

My plant-based food journey (through an AI lens);

How our AI driven text based segmentation of Alternative Diets shone a light on my own food experiences



discover.ai

What I'll cover today...

- 1. Introduce a new segmentation methodology** – that harnesses the power of machine learning to cluster unstructured text to map emergent online conversations
- 2. Share a case study** – with rich insights into Alternative Diets and plant-based eating (and how this relates to my own experiences)
- 3. Show the business impact** – demonstrate how this is a more agile, digital approach for driving brand growth through segmentation



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Founder – Discover.ai

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But first a bit about my journey



Giving up meat was a bit of an accident





“I’m not giving up meat. I will start eating it whenever I feel like doing it again”

(It’s been 5 years now)

1. Introduce a new segmentation methodology

That harnesses the power of machine learning to cluster unstructured text to map emergent online conversations



Discover.ai... A qualitative deep-dive into online sources
to discover rich human stories and cultural insights

"It's like eavesdropping on culture in real time"

We're supporting global brands and agencies



KraftHeinz

PHILIPS

Asahi



... and many more

(with over 50% of the top 30 FMCG groups in the world)



The speed and power of AI is also layered by clever human analysis”



I really like working with the smart, honest individuals on your team”



Fantastic level of insight in amazingly quick time... I wish we'd had this tool years ago!”



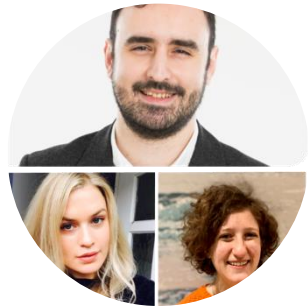
A fantastic tool that delivers rich insight and can truly inspire brand development”

Our approach: How Discover.ai works



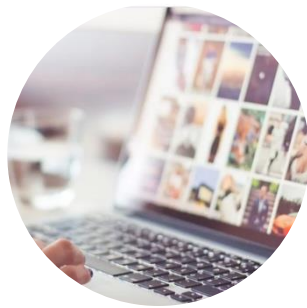
Question

Define the intractable question at the heart of your growth challenge



Expertise

Our analysis is qualitative & 100% human, accelerated by AI technology



Sources

Sample diverse & rich global sources that gets you thinking in new ways



Discovery

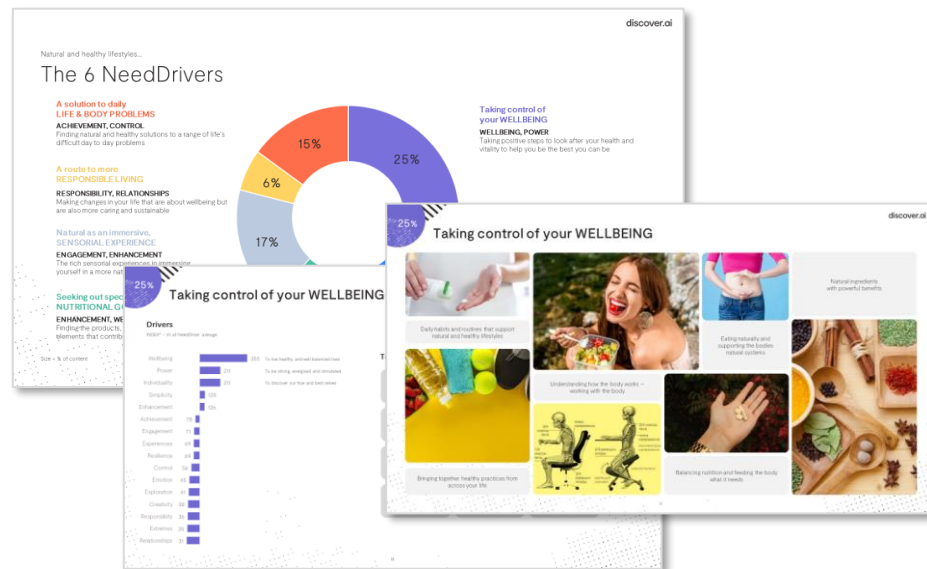
Explore patterns and make unexpected connections & creative leaps...fast



Impact

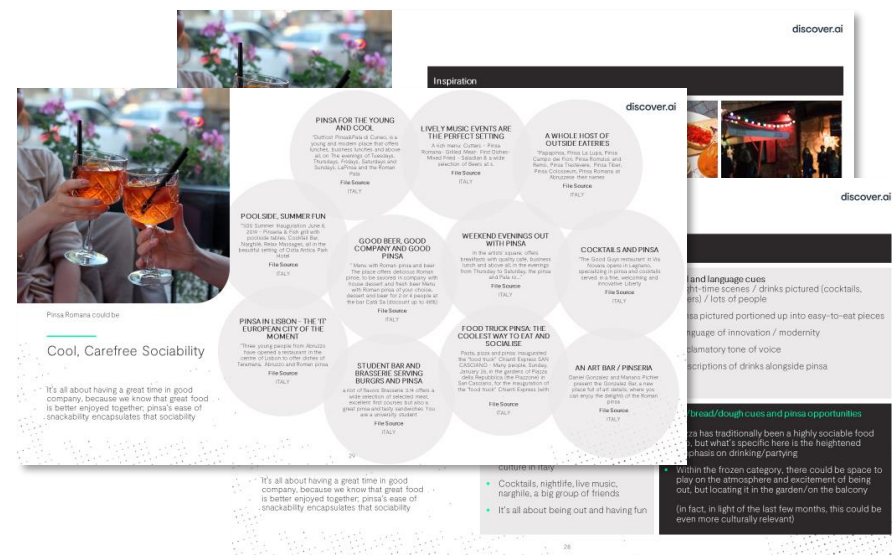
Maps, Springboards and Codes that are the start-point for new thinking & ideation

Two key methodologies



NeedDriver Mapping
Need-based segmentation
without the survey

“where to play”



Springboards
A qual deep dive for
insight & opportunity

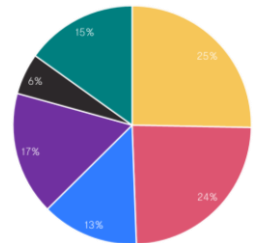
“how to win”

NeedDriver Mapping – how it works



Sourcing

A sample of stretchy and inspiring online content; captures as individual 'quotes' of unstructured text ...



Clustering

... clustered into 5 to 7 Emergent spaces, based on our Accelerate model of the human drivers of opportunity...



Profiling

... with these segments then brought to life quantitatively (driver profile and keywords) and qualitatively



Accelerate is a machine learning model developed from the analysis of over 300 Discover.ai projects and over 5,000 opportunity springboards

NeedDriver Mapping – how it works

Every quote is scored against each of the 16 drivers...

	Driver 1	Driver 2	Driver 3	Driver 4	Driver 5	etc...
Unstructured text quote 1						
Unstructured text quote 2						
Unstructured text quote 3						
Unstructured text quote 4						
Unstructured text quote 5						
Unstructured text quote 6						
Unstructured text quote 7						
Unstructured text quote 8						
Unstructured text quote 9						
Unstructured text quote 10						
Unstructured text quote 11						
Unstructured text quote 12						
Unstructured text quote 13						
Unstructured text quote 14						
Unstructured text quote 15						
etc						
100,000+ Quotes...						

... & quotes with similar drivers are 'clustered' together

ENGAGEMENT INDIVIDUALITY

ACHIEVEMENT RESILIENCE

RELATIONSHIPS RESPONSIBILITY

ENGAGEMENT CONTROL

WELLBEING POWER

NeedDriver Mapping – benefits of the approach

Built on qual – Our start point is tens of thousands of rich and diverse online ‘quotes’

Diverse online voices – Expert, brand and cultural websites as well as consumer blogs & forums

Natural conversation – Based on what people are saying, not their reactions to your questions

Every voice matters – segments are built ‘ground up’ using all the qualitative data

Qual & Quant – Numbers and nuggets of deep insight combined in one model

2. Share a case study

With rich insights into Alternative Diets and plant-based eating (and how this relates to my own experiences)

The 6 Emergent Spaces of Alternative diets...

