

 firstmovr™ x VIZIT



renaissance
RETAIL AI INSIGHTS



firstmovr[™]

**YOUR PARTNER FOR
OMNI EDUCATION +
CHANGE MANAGEMENT**

EDUCATION →



PERSPECTIVE



EVENTS



CERTIFICATION

WHAT WE DO:

We serve CPG manufacturers, retailers and agencies with:



firstmovr™

**YOUR PARTNER FOR
OMNI EDUCATION +
CHANGE MANAGEMENT**

TEMPORARY TALENT



PROJECTS



EXECUTION

ADVISORY



TRAINING



EMPOWERMENT



Designed for first movers
by fellow first movers



Oskar Kaszubski

CHIEF GROWTH OFFICER
+ CO-FOUNDER



Chris Perry

CHIEF LEARNING OFFICER
+ CO-FOUNDER



Amanda Wolff

BOARD MEMBER
+ CONTRIBUTOR

2024 Omni Industry Events

firstmovr

Omni Industry Events

Upcoming SMARTER Strategy Events:

Upcoming JBPx Retailer Events:

Upcoming FUTURES Strategy Events:

Monthly Omni Podcast Series:

January

S	M	T	W	Th	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

February

S	M	T	W	Th	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

March

S	M	T	W	Th	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

April

S	M	T	W	Th	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

May

S	M	T	W	Th	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

June

S	M	T	W	Th	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

July

S	M	T	W	Th	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

August

S	M	T	W	Th	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

September

S	M	T	W	Th	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

October

S	M	T	W	Th	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

November

S	M	T	W	Th	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December

S	M	T	W	Th	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Register **FREE** at firstmovr.com/events



torchTM

➔ *first movers lighting the way*

The certification program that tracks and celebrates continuous learning and next commerce leadership.

Next Commerce Leadership Certification Levels:



Up to 8 Hours of Learning



8+ Hours of Learning



16+ Hours of Learning



24+ Hours of Learning



56+ Hours of Learning

Want to claim your torchTM badge?

Email torch@firstmovr.com

FIRSTMOVR ON TOUR

The Association of Retail & Consumer Professionals

CMA|SIMA Conference 2024

February 26-28, 2024
Hyatt Regency - Dallas, Texas

DIGITAL SHELF SUMMIT 4

Nashville, Tennessee
April 9-10, 2024



Workshop:
SMARTER Growth Strategies:
Category Management
in the Age of eCommerce



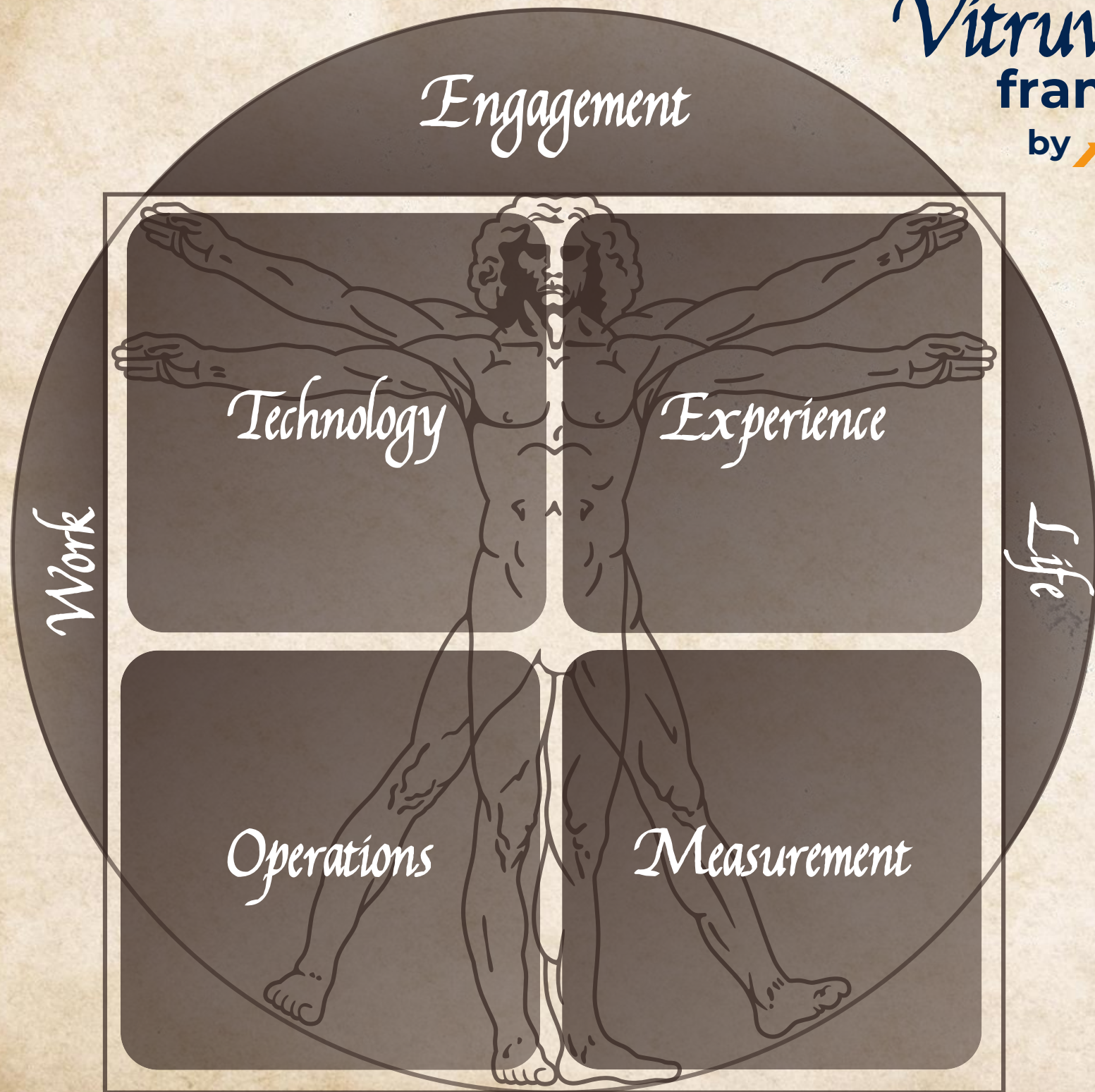
Breakout:
Product Content Today, Tomorrow & in the Future
w/ Emily Thomas Theobald @ Church & Dwight

Breakout:
COUNTING SHEEP: A Shepherd's Guide to
eCommerce Change Management
w/ Jie Cheng @ Mondelez



renaissance
RETAIL AI INSIGHTS

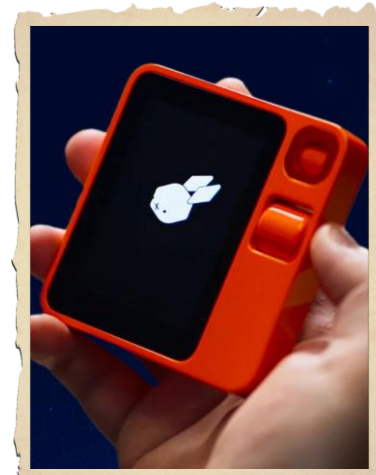
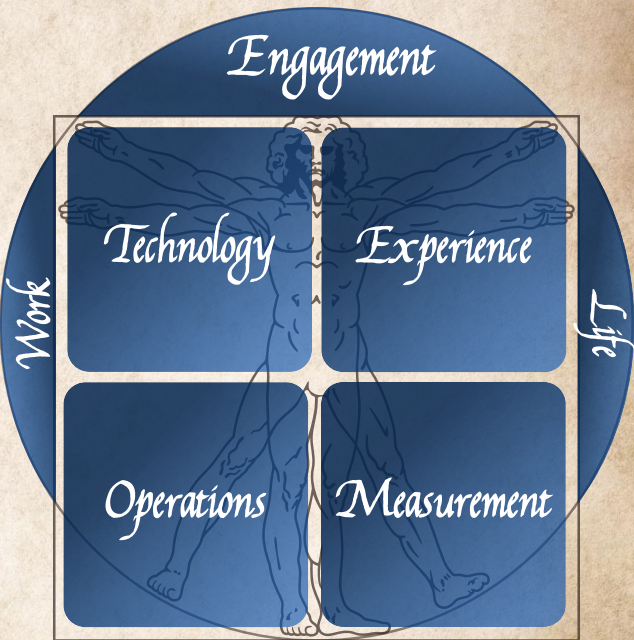
*Vitruvian***AI**
framework
by  firstmovr



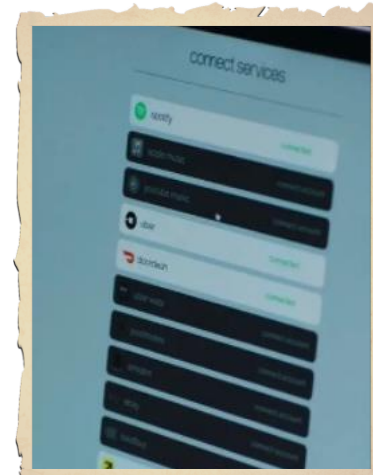
Step Back



Major Themes



Post Cell Phone World



Post App World



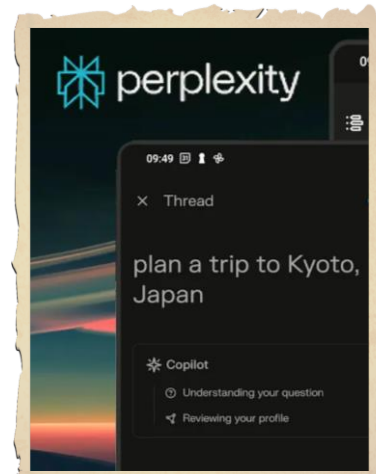
Rapid Race of Gen AI



Fall of the Giants



Race to AGI (Artificial General Intelligence)



Post Search World



Retail Media Evolution



New Consumer Experiences



Society Response to AI



Race to GPR (General Purpose Robot)

Word of the Day

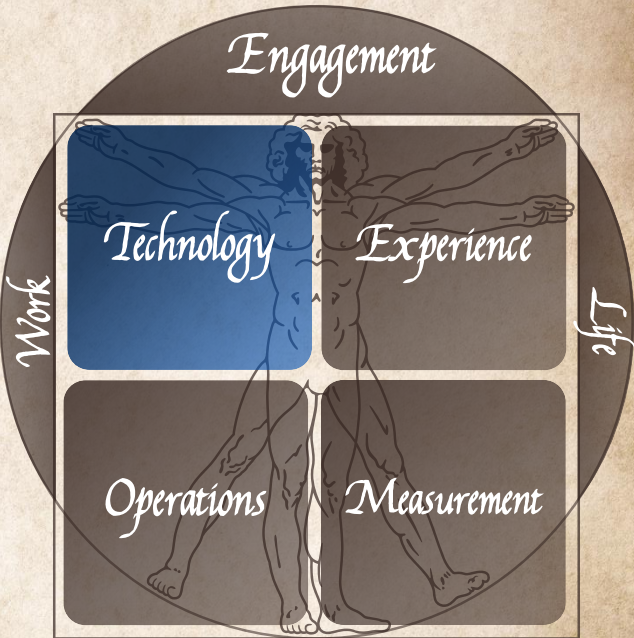
What is an AI Agent?

