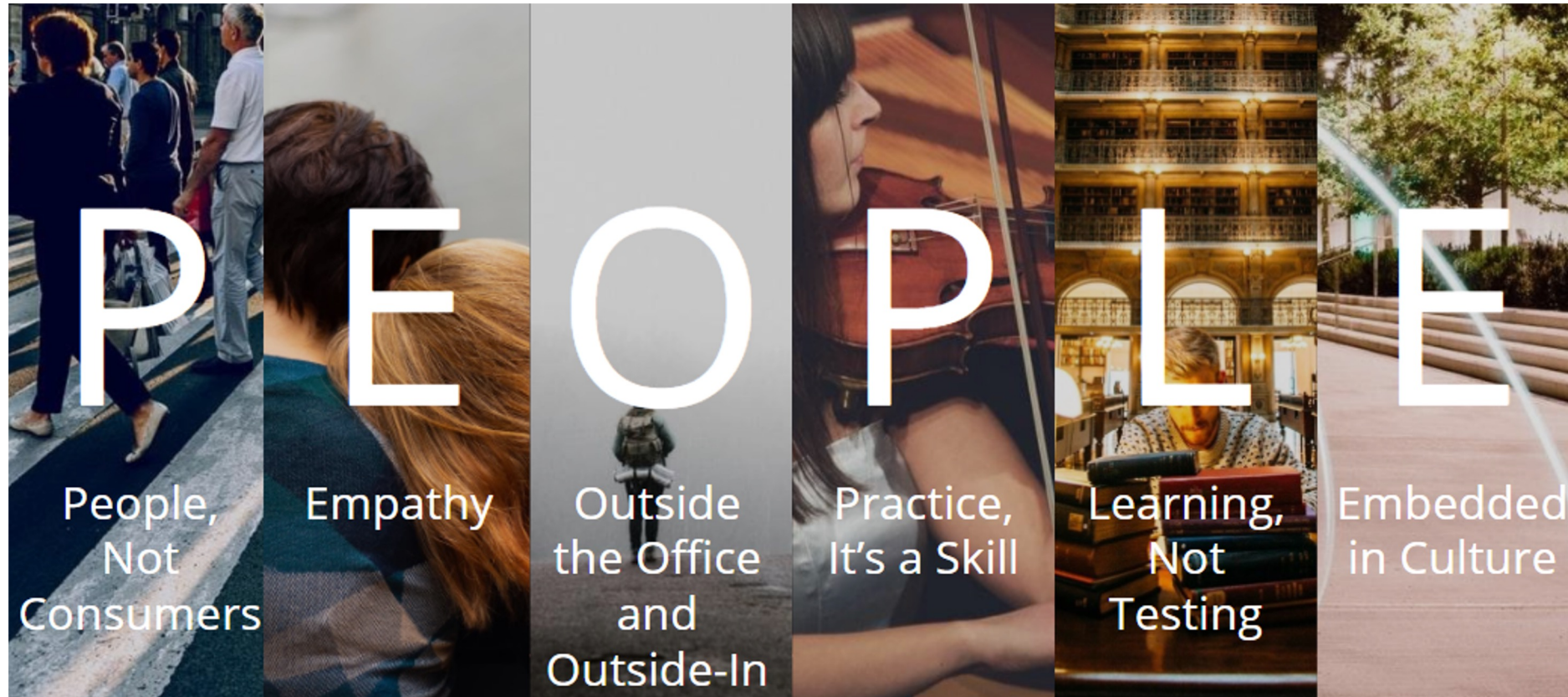# AI at Colgate-Palmolive:
Deepening our Connection with Consumers

