Precision Innovation

Accelerating Ideas, Improving Outcomes

NIQ Innovation Practice, powered by BASES
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C360
Built for the Future

Presenter & Client Panel

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In the past year,

9%

of companies grew their innovation sales

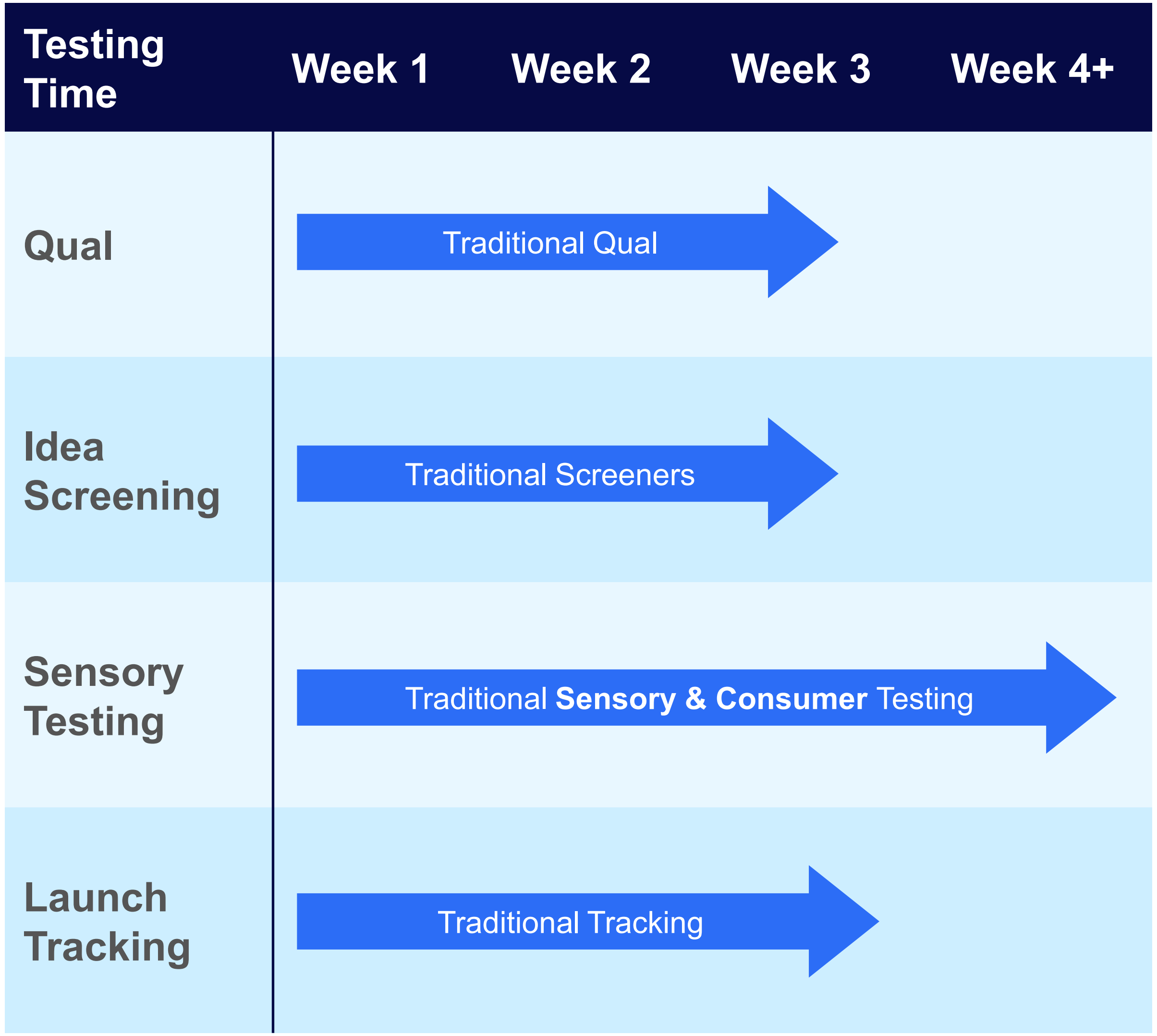
while **51%**

of innovations grew in their second year

Is AI the answer?

