

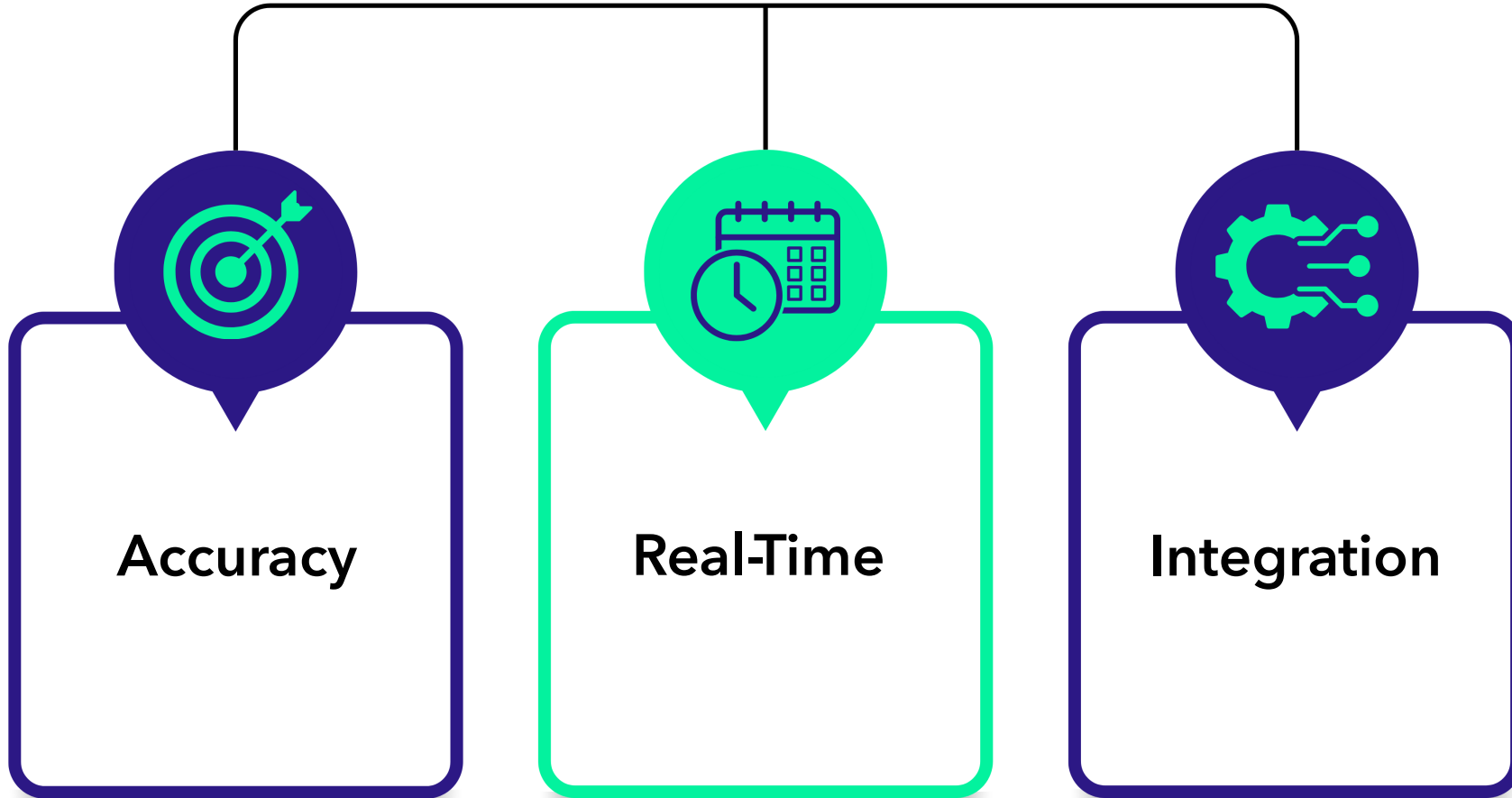
The logo for ProQuo AI features the word "proquo" in a bold, rounded, lowercase sans-serif font. The letters are a vibrant orange color. To the right of the "o" is a small, light blue circle containing the lowercase letters "ai" in a white, sans-serif font. The background is a solid dark blue with a large, semi-transparent light blue circle on the left side and several smaller, faint light blue circles scattered throughout.

proquo<sup>ai</sup>

# From Passive Observation to Active Prediction:

How AI has transformed market research into  
a brand manager's ultimate sidekick.

# Use AI to explain & predict which marketing is working and why



# Accuracy

Quality data, every day.

