

The (mis)use of AI by Big Food to influence food choices

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The Global Obesity Centre

The Institute for Health Transformation



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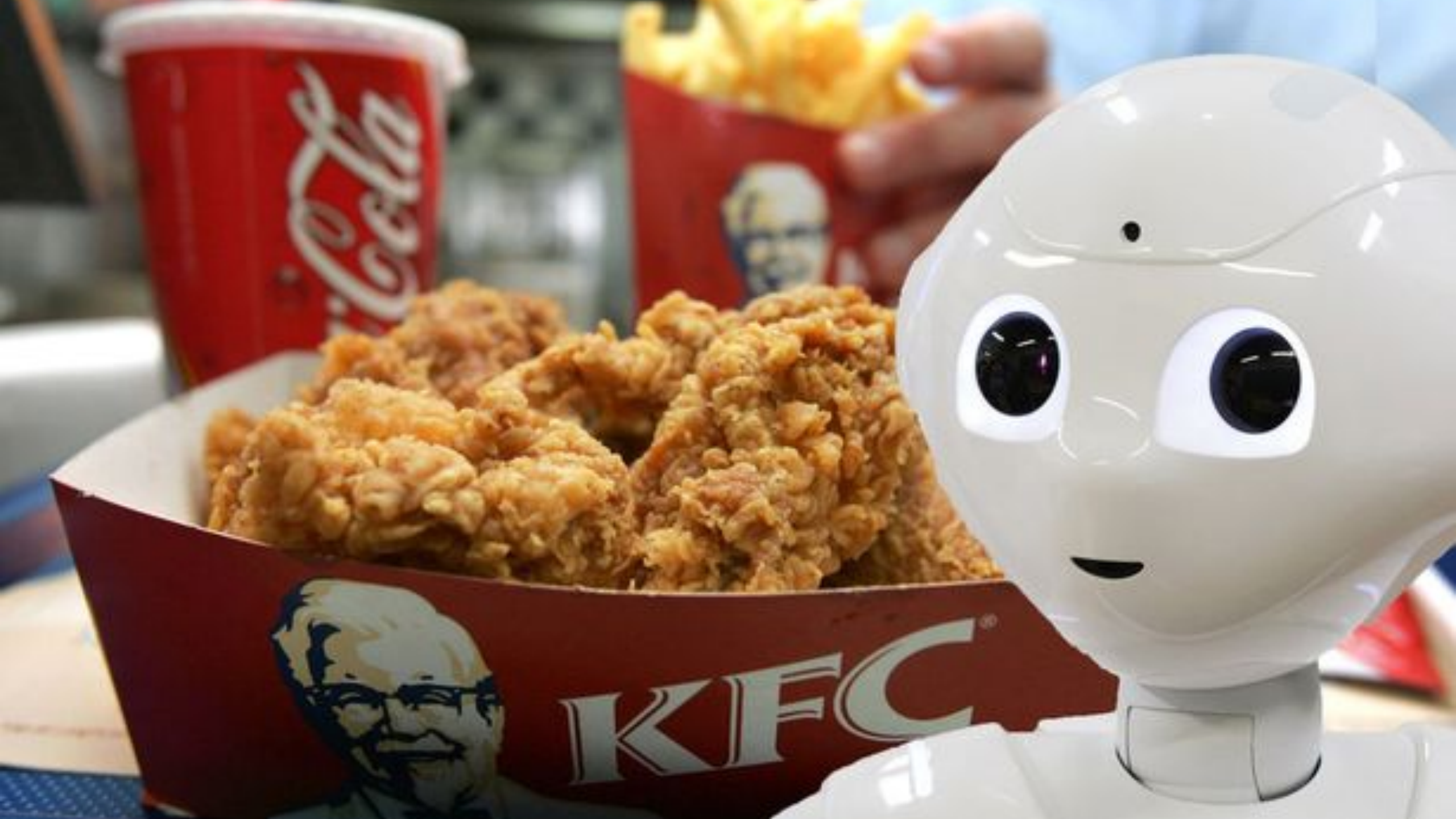
WHO Collaborating Centre
for Obesity Prevention



