CHICKEN 2035: Anticipating TRENDS, Adapting STRATEGIES

CHICKEN MARKETING SUMMIT

July 29-31, 2024

Renaissance Birmingham Ross Bridge
Golf Resort & Spa

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AI in Chicken Marketing: Benefits, Challenges and Applications

Hana Bieliauskas, Senior VP & Partner
Inspire PR Group

July 31,2024

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Prompt

create an image of Gen Z consumers eating chicken

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What Is AI?

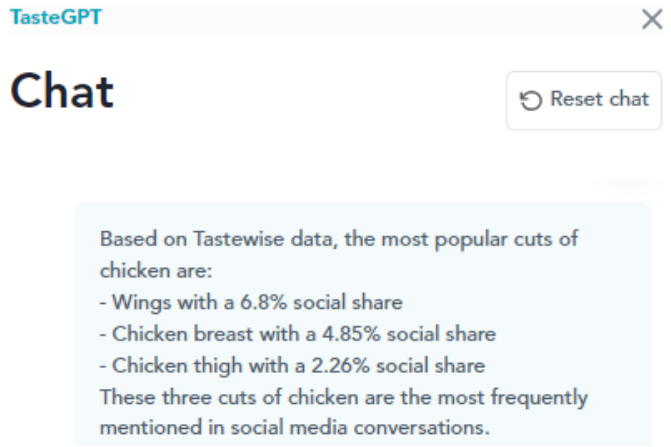
- Refers to programs or machines that simulate tasks that typically require human intelligence – *TeachAI*
- Is the science of making machines smart – Demis *Hassibis, Founder & CEO of DeepMind*
- Technology that enables computers and machines to simulate human intelligence and problem-solving capabilities. - *IBM*

Why AI?

- AI has been there for a long time, but we are at a moment when it is going mainstream

What AI Can Do for Marketers

- Analyze large amounts of data and identify patterns
- Predict trends and future behavior
- Provide personalized recommendations for customers
- Measure consumer sentiment and feedback
- Recognize images
- Generate ideas

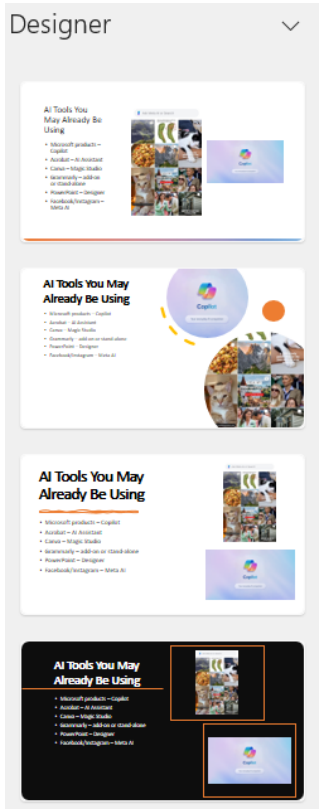


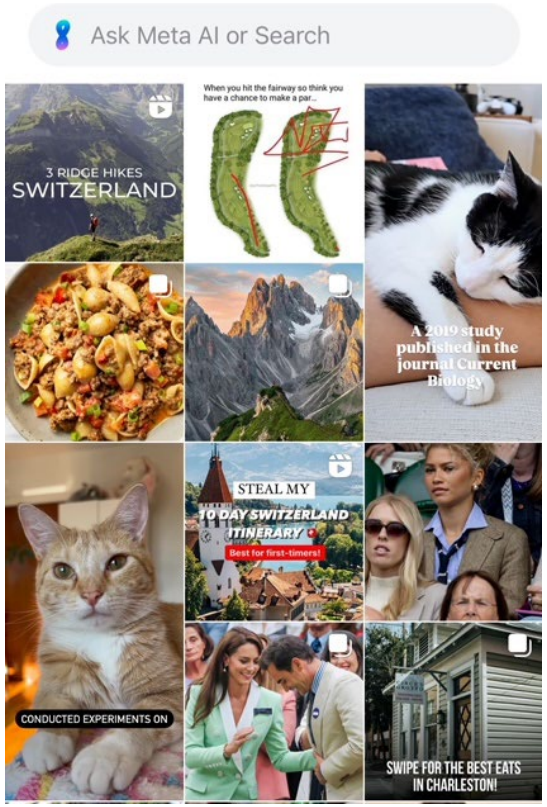
How Can Chicken Marketers Use AI?