# Data quality is key



Speak to the  
RIGHT NUMBER of people



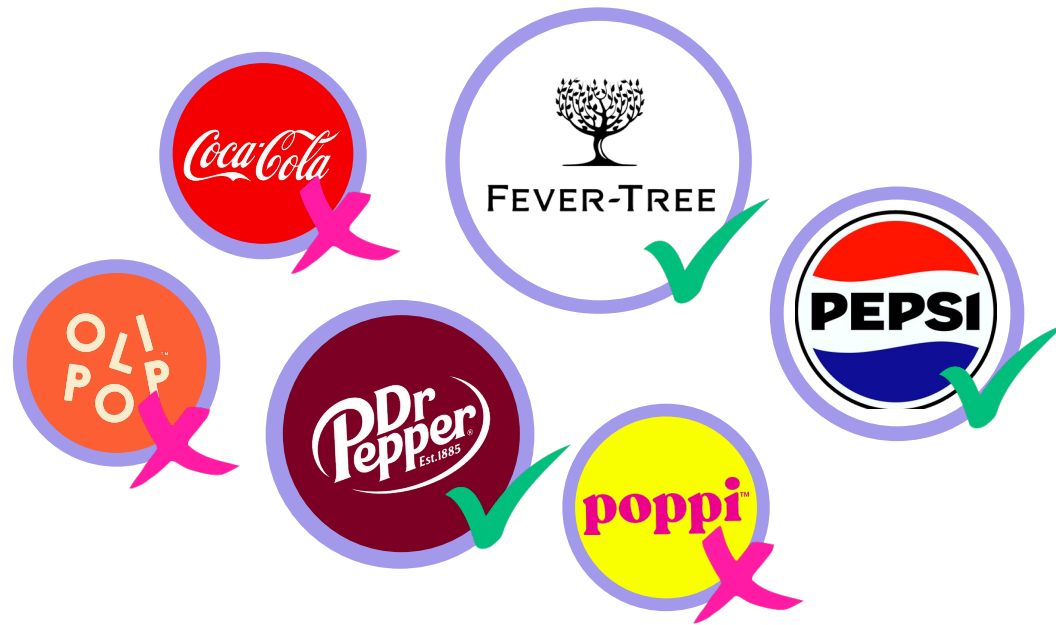
Ask the RIGHT THINGS,  
the RIGHT WAY



Make sure they are  
REAL PEOPLE

# Efficient sample, recruited at scale (every day)

## Soft Drinks



## Skincare



# Efficient sample, recruited at scale (every day)

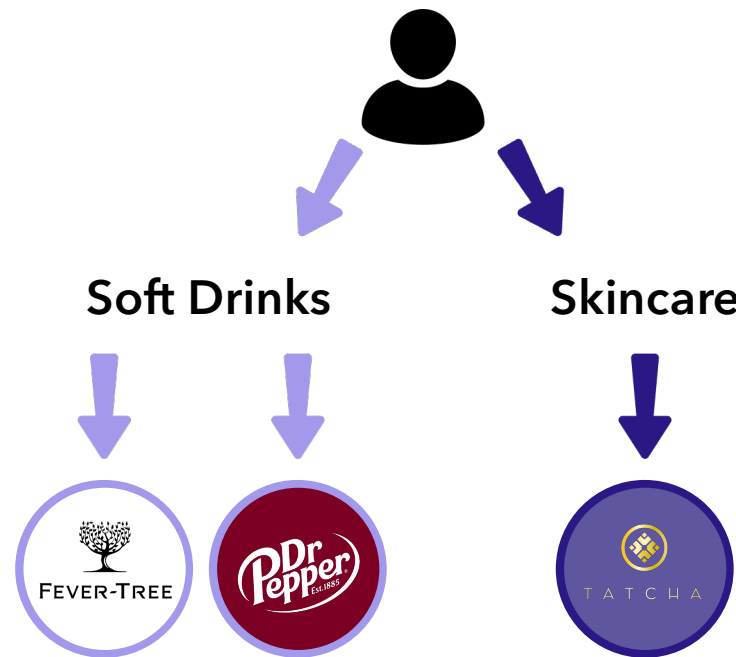
## Traditional Recruitment

One person, One brand, One survey



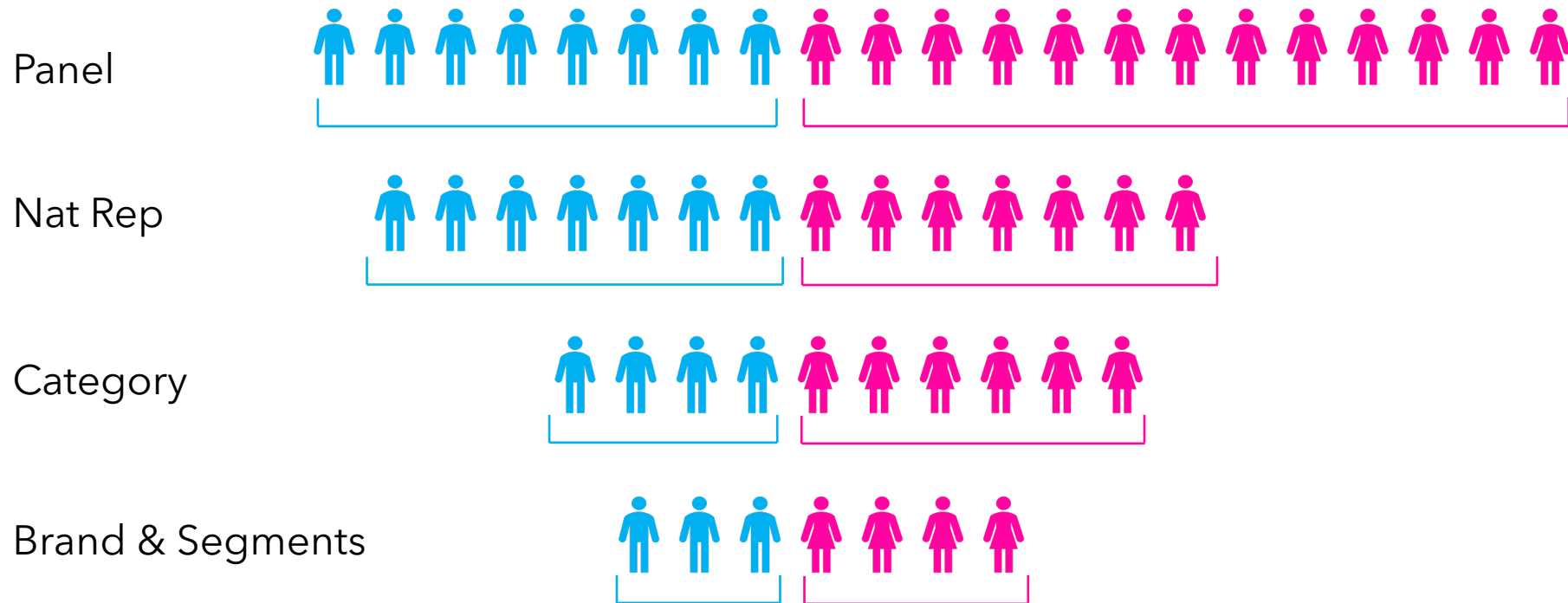
## ProQuo Recruitment

One Person, Multiple Brands, One Survey.



# How does AI help us do this?

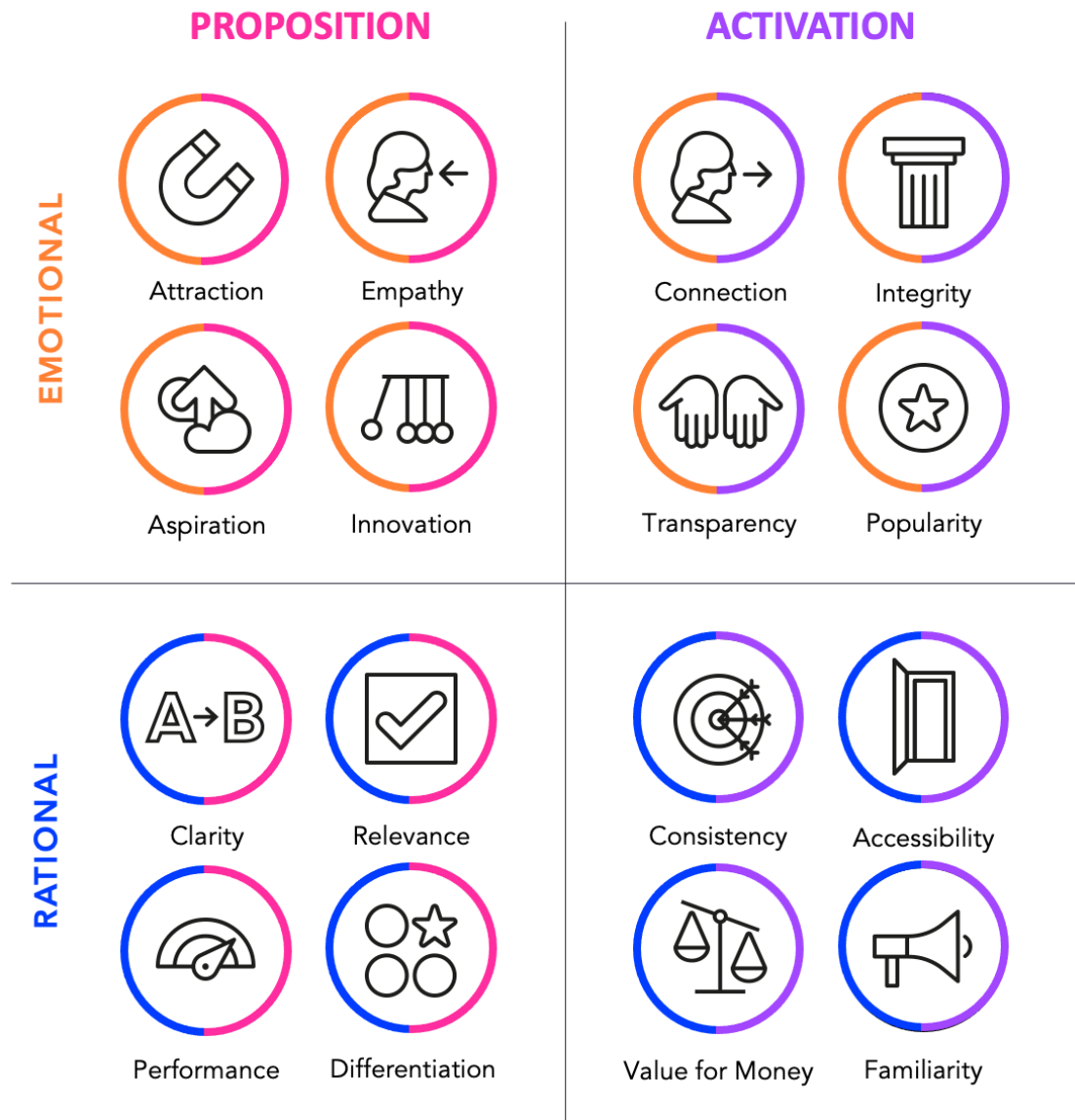
Right combinations at the right volumes across



