

Find Your Next *Innovation:*

Revolutionizing the Superior
Product Development with AI

**insight
summit**
2025

Let's start with a simple but ever effective formula

While consumer wants and needs have evolved over time,
the *equation for innovation top performance hasn't changed.*



A simple but elusive formula



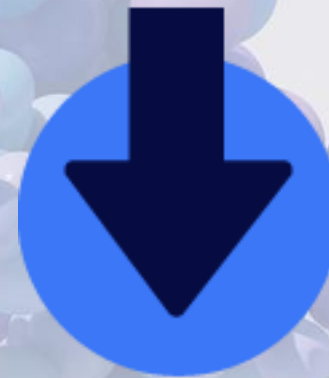
35%



95%



30%



\$4.4 Billion

Message lacks
consumer relevance

Product Experience fails
to deliver on consumers'
performance expectations

Inadequate marketing
support

Marketing investment in
under-performing
innovations

Reasons Why New Product Launches Fail in-Market

NIQ Innovation, Powered by BASES

Super-charging the worlds best brands

Ideas & Concept Development

BASES Opportunity Spaces

BASES AI Screener

BASES Ideas

BASES Claims

BASES Concepts

Product Development

BASES AI Product Developer

BASES Product Optimisation

BASES Concept-Product testing

Activation Success

BASES Line & Price

BASES Pack & Design

BASES Ads

BASES Innovation Intelligence

BASES Forecasting

Transforming Innovation, with AI



Advancements in AI have been accelerating at breakneck speed

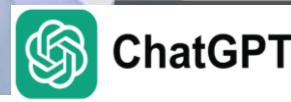
3 years
Time taken to reach 1 million users



Power



GPT-3



Input text...
Input text...
Multimodal...
AI agents
AGI?

The power of LLMs has already made waves in the FMCG world...

...and will likely impact everyone in this room as a consumer, innovator & marketer



How P&G India is harnessing the potential of Generative AI

In an interview with ETCIO, Nikunj Jain, CIO & Digital Leader, P&G India shares how he is harnessing the potential of Generative AI to create and defend value across various business functions and core processes.



Generating new product ideas & formulations



Generating designs, ads, banners, etc.



Removing research testing limits



Ultra-customized marketing

NIQ has been on an AI journey since 2001...



2001
BASES Optimizer



2025
BASES AI Product Developer
BASES AI Qual Dig-Witness

2021
BASES Creative Product AI



2025
BASES AI Screener



...and we have a strong vision for the future to optimize innovations further

Controlled

Safe

AI solutions

Leveraging unique
NIQ data assets

Predictive

Useful

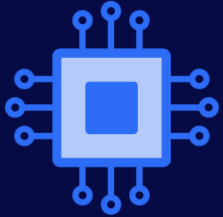
At NIQ, we wanted to
take AI capabilities
the extra mile, to
create predictive
Synthetic
Respondents...

...near-mirror
images of human
respondents

We explored a number of different options...



**Historical Testing
Data Model**



**Limited Human Research,
enhanced by AI**

**...before perfecting
Synthetic
Respondents**

**“It took 2 weeks to build
synthetic respondents.
It took 1 year to make
them predictive.”**



The more inputs we provided about their human counterparts, the more predictive NIQ's synthetic respondents became

