

knit

CONDÉ NAST

How **Condé Nast** is using AI-Powered Quant/Qual

to explore emerging trends
among future consumers

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Today's Speakers



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knit



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CONDÉ NAST





A bit about *knit*

Knit's AI Research assistant combines the power of **Quant**, **Video** and **AI** to help brands get a **quicker and more holistic understanding** of their target audience.

Trusted by **100+** Brands



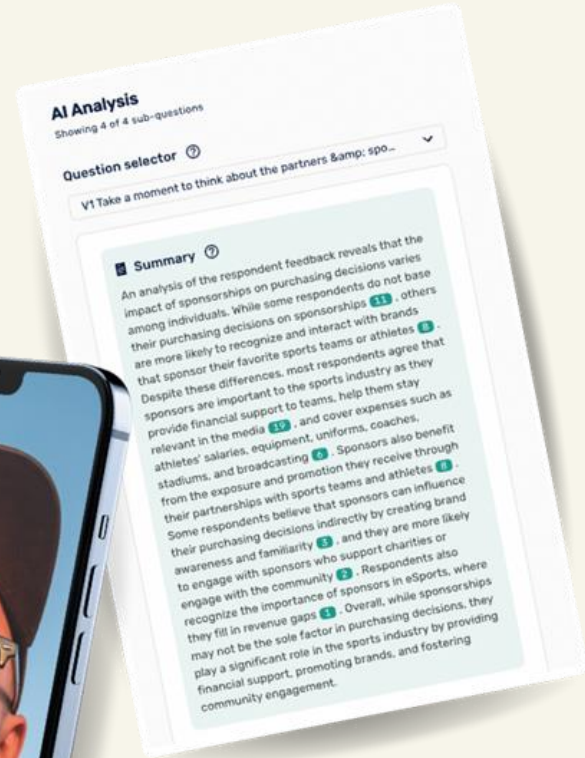
amazon



BETCHES



Moët Hennessy





Overview: How knit works

1



Create your survey

AI-Generated or Custom Programmed, with 100+ question varieties

2



Select your audience

Custom segment 5M+ consumers or field with your own panel

3



Analyze in minutes

AI-Generated Quant & Qual Summaries + AI Contextual Analysis™

4



Share impactful insights

Create showreels, customize charts and auto-generate editable reports





The Importance of Research for Condé Nast

Understanding shifting consumer behaviors to **quickly adapt** to the evolving media landscape, guiding both broader corporate strategy & new business innovation

VOGUE GLAMOUR WIRED GQ

Condé Nast
Traveler VANITY FAIR AD
ARCHITECTURAL DIGEST





Condé's 2024 Research: **Opportunities in View**



**Ensure Trust
in the Data**



**Expand the Team's
Qual Capacity**



**Evolve with
the Times**





Condé Nast found its *Partner* in knit



Let's dive into how we helped >>





Ensure Trust in the Data

Knit's VoC Video Research

“Seeing is believing,” and Knit’s VoC Video Research helps ensure Condé’s respondents are who they say they are

The screenshot displays the Knit VoC Video Research interface. At the top, it shows 'Knit Content for IL...' and 'In Progress'. The main content area features a video player with a man speaking. Below the video is a transcript box containing the following text: "Yeah, so the last time I chose a pizza restaurant, I did it via Uber Eats. Now, there were some reasons I wanted to do this. Number one, it was the pizza restaurant that my friends and I wanted to order from were far, so I didn't feel like driving 30 minutes each way. It was easier to just do it online. The food, it was amazing. They had a vast variety of food, so the menu was really good. And then also the, the, as I said, the location, but the price was good as well. It was not very expensive. Quality of the food is always really good, and I know I can rely on Uber Eats, so that's why I decided to do it that way." To the right of the video is a 'Playlist' section with three items, each with a profile picture, a name, and a duration (33 sec or 27 sec). The interface also includes a sidebar with navigation options like 'Project Overview', 'Survey Builder', 'Data Summary', 'Videos', 'AI Text Analysis', 'AI Video Analysis', and 'Showreels'. At the bottom right, there is an 'Expand All' button.





Expand the Team's Qual Capacity

Knit's AI Analysis Capabilities

With a massive internal workload, Knit's AI Analysis capabilities help Condé Nast unlock qual-at-scale to get an immediate understanding of the "future consumer" in an instant

Bonus: Digging Deeper with Quant Cuts

Knit Content for IL... In Progress

Active Team: Get Help
Knit

Video Analysis

Summary

The analysis of the responses reveals that the decision to order pizza is influenced by various occasions, events, and moods. The most common occasions for ordering pizza include weekends, particularly for activities like watching movies or having family game nights, and after a long day at work when individuals are tired and seek a quick, easy, and filling dinner. Pizza is also a popular choice for social gatherings such as football games, birthday parties, family gatherings, and major life events due to its convenience and ability to cater to...

Themes Theme Cloud

- What occasions, events, or moods influence you to choose to order... 219 >
- Why do you tend to choose pizza instead? 147 >
- What alternatives are you generally considering it against? 71 >
- Are there certain times where you're ordering pizza more than... 58 >

[Add a new theme](#)

Untagged Responses 2

Showing all responses [Select Responses](#)

Response 1: Usually I order pizza whenever I am just craving pizza. There aren't any certain times that I specifically order pizza more than others. Usually whenever I am deciding on what to eat and pizza is an option, pasta would be another option or chicken.

