



Real-World AI in Action: How Tillamook accelerates insights and empathy



Meet Your Speakers



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Insights Manager


Tillamook

What you'll hear today



The "job" of unstructured text in consumer insights



Tillamook's Strategic Focus on Consumer Empathy



"Narrative-first" approach to insights with generative AI



Real-world benefits of AI at Tillamook



The consumer feedback most organizations analyze.

Up to **80%** of consumer **insights** are hidden in unstructured data

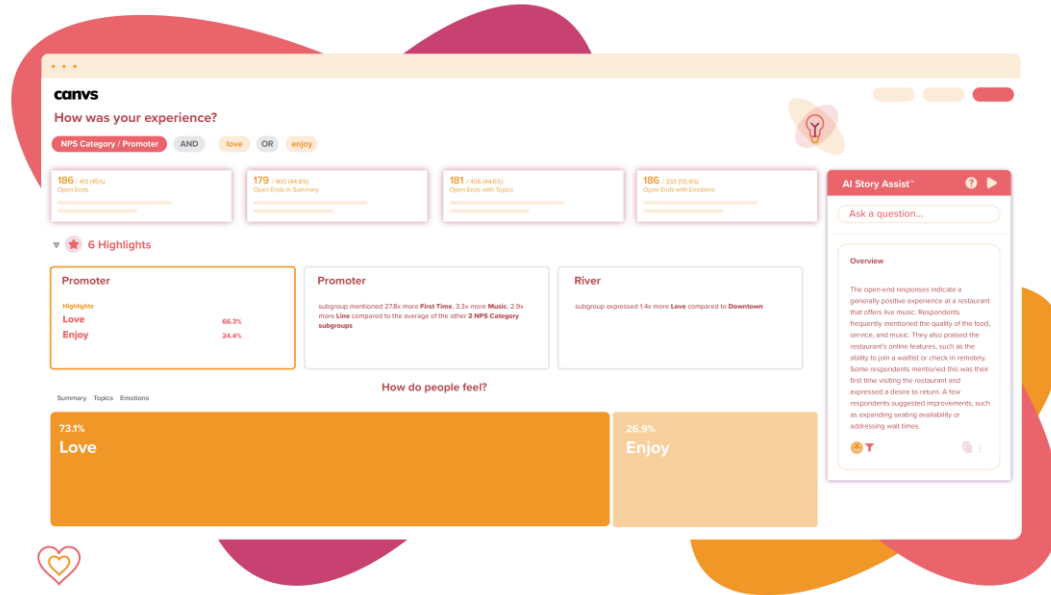


canvs[®]

Our Vision:

Use the power of AI to make **consumer empathy** a superpower for every business

Unlock Unstructured Text as a Source of Core Insights



Add text from any source in any language



Emotion measurement & insights discovery

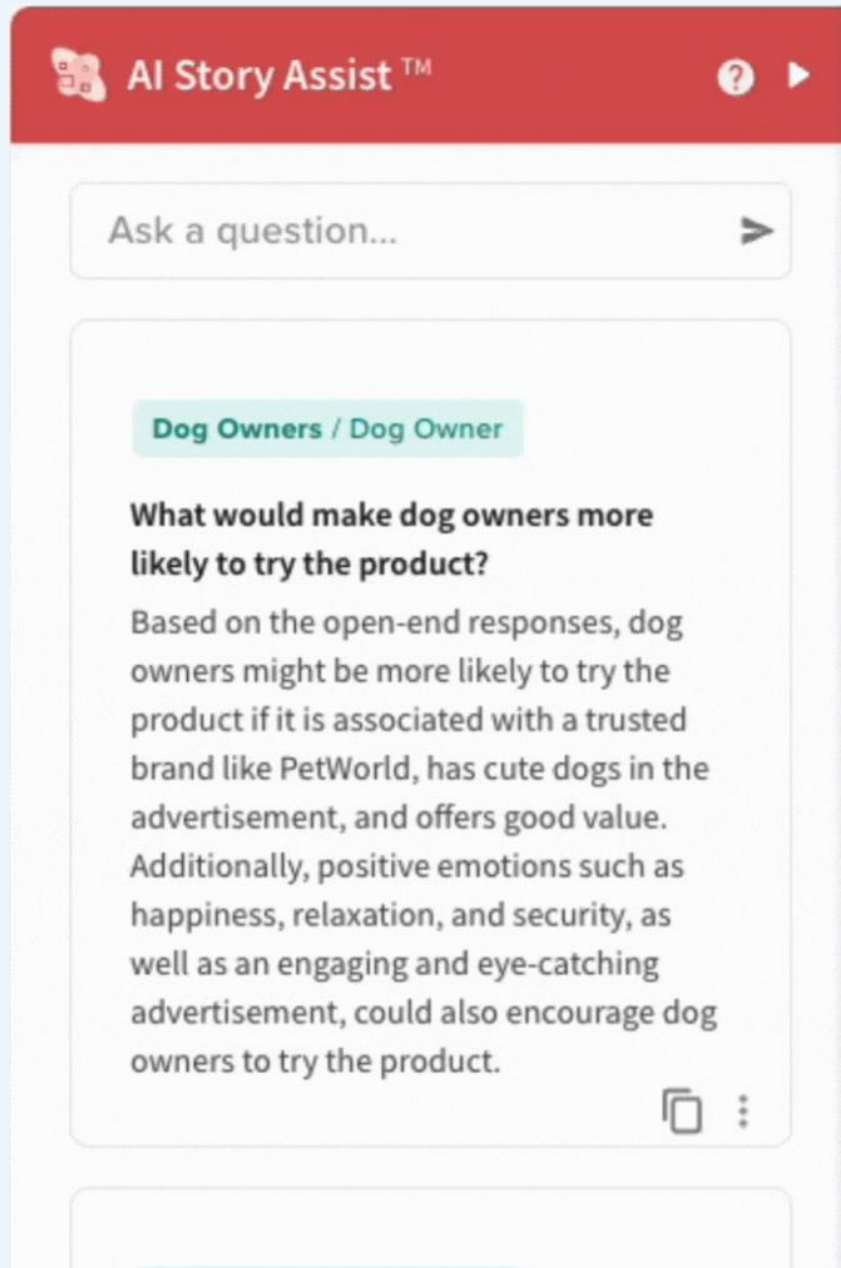


Our Canvs is your Canvs



Natural language storytelling and stunning data visualizations





AI Story Assist™

Generative AI “co-pilot” for Canvs MRX

Instant, natural-language summary narratives for every MRX project

Create drill-down stories using filters (cross-tab, topics, emotions)

Ask your data custom questions



Hi! We're Tillamook.

FARMER-OWNED
CO-OP

OREGON
BASED

HIGH QUALITY DAIRY FOR
114 YEARS

REAL FOOD
SIMPLE INGREDIENTS





**OVER 340 ITEMS in 6 CATEGORIES:
CHEESE, ICE CREAM, YOGURT, SOUR CREAM,
BUTTER & CREAM CHEESE SPREAD**





VISION:

To make Tillamook the
MOST CONSUMER-CENTRIC
dairy company in the world

Key Objective:

Understand how consumers feel and why

EMPATHY

1

Understand deeper needs and feelings

2

See things from their point of view

3

Build emotional connections

Key Objective:

Understand how consumers feel and why

EMPATHY

**5X higher
consumer
value!**

At Tillamook, our matrix organizational structure enables the insights team to act as a unique function:



Seat at the Table



Unbiased Perspective



Competitive Advantage



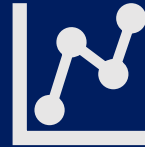
Our insights team supports 3 key areas:

Tillamook



Brand & Category Management

- Marketing Mix Modeling
- Brand Tracking
- Innovation Pipeline Development



Data & Analytics

- Data Modeling
- Campaign Effectiveness
- One-source of truth data



Shopper Insights

- Category Thought Leadership
- Sell-in Strategy

And a strong focus on projects that inform long-term strategic planning:



Consumer Segmentations



Brand Perception



Consumer Macro Trends



Jobs to Be Done

Tillamook Case Study

Tillamook

Business Goal



**More hands,
more often...**

**Business
Questions**

- **What attributes do consumers seek when selecting food to eat?**
- **What are deeper emotional consumer needs that we can address?**

To Inform

- **Consumer-led Innovation Strategy**
- **Targeted Marketing Communication**

Qualitative study to understand eating behaviors and motivations

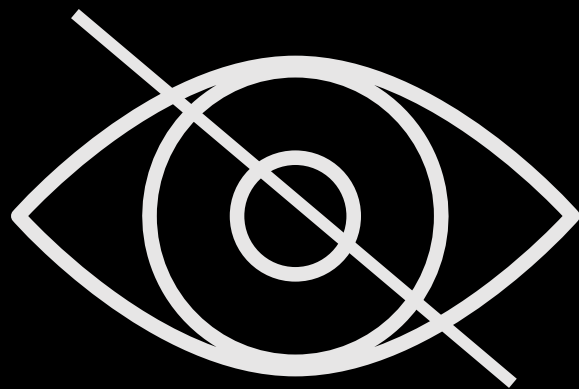
Research Methodology:

General Population Study

5 Days of Food Journal Entries

130 participants & over **8,000** journal entries!