MSI Summit Feb 2024
Regina Hourigan & Helen Wolf
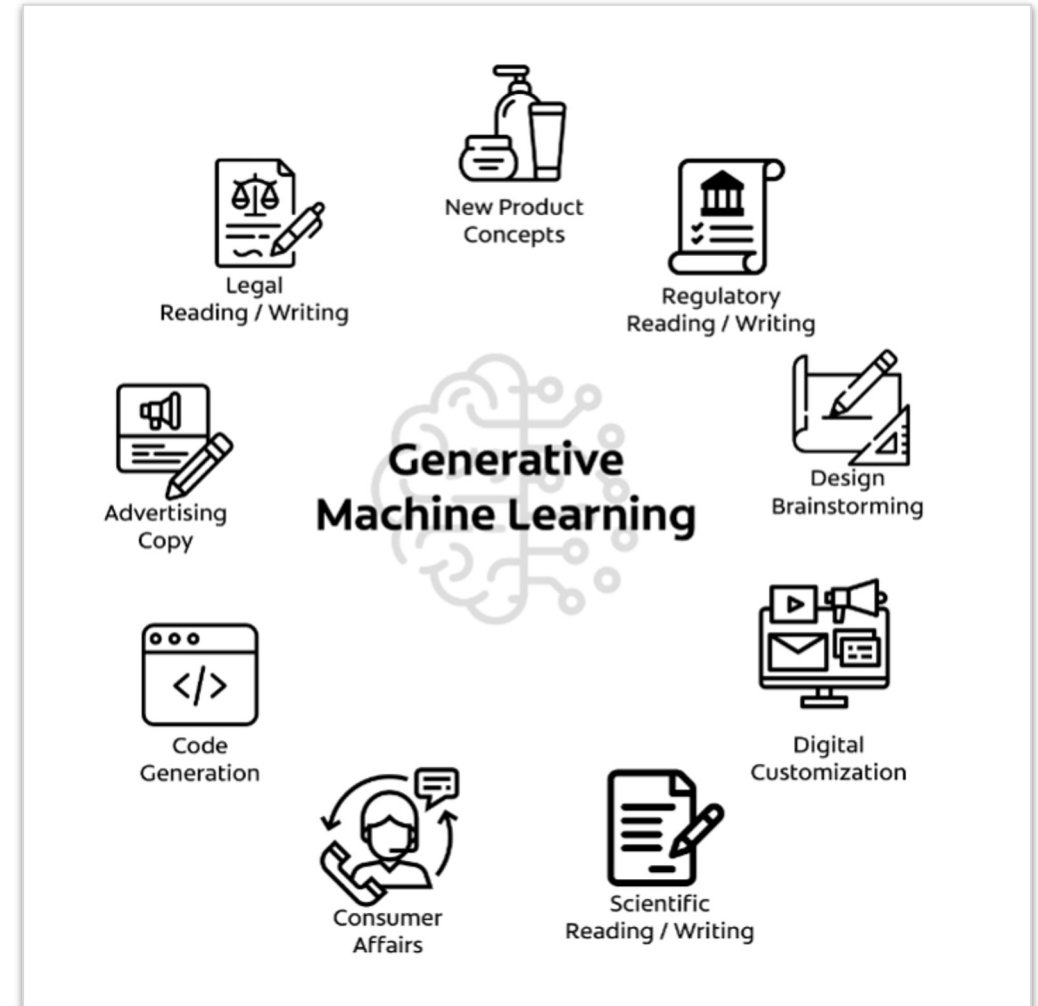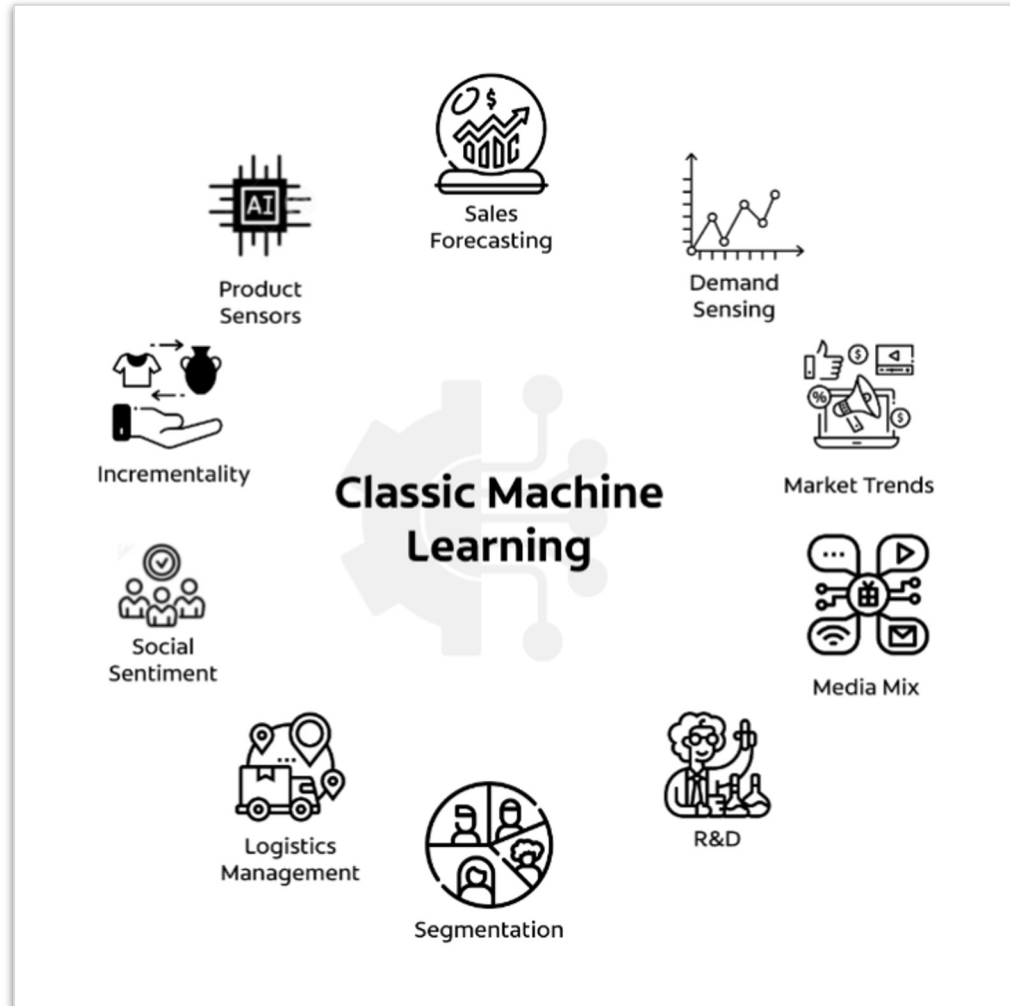
Colgate-Palmolive's purpose is to re-imagine a healthier future for all... and we put People are the Heart of Everything