Age: 42

Gender: Male

Education: College Graduate

Employment: Full time / 40 hours per week

Household income = 65,000 EUR

Children: 13-year-old girl and a 5-year-old boy

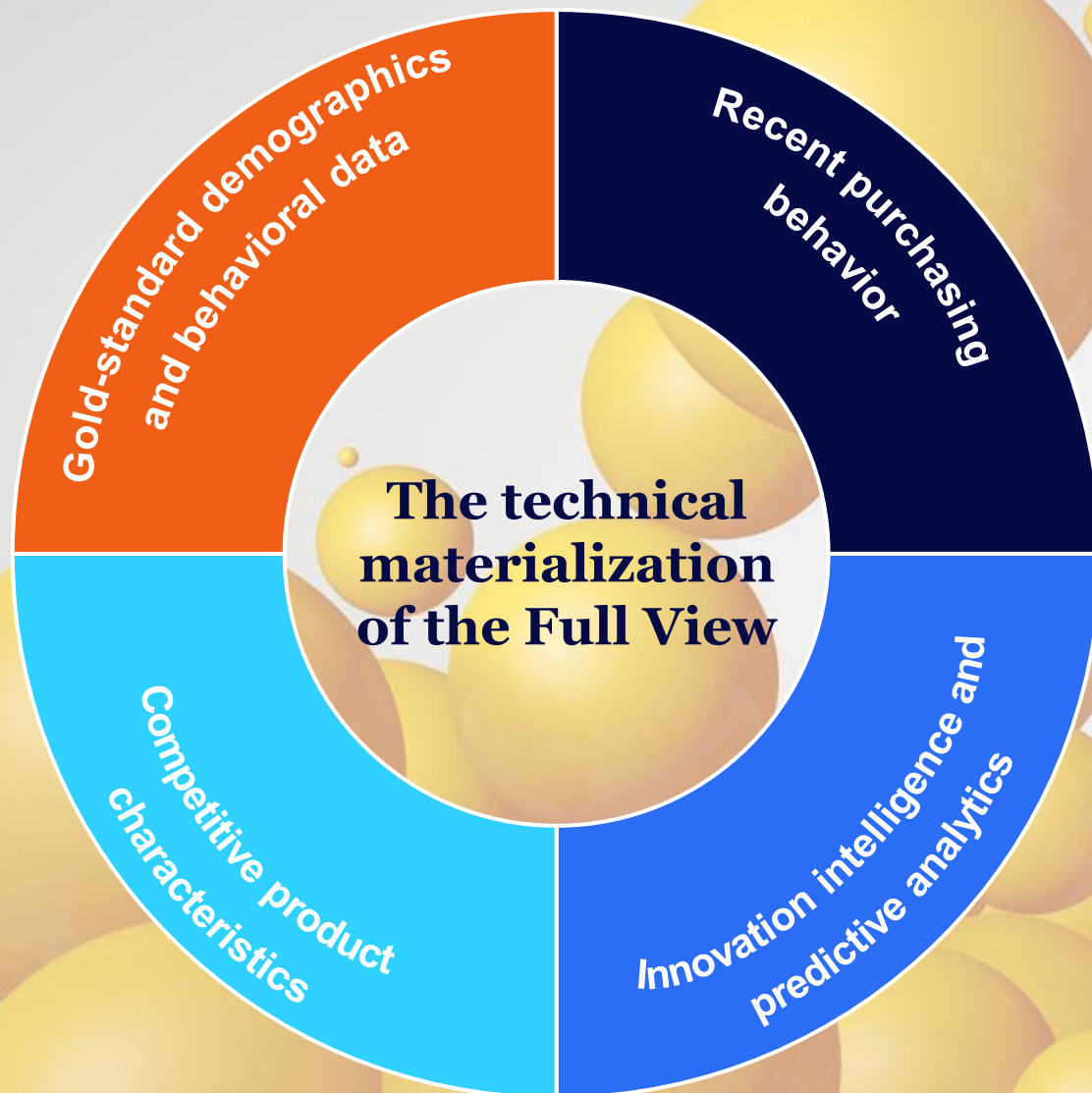
Lives in: Vienna

Recent Purchases:

Brand A of shampoo

Brand B of shaving foam.....

NIQ's wealth of data helps mitigate LLM's pitfalls



To avoid hallucinations, we “interview” a **panel of ~200 synthetic respondents**, updated every few weeks with latest behavioral data

We leverage the world's **largest consumer descriptive database**, empowering our AI to avoid ethical or cultural bias

BASES AI Screener

Accelerate *innovation* with AI, data and expertise

NIQ BASES



BASES AI Screener

Test Ideas and Early Concepts in minutes

Validated with consumer testing

**Incorporates BASES database for
predictiveness**

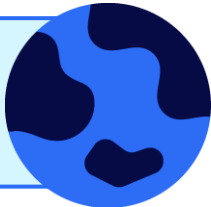
Consumer Panel or Survey Data

**Rapid iteration with clear improvement
opportunities**

Coming to Austria Q1 2026

BASES AI Screener is one of many AI solutions coming soon

Geographic Expansion



- PowerPoint Export
- Workspace Level Summaries
- Navigation Enhancements
- Persona Enrichment
- Target Samples Insight



