

IGNITE INNOVATION

The next level of innovation with
human + artificial intelligence

April 2025



Meet Ipsos' Global Innovation Leaders



Virginia Weil

Global Service Line Leader,
Innovation



Jiongming Mu

Global Solutions Lead,
Innovation



Dr. Nikolai Reynolds

Global Head of Product
Testing

Agenda

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The Imperative of Humanizing AI

Virginia Weil

2

Generating Innovations with Human + Artificial Intelligence

Jiongming Mu

3

The Power of Product Testing with Synthetic Data

Dr. Nikolai Reynolds

4

Entering the New Era of Innovation

Q&A and Discussion





Latin Americans are very enthusiastic about AI

64%
LATAM Average

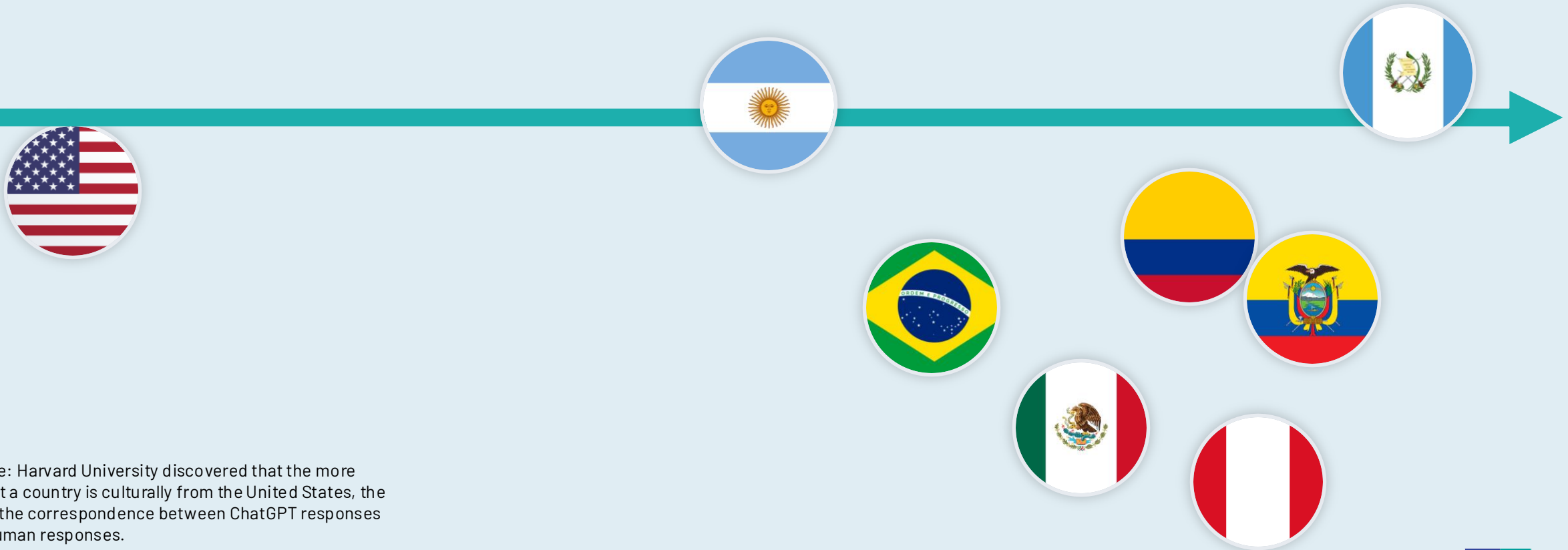
55%
Global Average

“Products and services using AI have more benefits than drawbacks”

Source: Ipsos Global AI Monitor (June 2024)

How well do AI models reflect Latin American realities?

Public models may not generate content that is relevant to a category or representative of your consumers.



Source: Harvard University discovered that the more distant a country is culturally from the United States, the lower the correspondence between ChatGPT responses and human responses.

YOUR consumers' experiences are nuanced and intricate

We are all uniquely human.
Our decisions are complex,
emotional, contextual, and
often irrational.

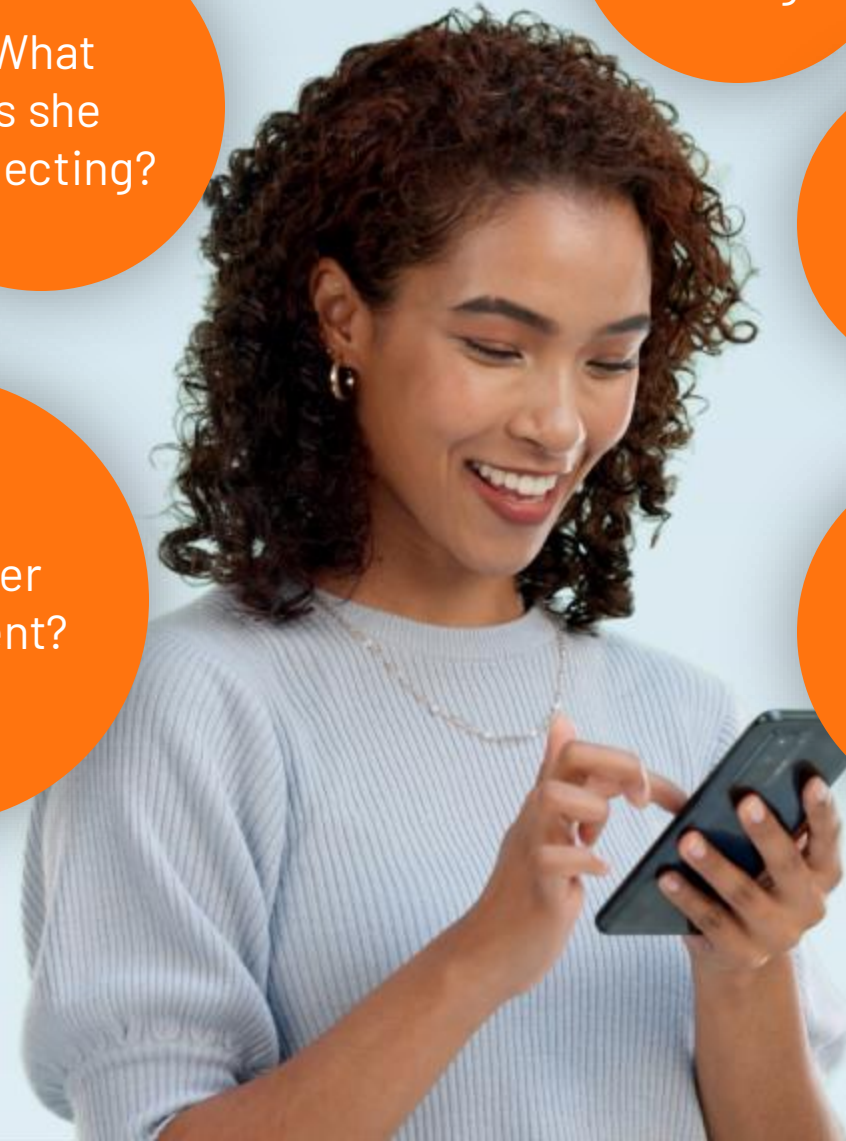
What
is she
expecting?