AI Agent

also known as an intelligent agent, is a computer program or system **designed to perceive its environment and take actions** autonomously to achieve specific goals. These agents can operate without direct human control, making decisions based on user input, environmental data, and their own experiences



Rabbit R1 = Example of a device with integrate AI Agent





AI at Work

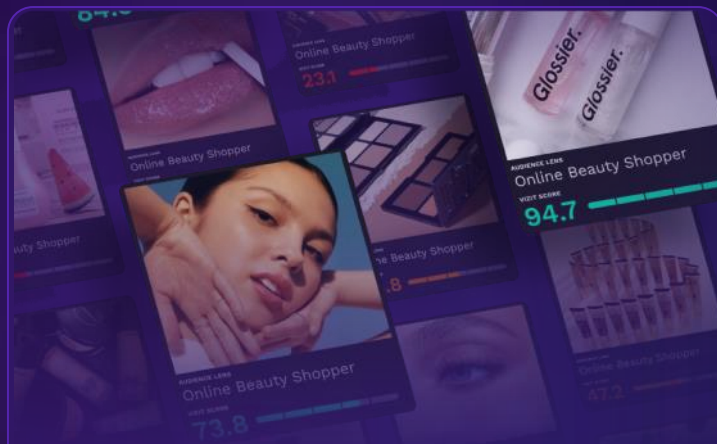
Our Partners VIZIT

Elevating content creation, execution, and performance with AI



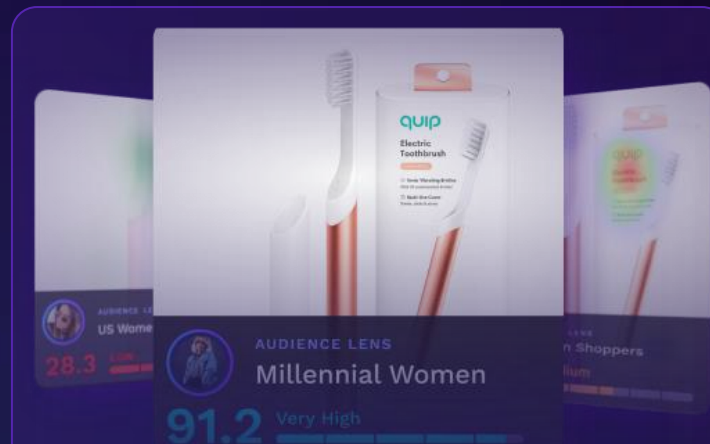
Eli Orkin

VP of Marketing



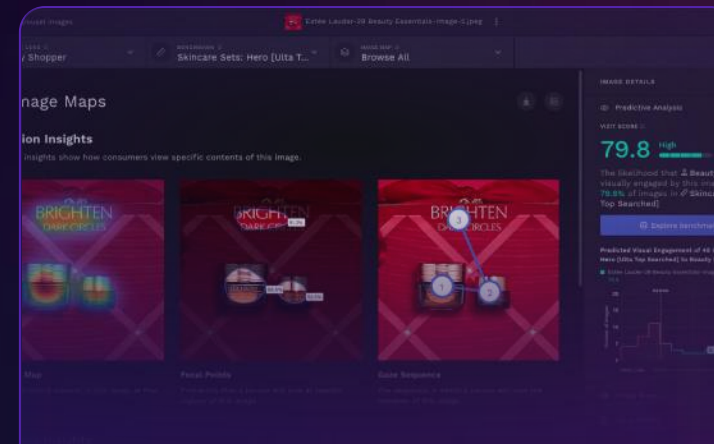
Conceptualization & Inspiration

Analyze imagery from any category on the internet to gain insight into what inspires your audience.



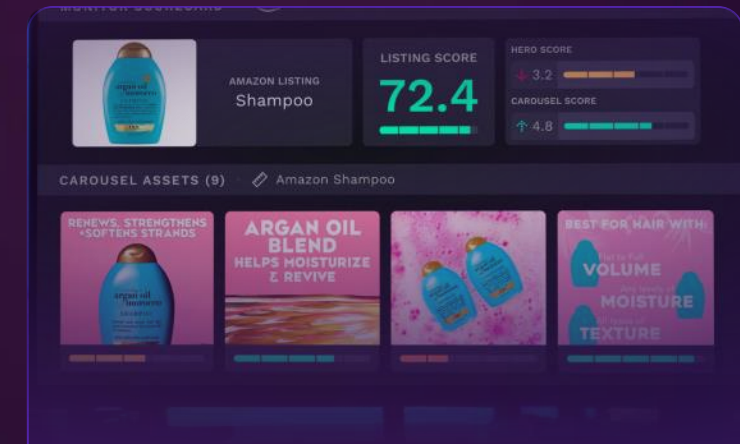
Creation & Testing

Immediately understand the effectiveness of different design and imagery for any global audience.



Optimization & Syndication

Flight the most impactful content across channels to ensure every consumer touchpoint is engaging.



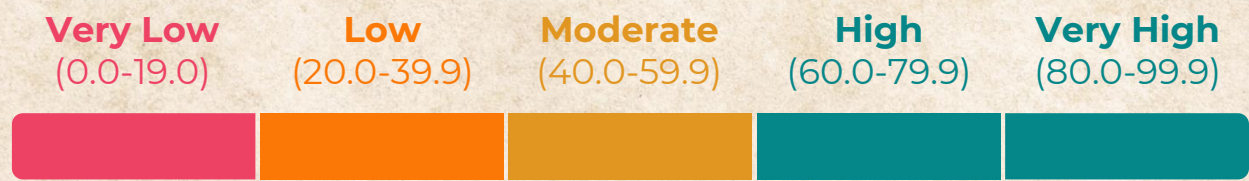
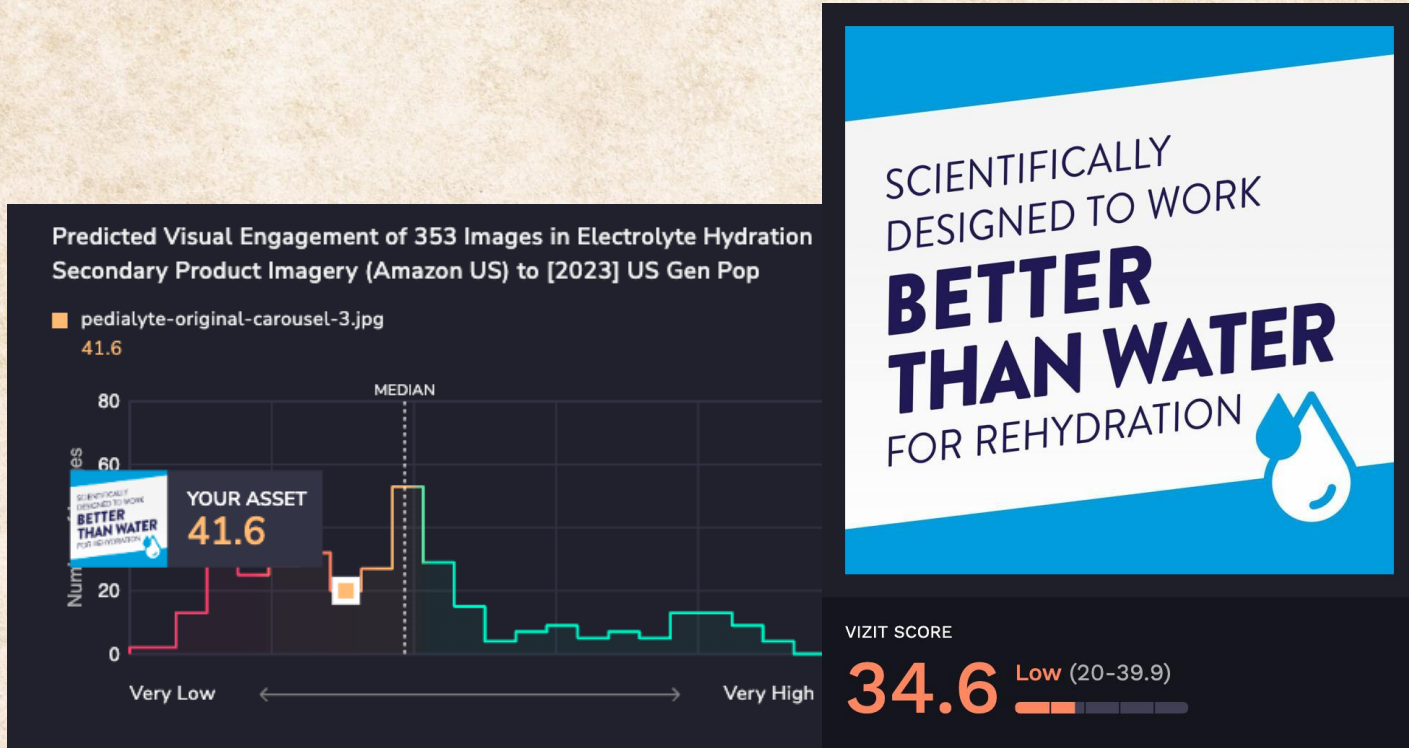
Analytics & Monitoring

Understand seasonal shifts in consumer sentiment, category movement, and competitive strategy.

Quantitative & Qualitative Visual Insight

Quantitative

CONTENT EFFECTIVENESS SCORING



Qualitative

CONTENT ATTENTION, APPEAL, EFFECTIVENESS, & TREND INSIGHTS

Attention



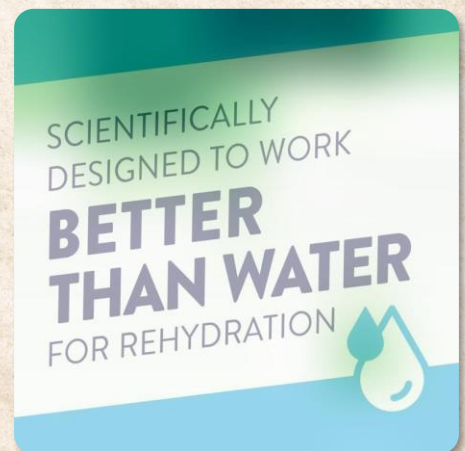
Focal Points



Gaze Sequence



Appeal Drivers



Appeal Detractors



Optimization



Applying Visual Insights

Brand & Product Content Measurement

MONITOR PREVIEW

Pedialyte Electrolyte Powder Packets, Strawberry Lemonade
B01JO4KWWS · View on Amazon

Overview Status Audiences 1 Benchmarks 1

LISTING SCORE ○
29.0 Low

Gen Pop (US)

Sports Nutrition Electrolyte Replacement Drinks · Best Sellers

HERO SCORE ○ **13.0** CAROUSEL SCORE ○ **65.0**

amazon prime Deliver to Eli Boston 02111 Health, Household & Baby... Search Amazon

Health & Personal Care Household Supplies Vitamins & Diet Supplements Baby & Child Care Health Care Sports

#1 Doctor Recommended Brand for Hydration Pedialyte \$112.17 \$119.99

Health & Household · Diet & Sports Nutrition · Sports Nutrition · Electrolyte Replacements

Pedialyte Electrolyte Powder Packets, Strawberry Lemonade, Hydration Drink, 18 Single-Serving Powder Packets

Visit the Pedialyte Store 4.7 ★★★★★ 5,290 ratings | Search this page

Amazon's Choice in Sports Nutrition Electrolyte...