PEOPLE

People, Not Consumers

Empathy

Outside the Office and Outside-In

Practice, It's a Skill

Learning, Not Testing

Embedded in Culture

We see opportunities for ethical & responsible AI use to help us achieve this purpose, and drive growth in a people-centric way

Global **Analytics** + **Insights**

In CPG, AI has a broad range of applications across Classic & GenML

Classic Machine Learning
- Product Sensors
- Sales Forecasting
- Demand Sensing
- Incrementality
- Market Trends
- Social Sentiment
- Media Mix
- Logistics Management
- Segmentation
- R&D

Generative Machine Learning
- Legal Reading / Writing
- New Product Concepts
- Regulatory Reading / Writing
- Advertising Copy
- Design Brainstorming
- Code Generation
- Digital Customization
- Consumer Affairs
- Scientific Reading / Writing

Global **Analytics** + **Insights**

CPGs are recognizing the transformative power of AI and looking for the best ways to integrate it effectively

"How can AI help in competitive analysis and market intelligence?"

"How can AI enhance product development and personalization?"

"How can AI personalize messaging to audiences?"

"What is the future of AI in the CPG industry, and how can companies prepare?"

Nearly ALL (99.6%) Consumer Products and Retail

Executives in a recent EY survey are experimenting with

Generative AI (GenAI) in some capacity.

Of the companies experimenting with GenAI,

29% are doing so to remain on the cutting edge

of Innovation.

CPG AI-enhancement opportunities.
How can this help with People-Centricity?

1 Connect the dots

2 Accelerate creation of prototypes

3 Shift to data & people-led culture

Global **Analytics + Insights**

CPG AI-enhancement opportunities.
How can this help with People-Centricity?

