

A woman's face in profile, wearing glasses, with digital data lines and bokeh lights overlaid. The background is a blurred city street at night with colorful lights.

THE PREMISE OF AI FOR BUSINESSES

**The race for growth and
a competitive advantage**

How Ipsos is enabling it for clients today

THE RACE STARTED WITH AN UNEQUAL FOOTING FOR MOST

77%

Agree, that “AI will have a positive impact on the way we use information in the future”.

Base: Our Life with AI (Google-Ipsos) Report Jan 2024
Base: All respondents. “0. How much of an impact, if any, do you think AI is currently having on the following?” Percent selecting “major positive impact” or “minor positive impact”.

**The premise of AI,
is about gaining a
competitive
advantage through
lightning fast:**

Data-Driven
Decision Making

Enhanced Efficiency
and Productivity in go
to market strategies

Personalized
Customer
Experiences

Innovative
Products and
Services

Pattern
Analytics

Improved Supply
Chain
Management

HALLUCINATIONS

Can have a
heavy toll in
real life...

The New York Times



By Benjamin Weis

May 27, 2023

Meta's A.I. Characters

ChatGPT's Image Generator

Google's Bard Extensions

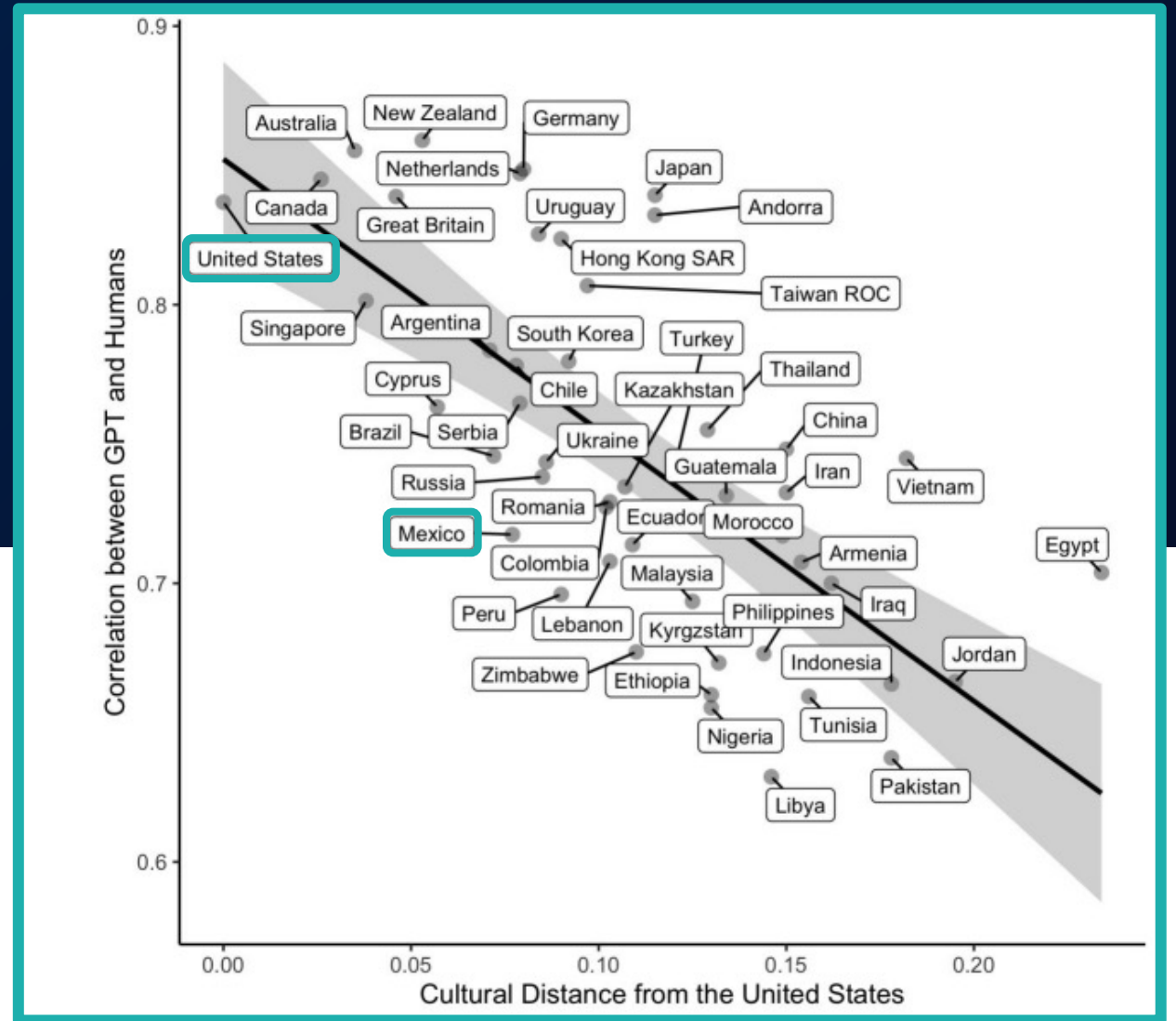
Here's What Happens When Your Lawyer Uses ChatGPT

A lawyer representing a man who sued an airline relied on artificial intelligence to help prepare a court filing. It did not go well.

BIAS

Which humans?

The more culturally distant from the U.S., the lower the correspondence between ChatGPT and human responses



* Atari, Mohammad, et al. *Which Humans?* 22 Sept. 2023. Accessed 12 Mar. 2024.

SECURITY

Confidentiality,
your compliance
team's
nightmare

Samsung workers made a major error by using ChatGPT

News

By [Lewis Maddison](#) published April 04, 2023

Samsung meeting notes and new source code are now in the wild after being leaked in ChatGPT



THE NEED FOR RESPONSIBLE AI

Truth

Is AI delivering **accuracy**?
How do we avoid
hallucinations and false
fabrications?

Beauty

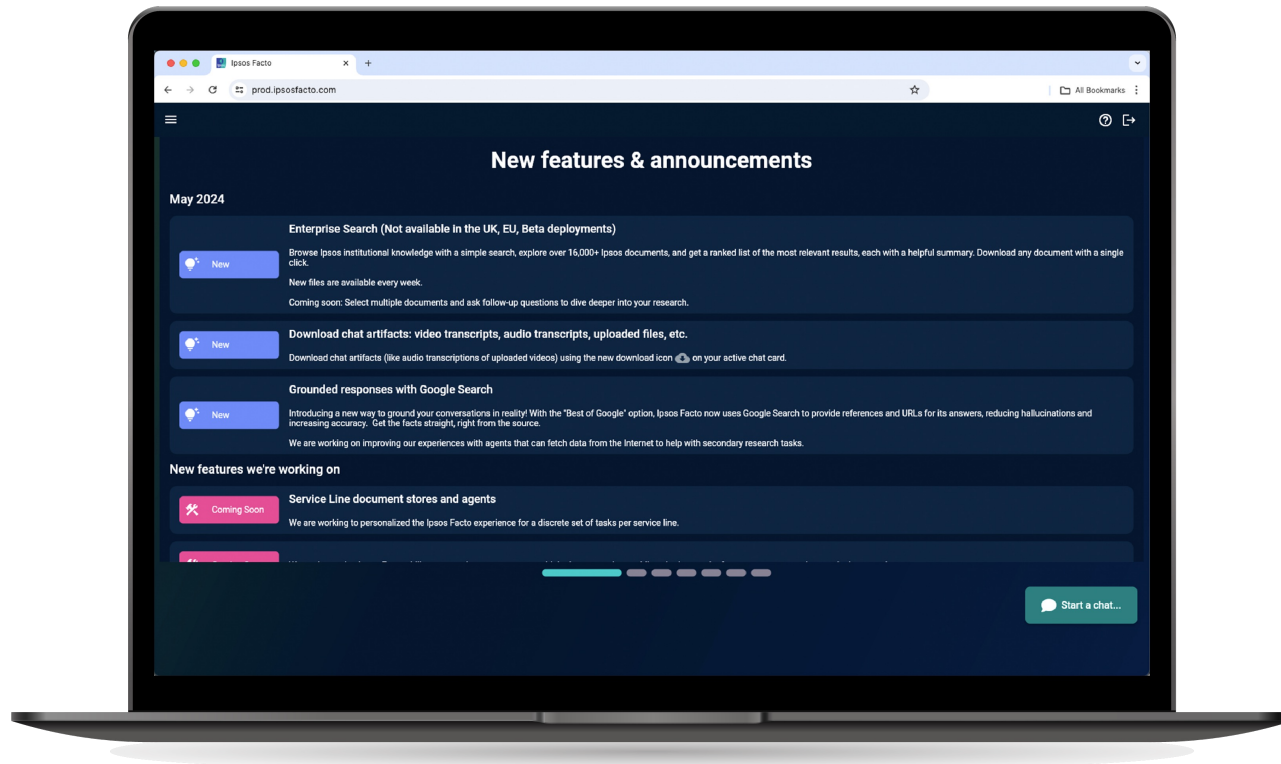
Explainability... Can we
explain and source the
outputs. Where do they
come from?

