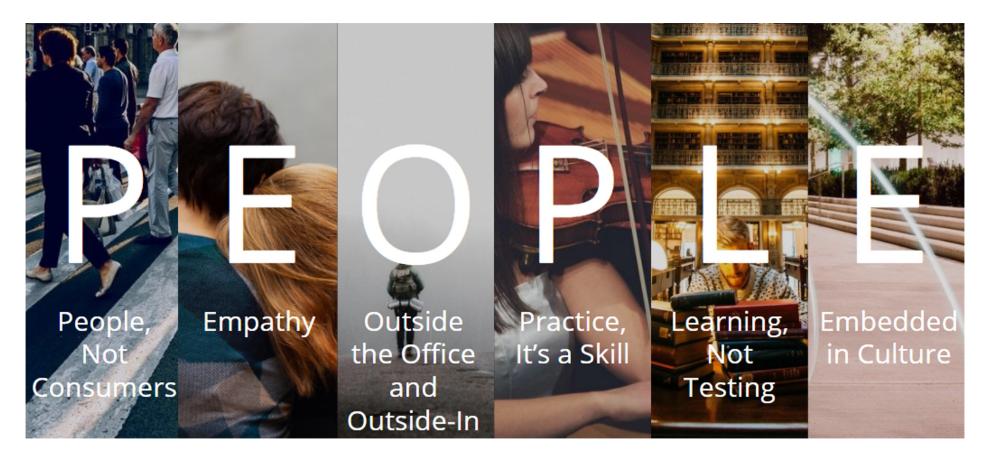


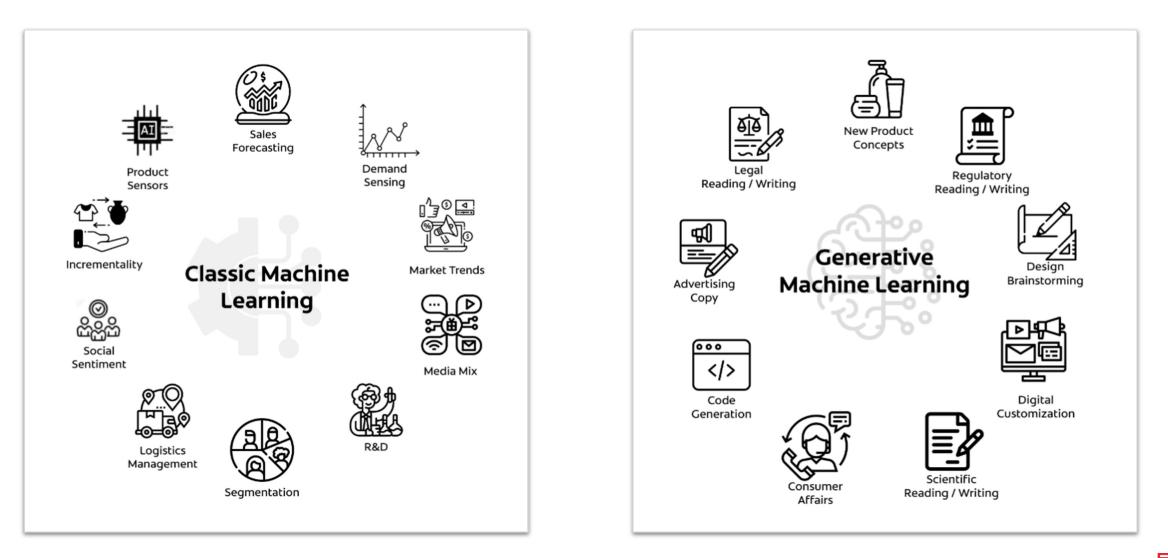
## Al at Colgate-Palmolive: Deepening our Connection with Consumers

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



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

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



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.

Source: https://www.ey.com/en\_us/news/2024/01/ey-consumer-products-and-retail-releases-executive-pulse-survey

Ernst & Young LLP commissioned Atomik Research to conduct an online survey of 255 executives from Fortune 1000+ CPG and retail companies throughout the U.S. All executives surveyed hold a title of VP or higher at their organization. Fieldwork took place between Nov. 22 and Dec. 6, 2023.