**100,000 interviews per month**

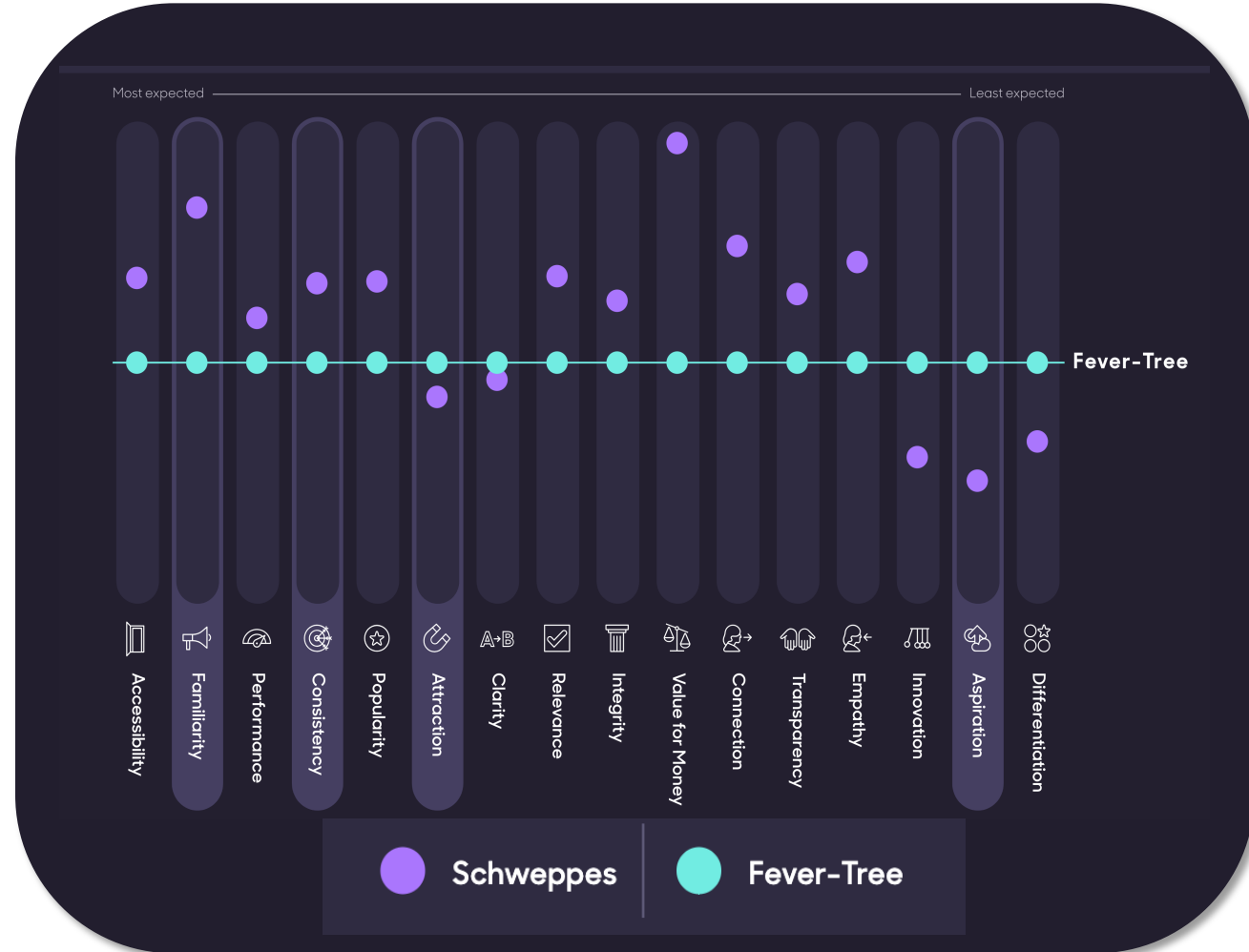
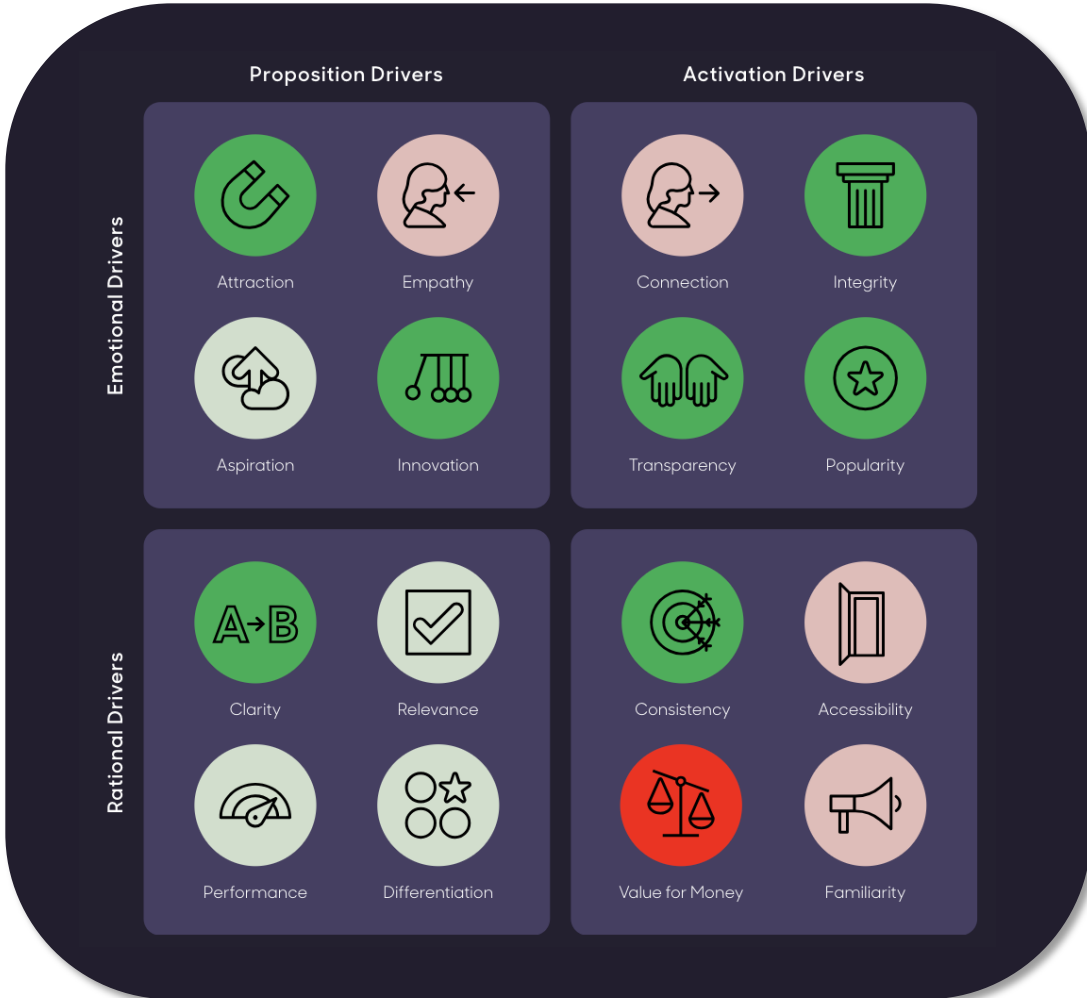


# Ask the right things



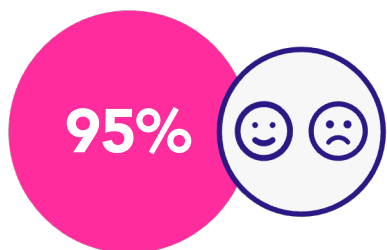
# Ask the right things

Let's look at the 16 Driver breakdown for Fever-Tree.