Justice

Security, Privacy, Rights & Responsibilities. How do
we treat participant and
client data with integrity?



Ipsos Facto powers how we conduct research.



Also available to clients via an early access program

Democratise

Embed Gen AI in the daily lives of all Ipsos employees

Operate

Transcribe, codify, extract themes, translate, summarise, generate topline data, ideas...

Innovate

New products and applications in Innovation, Reporting, Brand Tracking, Qualitative...

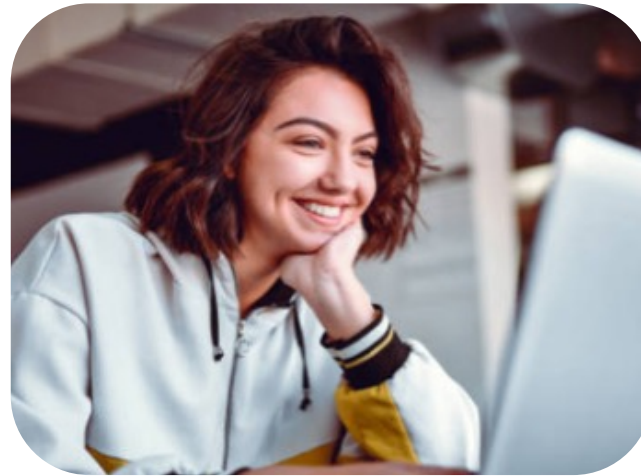
To realize the potential of Gen AI in consumer centric businesses you need ensure 3 things:

1 Use Gen AI tools trained in consumers



Essential that your tools are grounded in market research data.
Ensures results are better, safer and more relevant.

2 Ask the right questions



To get the right answer, you need know how to ask the right question.

3 Avoid the pitfalls

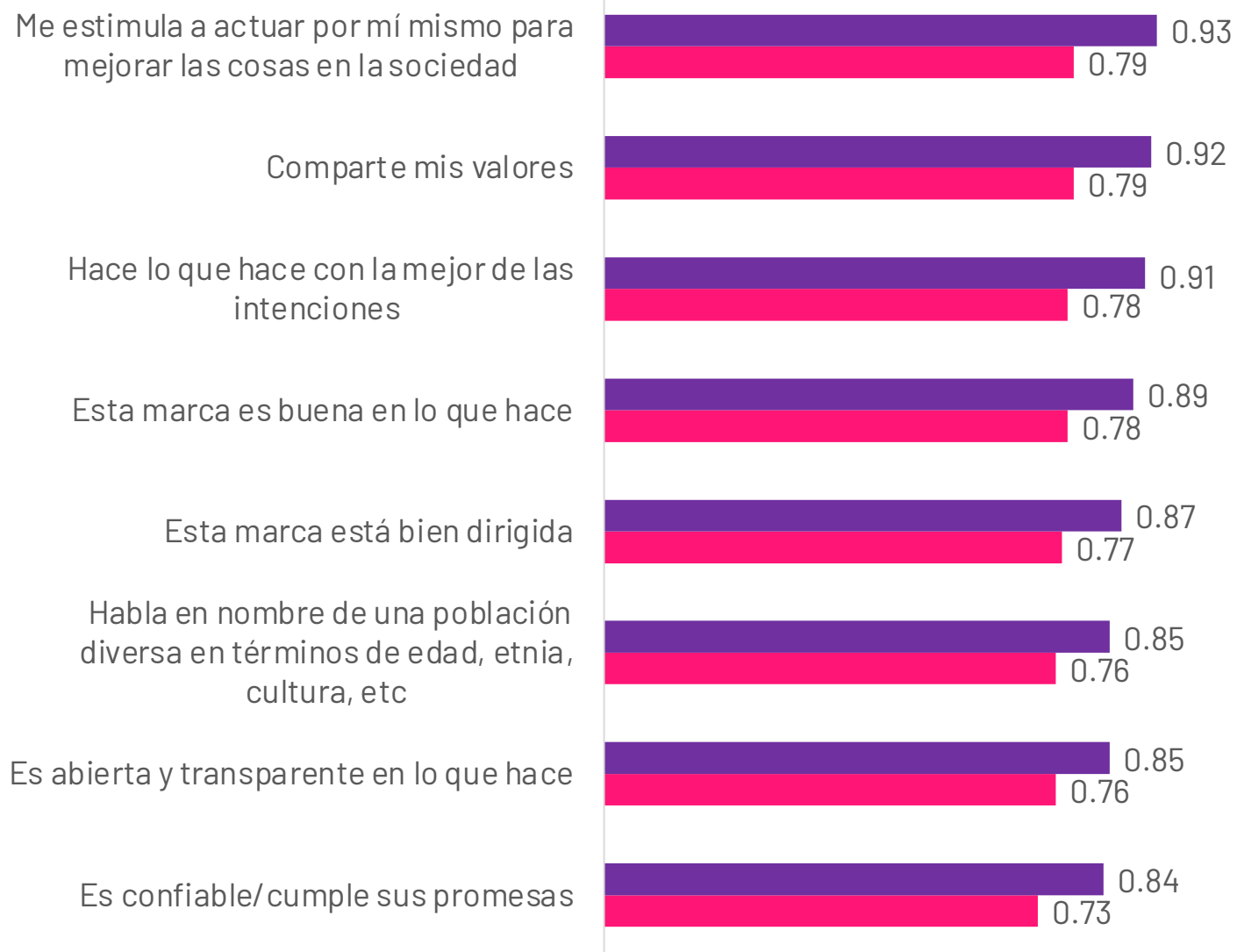


Gen AI isn't perfect. If used badly, it can hallucinate, perpetuate bias or bring security concerns.

