USE CASE: MEASUREMENT & INSIGHTS

Repositioning a Market Leader Without Losing its Base

CHALLENGE

A global beauty retailer set out to make inclusion central to its brand. Stating it strongly risked alienating long-standing customers, creative had to be chosen on forecast business impact, and ROI had to be proven across attitudinal, emotional and behavioural KPIs.

HOW AI WAS APPLIED

In-environment ad testing: Each asset scored on attention, connection and perception lift. dashboards. **Bias-free ad impact:** Random forests and Bayesian networks rank ads free of exposure bias.

Social NLP: Sentiment and motivational archetypes track shifts in brand association.

ML optimisation: Competitor offer cycles drive SKU- and store-level promotion recommendations.

OUTCOMES

+48%
"A place where I feel welcome" among multicultural shoppers

+22%
Same measure among other long-standing core shoppers

+102%
Online conversation associating the brand with the term "inclusive"

Source: client-reported outcomes from the engagement. Figures are rounded.

Material is a global growth intelligence company.

For 50 years, Material has built behavioral science into the insights, strategies, brands, experiences and platforms that move markets. Its culture-shaping design studio, Aruliden, gives that work form, from identity and product to packaging and environments. Material is building the intelligence layer ambitious companies use to understand demand and act on it faster.

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