AI in Front-End Innovation

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PepsiCo Beverages North America

All I want is a Pepsi!

The beverage world is changing, often in unexpected ways

Consumers are looking for more from their beverages, leading to an explosion of new offerings and players

PSYCHEDELIC WATER
OOLONG + ORANGE BLOSSOM FLAVOR

Let the stress go
WOWIE
HEMP INFUSED ADAPTOGENS

XOCA
ONLY THE GUT STUFF!
Good Soda
The prebiotic soda.
SHOP

MARQUIS
CITRUS YUZU
TRI-BLEND CAFFEINE
+YERBA MATE
+GREEN COFFEE
+GREEN TEA
12 FL OZ (355ml)
CAFFEINE WITHOUT THE COMPROMISE.

ENJOY THE TRIP
SPACE TEA
ORIGINAL   MANGO   WATERMELON

AWARDED TASTE
BOOZY WITHOUT BOOZE!
The only non-alcoholic, award-winning cocktail alternative that tastes like the real thing.
But don't call us a mocktail – our mission and our ingredients are anything but fake.
WITH ♥ FROM MIAMI BEACH

Our challenge: PepsiCo competes across a range of evolving categories. We need to understand which consumer trends to act on, and when
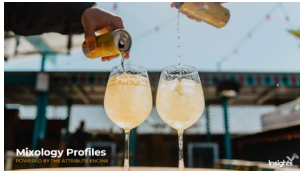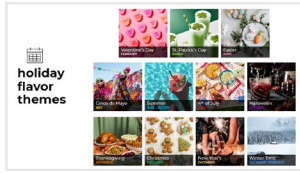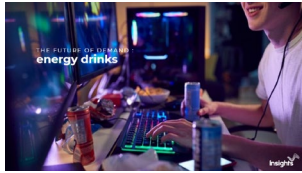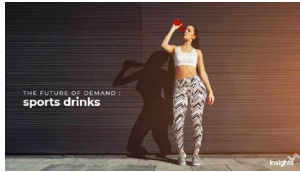
We've had to rethink how we innovate, finding new, more agile ways to bring the consumer in

AI-fueled insights for innovation

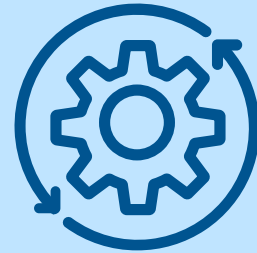# The Attribute Engine plays multiple roles across the innovation development process
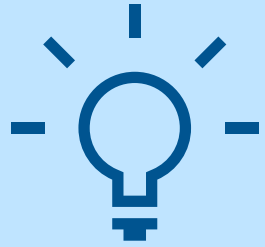
Opportunity Identification & Strategy

Concept Development & Optimization

Building the "Sell Story"

For Nitro we married consumer research with Attribute Engine trend data to get it right

Key success factors from a practitioner's POV

Data and Taxonomy

"Pork popsicles? Or cheese tea?"

Insight Actionability

"Landing zones"

Organizational Alignment

"Culture eats strategy for breakfast"

Summing up...

- AI enables real-time consumer-centricity, at scale, in an evolving landscape

- Quality data, relevant taxonomies, and integrated frameworks are key

- Humans play critical role in actionability of outcomes