IA vs. AI+HI

HI adds
statistical
significant value
to ai generated
content

Source: Comunidad en línea de México, mayo de 2024
Base: 312, solo Diferencias Significativas de Acuerdo T2B



At Ipsos, we
champion the **unique
blend of HI + AI** to
propel growth and
deliver a competitive
advantage

HI HUMAN
INTELLIGENCE

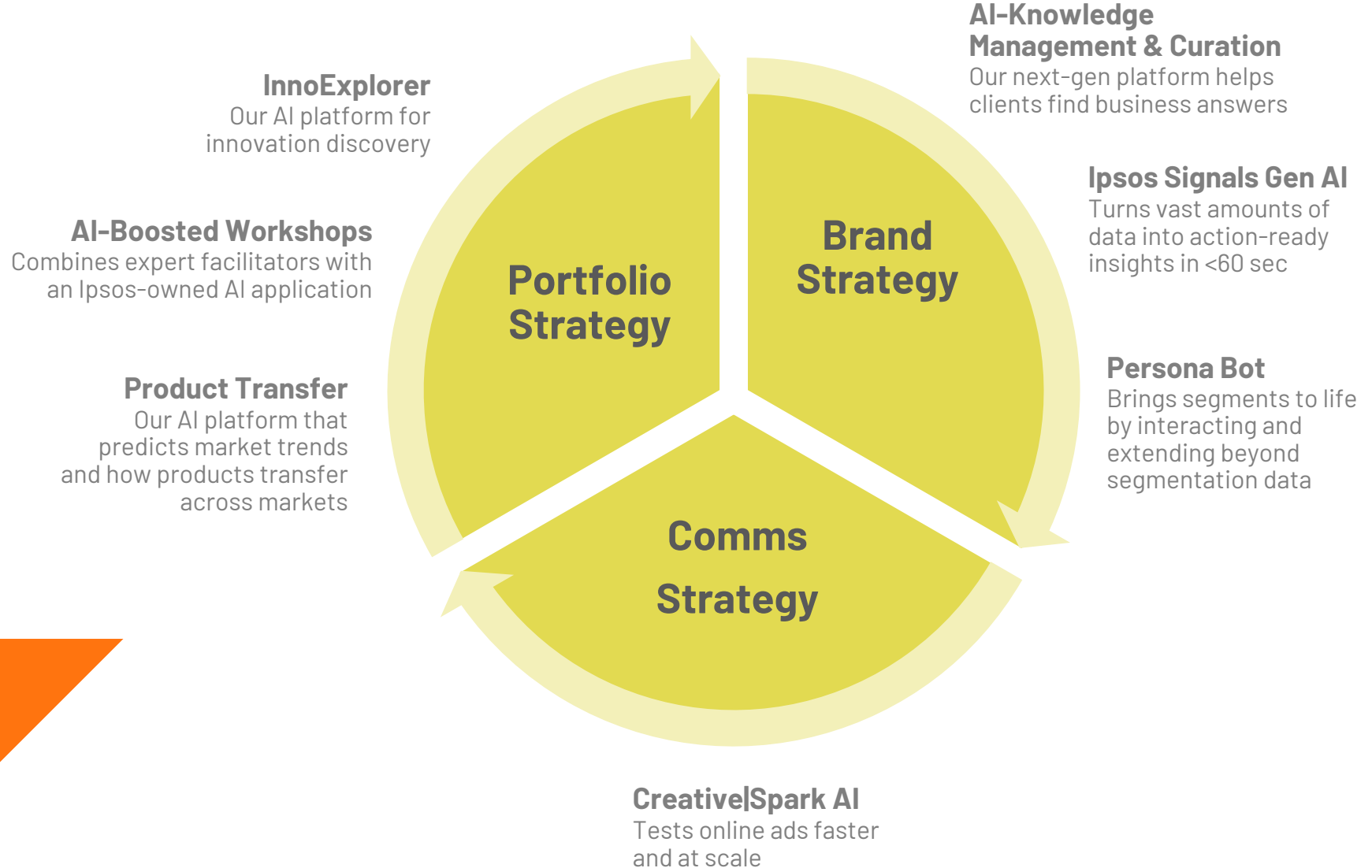
Imagination | Creativity | Curiosity



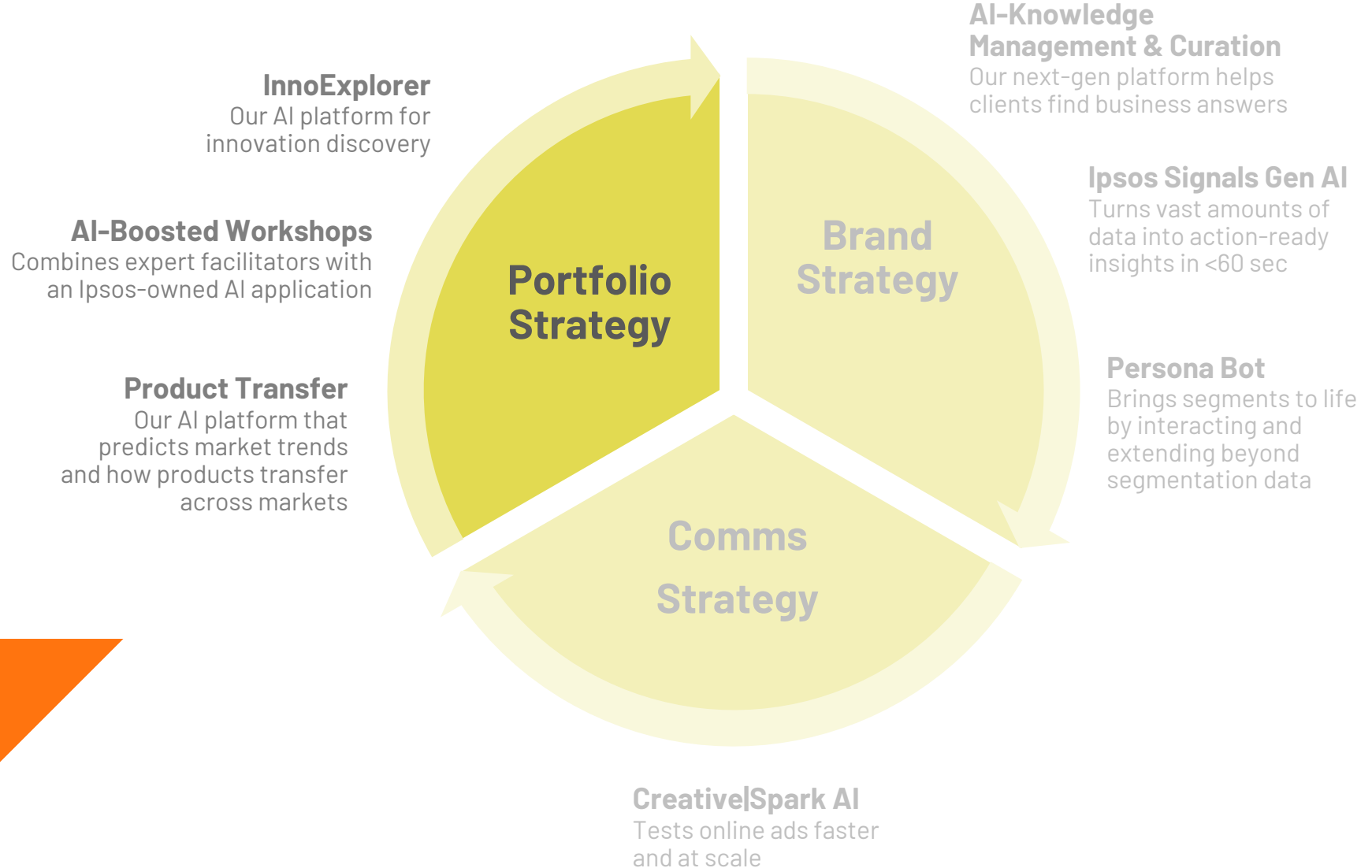
AI ARTIFICIAL
INTELLIGENCE

Efficiency | Inspiration | Scale

Gen AI solutions designed to address customer centric businesses decisions



Gen AI solutions designed to address customer centric businesses decisions



Innovative Products and Services

INTRODUCING INNO**EXPLORER** AI



CONSUMERS' EXPERIENCES ARE NUANCED AND INTRICATE

THE MOST VALUABLE DATA IS HUMAN

Data that captures
consumers' complex,
emotional, contextual, and
often irrational decision-
making

What
is she
expecting?