Alternative diets can be all about...

Innovative experiences that bring people together

CREATIVITY, RELATIONSHIPS

Fuel the passion and creativity within home cooked food, sharing food and times with friends and family and the good that can happen when we make food related choices that look after each other

Unlocking intrinsic nutritional benefits

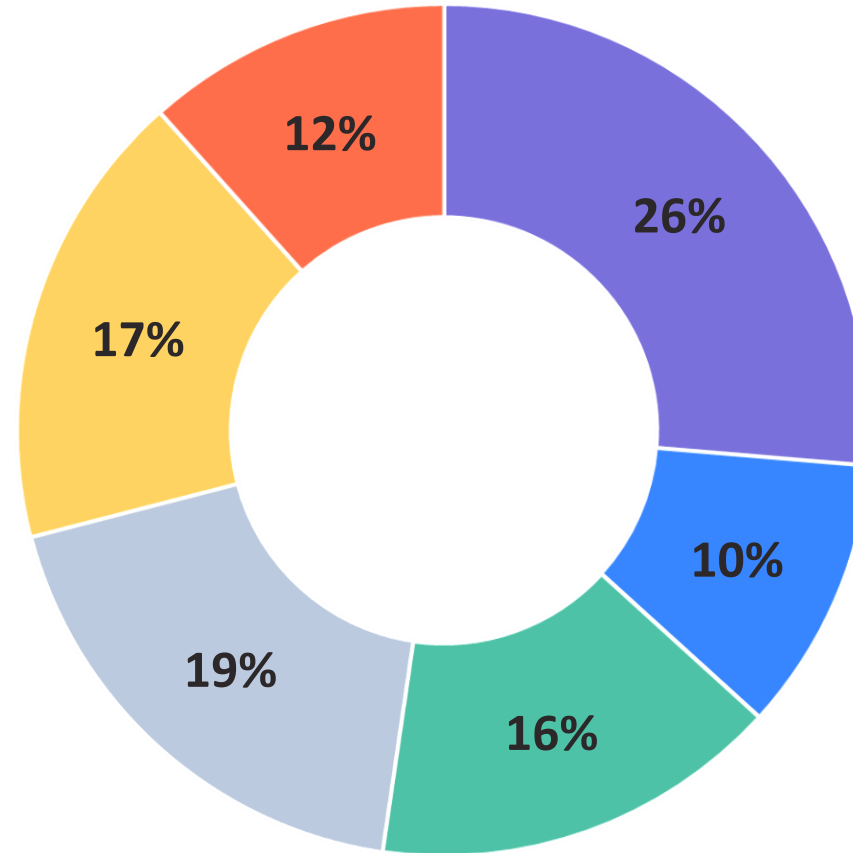
ENHANCEMENT

Encouraging people to reap the full benefits of the nutritional value to be found within the range of foods and ingredients that make up more healthy alternative diets

Engaging with more natural lifestyles

ENGAGEMENT, EXPERIENCES

Ensuring people feel connected with a more natural and intuitive way of living through the food they eat and folding their food choices into more of a general natural and healthy lifestyle



Keeping your body (and mind) strong & healthy

POWER, CONTROL

Keeping our bodies strong, energised and stimulated to stay healthy and strong and avoid unwanted health problems

Making tough dietary needs simple & enjoyable

SIMPLICITY

Helping people navigate the challenging food choices they make when restricted in what they can eat, making sure they can navigate the daily challenges and live their life to the full

Discovering & enjoying great food

EMOTION, EXPLORATION

Taking people on a journey of discovery exploring the taste experiences that can be found in alternative diets, and so boosting their joy of food and eating, rather than compromising it

Size = % of content

26%

Alternative diets can be all about...

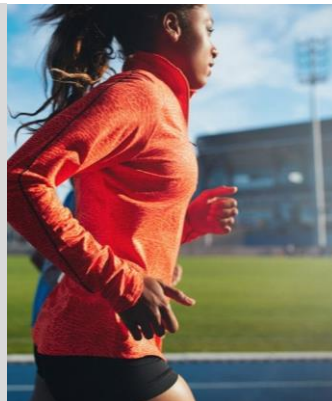
Keeping your body (and mind) strong & healthy

TOP DRIVERS (over Indexing)

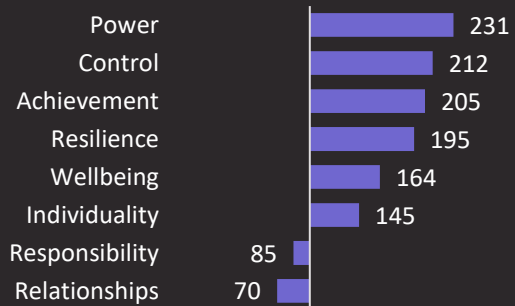
- **Power** ... to be strong, energised and stimulated
- **Control** ... to navigate problems, uncertainty and change



“Cleanse diets can promote weight loss, offer an alternative for those seeking a healthy lifestyle, and promote energy within the **body**”



“Higher protein diets can help preserve **muscle** during weight loss, which improves metabolism and makes the weight loss more sustainable”



“One huge advantage of maintaining a strict plant based diet is that we don’t consume high levels of **cholesterol** through organ meats (such as liver and kidney), eggs (the yolk is cholesterol-rich), animal fats, dairy foods or seafood (such as prawns and squid)”



“Oh, and the side effects of all of these lifestyle habits - as well as keeping your immune system healthy - include many significant, long-term physical and **mental** health benefits, improved energy, and longevity”



TOP KEYWORDS (over Indexing)

- | | | |
|---------|----------|-------------|
| Muscle | Mental | Blood Sugar |
| Body | Exercise | Cholesterol |
| Disease | Diabetes | Calories |



“While **exercise** is not essential if you want to lose weight on the Atkins Diet, it does offer many benefits, including: Preserves and builds lean body mass Improves mood and helps decrease depression Boosts your energy”



“Nourishing our body regularly with quality food is going to be so important to help keep our **blood sugar** in balance, ensuring we are getting enough vital macro and micronutrients, stabilizing our moods, improving our metabolism, and increasing our energy”

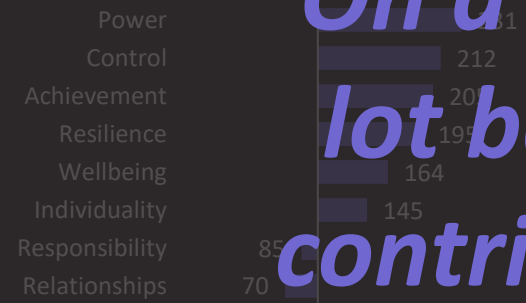
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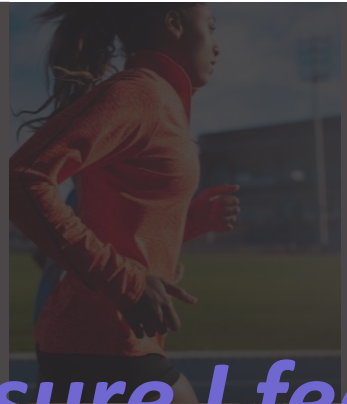


TOP KEYWORDS (over Indexing)

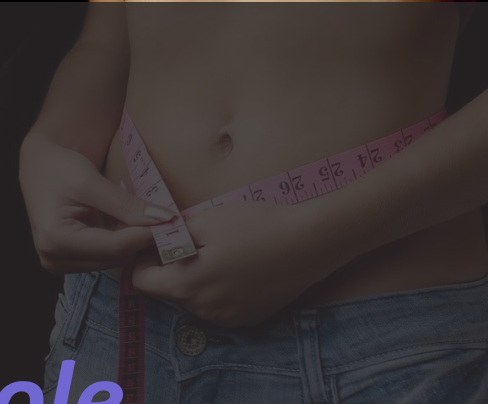
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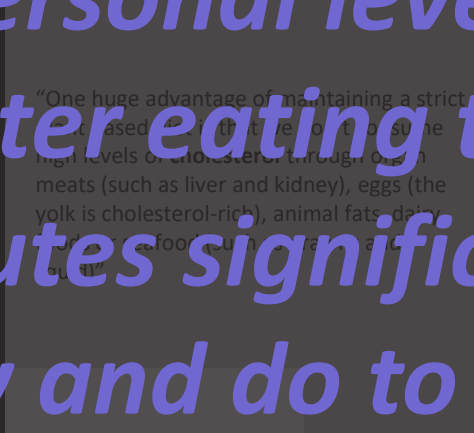
"Cleanse diets can promote weight loss, offer an alternative for those seeking a healthy lifestyle, and promote energy within the **body**"



