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AI ENHANCED MARKET RESEARCH - A PERFECT TEAM

A brand and a tech provider take you along their exploration journey of gen AI

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AI ENHANCED MARKET RESEARCH - A PERFECT TEAM

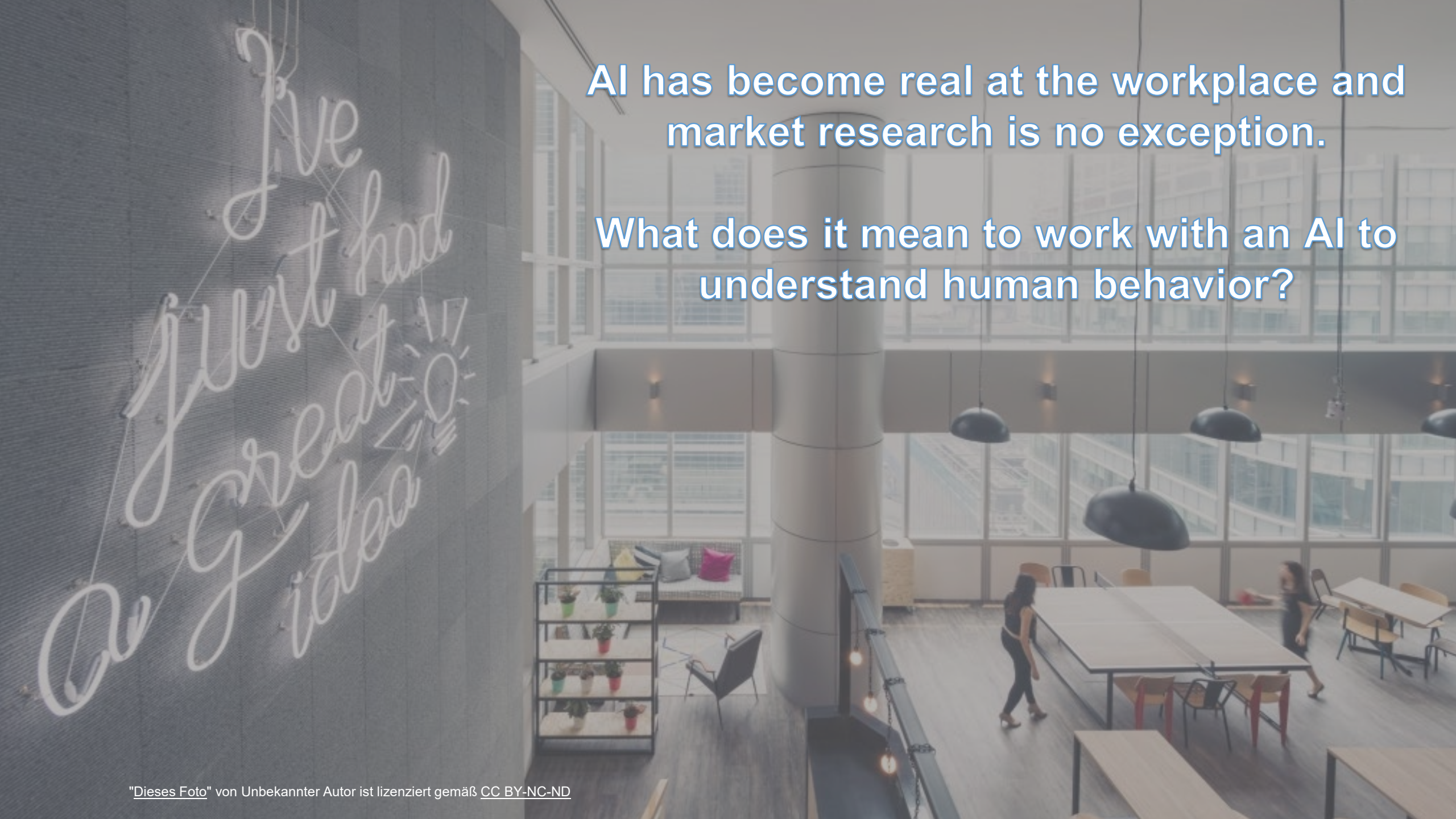
A brand and a tech provider take you along their exploration journey of gen AI



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AI has become real at the workplace and market research is no exception.

What does it mean to work with an AI to understand human behavior?