# Of the companies experimenting with GenAI,

5

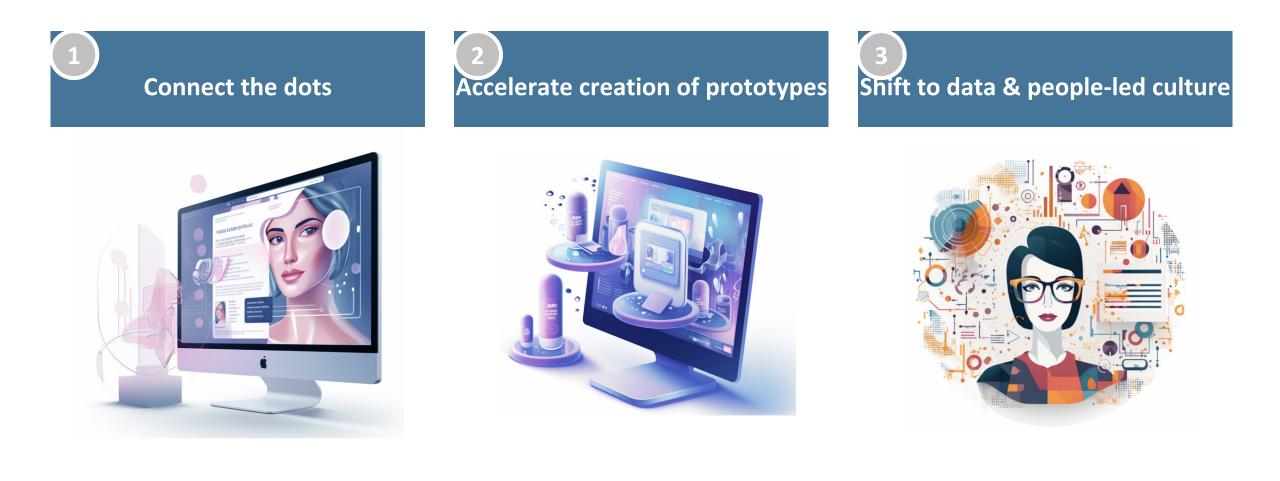
#### 29% are doing so to remain on the cutting edge

of Innovation.

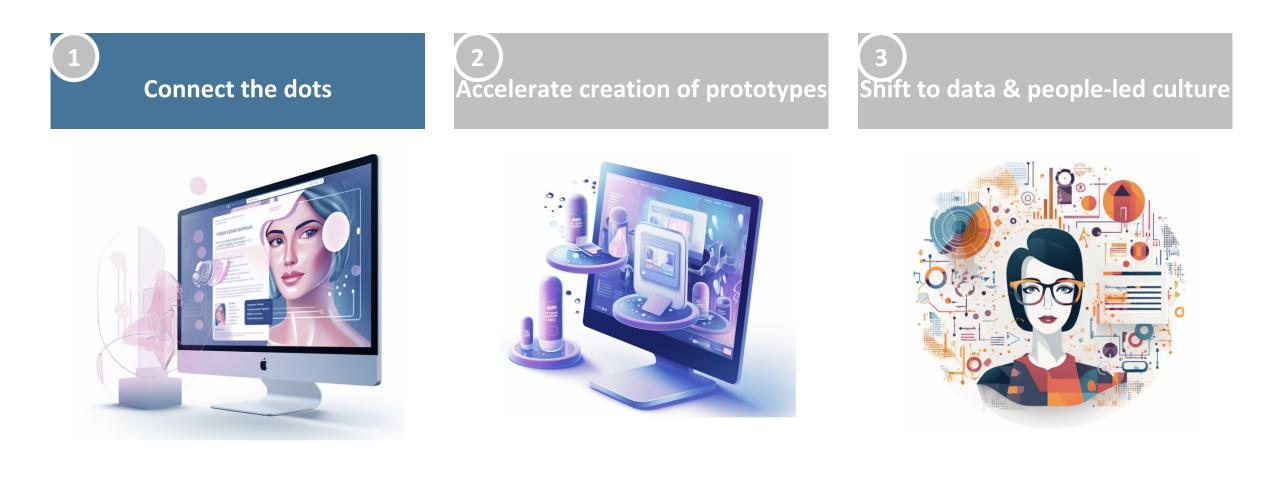
Source: https://www.ey.com/en\_us/news/2024/01/ey-consumer-products-and-retail-releases-executive-pulse-survey

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



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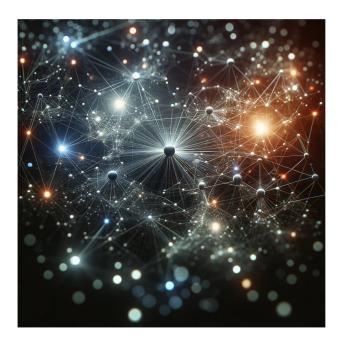
In CPG, AI can significantly enhance Knowledge Management to turn existing research libraries into easy-to-use insight gateways

