



# Visual Intelligence

Bringing new agility to innovation and insights

VIZIT EBOOK

# ABOUT THIS EBOOK

## VISUAL INTELLIGENCE

### Bringing new agility to innovation and insights

Product innovation and insights teams require agile systems to ensure their brands have a competitive edge. Charged with leading product development, new pack design, and market research initiatives, these teams need access to analytics that go far deeper than simply monitoring consumer trends and capturing shopper insights.

They need AI-powered predictive analytics that offer a window into the future, enabling them to move innovative concepts from the idea stage to launch - and pass through all the stage gates in between in record time.

**They need visual intelligence.**



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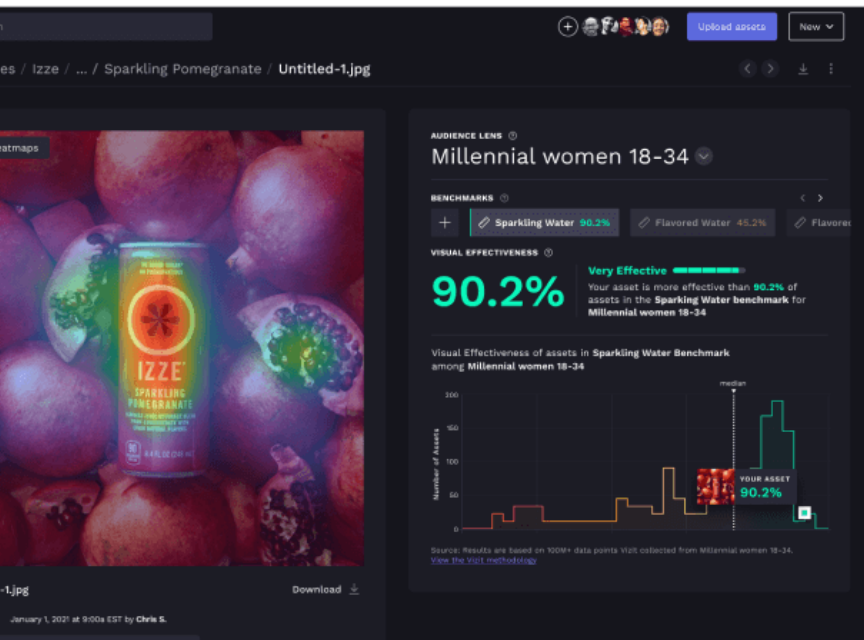
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## Agility & speed

The key to every product innovation & insights success story

It has been more than seven years since Facebook CEO Mark Zuckerberg made public his company's internal motto: "Move fast and break things." Times have changed and breaking things is no longer an acceptable practice for innovative processes. **The current corporate landscape requires product innovation and insights teams to move fast while improving on existing systems, creating new, more valuable product concepts and experiences.**



Move fast and break things has evolved into "Move fast, break nothing, and make everything you touch better than you found it." To do this, product innovation and insight teams must facilitate agile processes that align with their brand's primary objectives, enabling them to get to the best idea as fast as possible.



Christopher Ross  
VP Analyst  
**Gartner.**

According to [Gartner VP Analyst](#) Christopher Ross, agile methods are key to delivering effective outcomes:

"An operating model like agile can have a much more profound impact on organizational performance than organizational structure. Capable of fitting with virtually any organizational model, agile empowers organizations to respond and adapt quickly and effectively without creating the disruption of a sweeping organizational overhaul."

Ross isn't the only researcher trumpeting agile methods. In an October, 2020 report from McKinsey titled "The need for speed in the post-COVID-19 era – and how to achieve it," the research firm said **organizational speed was essential for businesses to outperform the competition "in times of unprecedented change,"** and emphasized that enterprise organizations could, "benefit from moving toward more nonhierarchical, agile models of communication and collaboration that improve the efficiency of information sharing."

