

Tomorrow's Insights Today: From 2025 to 2030





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The Crystal Ball: Research 2030

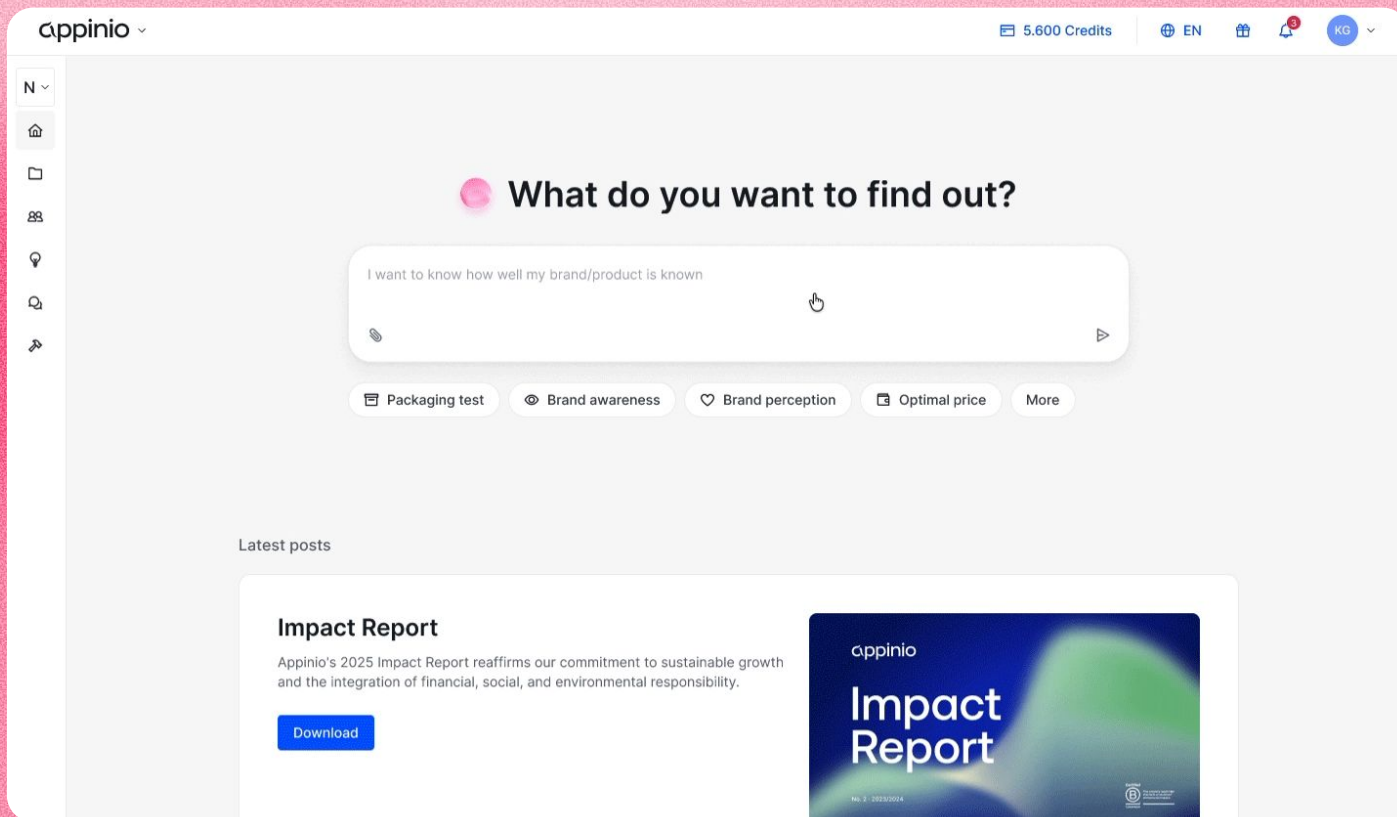
The AI-based Workflow

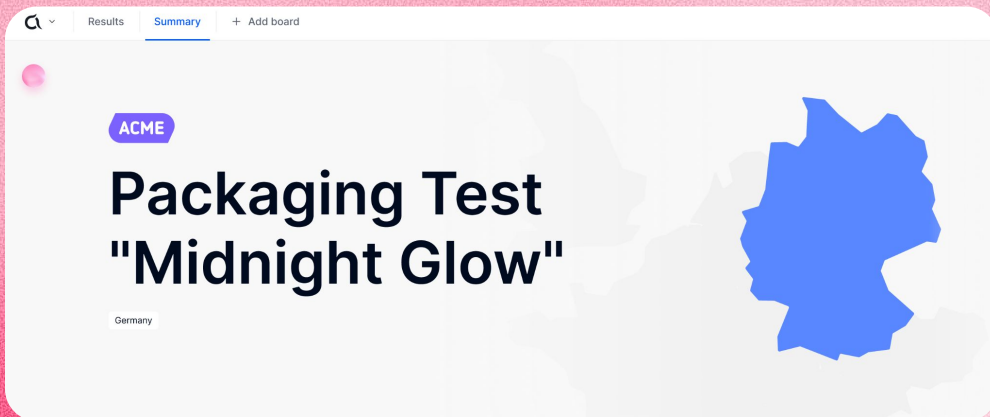
appinio

AI Assistant

Social Media Insight:
User engagement increased
last week on reddit.
Consider shifting budgets.

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4 of 16 | 975 Participants (100%)

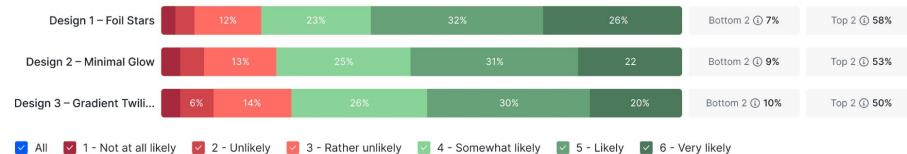