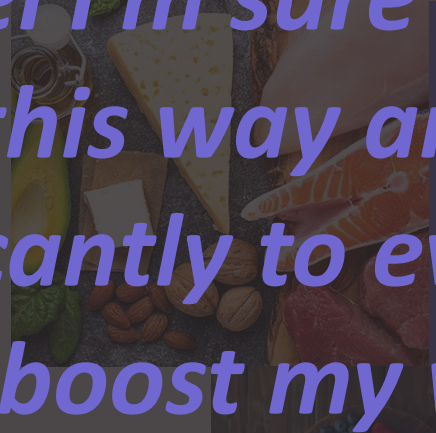
"Higher protein diets can help preserve **muscle** during weight loss, which improves metabolism and makes the weight loss more sustainable"



On a personal level I'm sure I feel a whole lot better eating this way and I believe it contributes significantly to everything that I try and do to boost my wellbeing.



"One huge advantage of maintaining a strict diet based on low-carb foods is the high levels of cholesterol. High cholesterol meats (such as liver and kidney), eggs (the yolk is cholesterol-rich), animal fats, dairy products, and processed foods such as...



"Oh, and the side effects of all of these lifestyle habits - we'll keep your immune system healthy - include many significant, long-term physical and **mental** health benefits. These include increased longevity...



"While **exercise** is not essential if you want to lose weight on the Atkins Diet, it does offer many benefits, including: Preserves and builds lean body mass Improves mood and helps decrease depression Boosts your energy"



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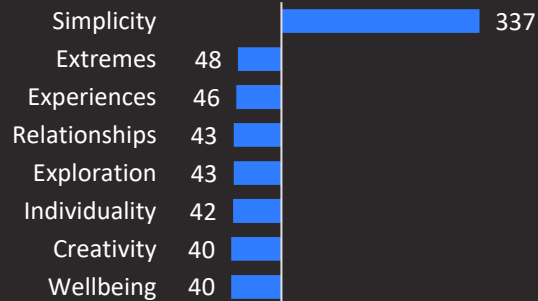
10%

Alternative diets can be all about...

Making tough dietary needs simple & enjoyable

TOP DRIVERS (over Indexing)

- **Simplicity** ... to reduce life to the essence of what's important



TOP KEYWORDS (over Indexing)

Grain	Easy	Simple
Wheat	Dairy	Gluten
Free	Easier	Instant



“On the upside, yummy gluten-free **grains** such as buckwheat and quinoa have found their place on menus and in everyday dishes, and it’s now possible to find gluten-free bread that doesn’t look and taste like a dried out sponge”



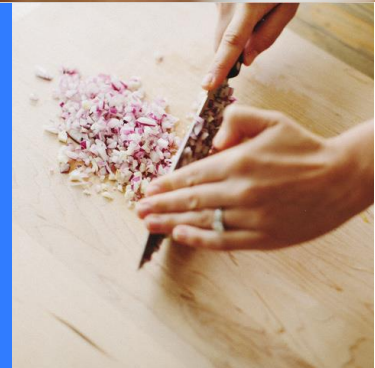
“You know my passion is helping people unlock their energy and vitality and do so in a way that’s **easy**, realistic and enjoyable”



“**Dairy** free, refined sugar free, packed with awesomeness from every little ingredient these raw energy power balls will give you all the natural energy you need to get through a workout or a full day with kids”



“I became vegan about 20 years ago, then found out I was **wheat** intolerant about 10 years ago, so preparing food became more interesting still:) ~And eating in restaurants almost impossible!!!”



“All 80 recipes are fast, **simple** to put together and packed with flavor perfect for maintaining your busy family’s healthy diet”



“So that her daughter and others experiencing food allergies can enjoy the company’s treats, Partake Foods makes all of its products free of the Top 8 allergens, non-GMO, and **gluten-free**”

10%

Alternative diets can be all about...

Making tough dietary needs simple & enjoyable

TOP DRIVERS (over Indexing)

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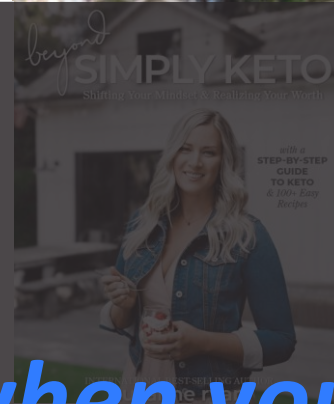
The greater challenges come when you are eating away from home - or when you start to throw more dietary limitations into the mix like going plant only or fully vegan for a time.

TOP KEYWORDS (over Indexing)

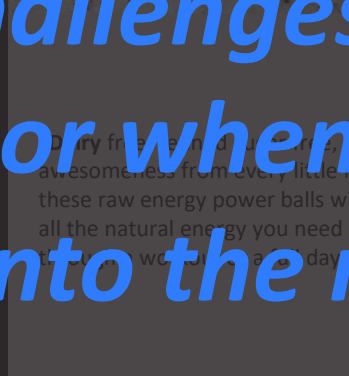
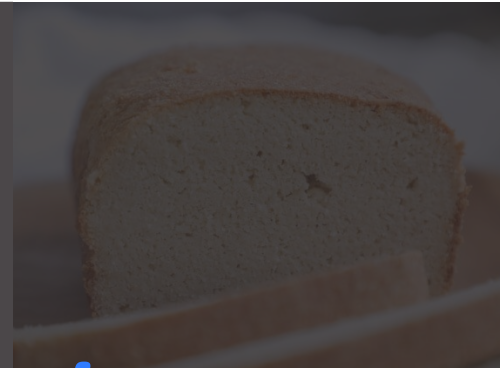
Grain	Easy	Simple
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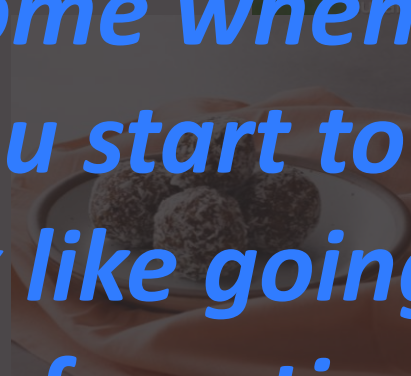
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"You know my passion is helping people unlock their energy and vitality and do so in a way that's **easy**, realistic and enjoyable"



Dairy free, low carb, and packed with awesome, easy-to-find ingredients, these raw energy power balls will give you all the natural energy you need to get through your busy day."



"I became vegan about 20 years ago, the food was more interesting about 10 years ago, so preparing food became more interesting still:) ~And eating plant based is also not impossible!"



"All 80 recipes are fast, **simple** to put together and packed with flavor perfect for maintaining your busy family's healthy diet"



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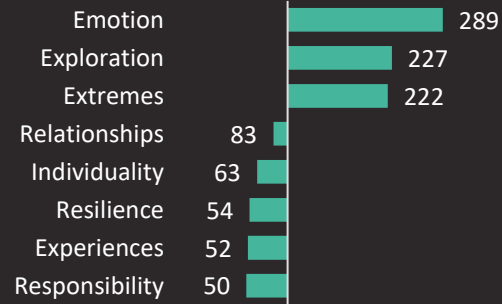
16%

Alternative diets can be all about...