## Agility & speed

# The profound impact on organizational performance



[illegible]

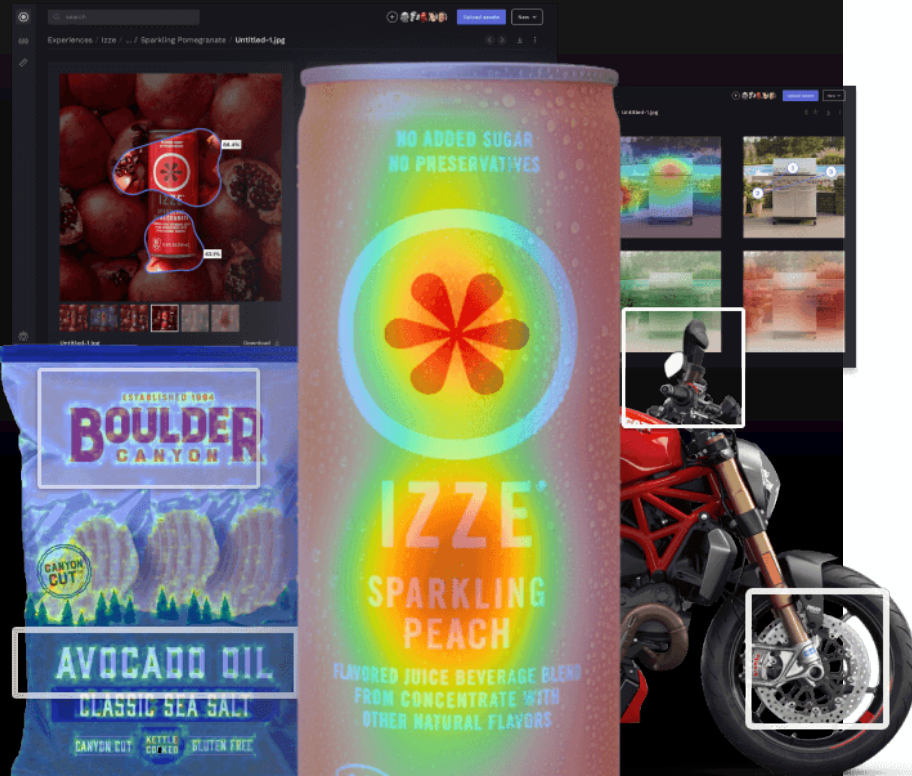
There is no shortage of analytics and data platforms to track overall brand performance or measure campaign success. But **when it comes to visual content and concepts, the field of predictive analytics is sparse, leaving brands in the dark throughout each stage of visual design, testing, and activation.** A new product launch, re-branding initiatives, ad campaigns, product detail pages – at every turn product innovation and insights teams need granular insights that ensure they are delivering relevant and effective visual experiences to their target audience.