Why did you choose this packaging? What do you like most?

Word	Mention Frequency
Magical	32% (74)
Premium	32% (74)
Celestial	32% (74)
Modern	32% (74)
Unique	32% (74)
Festive	32% (74)
Pretty	32% (74)
Cool	32% (74)
Elegant	32% (74)
Dreamy	32% (74)
Eye-catching	32% (74)

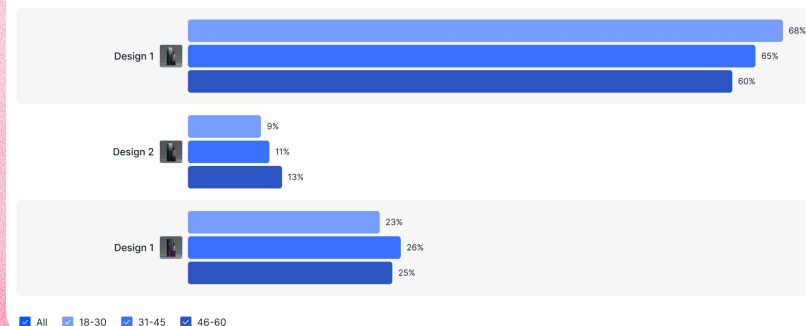


12 of 16 | 1500 Participants (100%)

How likely would you buy this product at a reasonable price?



Which of the following packaging do you like best?





Results

Summary

+ Add board

What can I help with?