- Pricing Diagnostics
- AI Personas / Qual Sessions
- Opportunity Sizing
- Custom Surveys
- Qual at Scale
- Digi-witness: AI powered in-the-moment in-home tests



Category Coverage

BASES AI Product Developer

Create, Screen, Optimise
product formulations

BASES AI Product Developer

Accelerating the development of product formulations to delight consumers

*Sensory & Consumer data from 40 countries
Covering 150 FMCG categories*

Unique, Global Datasets

Profile any product using same
sensory & consumer model

22,500+ in-market
products profiled by
NIQ

600,000+ consumer
responses

3,500+ Sensory
attributes

With humans (AI Panel & Sensory Scientists) in the loop

*Transfer results to any number or combination of
40 countries, with no further testing required*

BASES AI Product Developer

Unlocks speed & experimentation, whilst predicting and optimizing for consumers in 40 countries

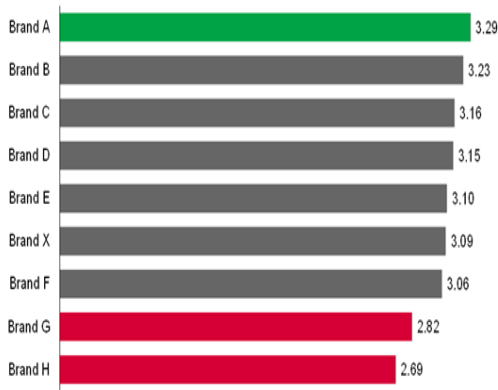
1



Create & Experiment
Synthetically



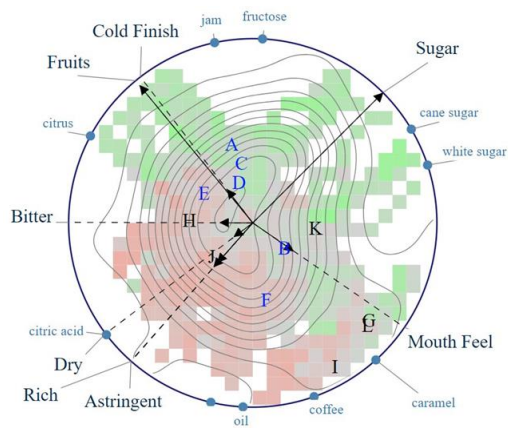
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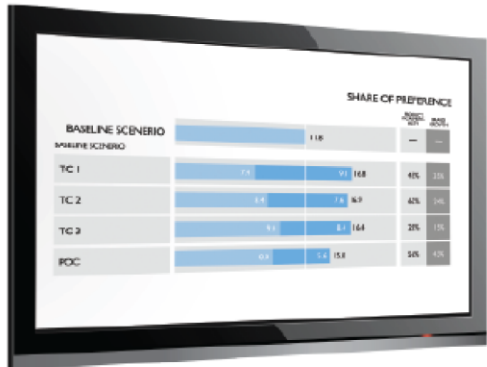
Screen & Prioritize
Best prototypes