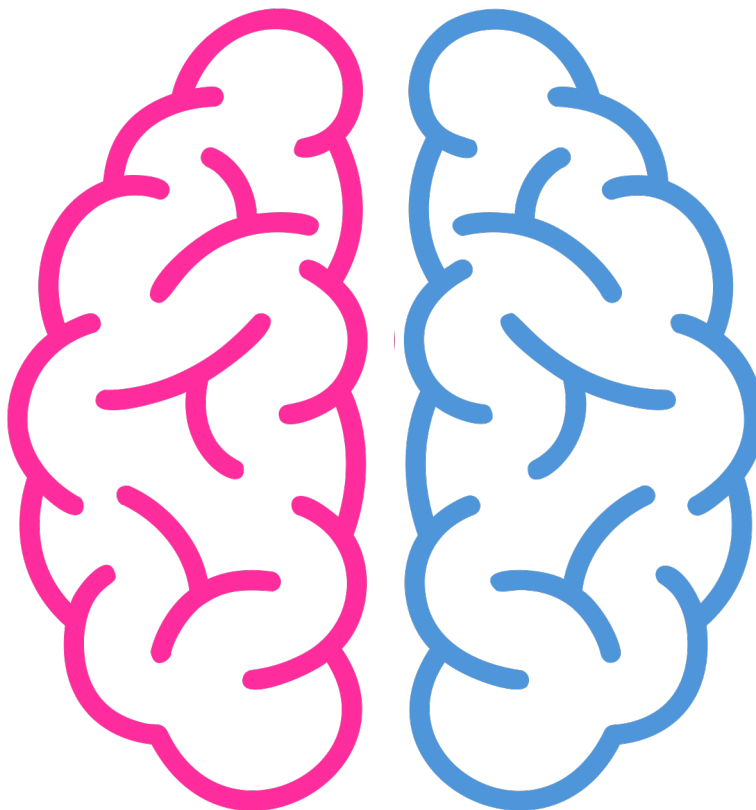


# Ask them in the right way

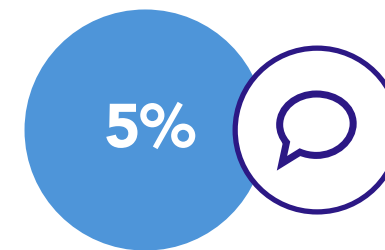
## System 1 Implicit Feelings



95% of purchase decisions



## System 2 Explicit Thoughts



System 2 adds color to the S1

# Real people

We have two kinds of rules to establish who is participating in good faith



## Human factors rules

Use long-standing knowledge about response times and patterns of interaction



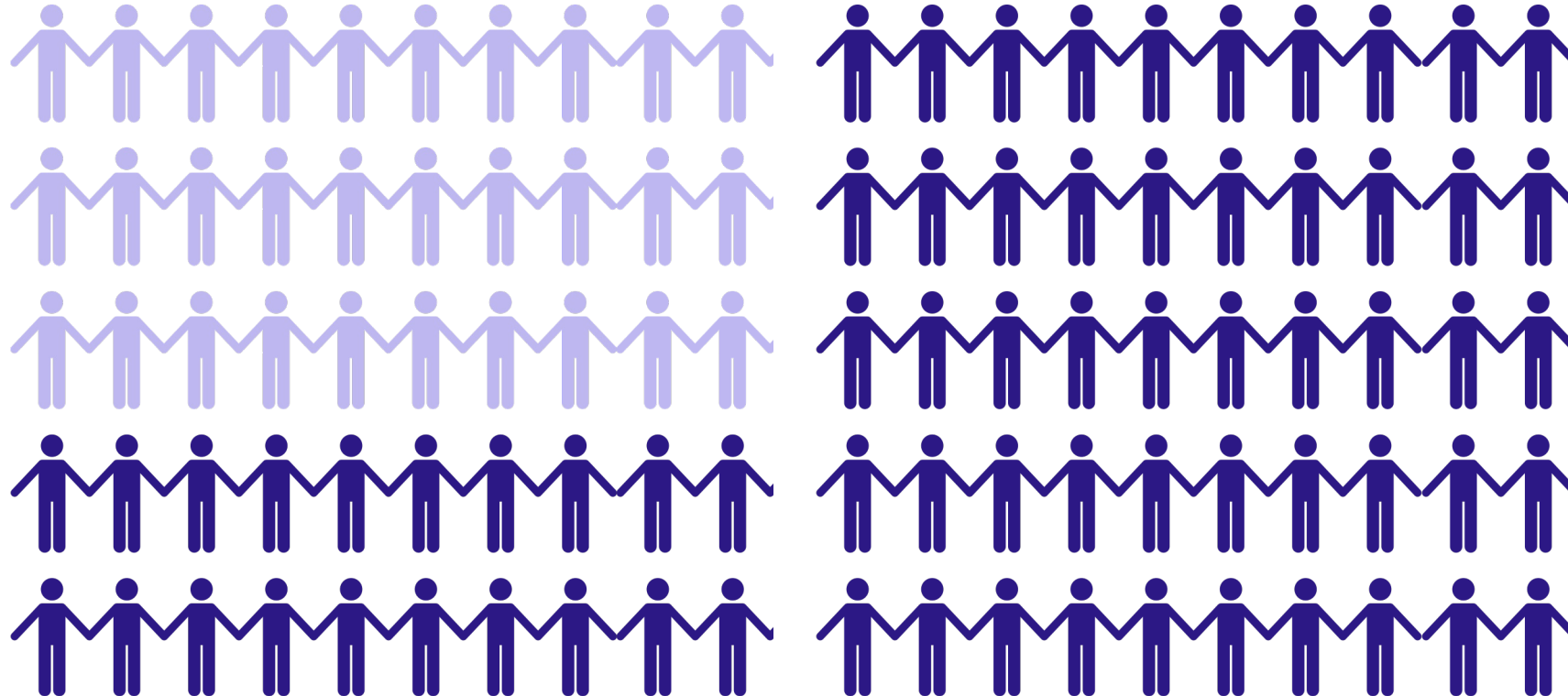
## Machine Learning Models

Use examples of good and bad responses to train the model to distinguish based on deep patterns of behaviour

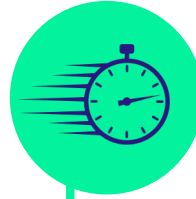
**On average we identify 30% of the sample as being cheats and we kick them out**

**(Cint hates us!)**

DISQUALIFIED



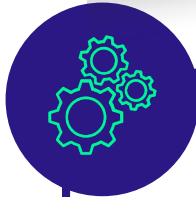
# Quality data Every day



ASK THE RIGHT THINGS  
Drivers + Open Ends



IN THE RIGHT WAY  
System 1 AND 2



TO REAL PEOPLE  
Machine Learning Models

# Real-Time

Today's data, today.

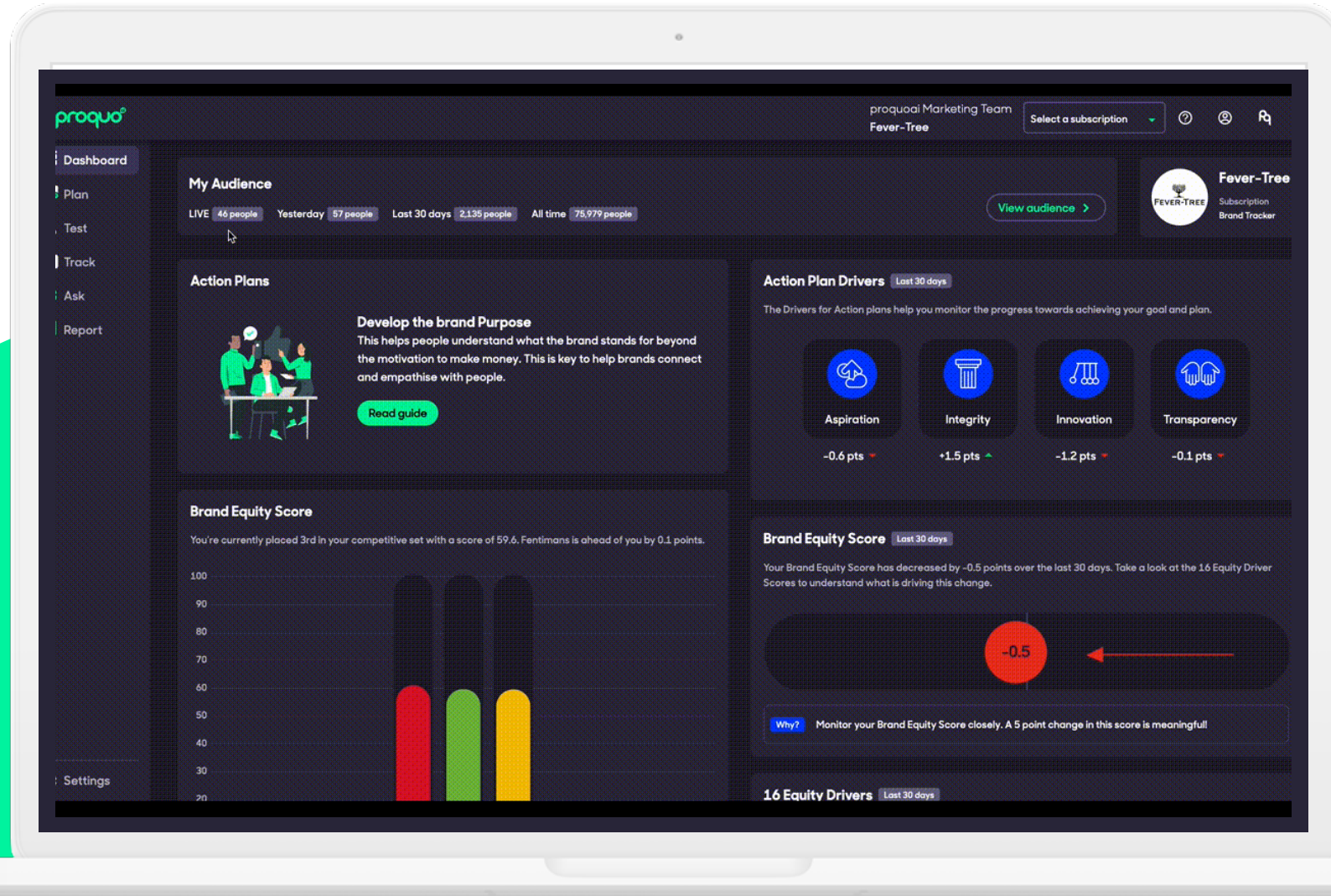


**Carl Sandrock,  
Head of Data Science**

“The thing that I don’t understand is why those other people take so long - there’s nothing ground-breaking, you have the data, just show it! It’s not like a self-driving car says, ‘I’ll give you a report about the corners that are coming up!’ It just turns when it knows there’s one.”