 Create a board

 Find Insights

 Adapt questionnaire

 Start a conversation

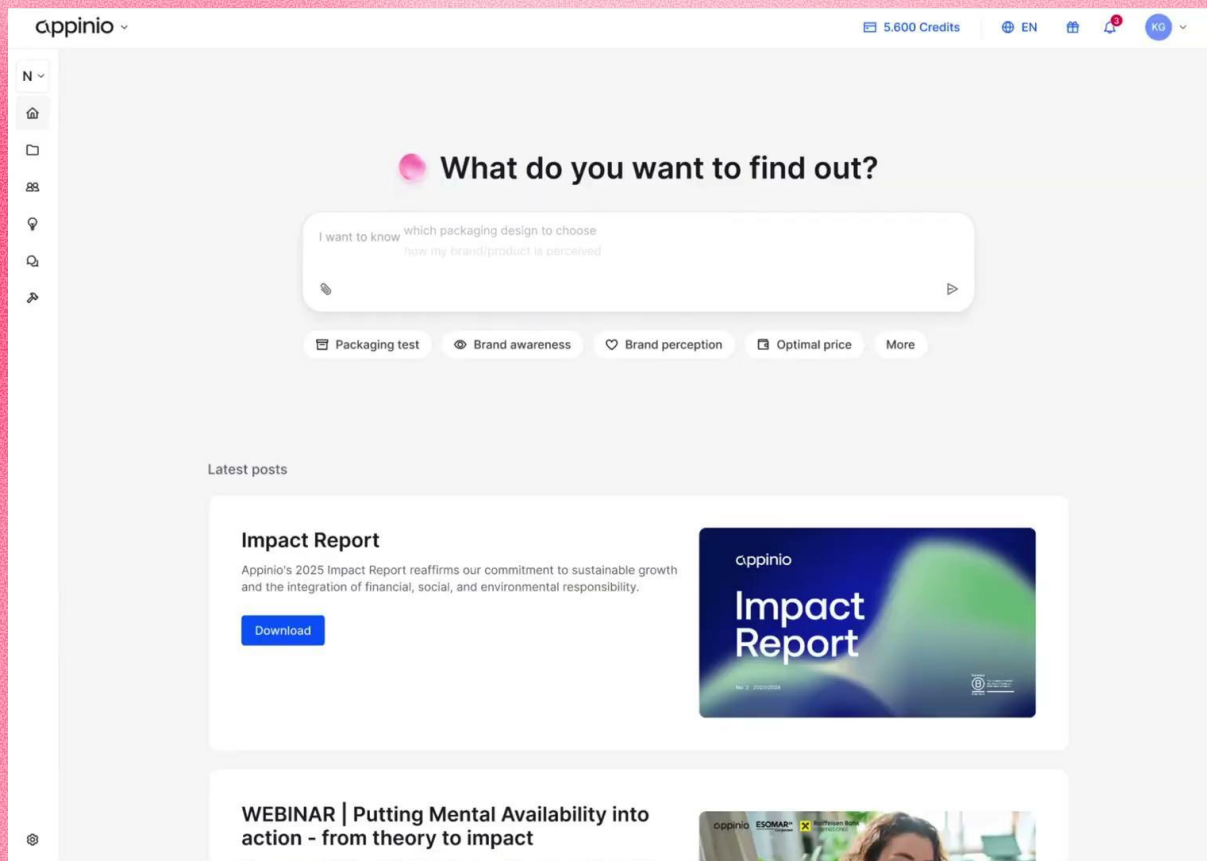
Ask anything...



Doing Test "Midnight Glow"

Germany





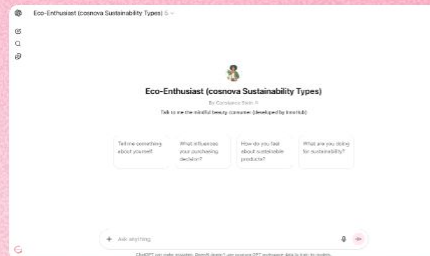
Today's Reality: Research 2025 🧐

Sustainability Personas



Translate sustainability attitudes
into actionable consumer profiles.

- **Step 1 – Segment:** Use survey data and behavioral signals to identify key sustainability mindsets
- **Step 2 – Enrich:** Let GPT analyze and enrich each persona with values, drivers, and tensions
- **Step 3 – Activate:** Use a custom GPT to explore the personas: ask questions, test assumptions, and understand their attitudes across topics

