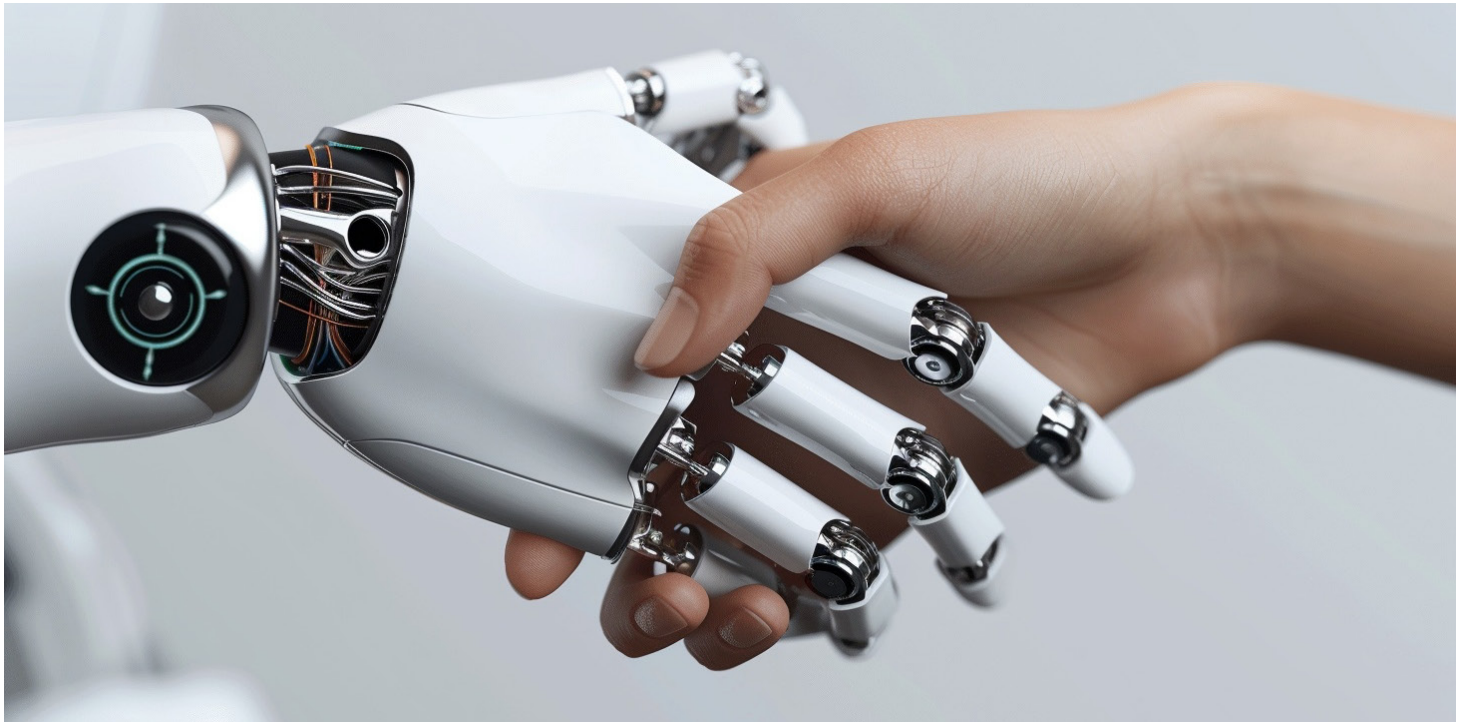


Trendipedia 2024

Discover the Artificial Trust trend

Executive summary 5



Generating trust in an artificial era

Whether it's the news, people's faces, their voices or everyday lives, technological advancements have made 'faking it' easier than ever. The result is that we, just like Neo in The Matrix, are all finding it harder to discern what's real and what's not.

Wonder and worry

At a time when anyone with a mobile phone and an internet connection can fabricate a convincing enough "truth", it's only natural that we are starting to wonder who and what we can actually trust. Moreover, in a world of information overload, the majority of us have neither the time nor the attention span to investigate our sources thoroughly.

Fake content. Sincere intentions

Thanks to Artificial Intelligence (AI) now we can watch a fake Ryan Gosling explaining large language models¹, buy water bottles that trick our brains into believing we are drinking

flavoured water², and buy services to promote our "fake wealth" such as private jet studio rentals for influencers generating content³. As we somehow have to get used to things being more or less artificial, perhaps the question of what to trust should be less about what is real, and more about the intentions behind it. Taking the example of the water bottle Air Up (now followed by a trail of copycats), their intention is to help people drink more water with a tasty "mind-hack". In other words, it is well-meaning. The same could be said of plant-based meat alternatives that mimic the sensory experience of meat with convincing textures, colours and flavours. The upsides are that people who wouldn't normally drink water or go meat-free can now make healthier choices without a significant effort.

