

Better Innovation Through Science



Technology provided by:



Presented by:

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New Product R&D Case Study

Gently sparkling clean label flavoured water



Made of natural mineral water / Natural flavour / Zero sugar / Zero calories /
Zero flavour enhancers / Zero preservatives

Launching product is like walking in a dark

"I am a man who walks alone and when I'm walking a dark road at night or strolling through the park.

When the light begins to change I sometimes feel a little strange a little anxious when it's dark"

Fear of the dark...."

Stephen Percy Harris





The primary goal to achieve when giving birth to new ideas is to develop the concept with the most potential to succeed in the market while boosting the emotional connection of consumers to your brand

Case Study: PET or Glass

Akvilè Sparkling Flavoured Water's launch in the French Market

The ability to know what is going on in the consumer's mind was, and still is, the Holy Grail for anyone launching a new product.



The Science Behind

Daniel Kahneman's decision-making model (Nobel Prize winner)



System 1

Emotions & Intuition

Unconscious

Fast

Associative

Automatic pilot

System1 examples

Which pasta sauce to buy

Whether to change lipstick colors?

Solves $2+2=$

Drives a car on an empty road

Chooses a chocolate bar at the store



System 2

Rational thinking

Takes effort

Slow

Logical

Lazy

System2 examples

Which college to attend

Which house to buy

$17 \times 24 =$

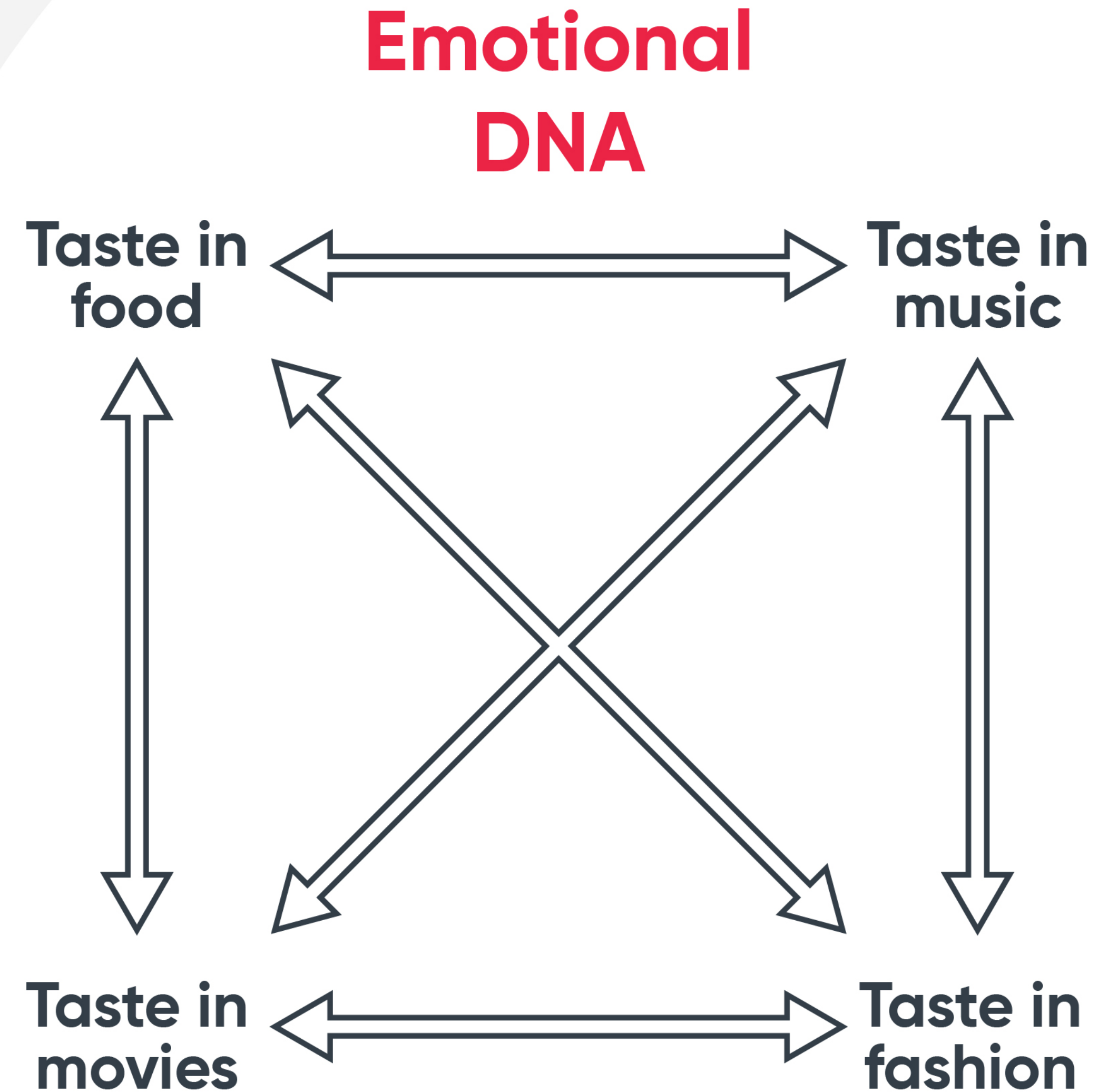
Compares two washing machines

Fills out a tax form

Cracking the emotional code

Based on AI principles, strong ties between various domains are captured and quantified.

These strong ties are captured by the **Emotion DNA** profile



How we build **emotion DNA** profile

To learn the **Emotion DNA** of a person we need to collect reactions for special catalog of items, that stimulates our emotional thinking

The Secret Souce

System 1

Emotions & Intuition

95%

Unconscious
Fast
Associative
Automatic pilot

During a one-time operation, we hire thousands of panelists who represent the population, and we learn their **Emotion DNA** profiles. The panelists are requested to react fast by swiping left if they are attracted or right, if not, to dozens of items from our Special Catalog. We have developed a patented AI-algorithm that uses the **Emotion DNA** profiles to predict the panelists' reactions to new items that are uploaded to the system.

Case Study: Akvilè Sparkling Flavoured Water in French Market

To measure the level of attractiveness of the brand and its products, we used the AM Score, a new emotional reaction scale with a range of 0 to 100. With the AM Score we will predict if product is emotionally engaging or damaging the brand. Will show the difference between PET vs Glass across different demographic segments and regions.