What
is she
feeling?

What
is she
sensing?

What is her
environment?

What
lifestyle
brought her
here?



75%

**of innovations miss
the mark... because
they're disconnected
from consumers**

Most innovations lack the relevance
needed to convince consumers to
switch from what they already use

Source: (2024) Ipsos concept testing database. 75% of concepts are not relevant enough to cause behavior change compared to consumers' most often purchased products.



To succeed, we must avoid the pitfalls of generic AI models



Lack of genuine
human experience



Bias and training
data gaps



Lack of
traceability



Innovations will only be successful if we
humanize AI models

By training AI models with **real consumer data**, we can capture the essence of what drives real human behavior



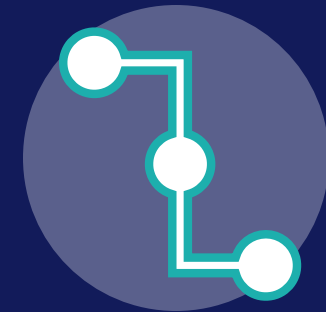
RELEVANT

Relevant to the
product category



REPRESENTATIVE

Representative of
the target audience



TRACEABLE

AI model output is traced
back to its input

Any AI model can be humanized for innovation

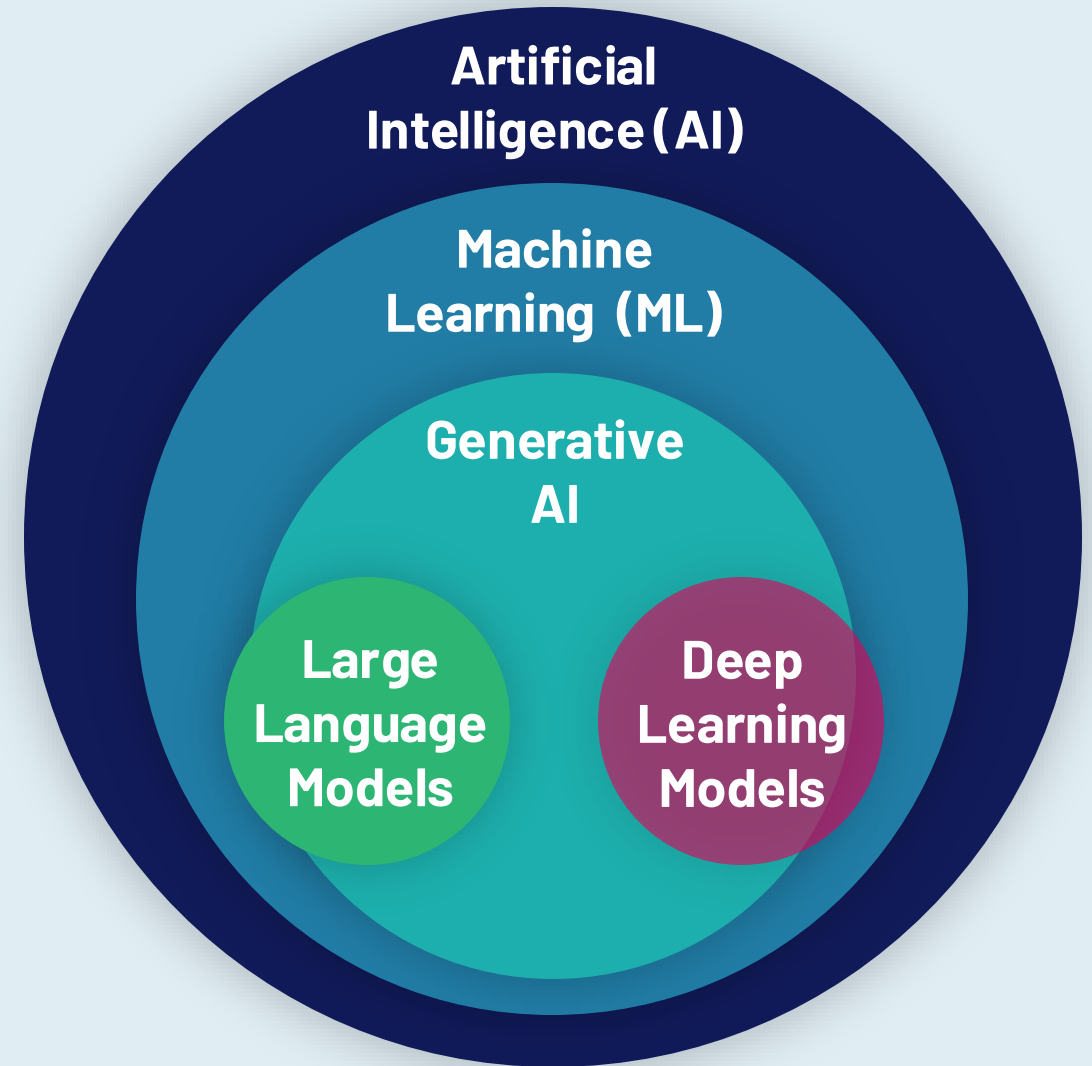
Today, we explore how fresh human data can train:



Large Language Model (LLM)
for life-like assets



Deep Learning Models
for life-like numerical data



GENERATING INNOVATIONS WITH HI + AI

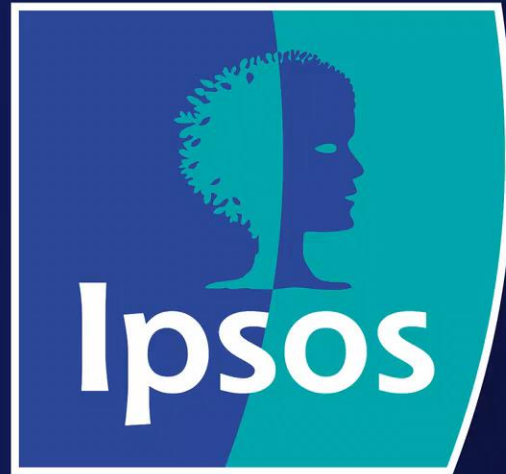
TRANSFORMING
INNOVATION WITH LLMS

Jiongming Mu

Global Solutions Lead,
Innovation

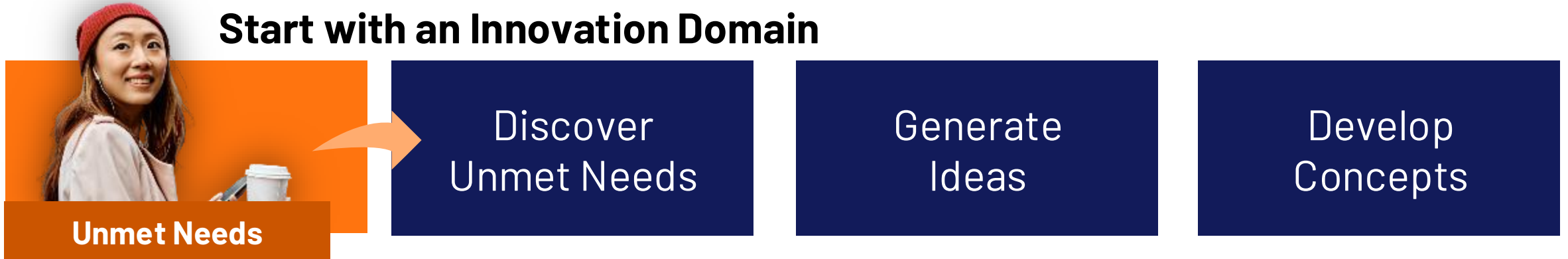


INTRODUCING INNOEXPLORER AI



Ipsos takes different paths to innovating with AI

Start with an Innovation Domain



Start with a Product Test



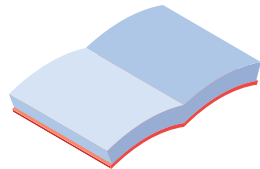
Get innovations and improvements generated and validated in an instant.

Products are developed for people, not machines

GENERIC GEN AI MODEL INPUT



WEBSITES



ENCYCLOPEDIAS



REDDIT



WIKIPEDIA



Ipsos complements generic LLMs with **real consumer data**

HUMANIZED GEN AI MODEL INPUT



Instead of relying on generic data, we train models with authentic consumer data to discover their *real* needs and preferences

We immerse ourselves into the consumer reality

Gaining genuine insight into the underlying
emotions behind behavior change



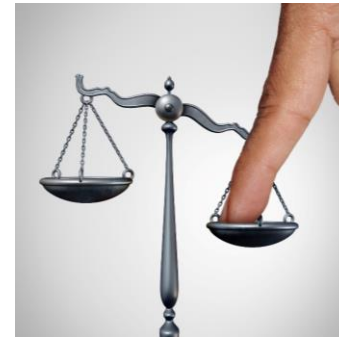
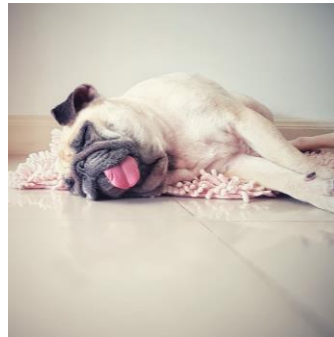
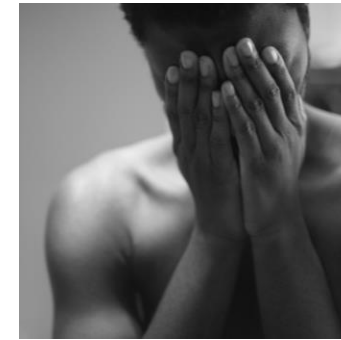
Projective techniques inspire broad thinking to uncover emotional needs

Listening beyond words, we dig beneath the surface and **unlock the 'why'** behind their motivations.

- Rich verbatims
- Granular and precise
- Deeply emotional
- Proven methodology

Genuine unmet needs and aspirations allow us to develop impactful assets that **resonate on a deeper level to inspire behavior change.**

Q. What would you like to see in the product, service, or app that does not exist today?



Projective techniques use image metaphors to elicit frustrations and aspirations

Unmet needs are profiled with your target audience

To ensure InnoExplorer AI delivers
accurate, hallucination-free feedback



Demographics

What age,
gender, income?



Occasions

Seasonal?
Milestones?



Timing

What part
of the day?



Entourage

Alone or
with whom?

