

Track 1:

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How We Revolutionised Brand Engagement: Story on Harnessing AI to Elevate Customer Experiences and Influence Public Health



Time: 11:50 - 12:20

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by Podravka



Ksenija Latković Kozarac

Digital communications director
Podravka

How we revolutionized Brand
engagement:

Story on harnessing AI to elevate
customer experiences and influence
public health

A top-down view of three white ceramic bowls filled with a rich, red tomato soup. Each bowl is topped with small, pill-shaped gnocchi and fresh green basil leaves. The bowls are arranged on a rustic wooden cutting board. In the background, a whole head of garlic sits on the board. A silver spoon is visible in the lower-left corner. The entire scene is set against a dark, textured background with speckles of red and blue.

Let me take you to the culinary journey

...







A group of people are gathered around a wooden dining table, enjoying a meal. In the foreground, a person's hands are seen using a fork and knife to serve food from a white pan. The table is set with various dishes, including a pizza, a bowl of salad, and a glass of red wine. The atmosphere is warm and communal, with people engaged in conversation and eating. The text is overlaid on a semi-transparent dark grey box in the center of the image.

Here, food is more than just „a need“-
it's an expression of love, care, tradition,
and community

Što ti se danas jede?

RECEPTI

Coolinarika recepti

Recepti iz naše kuhinje. Ukusno i provjereno, skuhanu i aranžirano od strane najboljih Podravkinih kuhara. Coolinarika recepti su ovdje kako bi se savršeno nadopunjavali s receptima korisnika i nadamo se da će ova jela postati zlatni standard i u tvom repertoaru.

Najnovije ▾



- Naslovnica
- SuperfoodChef-AI
- Inspiracija
- Recepti**
 - Novi
 - Popularni
 - Video Baker
 - Video recepti
 - By Coolinarika
 - Recept dana
- Jela
- Namirnice
- Slike
- Blog
- Ljudi
- Moj profil

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3,3 M total users/month

200.000+ recipes

95% UGC based platform

Visits/month

~8,1 M

Views/month

~14,9 M

Session duration

~4:30 min

<https://www.coolinarika.com/ai>



Source: Google Analytics; monthly average data; 2023-YTD



And although the numbers are great, we all know that in today's fast-paced world, user needs are constantly evolving



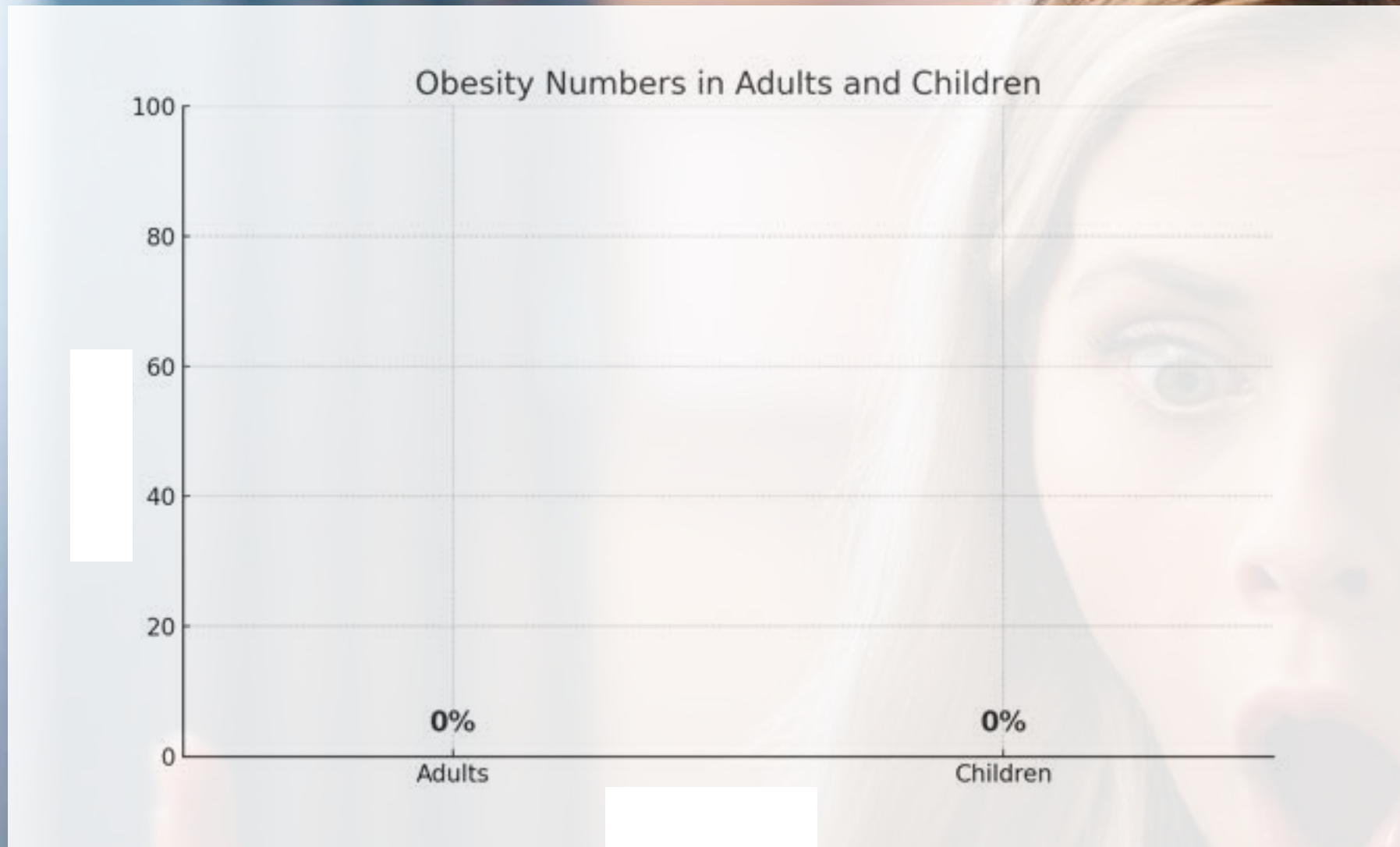
And this is where our journey
begins...