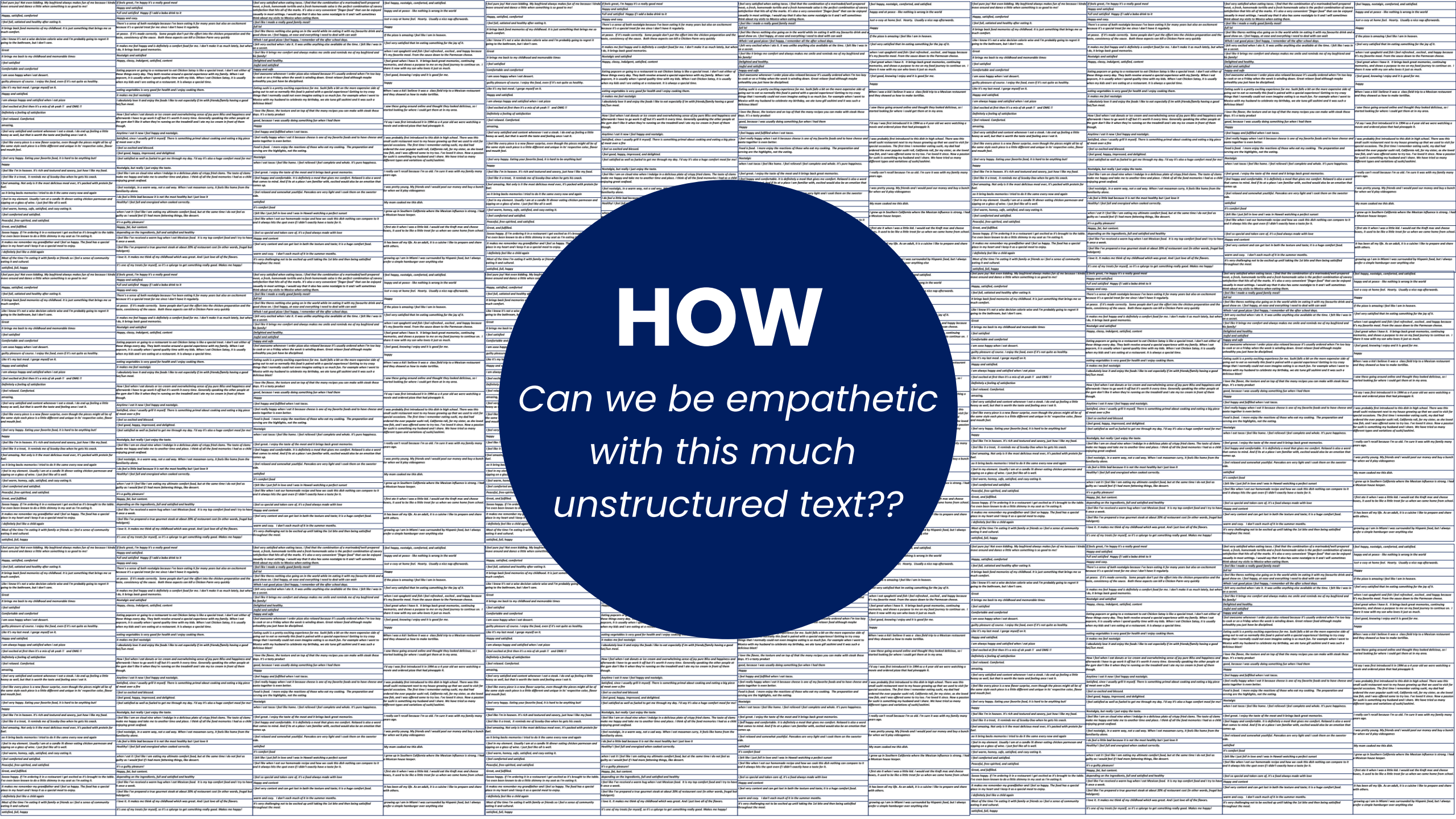
Unlike other AI tools, Canvs AI uses Tillamook's ***proprietary research and data***, for targeted analysis...



SENSITIVE CONTENT

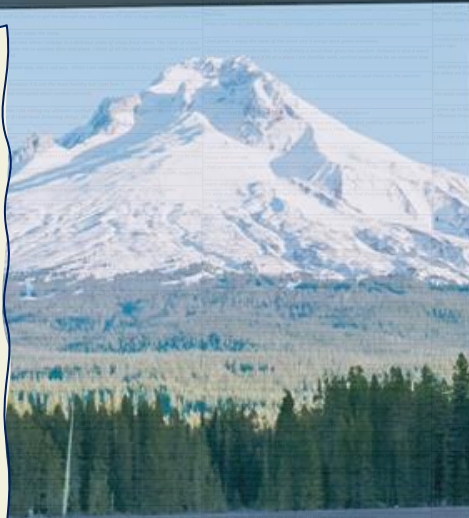
**WARNING: THE FOLLOWING CONTENT CONTAINS
UNSTRUCTURED OPEN ENDS BEFORE ANALYSIS**

How I feel when I eat donuts or ice cream and overwhelming sense of joy pure Bliss and happiness and afterwards I have to go work it off but it's worth it every time. Generally speaking the other people at the gym don't like it when they're running on the treadmill and I ate my ice cream in front of them though.