Response 2: So I usually choose to order pizza when I am kind of, you know, in a more chill mood and you know, usually like the weekend or something and I just wanna unwind or you know, not really have to worry about making my something myself. And let me look at the questions. Yeah, I'm definitely ordering it more on the weekends. It's just a nice way to unwind. You know, there's a lot of pizza chains near me. First of all, I think that is very, very important for the demographic of customers that a pizza chain is faced with because there's always a pretty large one. And yeah, pizza is just, I don't know, it's kind of love pizza as a child, of course. Like, unless you're lactose intolerant. But I digress. It's just something that's like a nice little treat for yourself every now and then, you know? And yeah, I love y'all. Thank you for all that you do.

Tags: [Nighttime Cravings](#) [Healthier Options](#) [Hood and Cravings](#) [Late Night and Tiredness](#) [Weekends and Weeknights](#) [Anytime and Week](#) [Comfort](#)

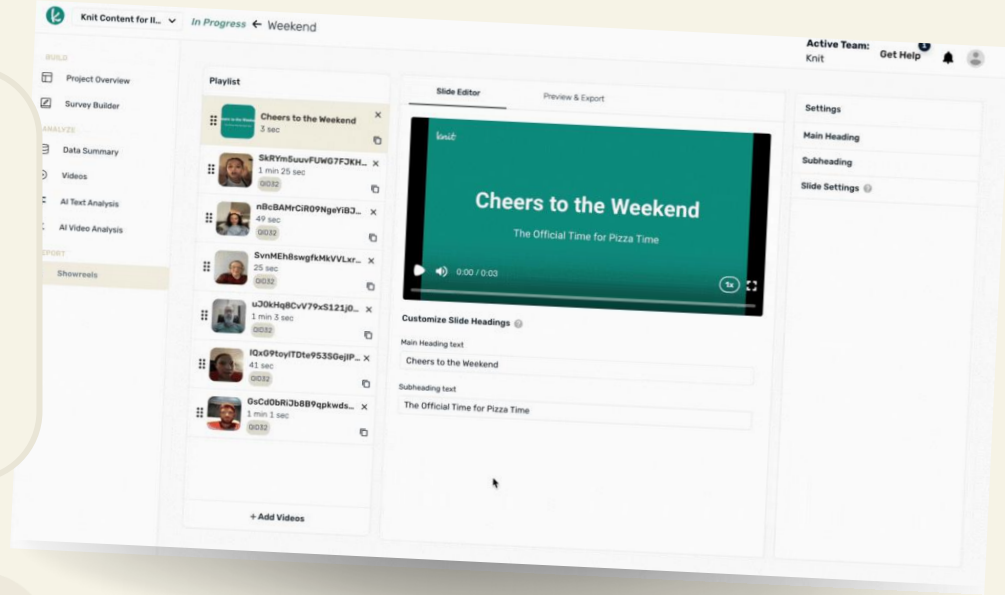




Evolve with the Times

Knit's Additional AI Features

From AI Respondent QA to AI Generated Surveys and No-Code Showreel Creation, Knit's suite of AI Features offer endless opportunities for Condé to evolve with its business demands





knit x CONDÉ NAST

With the help of Knit, **Condé Nast's Insights Function** is able to evolve just as quickly as its consumers are.





Partner with *knit*

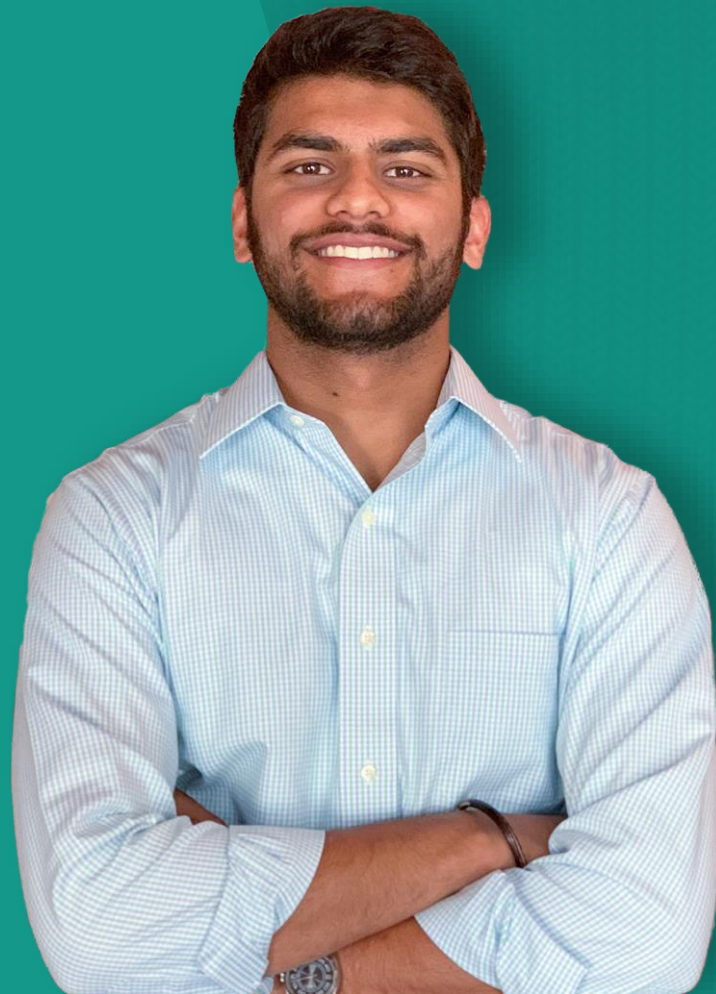
Want a deeper Knit demo? Just have a question? Reach out to the Knit team anytime!

Aneesh Dhawan

CEO & Co-Founder



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Want more info? goknit.com