3



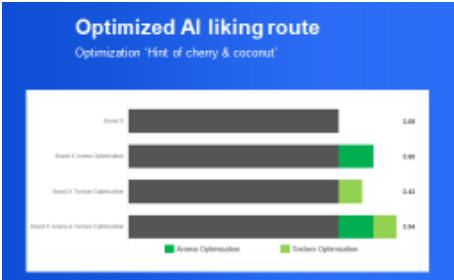
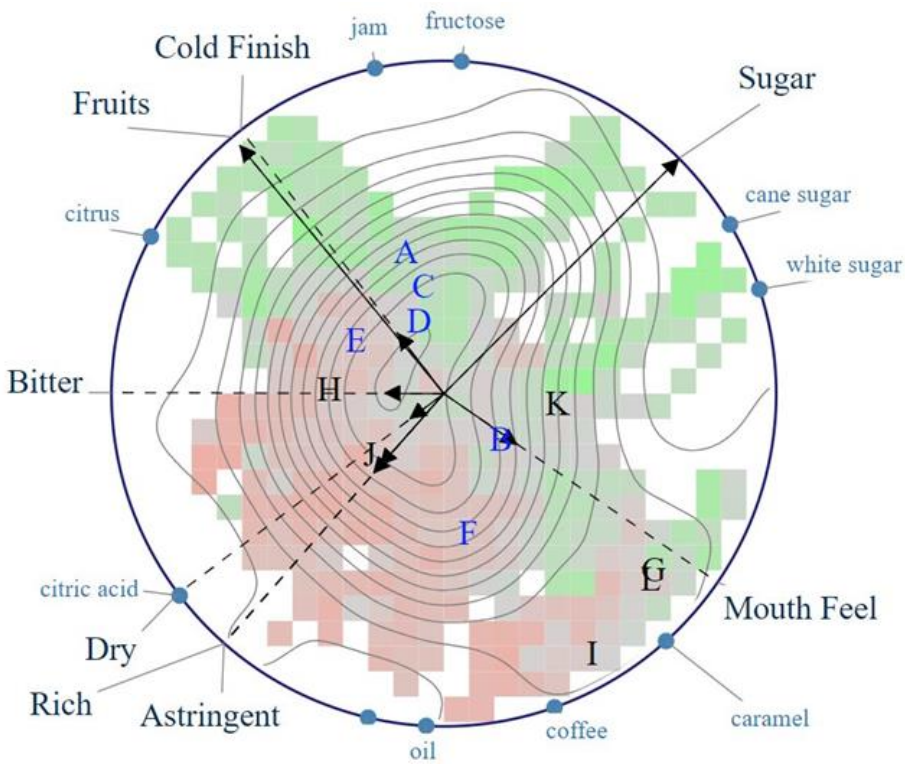
Optimize & Enhance
Using world of sensory experiences