Bringing new agility to innovation and insights **6**

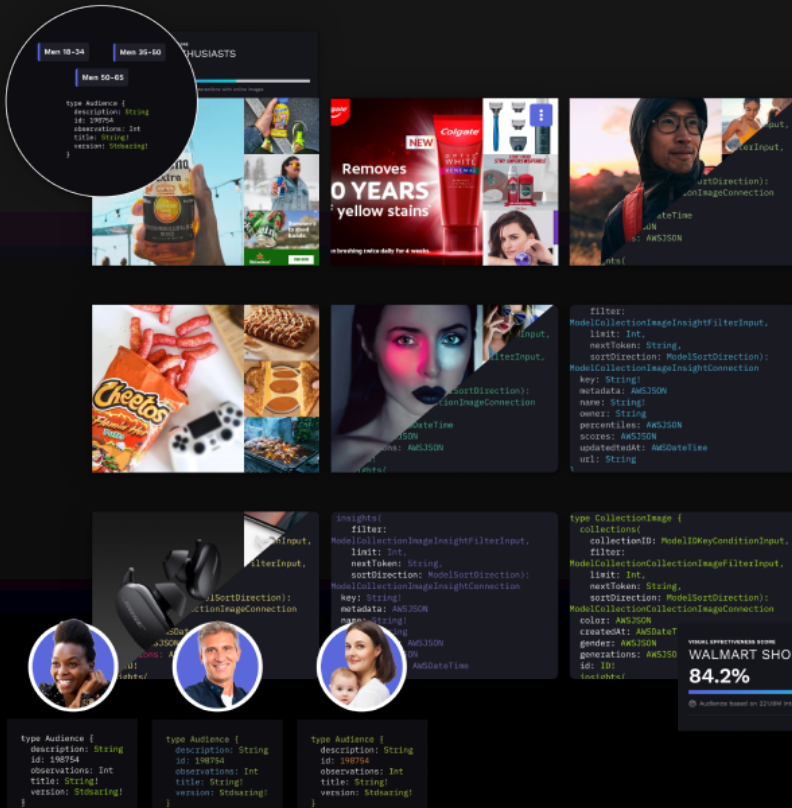
# The missing piece: Predictive analytics and Visual Intelligence

Predictive analytics are far from new. Brands routinely have been able to move the needle employing predictive analytics in several areas, including media planning and buying, personalization tactics, campaign implementation, account-based marketing and more. **But a missing piece of the predictive analytics puzzle has long been the lack of insights to measure the effectiveness of a brand's visual elements with a specific audience.**

This is what Visual Intelligence brings to the table – it gives product innovation and insights teams **AI-powered predictive analytics that reveal whether a product concept will resonate with a specific consumer group**, or if a new pack design, advertising campaign, hero image, or social media post has stopping power – all in real-time. By simulating a target audience, Vizit's AI-powered algorithms deliver Visual Intelligence on various aspects of a product or design's visual elements – quickly identifying which attributes are most likely to resonate with the consumer group.



# A New Approach: AI-driven understanding of visual preferences

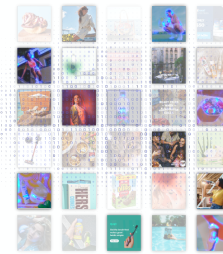


Vizit uses AI to measure how visual content resonates with consumer audiences by correlating patterns in visual elements with engagement levels on thousands of digital images.



## Audience Profile & Digital Scroll

Vizit **discovers and collects thousands of digital images** that your audience is exposed to online.



## Visual Dataset & Analysis

Vizit's patented AI algorithms **identify engaging elements of visual content** that are unique to your audience.