- Improve efficiency
- Product development
- Enhance customer experience
- Marketing and advertising
- Cost savings
- Sustainable production

AI Tools You May Already Be Using

- Microsoft products – Copilot
- Apple products – Siri
- Acrobat – AI Assistant
- Canva – Magic Studio
- Grammarly – add-on or stand-alone
- PowerPoint – Designer
- Facebook/Instagram – Meta AI
- ChatGPT





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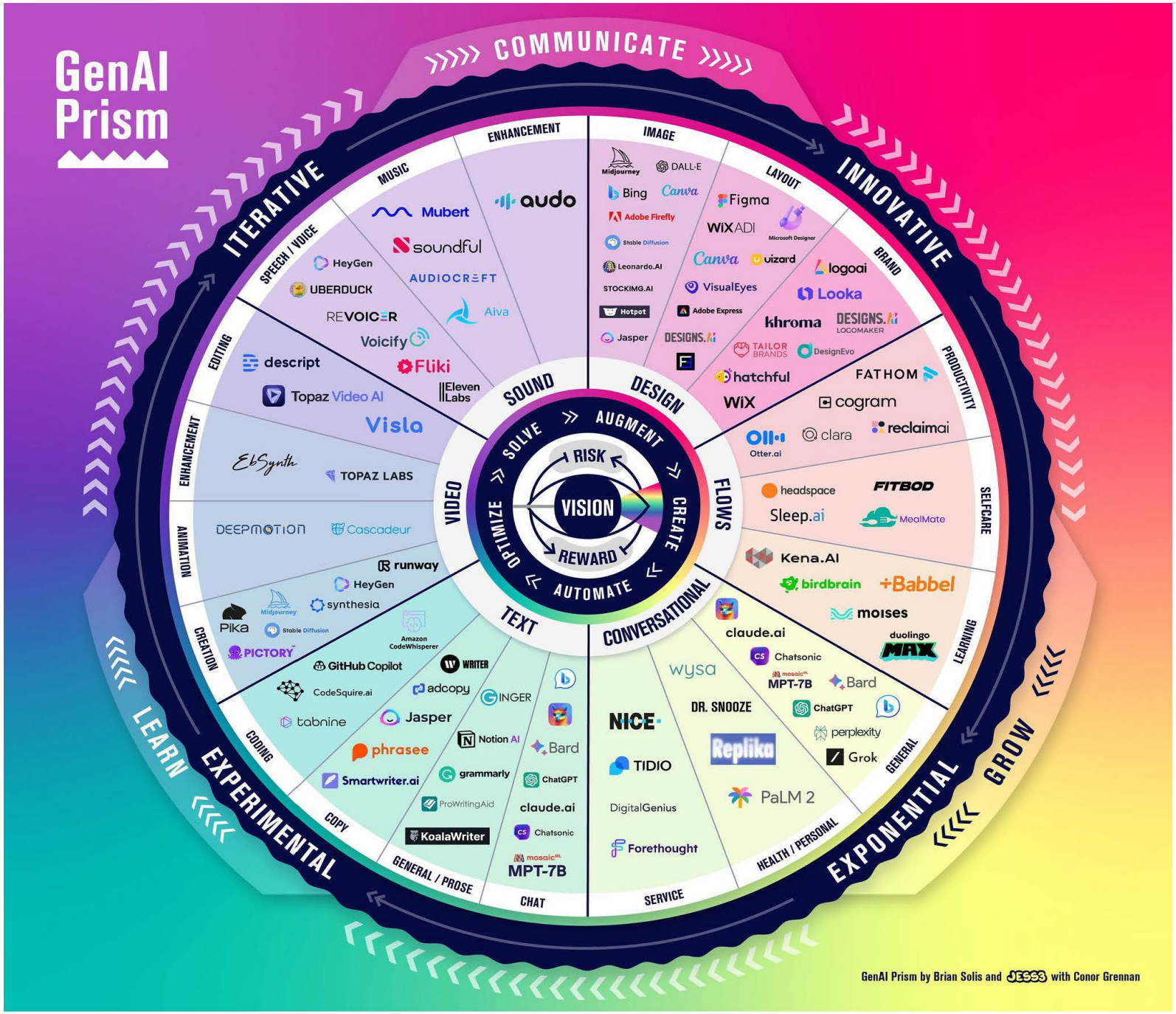
GenAI Prism
COMMUNICATE
INNOVATIVE
GROW
EXPONENTIAL
LEARN
EXPERIMENTAL
ITERATIVE
IMAGE
LAYOUT
BRAND
PRODUCTIVITY
SELFCARE
LEARNING
GENERAL
HEALTH / PERSONAL
SERVICE
CHAT
GENERAL / PROSE
COPY
CODING
CREATION
ANIMATION
ENHANCEMENT
EDITING
SPEECH / VOICE
MUSIC
ENHANCEMENT
DESIGN
FLOWS
CONVERSATIONAL
TEXT
VIDEO
SOUND
AUGMENT
CREATE
AUTOMATE
OPTIMIZE
SOLVE
RISK
VISION
REWARD
Midjourney
DALL·E
Bing
Canva
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Stable Diffusion
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+Babbel
moises
duolingo MAX
claude.ai
Chatsonic
MPT-7B
Bard
ChatGPT
perplexity
Grok
wysa
DR. SNOOZE
Replika
NICE
TIDIO
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Forethought
PaLM 2
audo
Mubert
soundful
AUDIOCRAFT
Aiva
HeyGen
UBERDUCK
REVOICER
Voicify
Fliki
Eleven Labs
descript
Topaz Video AI
Visla
EbSynth
TOPAZ LABS
DEEPMOTION
Cascadeur
runway
HeyGen
synthesia
Midjourney
Pika
Stable Diffusion
PICTORY
Amazon CodeWhisperer
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tabnine
WRITER
adcopy
INGER
Jasper
Notion AI
phrasee
Bard
grammarly
ChatGPT
Smartwriter.ai
ProWritingAid
claude.ai
KoalaWriter
Chatsonic
mosaicML MPT-7B
GenAI Prism by Brian Solis and JESS3 with Conor Grennan