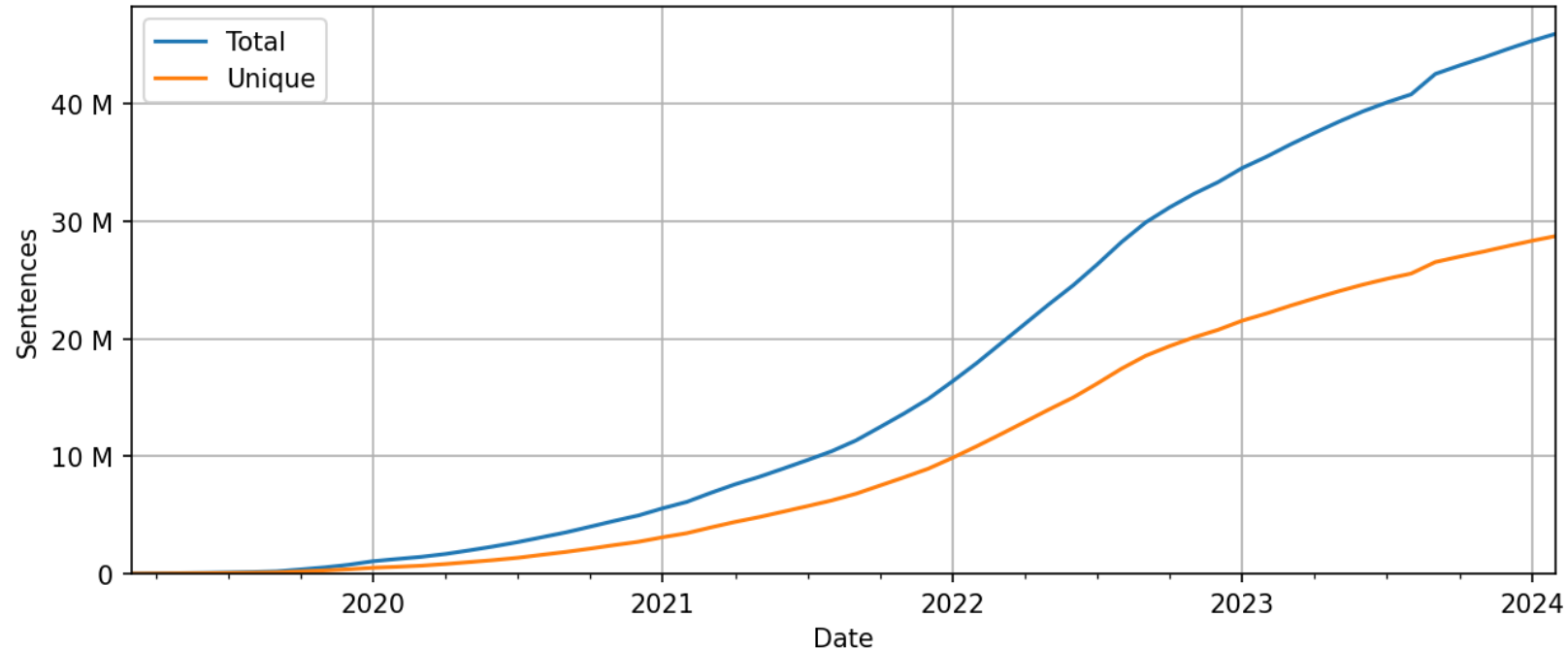


# Live interpretation of the real-time data

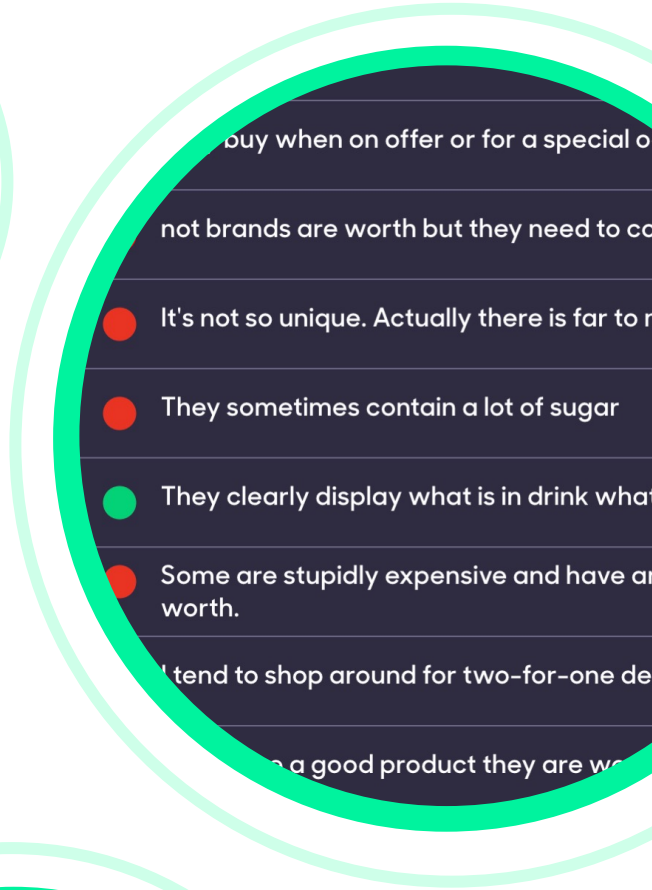


# Large Language Models

Last 24 months alone we have collected over 45 million utterances from open-ended questions.



*We've used AI in two ways to get these responses in an actionable state for brand managers & insights professionals...*