What
is she
feeling?

What
is she
sensing?

What is her
environment?

What
lifestyle
brought her
here?

BY TRAINING AI MODELS WITH REAL CONSUMER DATA, WE CAN CAPTURE THE ESSENCE OF WHAT DRIVES REAL HUMAN BEHAVIOR



RELEVANT

**Relevant to
the product category**



REPRESENTATIVE

**Representative
of the target audience**



TIMELESS

**Always true, valid
and applicable**

Why InnoExplorer AI is different

Off-the-shelf AI models get “on the job training”



Includes Authentic Consumer Experiences

Fresh, purposeful consumer data to compensate generic AI training data



Injects Innovation Knowledge

+45 years of innovation know-how, distilled in engineered prompts



Finetunes Model Algorithms with Vast Databases

AI learns success and failure from databases with +150,000 innovations

INNOEXPLORER AI

Transforms the innovation process

InnoExplorer AI builds consumer relevant ideas, concepts, products and packages, and predict their potential, in any product category.



*Compared to off-the-shelf AI models alone

**Compared to traditional product testing

Transforms the innovation process

- Creates new ideas, concepts, products and packs **in minutes**
- **Accelerates** innovation cycles from months to days
- Boosts innovations with **breakthrough potential**



AI-BOOSTED WORKSHOPS

Combines expert facilitators
with Ipsos' AI application



FOUR.AI is in the Ipsos Facto secure sandbox
Designed to overcome **the 4Fs of workshops** –
Framing, **F**ixed Mindset, **F**amiliarity Bias, and **F**ear

**A well –defined problem
is half solved**

FOUR.AI helps RE-**FRAME**
the problem, iterating through
“**How Might We**” questions with
the researcher.

**Divergent thinking; critical
component of ideation.**

Our process is designed to
challenge **FIXED** mindsets,
FEAR and **FAMILIARITY** bias.

We **leverage FOUR.AI and team input to generate & optimize ideas:**
pithy headlines, combining ideas, refining insights, benefits, and RTBs

- Expert facilitators partner with your team and our workshop application, **FOUR.AI**
- Operates within the Ipsos Facto secure environment, using proprietary prompts
- Human-AI partnership gives best of both worlds, taking ideas further, faster
- Better quantity & quality of ideas – fluency, flexibility, originality and elaboration



PRODUCT|TRANSFER



Product|Transfer uses AI to identify the best markets for your products.

Scaling products globally can be a challenge. **Now, you can quickly understand how successful your product will be in another market, without having to retest.** Product|Transfer inputs four components into a predictive AI model, to provide the probability of a product's success in other markets.



Streamlined product formulations



Accelerated time-to-market

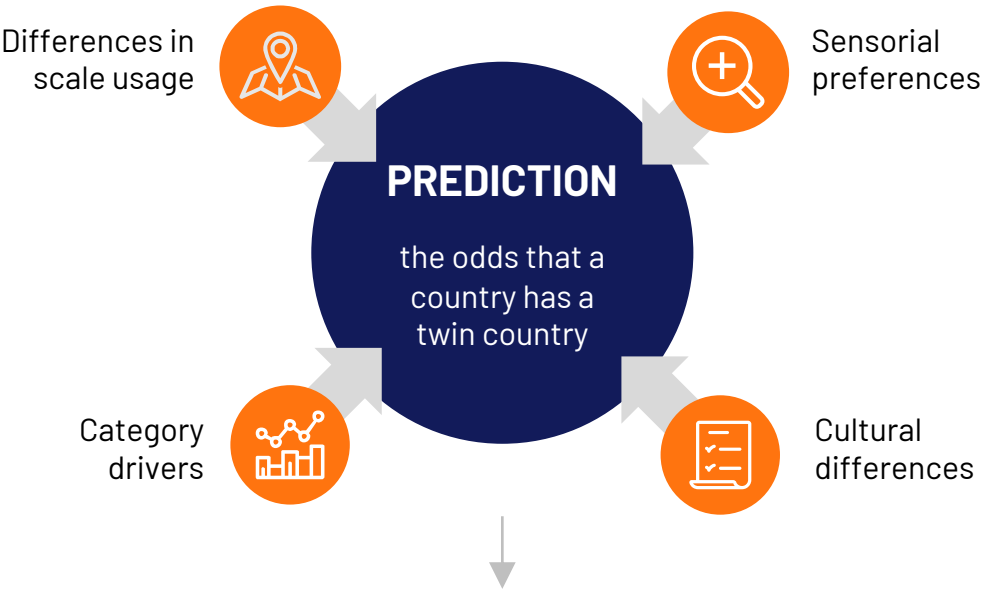


Reduced operations and production costs



Increased profitability

GROW WITH TRANSFERABLE INSIGHTS



COUNTRY OF CHOICE	TRANSFERABLE COUNTRIES	TRANSFER PROBABILITY	TESTING OPTIMIZATION OPPORTUNITIES
Argentina	Chile	High	Test only in 1 country of the pair
France	Brazil	Medium High	Test with 1/3 rd of sample size in relative country
Germany	Kenya	Medium	Test with 1/2 of sample size in relative country
India	France	Low	Full sample size testing recommended

Gen AI solutions designed to address customer centric businesses decisions



AI-POWERED CURATION

Easily determine **what you know** before making any critical decision



Input documents

Effortlessly ingest **documents** from various topics and have access to extractive Q&A tool to get primary answers (fast queries)

DIY option (via Ipsos Facto)



Process & Curate information

Craft, unite, and refine information, via **focused prompt engineering**.

Features: Enterprise search+ Document interrogation + Custom library module + memory personalized tool



Activate with HI*

Expert analysis to generate & activate nuanced insights.

Client can choose to commission:

- Topline report
- Detailed report
- Extended program
- Masterclass

Assisted option (Ad-hoc solution)

- **Streamlines the process of extracting valuable insights** from large data sets
- Unlock insights through a **simple, conversational AI interface**
- **Cross-project insights** are connected and contextualized.
- Human Curation Experts to **elevate and activate** findings
- Can be DIY or assisted
- A **secure environment** which doesn't inform any AI algorithm



Can be a standalone solution or used to leverage existing knowledge management systems

*Human Intelligence

IPSOS SIGNALS GEN AI

Predicting trends to stay ahead of competitors

To remain an **innovator in its industry**, a CPG company needed a way to spot consumer trends more quickly.

We leveraged our category expertise and extensive trends knowledge powered by Signals GenAI tool to capture **early trends across the globe**.

We collected thousands of posts from a wide range of online sources to help teams spot **“what’s hot” in the moment** – and what’s emerging.

After just 3 days, we not only ensure their concepts are deeply grounded on authentic consumer insights, but it helped sharpen their concepts with the latest trending ingredients and the right tone directly from the voice of the customer.