AI Tools for CPG Brands

Maverick

Creates personalized customer videos for e-commerce brands

Yuma.ai

Automatically drafts responses to customer tickets, summarizes conversation threads and translates tickets into multiple languages

AdCreative.ai

Uses historical data, market trends and user demographics to generate ad creatives for specific audiences

Aidaptive

Predicts the affinity and intent of prospective customers, then delivers personalized content to them in real time, with the goal of increasing conversions and revenue

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AI Tools for CPG Brands

SPECTRM — Build chatbots to have conversations with customers in WhatsApp, Facebook Messenger and Instagram DMs to build loyalty and drive sales

commentguard — Manages and moderates comments across Facebook and Instagram posts and ads

SPATIAL — Analyzes billions of geosocial data points, including social media posts, check-ins, and foot traffic data, to create detailed insights about the demographics, interests and behavior of people in different locations

VOC)).AI — A voice of customer (VOC) platform that helps businesses collect, analyze and act on customer feedback

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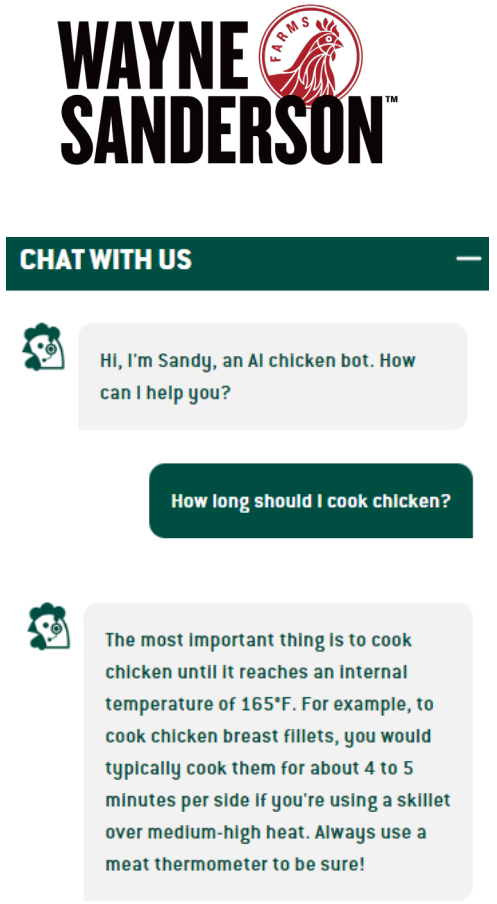
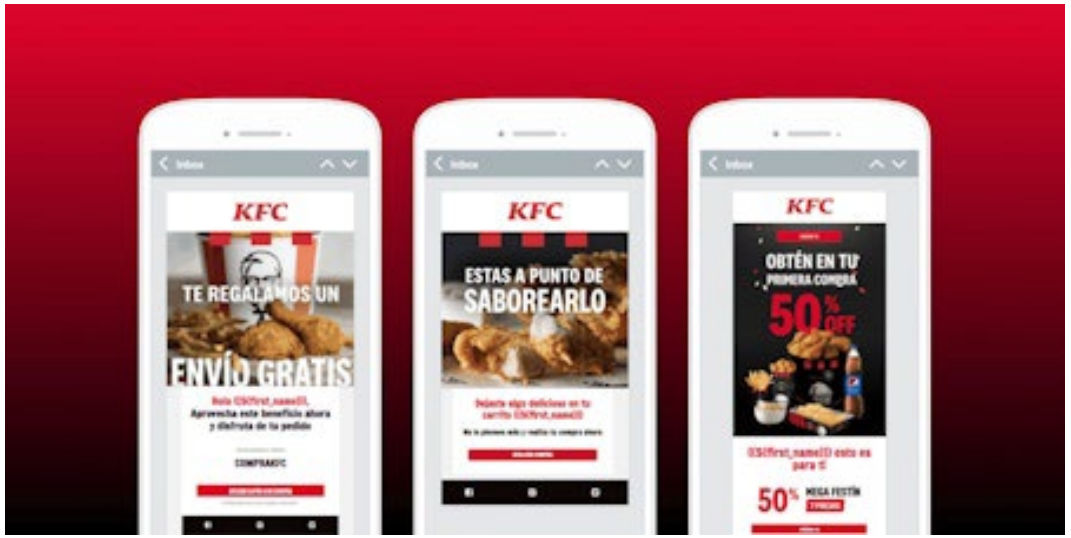
How Chicken Companies are Using AI

- In June, Wayne-Sanderson Farms debuted “Sandy” a web chatbot
- Powered by OpenAI’s API for ChatGPT
- Sandy answers questions, provides cooking tips, recipes and serving suggestions