OUR EXPERIENCE WITH AI: BARI

Qual Moderation



Quant OE Coding

A circular screenshot of a table with a header row containing "_2a_cod" and a list of six categories:

| _2a_cod |
|--------------------|
| 1 Stability and re |
| 2 Economic mana |
| 3 Progress in poli |
| 4 Handling globa |
| 5 Dedication to |
| 6 Comparis |

Bilendi Artificial Research Intelligence

Analyses

Quant OE Moderation



OUR EXPERIENCE WITH AI: BARI

Qual Moderation



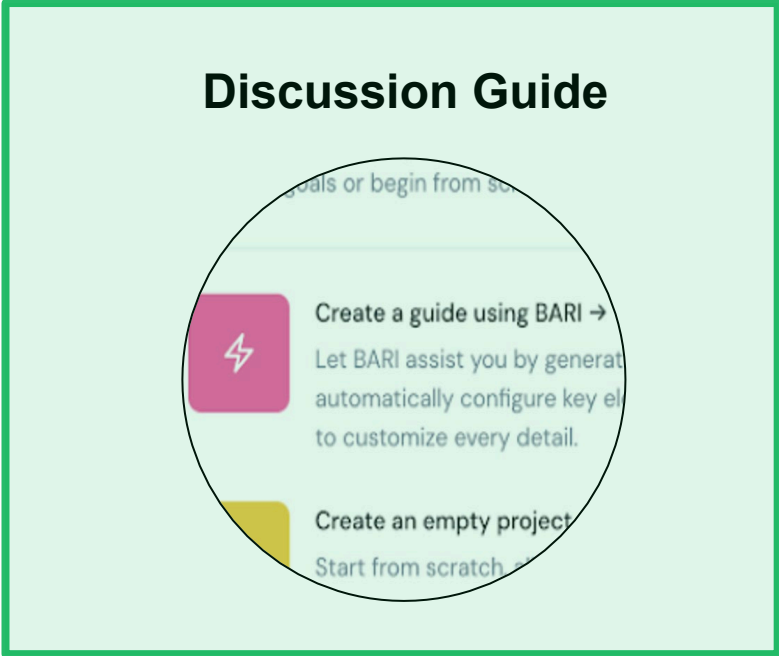
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Bilendi Artificial Research Intelligence

Discussion Guide



Analyses



Quant OE Moderation



ONLINE QUAL & CONVERSATIONAL AGENTS

Online qual: the perfect playground for LLMs
(lots of verbatims, lots of tasks with limited added value)

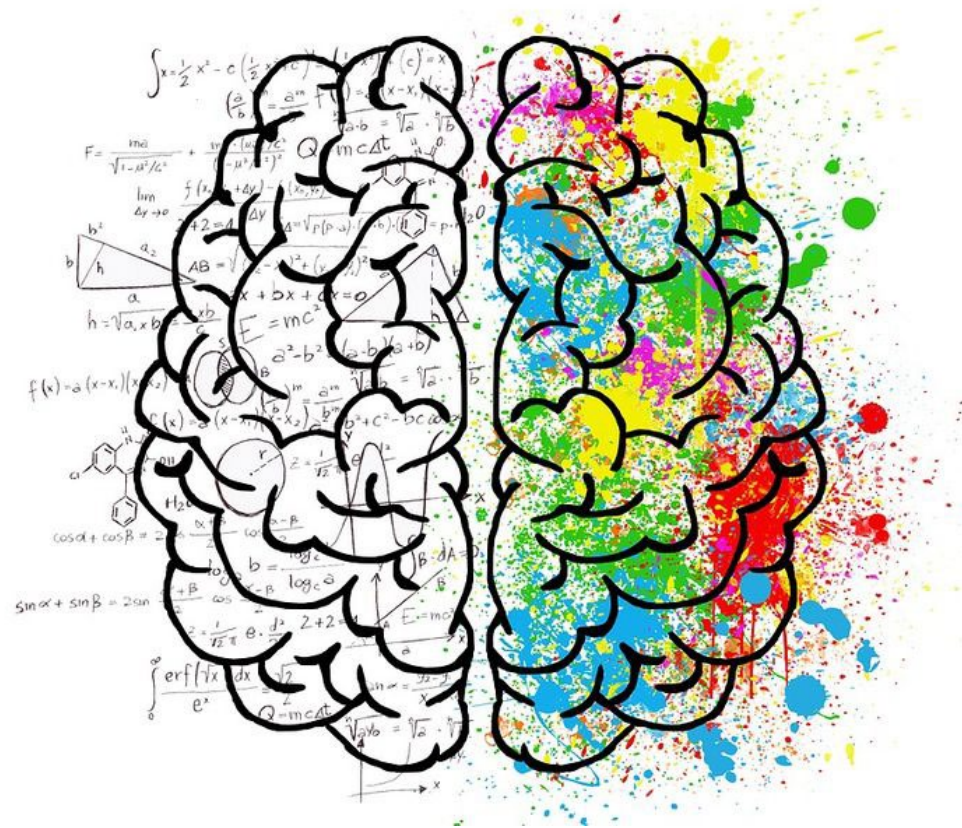
True qual at scale: an old promise that could at long last be fulfilled?