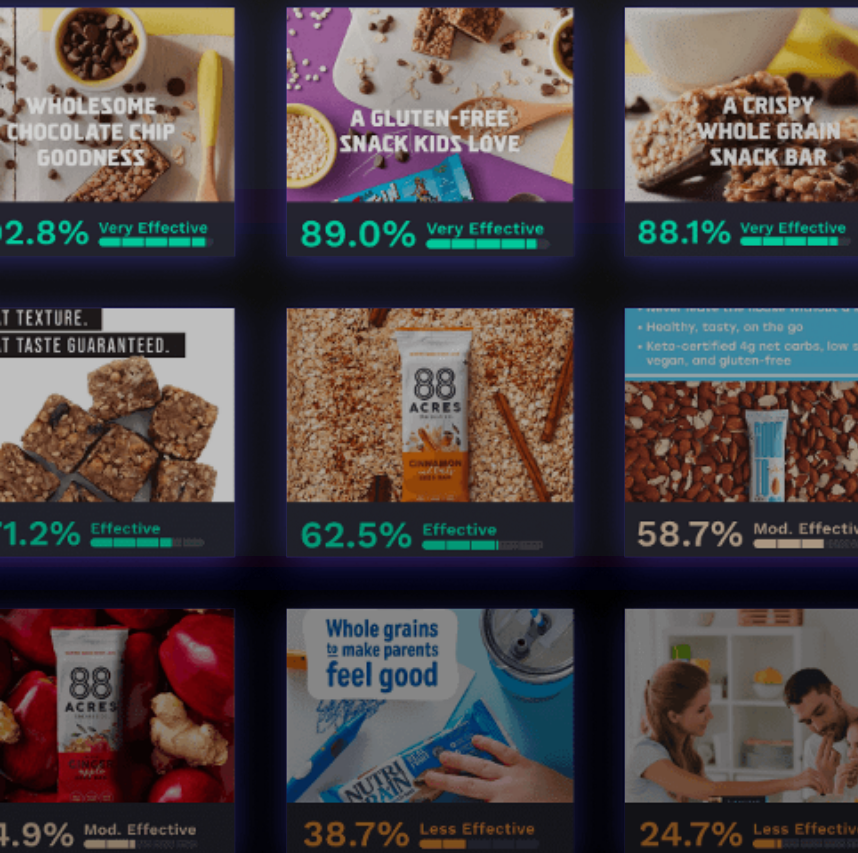


## Visual Scoring & Benchmarking

Vizit models the visual preferences of your audience and **scores new content for visual effectiveness**.



# Bringing new agility to product innovation and insights



Visual intelligence, delivered via Vizit's Visual Brand Performance platform, brings both speed and agility to product innovation and design by **enabling brands to repeatedly refine visual concepts and experiences at every stage gate until the desired outcome is achieved.** It works in conjunction with existing market research practices, allowing product innovation and insights teams to reiterate on concepts earlier in the discovery phase, and saving a substantial amount of time and money. **With Vizit, insights and innovation teams are getting consumer feedback 99% faster, saving over 95% compared to traditional testing, and increasing the volume of assets tested by 90%.**



Rizal Hamdallah  
Chief Innovation Officer



**“The speed and precision of measuring design effectiveness with Vizit’s AI is something that I never thought was possible in my 20+ years in CPG.”**



# Delivering deep insight with maximum efficiency

At its core, Visual Intelligence is an adaptive, creative and resilient resource, delivering key insights at maximum efficiency. **Instead of having to invest weeks, months – and in some cases years** – in legacy research models that come with exorbitant marketing research and development investments, **Visual Intelligence leverages AI technology and computer vision to simulate specific audiences, capturing consumer insights and identifying shopping trends in real-time.**

The predictive nature of **Visual Intelligence** removes **unconscious bias** from research methods by measuring **the precognitive preferences of a target audience to better understand the visual attributes that trigger a visceral response.** Visual Intelligence technology draws on subconscious preferences, allowing brands to eliminate ineffective content before it enters the development cycle. It is an additive insight that delivers immense cost efficiencies, getting product innovation and insights teams to better ideas faster.

HOW LEADING BRANDS USE VISUAL INTELLIGENCE

# Guiding new design for the digital shelf at Tyson



As covered in a recent article on [Retail Dive](#), Tyson Foods implemented Vizio's Visual Intelligence technology to optimize the presentation of its products across the digital shelf.



Jennifer Fitting  
Director of Ecommerce



"This technology helps Tyson gain a new understanding of the unique wants and needs of digital consumers and their visual shopping preferences. The software identifies and measures what specific components of an image or design — such as how the fresh meat is prepared and packaged, usage suggestions, or the quantity included in the package — will resonate most effectively with Tyson's core consumers".

For Tyson and many other Vizio customers, Vizio's Visual Intelligence capabilities do not replace existing market research initiatives, but instead boost them — enabling product innovation and insights teams to iterate more quickly, getting to better product concept ideas, new pack designs, and more effective visual content faster.

# Driving packaging design effectiveness with Visual Intelligence



AUDIENCE LENS  
UTZ Consumers

BENCHMARKS  
Potato Chip Competitive Set 18.1%

VISUAL EFFECTIVENESS  
**18.1%**  
Less Effective  
Your asset is more effective in the Potato Chip Competitive Set for UTZ Consumers.



