Track 1:

Ksenija Latkovic Kozarac

Digital Communications Director at Podravka (HR)

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

Time: 11:50 - 12:20

NATIVE ADVERTISING DAYS 24

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How we revolutionized Brand engagement:

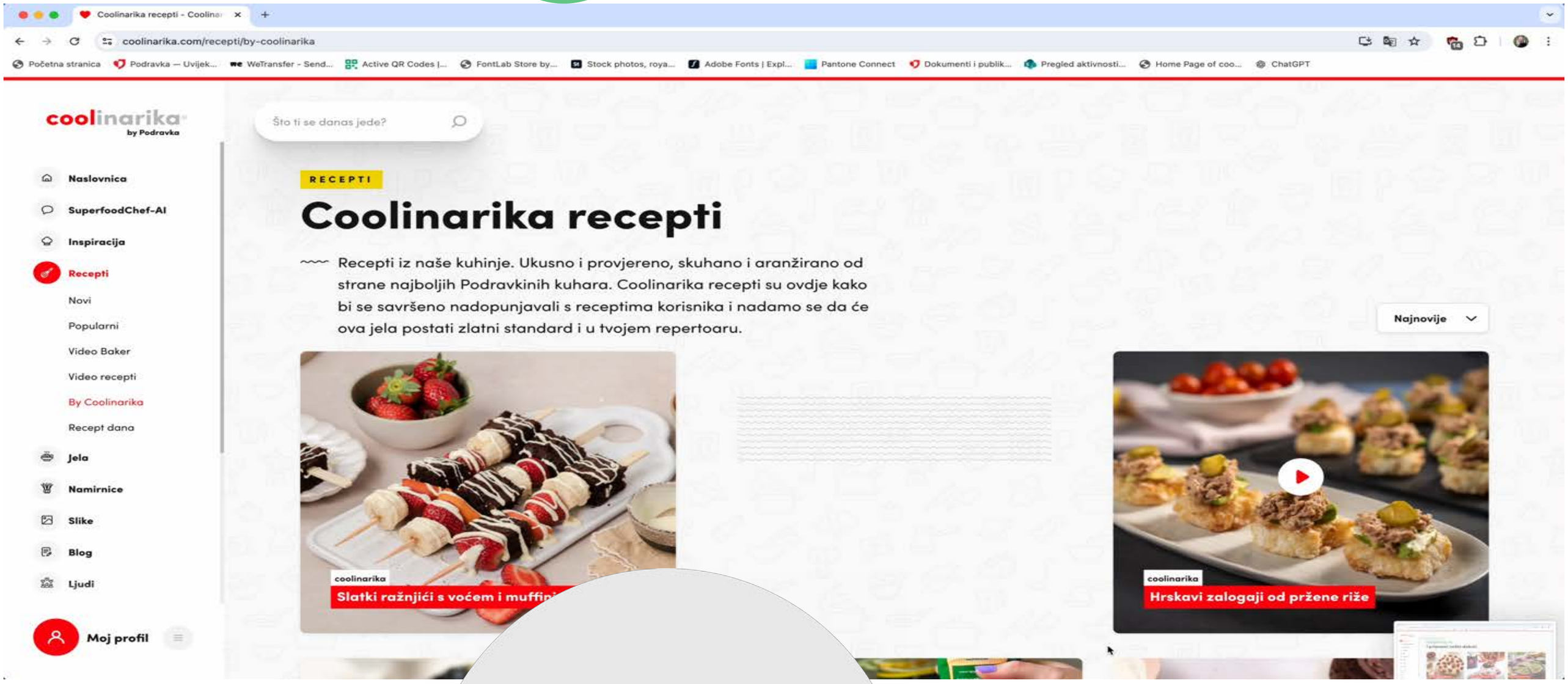
Story on harnessing AI to elevate customer experiences and influence public health

