Uncorking New Customers

Using AI and custom research to break down barriers to product trial.

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HUMAN INTELLIGENCE • ARTIFICIAL INTELLIGENCE

A meeting of the minds

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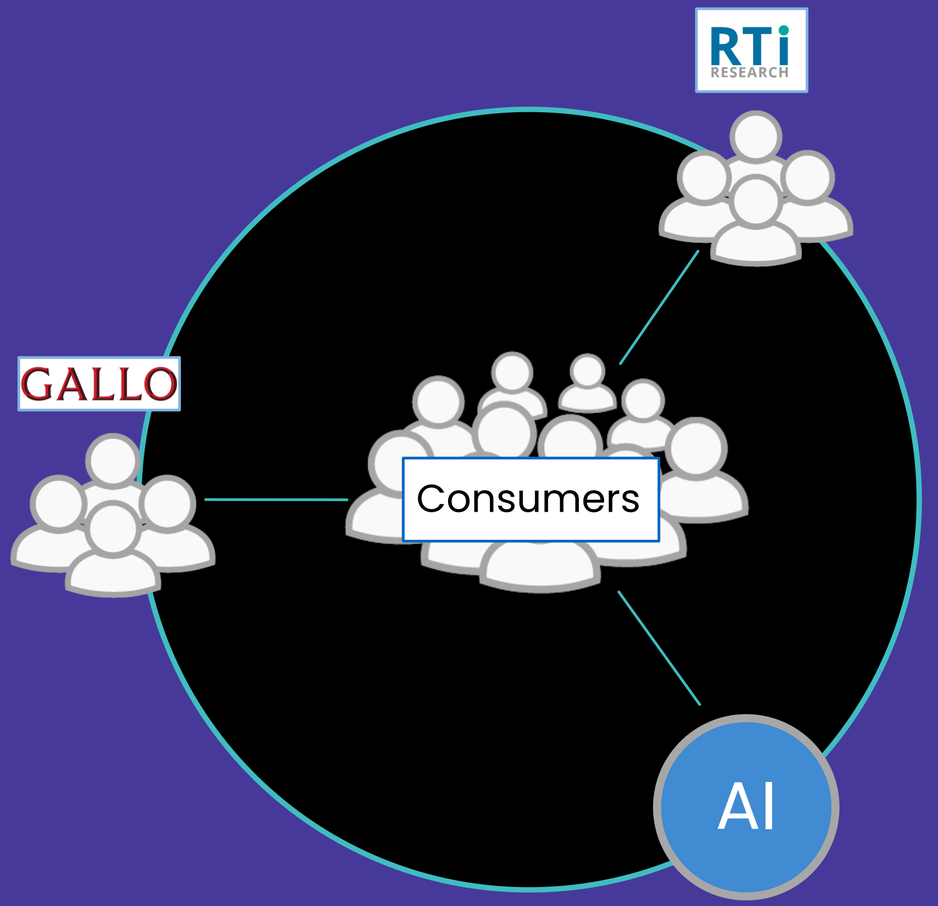
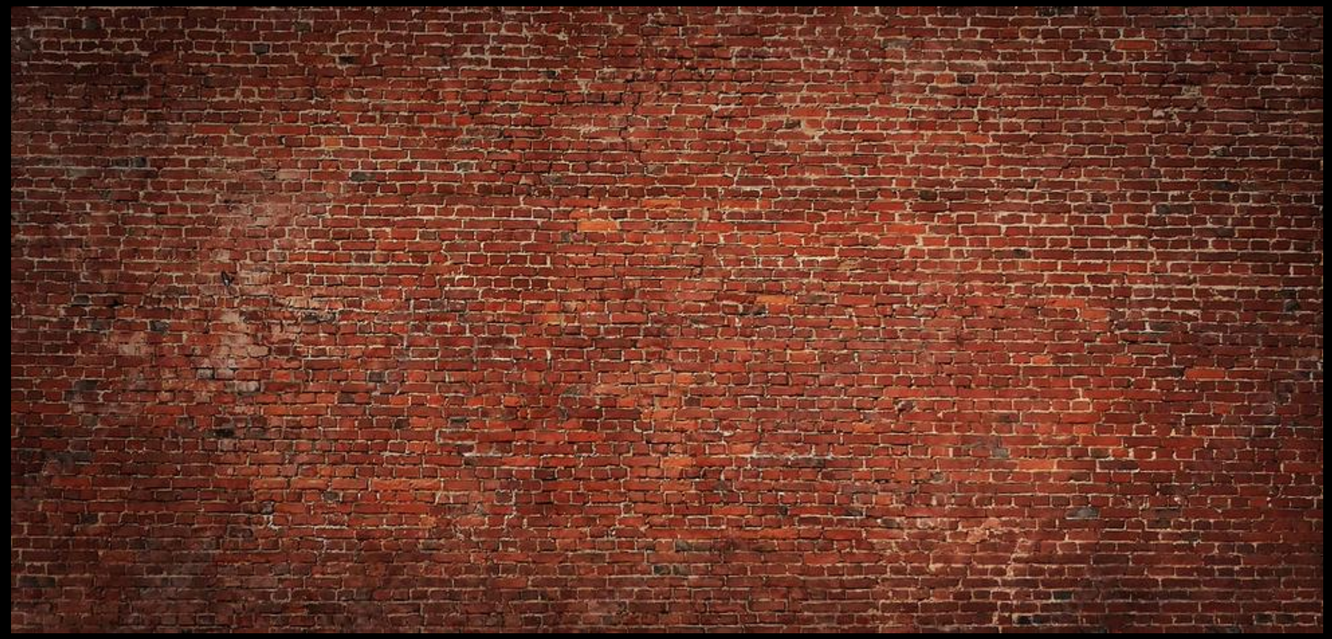
This is a story
about collaboration.