AUDIENCE LENS  
UTZ Consumers

BENCHMARKS  
+ Potato Chip Competitive Set 98.9%

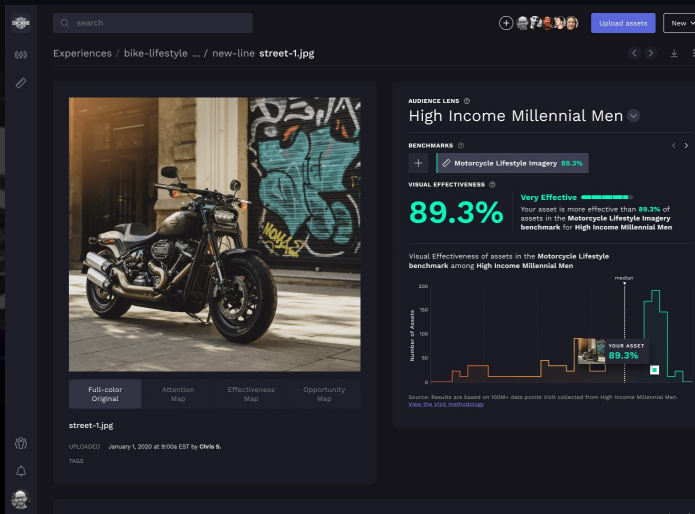
VISUAL EFFECTIVENESS  
**98.9%**  
Very Effective  
Your asset is more effective than 98.9% of assets in the Potato Chip Competitive Set Benchmark for UTZ Consumers.

Utz, a leading snack brand, was able to **test more than 20 different new pack design variations across multiple audience segments in a matter of weeks using Visual Intelligence**. The brand turned to Vizit because it needed an affordable, fast and effective method to identify which visual elements would actively reverse a downward sales trajectory for one of its primary product lines. The insights gained using Vizit's technology enabled the brand to launch a major rebrand of its product packaging that delivered a **55% lift in sales and a 20% decrease in find time on shelves**.

Instead of simply identifying which product concept or new pack design will most likely resonate with a target audience, **Visual Intelligence allows product innovation and insights teams to drill down to the specific visual elements that drive attention and conversion**. It gives brands the flexibility to ask the right questions at the right time – maximizing the team's time investment while minimizing costs.



# Driving new product innovation with real-time Visual Intelligence data



When Harley-Davidson aimed to bring a new product to market in record time, they turned to Vizit to boost the depth of their visual insights and increase the speed of decision making. With Vizit, **Harley was able analyze and measure thousands of images from over 10 competitive brands for over 15 consumer audience segments in a matter of weeks - revealing key visual insights and optimization opportunities.** The speed to insight compared to traditional processes saved the company Millions of dollars and years in development time.



**Luke Mansfield**  
Chief Strategy Officer



**“Vizit saved us \$5 Million and two years of development time predicting what customers would think about a new product. You can get there with market research, but Vizit can accurately predict the results of an expensive and slow research study in minutes. If you want to view your world through the eyes of your customer there’s simply no better way.”**