Overweight population in the EU, by sex (BMI ≥ 25.0)

% of adult population, 2019



Croatia has earned the title of being Europe's most obese nation



Adults #1 in EU

Children #5 in EU

65% of adults and 35% of children in Croatia are dealing with overweight issues



CHALLENGE
ACCEPTED



GEN Z is at the forefront of driving the change, making it our core target audience

OBJECTIVE

design and create a future proof solution that understands users' needs and **promotes healthier choices**

We were clear about avoiding:

- ✗ short-term AI gimmicks
- ✗ creating a new sales channel
- ✗ adding another customer support bot

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HELLO WORLD!

I am SuperfoodChef-AI by
Coolinarika

The first AI-powered virtual assistant in the
region for nutritionally balanced

Hello! I am SuperfoodChef-AI by Coolinarika, your AI assistant for superfoods that will help you discover interesting information and recipes on the largest regional culinary web platform. If you want to learn more about powerful foods that can enrich your diet and find quick and easy superfood recipes, you are in the right place! Ask a question, and I will respond very quickly. And remember, it's important to have a balanced diet that includes a variety of foods, but for any questions about specific diets and health conditions, be sure to consult your doctor or nutritionist.

13:01





CONVERSATIONAL FOCUS

Superfood (nutrient-rich ingredients, health benefits)

Locally sourced ingredients (fresh quality, seasonal)

Sustainability (eco-friendly practices, Zero waste recipes)

Healthier choice (raising awareness on accessible

How it works?