Uncharted territories: Qual depends on human interactions, what happens when part of those are replaced with Human-AI interactions?

HUMAN & AI

A paradoxical thinking, when it comes to AI:

We quickly assume:
«Its only mathematics»
(probabilities / numbers)



But at the same time we are quick to humanize machines

Welcome to

```
EEEEEE LL      IIII  ZZZZZZZ  AAAAA
EE      LL      II     ZZ      AA   AA
EEEEEE LL      II     ZZZ      AAAAAAA
EE      LL      II     ZZ      AA   AA
EEEEEE LLLLLL IIII  ZZZZZZZ  AA   AA
```

Eliza is a mock Rogerian psychotherapist.

The original program was described by Joseph Weizenbaum in 1966.

This implementation by Norbert Landsteiner 2005.

ELIZA: Is something troubling you ?

YOU: Men are all alike.

ELIZA: What is the connection, do you suppose ?

YOU: They're always bugging us about something or other.

ELIZA: Can you think of a specific example ?

YOU: Well, my boyfriend made me come here.

ELIZA: Is it important to you that your boyfriend made you come here ?

YOU: He says I'm depressed much of the time.

ELIZA: I am sorry to hear that you are depressed.

YOU: It's true. I am unhappy.

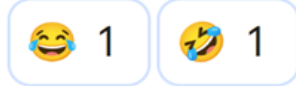
ELIZA: Can you explain what made you unhappy ?

YOU: █

MENTALIZING OF AI - ON THE RESEARCHER SIDE

Screenshots from internal Bilendi-Chats

she is anticipating because she does not want to be re-programmed



3 Nov, 09:44

poor BARI! I feel her pain.

only in Portugal, BARI is speaking brazilian portuguese, but we took this into account since we couldn't set Portuguese (EU) as the discussplace language

A

MENTALIZING OF AI - THE RESPONDENT SIDE

BA BARI Moderator • 2 months ago ✓ Response received ⋮

Thank you for sharing your thoughts with us, we appreciate your perspective!

CH [redacted] 440] • 2 months ago ⋮

Thanks

BA BARI Moderator • Dec 12, 2023 · 5:42 PM ✓ Response received ⋮


Vielen Dank für Ihre Antwort, Luctis! Wir freuen uns über Ihre Teilnahme an dieser Umfrage.

LU [redacted] 19478] • Dec 12, 2023 · 5:54 PM ⋮

Gerne

BE [redacted] 16476] • 15 days ago ⋮

Je tiens à vous remercier, cette expérience était vraiment sympa, j'ai donc mérité mes vacances, j'avoue que j'aurais bien amené BARI avec moi mais c'est impossible à première vue... Je suis au fond du trou !!!



Reply Tag

FIELDWORK – EVALUATING AI

| | | |
|--|---|--|
|  Fermé Fashion and you! DEMO UK – Fashion And You! 📅 24 nov. 2023 · 00:00 |  Fermé Deine Mode, dein Leben DEMO DE – Mode Und Sie! 📅 24 nov. 2023 · 00:00 |  Fermé La mode et vous ! DEMO FR – La Mode Et Vous ! 📅 24 nov. 2023 · 00:00 |
|--|---|--|