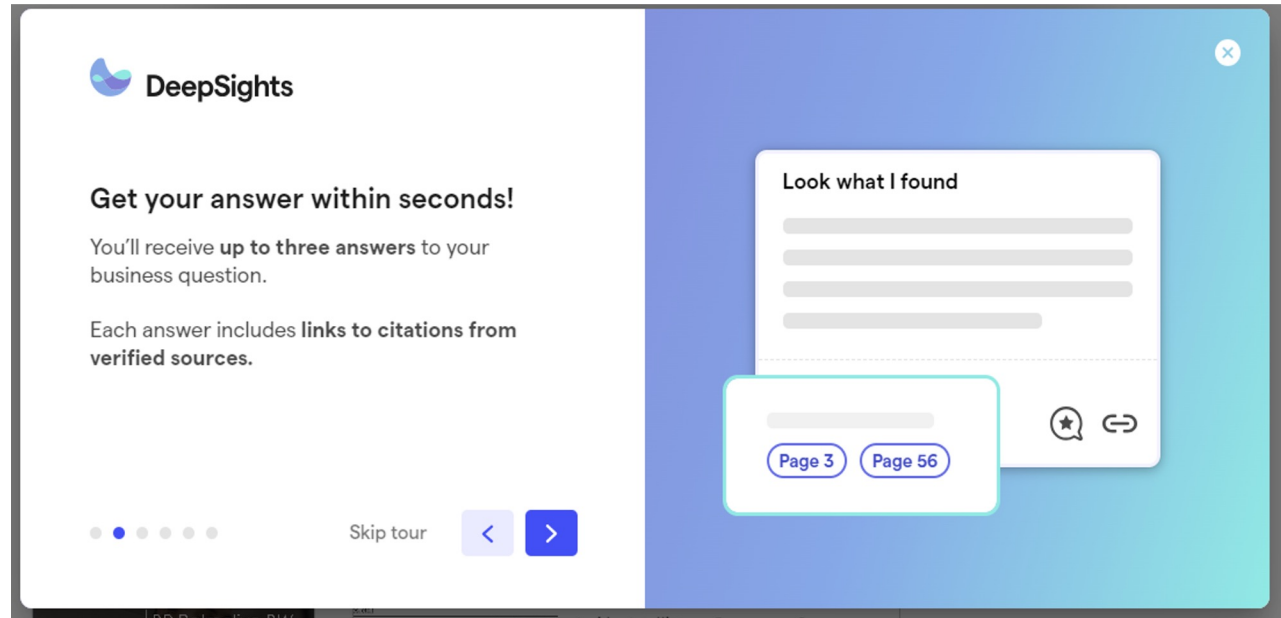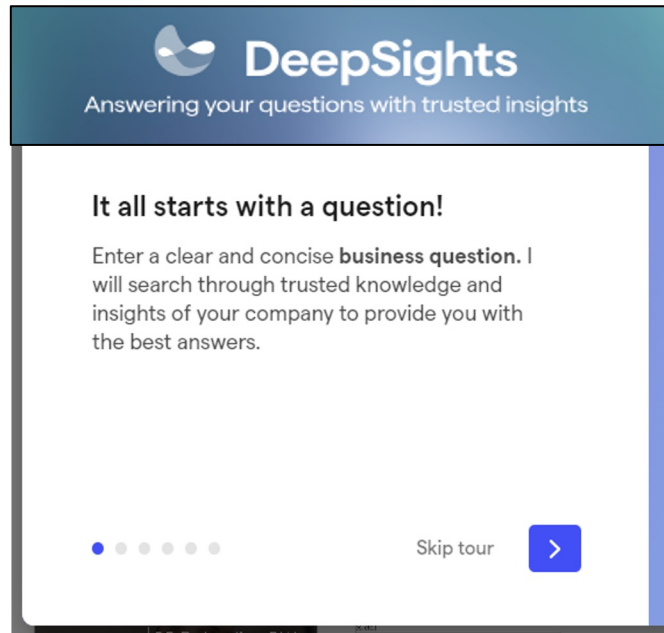**1** Connect the dots