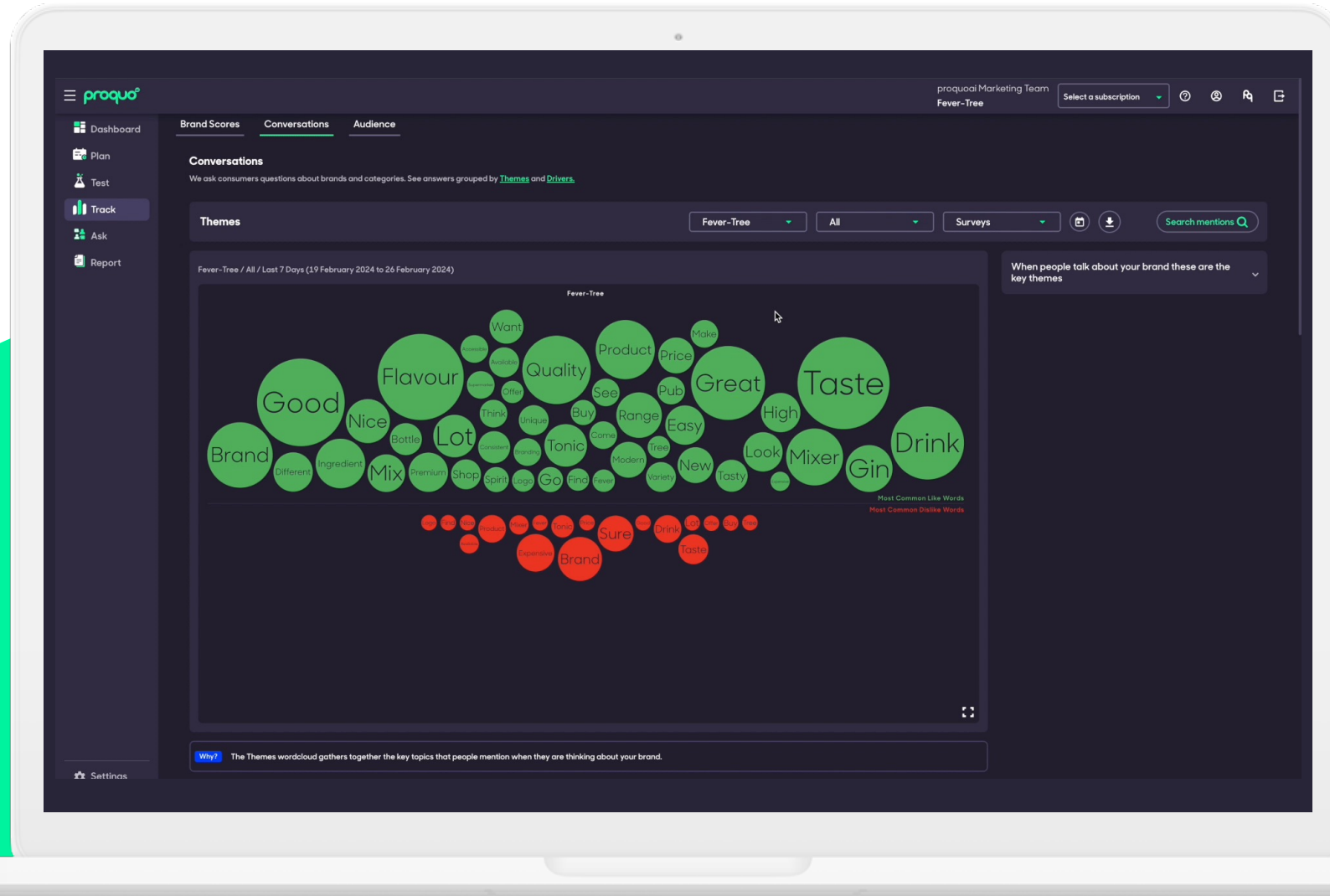


# We convert words into numbers in a meaningful way

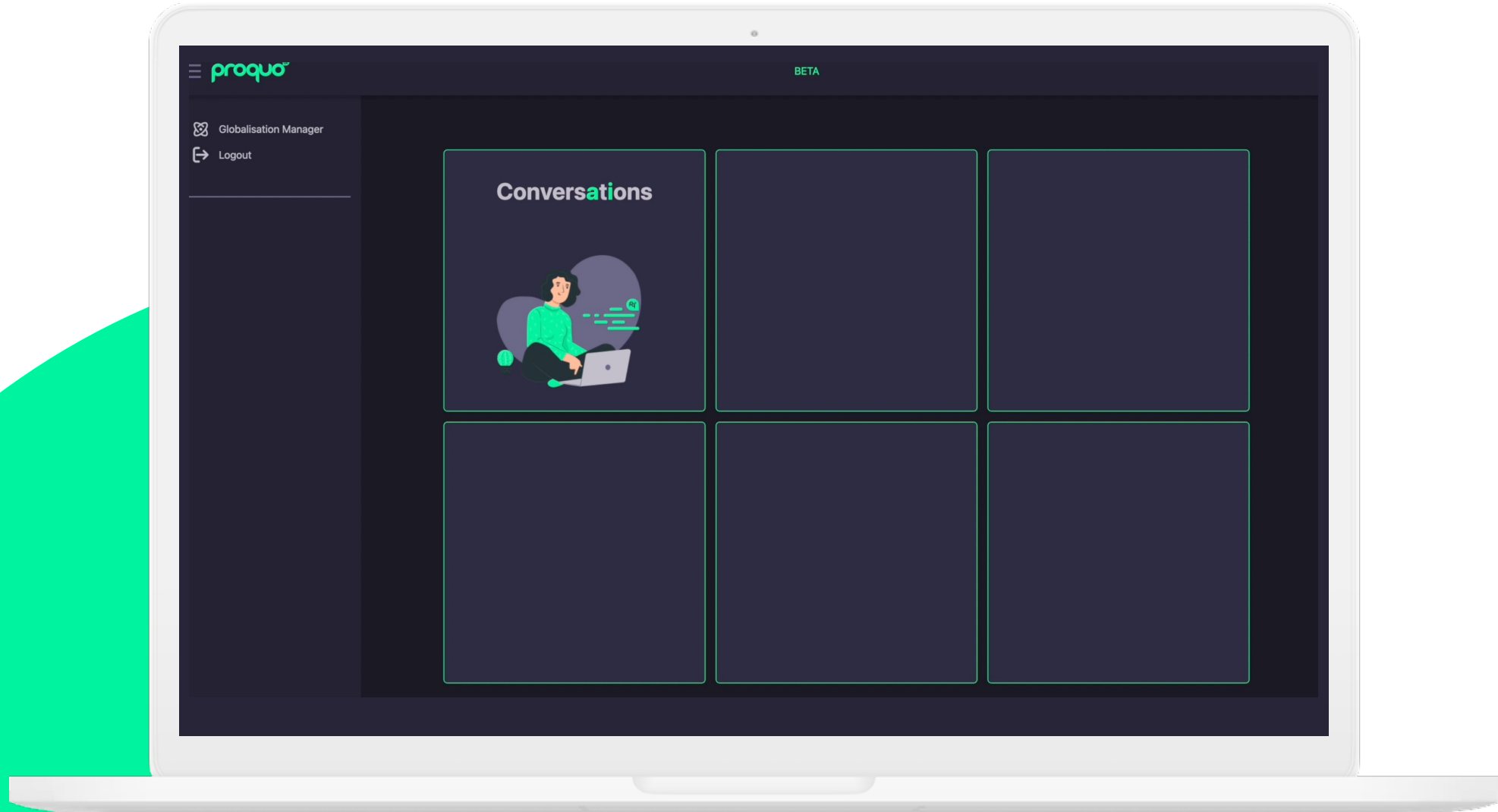
Using NLP techniques to help Brand Managers drill down into what people are saying.



# NLP & Semantic Search



# Introducing... The Conversations App!

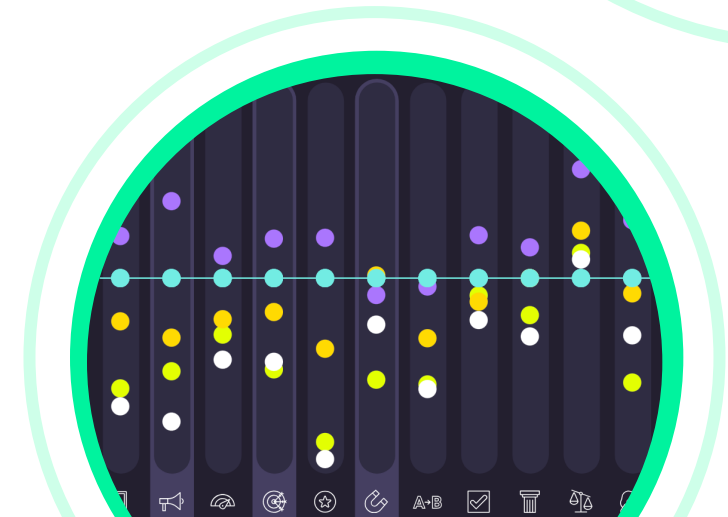


# Integrated

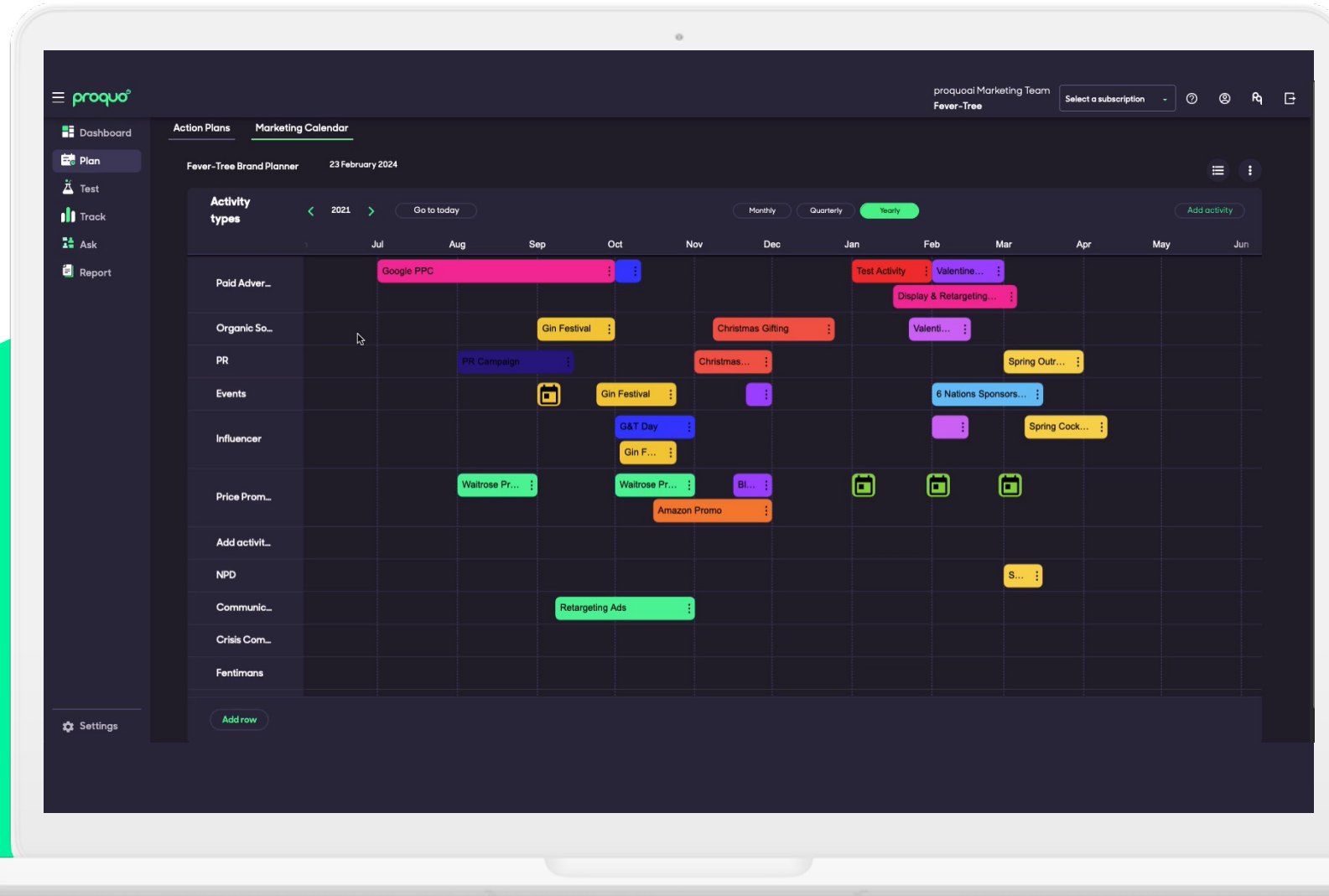
Equity must talk to commercials.

# We combine live data with historical data to identify trends

Our State Estimator helps identify category and brand trends.