Answering your questions with trusted insights	SeepSights	8
<b>It all starts with a question!</b> Enter a clear and concise <b>business question.</b> I will search through trusted knowledge and insights of your company to provide you with the best answers.	Get your answer within seconds! You'll receive up to three answers to your business question. Each answer includes links to citations from verified sources.	Look what I found
••••• Skip tour	••••• Skip tour	

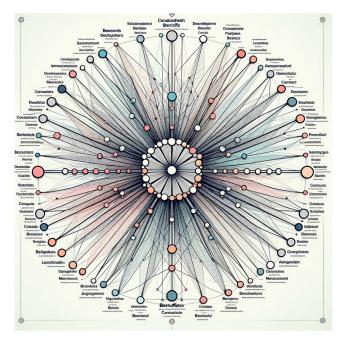
Answer "I Wish I Knew's", holistically, in minutes Make connections across subjects & categories, reduce silo-ing



# Al 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



**GenAl helps us connect dots:** 

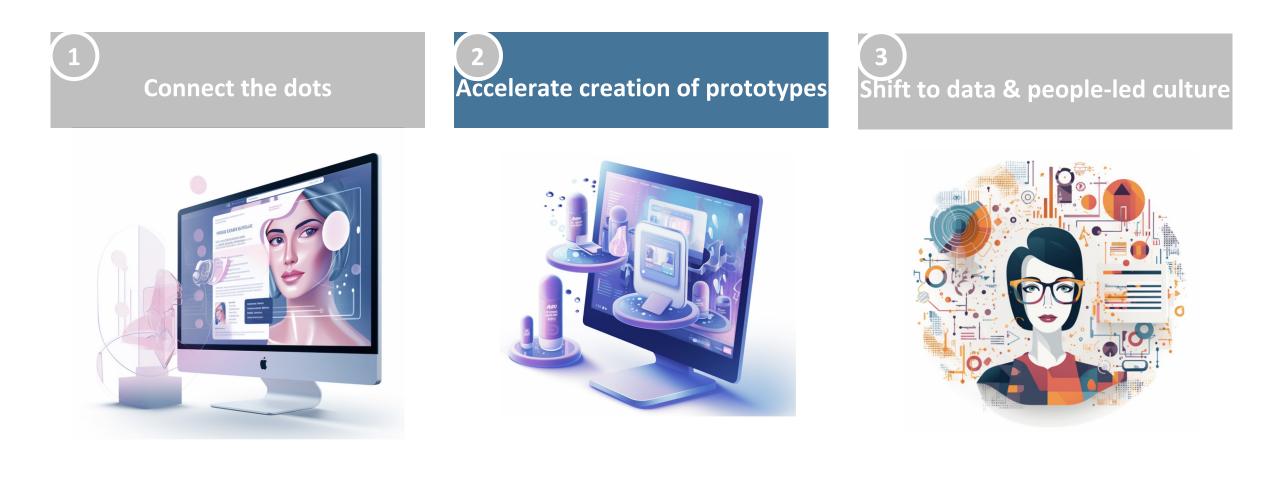
CP is piloting an Al-enabled chatbot that we can ask questions on a range of topics e.g.

- pricing
- product detail pages
- ratings & reviews
  to retrieve data, and
  identify opportunities

Source: <u>https://consumergoods.com/colgate-palmolive-piloting-generative-ai-chatbot-potential-shape-product-development</u>



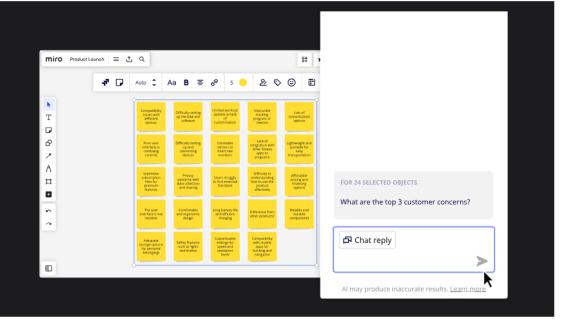
### CPG AI-enhancement opportunities. How can this help with People-Centricity?



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

#### Better learnings, better decisions, right away

Uncover the most valuable insights from customer research, retrospectives, or workshops.



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.