How Chicken Companies are Using AI

- In Ecuador, KFC launched an AI-powered, personal messaging campaign to better understand the preferences of KFC's mobile customers
- Using an AI system called Braze Canvas, KFC identified which messages engaged customers on its mobile app
- Through knowing what messages customers took interest in, KFC boosted revenue by 15%

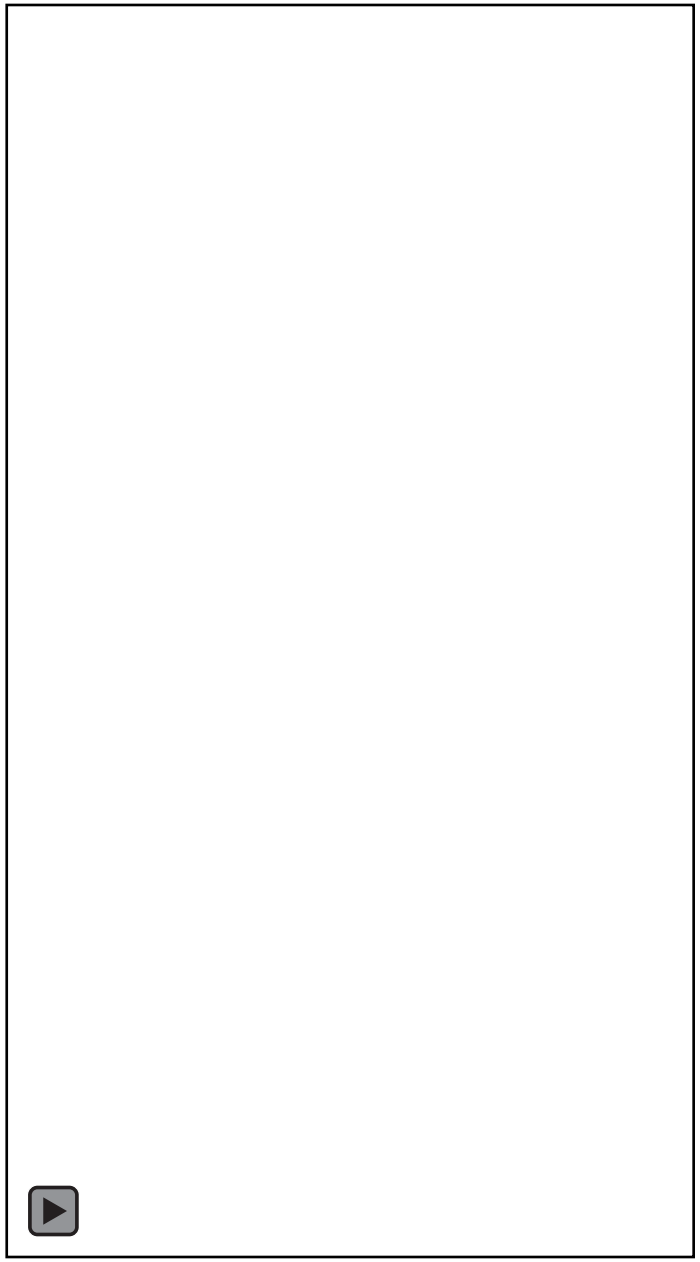


How Chicken Companies are Using AI

- Zaxby's uses an AI solution through Add Value Machine to automate its customer feedback and reporting process
- Allows it to quickly identify and address customer concerns and operational issues across franchise locations
- Increases efficiency, improves customer service and customer experience

How Chicken Companies are Using AI

- Wendy's FreshAI™ platform at its drive thrus is designed to increase speed, accuracy and consistency
- Popeyes is using AI to take drive-thru orders across the UK
- Panda Express has about 30 automated order takers at its windows through a partnership with SoundHound AI