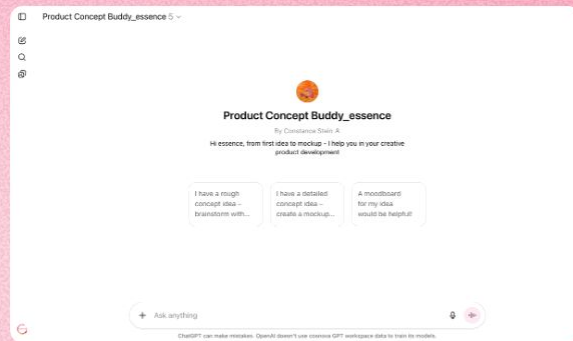


Product Concept Buddy



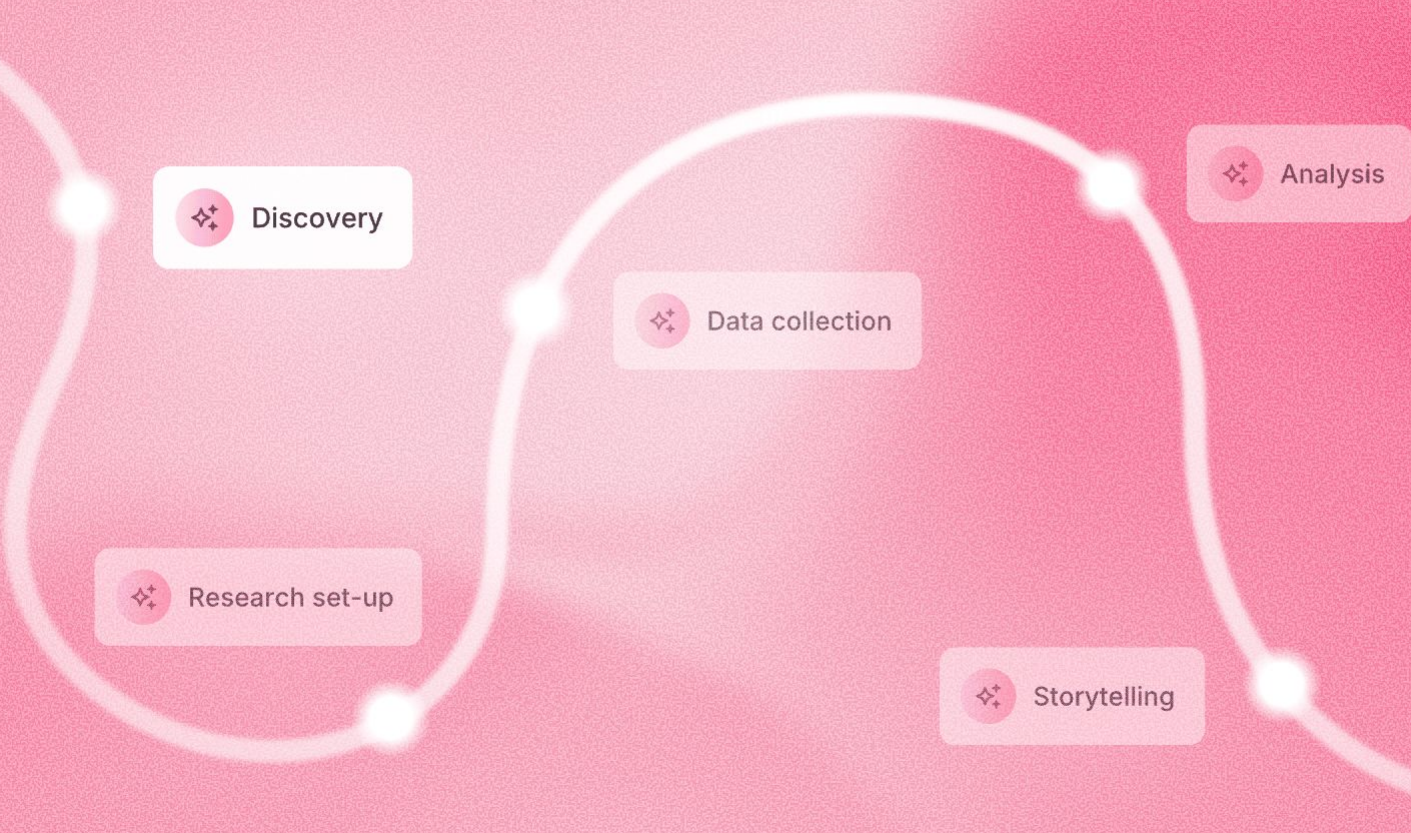
Brainstorm and challenge product ideas – based on real trends and consumer needs.