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66% of people worldwide say products and services using AI will profoundly change their daily life in the next three to five years.⁴



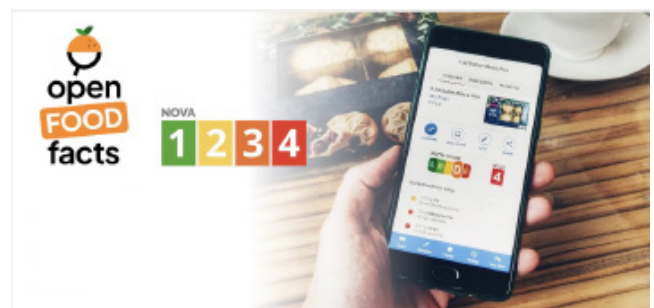
Artificial care. A radical proposition

Many of us have mixed feelings about AI and would not automatically consider it the best place to look for trust. But what if AI could become a trusted partner or mediator between food producers and consumers?

AI can tick a lot of the boxes when it comes to care. It can give more accurate responses to consumers questions around the food in their shopping basket or on their plate. For example, by helping evaluate food quality, and identify the nutritional content and ingredients of products through thermal vision, image recognition and sensors.

One real-world example of this is Open Food Facts, an app that allows you to see the Nutri-Score of food products. Even if a product is not listed on Open Food Facts, consumers can add the nutritional facts and select a category, and the Nutri-Score will be instantly

computed and displayed. Since the database of (Open Food Facts) is open source, any organisation or research team can develop



new uses and services in the food industry, perhaps combining it with real-time bio data in personal wearables to track habits, location, time of day, cooking methods and health status. Imagine what will be possible as AI, with combinations of different data and sensor technology, continue to evolve.

Empowering consumers

In the name of trust, perhaps AI could cut through misleading marketing or hard-trimmed algorithms, empowering people to make more informed choices based on solid facts and hard-to-manipulate data. In the not-too-distant future, AI might help create hyper-personalised precision meals, 3D printing food based on your current mood, health conditions and preferences - on demand. And, it might be able to refine recipes and suggest cheaper, more sustainable or more nutritious alternative ingredients.



Trust in the imperfect

The rise of AI and misinformation are redefining what it means to be 'real,' making authenticity more important than ever. Many of us are leaning increasingly towards things that are a bit messy, unfinished, and imperfect since they imply the product is somehow genuine. In the branding and packaging realm, this trend can be seen in the growing number of wonky line illustrations and handwritten typography, brimming with character. Handmade and human-made products, with their inherent quirks and individuality, offer a personal feel that contrasts satisfyingly with polished, flawless looks.



Ways forward for food producers

The human touch

Imperfection has never been more valued, as it is the ultimate sign of authenticity. We see an increasing fondness for true craftsmanship. A sense of pride in the experience and knowledge that goes into, for instance, brewing or cheese making. As a food producer, you can turn this to your advantage by demonstrating the provenance of ingredients or the craftsmanship behind your products.



Valuing skill and care

Consumers are increasingly drawn to well-made products that reflect not only skill but also care. Brands like US-yogurt brand Chobani exemplify this ethos, not only through their natural products but also through their support for communities and employees. Consider Chobani's tagline, "A cup of yogurt won't change the world, but how we make it might."



Nostalgia on the rise

Looking to the past can provide comfort for consumers in uncertain times. Research shows that 76% of UK consumers are attracted to sweets that remind them of their childhood ⁶. Some brands are successfully leveraging this, such as Müller, which recently launched its Corner Originals — new yoghurt flavours inspired by the brand's range from 1997.



Storytelling

Whether fictional or factual, what we have learnt throughout history, is that stories have the power to motivate, inspire and bring people together. For brands seeking trustworthiness, sharing realistic yet positive narratives could be the key to credibility. And in a world desperate to tell absolute, certain and convincing (if fake) truths, maybe the most trustworthy thing is to leave our stories open-ended?

Trust yourself!

Some companies are encouraging consumers to trust their own judgement, by engaging more mindfully with their foods - instead of staring blindly at best-before and use-by-dates printed on packaging. Initiatives like TooGoodToGo's "Look, Smell, Taste: Don't Waste" campaign, supported by several international food brands, exemplifies this philosophy⁷. Another aspect of building trust and promoting care around food waste is that it acknowledges consumers' current economic realities. Helping people to be 'smart and adaptive' can reduce the pressure on their wallets as well as reducing unnecessary food waste.



Highlight the advantages

Despite consumers' doubts, AI's influence is growing in the food and beverage industry, with positive results. Some of world's biggest food companies such as French dairy giant Bel Group and Kraft Heinz are already partnering with AI start-ups. These collaborations aim to help companies imagine e.g. the future food landscape in alternative proteins beyond their own capabilities.⁸ By highlighting the advantages of AI, businesses can potentially foster a more positive perception among consumers.



What's next ?

If you'd like to book a meeting with us and talk about how these trends are affecting your business, please feel free to *get in touch*.

References:

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