BARI

VS

TEAM



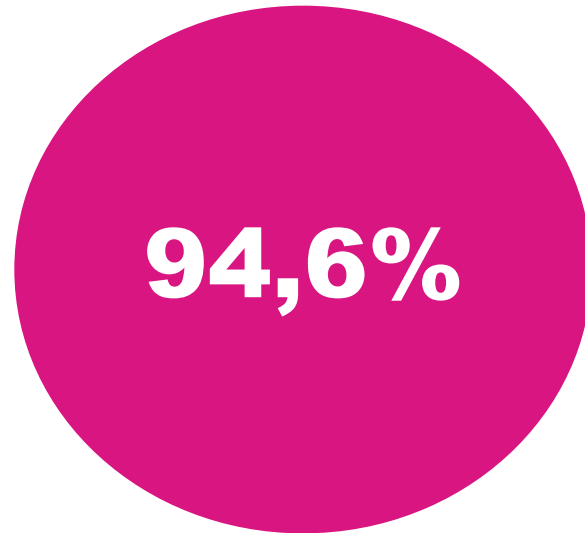
Ada

Claire

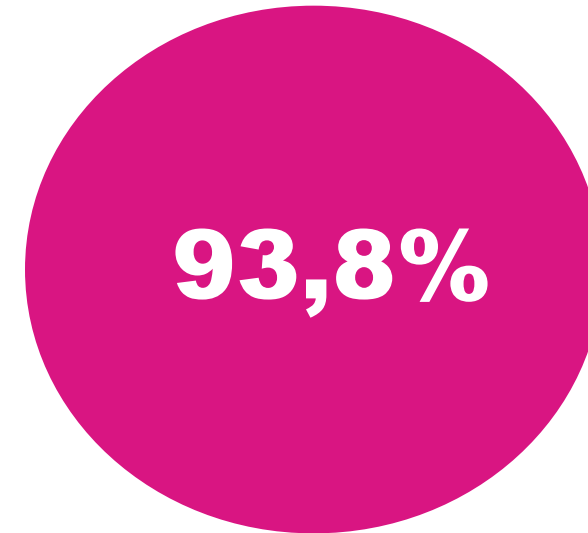
Melissa

COMPARING RESPONSE RATES

BARI vs TEAM



TEAM



BARI

BARI and TEAM successfully engaged participants.

Response rates are quite similar, slightly higher for TEAM, but not statistically significant (on 939 follow-up questions in total)

COMPARING RESPONSE QUALITY

BARI VS TEAM



Idea: what matters is not the follow-up itself, but rather the final output.

A good moderator is not a polite / smart / insightful / ... moderator.

→ **Good moderation simply is moderation that produces good verbatims.**

Given the task given to participants, does their reply to the moderator's follow-up question improve on their initial answer.

COMPARING RESPONSE QUALITY

BARI VS TEAM



We used chatGPT to evaluate the 'added value' of the responses of participants to moderators' follow-up questions.

We provided the description of the task, the initial participant response and their second response (as a reply to the follow-up).

We did **NOT** provide the follow-up question itself.

"On a scale from 0 to 5, how much would you say that the participant's reply brings insightful new elements and improves on his/her initial response? The output is a natural number between 0 (reply does not add much) and 5 (reply is very useful)."

COMPARING RESPONSE QUALITY

BARI VS TEAM



TEAM



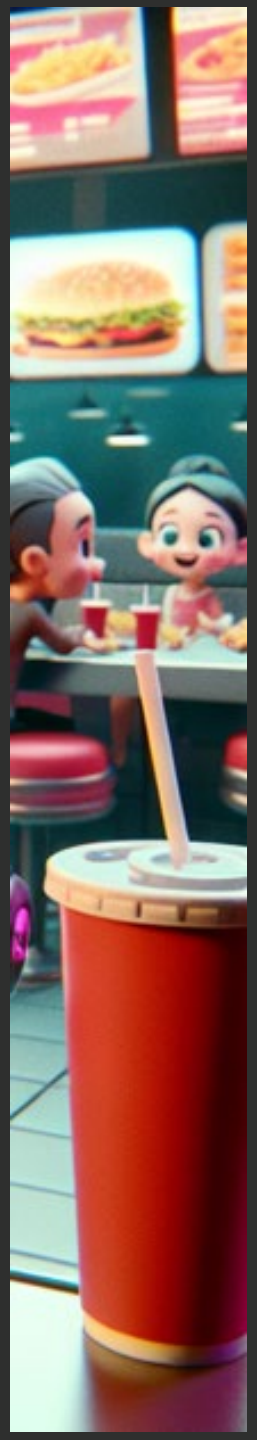
BARI

Replies elicited by BARI get a slight but significantly higher score than TEAM ($p. < 0.0308$).



