeting with friends
  - Public Appearance Preparation
- during meetings
  - Meeting Preparation

Navigation and utility buttons include "Apply a cut", "Copy", "Share", "Download", and "Ask Aida".





### Summary

The analysis of the respondent feedback reveals that mints are typically used in a variety of situations, with the most common being before or after meals **24**. Respondents also frequently use mints before going to work **6**, during the workday **6**, and before meetings or appointments **8**. Mints are also commonly used before public speaking or giving a presentation **4**, and before going out in public, on a date, or meeting someone new **19**. After consuming coffee or strong-smelling foods like garlic or onions, respondents often use mints to freshen their breath **5**. Similarly, mints are used after smoking to eliminate the smell **8**. Respondents also use mints during physical activities or when needing to think, such as during tests **4**, and when feeling overwhelmed or needing a quick refresh **2**. In social situations, mints are used when feeling insecure about breath or being close to others **7**, before socializing with others or going to church **2**, and when meeting with customers onsite **1**. Mints are also used as a distraction during car rides **2**, during social occasions or road trips **3**, and before special occasions **2**. Some respondents use mints to curb cravings at work **1**, to stay alert during meetings **1**, to calm themselves during migraines **1**, and when feeling the need for one **3**. Overall, mints are used to freshen breath, boost energy, and provide a sense of freshness in various social and professional settings. [View Less](#)





Themes Theme Cloud

<input checked="" type="checkbox"/> Social Interactions	68 >
<input checked="" type="checkbox"/> Personal Hygiene	58 >
<input checked="" type="checkbox"/> Work-Related Usage	46 >
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<input checked="" type="checkbox"/> Emotional Support	9 >
<input checked="" type="checkbox"/> Specific Foods	7 >
<a href="#">+ Add a new theme</a>	

Showing all responses Show Quant Data

Select all

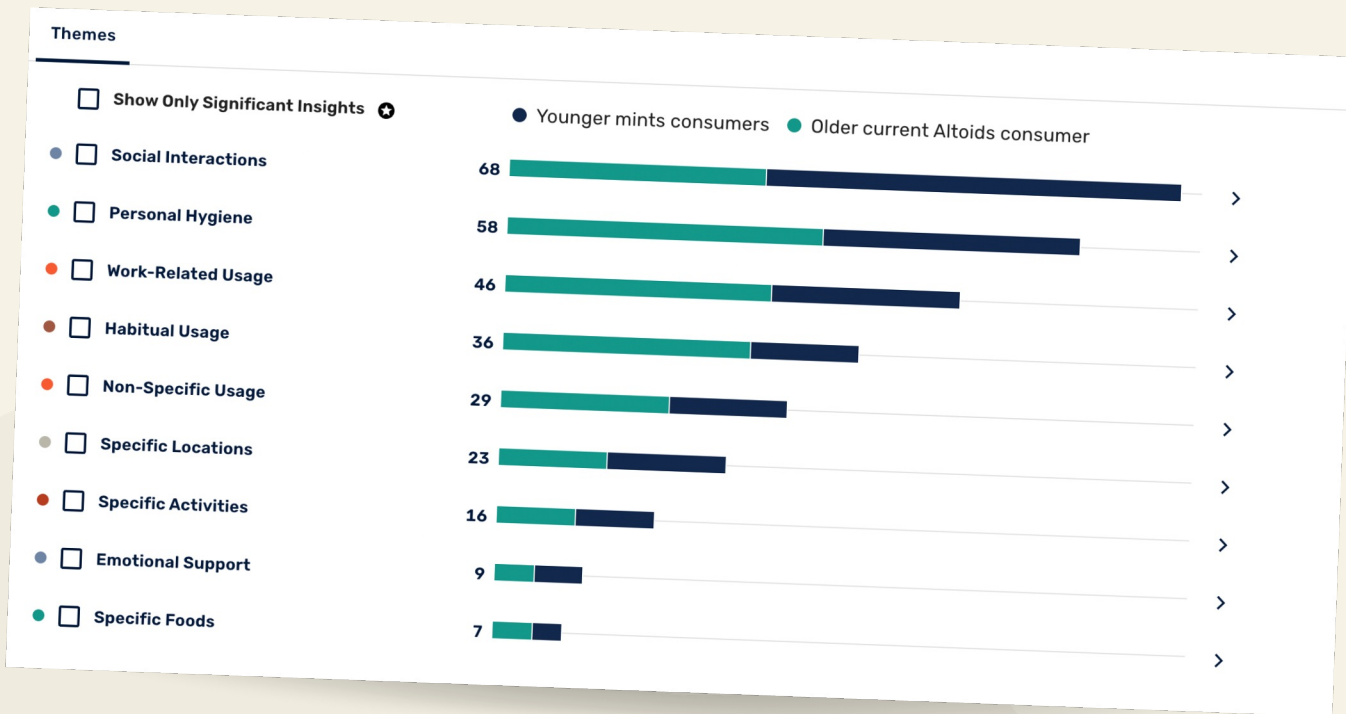
when I arrive at work. After lunch at work. Middle of the day kind of thing.  
 Post-Lunch Freshness x

