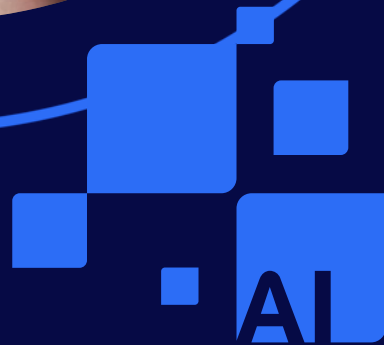


Hack your prompts

Elevating product innovation with Generative AI

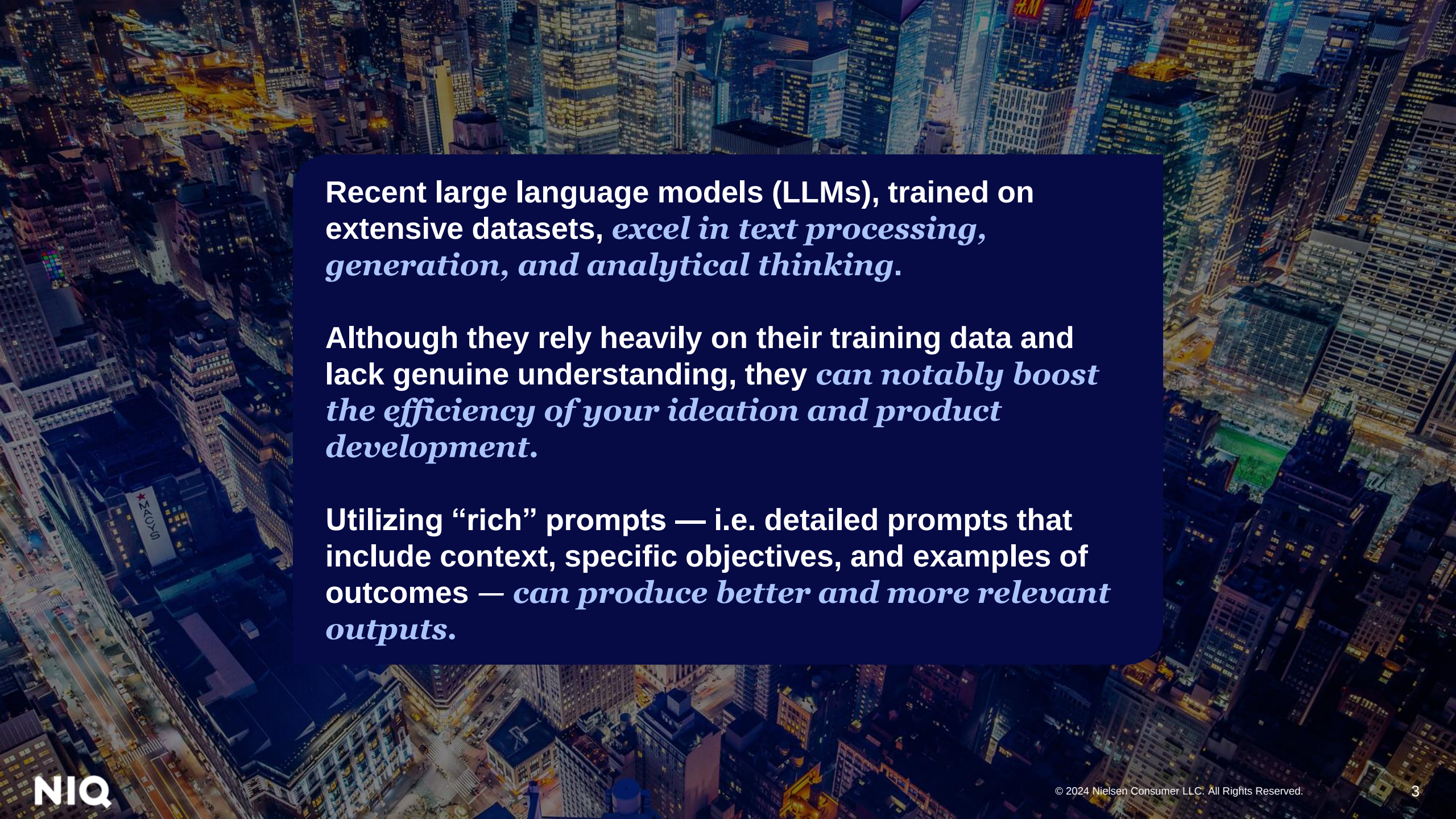
NIQ

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Generative AI (GenAI) has applications across the entire spectrum of bringing innovations to market, with idea generation being one of the most exciting





