BEARDO | CLICKS TO CHEMISTRY



Brief

We gave AI a problem no media algorithm had been asked to solve: **What fragrance should exist?**

How AI Was Applied

We fed Omni AI (Omnicom's proprietary in-house AI tool) **2423 searches, 46 e-commerce bestsellers, 17463 regional signals, and 20 luxury aspirations.** AI found the intersections across independent datasets and identified the territories that repeatedly survived.

CURIOUS: What people are searching for?

CHOOSING: What are they buying?

WHERE: Are those preference the strongest?

ASPIRATION: Where is the category heading?

Impact

Three fragrances with three personalities emerged - Code Spice, Legacy & Azure.



We also generated packaging, synthetic personas, occasions, and helped transform the fragrances into product propositions, communication and launch scenarios.

AI didn't predict the next fragrance. It helped build it.

Result

3 AI-generated fragrances became prototypes using 1/10th the man-hours and 1/3rd the cost.

The brand is now in the process of evaluating launching one of the perfumes in the market.

About PHD: PHD, an Omnicom Media Agency, helps the world's leading brands outthink, outpace, and outgrow the marketplace with a next-generation network of tools, talent and technology engineered for connected intelligence. Collaborating on the AI-powered Omni operating system, 6500 people in 81 offices across 74 countries connect data, technology, and human expertise to deliver modern media solutions that drive brands and businesses forward. Headquartered in the UK, PHD is currently the most awarded media agency network in the world according to the WARC Media 100, an independent ranking of campaigns and companies for creativity and innovation

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