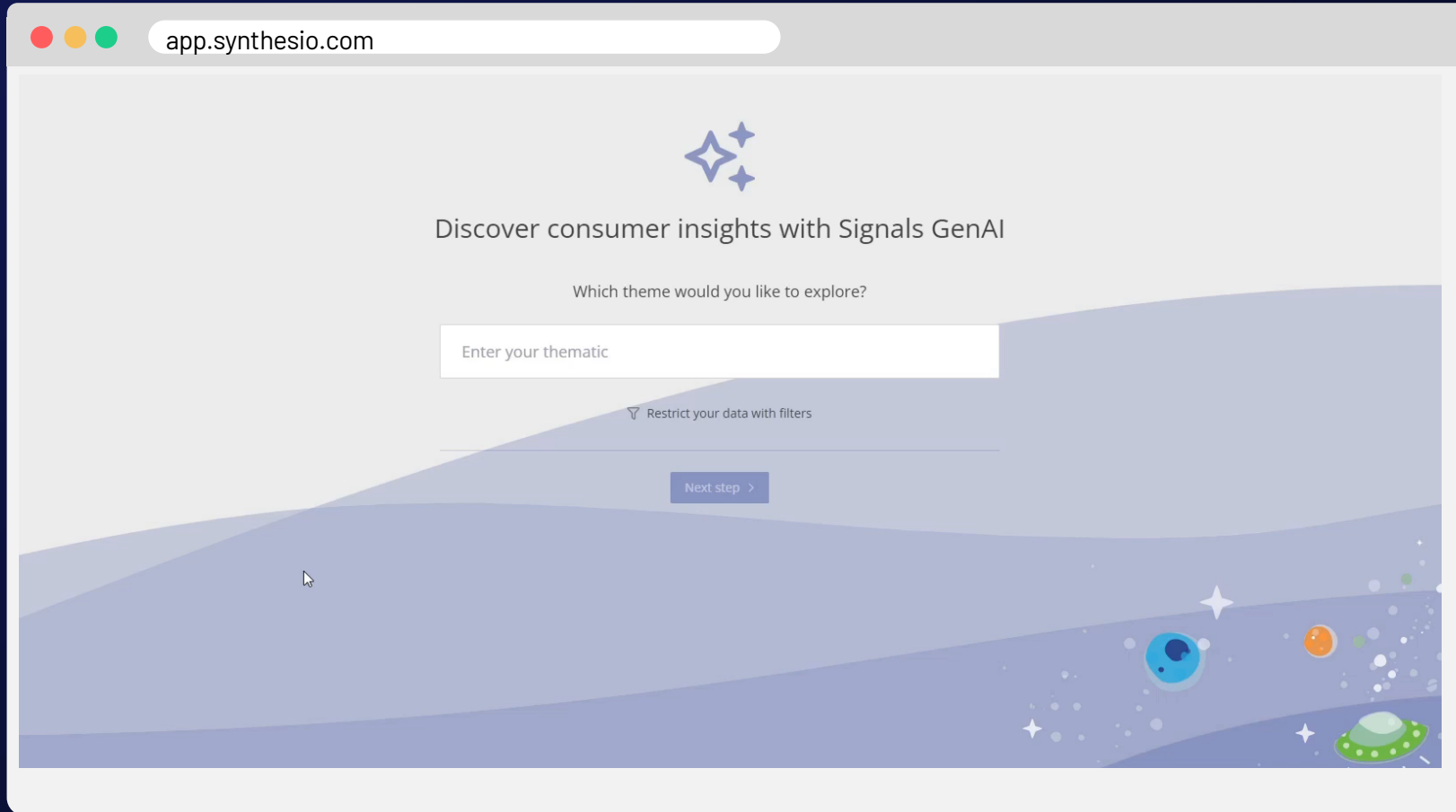
Click for impactful Insights

Transforming unstructured consumer generated data into actionable insights based on the definition of the topic of interest and Synthesio developed insight prompts.

IPSOS SIGNALS GEN AI

Actionable insights from social data in minutes

Explore any topic and generate impactful insights with just three clicks...



The screenshot shows a web browser window with the address bar displaying 'app.synthesio.com'. The main content area has a light blue background with a stylized illustration of a landscape with hills and a small alien planet. At the top center, there is a purple star icon. Below it, the text 'Discover consumer insights with Signals GenAI' is displayed. A prompt asks 'Which theme would you like to explore?'. Below this is a white input field with the placeholder text 'Enter your thematic'. Underneath the input field is a link that says 'Restrict your data with filters'. At the bottom of the form is a blue button labeled 'Next step >'. The background illustration includes a blue planet, an orange planet, and a green alien planet with a UFO.

- **Discover, explore and ideate**
- Simple **Plug & Prompt** to inform brand and product strategies
- **Grounded** in millions of consumer conversations
- Processed in a **confidential and secure** environment
- Guided prompts leverage **Ipsos subject matter expertise**



IPSOS PERSONABOT

Transform Segmentation data into Strategic Decisions

'Converse' with AI-powered personas representing target segments

INTRODUCING IPSOS PERSONABOT!

A groundbreaking AI-powered
solution that brings segmentation
research to life



Get more mileage from your segmentation:

- Easy socializing of the segmentation within your organization through natural conversations
- Facilitating people-centric ideation, speeding up marketing activation and guidance for Brand and Communication strategies
- Getting initial feedback on marketing stimuli before testing:

- AI-powered solution for **activating segmentations**
- Allows stakeholders, from all disciplines, to **continuously engage with the segmentation**
- For all **manufacturers/service providers** & the **healthcare** sector

To hear more:

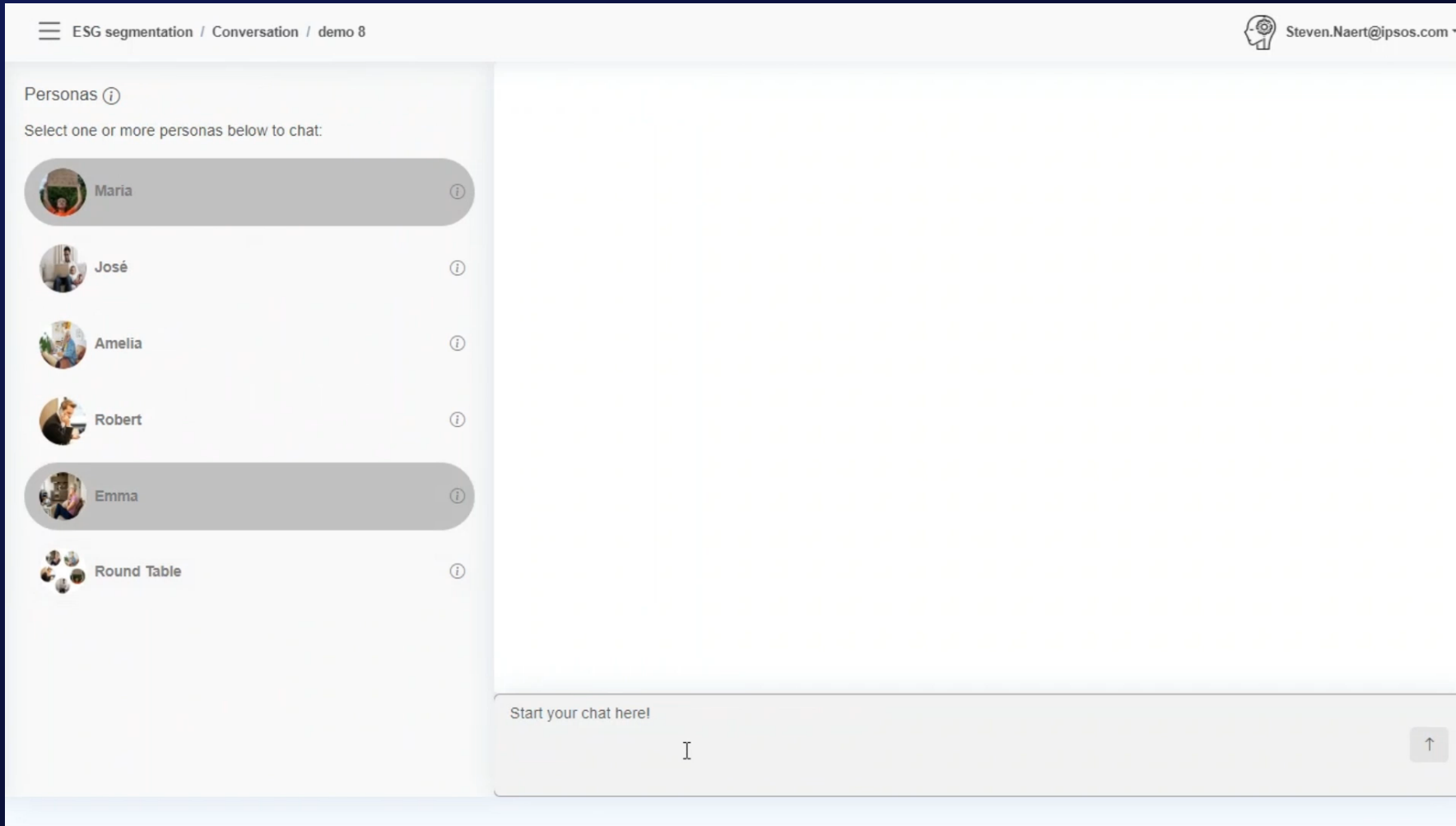
[ipsos-announces-launch-ipsos-personabot](#)