Recent large language models (LLMs), trained on extensive datasets, *excel in text processing, generation, and analytical thinking.*

Although they rely heavily on their training data and lack genuine understanding, they *can notably boost the efficiency of your ideation and product development.*

Utilizing “rich” prompts — i.e. detailed prompts that include context, specific objectives, and examples of outcomes — *can produce better and more relevant outputs.*

6 core elements to consider when writing a LLM prompt

[PERSONA]

Specific role and expertise the AI should assume for the conversation or task at hand

[CONTEXT]

Necessary background information, setting the scene for the AI's responses or actions within a particular scenario or topic area

[TASK]

Specific directive given to the AI, outlining exactly what it needs to accomplish or produce in its response

[EXEMPLAR]

Serves as a guiding example or a model response that the AI can use to align its output with expected content and structure

[FORMAT]

Specifies the structural layout for the AI's response, such as a list, a detailed report, a series of bullet points, or a full essay

[TONE]

Directs the AI's language style, indicating whether it should be formal, informal, or maintain any other emotional undertone

Wording matters!

For example: In ideation experiments, prompts using the word “innovative” produced completely different results than prompts using the word “unique.”

Use NIQ data to build prompts that provide consumer-relevant and differentiated concepts

BASES Innovation Measurement

Use *category insights and strategic objectives* in the prompt.

This will *align ideas with overall business strategy*.

Use information on *competitor products* in the prompt.

This will generate ideas to *differentiate your offerings or counter competitor innovations*.

NIQ Product Insights

Use *product attributes driving consumer spending growth* in the prompt.

This will generate *ideas with proven consumer appeal*.

Use *product insights connecting consumer purchases with consumer profiles* in the prompt.

This will generate *ideas that resonate with your target audience*.

Use *attribute-based search trends* in the prompt.

This will generate *ideas with unclaimed attribute opportunities*.

BASES Architect

Use *core brand strengths* as part of the prompt.

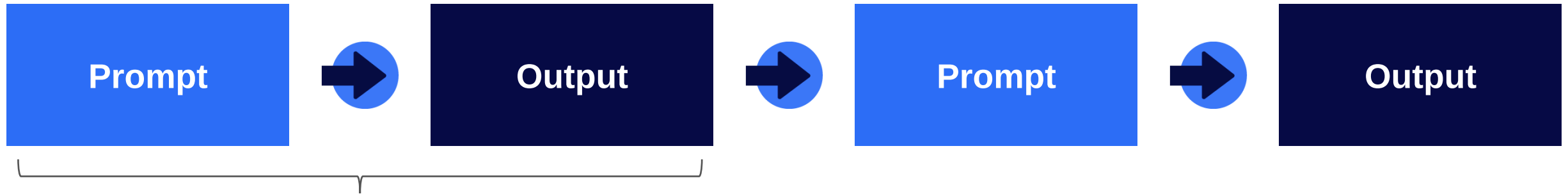
This will help generate innovations that *leverage your brand equity*.

Use areas you want your *brand to improve* on in the prompt.

This will give you innovations that *strengthen your brand versus the competition*.

What is the best way to work with LLM outputs?

LLMs allow and are very good at iterative prompting. Use this to your advantage and always assume the first version might need further revision and improvement.



Unless the original prompt has been fully optimized, do not expect the outcome from your first iteration to be perfect. Proceed with iterative prompting (for 2-3 cycles) to improve the relevance and usability of the outcomes.

In general, after 2-3 iterations, LLM outcomes start losing information and the quality of the response begins to decline. At this point, leverage the learnings from this conversation to generate a new, more comprehensive prompt.