PET vs Glass



AM rank of glass vs PET



**Bouteille en Verre -
Saveur de Citron**
Flavoured Water

Marc12032
2

32.50



**Bouteille en Plastique
- Saveur de Citron**
Flavoured Water

Marc12032
2

2.00



**Bouteille en Verre -
Saveur de Fruits
Rouges**
Flavoured Water

Marc12032
2

42.10



**Bouteille en Plastique
- Saveur de Fruits
Rouges**
Flavoured Water

Marc12032
2

2.70



**Bouteille en Verre -
Saveur de Tahiti**
Flavoured Water

Marc12032
2

42.10



**Bouteille en Plastique
- Saveur de Tahiti**
Flavoured Water

Marc12032
2

1.00

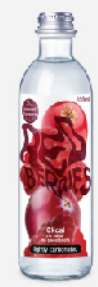
AM rank of glass

34.63

AM rank of PET

1.90

AM rank of glass Female vs Male



**Bouteille en Verre -
Saveur de Fruits
Rouges** Glass
Bottles
Flavoured Water

45.50



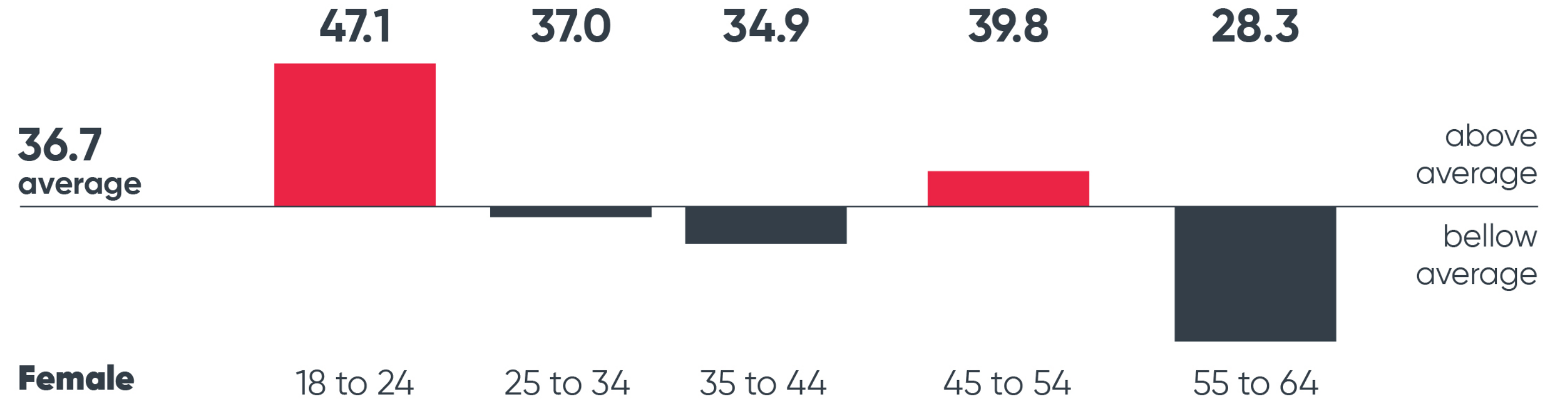
**Bouteille en Verre -
Saveur de Citron** Glass
Bottles
Flavoured Water

34.20



**Bouteille en Verre -
Saveur de Tahiti** Glass
Bottles
Flavoured Water

30.30



**Bouteille en Verre -
Saveur de Fruits
Rouges** Glass
Bottles
Flavoured Water

38.00



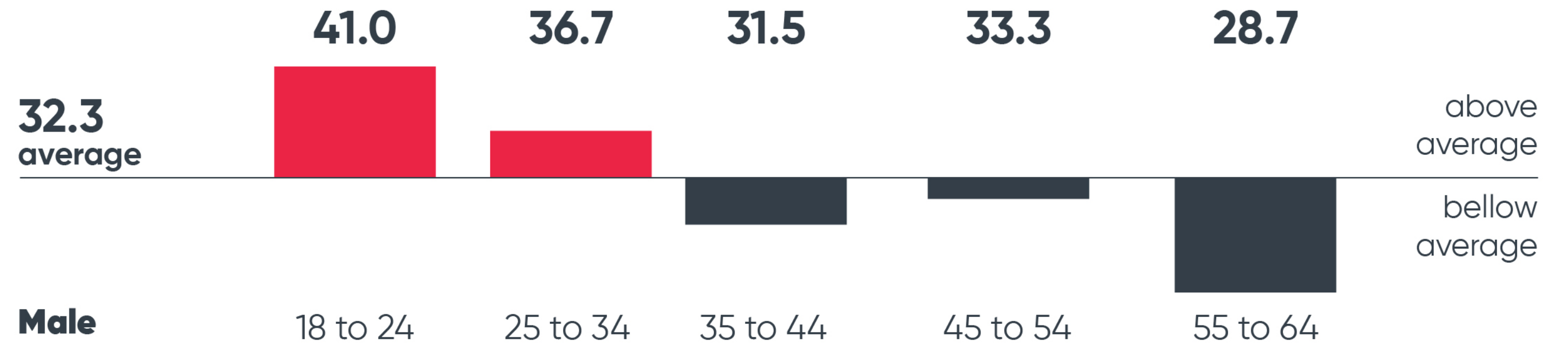
**Bouteille en Verre -
Saveur de Citron** Glass
Bottles
Flavoured Water