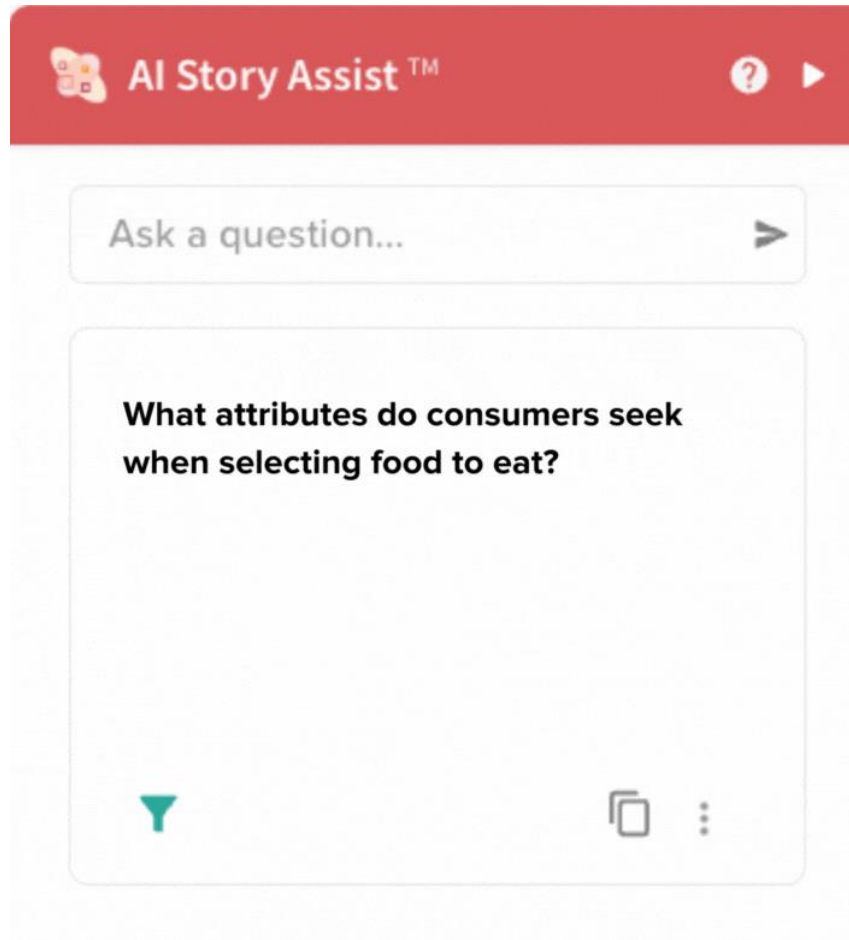
How
Can we be empathetic
with this much
unstructured text?!

Canvs helps
us ZONE IN on
underlying
consumer
needs and
feelings
creating true
consumer
empathy

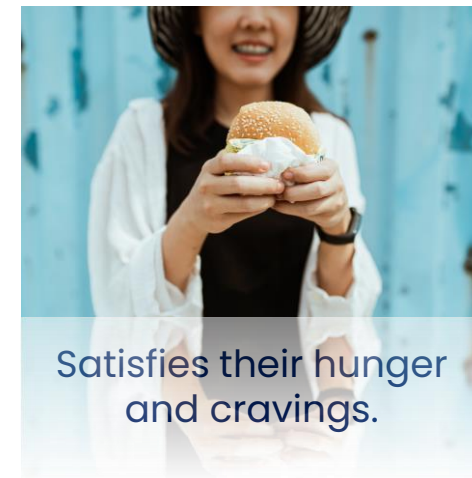


Starting Macro...

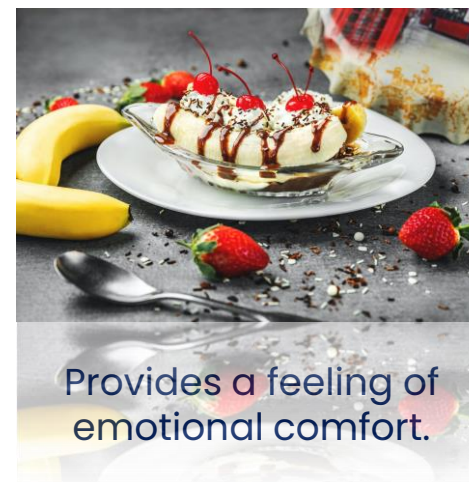
AI Q: What attributes do consumers seek when selecting food to eat?



Tastes delicious and flavorful.



Satisfies their hunger and cravings.



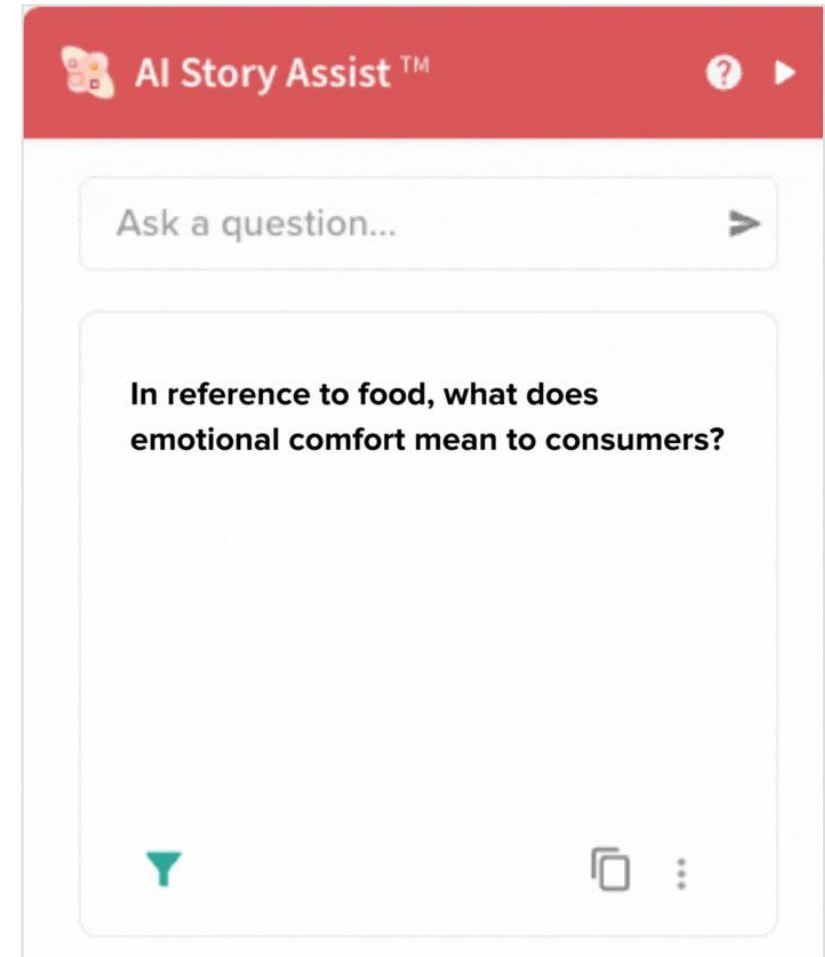
Provides a feeling of emotional comfort.