whenever i go out to graduation or aniversary party  
 Outing Freshness x

driving in the car, stop to get something to eat , get back in the car, start driving and get a couple mints  
 Car Freshness x

Just before meeting with customers onsite  
 Meeting Preparation x







Showing 10 of 184 responses

I use mints after a big meal to freshen my breath. Sometimes I even have them as a dessert.

Meal Completion

I always use mints prior to meetings at work. They allow me to have confidence when I am presenting that I will have fresh breath.

Morning Breath Freshness

Presentation Confidence

Meeting Preparation

Right before a social interaction, especially if I am going out on a date.

Date Preparation

Social Gathering Freshness

Usually before a social outing. If it's been a few hours since I've brushed my teeth then I'll use a mint.

Outing Freshness

As-Needed Basis

I use mints the most when I'm heading out somewhere in my car and need a distraction or to calm myself and I want to freshen up. I also absolutely love a mint after a meal. It just helps me jumpstart my energy back up and feel fresh and ready.

Meal Completion

Car Freshness

Distraction Tool





Q21 Can you describe a specific occasion or moment when you typically use mints?

203 responses



**First Impressions** **During Office Hours**  
**Anytime Freshness** **Meeting Preparation**  
**Meal Completion**  
**Smoke Neutralization** **Daily Routine**  
**Date Preparation** **Social Gathering Freshness**  
**As-Needed Basis**



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# Flavors





## Exploring Cohorts through AI

Younger mints consumers

[Duplicate](#) [Delete](#) [^](#)

Add a response to this segment if **ALL** of the following are true:

If  HVs HVs:

is equal to Younger (Age - 18 to 35)

[+](#) Add Condition

Older current Altoids consumer

[Duplicate](#) [Delete](#) [^](#)

Add a response to this segment if **ALL** of the following are true:

If  HVs HVs:

is equal to Older (Age - 46 to 65)

[+](#) Add Condition



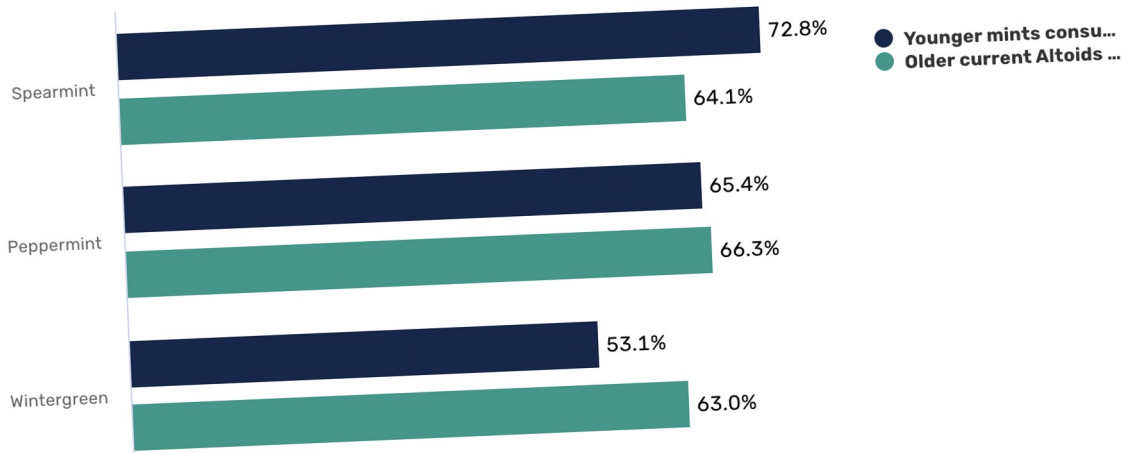




Preferred Mint Flavors: User Preferences

★ Significant Insights ↓

The survey found that Spearmint, Peppermint and Wintergreen were the most popular mint flavors among both Younger mints consumers and Older current Altoids consumer, with Peppermint being the most popular choice. However, Older current Altoids consumer were more likely to select Cinnamon compared to Younger mints consumers.



