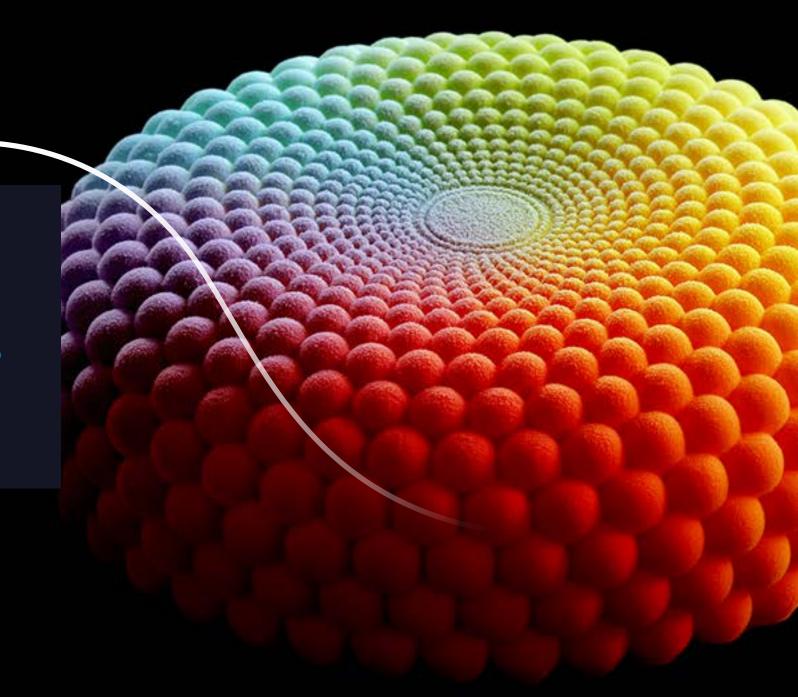
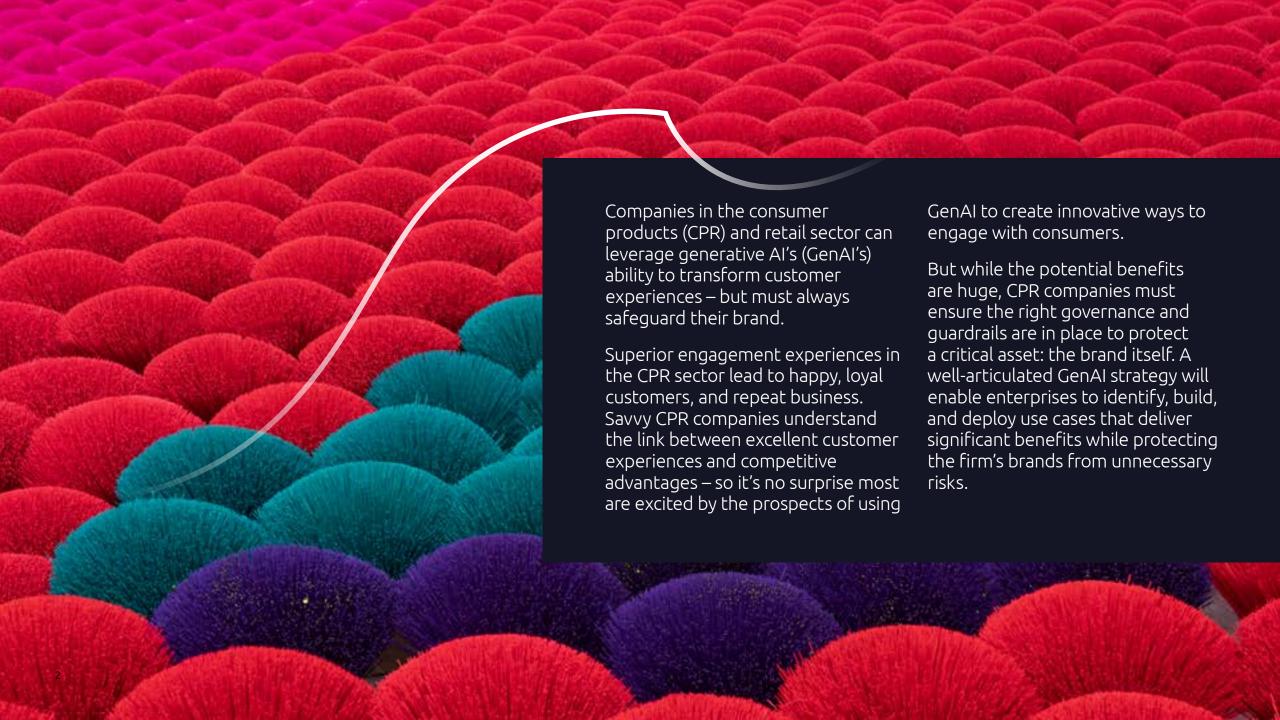
Powering and protecting brands with generative Al







Advantages across the value chain

Start preparing – now

Safeguarding the brand

Elevating the possible through true personalization



Consumers driving GenAl adoption

GenAI builds upon the ability of artificial intelligence to analyze data and make predictions. It's able to learn and adapt in ways once reserved for human intelligence – for example, by combining multiple instructions from a company's team members with the organization's data to rapidly generate new text, images, audio, and video.

