

# Predicting the Pulse of the World

Understand Culture with  
Generative AI &  
Predictive Analytics

presented by

nichefire 



# Meet your presenters



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# Agenda

## What You Will Learn Today

- How contextualized data reveals cultural insights about online audiences.
- Discover predictive analytics methods to forecast audience interests and trends.
- Understand how to leverage cultural narratives to create meaningful brand connections.

# It's Taylor's world... and we're all just living in it.

The saga of Taylor Swift and Travis Kelce.



# Why does this matter?

The impact Taylor Swift has on our culture.



- Taylor Swift has generated \$330 million for the NFL and Kansas City Chiefs.
- Travis Kelce merch soared 400% after Taylor Swift attended her first Chief's game.
- Numerous brands tapping into the power of "Swiftonomics".

# Tapping into culture the right way.

Kraft Heinz introducing a limited-time offer of Ketchup & “Seemingly Ranch”



- 61% jump in search queries for the brand.
- 4.72 billion impressions; 99% positive/neutral sentiment.
- Numerous inquiries from retailers for the sauce.

# Why are cultural trends so important?

Insight into our brands.

**TOPIC**

Insight into my  
industry or market.

**CATEGORY**

Insight into the societal forces,  
values, and culture impacting  
our consumers or brands.

**CULTURE**

# Slow Culture vs. Fast Culture

Staying on top of viral moments and subtle shifts in culture.

Fast Culture is...

Ketchup and seemingly ranch



Slow Culture is...