Show all 9 rows

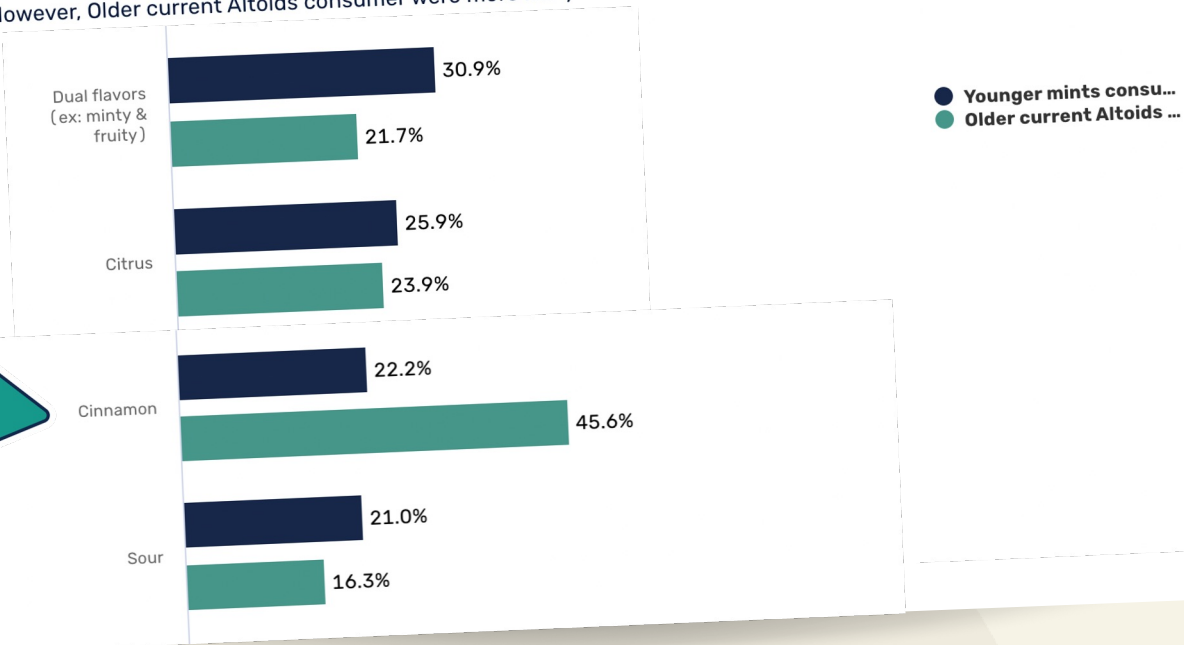




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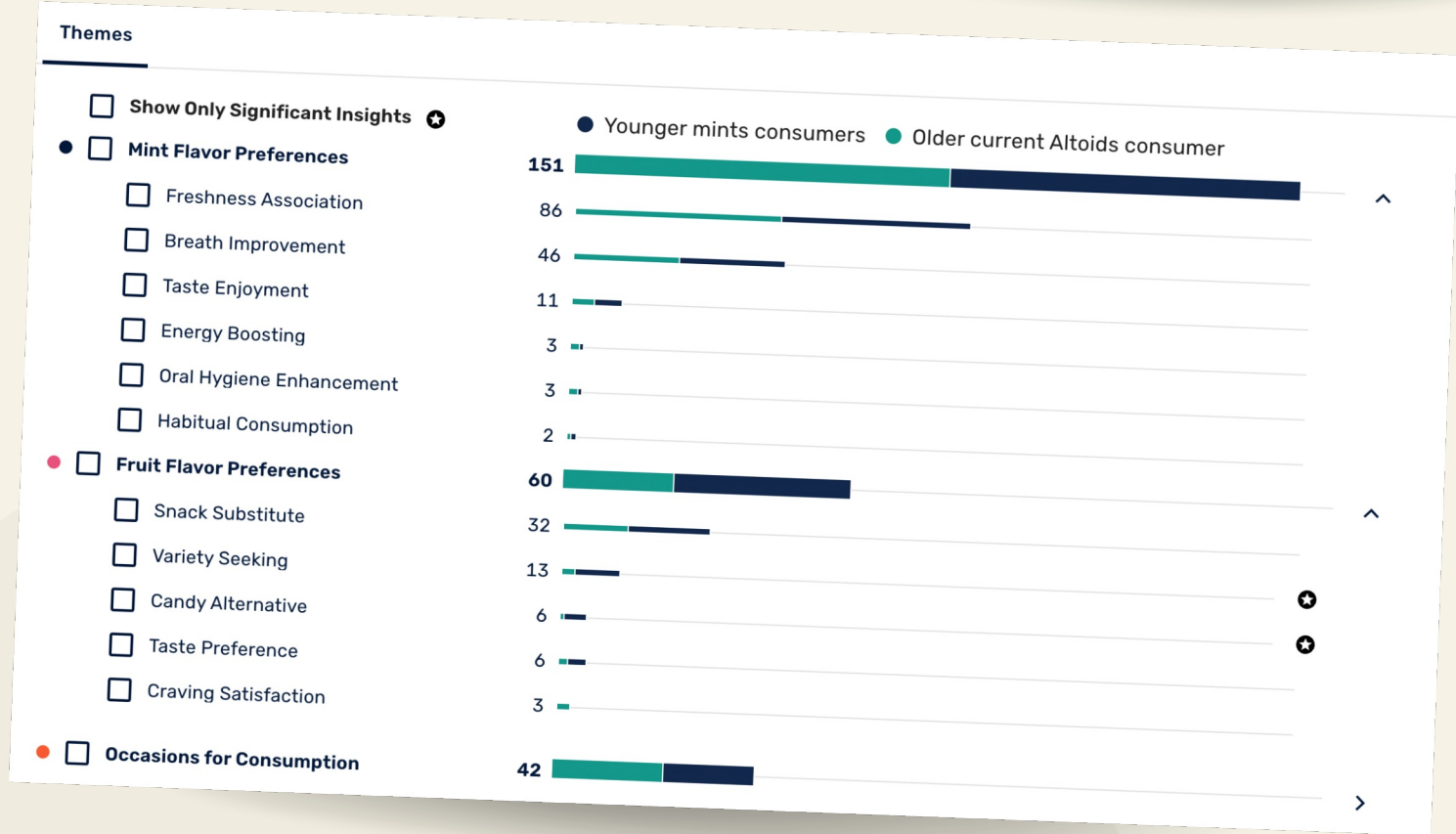




**OE Question:**

When or why do you choose a mint-flavored mint versus a fruit-flavored mint? Are they for different occasions or used similarly?







Showing 10 of 184 responses

I use a mint flavored **mint to freshen my breath** while I use a **fruit flavored mint for flavor**

- Variety Seeking
- Breath Improvement

I usually **suck on a fruity mint** whereas a **mint type I usually crunch** for immediate freshness.

- Freshness Association
- Breath Improvement

I LIKE fruity lozenges, but I prefer my mints to be just that: minty (or cinnamony) sensation. Something that feels like it's cooling / stimulating my mouth.

- Taste Enjoyment

I use both mint flavor and fruity flavor just depends on my mood but most of the time I go for mint flavor because of the freshness

- Freshness Association
- Breath Improvement
- Mood-Dependent Choice

I choose **mint flavor when I really need an energy boost** but I choose **fruity mints when I want something sweet**