USE CASE

Fry To the Future



PROJECT OBJECTIVES

Uncover growth opportunities for fast food menus

Givaudan Food Experience:
Optimising myself, my food, my planet



The challenge

Scope is vast (various product types, brands across Europe)
Limited understanding of fast food consumers



The brief

Who are the consumers of fast food?
What are their needs & innovation wishes?

STUDY DESIGN & QUAL PLATFORM

Study Design

Quantitative U&A Survey with n=250 per country including Givaudan's segmentation



Qualitative MROC with n=100 per country for 2 weeks

1st week qualitative U&A for deeper understanding of attitudes and behaviours

2nd week exploration of new ideas and needs

BARIs ASSISTANCE

BILENDI DISCUSS + **BARI** MODERATION AND ANALYSES



MODERATION



SUMMARIES AND ANALYSES



HUMAN REMAINS
IN CONTROL

Findings



FOODSERVICE IS MUCH MORE THAN JUST “JUNK FOOD”

People are fully aware that this type of food is not especially healthy for themselves but....

Besides practical reasons

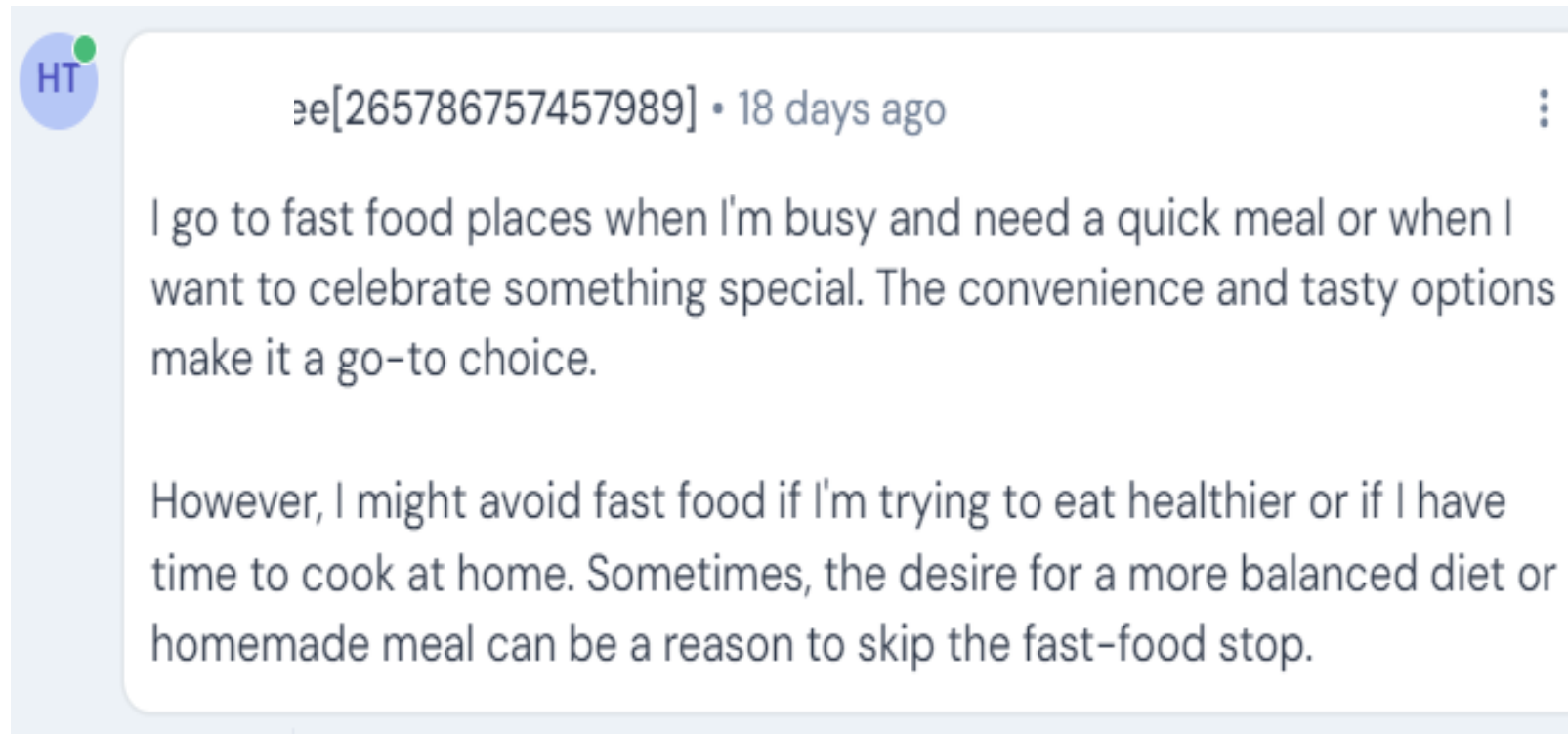
- Convenient: fast, close to where I live/work/study...
- No need to cook 😊
- Relatively cheap

