USE CASE: CONTENT & CREATIVE

Personalising the Haircare Journey with AI-Powered Visual Try-On

CHALLENGE

Shoppers struggle to picture what a haircare product will do for their own hair, so they fall back on price or habit. A global CPG leader in South America wanted a campaign experience that personalised the product story for each consumer and could be measured against conversion.

HOW AI WAS APPLIED

Capture: A photo and a short questionnaire start a self-service diagnosis.

Hair analysis: Computer vision classifies straight, wavy or curly hair and segments it.

Generative render: GANs and image filters show the product effect on the consumer's own photo.

Recommend: The matched product links straight to the brand's online store.

OUTCOMES

~2x	+15–20%	3
Engagement vs. static campaign creative	Click-through to product pages	Hair types with personalised recommendations

Source: engagement targets. Figures are directional and rounded.

Material is a global growth intelligence company.

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