AI Q: In reference to food, what does emotional comfort mean to consumers?



EMOTIONAL COMFORT = NOSTALGIA

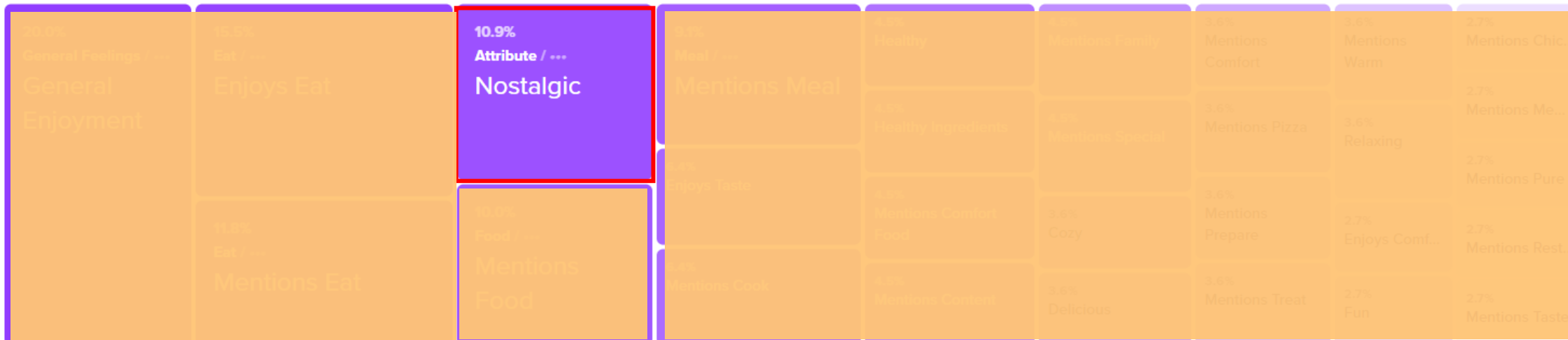


What are the emotions associated with food and is nostalgia one of them?

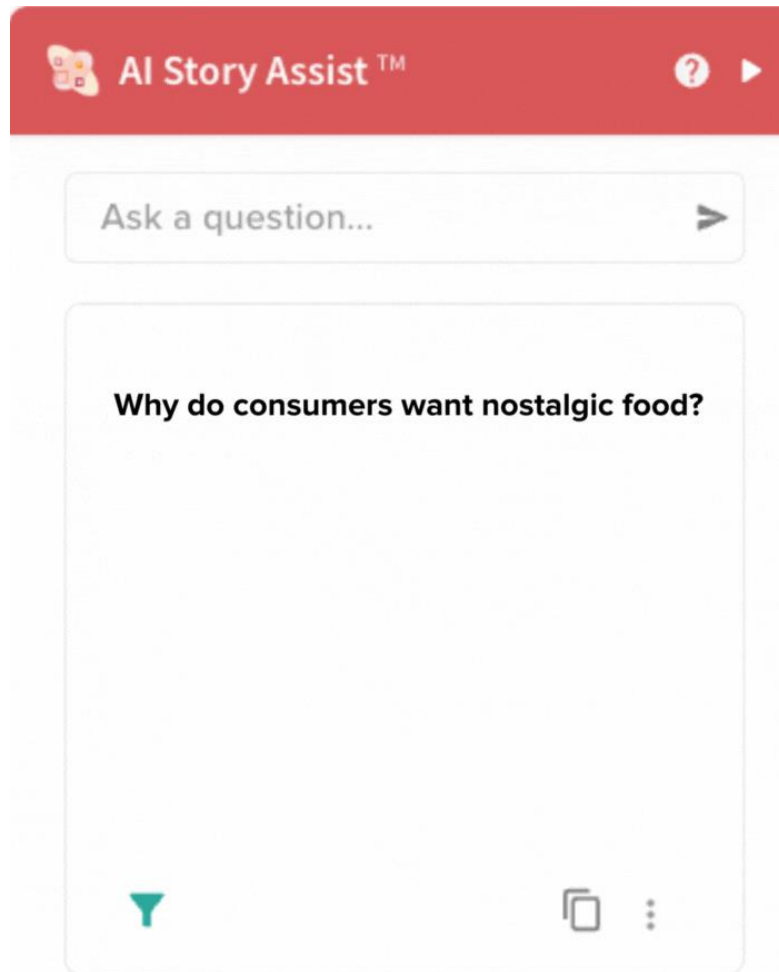
Emotions:



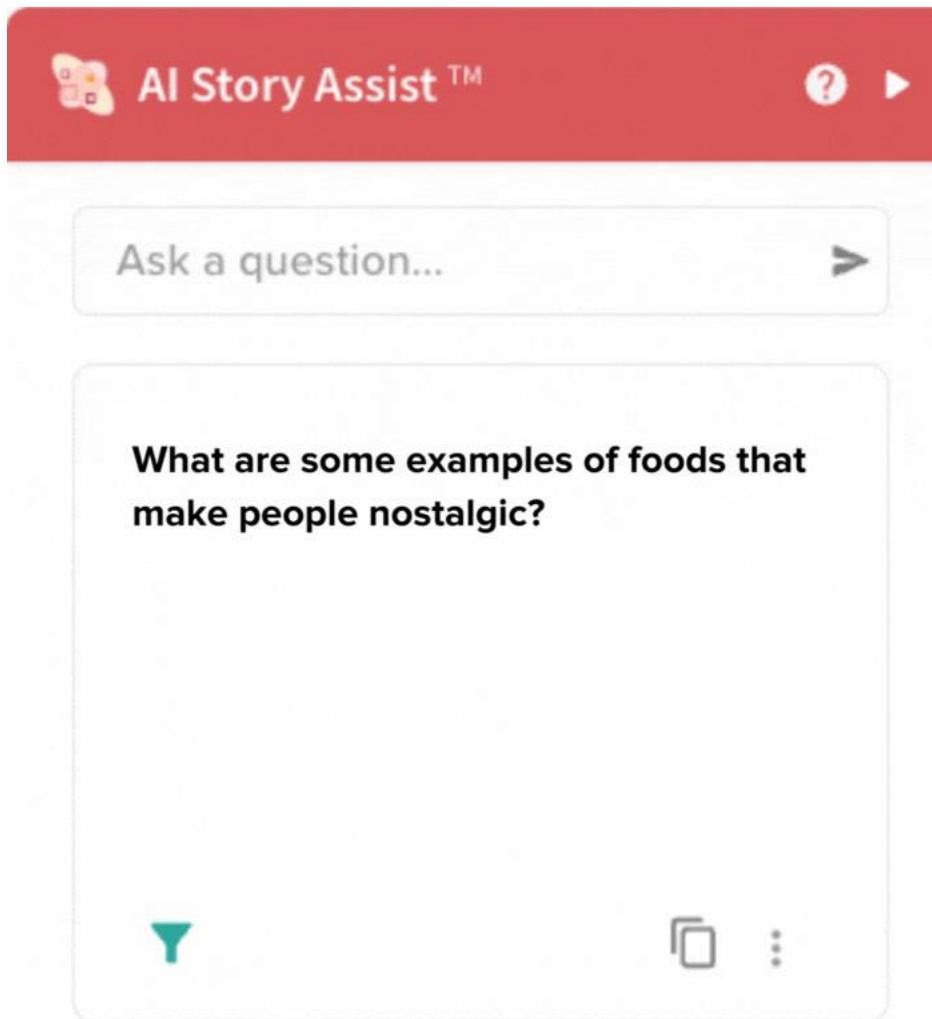
Themes:



AI Q: Why do consumers want nostalgic food?



AI: What are some examples of foods that make people nostalgic?





**Insight UNLOCKED:
Consumers are seeking
emotional comfort from
food in the form of
Nostalgia**

Tillamook can bring this insight into action:

Innovation
Strategy



Demand
Creation
Strategy



Category
Thought
Leadership





~85% of our heavy/loyalist consumers say that Tillamook understands their needs

Insights rooted in empathy drive ~5X higher consumer value:

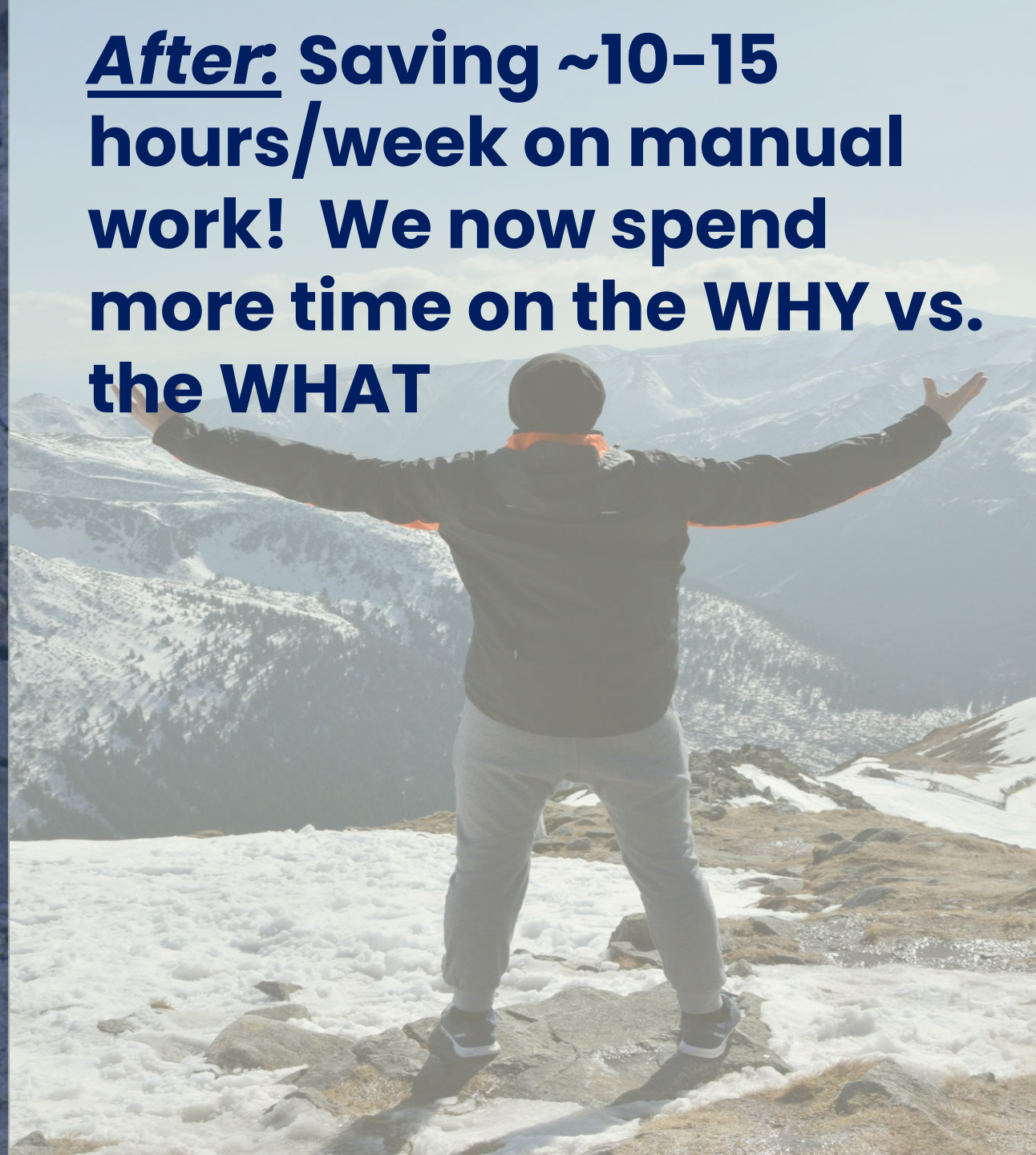
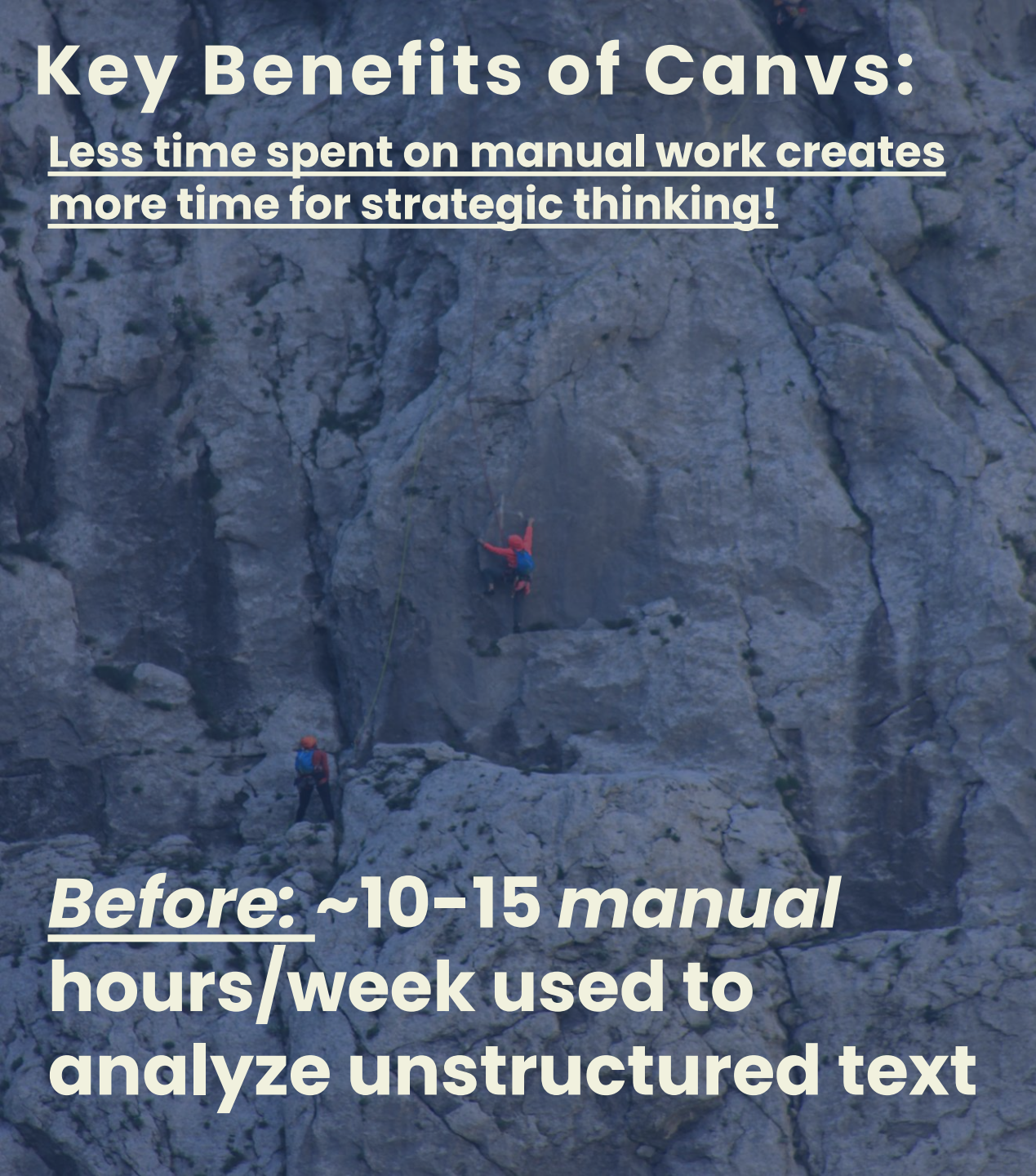