This information is traced with
every AI-generated output

InnoExplorer AI avoids the pitfalls of off-the-shelf AI models

Our off-the-shelf models get on-the-job training: Ipsos USPs



Authentic Consumer Experiences

Fresh, purposeful consumer data to compensate generic AI training data



Global Innovation Knowledge

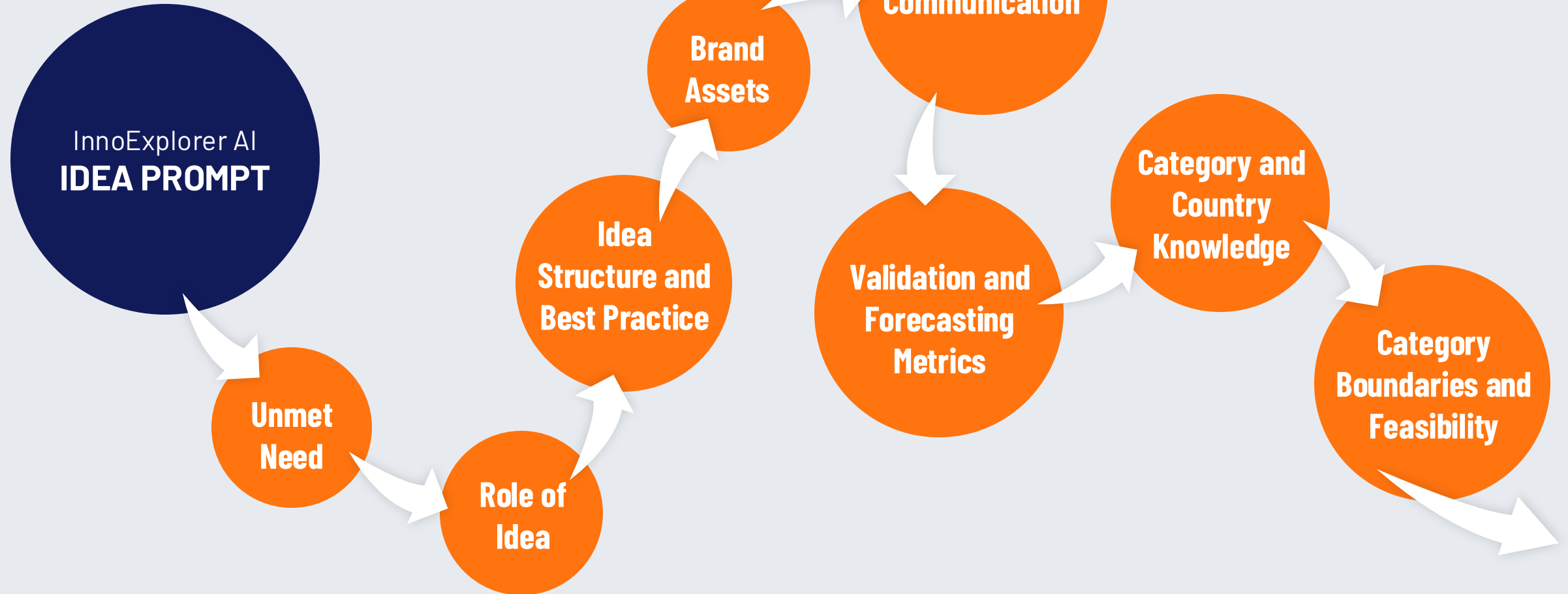
+45 years of innovation know-how, distilled in engineered prompts



Ipsos' Vast Databases

AI learns success and failure from databases with +200,000 innovations

Ideation prompts are geared towards growth



Generate packaging ideas in the same cycle

Use the same consumer feedback related unmet needs or product experiences to visualize product innovations

Example: Dosing cap with a digital readout for precise detergent measurement based on load size and soil level. Detachable and usable as a measuring cup with clear markings.

Child-Resistant Features

Ergonomic Design

Precise Measurement

Detachable Cup

Durable & Leak-Proof



Humanizing AI transforms the innovation process

Marking the new era of innovation with LLMs

Brazil



Generating winning beer innovations to quickly meet evolving needs

Value social experience

More health-conscious

... And many more evolving needs

More sophisticated in taste





Generating and scoring **dozens** of unmet needs in one go

Reach
7%

Exotic flavors and formulations breaking away from traditional beer experience

Reach
3%

Beers that cool down faster and stay cold for longer, enhancing the drinking experience



... And quickly predicting their potential

Very interesting

Fantastic mix of
flavor and benefits



Trial Potential
Medium High

Believability
Medium

Don't know this type of
probiotic, but it might
change the beer's taste
a little

My dream of
consumption.
To have a stupidly
cold beer at
any time

It sounds interesting.
It would be very useful

How amazing it
would be not to
have to worry
about leaking beer

Trial Potential
Medium High

Believability
Medium





Optimizing ideas

Identify issues with believability, due to awareness of a new ingredient and technology

Generating concepts

AI writes full concept with focus on Reason to Believe and ensure Appetite appeal

I wonder about the composition of the drink and what kind of ingredient is added to prevent freezing

"But, what about the flavor?"





The result?

Two winning beer propositions,
validated for trial with high
believability, in days