30.60

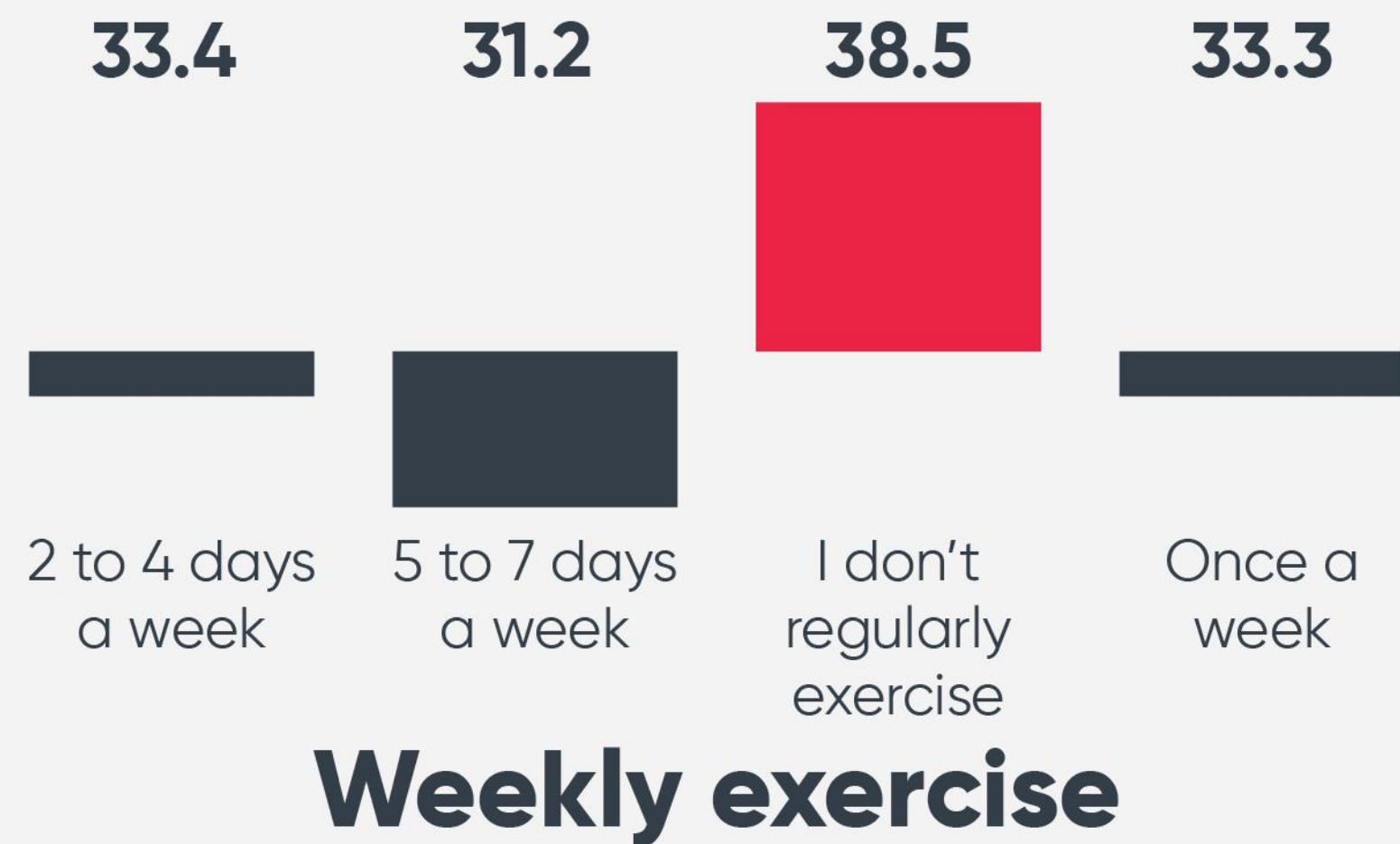