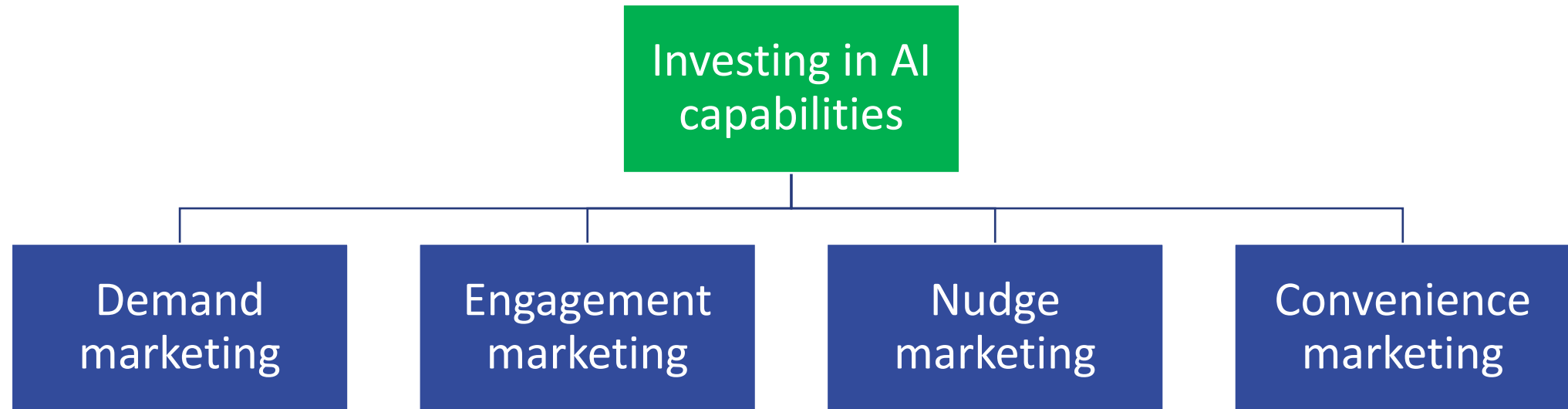
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Big Food's use of AI to influence customer behaviour



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Investing in AI

We're investing in talent and technology to make the customer and employee experience better



Dynamic Yield

We acquired Dynamic Yield, a company that makes our customers' and employees' order taking experience better than ever.



Transforming the Restaurants

We're testing to see how tech innovations can alleviate pressure on restaurant employees, making it simpler and more enjoyable to serve our customers.



McD Tech Labs

We're investing in the future of McDonald's through our agreement to acquire Apprente, a voice-based tech start-up. This technology will allow for faster, simpler and more accurate ordering at the Drive Thru.



AI is “the foundation for everything we do”
– Digital Director

Coca-Cola

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Demand marketing

By listening to consumers' comments across social channels, the company sniffed out and jumped on the developing trend of people seeking more lactose-free choices.... Danone uses social listening tools... to help monitor brand mentions... Social listening is a game changer for honing in on consumers' needs on a local and regional level... (Danone)

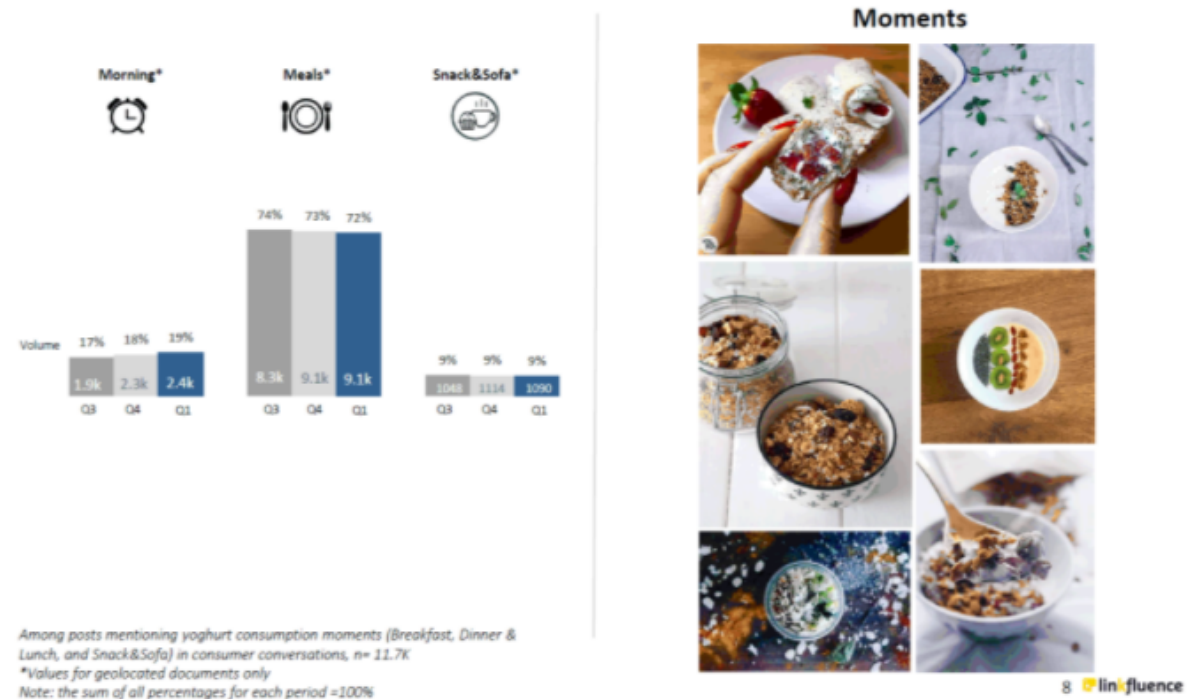


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CONSUMPTION MOMENTS IN THE LIFE OF OUR CONSUMERS



Do people engage on the topic sharing iconographic content? What does it say about their favorite moment of consumption of yoghurt? Indicators for the 'Consumption Moments' are based on 11.7k publications mentioning at least one moment of consumption.



