



Real-time Concept Evaluation Based on Social Listening

INDUSTRY

Beauty & Personal Care



Business Challenge

In fast-paced consumer categories like beauty and skincare, brands need to rapidly test and iterate on product ideas. However, traditional research methods often fall short—either too slow, too costly, or disconnected from current consumer sentiment. While generative AI offers speed and scale, a key challenge remains: ensuring that AI-generated insights stay grounded in real-world consumer needs.

C5i's GenAI-powered Solution



We combined **social listening** with **synthetic concept testing** to evaluate ideas in real time—at scale and with precision. Social listening is a game-changer for synthetic concept testing. It brings in real-time, unfiltered consumer conversations—a source of truth that ensures outputs are not just fast, but relevant and resonant.

■ The Challenge Without Social Integration

Large Language Models (LLMs) operate based on their training data and input prompts. Without a grounding mechanism, they can generate responses that sound plausible but miss the mark on what consumers actually care about today.

■ How Social Listening Helps

We used Brandwatch to tap into live discussions across platforms like X (formerly Twitter) and consumer forums, uncovering emerging themes, emotional triggers, and unmet needs. This data acted as a benchmark for relevance, allowing us to align synthetic responses with what real people are saying and feeling.

■ Grounding LLMs for Contextual Precision

By feeding in the live insights from social platforms, we ensured that LLM-generated responses were not only diverse and creative but also reflective of current market dynamics and consumer sentiment. This makes the testing process both innovative and consumer-centric.

Outcome & Impact

- Reduced testing time from weeks to minutes – enabling faster go-to-market
- Higher relevance of feedback – synthetic responses reflected current consumer mindset
- Built trust in GenAI outputs – by grounding LLMs in real-world sentiment
- Created a scalable, repeatable system – applicable across innovation cycles and categories

WHY IT MATTERS

This approach represents a **new paradigm in concept testing**—faster, more contextual, and deeply consumer-driven. It's a great example of how GenAI can transform product innovation for global brands.

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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