



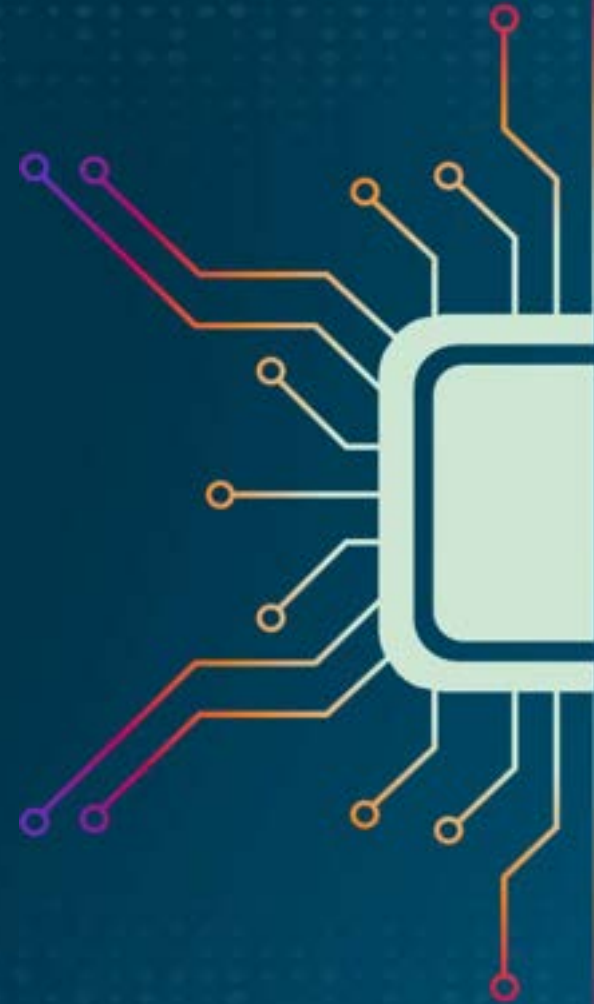
Engaging Consumers with **Tech**

AI and Tech Advancement Trends



What makes AI and tech crucial?

- AI is crucial in the CPG space because it enables brands to harness vast amounts of data to make **smarter, faster, and more informed decisions**.
- By leveraging AI for predictive analytics, personalized marketing, and supply chain optimization, CPG brands can not only **enhance operational efficiency** but also create **highly tailored consumer experiences**, driving both customer satisfaction and **loyalty**.
- Furthermore, AI-driven insights facilitate innovation, allowing brands to rapidly adapt to **market trends** and consumer preferences, ultimately giving them a significant **competitive edge** in a rapidly evolving marketplace.



6 Tech-enabled channels of engagement

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Virtual Assistance

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Personalization

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Tech-led check-out

Virtual Assistance

Why virtual assistance?

Virtual assistance helps preemptively provide recommendations based on the customer's style, previous purchases, and current trends. This is particularly valuable in categories such as beauty and fashion, as personal taste and individual needs vary widely across markets.

How is it done? Few Examples...

Loreal's 'Make-up Try-on' provides consumers an option for a virtual makeover introducing them to various products from the brand's collection

Sephora's in-house Color IQ helped enable inclusivity in their offering through assisting consumers to identify products best suited to their skin tone, undertone etc.

In fashion, visuals are critical. With augmented reality, H&M allowed consumers virtual try-ons while also providing a personalised chatbot stylist



Personalization

Why personalization?

Personalization includes 'personal realization' where the customer's preferences are given enough importance by brands to cater to their needs in a specific, customized manner. Ultimately resulting in a sense of increased empathy and therefore connect through the brand

How is it done? Few Examples...

YSL's first ever personalized lip color creator allows you to create up to 4000 shades of lipstick. Smart, at-home lip creator is the ultimate personalization tool

Amazon Web Services's robust machine learning ecosystem processes data, selects algorithms, and optimizes a tailored personalization model.

Designing content experiences is about how the customer feels. Spotify's algorithmically driven playlists offers the ultimate 'tech empathy'



Gamification



Why Gamification?