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Engagement marketing



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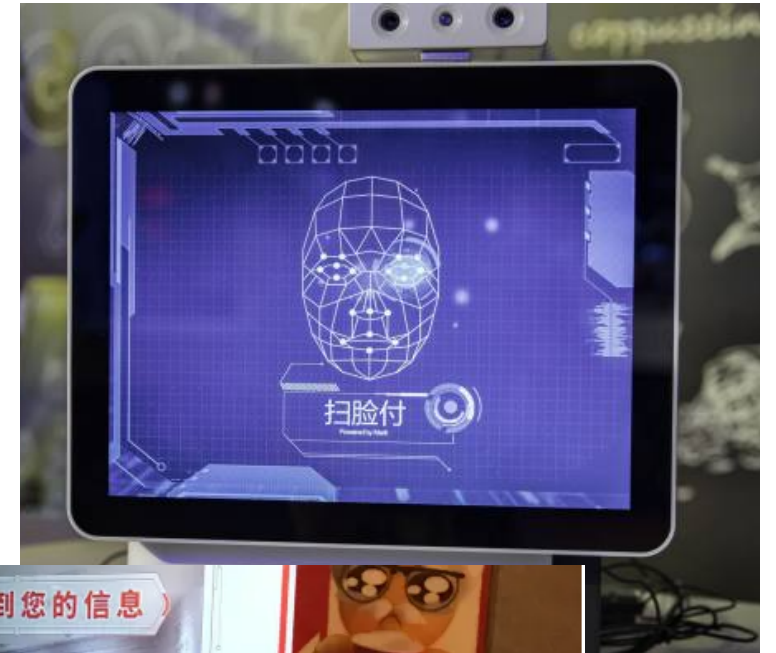
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Nudge marketing

...some KFC restaurants... have rolled out a new facial recognition technology system that narrows a diner's menu options based on their age, sex and whatever mood they appear to be in. If diners don't like what's suggested, they can see an expanded menu. (Yum! Brands)



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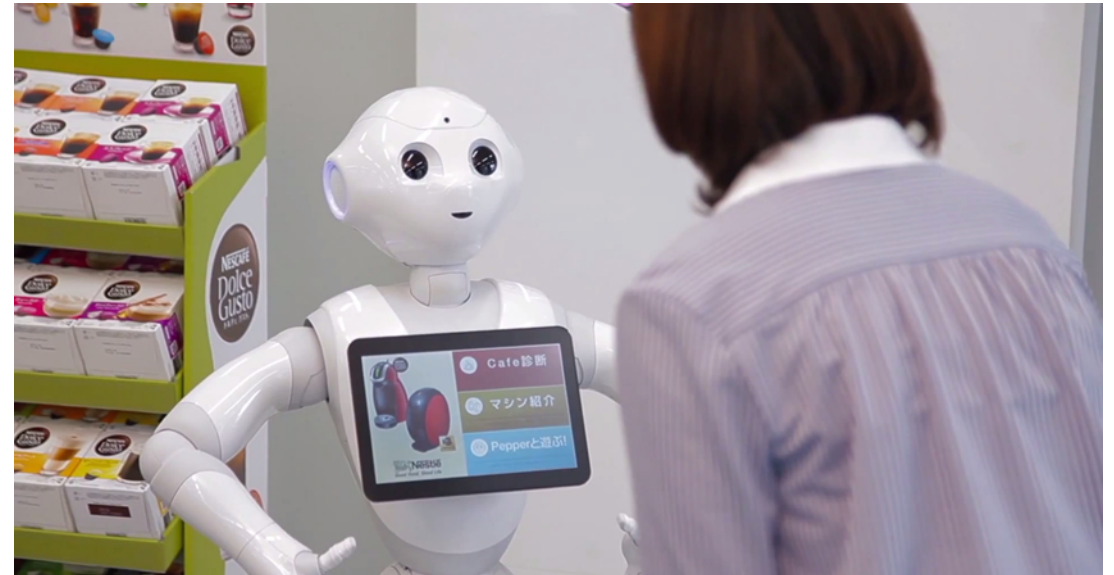


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Convenience marketing



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Implications

- Digital marketing is becoming increasingly sophisticated (not just on the internet)
- AI is enabling more personalised, engaging and convenient customer interactions than ever before
- Public health needs to keep up - more efficient monitoring systems in place
- Underscores the importance of comprehensive policies



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