Future implication of AI in areas like music

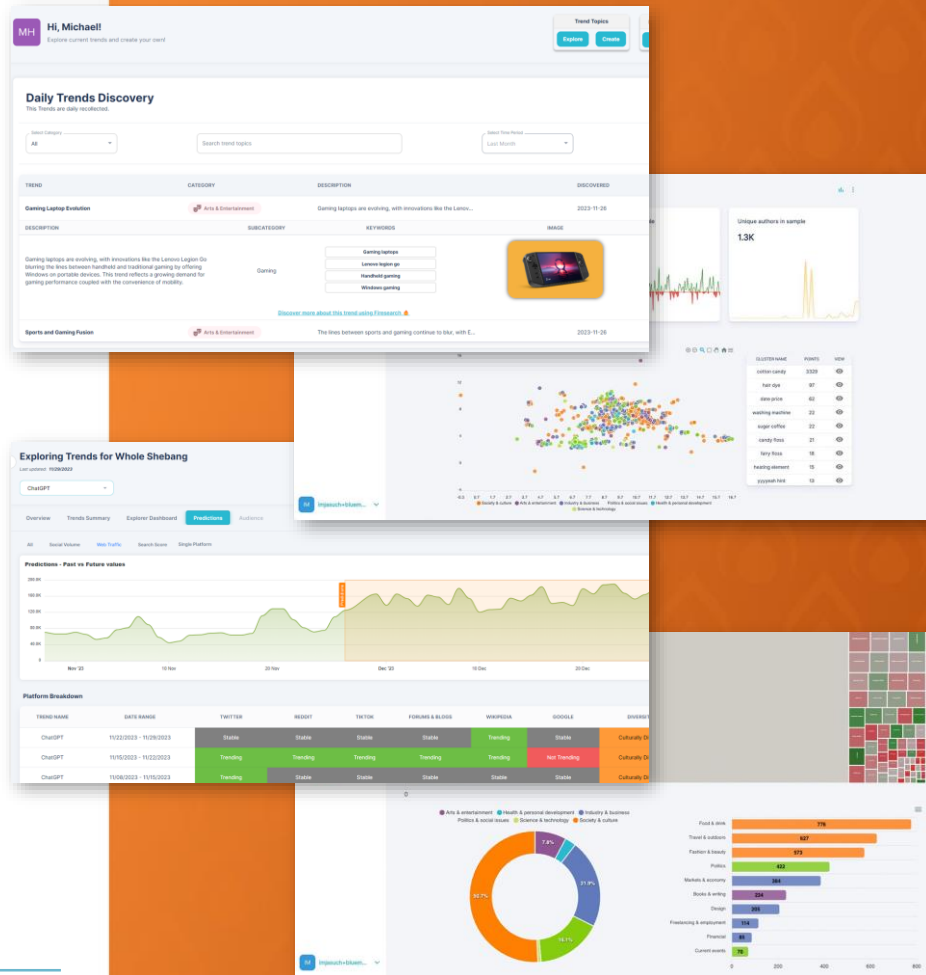




# A little bit about us...

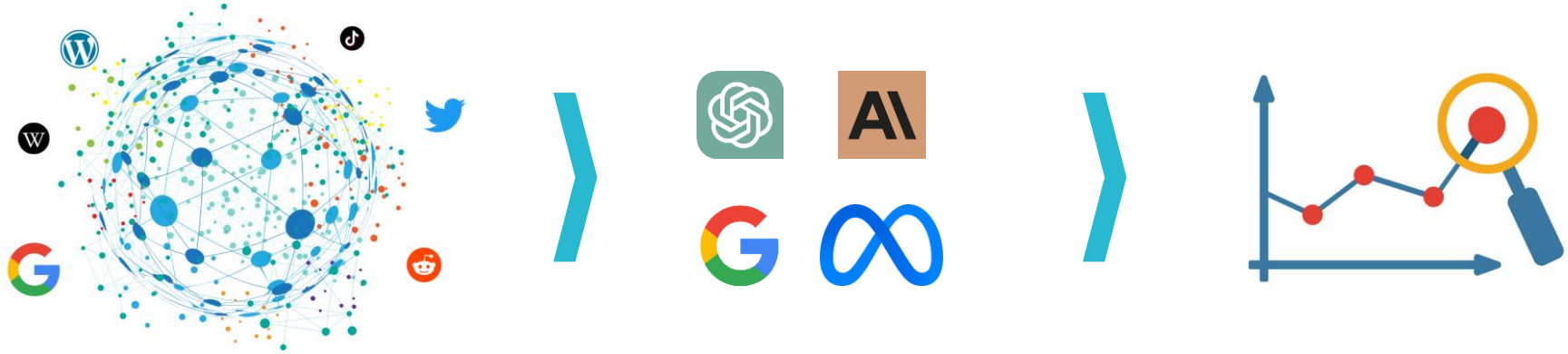
## Predictive Cultural Intelligence

- Turn Unknown “Unknowns” Into Actionable Insight
- Predict the Impact of Trends Before They Happen
- Capitalize on Opportunities Faster and Reduce Risks



# What do we do?

Interconnecting multiple facets of AI to understand culture



# Uncovering opportunities

## Identifying innovations for CPGs

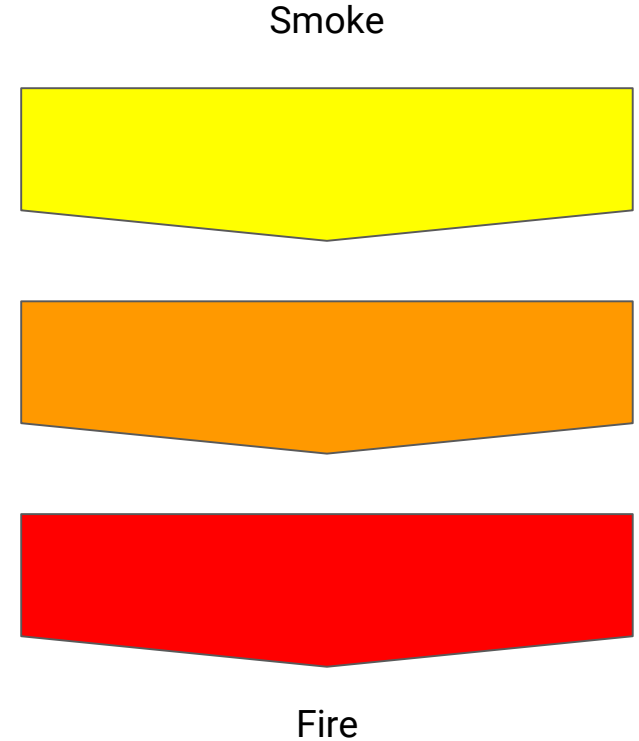


- Learning from cultural communities to understand interest and passion.
- What aspects of these communities have lift that we can tap into?
- **Use case:** Kraft Heinz - the convergence of Japanese culture and food.

