

The title 'AI@work' is centered in a large, white, sans-serif font. The '@' symbol is stylized with a circular arrow around it. The background features a dark cityscape at night with glowing blue lines and circuit patterns overlaid. Two white line-art profiles of human heads facing each other are positioned on either side of the title, with various icons like a clock and a bar chart inside their heads.

Next Level Insights for Market Research

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# The race to harness AI

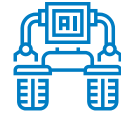
What's it all about?



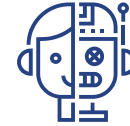
# Artificial Intelligence – What's real what's hype?



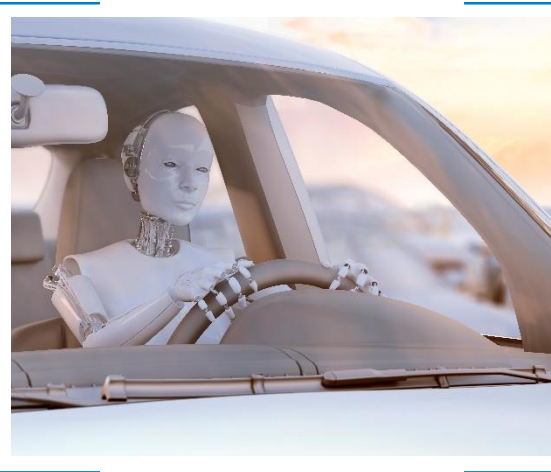
**NARROW AI**  
(ANI)



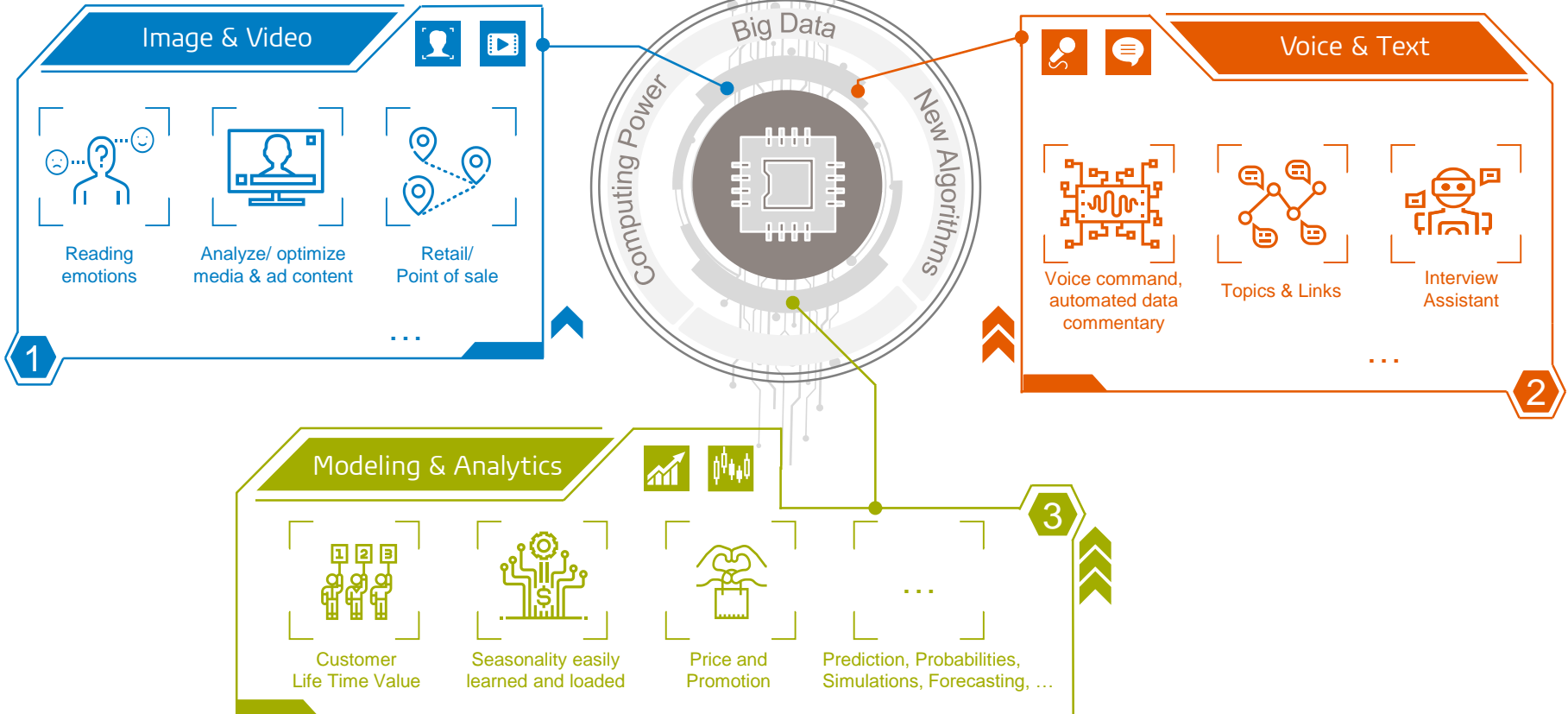
**GENERAL AI**  
(AGI)