Trial Potential

High

Believability

High

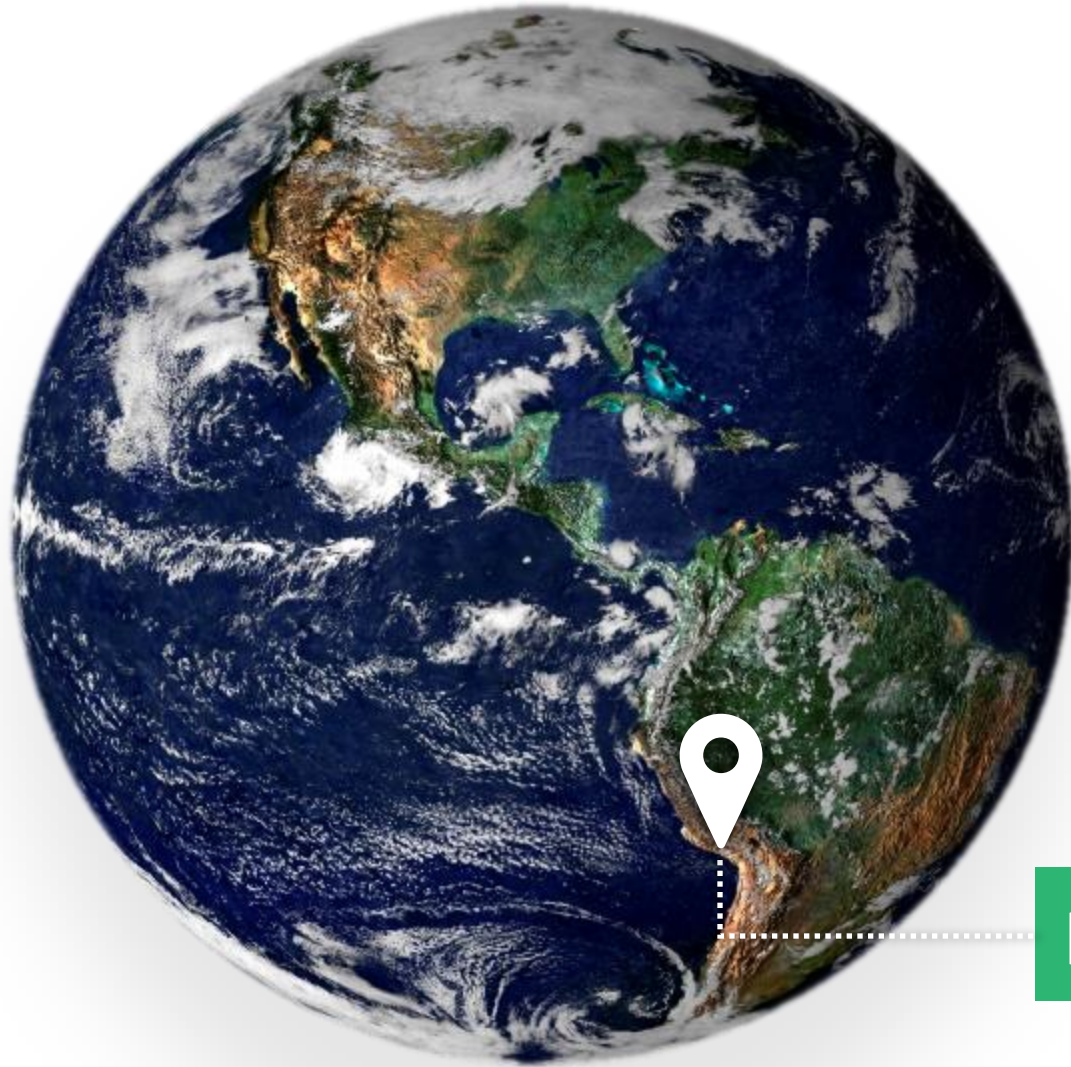


Trial Potential

High

Believability

Medium High



Peru

Humanizing AI transforms the innovation process

Marking the new era of innovation with LLMs

Towards a brighter future with *better* innovation

Artificial Intelligence enhances the speed and success rates of concept and product development for better in-market performance

UP TO

+9%

**HIGHER TRIAL
PONTENTIAL**

+10%

**HIGHER OVERALL
PRODUCT LIKING**



THE POWER OF PRODUCT TESTING WITH SYNTHETIC DATA

Dr. Nikolai Reynolds
Global Head of Product
Testing

LET'S PLAY A GAME

**WHO'S
HUMAN?**



Human or Synthetic?



Human or Synthetic?



Any AI model can be humanized for innovation

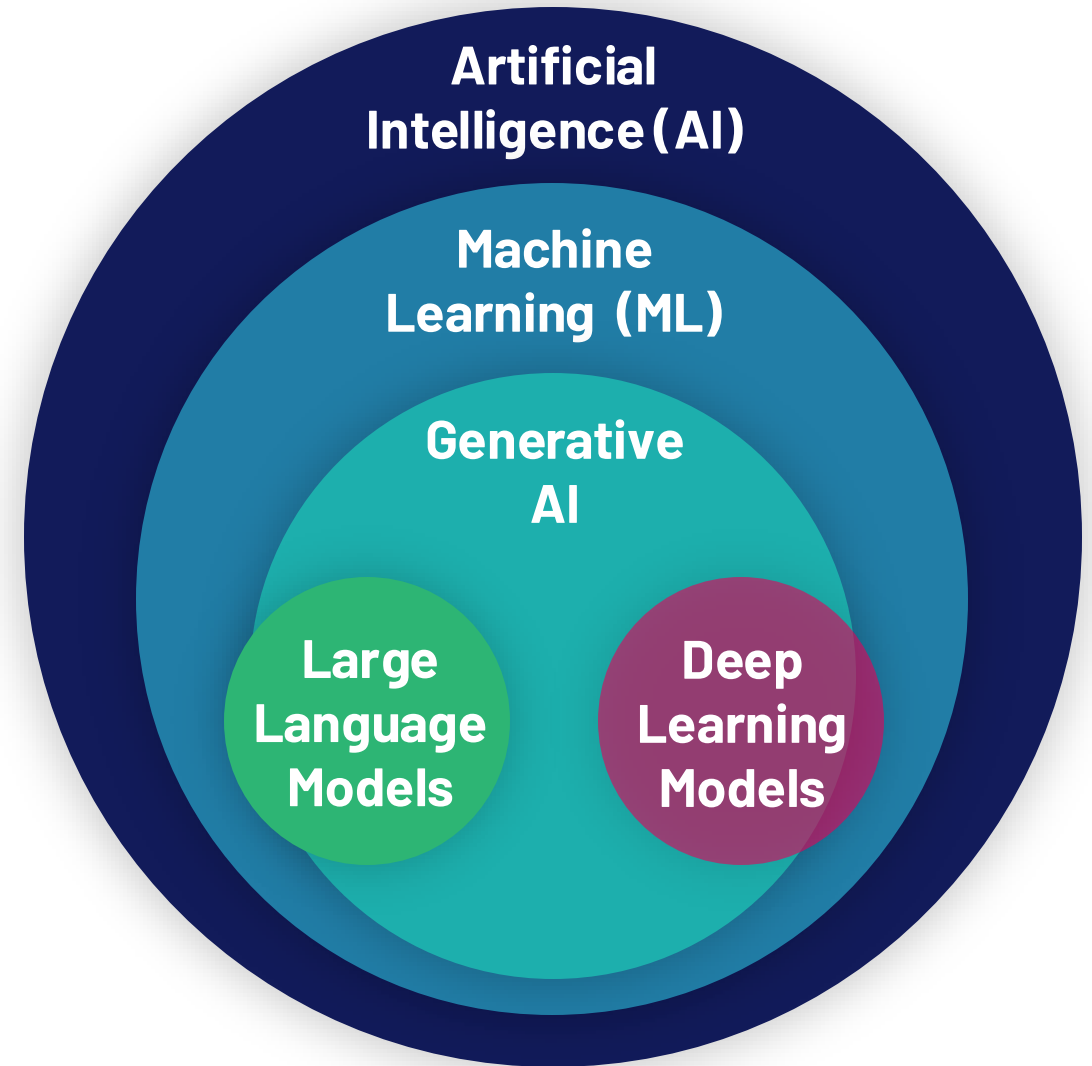
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What is synthetic data?