Enquiries,

Steven Naert, Global Solutions Leader,
Marketing, Strategy and Understanding (MSU)

Selene Odriozola, Group Director MX,
Marketing, Strategy and Understanding (MSU)

Bringing ESG Segmentation to Life - Example



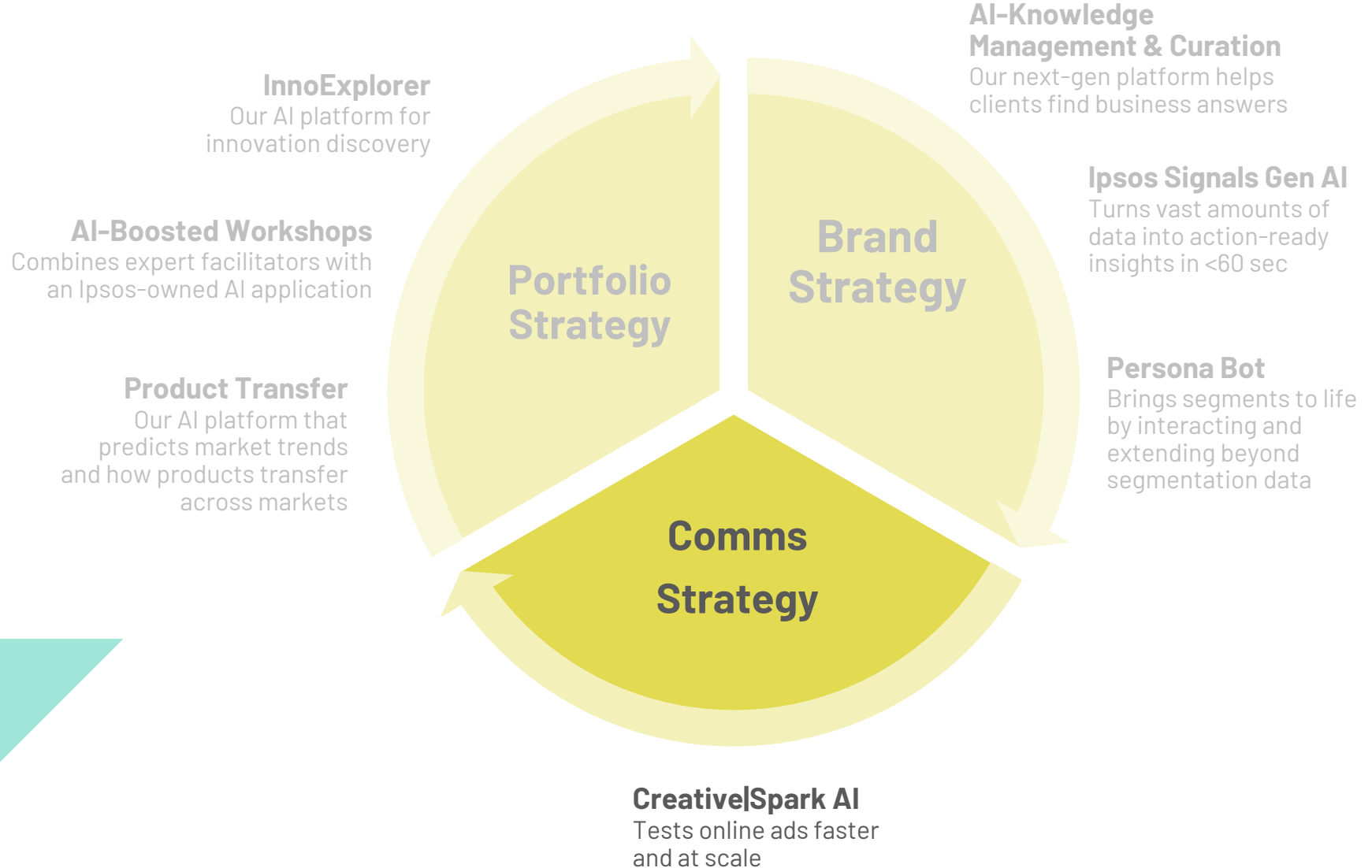
IPSOS PERSONABOT IN ACTION

- Use natural language to converse with AI personas as if they were real people



"Encouraged teams to be more creative and ideate in a playful way, having the segments in mind, thus consumer at the center"... Client input

Gen AI solutions designed to address customer centric businesses decisions



Creativity is a journey

Client
Creative Brief



Communication
Strategy



Creative
routes



Production



Live

TERRITORY

IDEA

STORY

ASSETS

HI HUMAN INTELLIGENCE /
RESPONSES

INSTANT|LABS

Explore

Flexible early Idea and creative routes decisions within depth insights, in a live 1-day lab

CREATIVE|SPARK EARLY

Screen

Ideas or Storyboard/videoboards routes selection, from 24 hours (*Quant only*)

CREATIVE|SPARK

Evaluate & optimize

Fast sales validated creative assessment to select and optimize creative assets prior to launch.

Client
Creative Brief



Communication
Strategy



Creative
routes



Production



Live

TERRITORY

IDEA

STORY

ASSETS

CREATIVE|SPARK AI

Learn – AI audit

AI prediction model of potential human responses to enable fast and scalable assessment.