What the industry saying about the impacts of AI on the Innovation process

Plenty of reason to be excited



Possible today –

Qual in Days
AI chatbots instantly simulate consumer feedback

Idea Screening in Minutes
AI models predict concept's potential success

Product Development in Days
AI-driven prototyping and benchmarking

DIY Benchmarking in Minutes
Start a launch assessment after 1 month instead of 3-6 months

Multi-Market Simulations
AI models outcomes across geographies

Strategic implications of AI efficiency for Innovators

Accelerate your business growth with innovation fueled with AI

Faster time-to-market = **competitive edge**

Lower research costs = **more innovation attempts**

AI democratizes **insights for smaller teams**

Early adopters will **outpace slower competitors**

Identification of **breakthrough ideas**

The more we rely on AI to do the calculation, the more intensely we rely on humans to do the caring. Algorithms can optimize a formula, agents can enable a purchase, but only humans can define the purpose. So let machines handle the logic, while we create the magic.

Even as AI gets better, the edge still belongs to the people who know what good looks like — and have the conviction to say so when the model disagrees.

Suprio Banerjee, Global Consumer Insight & Innovation Leader, Unilever Home Care

We need human involvement in the process, but also in the research

AI is already showing great promise to...

- Compress front-end research cycles
- Reliably pre-filter ideas and reduce burden on human samples
- Moderate qualitative interviews at-scale, quicky and cheaply
- Detect patterns and run simulations on high volumes of trend data

But deep quantitative and qualitative research with humans...

- Captures authentic emotions, biases, brand associations and motivations
- Can react to emerging behaviors and new-to-the-world ideas that are lacking in historical data and patterns
- Is still the gold-standard for things such as late-stage launch decisions for new innovations

In the end, financials are how success is judged

Top metrics used by companies to assess post launch performance

81%

Generated incremental brand growth

74%

Met volume objectives

NIQ BASES State of Innovation Survey, June 2023; (n=974 global CPG professionals

Missing financial targets introduces a range of unwanted outcomes

Money left on the table (or brand decline!)

Mismanaged marketing $

Reputation impact (internal and external)