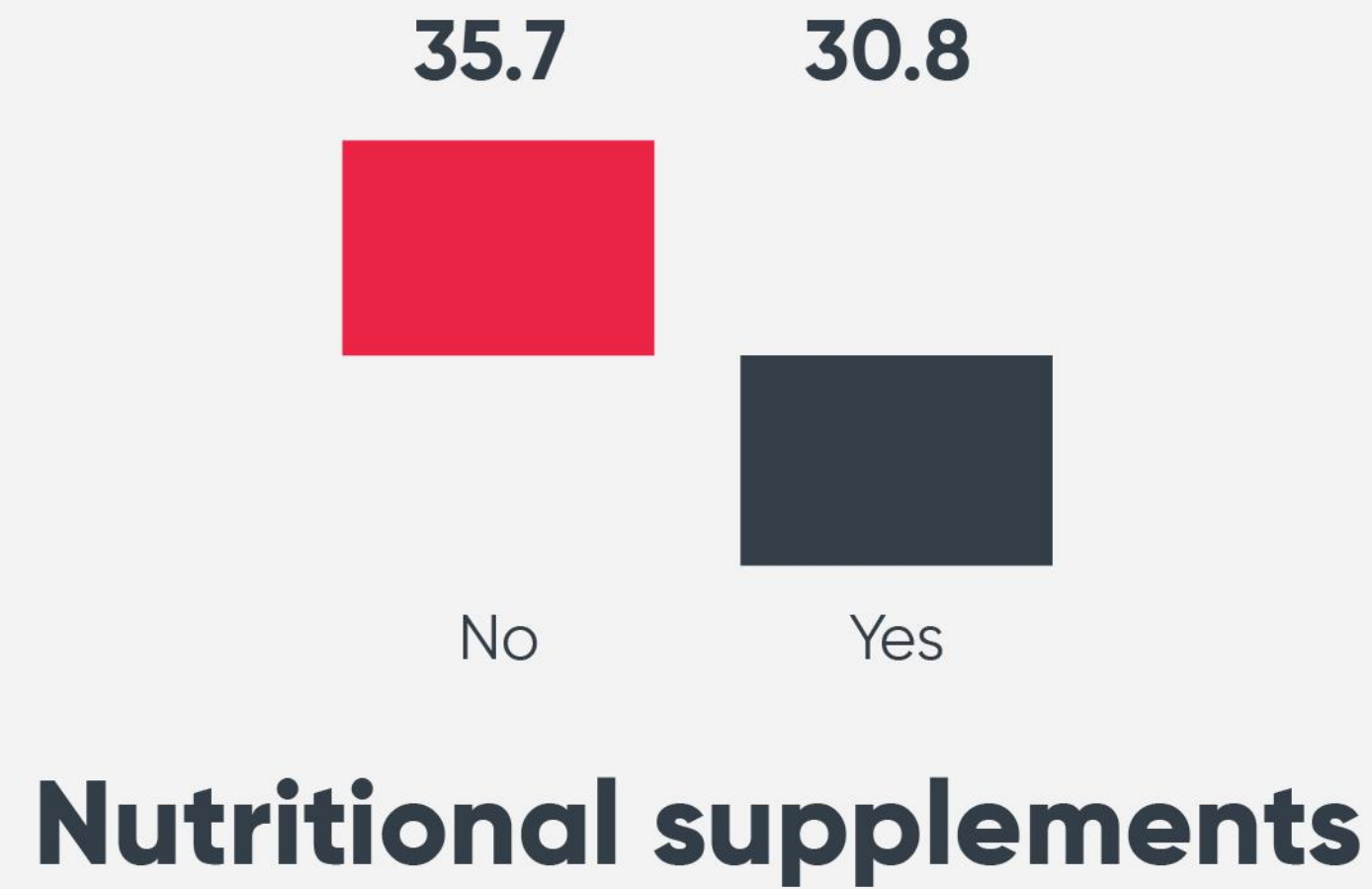