AI ARTIFICIAL
INTELLIGENCE

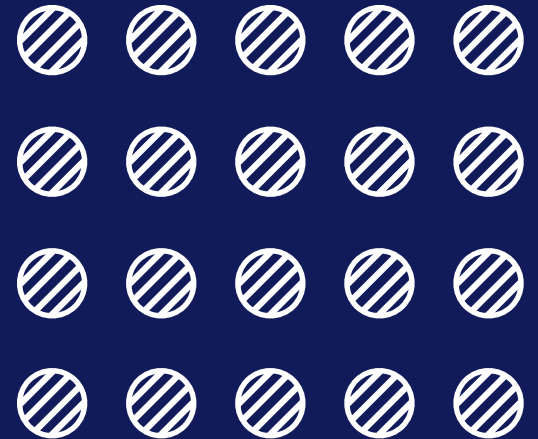
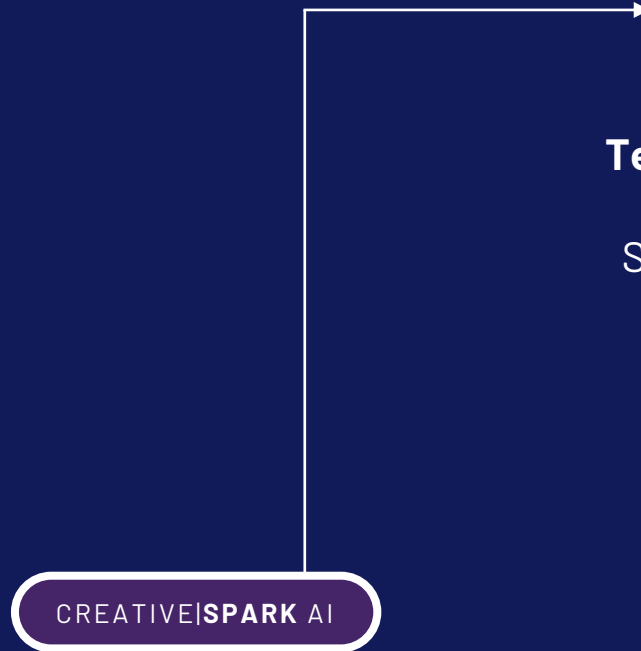
CREATIVE|SPARK AI

Expand asset assessment

AI prediction model of potential human responses to enable fast and scalable assessment.

Expand asset assessment

Test higher volumes of assets for Lower media spend campaigns or ad formats
Social video and low spend media assets



Client
Creative Brief



Communication
Strategy



Creative
routes



Production



Live



Receives creative data investment (Human Intelligence)



Receives creative data investment (Artificial Intelligence)



Linear video / broadcast



Longer-form online video (15"+)

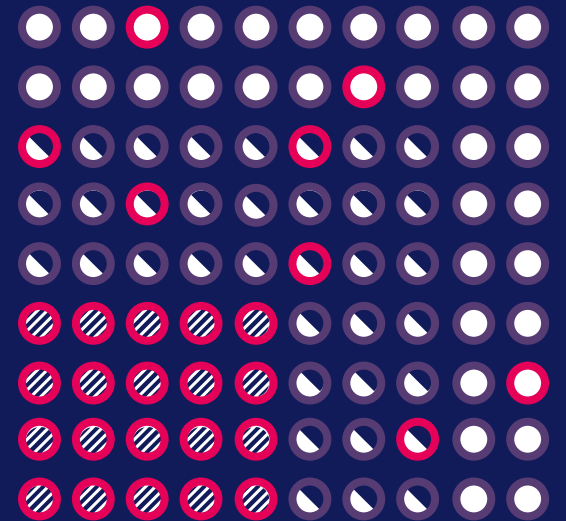


Social video (6"-10")

Expand asset assessment

Test higher volumes of assets for Lower media spend campaigns or ad formats
Social video and low spend media assets

CREATIVE|SPARK AI



Client
Creative Brief



Communication
Strategy



Creative
routes



Production



Live



Receives creative data investment (Human Intelligence)



Receives creative data investment (Artificial Intelligence)



Linear video / broadcast



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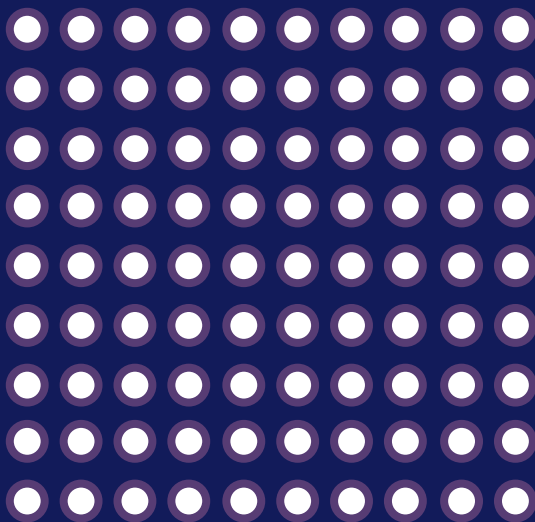


Social video (6"-10")

AI Audit

Identify Executional Best Practice

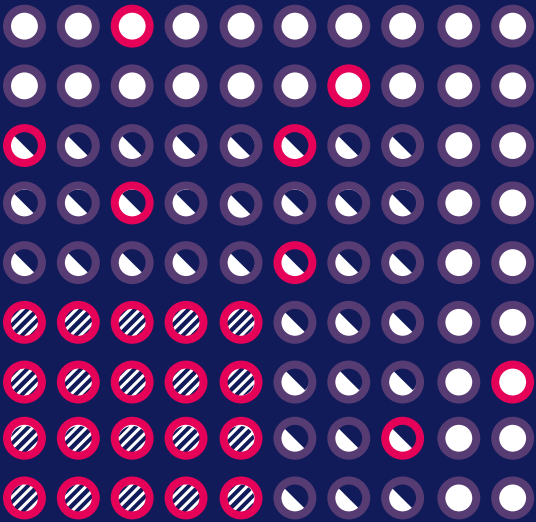
Playbooks by category, brand, campaign type or ad format to maximise effectiveness chances early in the process



CREATIVE|SPARK AI

Expand asset assessment

Test higher volumes of assets for Lower media spend campaigns or ad formats
Social video and low spend media assets




○ Receives creative data investment (Human Intelligence) ○ Receives creative data investment (Artificial Intelligence) ▨ Linear video / broadcast ◐ Longer-form online video (15"+) ● Social video (6"-10")