A **keyword-based bot** integrated with GenAI bot and multiple AI assistants

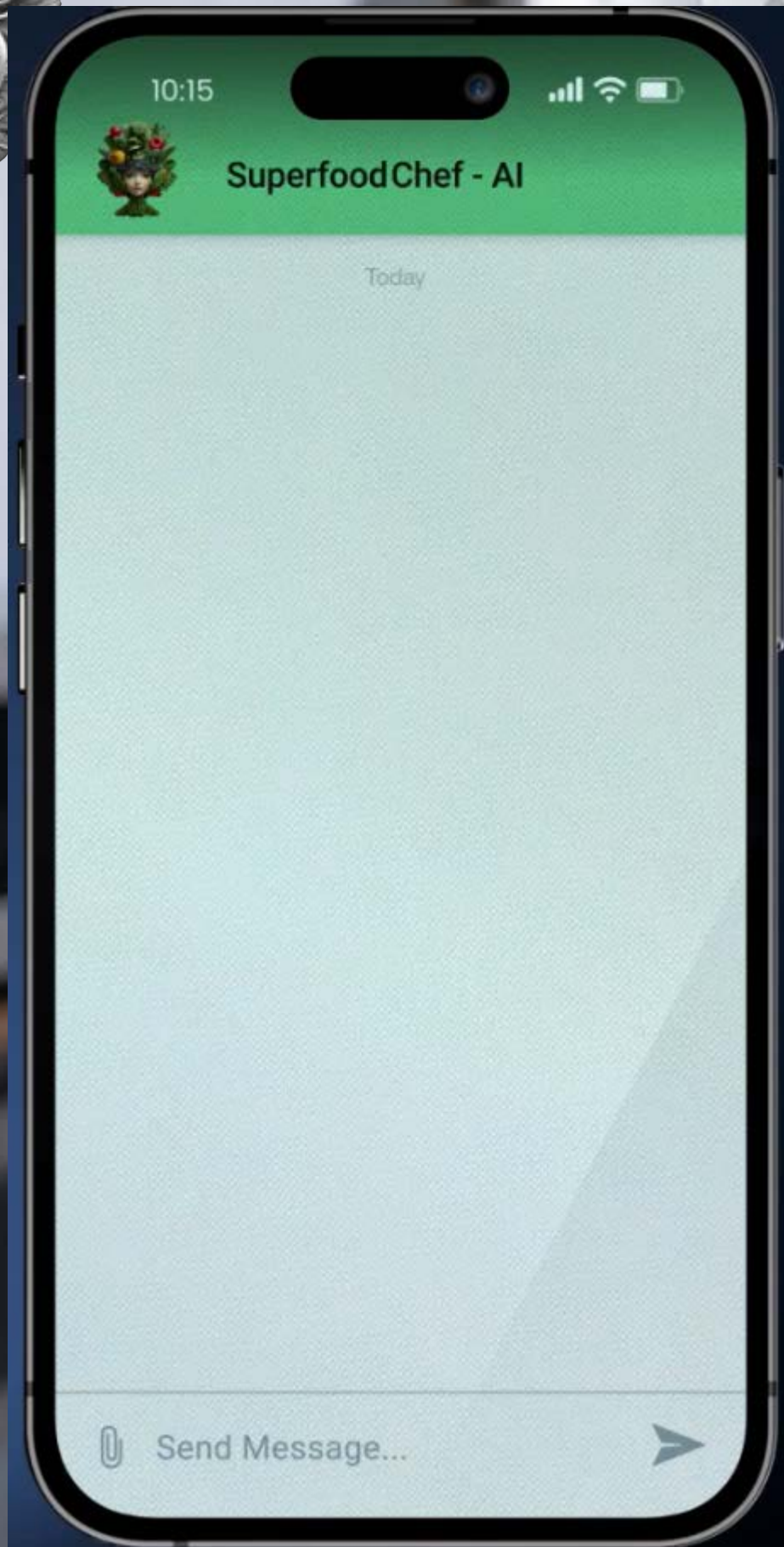
Provides links with **100% accuracy**

Can send multiple recommendations (recipes) based on user prompts

Includes **emojis that match the context** of the response

Customized GenAI chatbot **responses based on its training data**

Grabs the interest of new users with an engaging and supportive interaction



THE BLUEPRINT BEHIND THE PROJECT SUCESS

#1
AI Model



#5
Native Advertising

#2
Human-centered design



#4
User Empowerment

#3
Personalization



#1 AI MODEL OVERVIEW

AI Framework

Selected OpenAI GPT-3.5 turbo for natural language understanding

ML Algorithms

Created with data scientists for adaptive user recommendations

Behavioral insights

Partnered with behavioral scientists to use choice architecture

#2 HUMAN-CENTERED DESIGN

User-Centric Approach

Conducted deep-dive analysis to gain deeper insights into their pain points and preferences

Iterative Design

Continuous refinement and testing based on user feedback, user dietary preferences and past interactions

#3 PERSONALIZATION

Recommendation engine enhancement

SuperfoodChef offers personalized responses tailored to user queries, using an algorithm designed to encourage (nudge) healthier choices

Behavioral nudging refinement

Continuous improvement of behavioral nudging mechanisms stems from user feedback and observed outcomes

#4 NATIVE ADVERTISING

Expert collaboration

A partnership with certified nutritionists and dietitians ensured that all content is reviewed and approved by experts

Native fit to platform

The AI solution natively fits user expectations and seamlessly integrates into the user experience

#5 USER EMPOWERMENT

Content strategy

A content strategy prioritizes user education, featuring informative articles, videos, and interactive content


Feedback analysis

Active analysis of user interactions drives iterative improvements to educational content and user experiences


EMBRACING THE CHANGE

through successful
navigation between
innovation & tradition



A glowing lightbulb is the central focus, emitting a warm, golden light. The bulb is surrounded by vibrant, multi-colored paint splashes in shades of blue, purple, and yellow. The background is dark and filled with floating particles and small, glowing orange spheres. The overall composition is dynamic and artistic, suggesting creativity and innovation.

RESULTS



SuperfoodChef-AI has amassed a total of over **245k users** who have exchanged more than **895k messages with** it in less than **8 months**




31%

**increase time spent on
Coolinarika website**



40%

**more gen Z and millennials
active on Coolinarika**



16%

**conversion rate to
engaged user**

A glowing lightbulb is the central focus, surrounded by vibrant, colorful paint splashes in shades of blue, purple, and yellow. Below the bulb, there are various food ingredients like mushrooms and vegetables. The background is dark with some floating particles.

3 min

**avg. interaction time with
SuperfoodChef**





**What's
next...**

The background consists of a dense pattern of thin, radiating lines in shades of purple and pink, creating a starburst or sunburst effect. The lines are most concentrated in the center and become more sparse towards the edges.

REITERATE

UPGRADE



TEST

Key takeaways:

#1

AI is irreversibly transforming user-brand interactions and unlocking immense value for brands

#2

Hyper personalization & predictive approach (to users' needs) is the key



#3

Innovation and tradition can successfully coexist when the story is compelling and authentic



THANK YOU





Ksenija Latković Kozarac

Digital communications director
Podravka

Scan to get in touch!