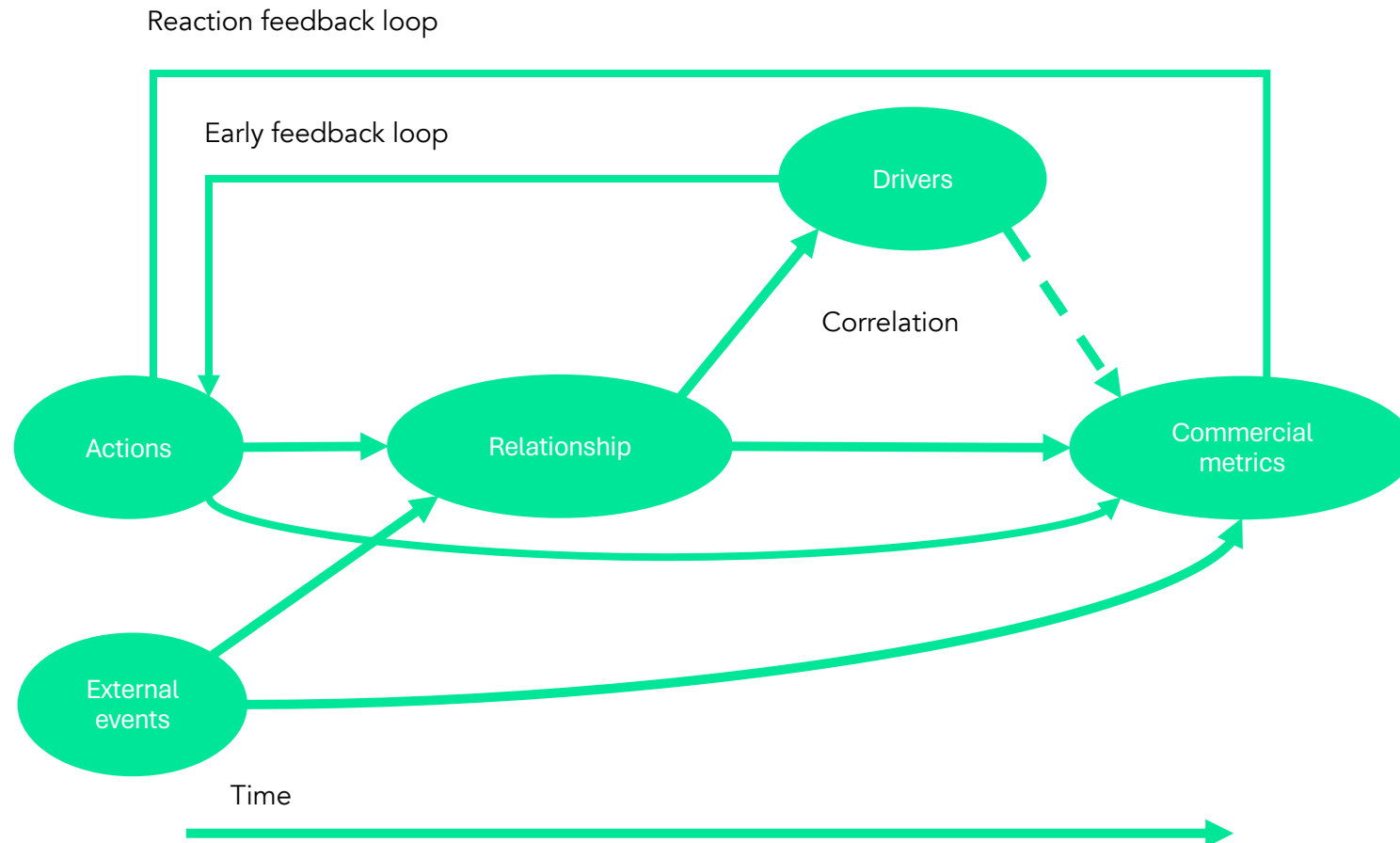
# Identifying trends





# Decision Intelligence

With real-time data, collected every day across your category, you can react faster. We help you find the relationship between Brand Equity and Commercial Performance to support your decisions



# Decision Intelligence

TV advertising

Social media

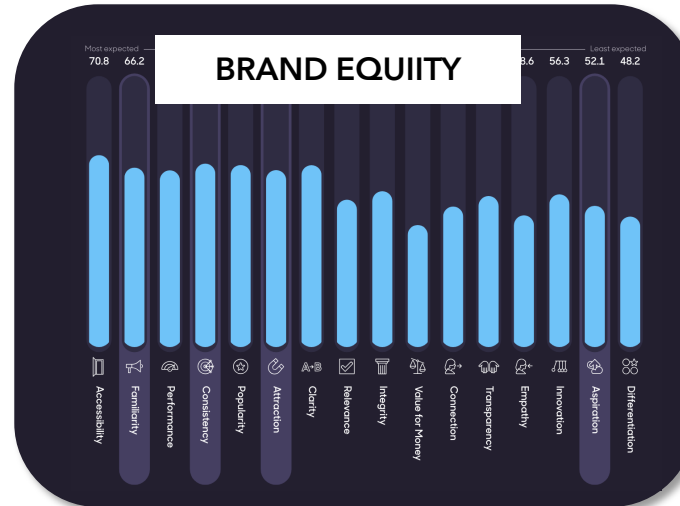
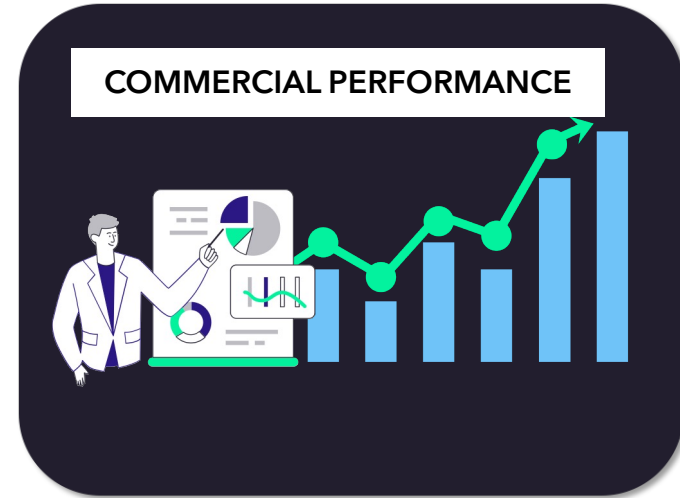
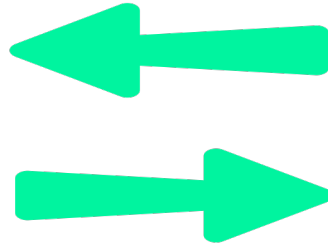
Partnerships

Special promotions

Events

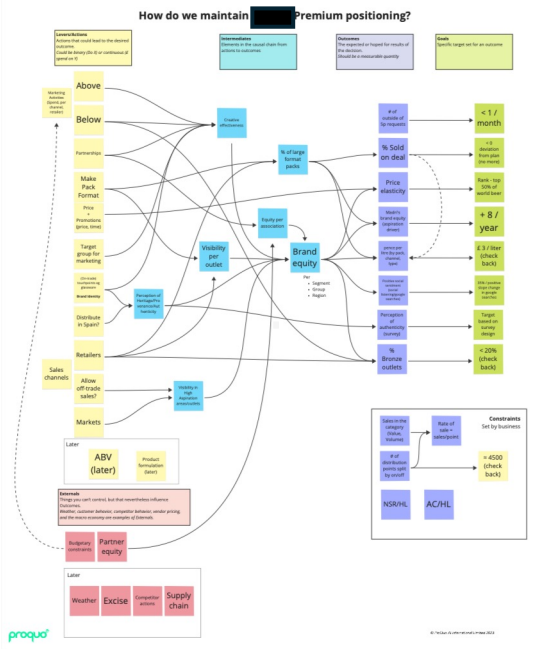
Increased distribution

... and more!