Discovering & enjoying great food

TOP DRIVERS (over Indexing)

- **Emotion** ... to deepen our emotional experiences
- **Exploration** ... to explore new worlds and broaden horizons



TOP KEYWORDS (over Indexing)

Happy	Love	Flavour
Taste	Delicious	Hope
Amazing	Favourite	Enjoy



“The basic principle of eating what you **love** remains, though the program steers you toward healthier foods with a new color-coded system that designates foods as Zero Point foods”



“Either way, the easy fajita sauce recipe that I used with Lifeway Kefir’s new Plantiful beverage is bursting with flavor and is sure to make you a very **happy** person”



“I **hope** that your year is filled with love, laughter, great food and you get to make some incredible memories along the way”



“We like to recreate **tastes** and textures from food we used to enjoy, but we also get inspired when we’re out at a new restaurant or travelling abroad”



“The recipes and ideas you’ll find here revolve around my plant-based way of eating, and I hope that through the simple and **delicious** dishes I create, you too will discover a whole new world of flavour and nourishment”



“From kimchi to kombucha, sauerkraut to pickles, we are currently rediscovering the interesting new **flavours** and textures fermented foods can bring”

16%

Alternative diets can be all about...

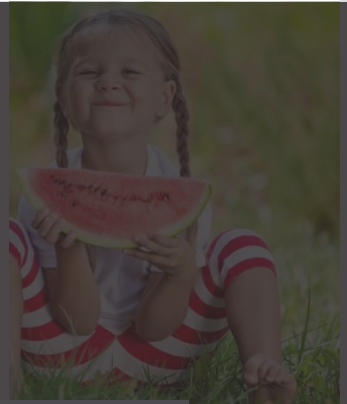
Discovering & enjoying great food

TOP DRIVERS (over Indexing)

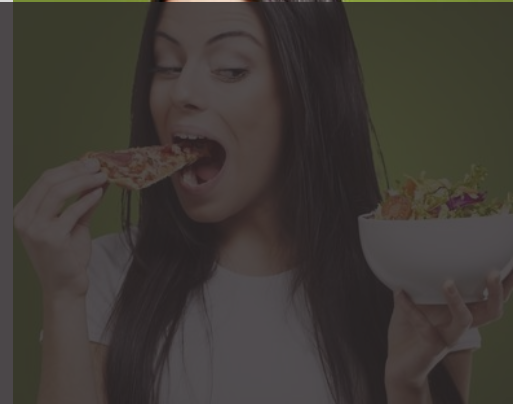
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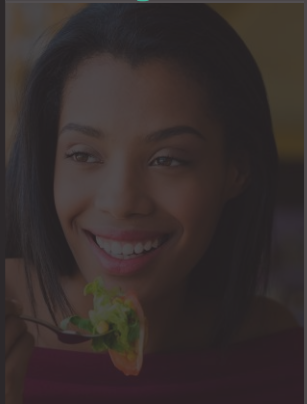


This is the area that's been the biggest eye-opener for me...and perhaps the most positive part of my meat free journey.



TOP KEYWORDS (over Indexing)

- | | | |
|---------|-----------|---------|
| Happy | Love | Flavour |
| Taste | Delicious | Hope |
| Amazing | Favourite | Enjoy |



"The recipes and ideas you'll find here revolve around my plant-based way of eating, and I hope that through the simple and **delicious** dishes I create, you too will discover a whole new world of flavour and nourishment"



"From kimchi to kombucha, sauerkraut to pickles, we are currently rediscovering the interesting new **flavours** and textures fermented foods can bring"



"We like to recreate **tastes** and textures from food we used to enjoy, but we also get the perks when we're out at a new restaurant or travelling abroad"



"I **hope** that your year is filled with love, and that you get to enjoy the most delicious meals along the way"

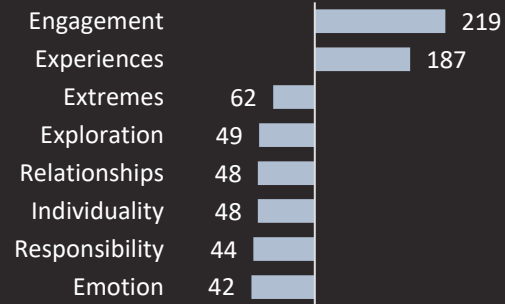
19%

Alternative diets can be all about...

Engaging with more natural lifestyles

TOP DRIVERS (over Indexing)

- **Engagement** ... to feel more connected to
- **Experiences** ... to live rich and meaningful lives

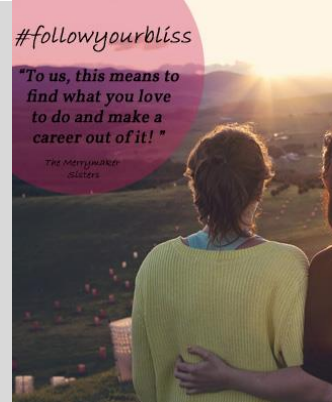


TOP KEYWORDS (over Indexing)

Fresh	Summer	Green
Morning	Cooking	Natural
Dinner	Breakfast	Texture



“There’s just nothing like the flavor of fresh, vine ripe, **summer** tomatoes and beautiful, vibrant fresh herbs like basil and Italian parsley”

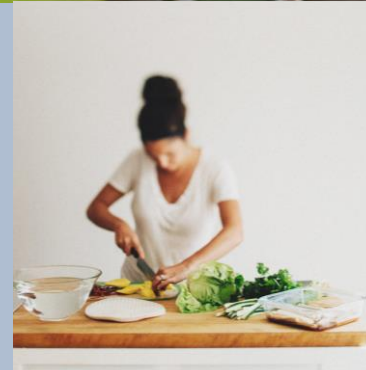


“But in the meantime I can enjoy Mexican food with these **fresh** strawberry mango margaritas so life is pretty darn good”



“**Green** Healthy Cooking was born out of a passion to help others find joy in the kitchen and enjoy the wonderful natural flavours of clean ingredients”

“Whether you are a vegan for life or just starting to experiment with plant-based **cooking**, there are plenty of cookbooks coming out in 2021 that can help you eat delicious foods with kindness in mind”



“Because the Hallelujah Diet is plant-based and consists of whole (non-processed) foods, it enhances your skin’s **natural** beauty and may lower your risk of certain skin conditions”



“Subtly sweet, nutty, and malty, raw maca root is thought to naturally promote vitality and energy, making it the perfect ingredient for a **morning** muffin”

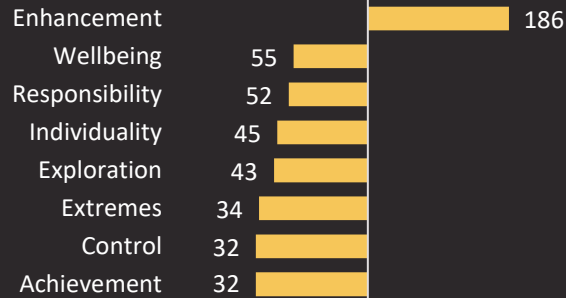
17%

Alternative diets can be all about...

Unlocking intrinsic nutritional benefits

TOP DRIVERS (over Indexing)

- **Enhancement** ... to improve and perfect how our world works



TOP KEYWORDS (over Indexing)

Plant	Acid	Vitamins
Iron	Fibre	Source
Oil	Nutritional	Supplements



“In addition, ingredients like vitamins, minerals and omega-3 fatty **acids** can be added to both dairy and meat alternatives to create nutrient-rich plant-based options with enhanced health appeal”



“This sweet-and-smoky chilli is the epitome of healthy comfort food, providing plenty of satisfying plant protein and **fibre** from the beans”



“This modern apothecary creates natural and organic health and beauty products that use ethically-**sourced** herbs, botanicals and essential oils”



“His diet also includes nuts, flowers, mature leaves, twigs, and gums Protein comes entirely from the vegetation; energy from the carbohydrates in the fruit and vegetation; vitamins and minerals (including calcium and **iron**) are all present in perfectly healthy quantities”



“Traditionally, ancient cultures that lived in darker environments relied heavily on these **vitamin-D** rich foods (for example, Scandinavians ate copious amounts of salmon and grass fed butter)”



“These **plant**-source foods provide an alkaline environment for our cells in which to function, and this alkaline environment makes it very difficult for disease to proliferate”

17%

Alternative diets can be all about...