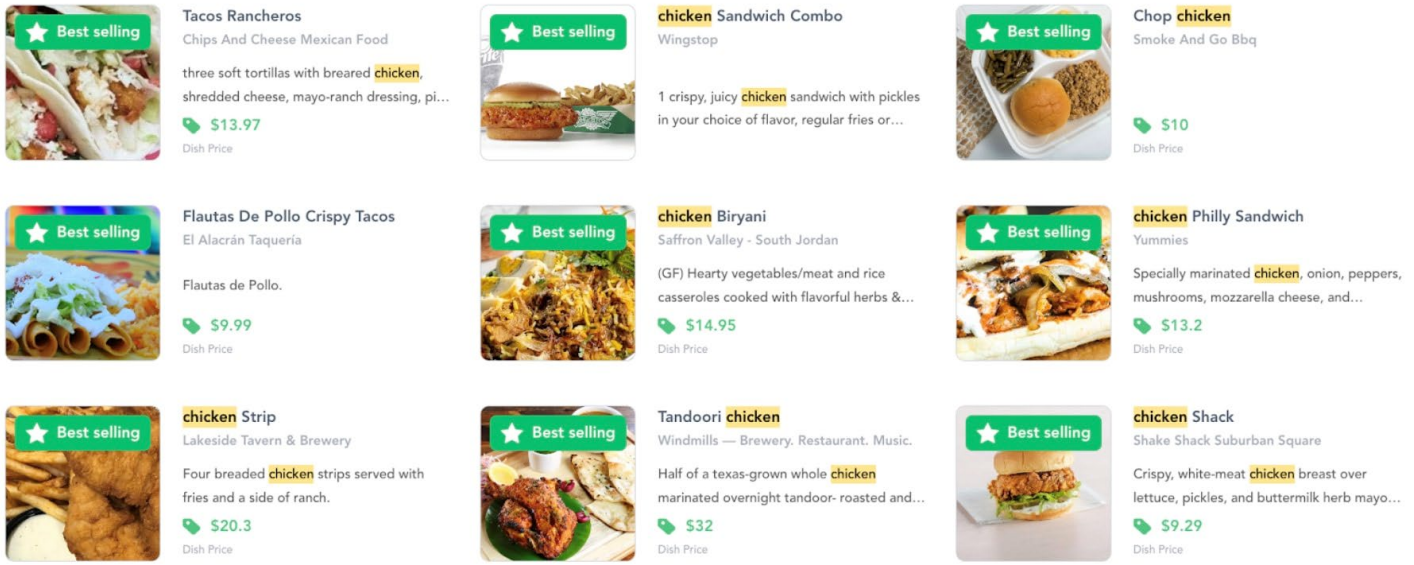


AI Challenges in 2024

- Lack of understanding often contributes to fears about adoption
- Generative AI is changing daily
- It’s not perfect and takes time to learn and train
- It can be costly to build
- A human component is still essential
- Legal and ethical considerations
- The output is only as good as the input (prompt)
- Always double-check the output

AI in Action: TasteGPT

- Launched in spring 2023 by Tastewise
- Identifies patterns and real-time, accurate insights to inform data-driven decisions
- Offers real-time product, dish, menu and marketing campaign recommendations using an AI-powered conversational chatbot
- Generates reports including consumer buying habits, trends, ingredient pairings



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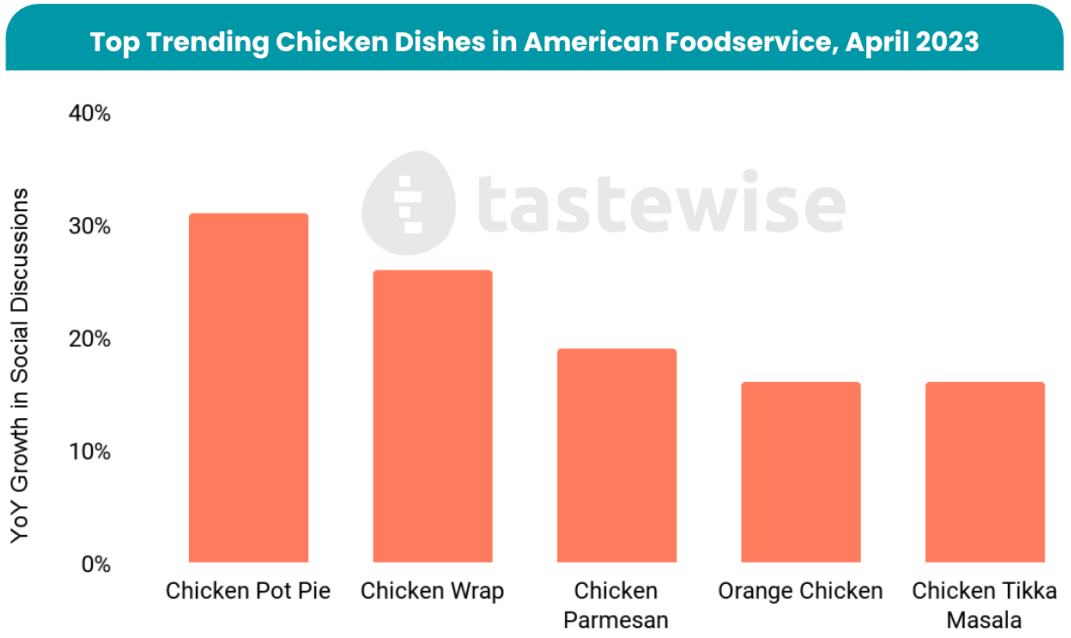
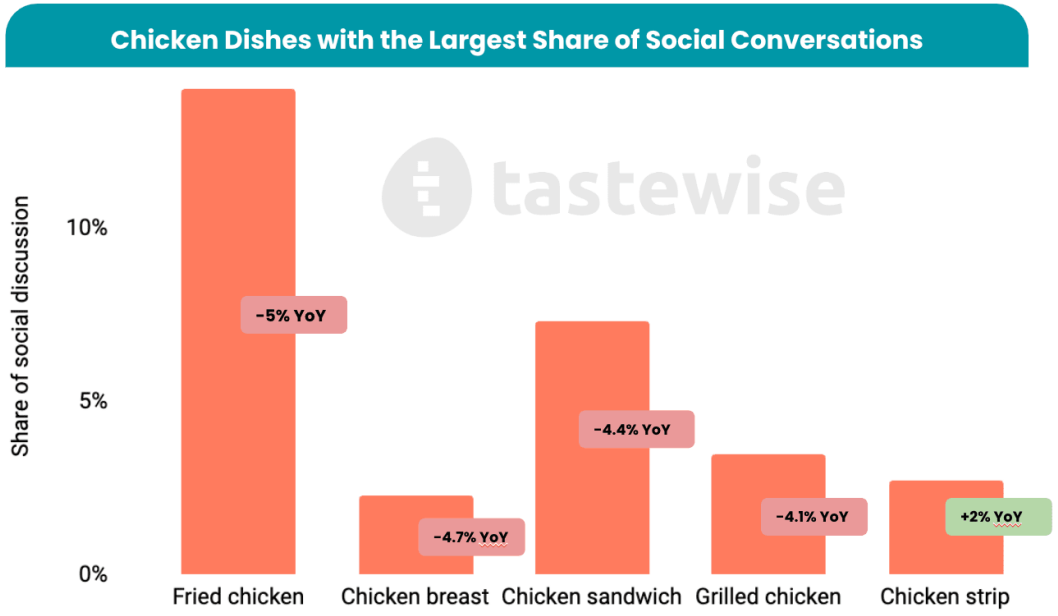
AI in Action: TasteGPT