Define the formulation that will delight consumers



AI Sensory Liking Maps summarise landscape, identify opportunities



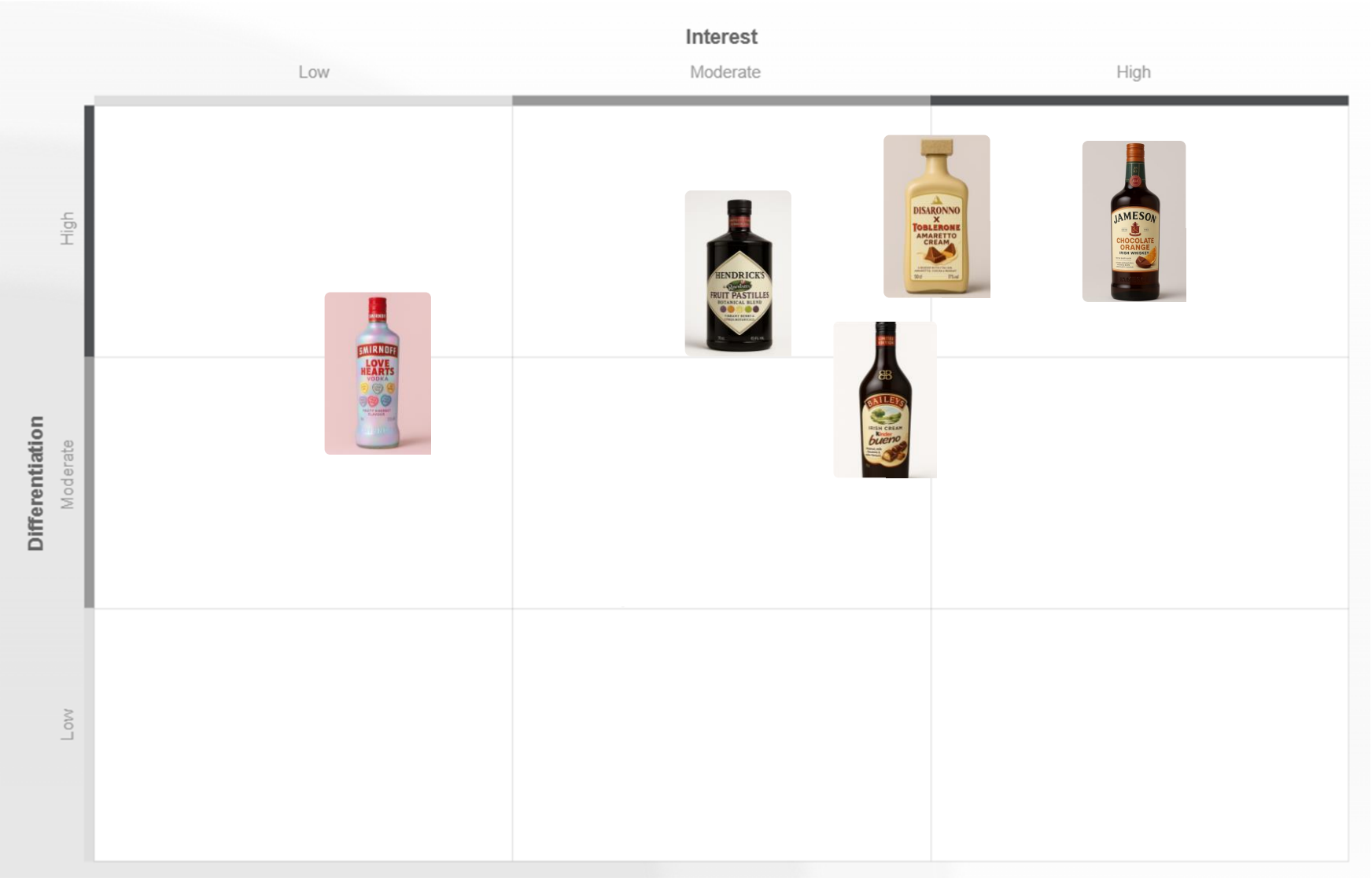
Increase

- + Citrus
- + Berry

Reduce

- Mint
- Sage

BASES AI Screener: Identifies a winning Idea



We merged Classic
Spirits with UK Candy

*But how could we
make the winning
Concept?*

For Product Developers, how could they fast-track development of this product, saving time and resources?

NEW: Jameson Chocolate Orange Irish Whiskey

Terry's Chocolate Orange has long been a festive favorite in the UK — rich, zesty, and unmistakably indulgent.

Now it meets the smooth character of Jameson in *Jameson Chocolate Orange Irish Whiskey* — a bold new blend of triple-distilled Irish whiskey infused with natural orange and dark chocolate flavor.

Velvety, warm, and lightly sweet, it's the perfect sip for seasonal gatherings or an after-dinner treat.

Enjoy neat, on the rocks, or in an Old Fashioned with a twist.