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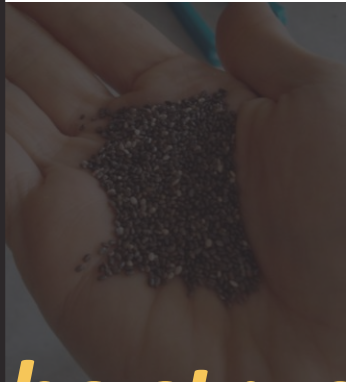
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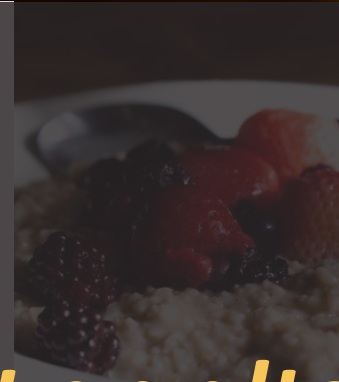


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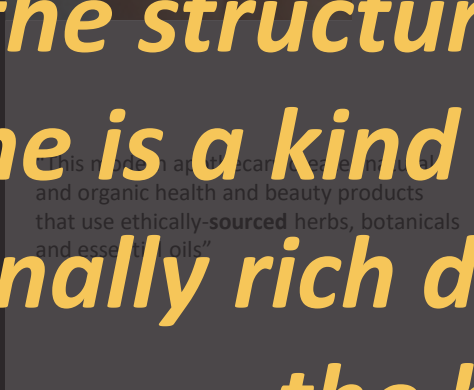
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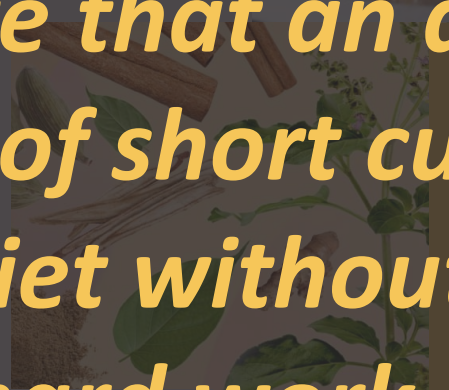
"This sweet-and-smoky chilli is the epitome of healthy comfort food, providing plenty of satisfying plant protein and fibre from the beans"



For me, the structure that an alternative diet gives me is a kind of short cut to finding a nutritionally rich diet without having to do the hard work.



"This made it an ideal partner for clean, natural and organic health and beauty products that use ethically-sourced herbs, botanicals and essential oils"



"His diet also includes nuts, flowers, mature leaves, roots, and tubers. Protein came primarily from plant-based sources, energy from the carbohydrates in fruit and vegetation; vitamins and minerals were obtained from a variety of sources, all present in perfectly healthy quantities"



"Traditionally, ancient cultures that lived in darker environments relied heavily on these vitamin-D rich foods (for example, Scandinavians ate copious amounts of salmon and grass fed butter)"



"These plant-source foods provide an alkaline environment for our cells in which to function, and this alkaline environment makes it very difficult for disease to proliferate"

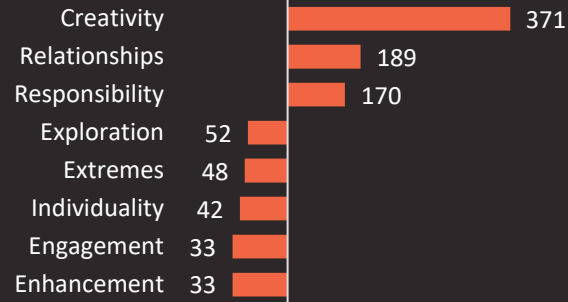
11%

Alternative diets can be all about...

Innovative experiences that bring people together

TOP DRIVERS (over Indexing)

- **Creativity** ... to create something new and original
- **Relationships** ... to have stronger connections



TOP KEYWORDS (over Indexing)

Friends	Together	Family
Share	Thank	Homemade
Change	Recipe	Loved



“A real food lifestyle makes our lives simpler as a **family** and has become the most valuable part of our day”



“Turning off the negative, engaging in deliberate self-care, and sharing meals with **friends** and family is a great way to infuse our lives with love”



“I loved so many of the things about our Clean living lifestyle no more processed food, **homemade** everything, cooking with local food”



“The family set out to **share** their love of sustainable vegan food by combining their knowledge of foraging, kitchen gardening and world food”



“This special time of the year is about enjoying time with family and friends, and gathering **together** to enjoy favourite food and traditions”



“I’m truly **thankful** to have a network of loved ones who have helped me to get used to my food restrictions and adjusted their menus to accommodate my needs”

11%

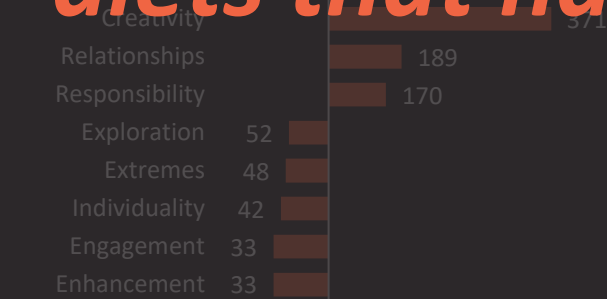
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• Relationships ... to have strong connections



Food acts as a social glue and the traditions of breaking bread together run across cultures

TOP KEYWORDS (over Indexing)

Friends	Together	Share
Share	Thank	Homemade
Change	Recipe	Loved



"A real food lifestyle makes our lives simpler as a **family** and has become the most valuable part of our day"

"I love it more than anything else. Clean living lifestyle no more processed food, **homemade** everything, cooking with local food"



"Turning off the negative, engaging in deliberate self-care, and sharing meals with **friends** and family is a great way to improve your health"

"I have always set out to **share** their love of sustainable vegan food by combining their knowledge of foraging, kitchen gardening and world food"



"This is the **core** of the reason I love about enjoying time with family and friends, and gathering **together** to enjoy favourite food and traditions"



"I'm truly **thankful** to have a network of loved ones who have helped me to get used to my food restrictions and adjusted their menus to accommodate my needs"

The 6 Emergent Spaces of Alternative diets...

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Innovative experiences that bring people together

CREATIVITY, RELATIONSHIPS

Fuel the passion and creativity within home cooked food, sharing food and times with friends and family and the good that can happen when we make food related choices that look after each other

Unlocking intrinsic nutritional benefits

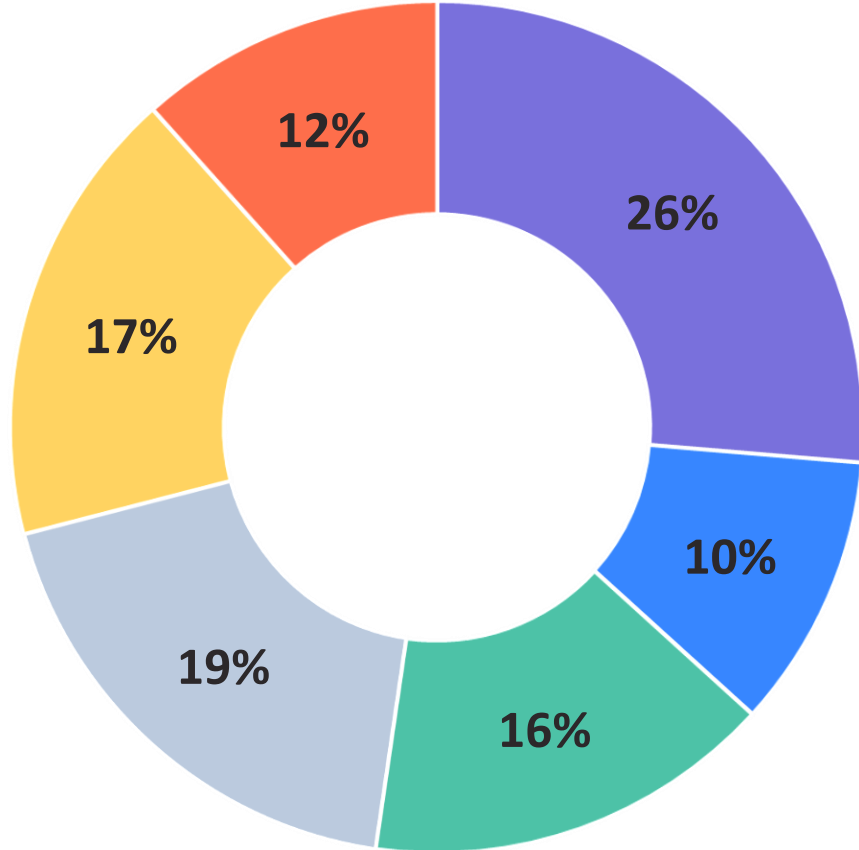
ENHANCEMENT

Encouraging people to reap the full benefits of the nutritional value to be found within the range of foods and ingredients that make up more healthy alternative diets