Rich prompting in action



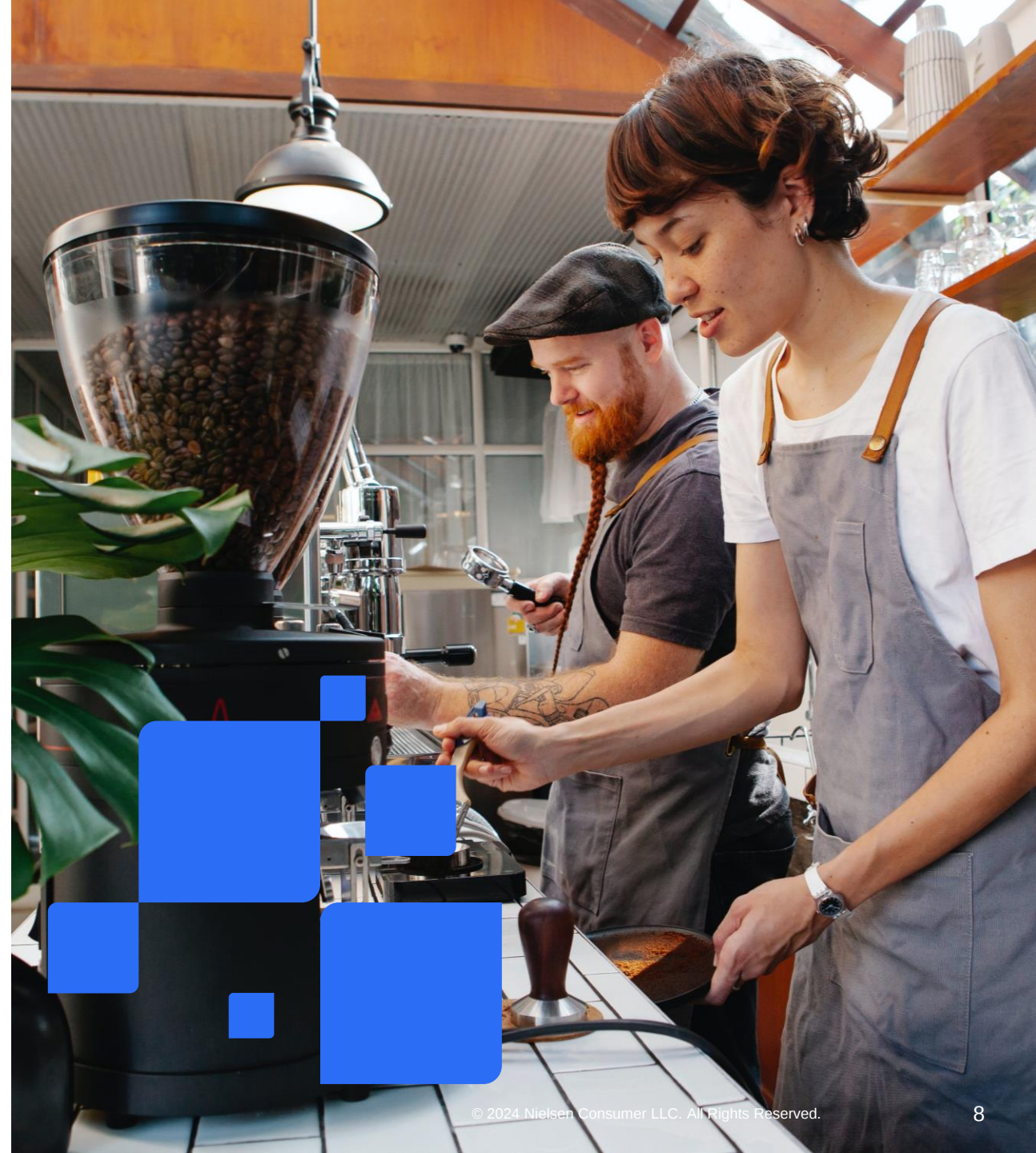
The ideation challenge

Pedro's Coffee is a coffee roaster specializing in a wide range of single-origin and signature blend coffees. They have earned a reputation for bold brews and outstanding customer service, even winning the coveted "Roaster of the Year" award from a well-known publication.

Due to their recent success, Pedro's Coffee wants to propel their brand forward by capturing new white space in alignment with recent consumer trends. **They task two employees with utilizing an LLM for product ideation to expand their offerings.**

One set of ideas shines. The other falls flat.

But why?



Employee A uses a simple and generic prompt

Prompt:

Generate 10 coffee product ideas.



Output:

- A coffee-flavored lip balm.
- A line of coffee-scented candles.
- A coffee bean-shaped USB drive for coffee lovers.
- A subscription box service featuring different coffee blends.
- A portable, battery-operated coffee grinder for on-the-go.
- ...
- ...

But Employee B leverages key insights from NIQ to inform her prompts



Current portfolio:

1. Different roast levels of coffee (dark, medium, and light)
2. Various coffee formats (whole beans, ground coffee, K-Cup pods, espresso capsules)
3. A selection of teas
4. Coffee mugs, brewers, and accessories



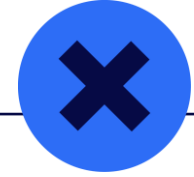
Coffee trends:

1. Increased at-home coffee consumption
2. Rising popularity of cold brew coffee
3. Growth of alternative coffee additives
4. Demand for sustainability and wellness in coffee
5. Rapid gains in online and value retail



Brand strengths:

1. Dark roasts: Rich, full-bodied, low bitterness and acidity, 100% Arabica beans
2. Sustainability: Climate pledge-friendly packaging, eco-conscious appeal
3. Medium roasts: Smooth flavor, wonderful aroma, balanced richness
4. Variety and freshness: Wide range, single-origin and signature blends, hand-roasted, same-day shipping
5. Unique flavor profiles: Diverse flavors; notable ones include Guatemala San Sebastian and Sumatra Batak Peaberry



Brand weak spots:

1. Strong flavors: Dark roasts sometimes too strong for some
2. Price: Higher cost compared to other brands
3. Lack of boldness in medium roasts: Sometimes missing expected boldness
4. Specific flavors: Flavors like Luminosa Colombian light roast considered bland
5. Decaf options: Decaf varieties not meeting expectations for dark roast flavor

Employee B uses rich prompting leveraging brand knowledge and NIQ category insights

Prompt

Your task is to generate 10 new product ideas for Pedro's Coffee by analyzing NIQ's top 5 coffee trends, Pedro's current product portfolio, as well as brand strengths & weaknesses from BASES research.

Top 5 coffee trends:

- 1. Increased at-home coffee consumption
- 2. Rising popularity of cold brew coffee

...

Existing product portfolio:

- 1. Different roast levels of coffee (dark, medium, and light)
- 2. Various coffee formats (whole beans, ground coffee, K-Cup pods, espresso capsules)

...

Brand strengths:

- 1. Dark roasts: Rich, full-bodied with low acidity and minimal bitterness. Use of 100% Arabica beans
- 2. Sustainability: Climate pledge-friendly packaging

...

Approach the task step by step.

Output:

- **Pedro's bulk brew box:** A large-scale home brewing kit with a sizeable bean supply and robust equipment for extended home use.
- **Pedro's quick cold brew kit:** A convenient package for effortless cold brew preparation, including pre-measured beans and a simple brewing jar.
- **Pedro's vegan velvet creamers:** A variety of dairy-free creamers in exotic flavors like Hazelnut, Vanilla, and Matcha.
- **Pedro's ecowell coffee:** Environmentally responsible coffee enriched with natural wellness additives like antioxidants and vitamins.
- **Pedro's intense decaf:** A revamped line of decaffeinated coffee offering the full-bodied taste of regular brews.
- ...
- ...

Different prompts, different results



Employee A uses a simple and generic prompt

- Innovative, but not all relevant
- Few ideas already existing
- Did not take into consideration brand's strengths & weaknesses
- No ideas to address weak spots in the current portfolio
- Some category trends over-represented than rest



Employee B uses rich prompting leveraging brand knowledge and NIQ category insights

- Relevant & actionable
- Ideas not overlapping with existing portfolio
- Takes into consideration brand's strengths & weaknesses
- Ideas to address weak spots in the current portfolio
- Balanced representation of all category trends

Set your AI experimentation up for success

Details matter

In our own experimentation, we've found that LLMs can efficiently manage detailed prompts. Providing detailed instructions around context, objectives, and examples of outcomes can produce better and more useful output.

Iterate from good to great

Don't expect the outcome from your first prompt to be perfect. Proceed with iterative prompting (for 2 to 3 cycles) to improve the relevance and usability of outcomes.

Don't cut corners on foundational research

While LLMs can generate infinite combinations of ideas, its quality of output still relies on quality of input. Leverage market research to ensure your ideas are differentiated, valid, and in touch with consumers.



The final word: As you experiment with GenAI, keep these watchouts in mind

Proprietary info

Some of these prompting hacks require sharing your own ideas and strategy. Avoid using models that share this info with the supplier or use your intellectual property for future model training.

Model differences

Each model is different and evolving. You may need to adjust your prompts to fit with different models or different versions of the same model. Even these recommendations may need to change over time.

Recency

If the content you're asking for requires recent knowledge (new trends, social movements, pandemics) the models may not (yet) have relevant information in their training set.

Evolving legalities

Legislation around the use of outputs from these models is still developing. It's likely safer to use the outputs as inspiration rather than exact outputs. Either way, pay attention to new laws around GenAI.

Tokens

If you're using a free model, there are limitations on how much you can do in one session. Either pay for premium versions or plan to spread your work across several days to renew tokens.

Uplevel your innovation with NIQ

Contact us

Learn about our patented AI solutions and current experimentation with Generative AI.



NIQ BASES

As the gold standard for product conceptualization, evaluation, and optimization, we'll help you identify the right white spaces, build compelling propositions, optimize the product experience, and activate with high ROI marketing.

NIQ Product Insights

Reveal new pathways to growth with the most relevant characteristics tied to consumer values, lifestyles, and need states for insights into what matters most to consumers.