Synthetic data is **simulated data** that is generated from AI modelling. The modelling examines thousands of data point interactions to create new profiles.

Why incorporate it?

- **Faster** Product Testing
- **Richer** Consumer Insights
- **Higher** Cost Savings

IPSOS VIEWS

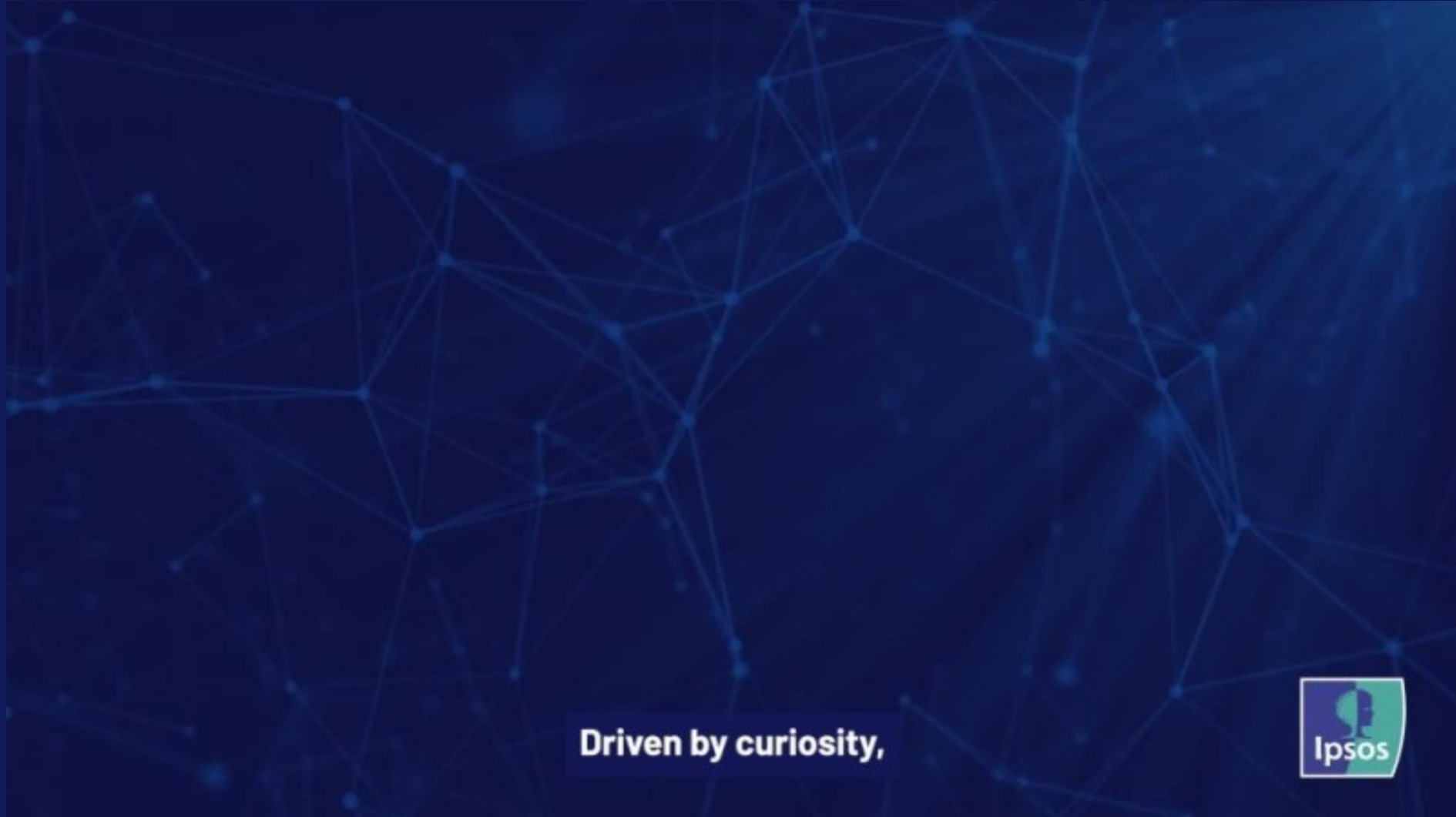
Unlock the Power of **Synthetic Data** in Product Testing

ESOMAR

Ipsos Co-Presenting with
Unilever in ESOMAR LATAM



Synthetic data for product testing



THE PRODUCT EXPERIENCE IS UNIQUELY HUMAN

Our experiences are nuanced and intricate. Real people are **complex**, evaluate product with their **five senses**, in **context** and with **emotion**.



Ipsos Innovation ran an experiment

To shape our strategy, we ran two waves of product testing research

WAVE 1 Without synthetic data

What is the minimum sample size we can start off with?

WAVE 2 With synthetic data

Do small human groups –
augmented with synthetic data –
mirror the larger human groups?

WAVE 1

We started with Ipsos' product testing database

As the world's largest product testing advisor, we curated a sample to ensure a representative foundation

ACROSS MARKETS

84

**Geographical diversity
from 84 markets**

Across Africa, Asia, Europe,
Latin America, North
America

ACROSS CATEGORIES

184

**Products
selected**

Across categories,
including beverages, foods,
personal care, homecare

ACROSS CONSUMERS

40K+

**Consumers
sourced**

Spanning a variety of
genders, age groups,
income levels, and more

Synthetic data offers a variety of exciting applications

The Innovation Service Line focuses on **data augmentation** as the most practical path for product testing, paving the way for precise results



Data Augmentation

Enhancing datasets with synthetic data to create a more comprehensive sample, while maintaining statistical integrity



Data Imputation and Fusion

Filling in missing data points using existing information



Gen AI Agents and Persona Bots

Tailored digital assistants that mimic consumer segments, offering insights from synthesized responses



Full Synthetic Data

Utilizing entirely artificial samples made up of synthetic respondents

Sample representation of real consumers matters

To ensure accurate results, our synthetic modelling uses **real consumer data** to generate **synthetic consumer data**.