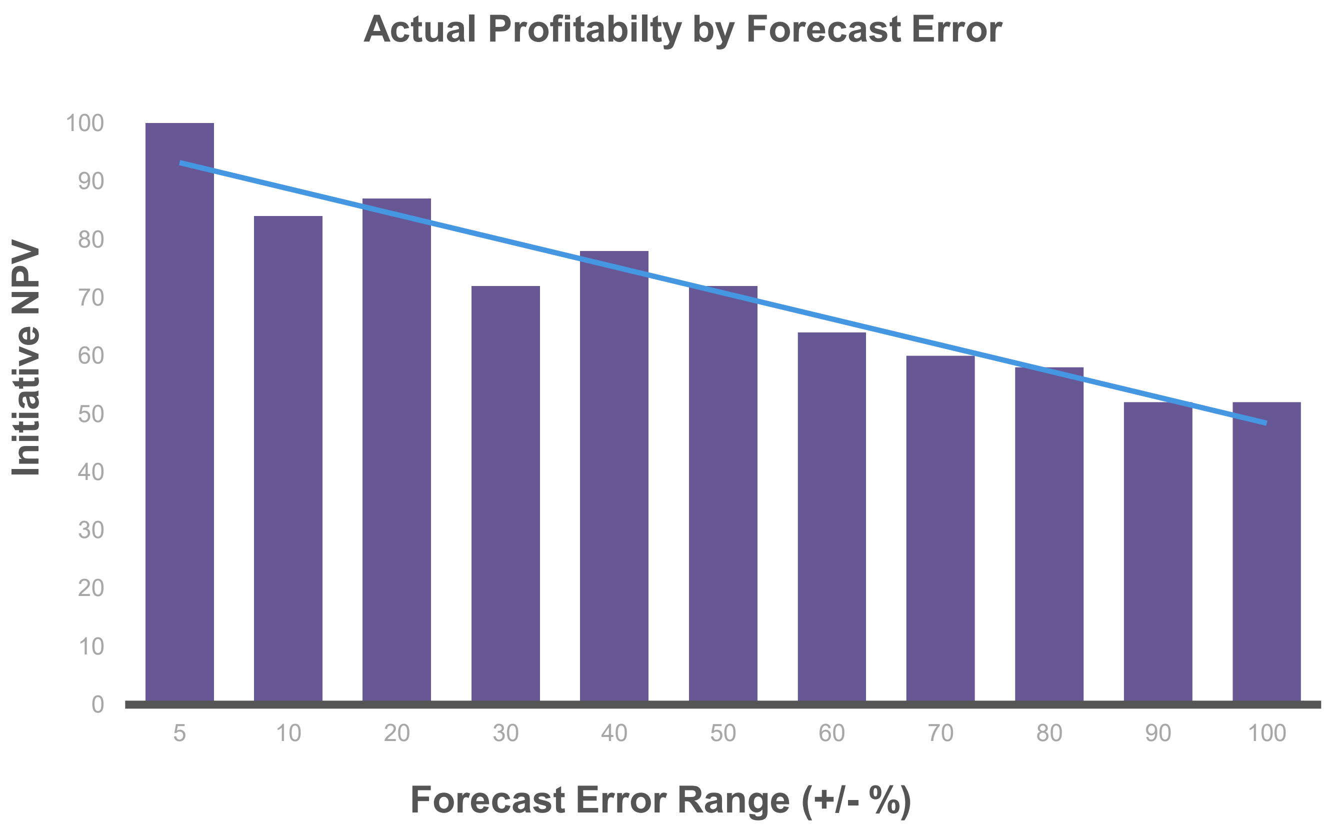
One of our clients examined how new product forecast accuracy impacts profitability and found a *very strong relationship* between the two

Realistic targets improve execution and proper resource allocation

Initiatives with the most accurate forecasts were

2.0X

more **profitable** than those with the least accurate forecasts



Source: Analysis comparing actual profitability with the accuracy of the final P&L forecast for one of the largest CPG manufactuers in the US. Profitabilty = NPV of the Initiative. All data points indexed to the +/- 5% range

The most successful innovators are leveraging volume forecasting as a key input at every stage of the innovation process

Pre-Launch			Post-Launch
← *Pre* Consumer Research →	← *Post* Consumer Research →		
Opportunity Sizing	Initiative Priorization	Launch Planning	Launch Management

Hypothetical example:

Is "cereal as a snack" a space we should consider entering? How big an innovation can be in this opportunity area?

Which of the 25 "cereal as a snack" concepts show most volumetric potential? Which are worth proceeding with?

Is "Cinnamon Snack Dippers" ready for launch? Does it meet the revenue goals? Need to understand different scenarios.

It's been 3 months since Cinnamon Snack Dippers launched – is it on track? If not, how to course correct?

Improving forecasting accuracy demands internal discipline and rigor, but NIQ has unique assets to help you along the way

To improve accuracy it is important to	NIQ is the only forecast provider with
...ground forecasts in real-world assumptions and be willing to objectively challenge those assumptions	Global network of objective Forecasting experts who do more forecasts in one year than any other supplier does in a decade
...verify your forecast close to launch, if assumptions and/or market environment has changed	Flexible simulation capabilities with the ability to evaluate trade-offs and resulting impacts on ROI
...benchmark forecasts versus previous track record of launch execution	Access to the most robust, global market intelligence through NIQ Omnichannel data, and our Innovation Measurement system for launch tracking

The Precision Innovation Playbook

- **Cast a wide net early**
  - Use AI to explore more ideas, not fewer
- **Filter fast and objectively**
  - Kill low-ceiling ideas before teams fall in love
- **Apply disciplined human testing**
  - Validate emotional, sensory, and behavioral drivers
- **Forecast before you commit**
  - Pressure-test incrementality, endurance, and downside risk
- **Align stakeholders with evidence**
  - One version of the truth before launch

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Now let's hear directly from our client panel!

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