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AI In Action: Let's Create a Chicken Brand!

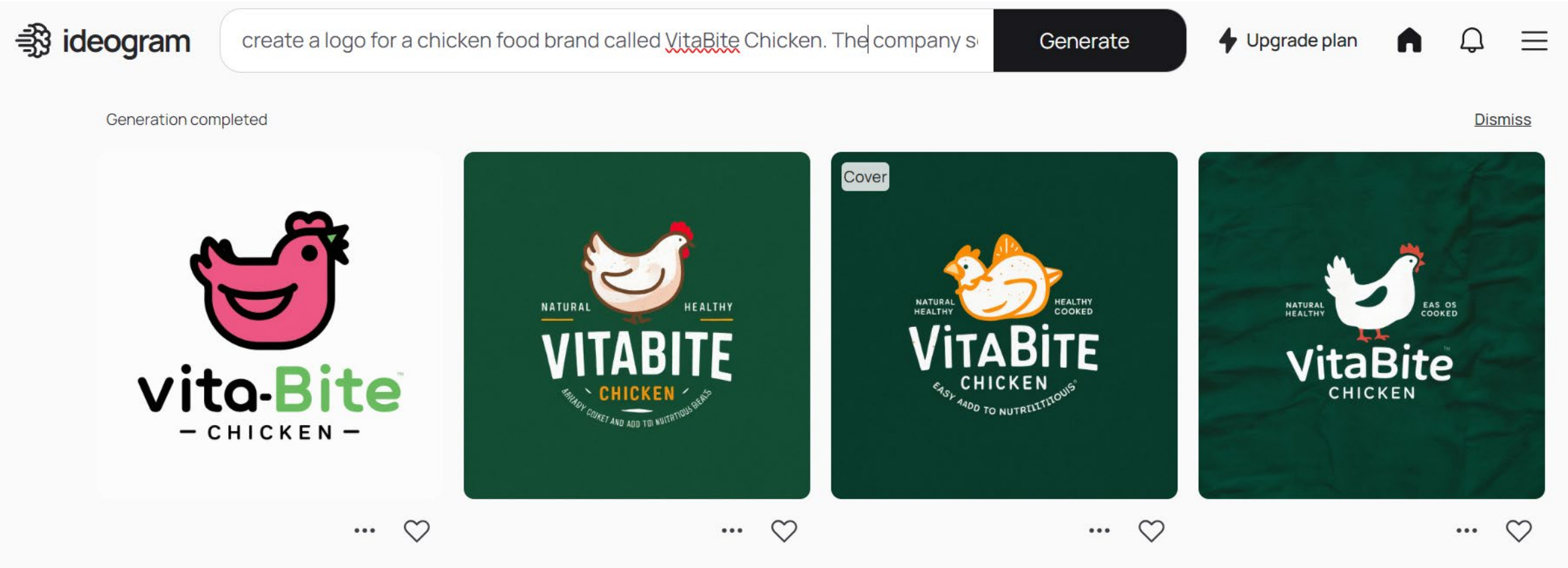
Provide ideas for names for a new chicken food brand that is focused on selling healthy, natural chicken products that are already cooked and easy to add to nutritious meals like lunch and dinner. It wants to appeal to Gen Z and Millennial audiences.

Sure, aiming to resonate with Gen Z and Millennial audiences interested in healthy and convenient food options, here are some brand name ideas for a new chicken food line:

1. **FreshNest Chicken**
2. **ZenithChicken**
3. **WholesomeWing**
4. **VitaBite Chicken**
5. **NaturalNosh Chicken**
6. **PurePlates Chicken**
7. **EcoEats Chicken**
8. **NourishNest Chicken**
9. **GreenGrove Chicken**
10. **SimpleSupper Chicken**

These names emphasize freshness, healthiness, natural ingredients, and ease of use, appealing to younger demographics looking for quick and nutritious meal solutions with chicken as the star ingredient.