How Visual Intelligence impacts product innovation and design at each stage gate

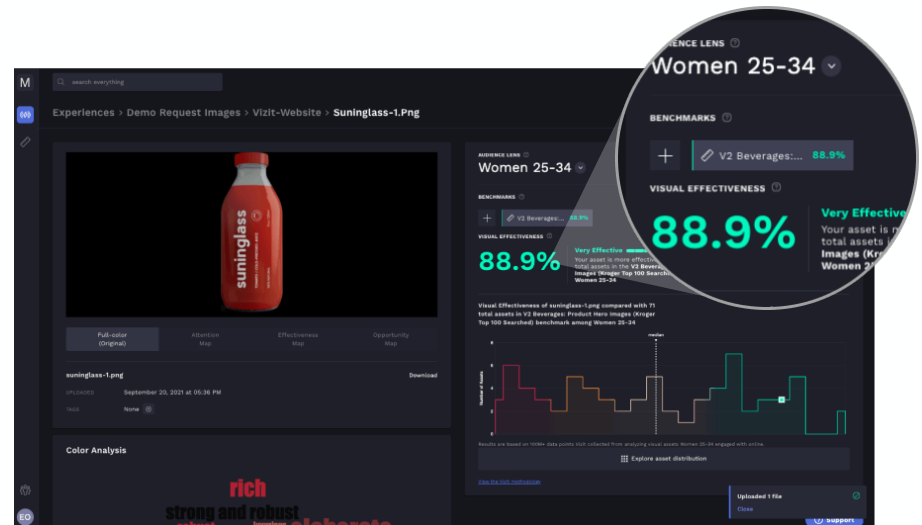
## STAGE 1

# Product Discovery and Concept



## Stage 1: Product Discovery & Concept

The product discovery and concept stage is the initial stage of product innovation, and **often devoted to time-consuming market research tactics that can take weeks, even years, and result in astronomical costs.**



When used alongside market research initiatives, **Visual Intelligence offers a lens on consumer behavior that helps product innovation and design teams drill down to the most effective ideas faster**, omitting any visual elements that fail to deliver desired outcomes and removing them from testing and analysis initiatives.

How Visual Intelligence  
impacts product innovation  
and design at each stage gate

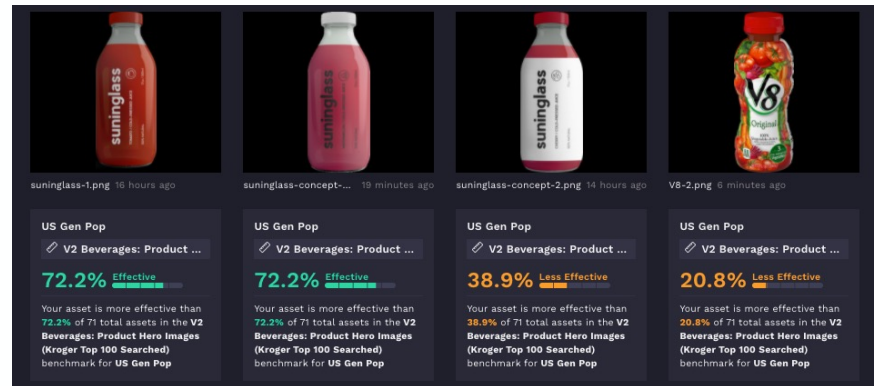
## STAGE 2

# Testing and Reiteration



## Stage 2: Testing and Reiteration

Once a design concept has been identified, or narrowed down to a select group of concepts, **product innovation** and **design teams must test that concept across the various audiences they serve to ensure it resonates with the intended audiences.** Visual intelligence gives brands the ability to test and reiterate design concepts in real-time during the testing and reiteration stage, identifying the exact visual elements that prove most effective for varying consumer groups.