Ksenija Latković Kozarac

Digital communications director
Podravka

Let me take you to the culinary journey
…

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



https://www.coolinarika.com/ai

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3,3 M total users/month

200.000+ recipes

95% UGC based platform

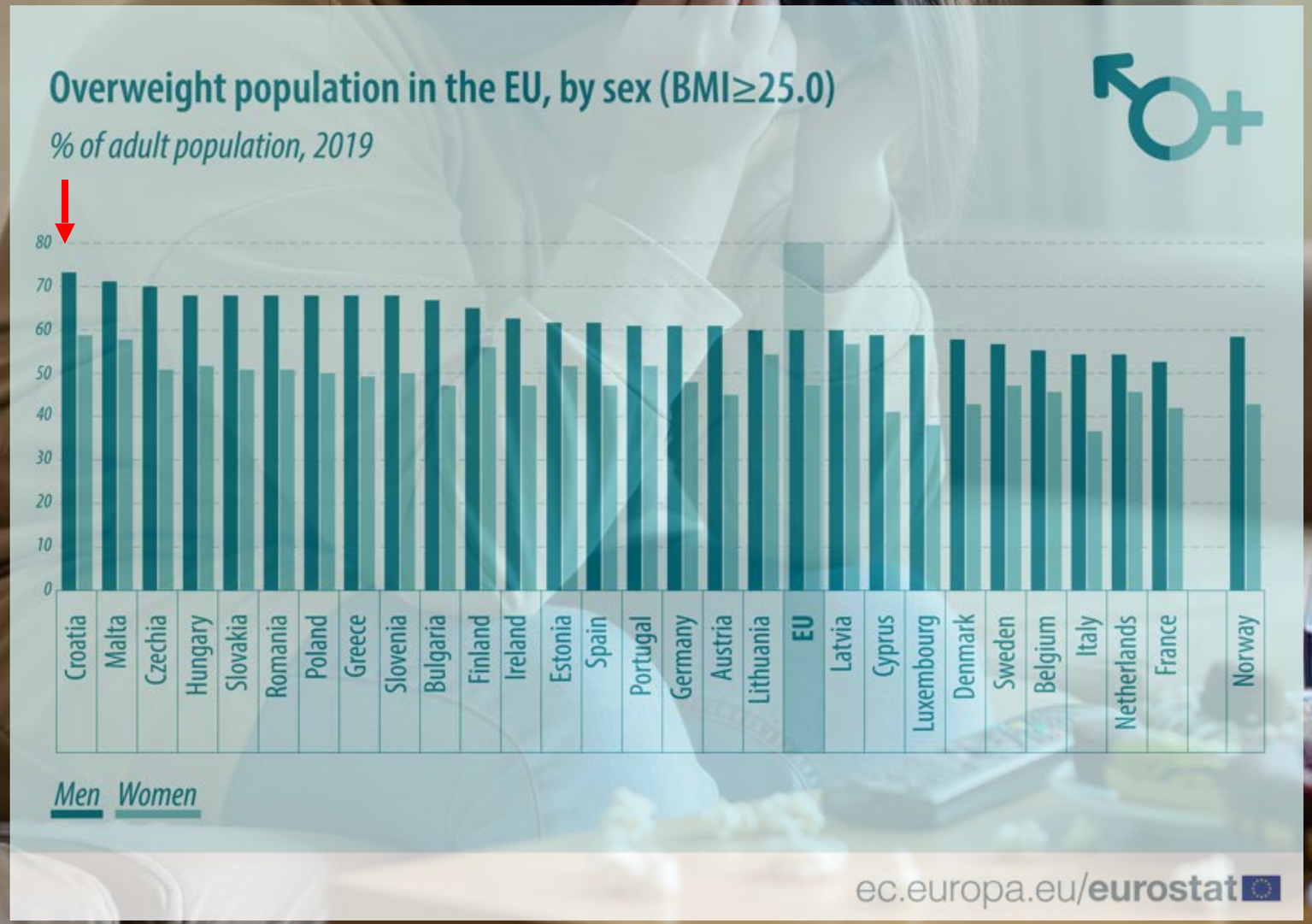
Visits/month	**~8,1 M**
Views/month	**~14,9 M**
Session duration	**~4:30 min**