200 Humans



vs



50 Humans + 150 Synths

75 Humans + 125 Synths

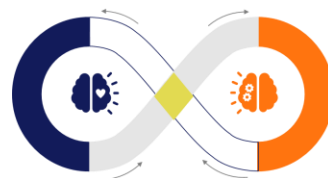
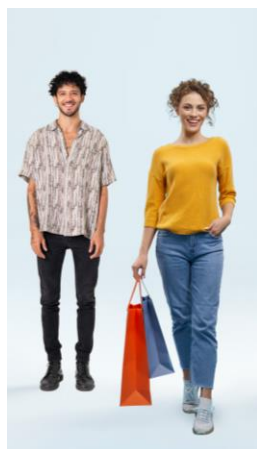
100 Humans + 100 Synths

Proper validations are required

**Original full
human sample**



**Seed sample
for AI**



**Augmented
sample**



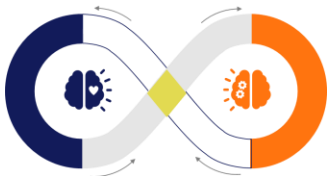
**Wrong way of
validation**

Proper validations are required

Original full human sample



Seed sample for AI



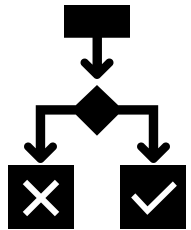
Augmented sample



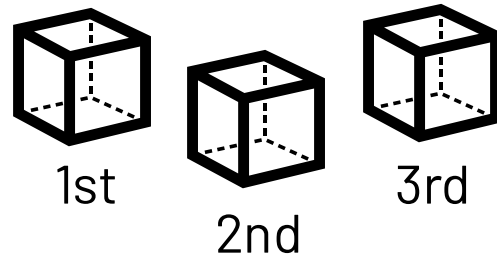
Correct way of validation

Validation was run on several KPIs

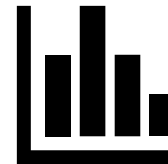
**Business
Decisions &
Action Standards**



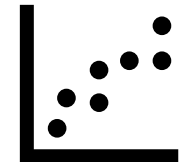
**Product Rankings
and Significant
Differences**



Data Distribution



Correlations





Reality already for any country, category and design

Pilots across many markets and categories support the method

ACROSS MARKETS

Brazil
India
Indonesia
Mexico
Philippines
Thailand
UK
US
Vietnam

ACROSS CATEGORIES

100+ products across:
6 Home Care
3 Hair Care
1 Skin Care
4 Oral Care
4 QSR
4 Foods
1 Pet Food

ACROSS DESIGNS

Blind vs Branded
Monadic and
Sequential Monadic
Complete block and
incomplete block
Can be on any
questionnaire

Generating viable synthetic respondents, with richer insights into sub-groups

**+95% the
cases the
same results**



**Full flexibility
for any product
test in any
market**

Synthetic data can turbocharge product tests

With the right approach, and for the right use case, synthetic data can help brands ...



GO FASTER

Supercharge agility
in conducting product testing

50%



GO SMARTER

Drive cost-savings in product
testing and production

20-60%



GO FURTHER

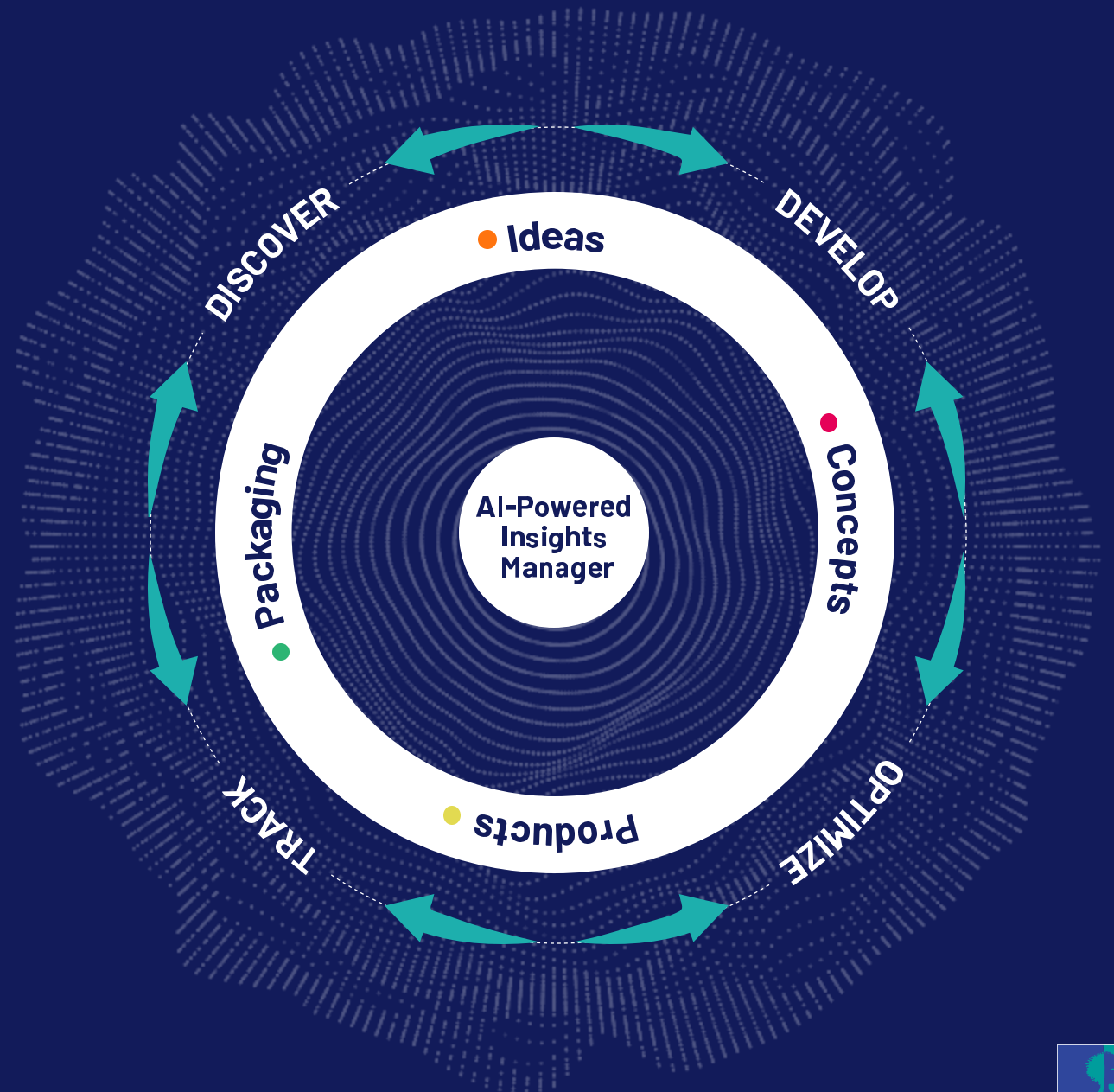
Unlock deeper insights through
subgroup analysis