Consumers love their QSR!

- The taste of this indulging comforting food
- No disappointment here. You're sure about what you will get.
- Most mention good memories / bonding times/ special occasions with friends & family

FOODSERVICE IS MUCH MORE THAN JUST “JUNK FOOD”

People are fully aware that this type of food is not especially healthy for themselves but....



HT

æ[265786757457989] • 18 days ago

I go to fast food places when I'm busy and need a quick meal or when I want to celebrate something special. The convenience and tasty options make it a go-to choice.

However, I might avoid fast food if I'm trying to eat healthier or if I have time to cook at home. Sometimes, the desire for a more balanced diet or homemade meal can be a reason to skip the fast-food stop.

FRY TO THE FUTURE – KEY FINDINGS

.... who find their own way to accommodate their needs

«Vegetarian selection is very suitable for me, and it is becoming more prevalent in fast food restaurants.» (UK)



Wellness Seeker
“Make it Natural”



Experience Pioneer
“Make it Exciting”



Tradition Twister
“Make it Familiar”

«Always the same thing, the big mac menu for over 25 years...» (FR)



Convenience Explorer
“Make it Easy”

“I take what I feel like at that moment” (GE)

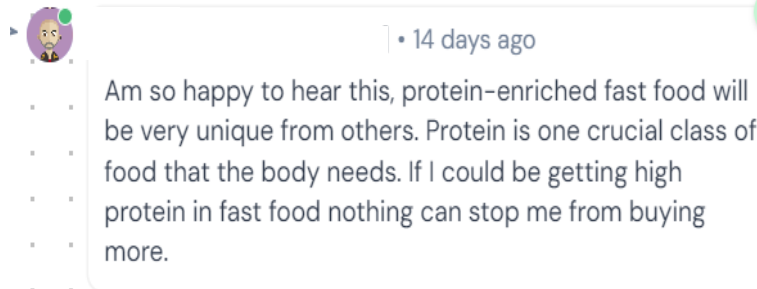
«Choosing what to eat at fast-food restaurants is always an adventure for me. Sometimes I have my favorite go-to meal, but I like trying new things too. I often check the menu for exciting options, and other times, I create my own combo with different flavors» (UK)

WE UNCOVERED OPPORTUNITIES FOR EACH CONSUMER GROUP

Protein enriched burgers



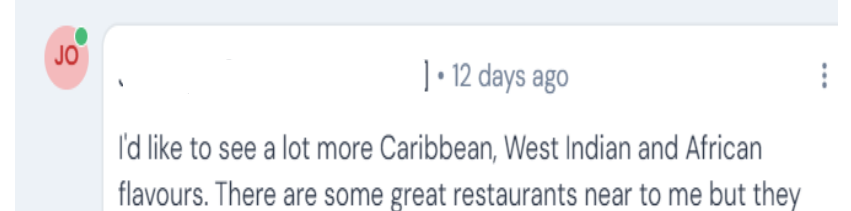
Convenience Explorer
“Make it Easy”



More variety of ethnic sauces



Experience Pioneer
“Make it Exciting”



BARI GUIDED THROUGH

Writing down a comprehensive guide covering every task that will be pushed to participants during the online research is both crucial and tedious.

To alleviate the pain, while living up to the expected quality, we made it **joint work between BARI and the researcher.**

Welcome to your new Bilendi Discuss project!

Choose how to start your project. You can either let BARI generate a discussion guide based on your research goals or begin from scratch to fully customize your project's design and parameters.



Create a guide using BARI →

Let BARI assist you by generating a project tailored to your research objectives. BARI will automatically configure key elements to help you get started quickly. You'll still have full control to customize every detail.



Create an empty project →

Start from scratch, allowing you to fully design and structure your project.