Over the past year, many consumers have experimented with ChatGPT, DALL-E, and other publicly available GenAI applications. As the Capgemini Research Institute notes in Why consumers love generative AI, their impressions have been overwhelmingly positive – and consumers now expect the same, sophisticated level of engagement with business applications such as chatbots.

These attitudes are making their presence felt in the corporate world. In a related Capgemini report, Harnessing the value of generative AI, 93% of CPR executives surveyed confirmed this technology is a priority in the boardroom. What's more, 63% of those surveyed at retail organizations said their company is already using GenAI to improve current customer-service strategies.

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Advantages across the value chain

To improve customer-service strategies, technology companies and and GenAI platform providers are collaborating on new, enterprise-class solutions that support use cases specific to CPR organizations while providing the security, governance, and scalability that enterprises require. Use cases can deliver advantages across the value chain. Most can be organized into one of three key themes.

- Adapt to compete use cases help CPR companies boost productivity and agility through automating activities and augmenting workforces to boost efficiency and effectiveness.
- Unlock channel growth use cases help these organizations engage with consumers and partners in a more meaningful manner.
- Lead with purpose use cases help CPR firms become more resilient and sustainable, and enable these companies to help their supply-chain partners and customers do the same.

Here are some use-case examples that demonstrate the power of GenAl.

A multinational consumer packaged goods company is using a GenAl-powered solution to improve the online search experience for consumers. It draws insights from products, keywords, search results, and elsewhere to create high-quality, search-optimized content, and streamlines the approvals process. This helps the organization improve its search rankings, which in turn boosts consumer consideration for online or offline purchases.

A consumer products organization and its brand designer collaborated to customize jars of a popular breakfast spread. GenAI quickly produced seven million distinct jar label designs, all anchored by the brand's highly-recognizable lettering. The jars were marketed via a dedicated campaign and sold out within a month.

A clothing company that already uses AI to make recommendations to customers is experimenting with GenAI to create images of clothing on demand, based on customer preferences for color, fabric, and style.

An automotive retailer uses GenAI to streamline the creation of text summaries for its car information pages. This quickly provides customers with meaningful content while also boosting search rankings.

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Start preparing – now



There's little doubt that GenAI is going to transform the CPR sector. It's essential for organizations to embrace this change and prepare for its introduction into their business.

This starts by articulating a solid vision for GenAl's role in the company. This should include a roadmap for its introduction that's designed from the outset for scalability across the enterprise.

A company must also ensure it has the right talent on its team to manage GenAl. If not, the firm must engage with a strategic partner that understands both the technology and the specific subsector in which the business operates. For example, food, clothing, and sports equipment are all consumer products – but each has unique needs and any partner must demonstrate it understands what those are.

To work effectively, GenAI must ingest massive amounts of data from across the company's ecosystem. Therefore, the enterprise must have the right platform in place to build secure, reliable, and scalable solutions while protecting data privacy.

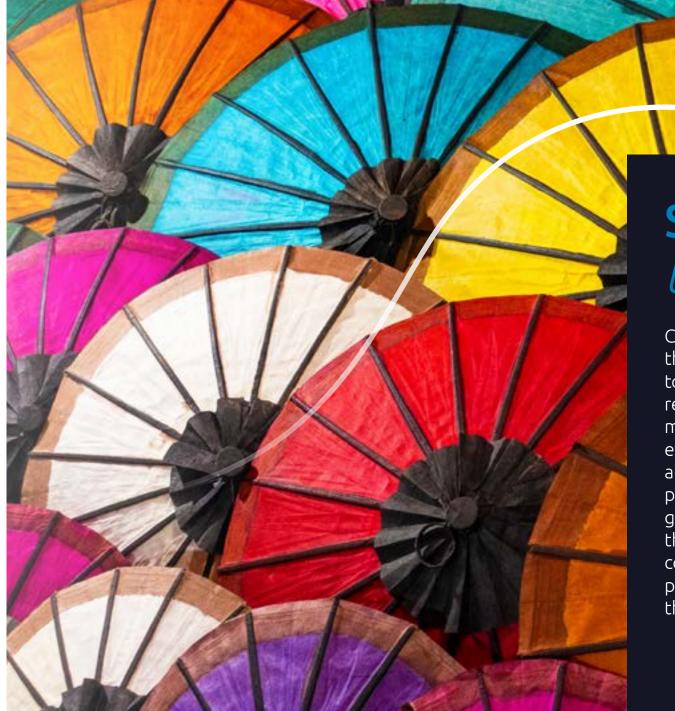
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Safeguarding *the brand*

Companies must also implement the proper governance structure to ensure GenAl solutions are responsible and ethical. While maintaining values is important in every sector, CPR companies must also pay particular attention to brand presentation and reputation. Proper guardrails are required to protect the integrity of key elements of the company's brand, such as logos and product packaging. The good news is the tools exist to do this.

Advantages across the value chain

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expertise – plus its own experience as a

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Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2023 global revenues of €22.5 billion.

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