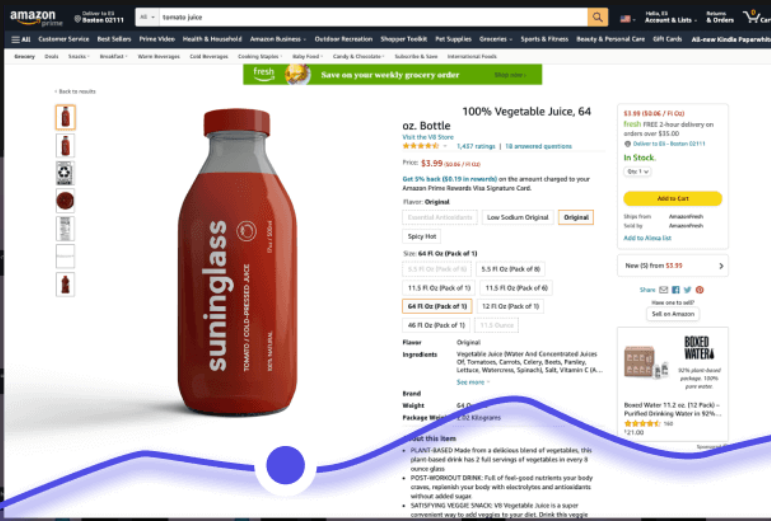


Instead of introducing one concept at a time, audience by audience, **Vizit's Visual Brand Performance platform measures the effectiveness of a concept across multiple audiences simultaneously and instantly.**

# How Visual Intelligence impacts product innovation and design at each stage gate

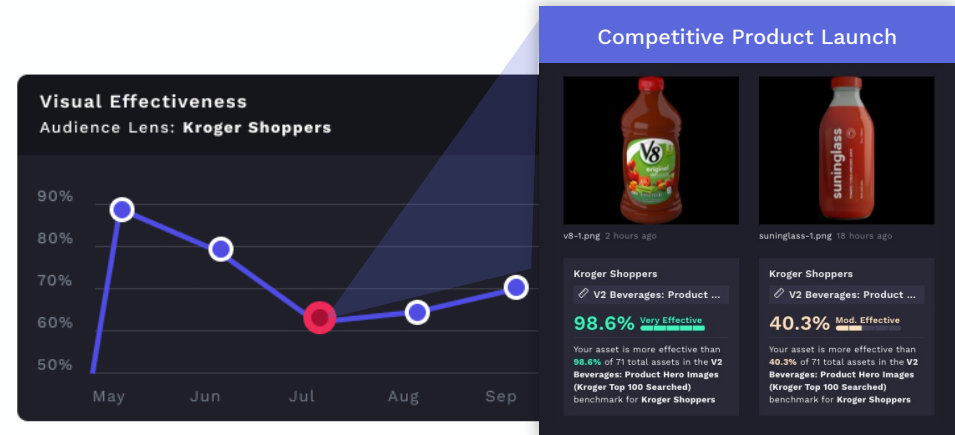
## STAGE 3

## Post-Delivery



## Stage 3: Post-Delivery

Product innovation doesn't end at the delivery stage. As product innovation and insights teams learned in 2020, consumer behavior can change overnight, causing drastic disruption for brands. **Existing product concepts and designs must be retested and redesigned to align with rapidly changing consumer environments. Insights and innovation teams must keep a pulse on the competitive marketplace and shifts in consumer preferences.**



The insights provided by Vizit's Visual Brand Performance platform allow teams to **quickly understand the shifts in consumer sentiment as well as the impact of competitive product launches, new market entrants, and rebrands.**

# Bringing the power of AI to product innovation and insights

Vizit knows the challenges product innovation teams are facing. **Our digital-first world has enabled unparalleled connectivity and the speed of innovation is increasing exponentially, creating a competitive landscape unlike anything we've ever seen.** Product innovation and insights teams must not only act fast, but must make decisions based on valuable insights that reflect real-world scenarios.

Brands are hungry for AI-powered insights that can predict which visual elements and designs are most likely to result in revenue-generating outcomes. **This is what visual intelligence delivers: The ability to test, optimize and monitor visual assets in real-time using AI-powered predictive analytics.**

With Vizit, product innovation and insight teams can test and reiterate product concepts at every stage gate, measuring the effectiveness of their visual assets with just a click to get to more effective concepts and designs at the speed of commerce.



# ABOUT VIZIT

Vizit is the world's only visual intelligence company. Designed by leading experts in AI and computer vision, Vizit's revolutionary Visual Brand Performance Platform helps companies measure, understand, and optimize their Visual Brands to drive more sales, engagement, and connection with their target consumer audiences.

Learn more at [www.vizit.com/demo](http://www.vizit.com/demo)