**SUPER AI**  
(ASI)



# Artificial intelligence excites marketing and market research!



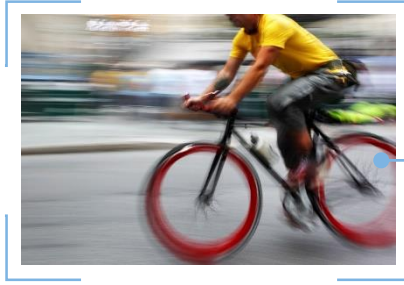


# AI is great, but is it the magic bullet?

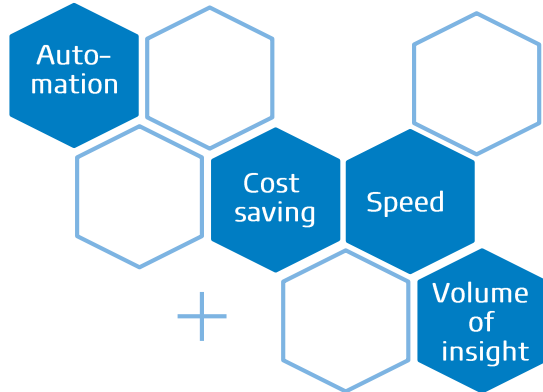
Move from  
the traditional...



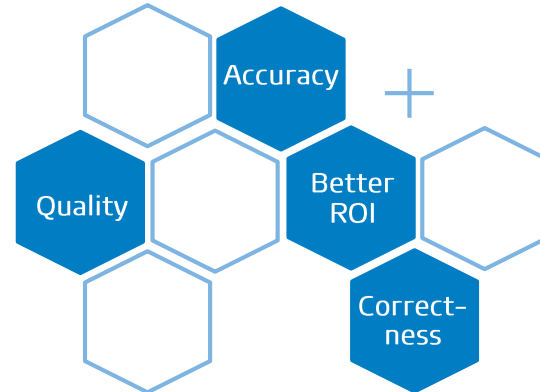
... to faster, &  
more efficient



... agile, integrated &  
innovative approaches



≠



# GfK NeXT Platform

An integrated system fueled by artificial intelligence



The background of the slide is a photograph of a white robotic hand typing on a laptop keyboard. The hand is positioned on the left side, with fingers pressing keys. The laptop is dark-colored and sits on a wooden surface. A semi-transparent white banner is overlaid across the middle of the image, containing text. On the right side of the banner, there is a circular graphic with a white border and a central orange circle containing the number '3'. The background image is slightly blurred to emphasize the text and the robotic hand.