1K+ bought in past month Price: \$27.87 (\$1.55 / Count)

Thematic & Trend Analysis

97.8 97.1 97.1 96.2 96.2 96.2

95.9 95.6 95.2 94.9 94.6 94.3

Image & Asset Measurement & Comparison

2X ELECTROLYTES & 1/2 THE SUGAR VS THE LEADING SPORTS DRINK*

VIZIT SCORE **70.8** High (60-79.9)

Pedialyte CLASSIC FLAVORS

VIZIT SCORE **38.1** Low (20-39.9)

SCIENTIFICALLY DESIGNED TO WORK BETTER THAN WATER FOR REHYDRATION

VIZIT SCORE **34.6** Low (20-39.9)

Image Optimization

SCIENTIFICALLY DESIGNED TO WORK BETTER THAN WATER FOR REHYDRATION

VIZIT SCORE **34.6** Low (20-39.9)

SCIENTIFICALLY DESIGNED TO WORK BETTER THAN WATER FOR REHYDRATION

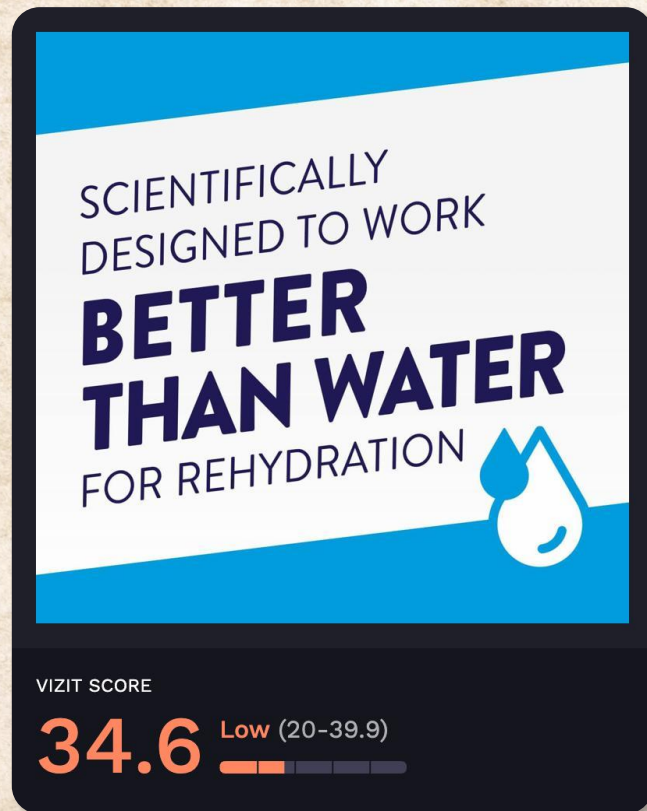
VIZIT SCORE **48.9** Moderate (40-59.9)

SCIENTIFICALLY DESIGNED TO WORK BETTER THAN WATER FOR REHYDRATION

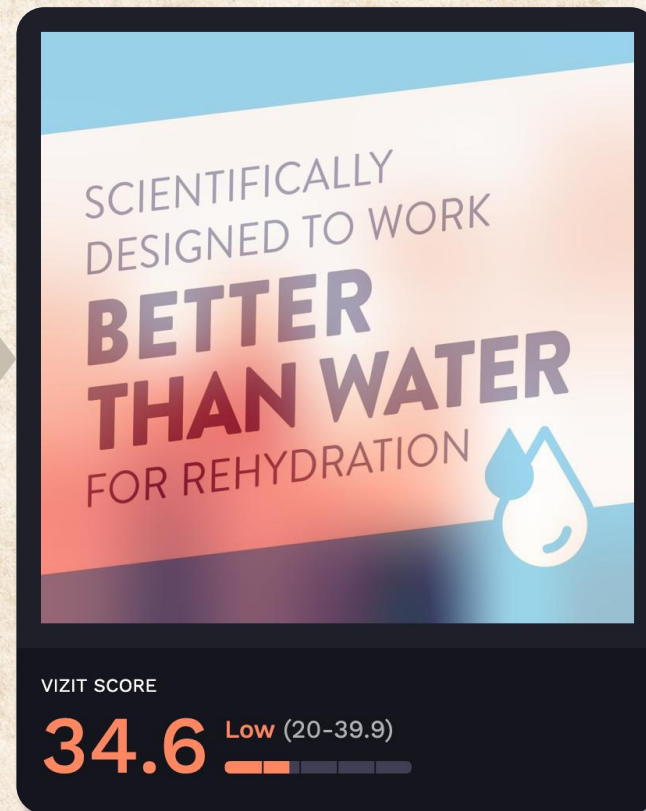
VIZIT SCORE **89.2** Very High (80-100)

The Optimization Formula: Combining Quantitative & Qualitative Visual Insights

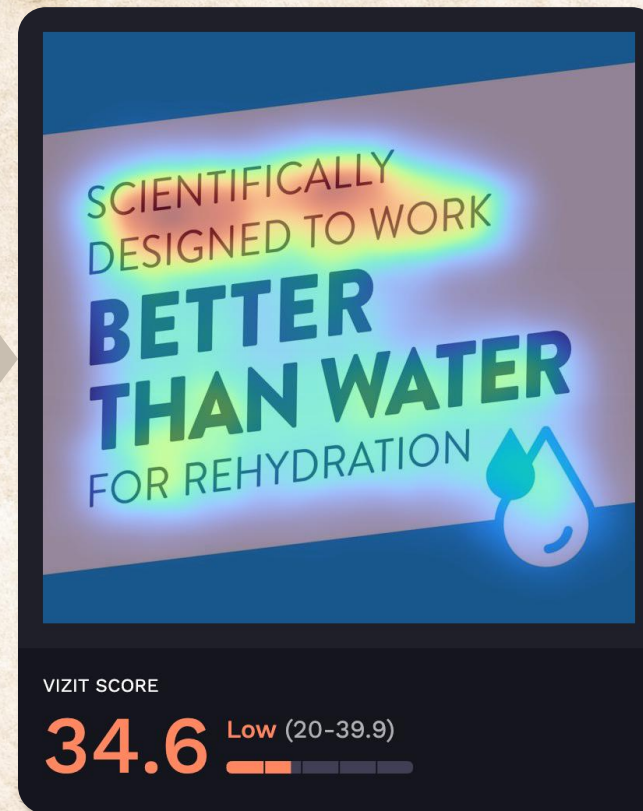
Requires optimization?



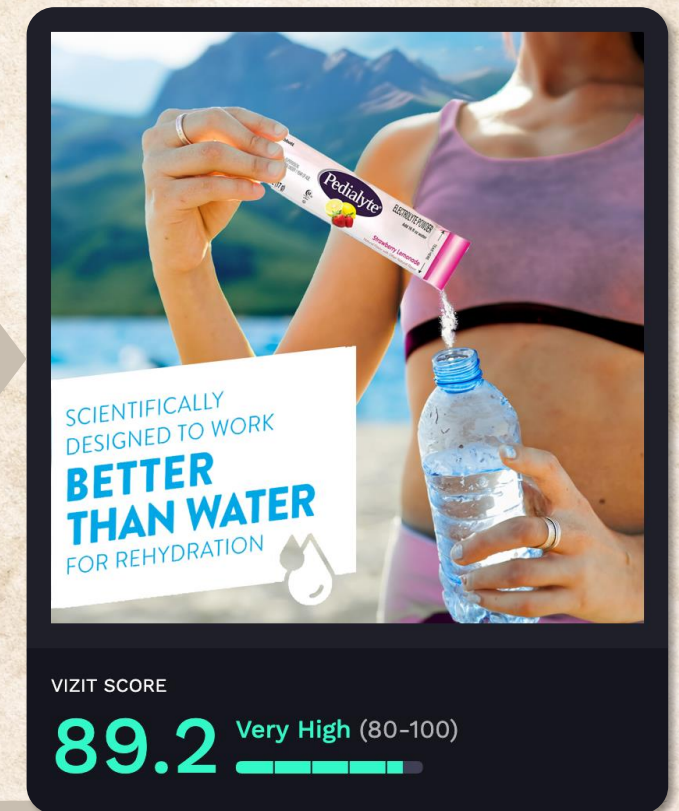
What impacts appeal?



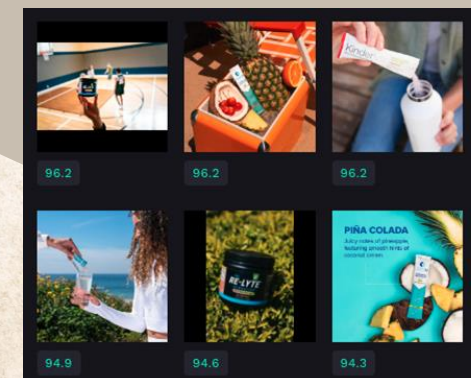
What garners attention?



Test & Learn Analysis



What did we learn about category trends and audience preferences?



Optimization Example: Lifestyle Image



Audience Lens:
US Female Home Coffee
Drinker



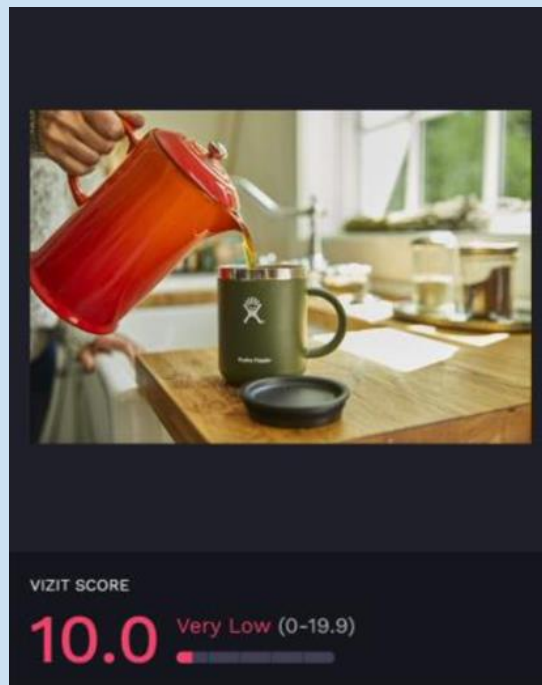
Benchmark:
Insulated Coffee Mugs
Carousel