Reinventing customer experience through gamification uses the universal appeal of games to engage and motivate users by incorporating points, badges, challenges, and leaderboards. This enhances interaction, loyalty, and satisfaction by making tasks more enjoyable and compelling, fostering a deeper emotional connection, and transforming the overall customer experience

How is it done? Few Examples...

Mondelez's efforts to target next-gen travelers who are on the lookout for unique experiences through AR games installation at Dubai Airport

Based on the Octalysis gamification framework, Duolingo analyses sentiment and learning patterns to create attractive reward packages

Fitbit's gamified design for easy navigation allows users to track workout activities and daily progress with calendar views and real-time analytics.



Design

Why design through packaging?

AI and Tech are used to significantly enhance various aspects of the packaging process, including efficiency, sustainability, quality, and most importantly, consumer engagement.

How is it done? Few Examples...

Kellogg's adds NaviLens codes to make their cereal boxes accessible to visually impaired consumers. NaviLens is a printed code that can be scanned to hear what information is stored within

Heineken has experimented with smart bottles equipped with LED lights that sync with music and user interactions

Coors Light cans and bottles feature cold-activated labels that change colour when the beer reaches the optimal drinking temperature



Tech-enabled Shopping Discovery



Why tech-enabled shopping discovery?

Enhancing shop floor discovery with AI and technology involves utilising advanced tools to improve customer navigation and make finding and interacting with products easier. This process aims to create a more intuitive, efficient, and engaging shopping experience. The key goal here is to ensure that customers can enjoy seamless assistance and product discovery

How is it done? Few Examples...

6th Street.com opened a 'phygital' store in UAE, providing an integrated omnichannel experience with advantages of both online and in-store shopping

IKEA Place, an augmented reality (AR) application that enables users to confidently experience, experiment, and share how good design can transform any space

P&G employs AI to optimise its digital presence across e-commerce platforms by leveraging customer search, browsing and purchase behaviour



Tech-led Checkout

Why tech-led checkout?

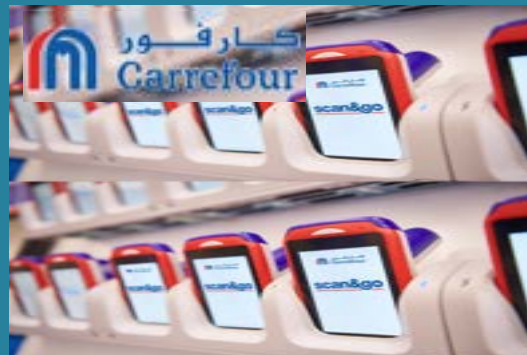
In addition to enhancing navigation, AI and tech are often used to improve the check-out process by making it faster, more efficient, and more convenient for customers. Self-checkout systems, cashier-less stores, and scan-and-go mechanisms are often seen as integral parts of tech-led checkout experience

How is it done? Few Examples...

Zara's AI-powered self-checkout scanners can quickly recognise items by using computer vision without the need to scan barcodes

Carrefour's scan&go: After scanning all their items, customers can pay directly through the app and skip traditional checkout lines

Amazon Go uses advanced technologies such as AI, computer vision, and sensor fusion to enable a completely cashier-less experience.



Our 4SiGHT Live Suite



PANEL UAE | KSA

Our pre-recruited ahead-of-the-curve panel for quick, cost-efficient research needs, offering a window into live data



COMMUNITIES

Designed to build an agile system to conduct research while keeping the customer at the heart of the business. Enables clients to make consumer relevant decisions by testing on the go



CONSUMER CONNECTS

4SiGHT's solution to curate and build a customized calendar of immersive interviews for client teams to get the pulse of the consumer Available as ad-hoc & annual programs

For more information, contact info@4sight-global.com

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Enables swift and efficient innovation testing, minimizing the risks linked to a comprehensive launch - allowing you explore, experiment, and fail cheap.


AASMA | CHATBOT

Facilitates interactive conversations with consumers, streamlining the process of filling consumption/usage diaries. Leading to improved efficiency and quality of data collection.

SPRINT+

Provides an innovative boost to your iterative process by making it more AGILE through co-creation workshops, giving wings to potential ideas/improvements

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