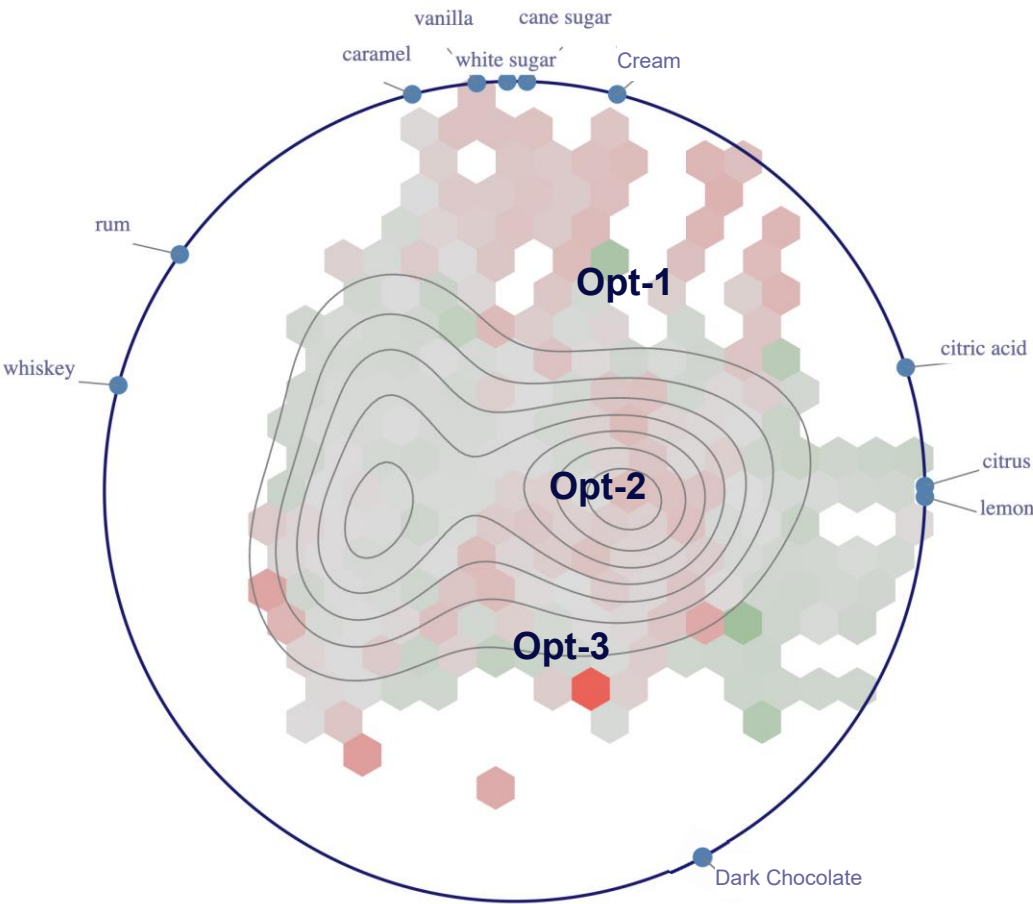
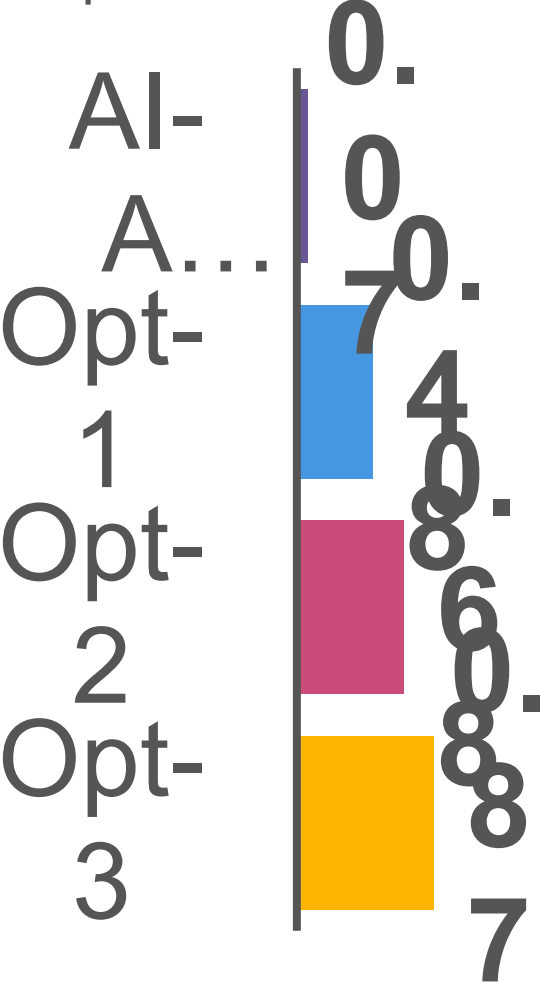
Available in 70CL bottles, for a limited winter release.



Note: Not Client Material: Concept made by NIQ BASES for Demonstration purposes only

BASES AI Product Developer: Create before you make!

AI Liking, 21-65 yr olds,
compared to 75% UK Norm



Opt-3 Target Sensory Flavour intensity

Flavour	Intensity
Orange	11%
Orange_Peel	7%
Whiskey	11%
Bourbon	5%
Rosewood	5%
Maple_Wood	3%
Agarwood	3%
White_Rum	3%
Citric_Acid	10%
Citrus	5%
Grapefruit	3%
Lemongrass	8%
Dates	8%
Apple	5%
Coconut	3%
Melon	3%
Dark_Chocolate	5%

