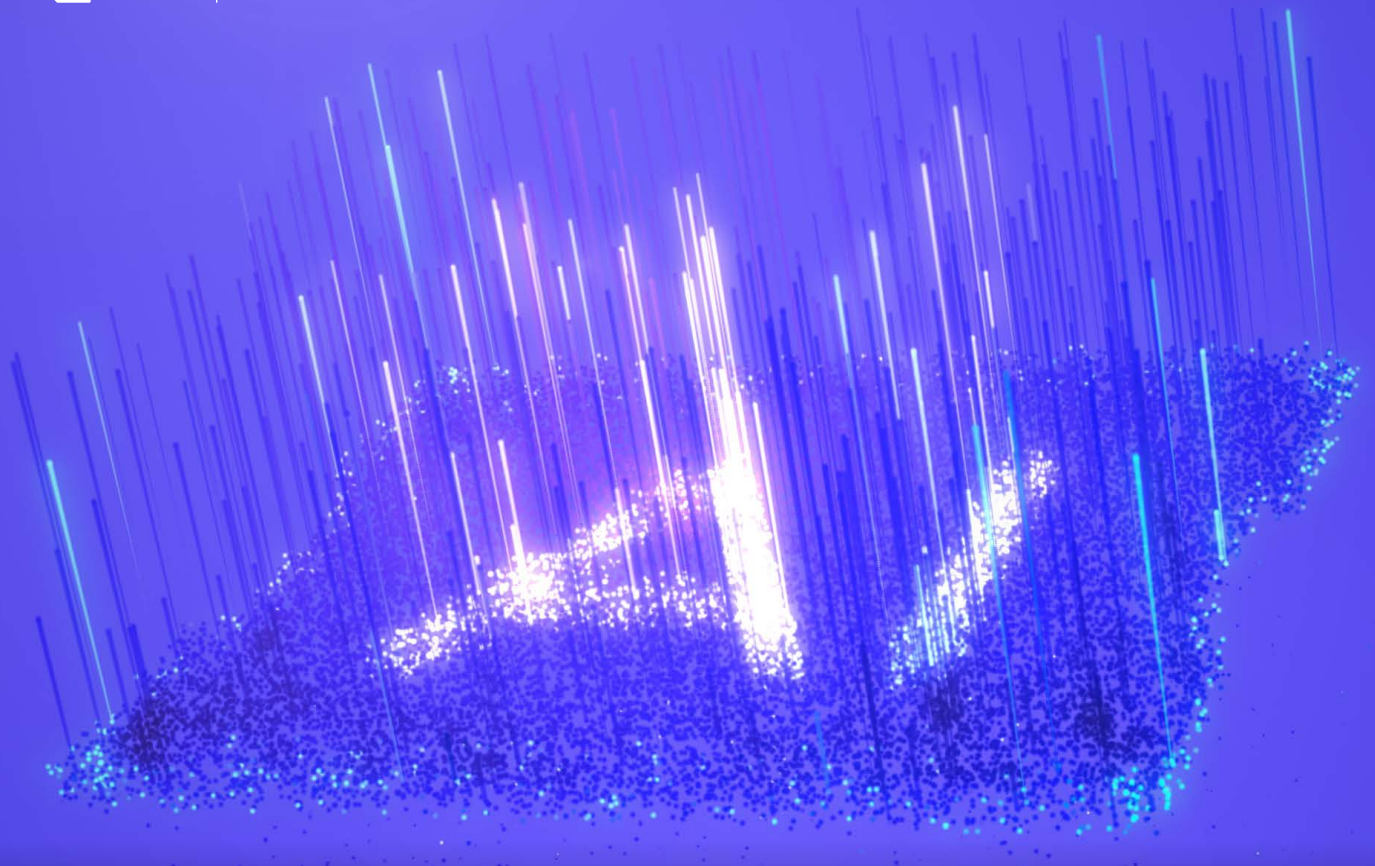




GenAI Impact with C5i: Spotlight on Virtual Persona



SOLUTION OVERVIEW

C5i has developed an advanced **Virtual Persona** solution as part of our Synthetic Audiences IP, which is designed to help consumer-facing brands simulate and understand their audiences more deeply and dynamically. Built as a **self-service AI platform**, the solution empowers marketing, insights, and innovation teams to interact with **synthetic virtual personas** that replicate real-world consumer behaviour. These personas reflect diverse needs and motivations across different regions, segments, and psychographics, enabling faster decision-making and reduced dependency on traditional research cycles.



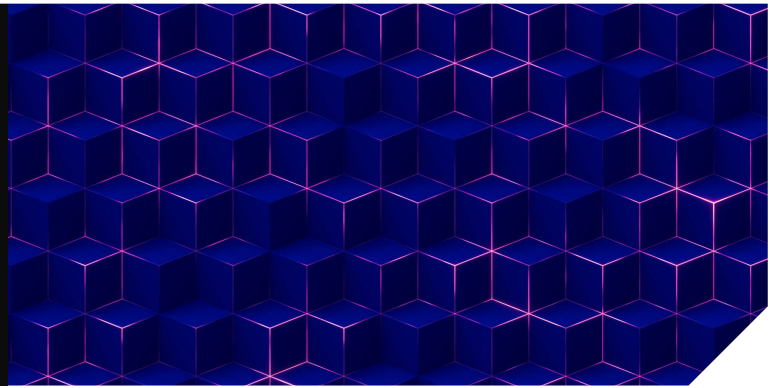
BUSINESS CHALLENGE

Consumer product and retail brands often struggle to keep up with the speed of change in consumer preferences and expectations. Key challenges include:

- Delayed consumer validation, slow innovation timelines
- High cost and logistical effort required for traditional focus groups or surveys
- Inability to test multiple concepts quickly across diverse demographic and psychographic groups

These barriers make it difficult for teams to iterate rapidly and validate ideas with confidence. There was a growing need for a **scalable, responsive, and localized** approach to simulate consumer response and inform product, packaging, and communication decisions, without long lead times or high investment.

HOW IT WORKS



C5i introduced the **“Virtual Persona” Web App** as a platform that leverages **AI and Generative AI technologies** to emulate authentic consumer reactions. The solution allows internal teams to run real-time simulations and obtain meaningful feedback across different markets and audience types, all within a single self-service interface.

By removing the reliance on traditional market research setups, the solution puts the power of **agile consumer testing** directly in the hands of marketers, researchers, and product managers. Brands can now assess and refine product concepts, messaging, creatives, and experiences with **synthetic personas** that are grounded in real data and behavioural patterns.

OUTCOME

Clients using the C5i Virtual Persona Solution have experienced measurable impact in a short time:

- **Accelerated concept testing and feedback cycles**, allowing faster go-to-market decisions
- **Improved campaign alignment**, with creative messaging validated against persona reactions
- **Expanded global testing coverage**, using localized personas tailored to market-specific behaviour
- **On-demand persona access**, enabling teams to simulate insights anytime without waiting for external research delivery

These outcomes have significantly enhanced strategic confidence and reduced costs in consumer validation efforts.



Summary

C5i's Virtual Persona solution is reshaping how consumer brands innovate, market, and connect with their audiences. By simulating rich, human-like feedback through synthetic personas, the solution offers a **realistic, scalable, and always-on alternative** to conventional research. It is helping teams **move faster, test smarter, and make better-informed decisions**, all while putting **AI-powered consumer empathy** at the centre of modern brand strategy.

ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



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