The challenge: barriers to purchase.



Identify **Prioritize** **Overcome**

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A two-phase solution.

Identify Barriers

Prioritize Action

Phase 1:

Efficiently uncovering barriers to trial and consideration.

Scale

Cost

Time

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Phase 1:

Collaborating with AI.

STEP 1
AI SMART PROBE

Give AI freedom to uncover a broad range of barriers

STEP 2
AI REDIRECT

Gallo and RTi collaborate to make adjustments

STEP 3
AI EXPANSION

Confirm that AI Is questioning as we “taught it” and make on-the-the fly tweaks

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Phase 1:

Learnings.

Big buckets of barriers were identified, along with specific themes

Immediately-addressable barriers brought to beverage-creation team for buy-in

Opportunity for two very different items, each with unique barriers, which changed the direction for Phase 2

Phase 2:

Which barriers should we act on?

How should barriers be prioritized?

Power of each barrier to affect purchase

Which barriers can the Gallo team address?

(and do consumers believe the barrier can be fixed?)

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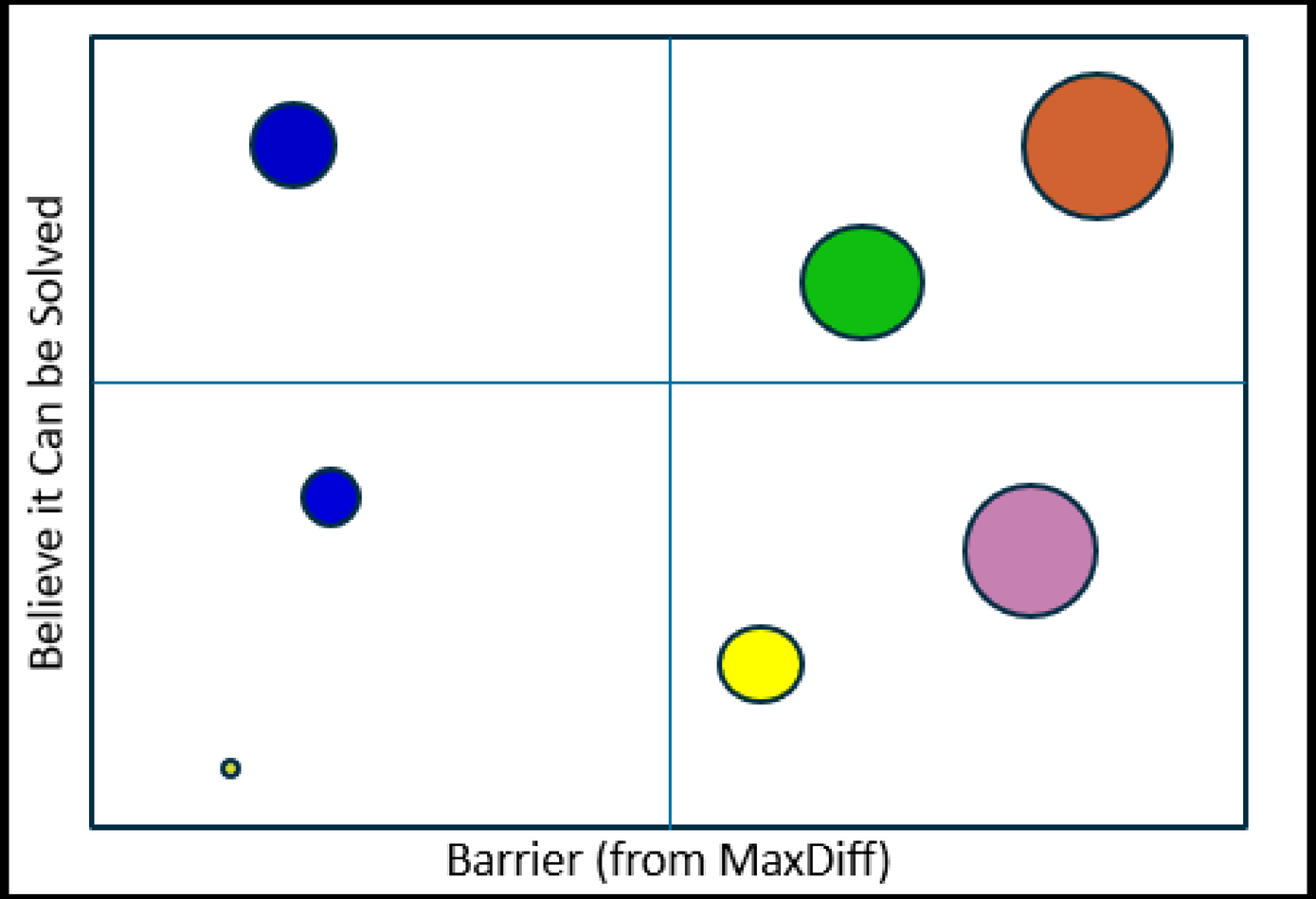
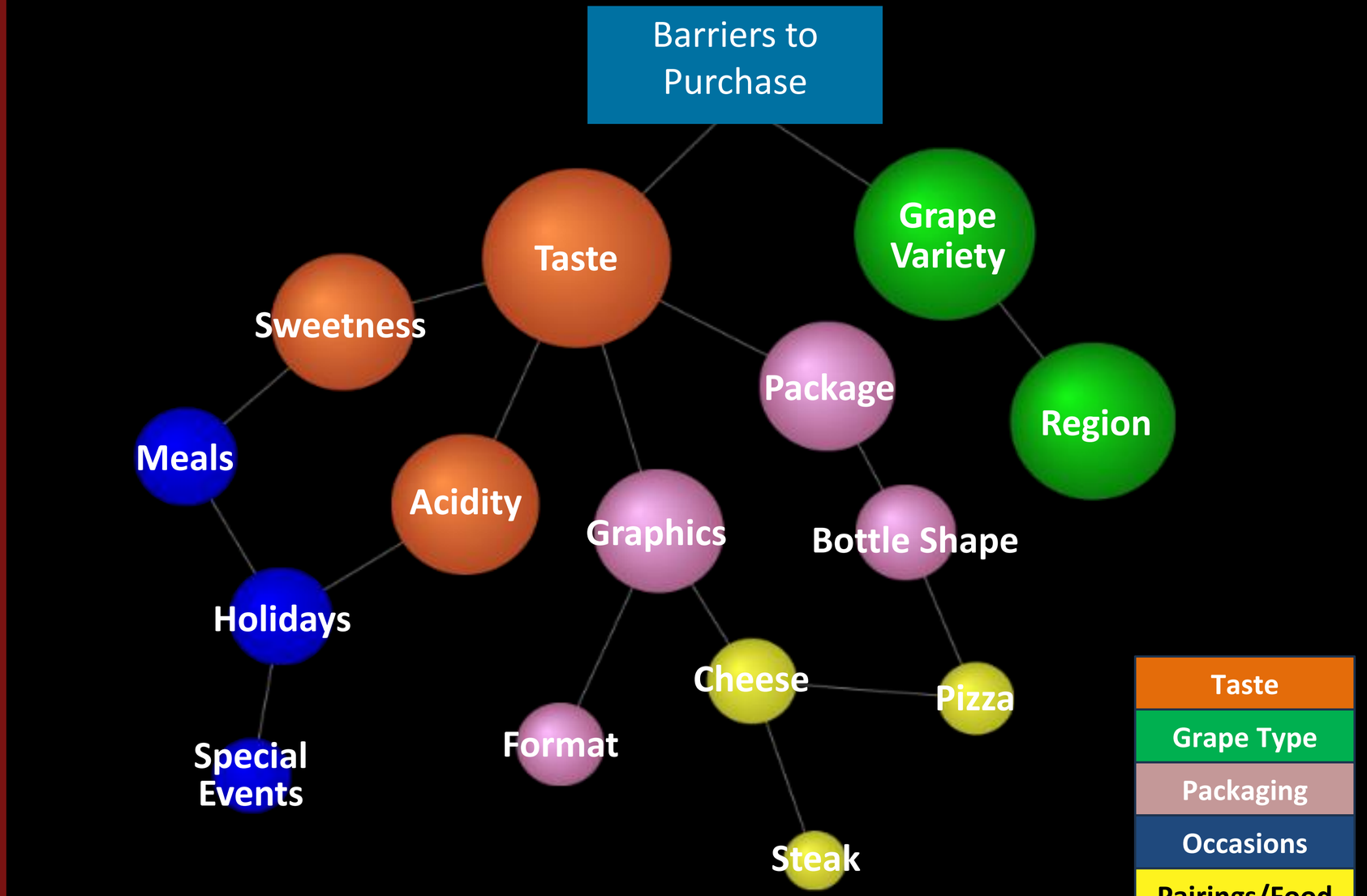
Prioritizing Barriers