AI In Action: Let's Create a Chicken Brand!



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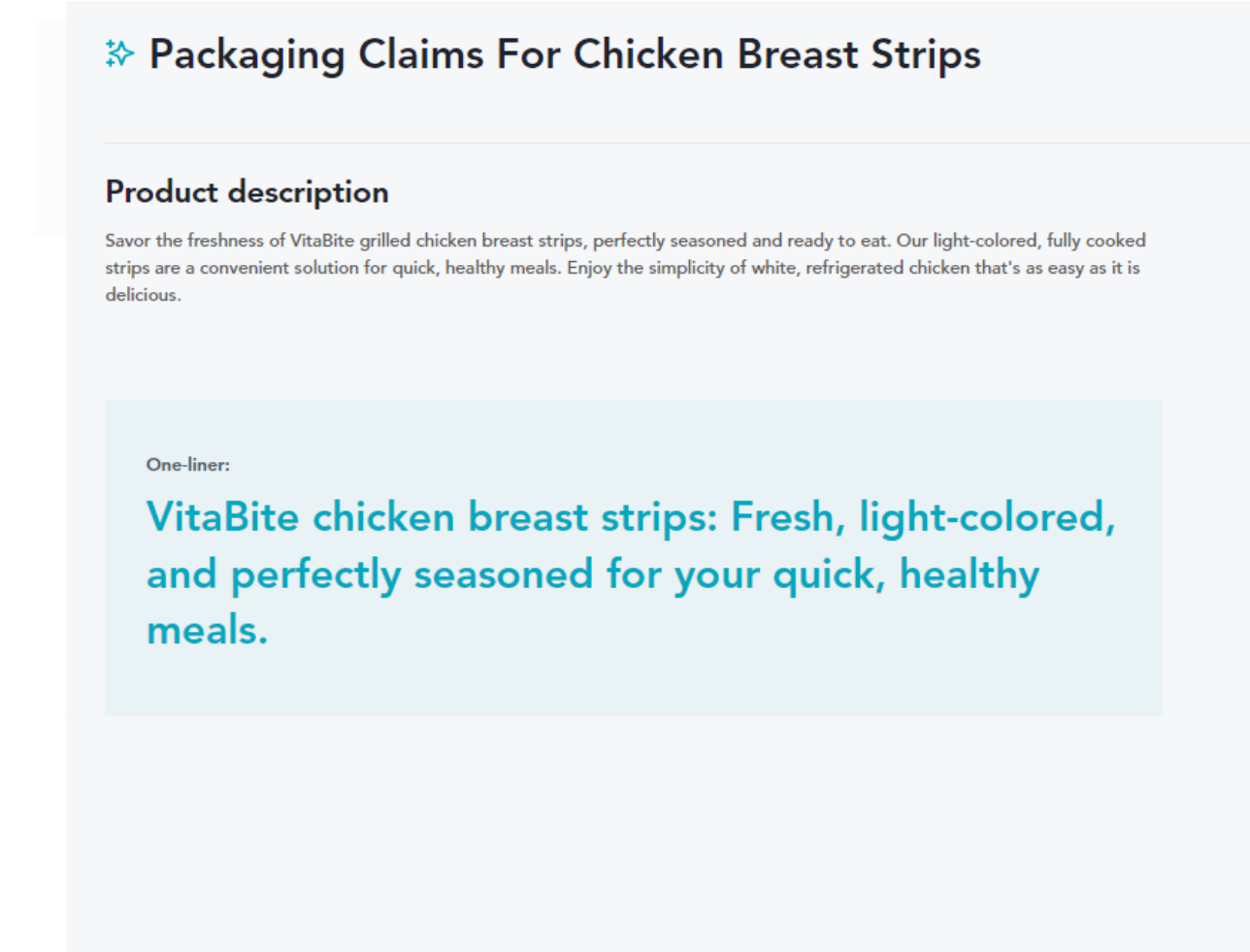

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TasteGPT

Chat

Reset chat

what chicken pairing are trending on social media?

HB

Here are the chicken pairings that are trending on social media, according to Tastewise data:
- Marry me chicken - with a 0.15% social share and a significant 171.2% growth YoY.
- Bang bang chicken - with a 0.07% social share and a 91.7% growth YoY.
- Soppressata - with a 0.02% social share and a 75.5% growth YoY.
These three chicken pairings are showing a significant increase in social change YoY and are highly recommended.

Here's an example of a menu item that matches your query

Hot Bar Marry Me Chicke...

Bedrock Kitchen

Marry Me Chicken w/Herbed brown riceMeat Lovers, gluten ...

$14.99

Dish Price

ChatGPT 3.5

What is Marry Me Chicken?

"Marry Me Chicken" is a popular and flavorful chicken dish that has gained attention on social media and in home cooking circles. It typically features chicken breasts cooked in a creamy sauce with sun-dried tomatoes, garlic, herbs, and sometimes spinach. The name "Marry Me Chicken" is said to come from the idea that the dish is so delicious, it could make someone propose marriage after tasting it!