# Let's read the consumer's mind!

Sharper analytics leverage AI

3

# Features are key! But where to focus?





In social media the answers are all there!  
Through AI they can be uncovered.



What features do consumers talk about?



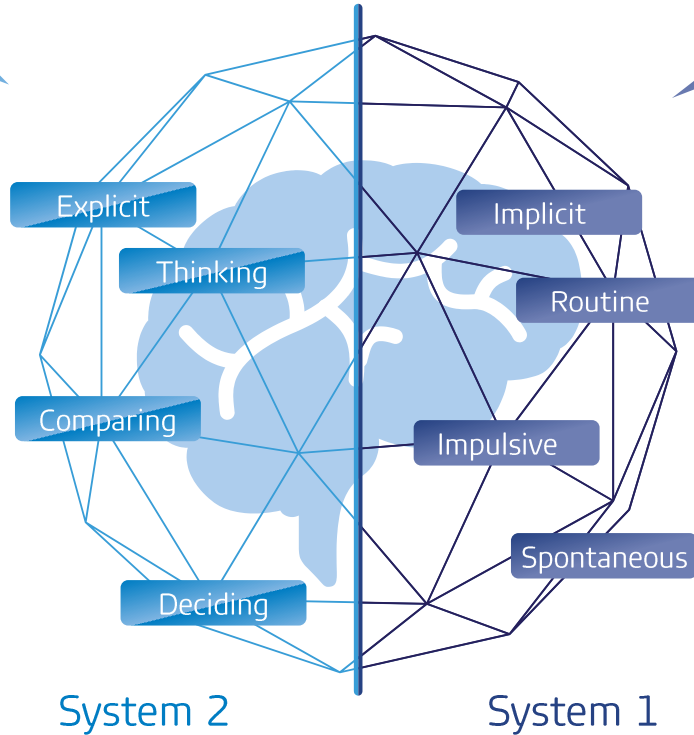
Type of OS



Display



Camera



What features are most important?



Camera



Battery



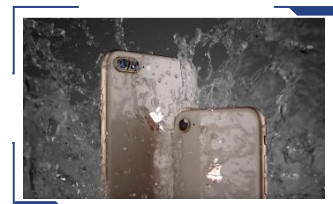
Display

# Structure unstructured data!

Look into what's actually important, not just what's thought to be important.



Features	Topics System 2	Importance System 1	iPhone 8	Samsung S9	Huawei Nova 2
Video	<b>Top 5</b>	<b>Top 5</b>	●	●	●
Price	<b>Top 5</b>	<b>Top 5</b>	●	●	●
Camera	Top 10	<b>Top 5</b>	●	●	●
Credit / Contract	Top 10	<b>Top 5</b>	●	●	●
Photo	Top 10	<b>Top 5</b>	●	●	●
OS / Apps	<b>Top 5</b>	Top 10	●	●	●
Design / Display	<b>Top 5</b>	Top 10	●	●	●
Size / Display	<b>Top 5</b>	Top 10	●	●	●
Sound	Top 20	Top 10	●	●	●
Wireless / Quick Charge	Top 20	Top 10	●	●	●
Water Resistant	Top 20	Top 20	●	●	●
Battery	Top 10	Top 20	●	●	●
Display (Resolution)	Top 10	Top 20	●	●	●



Reference: Social Media Data 04/2017- 3/2018 (Germany)

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# Clear recommendations on which features to promote and how to talk about them.



## Video | Camera | Photo

High on the emotional side but also of a focus on the rational aspects.



**Capture memories!**

Show people enjoying the camera as real consumers do. Smartly link with specs to differentiate!

## OS | Apps

Much higher on the rational need than the emotional aspect.



**Rally the troops!**

What's new? Well suited to communicate benefits and update features to existing customers.

## Design | Display | Size

Not that high on the emotional side but significantly higher on the rational need.



**Charge communication emotionally!**

Its all about the screen, but tech specs need to be emotionally wrapped – aesthetic, sleek, modern!

## Your contacts



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Thank you for your attention