# Preserving reputation

## Prioritizing risks in retail

- Learning from cultural communities to understand where brands can deliver value and defend.
- What aspects of reputational narratives could turn into priorities?
- **Use case:** Retail - identifying the “smoke” versus the “fire”.



# What AI can do | Gen Alpha cultural trends

## Our first step for picking up on cultural trends



### Skibidi Toilet Trend

A tweet mentioned the "Skibidi Toilet" as an unfunny trend of 2023, popular among Gen Alpha. This indicates that Gen Alpha might be engaging with or driving this trend, although it is perceived negatively by some users.



### Gen Alpha Joins Social Media

Gen Alpha begins to turn 13 in 2023 and are becoming old enough to use social media. This indicates that soon, the younger generation trends on social media will be attributed to Gen Alpha rather than Gen Z.



### Gen Alpha and Fashion Trends

A recurring discussion on Twitter revolves around the fashion trends of 2023 that will be mocked by Gen Alpha in the year 2030. This trend seems to be a topic of humor and speculation, indicating Gen Alpha's potential influence on fashion critique in the future.



### Offline Lifestyle

Gen Alpha is adopting more of an offline lifestyle in 2023, moving away from the tech-obsessed label that has often been associated with them. This trend indicates a shift in Gen Alpha's lifestyle choices, possibly focusing more on real-world experiences.

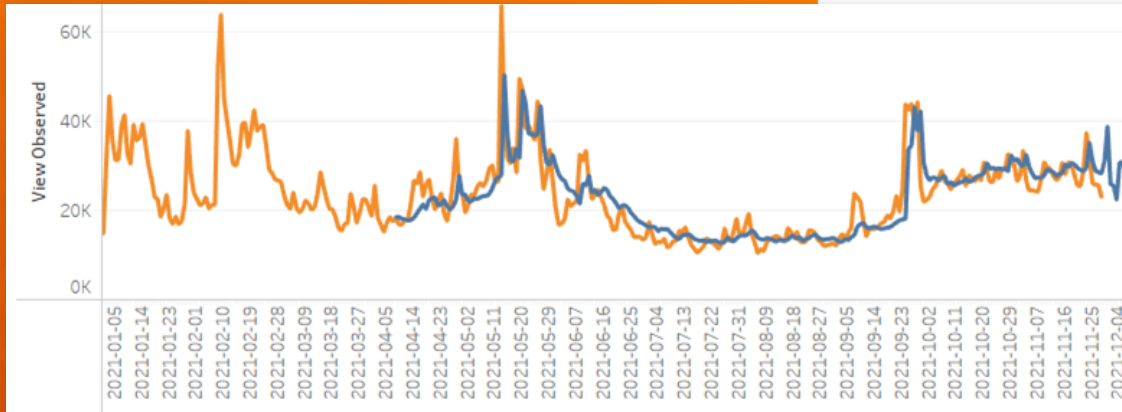


### Global Cuisine Trend

Gen Alpha is showing a preference for global cuisine featuring authentic dishes, ingredients, and flavors in 2023. This trend indicates a broadening palate and interest in diverse cuisines among this generation.

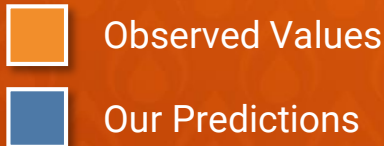
# How we do it

## Predicting bitcoin web traffic



- Dynamic, multi-platform approach.
- Qualitative + quantitative.
- Accounts for subjectivity.
- Continuously trained.

### Bitcoin – Web Traffic Trend



# Thank you!



## Michael Howard

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Want a personalized demo and report?

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