2 Accelerate creation of prototypes

3 Shift to data & people-led culture

In CPG, AI can significantly enhance Knowledge Management to turn existing research libraries into easy-to-use insight gateways

Answer "I Wish I Knew's", holistically, in minutes
Make connections across subjects & categories, reduce silo-ing
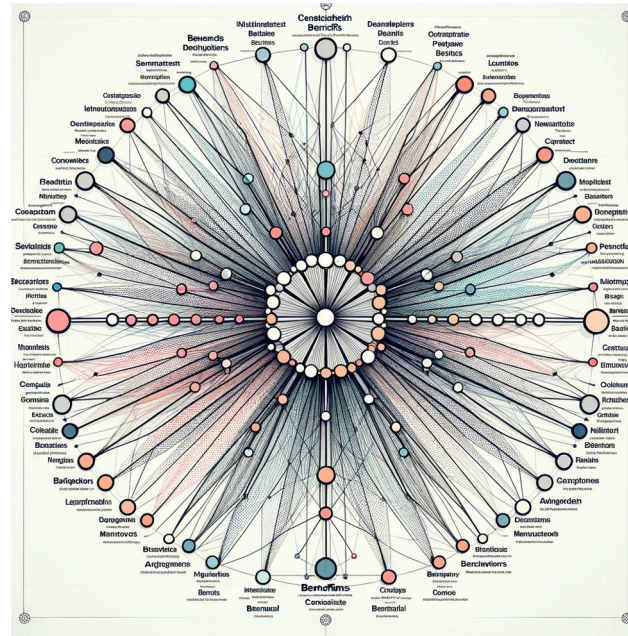
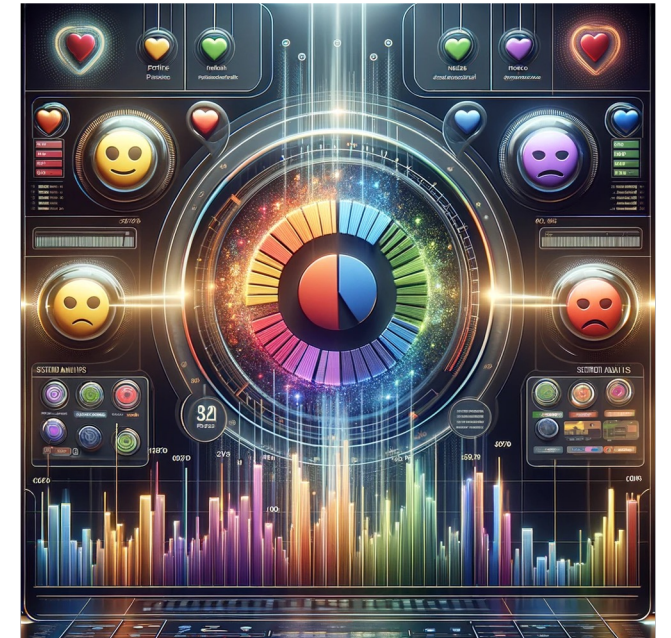Global **Analytics** + **Insights**

AI connects the dots across insight sources to find white space and areas to fuel product development ideas.

Network Analysis

Semantic Similarity
between areas of interest

Sentiment Analysis

1

GenAI helps us connect dots:

CP is piloting an AI-enabled chatbot that we can ask questions on a range of topics e.g.
- *pricing*
- *product detail pages*
- *ratings & reviews*