- Taste Preference
- Freshness Association
- Energy Boosting

The fruit flavor is something new so I'm not always just having the same flavor

- Variety Seeking



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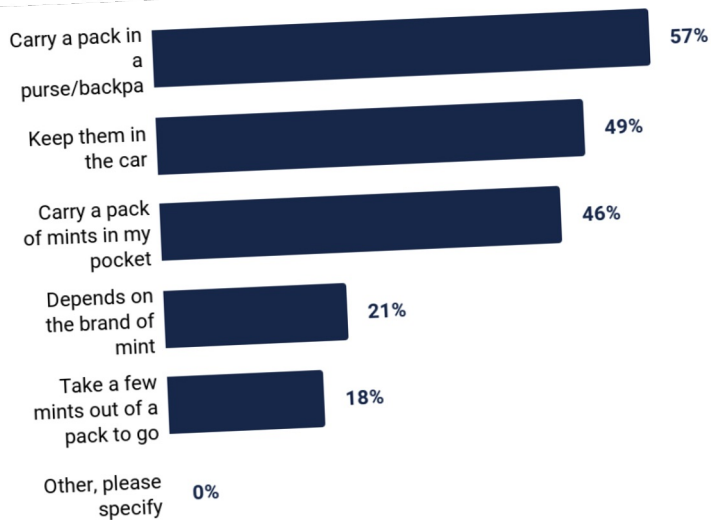
# Packaging





### Mint Carrying Preferences

The findings suggest that Younger mints consumers and Older current Altoids consumer prefer to carry their mints in a variety of ways, such as in a purse/backpack/bag, in the car, or in their pocket. Carry a pack in a purse/backpack/bag was the most popular choice among both segments, followed by Keep them in the car and Carry a pack of mints in my pocket.

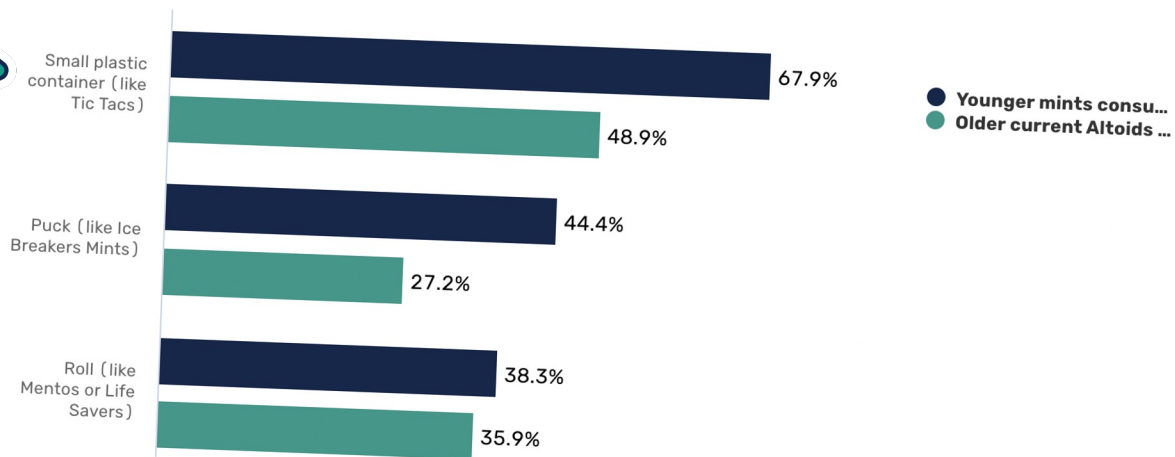




## Preferred Mint Packaging Types

★ Significant Insights ↓

The survey found that Younger mints consumers prefer smaller packaging such as small plastic containers (like Tic Tacs) and pucks (like Ice Breakers Mints), while Older current Altoids consumers prefer tins (like Altoids). Younger mints consumers are more likely to select small plastic containers and pucks, while Older current Altoids consumers are more likely to select tins.