Key Benefits of Canvs:

Less time spent on manual work creates more time for strategic thinking!

Before: ~10-15 manual hours/week used to analyze unstructured text

After: Saving ~10-15 hours/week on manual work! We now spend more time on the WHY vs. the WHAT



Future Perspective:



Removing ***manual barriers*** creates a whole new world for use of unstructured text in our projects

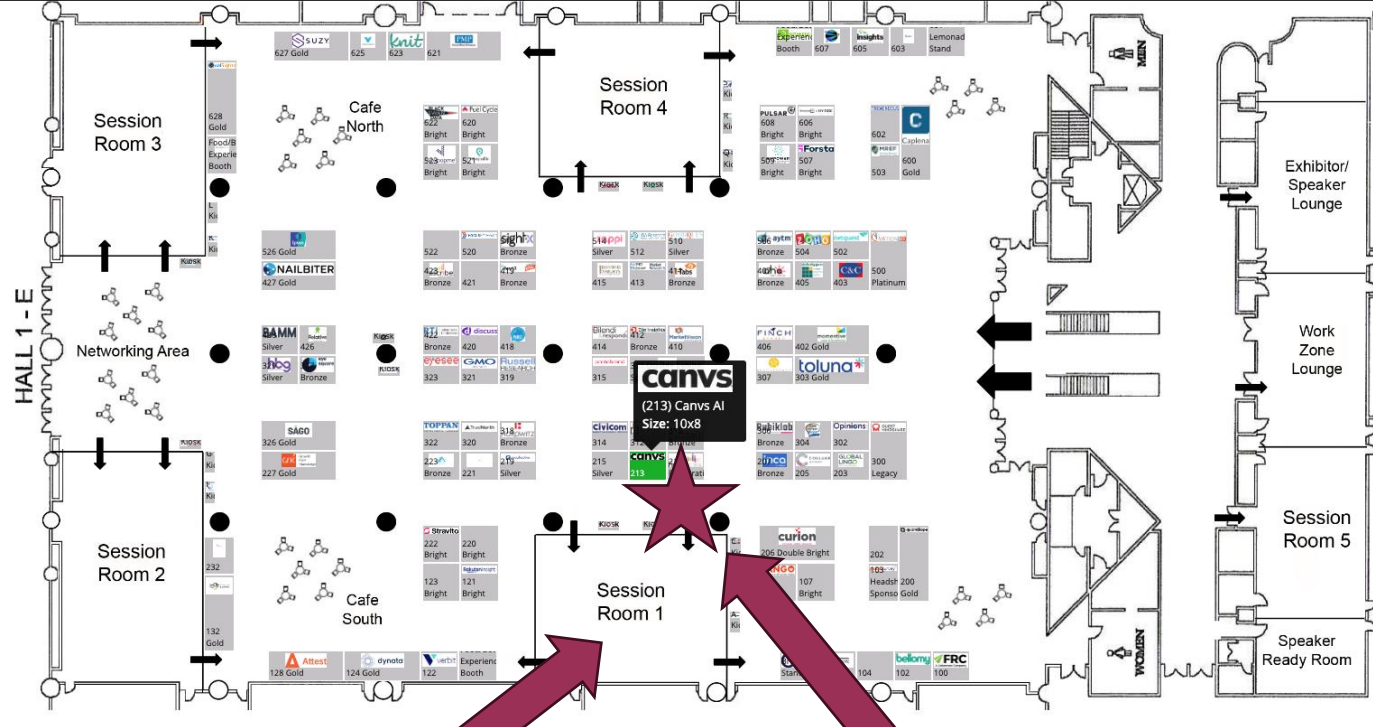
AI takes strategic insights to the next level through speed, accuracy, and ***deeper empathy!***



Thank you!

Stop by Booth 213 and say hi

Booth 213 or canvs.ai



You're here

We're here