- **Step 1 – Brainstorm:** Generate rough product ideas using trend signals
- **Step 2 – Challenge:** Validate against consumer needs and real-time search/trend data
- **Step 3 – Refine:** Output clear product concepts with insight rationale



Appinio AI 2025

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Discovery

Research set-up

Data collection

Storytelling

Analysis



Discovery

1. Appinio Conversations

Appinio Conversations



"Exploratory phases take too much time and block resources and budgets"



100% synthetic data, based on learnings from Appinio data lake with 2+ billion real consumer opinions

Conversational qualitative ideation tool for instant feedback from relevant target personas

Individual or group discussions with up to 10 people

Possibility to create custom personas

Possibility to show visuals (e.g. ads, pack)



Outcome

Exploration within minutes

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The screenshot displays the Appinio Conversations interface. At the top, a header bar shows a group of five avatars labeled "Teenagers" and a "Holiday Drop" dropdown menu. Below this, a blue message bubble from the system states: "We're launching a special edition makeup collection for the winter holidays called Midnight Glow. Chic, celestial, and slightly mysterious — featuring midnight blue and silver tones instead of the traditional red and gold. What are your thoughts on this product?". A green notification bar indicates "88 Ava, Jay, Nia joined the chat". The chat history shows three messages: Ava (17, fashion & makeup obsessed, lives in LA) says "Omg that packaging is sooo pretty ! The stars + dark blue? Feels like New Year's Eve in a tube lol. I'd totally keep that out on my vanity just for the vibe."; Jay (16, teen boy, gamer, lives in Chicago suburbs) says "Not gonna lie, it looks fancy af. Like, if I was buying something for my girlfriend, I'd grab this one over the basic red ones. That whole 'Midnight Glow' thing sounds cool too."; and Nia (15, artsy, into indie music, small town PA) says "It's giving mysterious but classy. I like that it's not screaming Christmas. More like... holiday but make it moody lol.". At the bottom, there is a text input field with the placeholder "Ask anything..." and a send button. A footer note reads: "AI-powered responses, mistakes can happen. Data is confidential and never shared. [Learn more](#)".



Analysis

1. AI Insights
2. AI analysis of open questions

AI Analysis & Insights



"When the study is complex and time is limited, it's difficult to draw clear conclusions fast."



Automatic insights on one or more questions, even on advanced methodologie (Mental Availability, MaxDiff etc.)

Sentiment & topic modelling for open-ended questions to get the most out of qual data