https://www.coolinarika.com/ai

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

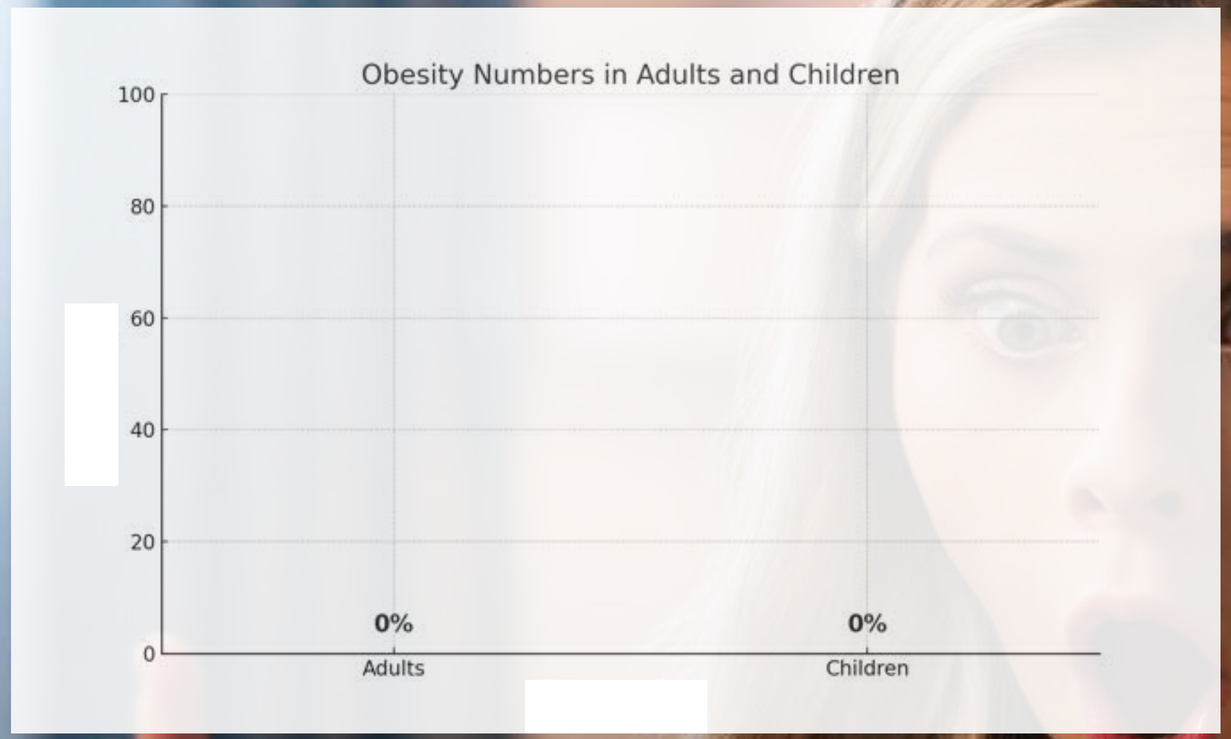
And although the numbers are great, we all know that in today's fast-paced world, user needs are constantly evolving

And this is where our journey
begins…



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

Source: https://ec.europa.eu/eurostat/web/products-eurostat-



Adults #1 in EU

Children #5 in EU

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

Source: https://ec.europa.eu/eurostat/web/products-eurostat-

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 heathier 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 bal

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

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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

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THE BLUEPRINT BEHIND THE PROJECT SUCESS

#1 AI Model

#2 Human-centered design

#3 Personalizatio n

#4 User Empowerment

#5 Native Advertising

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#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

RESULTS

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

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Source: Infobip Answers; Oct 2023-May

31%

increase time spent on Coolinarika website

https://www.coolinarika.com/ai

Source: Google analytics; Compared to before the launch of the

40%

more gen Z and millenials active on Coolinarika

https://www.coolinarika.com/ai

Source: Google analytics; Compared to before the launch of the

16%

conversion rate to engaged user

https://www.coolinarika.com/ai

Source: Infobip Answers; Oct 2023-May

https://www.coolinarika.com/ai

Source: Infobip Answers; Oct 2023-May

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What’s next…

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

Source: https://commons.wikimedia.org/wiki/File:Baby_Lasagna_Eurovision_Song_Contets_2024_Final_Malm%C3%B6_dress_rehearsal_semi_1_13.jpg
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THANK YOU

Source for photos used: https://www.istockphoto.com & Coolinarik

Ksenija Latković Kozarac

Digital communications director
Podravka

Scan to get in touch!

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