AI is an opportunity to assess more ads to drive effectiveness

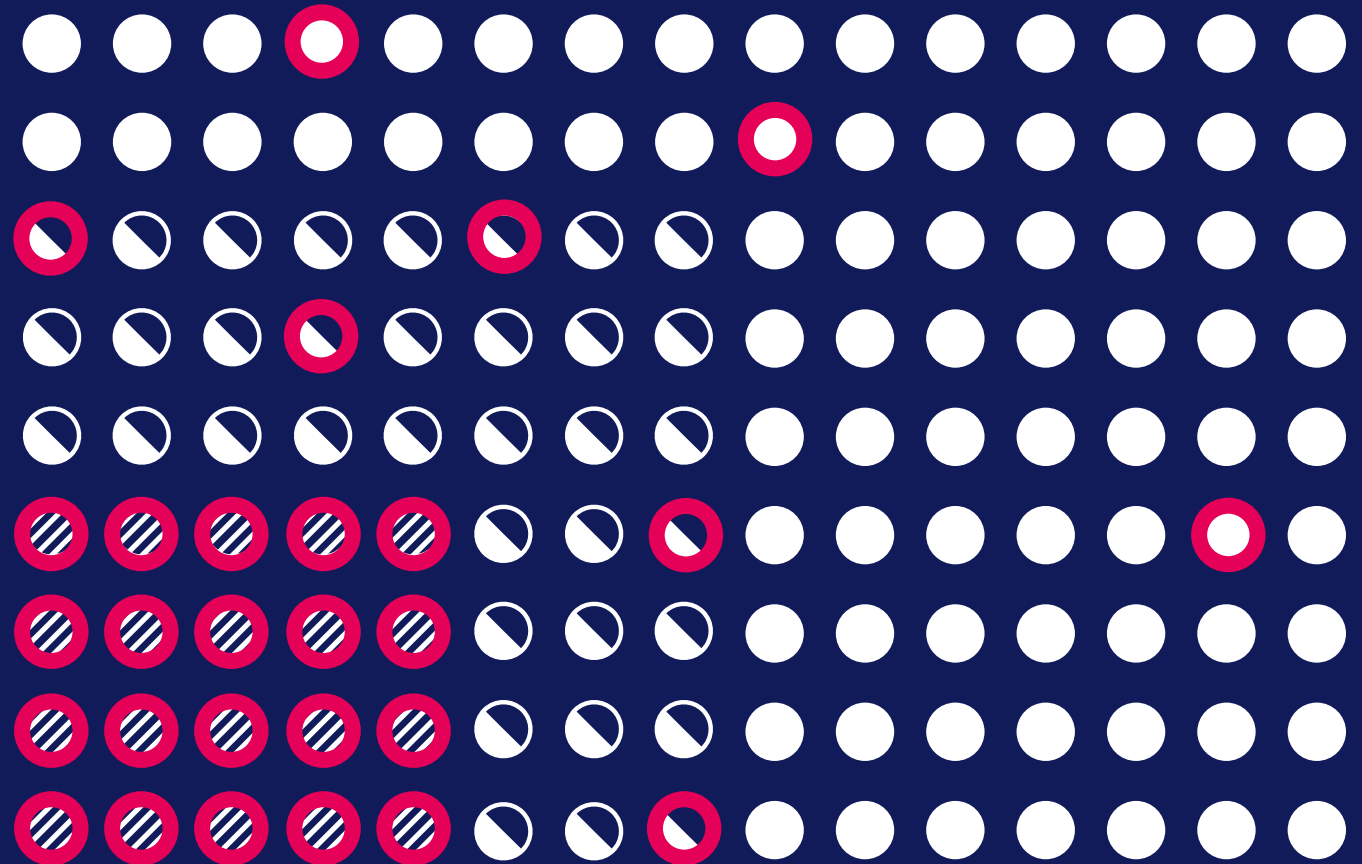
 Linear video / broadcast

 Longer-form online video (15"+)

 Social video (6"-10")


 Receives creative data investment (Human intelligence)

 Receives creative data investment (Artificial intelligence)





AI is an opportunity to assess more ads to drive effectiveness

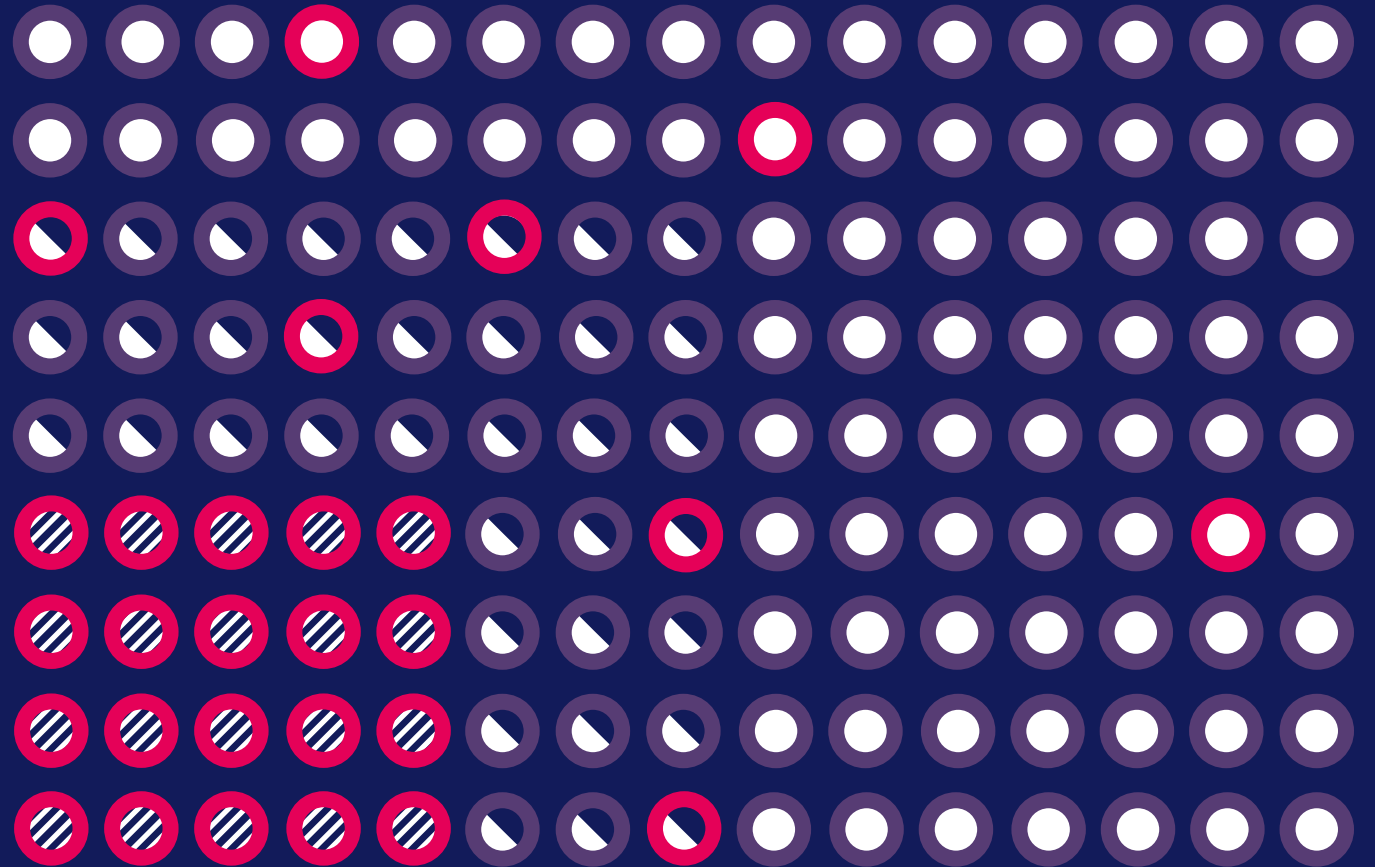
 Linear video / broadcast

 Longer-form online video (15"+)

 Social video (6"-10")

 Receives creative data investment (Human intelligence)

 Receives creative data investment (Artificial intelligence)



CREATIVE|SPARK AI

Discover the new age of AI-powered ad assessment



Accurately predict human reactions to your advertising in as little as 15 minutes through a dynamic and powerful combination of human and artificial intelligence.



Trusted sales validations

High quality and robust validated metrics, ensures predictions are based on the strongest pre-testing data



Boost creative potential

Ad evaluation and optimisation via Creative Best Practice features within minutes



Creative AI Audit

Benchmark performance against competitors and identify areas for optimisation at scale



HI & AI

A unique combination of AI powered ad assessment and HI to spark creative effectiveness

- **Predictive data** on every ad
- **DIY or serviced** models
- Results in **15 mins**
- Built on **Creative|Spark's** trusted **sales validations**
- Evaluate and optimise creative across **linear video**, **Instagram**, and **Facebook**
- **Ipsos expertise globally**



HOW CAN WE PARTNER?



AI in Market Research isn't new, but GenAI is – **let's build the future together.**

GenAI Solutions



Our GenAI solutions are designed to adapt and evolve based on early client feedback. Once leveraging these solutions, let's optimize to meet your needs together.

Ipsos Facto Access



We are offering early access to our platform to clients who wish to experiment with their own market research use cases. Access includes training and unlimited licenses.

Innovate Together



Have an unmet need?
Curious about how GenAI can be embedded in your research workflows?
Let's dig in and build something together!

Let's continue the conversation!

