

Data Creativity

Generating Automated Ideas at Scale

Roundtable Summary

In the upcoming roundtable discussion, we will delve into how some teams within Unilever have transformed their idea generation process using AI, resulting in faster and more consumer-driven product development. The company has implemented a comprehensive pipeline that systematically spots, screens, and sizes micro-trending ideas based on consumer needs and wants. This approach has yielded impressive results, such as launching 40+ product ideas in less than 100 days and generating millions of dollars in incremental turnover.

During the roundtable, we will explore the opportunities and challenges related to implementing AI-driven idea generation processes in a global consumer goods company. In this session we will discuss and share perspectives around the following questions:

- How can companies effectively transition from traditional, manual idea generation processes to AI-driven approaches, while ensuring the consumer remains at the heart of the innovation process?
- What are the key criteria for prioritizing and filtering millions of ideas down to a manageable and actionable number?
- What are the best practices for capturing and analyzing consumer data, such as ratings and reviews, to fuel the idea generation process?
- How can AI-driven idea generation be tailored to cater to different markets and cultures, ensuring a diverse range of innovative products that meet global consumer needs?

Background Context

In today's fast-paced world, consumer goods companies like Unilever are constantly looking for innovative ways to develop new products that cater to consumer needs and desires.

As the industry shifts from traditional focus groups and internal idea sessions towards more automated, data-driven approaches, companies are seeking to harness the power of AI to generate ideas at scale. By transitioning from manual processes to AI-driven techniques, businesses have the potential to become more agile, consumer-centric, and competitive.

However, this transformation comes with challenges, such as ensuring consumer insights remain at the core of the innovation process, prioritizing and filtering ideas, capturing and analyzing vast amounts of data, and catering to diverse global markets. With a plethora of choices and complexities in the landscape, companies need to navigate through these challenges to maximize the effectiveness of their AI-driven idea generation processes.

Roundtable Chair



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Victor is a Senior Data Scientist with 8 years of experience at Unilever. He is strong advocate for continuous improvement, fostering a culture of learning and collaboration in data-driven environments. Skilled in providing insights to senior leaders and supporting data-driven projects across various categories within the FMCG portfolio of Unilever. Strong background in Big Data, Analytics, Data Mining, Machine Learning, and Deep Learning techniques. Expertise in delivering actionable insights for M&A, guiding complex projects, and enhancing data capabilities.