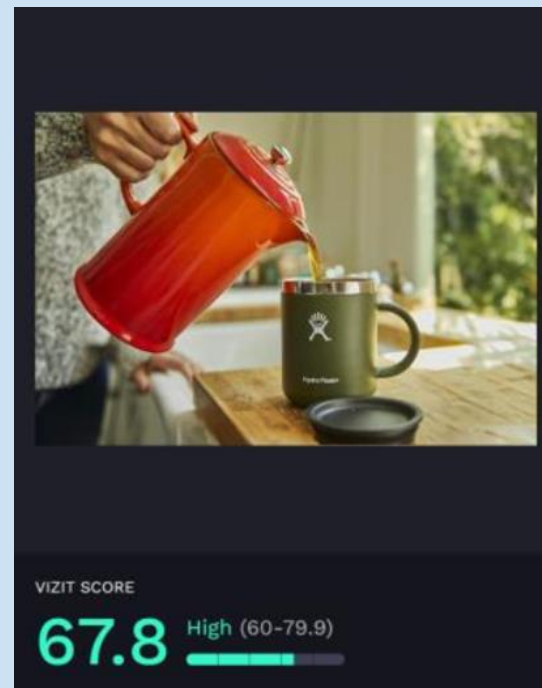
**Original
image
maps:**



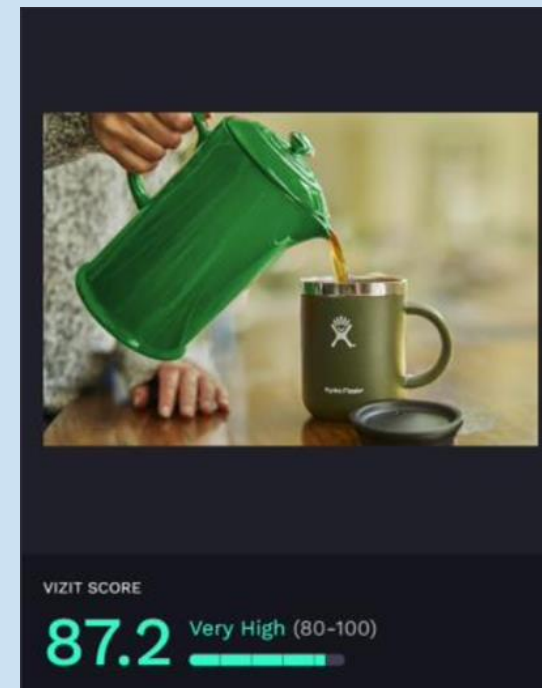
Original



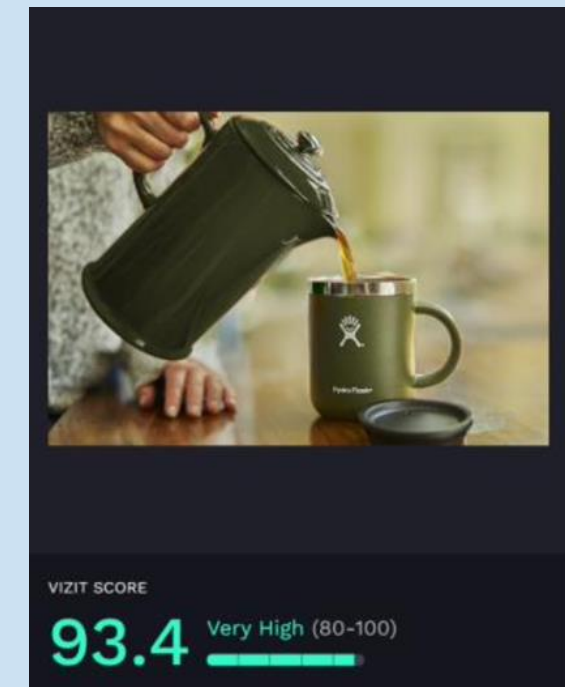
Test



Test



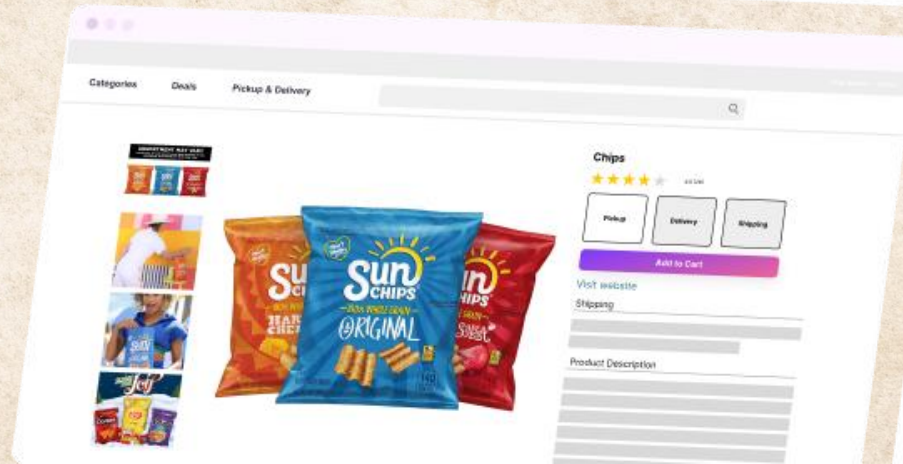
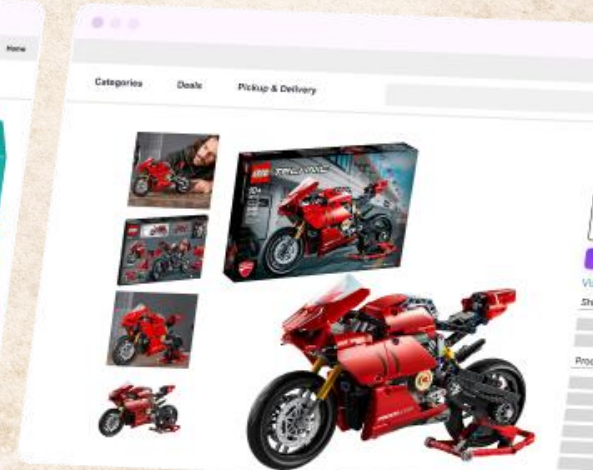
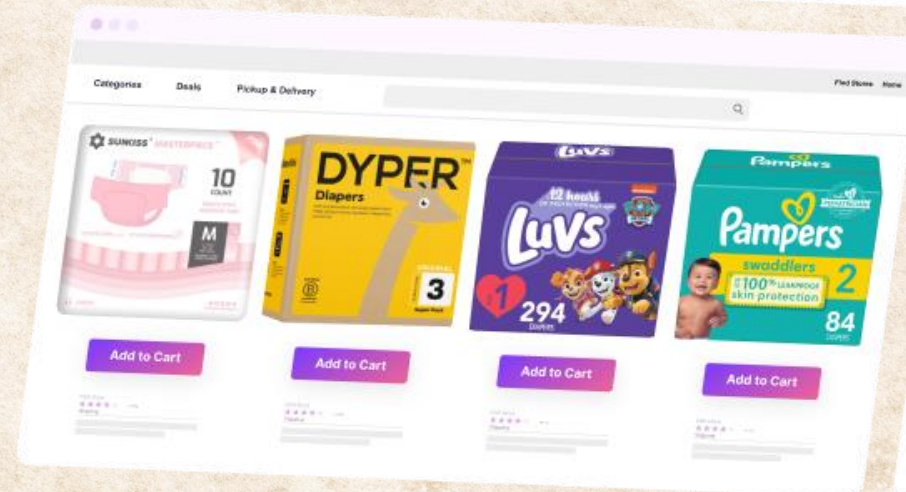
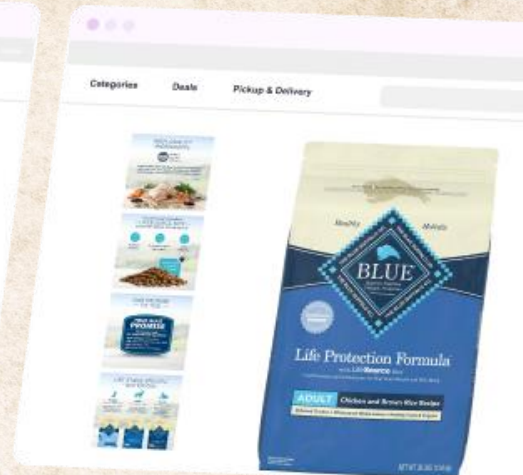
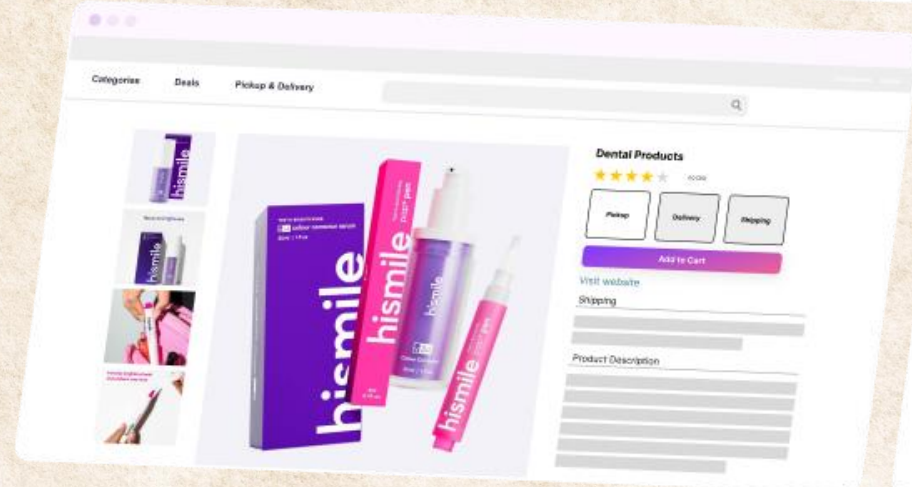
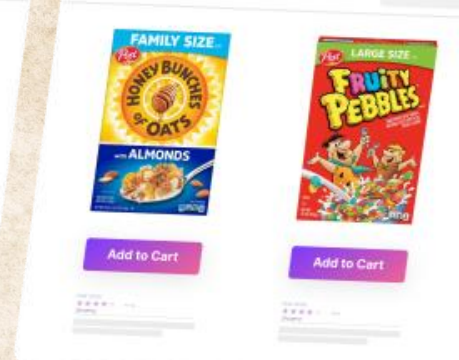
Optimized



Design Themes for Strategy and Optimization

All Visual Content (Hero/Primary, Product, Carousel, Lifestyle etc.)