OUR EXPERIENCE WITH AI & ONLINE QUALITATIVE

Richness of insights on processed meat overall.

- Unlike for many other food & drinks, **high-quality does not imply healthy**

«Se li mangio preferisco la qualità...ma anche lì non sono tranquilla»

- Not only pleasure, but **convivial food by excellence**

«Je trouve que ce sont des aliments conviviaux. ce sont des repas qui en général plaisent à tout le monde et chacun se sert comme il le veut. Cela me rappelle de bons moment en famille»

- **Local specificities:** German are more keen to taste sweet flavours, whereas Italian, «picante», Polish, smoky, etc.

Pros and cons of AI generated concepts & testing

- **Immediate & clear** idea on best/least performing concepts
- **Not always aligned** with our intention: some perform across all targets where some designed for specific target did not succeed
- As a large range of various concepts (12) have been testing, **cross-relevant insights** have been uncovered.



Learnings & Outlook

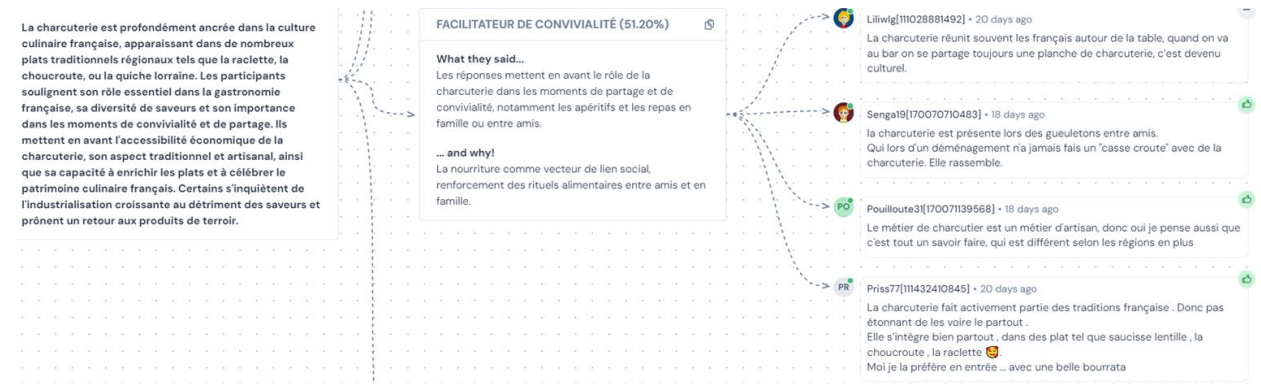
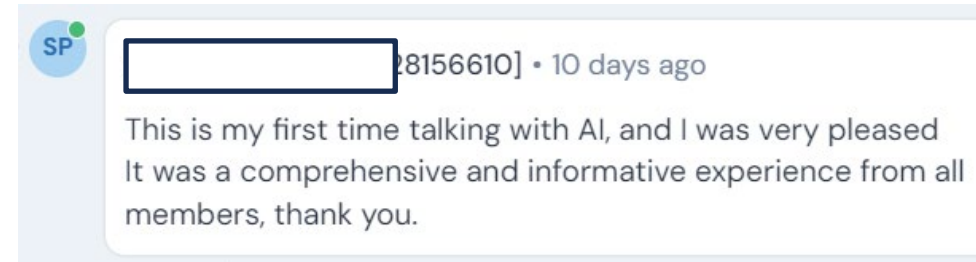
AI MODERATION – FEEDBACK GIVAUDAN

Conclusion

What I especially liked

- Very relevant AI moderation
- Immediate first insights with associated comments (no «black box»)
- Mix of qual & quant approach
- Can empower team, especially with less qualitative background
- Cost efficiency

AI can't replace human intelligence but is a great team member



I can imagine incorporating this type of fast DIY quali as a standard for some projects, similar to what we have been doing with quant since years...

WHAT ABOUT US RESEARCHERS?

Human & AI:

If AI is a tool, we need to master that **tool**, finding out the right moves that will **predictably result in the right effects**.

If AI is a **teammate**, we need to cooperate with that teammate, finding out the right **division of labour** and learning to **trust** her. We have to assemble a team, where AI takes the role of an assistant.

→ AI is not good enough to replace human performance, but it is good enough to relieve a huge workload and to make the human generated work better and more efficient.

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Thank you!

Givaudan