**Bouteille en Verre -
Saveur de Tahiti** Glass
Bottles
Flavoured Water

28.20

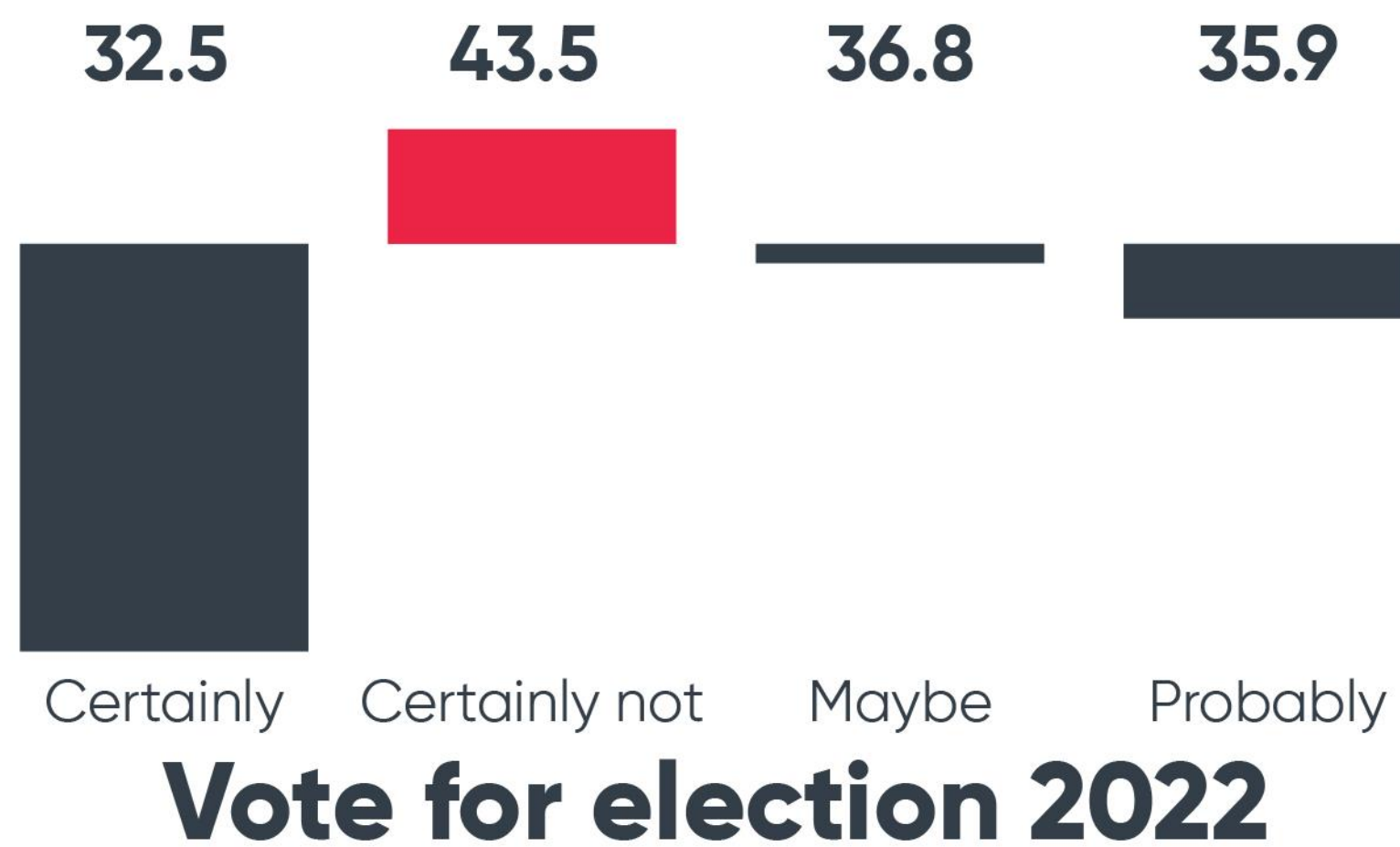
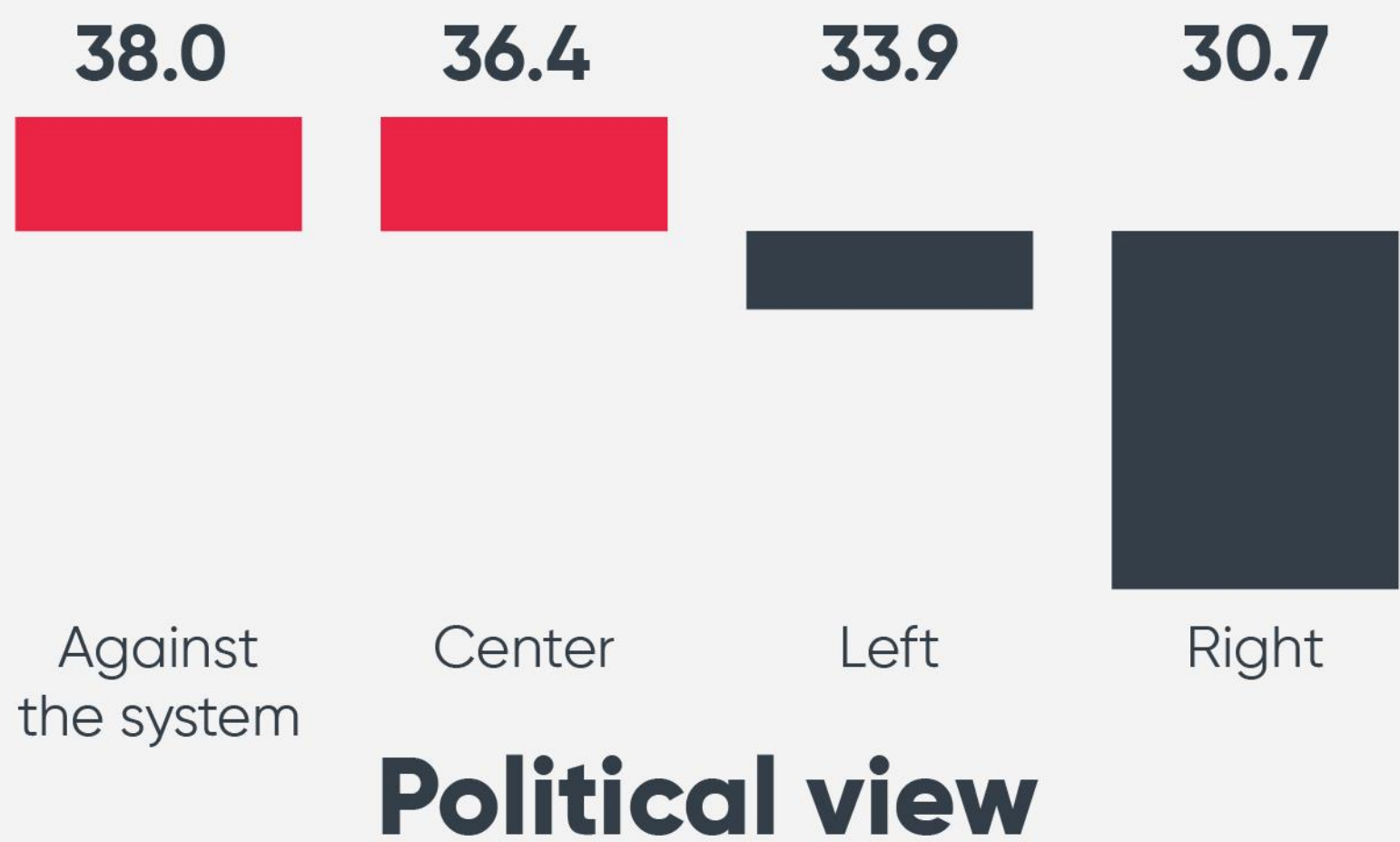
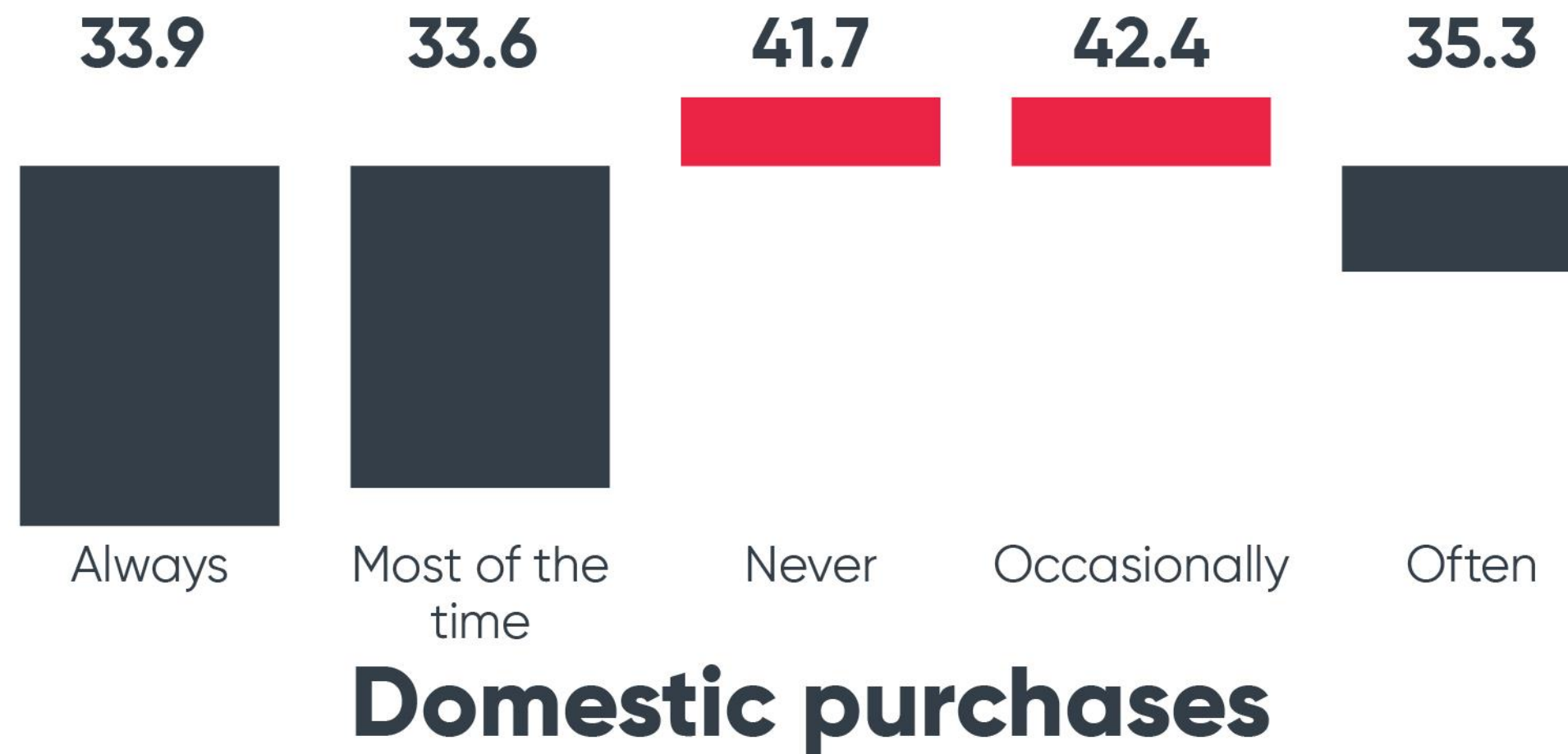


Target Audience



Glass bottle

Target Audience



Glass bottle

Conclusion

1. In France: A glass bottle is more emotionally appealing than plastic.
2. The product is not considered a premium product in the eyes of the French population.
3. Young French women who are not interested in healthy lifestyle are attracted to the product

AM rank of PET

1.90



AM rank of glass

34.63



Better Innovation Through Science



Functional Ingredients for beverage industry

Implementation of Innovative Beverage R&D Solutions

International Distribution



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