### 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

		US010515715B1	
12) United States Patent Pappas et al.		(10) Patent No.: US 10,515,715 B1 (45) Date of Patent: Dec. 24, 2019	
	AND METHODS FOR ING COMPOSITIONS	6,571,226 B1 5/2003 Mydlowce et al. 6,647,341 B1 11/2003 Golub et al. 6,807,491 B2 10/2004 Pavlovic et al.	
	Colgate-Palmolive Company, New York, NY (US)	(Continued) FOREIGN PATENT DOCUMENTS	
	Iraklis Pappas, Pennsauken, NJ (US); Bartosz Luczynski, Dover, NJ (US); Donghui Wu, Bridgewater, NJ (US); Dong Hyun Kim, Somerset, NJ (US)	CN 101477597 7/2009 CN 107679362 2/2018 (Continued)	
	Colgate-Palmolive Company, New York, NY (US)	OTHER PUBLICATIONS Lowe, Derek, AI Will Not Threaten Pharma Patents-Not This	
	Subject to any disclaimer, the term of this patent is extended or adjusted under 3: U.S.C. 154(b) by 0 days.		
21) Appl. No.:	16/452,214	(Continued)	
(22) Filed:	Jun. 25, 2019	Primary Examiner — Ricky Ngon	

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.

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

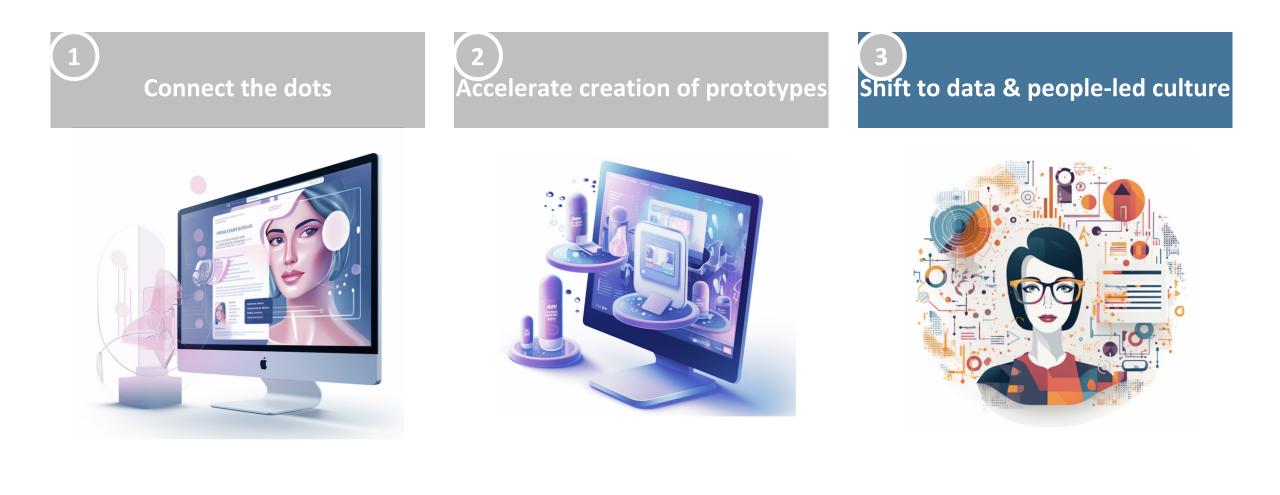
Colgate Asia-Pacific #FreeYourSmile initiative



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

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





### 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



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 Alpowered organization involves substantial work. They must, for example, fundamentally change their cultures into ones that embrace data, experimentation, and agile principles"

https://www.mckinsey.com/capabilities/quantumblack/our-insights/how-to-build-ai-with-and-for-everyone-in-your-organization

Source:

#### Building a Data & Analytics driven culture with a human touch

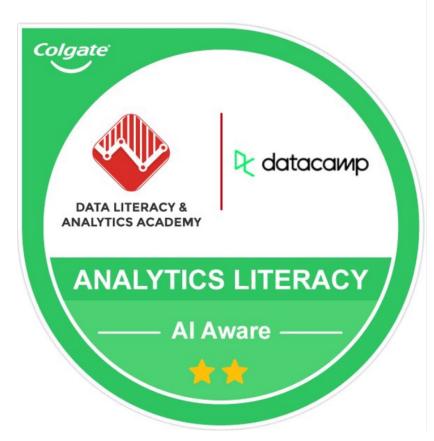
"Data and analytics is part of everyone's job here at Colgate-Palmolive."

Noel Wallace, CEO



....

We're off to a fast start on our data and analytics transformation and excited to see Colgate People embracing our new data literacy training. In just the first month, more than 1,000 people have stepped up to earn their Analytics Literacy AI Aware badge and are committing to making better, data-driven decisions across our business. Congratulations team! Data & Analytics is everyone's job at Colgate. Learn more: https://fal.cn/3oWEO DataCamp







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

#### **Connect the dots**



Accelerate creation of prototypes

#### Shift to data & people-led culture





Data in-housing & governance

Get experimental & agile

Ethical & Responsible AI



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

Philippe De Ridder - CEO Board of Innovation

Follow on LinkedIn

# Thank you!