Engaging with more natural lifestyles

ENGAGEMENT, EXPERIENCES

Ensuring people feel connected with a more natural and intuitive way of living through the food they eat and folding their food choices into more of a general natural and healthy lifestyle



Keeping your body (and mind) strong & healthy

POWER, CONTROL

Keeping our bodies strong, energised and stimulated to stay healthy and strong and avoid unwanted health problems

Making tough dietary needs simple & enjoyable

SIMPLICITY

Helping people navigate the challenging food choices they make when restricted in what they can eat, making sure they can navigate the daily challenges and live their life to the full

Discovering & enjoying great food

EMOTION, EXPLORATION

Taking people on a journey of discovery exploring the taste experiences that can be found in alternative diets, and so boosting their joy of food and eating, rather than compromising it

Size = % of content

Keeping your body (and mind) strong & healthy

Keeping our bodies strong, energised and stimulated to stay healthy and strong and avoid unwanted health problems

Energy for a more vibrant life - Feeding the body in a way that boosts our energy and vibrancy and so helps us get more out of life – perhaps a surprising and unexpected benefit of an alternative diet

Body as a well-run machine - Alternative diets as a means of finding foods that work in tune with our bodies and unlock the optimum way our bodies work (in a way that more familiar foods do not)

Seeking an intuitive balance - Alternative ways of eating that speak to our innate understanding of what makes sense for our bodies and helps us achieve a balanced approach to our lives, rather than embracing extremes

Segment profile – Health and naturalness

	Keeping your body (and mind) strong & healthy	Making tough dietary needs simple & enjoyable	Discovering & enjoying great food	Engaging with more natural lifestyles	Unlocking intrinsic nutritional benefits	Innovative experiences that bring people together	Freq
weight	284	93	45	60	87	30	12624
health	235	37	39	62	157	69	12461
free	61	217	75	78	75	94	12128
healthy	163	113	79	98	89	58	11619
protein	229	30	35	42	230	34	8583
body	323	43	32	71	115	16	7449
whole	94	157	69	101	104	75	5529
fresh	34	71	81	194	137	84	5406
calories	304	42	54	70	103	26	4770
nutrition	186	49	41	50	200	73	3408
organic	58	102	71	92	167	109	3061
energy	298	39	58	54	129	22	2909
heart	256	30	48	67	162	37	2707
natural	101	84	48	159	149	59	2643
vitamin	218	25	12	53	275	17	2598
exercise	323	49	50	79	69	30	2223
homemade	15	107	98	88	89	203	1962
real	77	192	85	91	54	101	1880
nutritional	103	58	54	82	236	67	1706
season	51	66	170	140	97	76	1485
healthier	127	117	125	81	67	83	1421
vitamins	179	51	14	61	282	12	1329
cholesterol	320	8	9	29	228	5	1277

Based on word frequency within each segment – scores = index Vs word frequency across all segments

Segment profile – Life, enjoyment and emotion

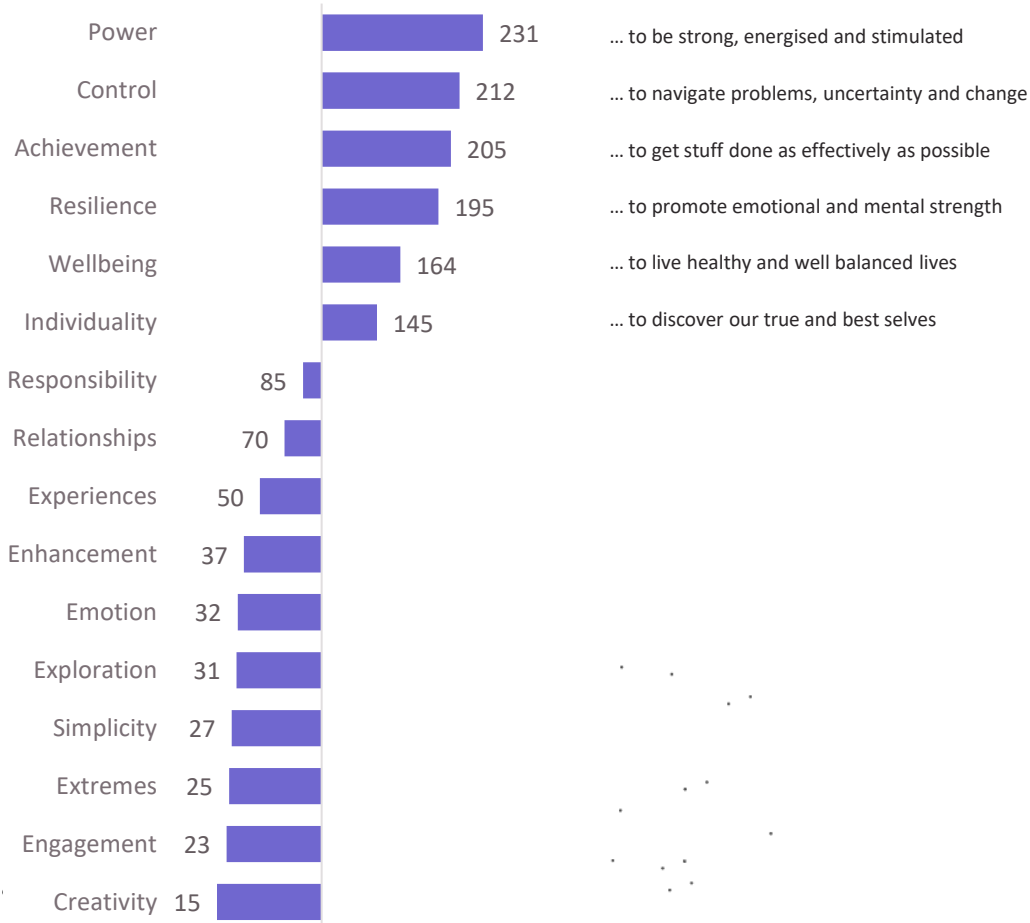
	Keeping your body (and mind) strong & healthy	Making tough dietary needs simple & enjoyable	Discovering & enjoying great food	Engaging with more natural lifestyles	Unlocking intrinsic nutritional benefits	Innovative experiences that bring people together	Freq
love	36	103	199	110	39	113	8695
delicious	21	119	193	111	60	96	6492
taste	31	75	196	119	90	90	4427
favorite	31	111	170	99	81	108	3870
perfect	61	91	125	135	71	117	3605
flavor	15	77	198	90	97	123	3388
different	86	125	102	74	102	111	2995
enjoy	69	91	168	119	50	103	2745
pressure	172	40	41	92	148	108	2731
lifestyle	174	90	80	102	70	83	2693
risk	295	36	18	43	175	33	2388
rich	98	67	78	85	210	62	2324
creamy	26	103	125	120	110	116	2310
amazing	47	80	171	106	67	129	2068
thanks	66	94	126	70	49	195	1894
friendly	37	143	101	85	95	139	1832
texture	22	86	147	150	100	95	1729
quality	123	77	82	77	150	89	1688
summer	49	90	84	193	79	105	1677
idea	105	98	129	102	58	108	1558
happy	82	64	216	116	31	92	1553
share	48	83	112	75	72	211	1510
loved	50	62	185	92	47	163	1354
hope	99	94	180	90	41	98	1335
variety	93	140	71	84	157	55	1276
explore	112	40	104	119	79	145	1171

