AI PACK SPRINT

The best of HI + AI for faster, smarter pack screening

*Powered by **PRS IN VIVO** pack expertise*



THE CHALLENGE

AI promises speed — but can you trust AI-only results when your launch is on the line?

Do your pack designs instantly deliver the intended brand read and positioning?

Are you getting fast guidance without sacrificing the rigor needed for a confident go/no-go decision?

THE SOLUTION

Pack design is one of the most critical drivers of purchase. AI Pack Sprint gives you a fast, AI-powered first read on your pack's ability to win at shelf — with human validation built in to ensure reliable, confident decisions.

How we do it

- AI simulates shopper attention and flash reactions to your pack designs vs. key competitors
- We stress-test AI outputs against real respondent data to validate reliability
- We capture rational equity, communication and purchase propensity

Ready to optimize your pack with confidence?
Contact your local pack experts.

WHY AI PACK SPRINT?

- Rooted in Behavioral Science
- Provide clear optimization guidance prior to validation
- Lightning-fast, affordable, and rigorous — combining AI speed with human validation
- Proven impact: **Early-Stage Screening lifts pack restage success rate from 30% to 70%**