Show all 8 rows



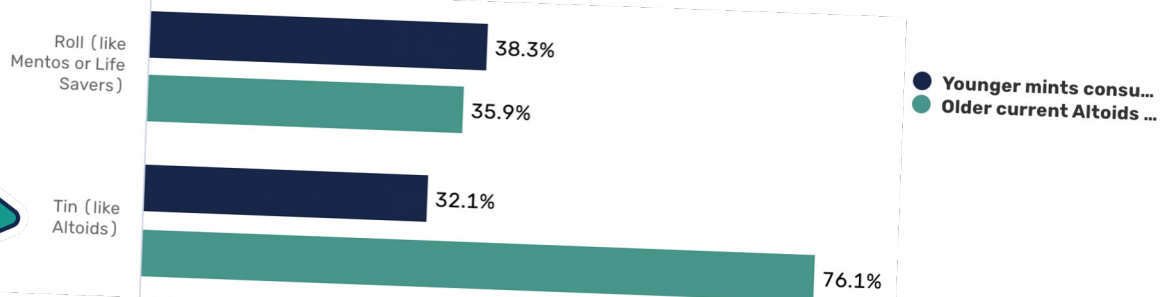




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Show all 8 rows



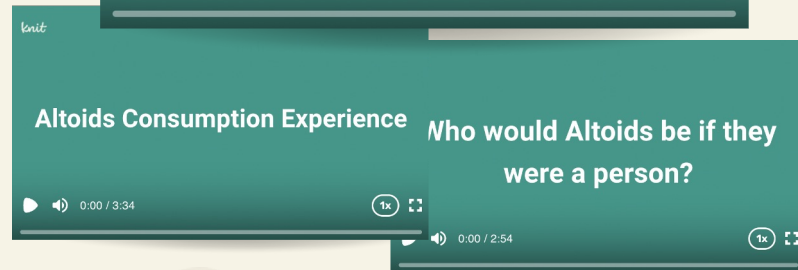
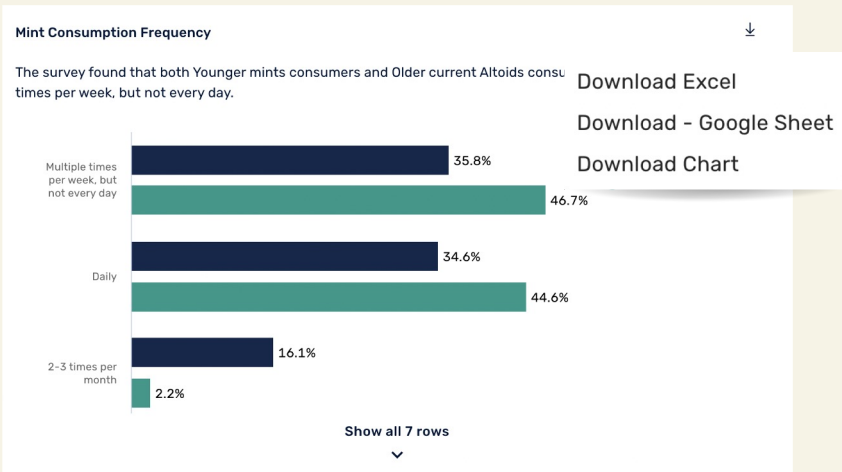


## Reporting & Storytelling Made Easy

The screenshot displays the Knit MARS interface for a report titled "Q32 Altoids Brand Associations". The interface is divided into several sections:

- Left Sidebar:** Contains navigation options under "ANALYZE" (Data Summary, Videos, AI Text Analysis, AI Video Analysis) and "REPORT" (Showreels).
- Playlist:** A vertical list of video thumbnails with titles, durations, and IDs. Items include "Altoids Brand Per..." (3 sec), "1000005862.mp4" (31 sec), "IMG\_0870.mov" (40 sec), "72376689625...7..." (32 sec), "72370196847...5..." (42 sec), "trim.55B6F41A-D..." (45 sec), and "1000001832.mp4" (33 sec). A "+ Add Videos" button is at the bottom.
- Slide Editor:** Features a "Preview & Export" tab. It shows a video player with the title "Altoids Brand Perceptions" and a duration of "0:00 / 0:03". Below the player is a "Customize Slide Headings" section with input fields for "Main Heading text" (containing "Altoids Brand Perceptions") and "Subheading text" (containing "Enter your title here...").
- Right Sidebar:** A "Settings" panel with sections for "Main Heading", "Subheading", and "Slide Settings".
- Top Bar:** Includes the user name "Mars", a "Get Help" button, and notification icons.





AI-Generated Presentation

No-Code Showreel Editor





## Before Knit

Time to complete:

**4+ weeks**

Gather: **1+ week**

Analyze: **2+ week**

Share: **1+ week**



## After Knit

Time to complete:

**48 hours**

Gather: **48hrs**

Analyze: **Instant**

Share: **Instant**





knit x MARS

With the help of Knit,  
Mars can now tap the **Voice of  
the Consumer**, on-demand.