26%

Keeping your body (and mind) strong & healthy

Drivers

INDEX* – Vs all NeedDriver average



Top 12 Keywords

(ranked based on INDEX* score, word frequency)

Muscle	Mental	Blood sugar	Body
Exercise	Cholesterol	Disease	Diabetes
Calories	Intake	Lose	Energy

Other Keywords

(ranked based on INDEX* score, word frequency)

Health & naturalness	Eating & Cooking	Day to day routine
Exercise	Eating	Intake
Body	Food	Day
Cholesterol	Meals	Plan
Life, enjoyment & emotion	Dietary choices	Foods & ingredients
Risk	Fasting	Sugar
Lifestyle	Ketogenic	-
Pressure	Fats	-

Sourcing Areas

(ranked based on INDEX* score, sourcing area frequency)

Dieting & weight loss
Alternative diets
Functional & Mood Food

26%

Keeping your body (and mind) strong & healthy

Energy for a more vibrant life

Feeding the body in a way that boosts our energy and vibrancy and so helps us get more out of life – perhaps a surprising and unexpected benefit of an alternative diet

“

It is a foundation upon which we can build a truly healthy relationship with food and body so we can **show up in the world with vibrant energy and passion**

The transition to a raw foods diet is really an eye opening experience that teaches us how much **we can thrive on living foods**

If I said you had the body of an all-natural, **organic-living, animal-loving, environment-nurturing, whale-saving sex machine**, would you hold it against me

Body as a well-run machine

Alternative diets as a means of finding foods that work in tune with our bodies and unlock the optimum way our bodies work (in a way that more familiar foods do not)

“

I imagined this soup as a **healing pot that will infuse my cells** with chlorophyll, oxygen and antioxidants, so they will wake up refreshed to a new life under the spring sun, balance the hormone production, enhance mood and create energy for new projects, ideas and challenges

First, a quick refresher: Besides helping food pass through your digestive system, fiber can promote healthy gut bacteria and **stoke your metabolism**

Consuming curry powder may **boost brain and digestive health**, improve feelings of fullness, lower blood sugar levels, and provide antibacterial effects

Seeking an intuitive balance

Alternative ways of eating that speak to our innate understanding of what makes sense for our bodies and helps us achieve a balanced approach to our lives, rather than embracing extremes

“

So in this work we also cover these **important aspects of Paleo Lifestyle**: a congenial environment ; naturally adapted physical activity ; restorative sleeping patterns ; healthful sunshine nutrition; and appropriate stress exposure

I believe incorporating **long-standing Aboriginal philosophies of holistic health** with a modern whole food plant-based diet has the potential to improve the physical, mental and spiritual wellbeing of all Australians

As a whole, **common-sense healthy** provides tangible solutions real answers that can work in almost any lifestyle for the average American

26%

Keeping your body (and mind) strong & healthy

The role of PLANTS...

- Part of an everyday healthy lifestyle
- All the fuel and energy your body needs
- All the resources your body needs
- Nutritionally efficient (low calories)

“

Discover the essentials for transitioning to a plant-based lifestyle, **the abundance of everyday plant-based eats to nourish your body**, and tips for incorporating healthy choices into everyday life

“

I mention all of my exercise and training, because as an athlete, I find that my plant-based diet provides me **more than enough of all of the energy and nutrients I need to thrive**

“

Fruits and vegetables offer **rich sources of active nutrients that support the body's self-healing systems** Plant-based foods provide the resources your body requires to reduce your risk of developing chronic diseases like diabetes, hypertension, and heart disease

“

A whole foods plant-based diet is **nutrient-rich and generally calorically poor** meaning that plant foods provide optimum nutrients without an over abundance of calories

3. Show the business impact

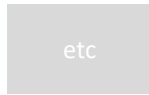
Demonstrate how this is a more agile, digital approach for driving brand growth through segmentation

Mapping brands

We're going to take 3 brands and see how they map against the world of alternative diets (and plant based foods) based on the keywords that best represent them



Mapping brands - Defining the keywords



Tomato

Oats

Burger

xxx

xxx

xxx

xxx

xxx

xxx

Tasty

Original

Planet

xxx

xxx

xxx

xxx

xxx

xxx

Cooking

Expert

Health

xxx

xxx

xxx

xxx

xxx

xxx

Grown

Focus

Positive

xxx

xxx

xxx

xxx

xxx

xxx

Flavour

Sustainable

Choice

xxx

xxx

xxx

xxx

xxx

xxx

Favourite

Health

Impact

xxx

xxx

xxx

xxx

xxx

xxx

Explore

Alternative

Plant

xxx

xxx

xxx

xxx

xxx

xxx

Family

Dairy

Meat

xxx

xxx

xxx

xxx

xxx

xxx

Words chosen to reflect positionings for each brand based on website copy.



BEYOND MEAT

Mapping brands – the detail

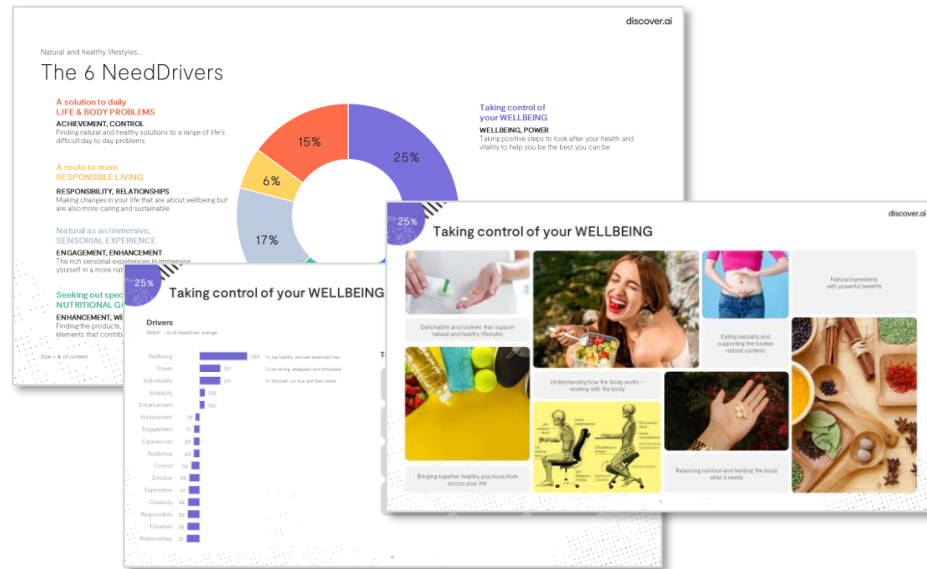
	Keeping your body (and mind) strong & healthy	Making tough dietary needs simple & enjoyable	Discovering & enjoying great food	Engaging with more natural lifestyles	Unlocking intrinsic nutritional benefits	Innovative experiences that bring people together	Freq
burger	64	68	167	63	127	111	845
planet	59	3	53	121	66	297	258
health	235	37	39	62	157	69	12461
positive	214	61	49	72	89	115	551
choice	93	103	98	96	123	87	1200
impact	180	44	43	60	104	168	821
plant	66	32	60	60	310	72	6062
meat	89	114	85	110	107	95	5086

Based on word frequency within each segment – scores = index Vs word frequency across all segments