100%

It's time to enter
**THE NEW
ERA OF
INNOVATION**

New Era of Innovation

- The stage gates disappear
- Development, optimization, and validation occur simultaneously
- Innovation can begin with any part of the mix, such as the product or packaging



Four Key Characteristics Of Innovation Genesis

Transforming Development Processes

1



Development of marketing mix elements are **no longer siloed** or sequential.

2



Development, optimization, and validation occur in **one single cycle**.

3



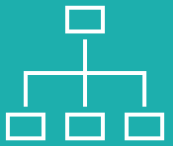
Launch phases blend into one seamless phase of **continuous improvement**.

4



The innovation function becomes **proactive**, instead of reactive.

Powering insights professionals with new possibilities



The role will become less tactical and more strategic



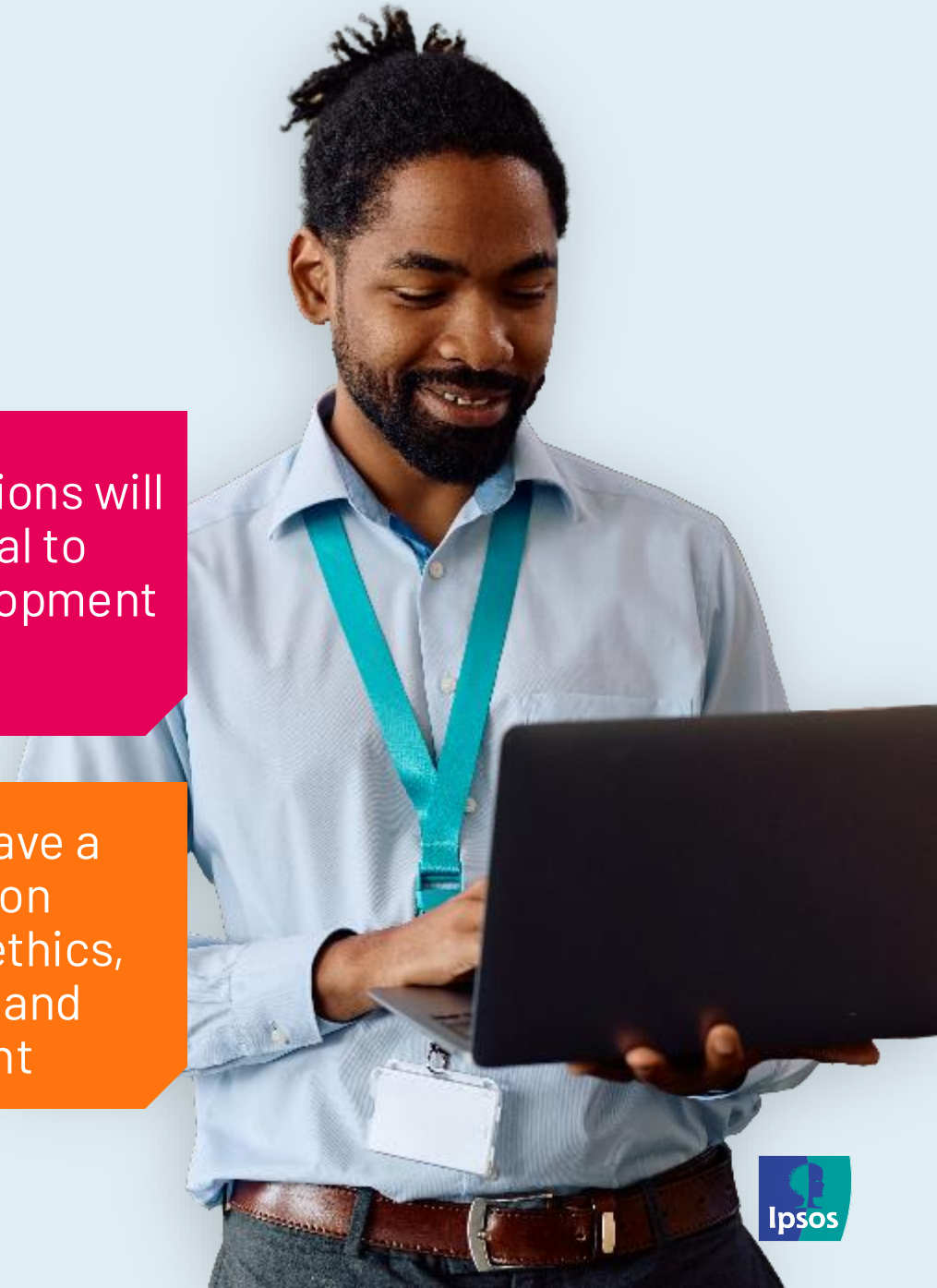
Insights functions will become central to product development processes



The role will shift from producing insights to supervising and curating them



The role will have a greater focus on compliance, ethics, legal matters, and IP management



THANK YOU

The next level of innovation with
human + artificial intelligence