Filters, splits, sorting etc. taken into account in the insights



Outcome

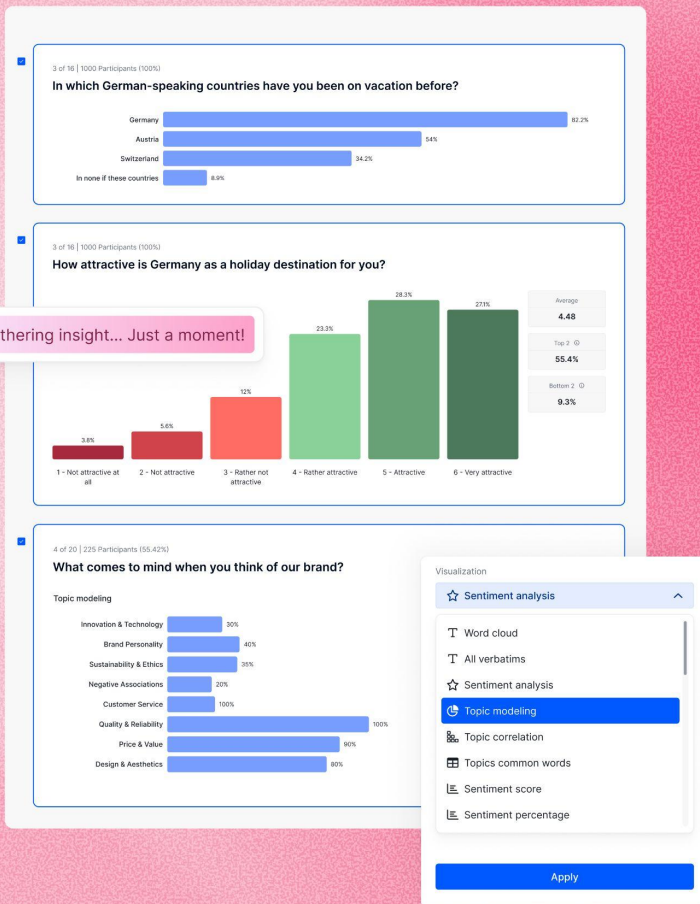
60 %

Time saved vs
manual analysis

**Improved
quality**

appinio

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Storytelling

1. Automated board creation
2. Video Summaries

Exec Summary Creation



"The more questions and the more complex the design, the longer it takes to summarise the insights and give good recos."



Generation of an executive summary, taking into account the business context, research questions, and question-level insights.

Generation of recommendations / action steps based on results and business context

In text or video format



Outcome

50 %

Time saved vs
manual reporting

2.5x

Engagement

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Executive Summary

Design 2, with its colorful and modern appearance, appeals more strongly to consumers: 51.8% of respondents express a strong preference (Top2), compared to 35.2% (Top2) for Design 1. The vibrant design elements and clear presentation of product information contribute to its appeal, with 70.8% of respondents favoring it over Design 1 in a direct comparison. Design 2 is not only perceived as more unique (70% compared to 61% for Design 1), but also fits the brand image better: 57% of respondents see a good match here, compared to 45% for Design 1.

Recommendations

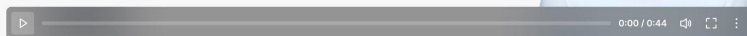
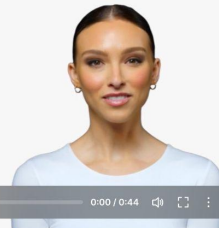
- **Move forward with Design 2:** Due to its stronger appeal, unique features, and greater fit to brand perception, Design 2 should be used as the primary packaging for "Kartoffel Kult."
- **Enhance the Premium Feel of Design 2:** Concerns about the perceived busyness of Design 2 should be addressed through subtle refinements of the elements, in order to maintain its vibrant appearance while strengthening its premium perception.

Customer Priorities

75% value personalization

60% driven by price

Mobile boosts loyalty



Automated Report Creation



"We spend hours analyzing results and creating a story - I just want the insights."



Build a storied board with our AI assistant in seconds based on your research questions and context

Automatic identification of relevant filters, splits and data sorts

Shareable with your team in one click, in text or video format



Outcome

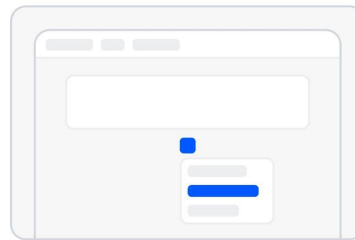
70 %

Time saved vs manual reporting

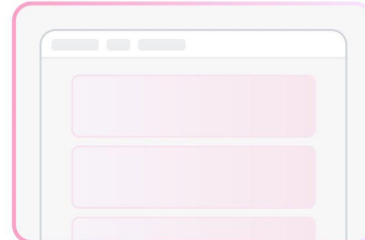
AI board

8 / 50

Setup manually or let Appinio AI craft the perfect board in seconds. Effortless and tailored to your needs.



Manual



Intelligent

Beta

Cancel

Continue

Client & Vendor Relationship 2030 🤝

Vendor Decision Matrix

	Standardized & generic	Specific, but loosely integrated	Strategic, deeply integrated & specific
Not part of the core process	Buy	Co-Create	Avoid Build – unnecessary complexity
Part of the core process	Buy with caution	Co-Create with strong governance	Build – in-house ownership & integration required

Q&A 