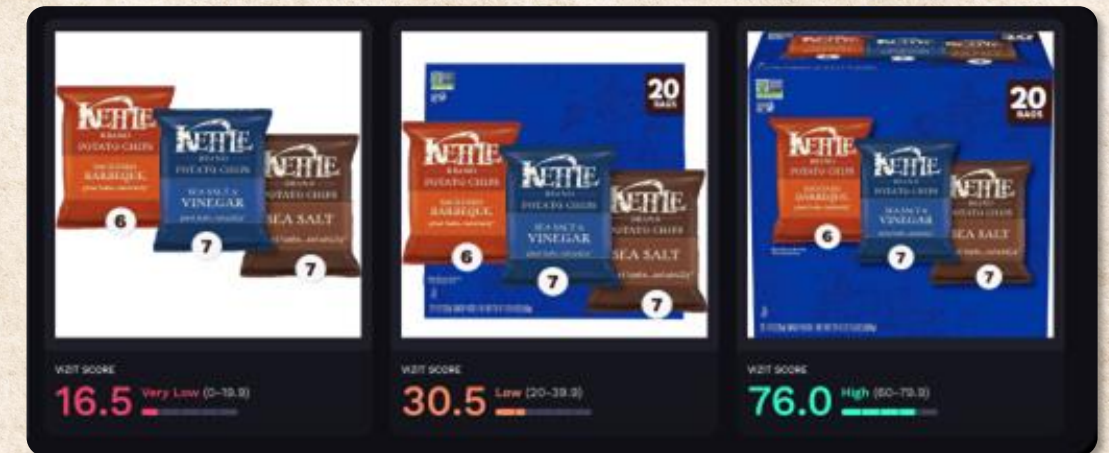
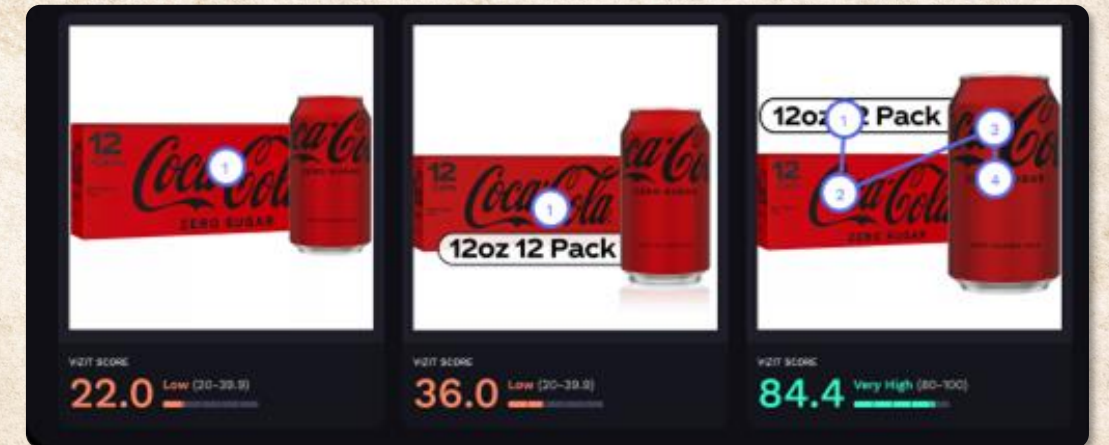
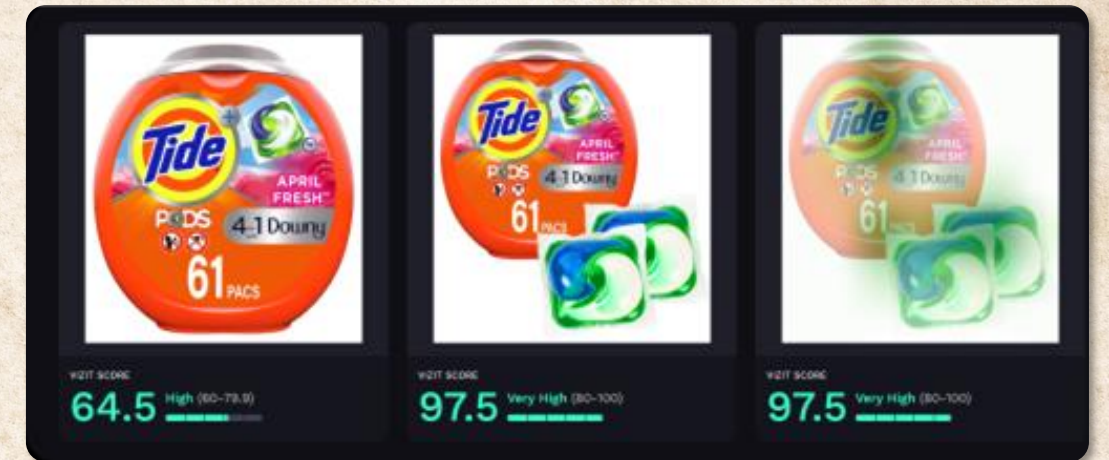
- Balance
- Composition
- Color
- Contrast
- Hierarchy
- Movement
- Object volume
- Pattern
- Proportion
- Shape
- Typography
- White space



Design Themes for Strategy and Optimization

Product, Hero, Primary, Mobile Ready Images

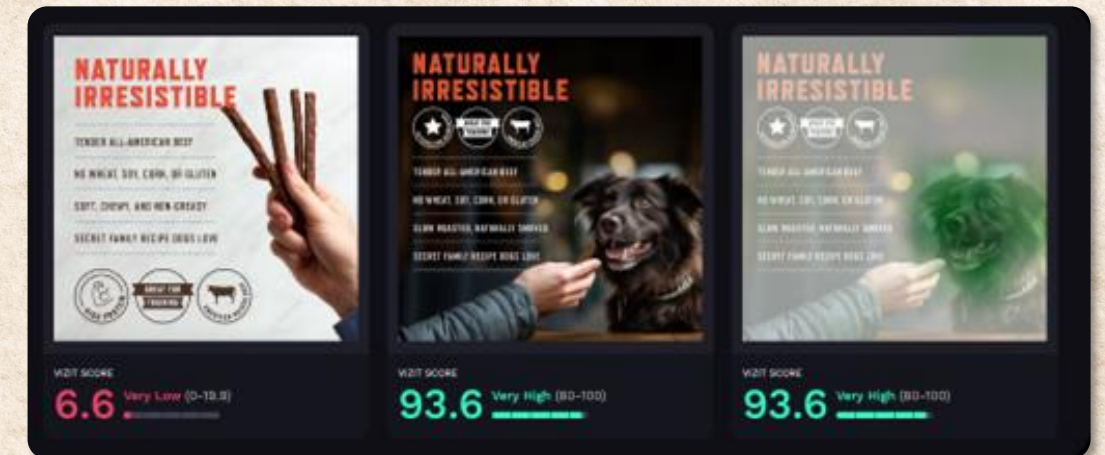
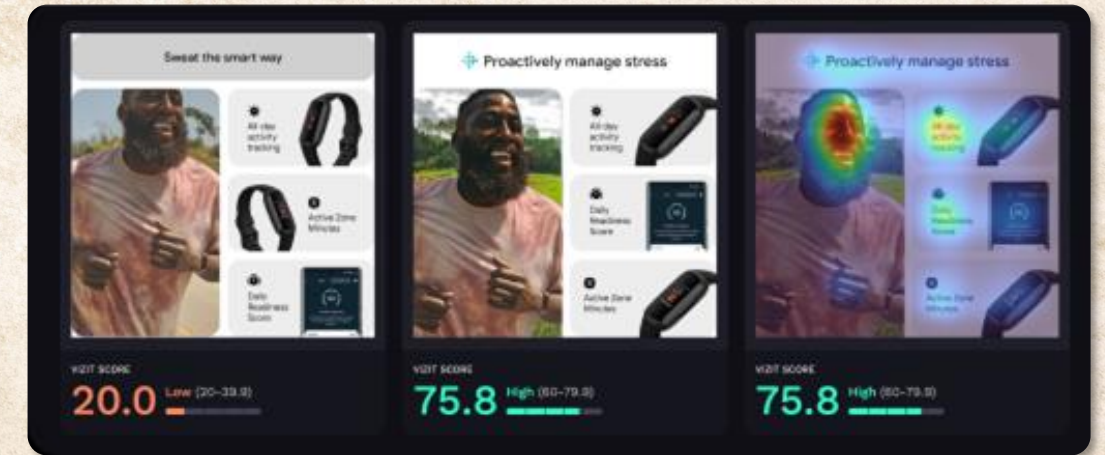
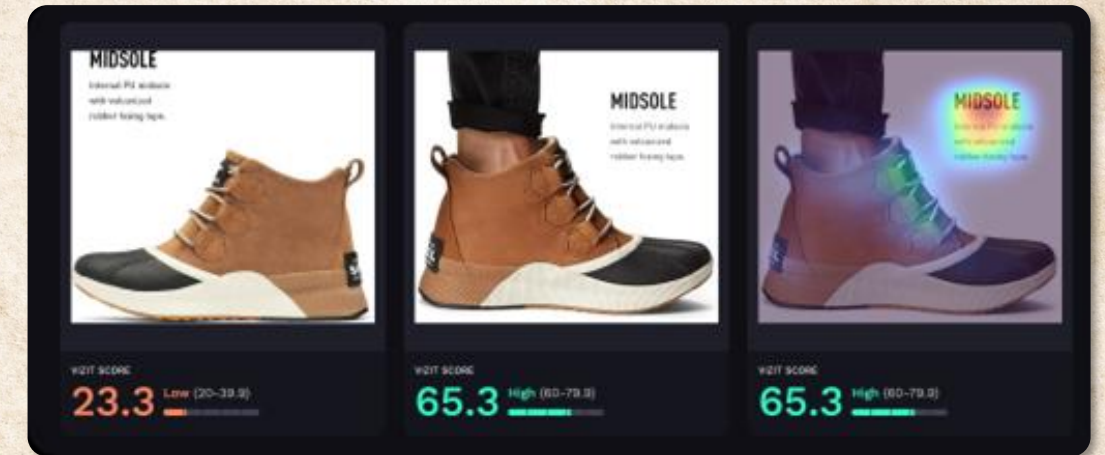
- Product in vs. out-of-pack
- Product angles (cropping, rotation, depth etc.)
- On-pack vs. off-pack elements
- Logos, badging and text (size, color, placement, style, volume)
- Single vs. Multi-pack



Design Themes for Strategy and Optimization

Carousel or Secondary Imagery and Content

- Composition & Layout
- Background color and texture
- Product placement
- Image cropping
- Scenery and setting
- Text placement, color, style
- Banner design
- Iconography and graphics
- Models
- Sequence & Volume



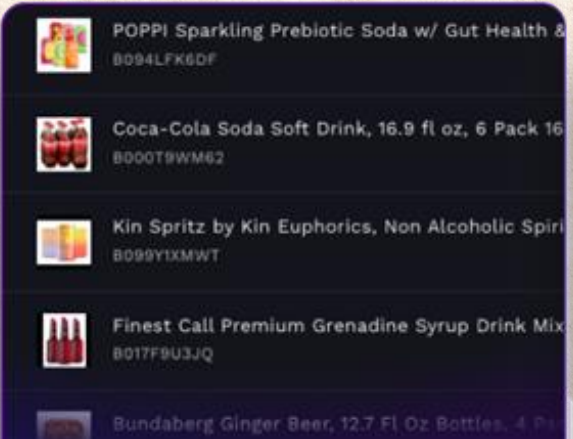
Putting it all together – content effectiveness measurement, optimization, & monitoring




1 Identify target audience, retailer, and relevant consumer category.



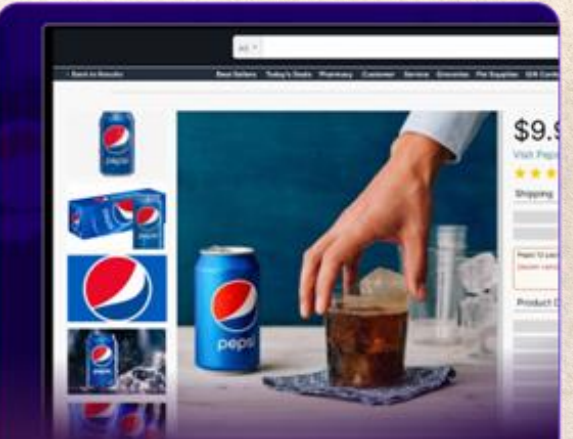
2 Benchmark the visual performance of imagery in the category.