Here's a basic recipe for Marry Me Chicken:

Marry Me Chicken

Marry Me Chicken Concept Discovery

Export

Explore 10 AI-generated ideas and images based on top rising pairings for marry me chicken

Creamy Marry Me Chicken With Red Pepper Spice

This innovative take on the classic Marry Me Chicken incorporates the heat of red pepper spice, which has seen a 42.6% YoY social change. The dish is then finished with a creamy sauce, a claim that has seen a YoY growth of 95.8%. The combination of the creamy sauce and the heat from the red pepper spice creates a balanced and exciting flavor profile.

Create A Recipe

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AI Recipe

Save

Creamy Marry Me Chicken With Red Pepper Spice

This dish is a delightful combination of tender chicken, creamy sauce, and a kick of red pepper spice. The chicken is cooked to perfection, then smothered in a rich, creamy sauce that's been infused with red pepper spice for a bit of heat. It's a dish that's sure to impress, whether you're cooking for a special occasion or just a regular weeknight dinner.

Serving size
This recipe serves 4 people. People

Duration
The total cooking time for this dish is approximately 60 minutes, with 20 minutes of active cooking and 40 minutes of non-active cooking. Min

Difficulty
medium

Potential Engagement

Ingredients

- [ ] 4 boneless, skinless chicken breasts
- [ ] 1 tablespoon olive oil
- [ ] 1 teaspoon red pepper spice
- [ ] 1 cup heavy cream
- [ ] 1/2 cup chicken broth
- [ ] 2 cloves garlic, minced
- [ ] Salt and pepper to taste

Instructions

1. Preheat your oven to 375 degrees Fahrenheit.
2. Season the chicken breasts with salt, pepper, and red pepper spice.
3. Heat the olive oil in a large, oven-safe skillet over medium heat. Add the chicken breasts and cook until browned on both sides.
4. Remove the chicken from the skillet and set aside.
5. In the same skillet, add the garlic and cook until fragrant. Add the chicken broth and bring to a simmer.
6. Stir in the heavy cream and return the chicken to the skillet.
7. Transfer the skillet to the preheated oven and bake for 30 minutes, or until the chicken is cooked through.
8. Serve the chicken with the creamy sauce.

Inspired by

- The inspiration for this dish came from the classic 'Marry Me Chicken' recipe, which is known for its rich, creamy sauce
- The addition of red pepper spice adds a bit of heat to the dish, making it even more flavorful and exciting.

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Marry Me Chicken Recipe Positioning Crafter

Explore 3 AI-generated ideas and images based on marry me chicken recipe

Weekday Wonder - Marry Me Chicken Recipe

Weekdays, fun

The 'marry me chicken recipe' is a perfect dish for weekdays. It's a simple yet delicious dish that can be prepared quickly, making it ideal for busy weekdays. The social conversations about 'weekday' meals have increased by 59.53% YoY, indicating a growing interest in such recipes. The 'fun' claim, with a YoY growth of 14.81% and relevance of 1.28X more than average, adds an element of excitement to weekday meals. The Marry Me Chicken Recipe is not only quick and easy to prepare but also offers a fun and enjoyable cooking experience, making weekdays a little more exciting.

Write a Facebook post about Marry Me Chicken.

☀️ ✨ Delicious Dinner Idea: Marry Me Chicken! ✨ ☀️

Hey foodie friends! 👋 Looking for a dinner recipe that's sure to impress? 🍽️ Try out this amazing Marry Me Chicken! 💑 💍 It's got tender chicken breasts cooked in a creamy, dreamy sauce with sun-dried tomatoes, garlic, and a medley of herbs that'll make your taste buds sing! 🌿 🍅 🧄

Here's why you'll love it:

✨ Creamy and flavorful sauce that's perfect over pasta or rice.

✨ Easy to make with simple ingredients you probably already have.

✨ A dish that's sure to get rave reviews from family and friends!

Check out the recipe below and give it a try tonight. Your kitchen will smell amazing, and your dinner table will be filled with smiles! 😋 ✨

[Insert Recipe Here]

Bon appétit! 🍷 Let me know if you try it and what you think. Happy cooking! 🥂

Write a short Instagram post to share with a recipe for Marry Me Chicken.

✨ ✨ Dive into Creamy Bliss with Marry Me Chicken! 🍗 💍 This dish is a flavor explosion with tender chicken in a creamy sauce, sun-dried tomatoes, garlic, and herbs. 😋 🌿 Perfect over pasta or rice! Try it tonight and impress your taste buds! 🍽️ 💕 #MarryMeChicken #Foodie #RecipeOfTheDay #ComfortFood

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Takeaways

- When used appropriately, AI offers significant opportunity for marketers to be more strategic and effective
- AI is changing and evolving quickly, but it still is far from perfect and requires a human element
- Experimenting with AI tools and platforms will be essential to finding what works best
- Being a late adopter of AI may cause companies to fall behind

Keep In Touch

Hana Bieliauskas

Senior VP & Partner, Inspire PR Group

hana@inspireprgroup.com

LinkedIn: in/hanabieliauskas

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