Not actual data from the research

Enhanced Understanding Through Bayesian Analytics



Not actual data from the research

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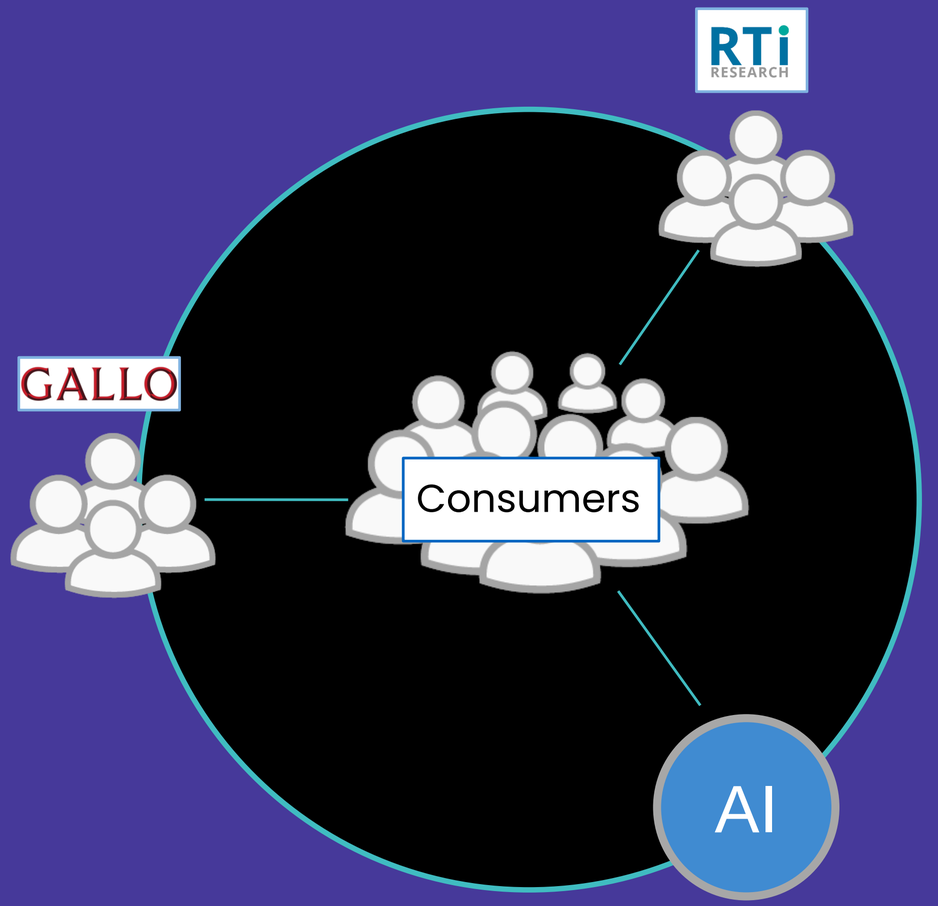
The collaboration was a success.

Barriers were identified

New needs uncovered

Business opportunity realized



All together now.