3 Identify listings with the greatest opportunity for improvement.



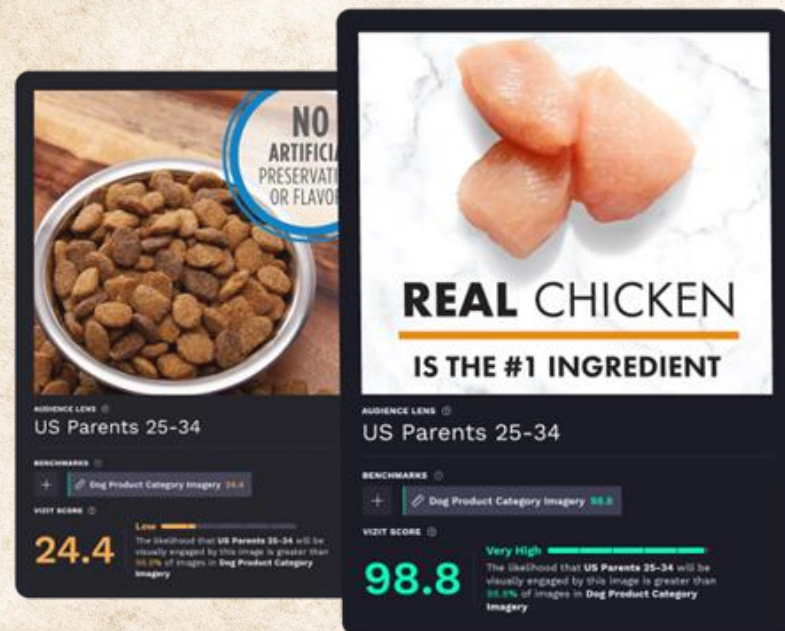
4 Optimize through a test-and-learn iterative process.



5 Flight optimized images, Measure impact and repeat across listings.

MEASURE, MONITOR & REPEAT

Driving performance with content effectiveness measurement & optimization



Master Lock

+23% Conversion

+30% Sales

MOEN

+25% Conversion

+10% Sales

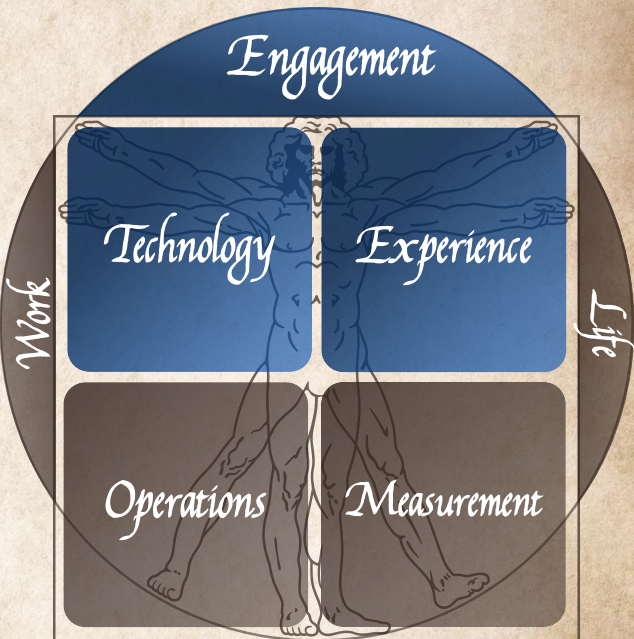
MARS

+30% Conversion

+30% Efficiency

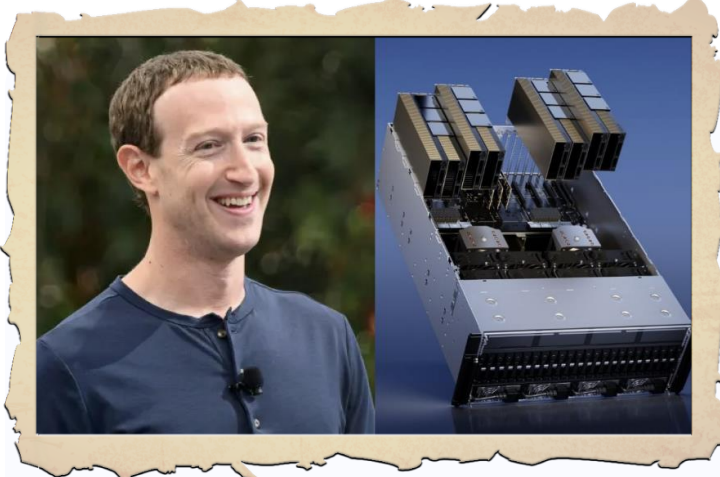
Industry News





Industry News

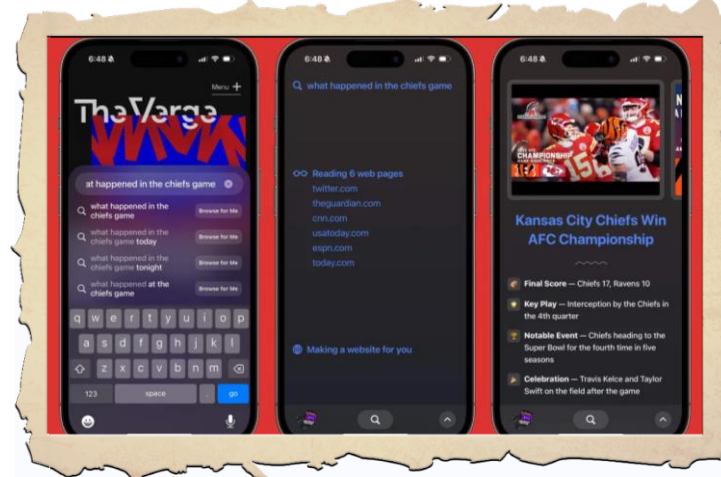
Mark Zuckerberg Confirms Meta is Currently Training Llama 3



Meta CEO said that the company has started training Llama 3, the next generation of its primary generative AI model. He also reaffirmed the company's commitment to releasing its AI models via open source — when possible — and said the company is once again shaking up its AI org chart.

[Source](#)

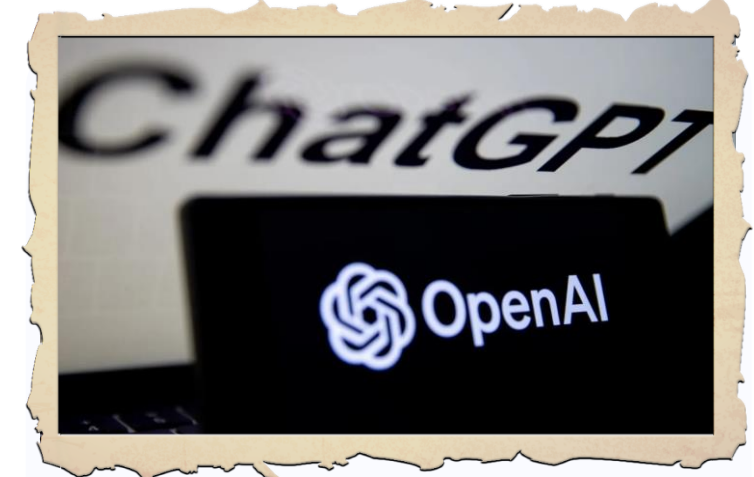
Arc Search combines Browser, Search Engine and AI



Arc Search, the new iOS app from The Browser Company, which has been working on a browser called Arc for the last few years, went to work. It scoured the web — reading six pages from Twitter to The Guardian to USA Today — and returned a bunch of information a few seconds later.

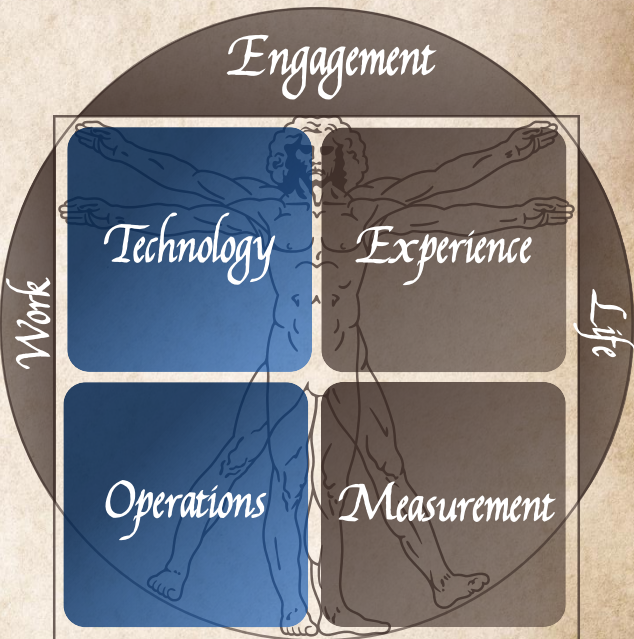
[Source](#)

ChatGPT Users Can Now Invoke GPTs Directly in Chats



OpenAI is pushing adoption of GPTs, third-party apps powered by its AI models, by enabling ChatGPT users to invoke them in any chat. The chosen GPT will have an understanding of the full conversation, and different GPTs can be “tagged in” for different use cases and needs.

[Source](#)



Industry News

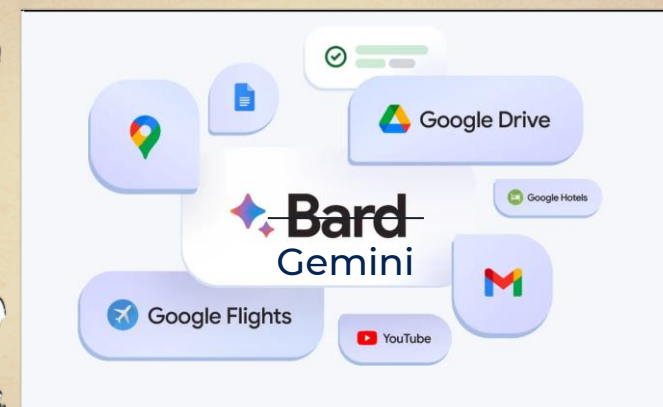
Microsoft, OpenAI in Talks to Fund Figure AI's Humanoid Robots



IX Technologies AS, a Norwegian AI robotics startup backed by OpenAI, raised \$100 million. Now, Microsoft Corp. and OpenAI are discussing a potential investment of up to \$500 million with Figure AI Inc., reflecting the increasing focus on humanoid robots.

[Source](#)

Bard Gemini Generates Photos Now, Finally



Google's Bard Gemini chatbot is adding AI image generation, catching up on a feature that rival ChatGPT Plus has had for months. Users can prompt Bard Gemini to generate photos using Google's Imagen 2 text-to-image model.