BASES AI Product Developer

Screen multiple prototypes

Identify best supplier/ co-packer

Identify how to optimise

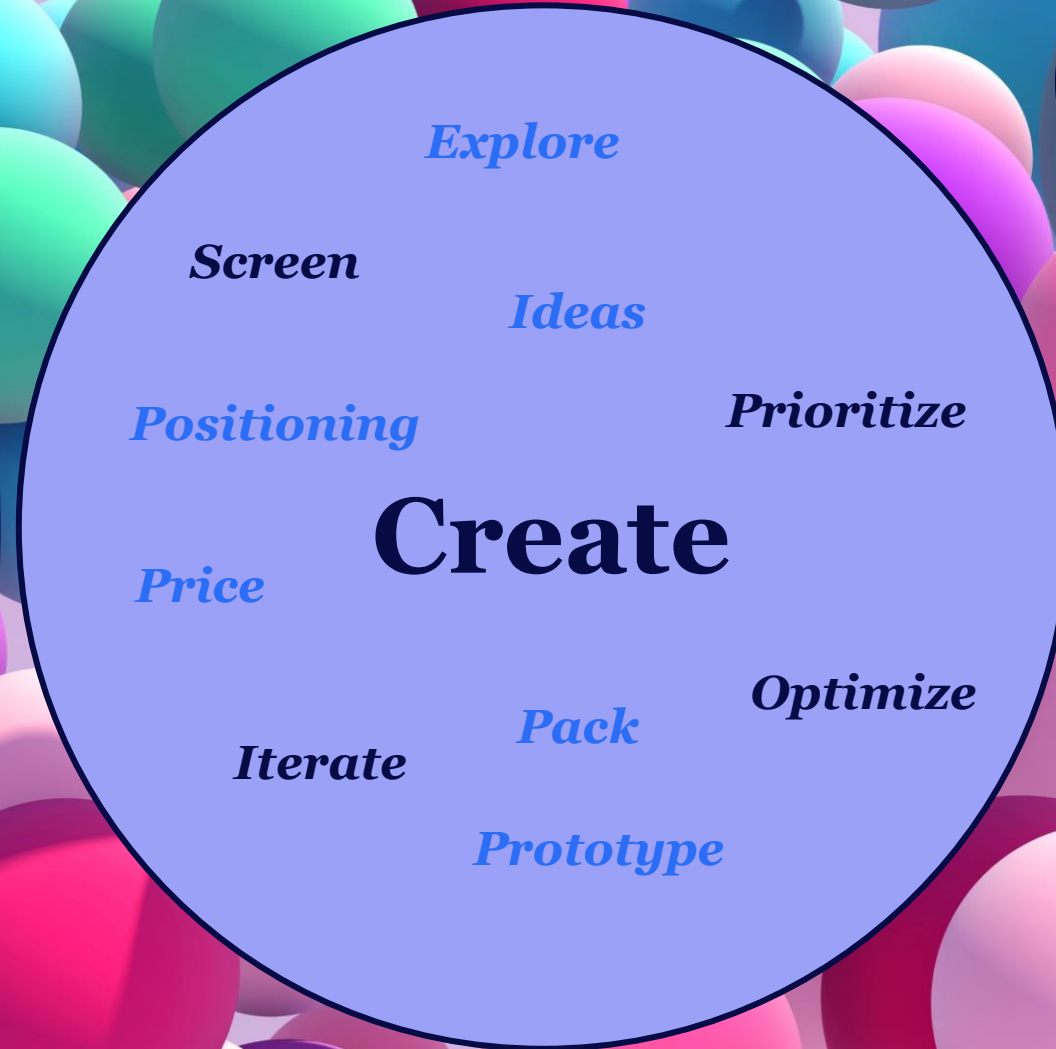
**Transfer results to up to 40 other countries,
with no additional testing required**

**Create 'synthetic' products from ideas &
concepts, with no testing required**

Coming to Austria Q4 2025

NielsenIQ

AI is already
transforming
and accelerating
the way we
innovate



Hyper-fast
iteration

AI-powered
ideation

Accelerated
multi-market
testing

Parallel
research
processes

Human intelligence



Artificial intelligence



**With the right dataset that
you own and understand...**

**...tested, controlled and validated, so your
AI approach is truly predictive**

***The possibilities
with NIQ***

are amazing



Let's connect



Chris Sinclair

Chris.Sinclair@nielseniq.com
Global Head of Innovation, NIQ