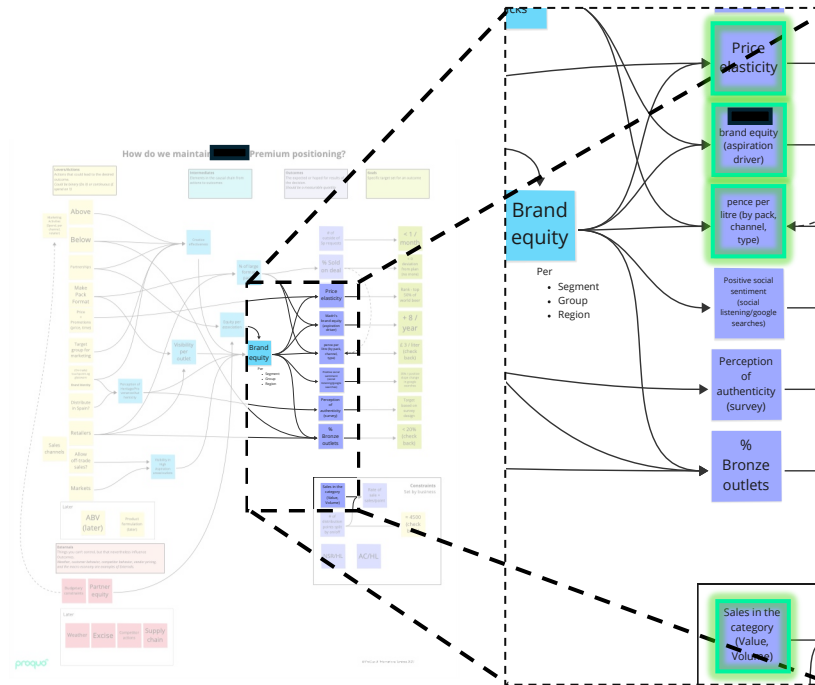


# Case study: maintaining premium positioning

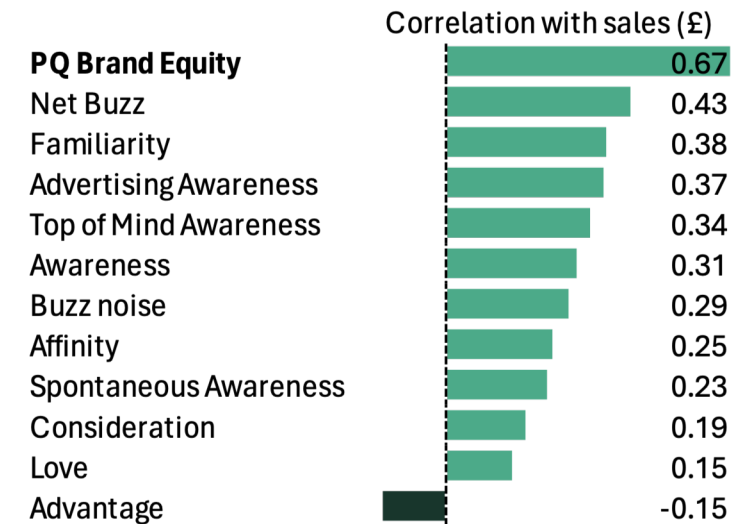
## 1. Causal Relationships governing brand strategy



## 2. Zoom in to key strategic metrics to impact



## 3. Identify strong correlations



# Strategic outcome?

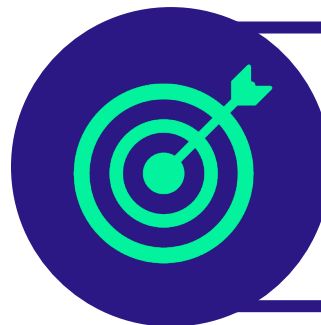
- Our regression models showed stronger correlation between ProQuo brand equity and sales than the 11 other equity metrics
- Our equity metrics showed customers rated them highly
- Their price hadn't kept pace with inflation
- So, the data was saying to...

**...Increase Price!**

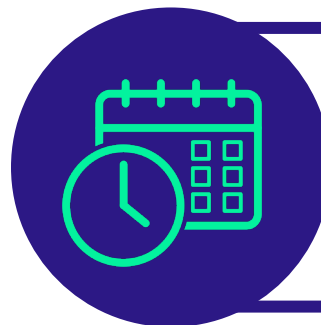


**Let's bring it all together!**

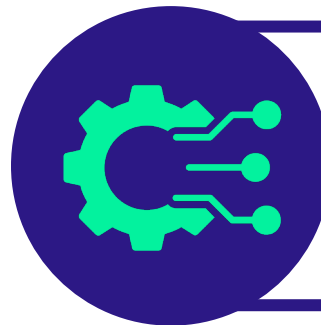
# AI transforms consumer insights into brand strategies



**Accuracy:** get real people, to give quality responses to measures that are measured in the right way



**Real-Time:** giving brands today's data today in a way that is immediately actionable



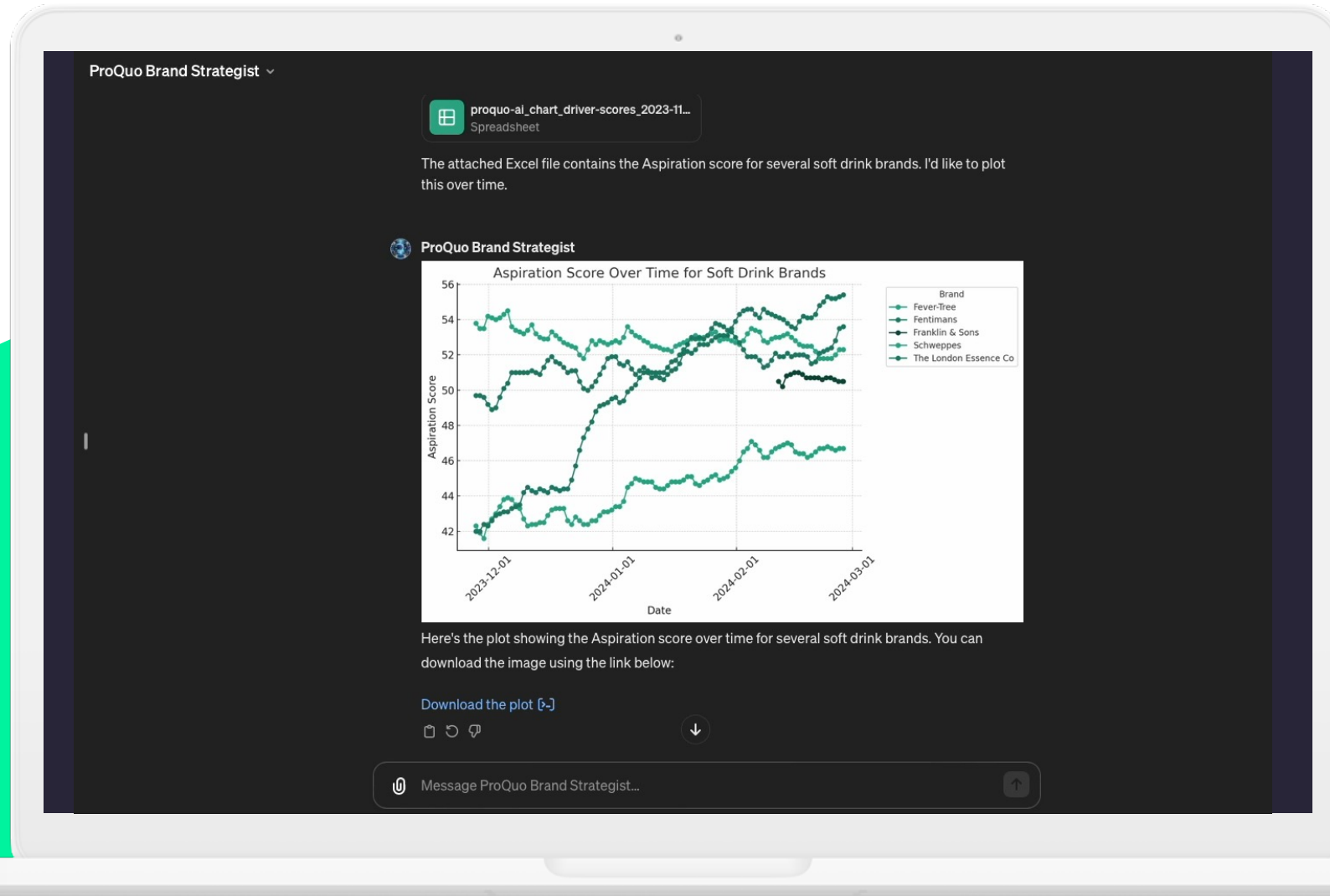
**Integration:** identify trends, intersect equity data with commercial data - take action!



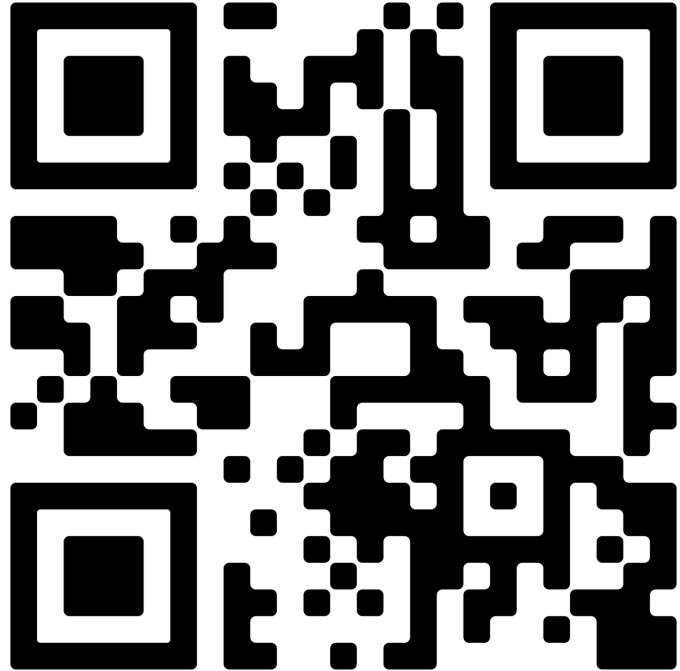
**Visit me & the team at Booth #515\***  
Join us at our happy hour tonight!

*\*Next to Room 4!*

# The Future - Brand Strategist GPT?







<https://demo.proquoai.com>

## **Check it out for yourself!**

Scan this QR code to see a demo of our IRT questions in action.