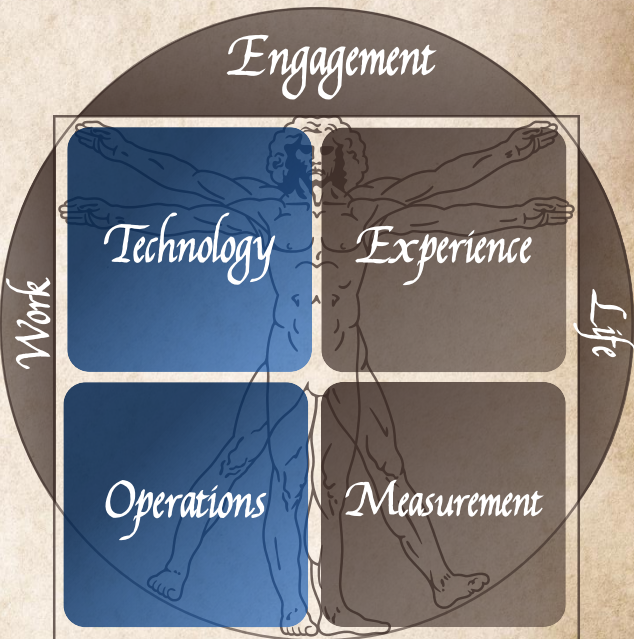
[Source](#)

Tim Cook Confirms Apple's Generative AI Features Are Coming



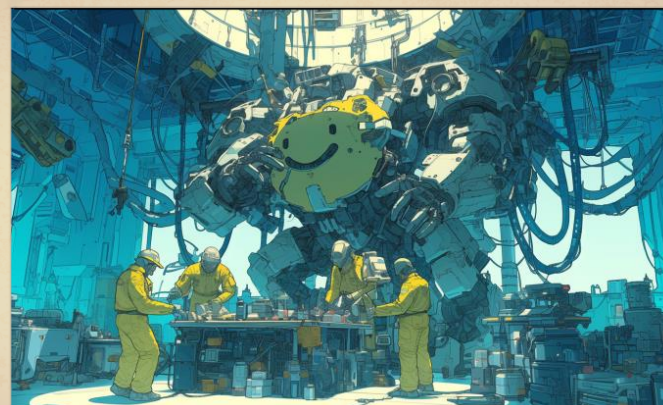
The Apple CEO says his company is putting "tremendous time and effort" into integrating AI into its software platforms. That aligns with reporting from Bloomberg's Mark Gurman, who said recently that iOS 18 could be the "biggest" update in the operating system's history.

[Source](#)



Industry News

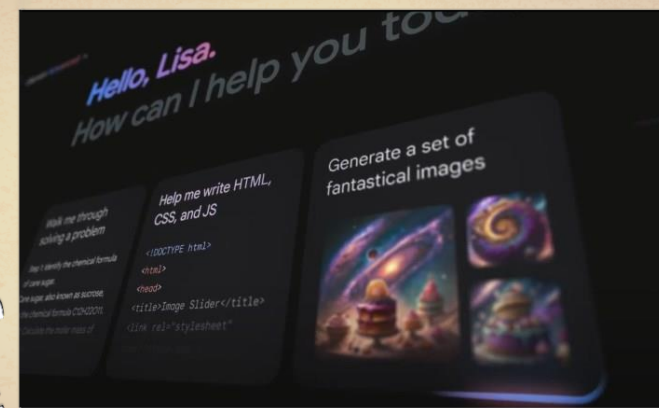
Hugging Face Launches Open Source AI Assistant Maker



Hugging Face, the startup that offers a popular, developer-focused repository for open source AI code and frameworks announced the launch of third-party, customizable Hugging Chat Assistants.

[Source](#)

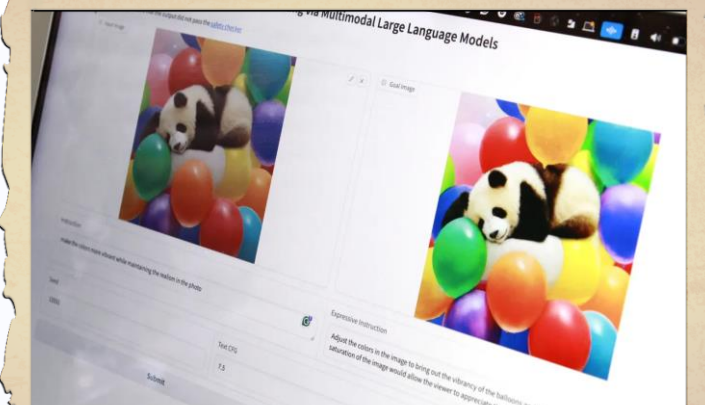
Google Launches Gemini Ultra, Its Most Powerful LLM Yet



Gemini Advanced introduces the Ultra 1.0 model, which is Google's largest and most capable AI model yet. It was built to compete with Open AI's Chat GPT 4 model.

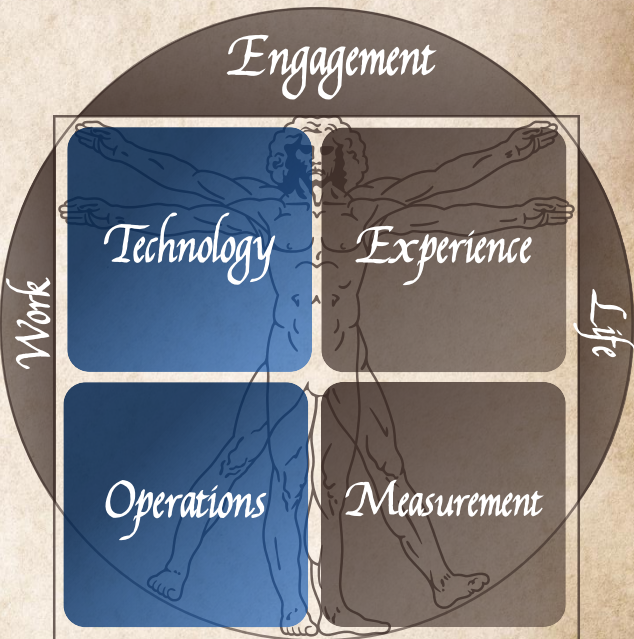
[Source](#)

Apple's New AI Model Edits Photos According to Text Prompts



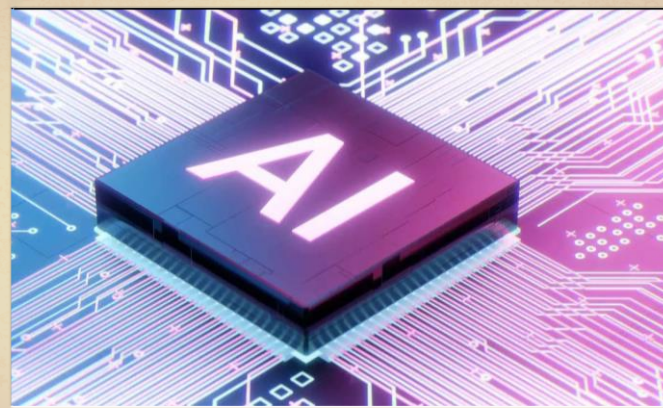
Apple just introduced an open-source AI model that executes text-based image editing commands. MGIE can perform various image editing tasks, like cropping, resizing, and rotating; adjustments to brightness, color balance, and contrast -- all by following text prompts from users.

[Source](#)



Industry News

Sam Altman seeking trillions for AI chip company



OpenAI CEO Sam Altman wants to overhaul the global semiconductor industry with trillions of dollars in investment. Altman has said AI chip limitations hinder OpenAI's growth.

[Source](#)

Deep Fake scammers walks off with \$25M



Finance worker at a multinational firm was tricked into paying out \$25 million to fraudsters using deepfake technology to pose as the company's chief financial officer in a video conference call

[Source](#)

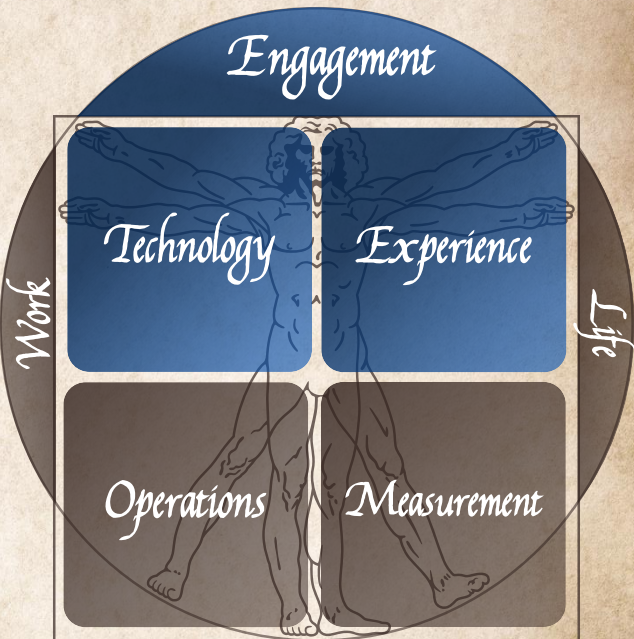
Disney invests \$1.5B in Epic Games makers of Fortnite



The Walt Disney Co. announced it will take a \$1.5 billion stake in Epic Games, investing in its already growing partnership in film, TV and video games.

[Source](#)

Industry News



ExtraMile Pilots AI-Powered 'Digital Human' and Signage Displays



ExtraMile has launched several AI-driven programs as part of a new partnership with Samsung. The programs include an AI-powered “digital human” that interacts with customers, Samsung’s digital signage displays, AI-powered social media campaigns, weather tracking and more.

[Source](#)

Walmart Introduces AR Eyewear Try-on Tech



Using the Walmart website or app, shoppers can click the “try them on” icon on an eyewear product page. Customers can virtually try on more than 750 eyewear options and customize their lenses by uploading a prescription and allowing a facial scan to capture pupillary distance measures.

[Source](#)

Move Over, Alexa: Amazon Launches AI Shopping Tool 'Rufus'

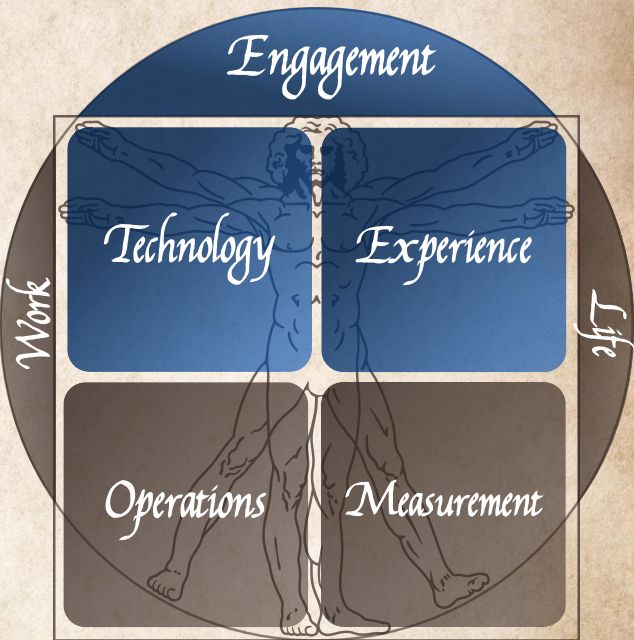


The e-commerce giant unveiled a new generative AI-powered shopping tool dubbed Rufus, which “launched in beta to a small subset of customers and will progressively roll out to the rest of Amazon’s U.S. customers in the coming weeks.