to retrieve data, and

identify opportunities

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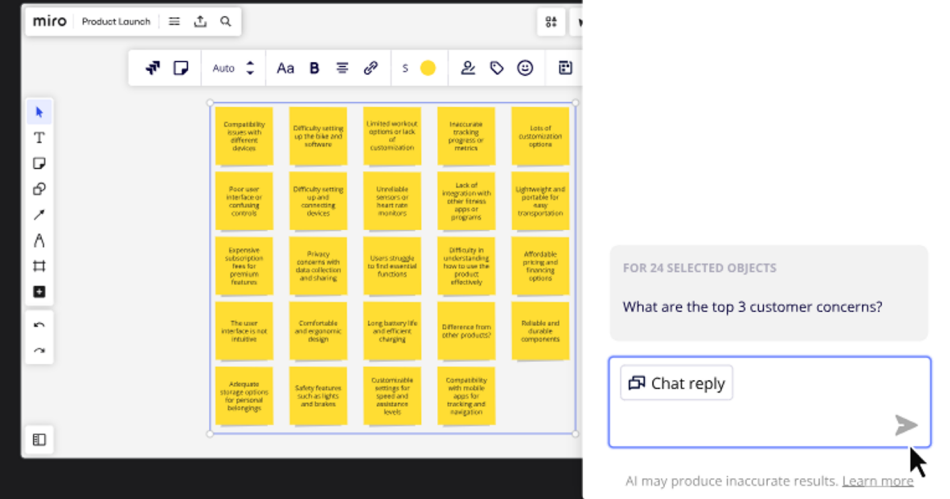
3 Shift to data & people-led culture

Global **Analytics** + **Insights**

AI also speeds up the steps CPGs take to turn insights into ideas, freeing up mental bandwidth for creativity

In ideation workshops, AI can sort and summarize ideas so teams spend more time thinking and less time organizing.

It can democratize visualization by allowing workshop participants to generate images for their ideas.

Source: Miro AI Assist

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Beyond the whiteboard, Colgate-Palmolive has been at the forefront of AI and ML to improve consumer experience and transform the R&D research process

AI/ML application of algorithms that analyze clinical data to predict how a new formula will perform as measured by efficacy and consumer perceivable product attributes

Colgate-Palmolive was awarded the 2020 Thomas Alva Edison Patent Award in Adaptive Technology.

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② GenAI can help create content that feels relevant, personal and optimized for the user

Colgate Asia-Pacific #FreeYourSmile initiative

SmileGenerator AI tool to make your own personalized Colgate smile

"We hope people will use it to capture their smiles, share their narratives, take pride in their smiles, and initiate broader conversations on social media"

Yves Briantais, EVP Marketing

Global **Analytics + Insights**

CPG AI-enhancement opportunities.
How can this help with People-Centricity?

1	2	3
Connect the dots	**Accelerate creation of prototypes**	**Shift to data & people-led culture**

3

The Importance of Humans in the Loop

"The future of insights is not less human. It's actually using us as humans in a better way. It's having humans understand how to partner with machines and working out how humans give you that competitive advantage."

- Nic Umana, Global Agile Innovation Human Intelligence Director at Mars

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3 **Companies are thinking about how to build AI in their organizations in order to maximize the contribution & impact to their workforces**

"For traditional companies, transforming into an AI-powered organization involves substantial work. They must, for example, fundamentally *change their cultures* *into ones that embrace data, experimentation, and agile principles"*
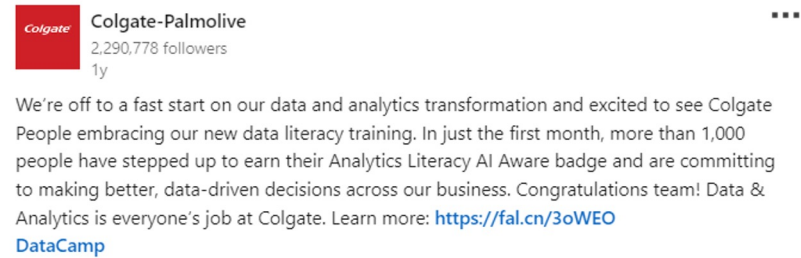
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Building a Data & Analytics driven culture with a human touch

"Data and analytics is part of everyone's job here at Colgate-Palmolive."

Noel Wallace, CEO

Global **Analytics** + **Insights**

Closing thoughts on how CPGs can use AI to be more people-centric

Connect the dots

Data in-housing & governance

Accelerate creation of prototypes

Get experimental & agile

Shift to data & people-led culture

Ethical & Responsible AI

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"AI won't replace innovators. But *innovators who use AI* will definitely replace those who don't."

Philippe De Ridder – CEO Board of Innovation

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Thank you!

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Insights