Mapping brands – linking keywords to the segments

	Keeping your body (and mind) strong & healthy	Making tough dietary needs simple & enjoyable	Discovering & enjoying great food	Engaging with more natural lifestyles	Unlocking intrinsic nutritional benefits	Innovative experiences that bring people together
Heinz	-	Tasty	Tasty Flavour Favourite	Cooking	Tomatoes	Grown Flavour Favourite Explore Family
THE ORIGINAL OATLY!	Health Focus	Dairy Alternatives	-	Oats	Health Oats Alternatives Expert	Sustainable Original
BEYOND MEAT	Health Positive Impact (Meat)	-	Burger	Planet (Meat)	Burger Health Choice Plant (Meat)	Planet Impact

Two key methodologies



NeedDriver Mapping
Need-based segmentation
without the survey

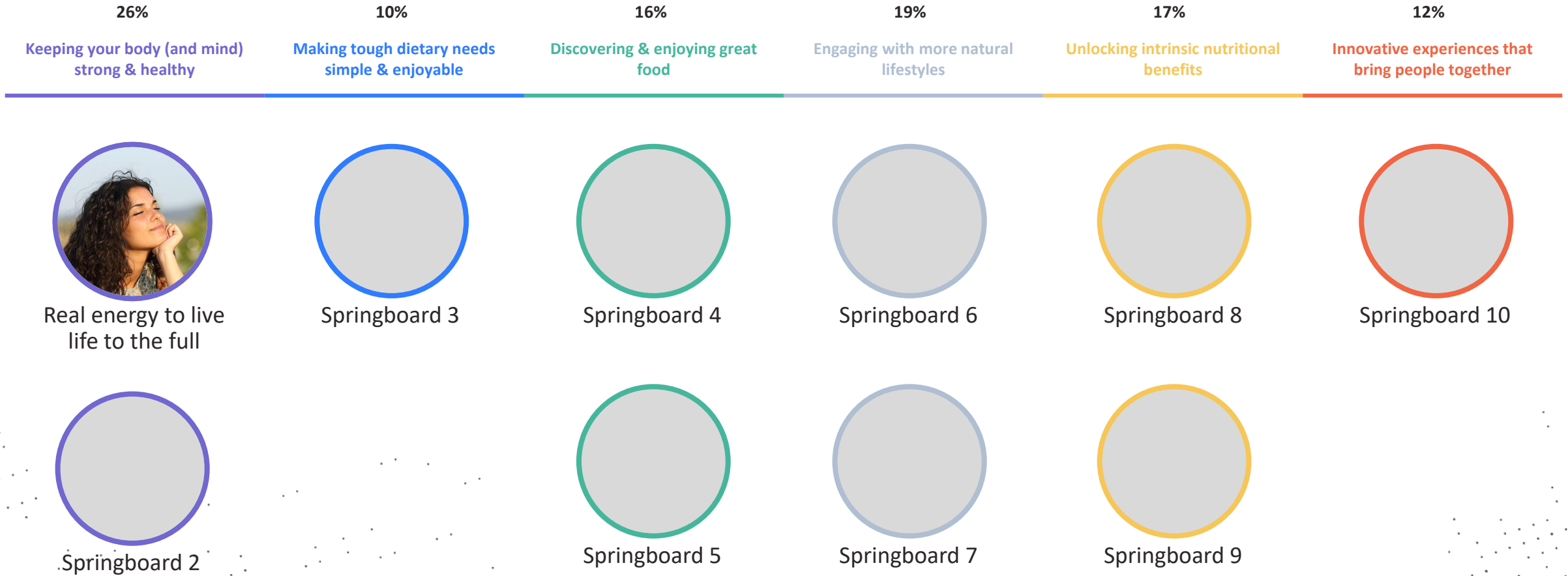
"where to play"



Springboards
A qual deep dive for
insight & opportunity

"how to win"

Springboards – compelling plant-based propositions





A plant-based brand could be all about...

Real energy to live life to the full

Energy that feeds both the body but also mind and emotions, helping people embrace a more positive and passionate approach to living their lives

AT THE HEART OF THE SPRINGBOARD

- 360° energy for body and mind

EMOTIVE

- Passion, energy, emotion and love for life

EVOCATIVE LANGUAGE

- All the energy you need
- Confident relationship with food
- Happy dance food
- Vibrant recipes
- Brighten up your diet
- Boost brain and mood
- Passion for natural living
- Mental clarity
- No dieting or deprivation

IMPLICATIONS FOR BRANDS

- A complete reversal away from plant based foods as being reductive deficient and leaving the body lacking, instead showing that its everything to feed the body but also living the mind stronger and you happier, more confident and enjoying life





A plant-based brand could be all about...

Real energy to live life to the full

Energy that feeds both the body but also mind and emotions, helping people embrace a more positive and passionate approach to living their lives

HAPPY DANCE FOOD

A lover of life and everything beets, I am passionate about happy dance foods: healthy foods that invigorate, inspire, and make me want to shimmy with joy

[Source](#)
ENGLISH LANGUAGE

WALK DOWN THE PATH TO HEALTH

My goal here at Deliciously Organic is to give you sound advice, vibrant recipes that your whole family will love and help you walk down the path towards better health

[Source](#)
ENGLISH LANGUAGE

BOOSTS BRAIN FUNCTION AND MOOD

Eating plenty of nutrient-rich foods with the vitamins and minerals our bodies need is really important for our energy, brain function and mood

[Source](#)
ENGLISH LANGUAGE

A PASSION FOR NATURAL LIVING

Jess is a fellow real food lover with a passion for natural living, herbs, and anything that keeps her family and home healthy.} ~~~~~ It today's world it seems that it takes more effort to be healthy

[Source](#)
ENGLISH LANGUAGE

BRIGHTENING UP YOUR DIET

I love how vibrant this slaw is- I've been eating winter food without actual winter weather and my diet really needs something like this slaw to brighten it up

[Source](#)
ENGLISH LANGUAGE

PROVIDES ALL THE ENERGY YOU NEED

There are many misconceptions about vegan diets but the truth is, a healthy vegan diet can provide all the energy you need

[Source](#)
ENGLISH LANGUAGE

ALL DAY MENTAL CLARITY AND VITALITY

Everything else that day becomes a bonus, and it sets you up for all-day, vibrant energy, mental clarity and vitality

[Source](#)
ENGLISH LANGUAGE

ENERGY WITHOUT DIETING OR DEPRIVATION

You'll have more energy; feel vibrant, healthy and strong; have clear skin; lose weight; banish those cravings and live symptom-free without dieting, deprivation or calorie counting

[Source](#)
ENGLISH LANGUAGE

CONFIDENT & HEALTHY RELATIONSHIP WITH FOOD

They can help you work on establishing a confident, healthy relationship with food so you can spend less time stressing and more time enjoying food

[Source](#)
ENGLISH LANGUAGE

CONFIDENCE, SELF ESTEEM & PURPOSE

Learning can boost self-confidence and self-esteem, help build a sense of purpose, and help us connect with others

[Source](#)
ENGLISH LANGUAGE

We've done 30+ Mapping projects for 20+ global clients

Markets we've worked with include ...

Sweden, France, Italy, Greece, Poland,
China, South Africa, Germany, Italy, Turkey,
Poland, Spain, UK, Portugal, Russia, UAE,
Belgium, Netherlands, Brazil, India,
Vietnam, US
... and many more



KraftHeinz

PHILIPS

NeedDriver Mapping

... is typically £20k +£5 per additional market
... and 4 weeks from brief to delivery

Springboards

... is typically £8k +£2 per additional market
... and 2 weeks from brief to delivery

In their own words...

“This has turned consumers, shoppers, into full-fledged people, with a life outside of the category”

“Our media / advertising partners love the richness, the depth”

“The map became a foundational piece of research in the development and roll out of our Brand Purpose”

“People love numbers, %ages, share of population. So it will take time and effort to get people onboard.”

Thank You

- 1. Introduce a new segmentation methodology** – that harnesses the power of machine learning to cluster unstructured text to map emergent online conversations
- 2. Share a case study** – with rich insights into Alternative Diets and plant-based eating (and how this relates to my own experiences)
- 3. Show the business impact** – demonstrate how this is a more agile, digital approach for driving brand growth through segmentation



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