[Source](#)

Expectations

Expectations



Humane's AI Pin Launch



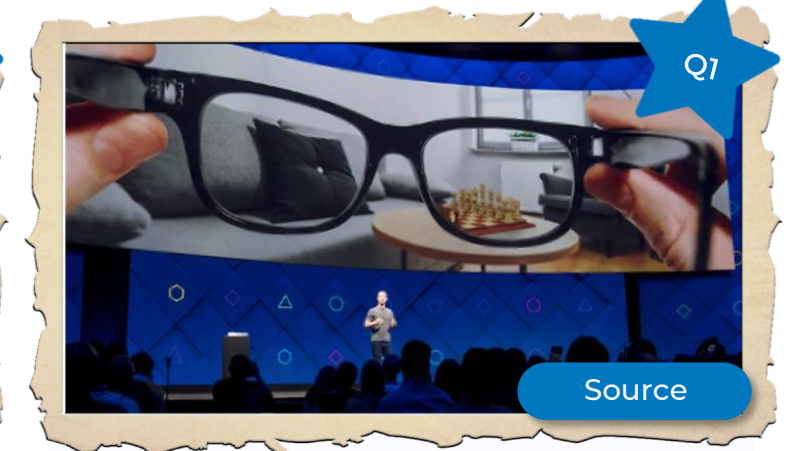
Humane showed off how the device can pick from different AI services to respond to your queries
Post cell phone world

Rabbit R1 Launch



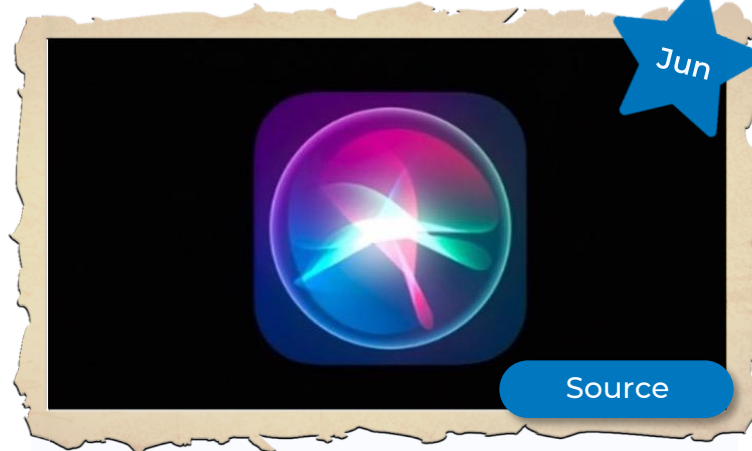
Tech startup Rabbit launching Rabbit R1 AI-powered personal assistant with Large Action Model capabilities
Post app world / post cell phone world

Meta AI Glasses v2.0 Modality Update



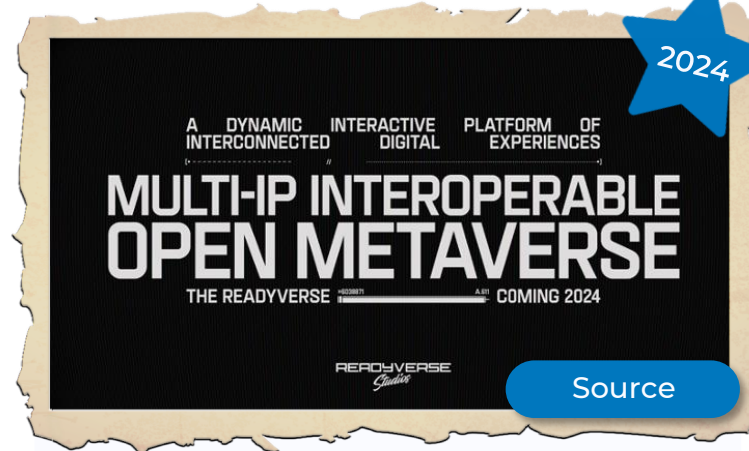
The Meta Glasses 2.0 modality update revolutionizes AR with advanced sensory input options.
Post cell phone world

iOS 18 Announcement



Apple iOS 18 with generative AI capabilities.
Rapid rise of Gen AI

Readyverse Studios Launch



Readyverse Studios is building a destination for fans to explore their favorite stories and IP in the metaverse.
New consumer experiences

GPT-4.5 or 5 Launch



Open AI to launch next generation of GPT models.
Rapid rise of Gen AI

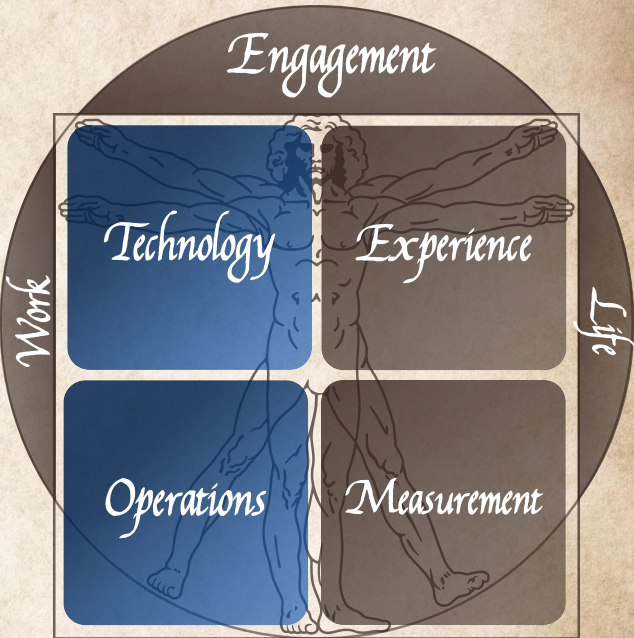
Recommended Reel

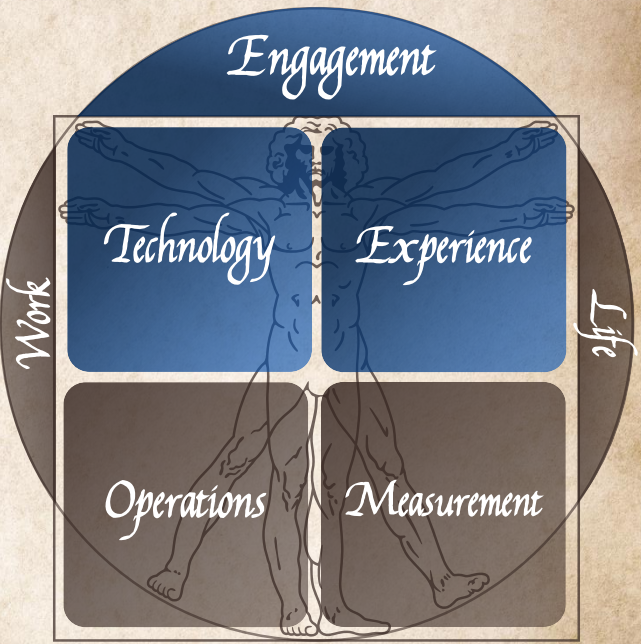
Reel

Lumiere – conceptual Google model of image and video editing capabilities



Source





Reel

Brilliant Labs Frame

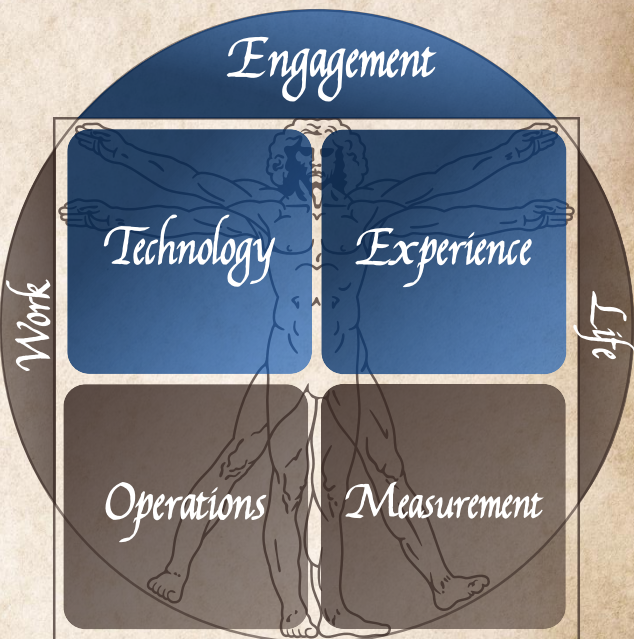


backed by the Pokemon Go CEO
John Hanke

Source

Reel

Apple Vision Pro Review



Spotlight Data



“Build a table showing APRs ranging from 2.0% to 10.0% in increments of 1%. Indicate how the monthly payment would vary with each APR.”

Actual Image
Uploaded



Highlander



APR
2024 Highlander
APR Offer

4.99% **60**
APR. mos

Applies to all trims Exp. 03/04/24
Starting MSRP \$39,270¹

Colors may vary by model.
2024 Highlander LE shown in Ruby Flare Pearl

Get 4.99% APR for 60 months on a 2024 Highlander

Qualified buyers can finance a new 2024 Highlander at 4.99% APR for 60 Months.

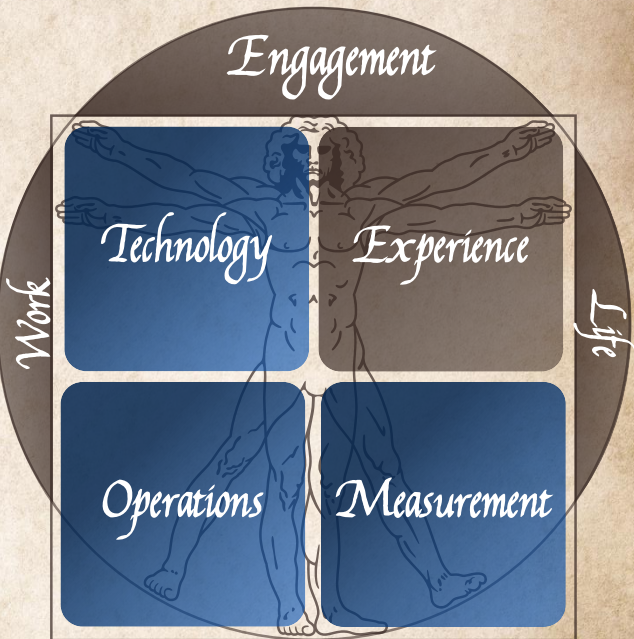
ChatGPT 3.5

MODALITY

CORRECT ANSWER

EXPLANATION

HUMOR/
PERSONALITY



How can I help you today?

Design a database schema
for an online merch store

Make up a story
about Sharky, a tooth-brushing shark superhero

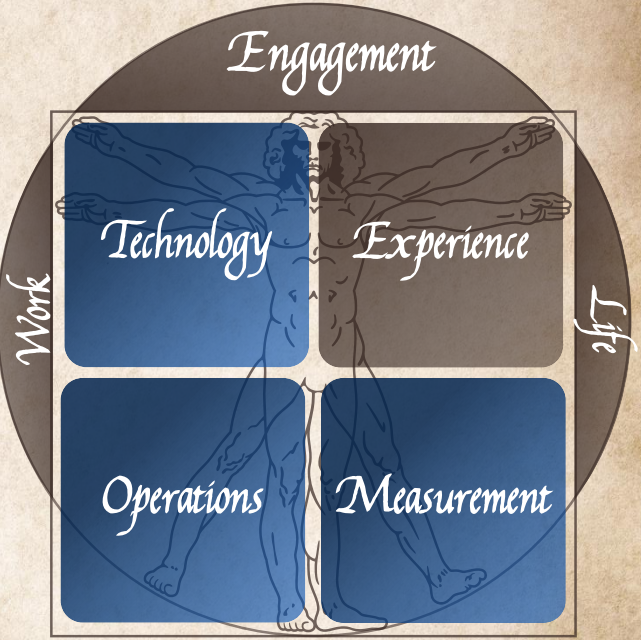
Create a charter
to start a film club

Write a thank-you note
to my interviewer

Message ChatGPT...



ChatGPT can make mistakes. Consider checking important information.



ChatGPT 4.0

MODALITY	CORRECT ANSWER	EXPLANATION	HUMOR/ PERSONALITY
✓	✓	✓	✗

To calculate the monthly payment for a car loan, we can use the formula for an installment loan, which is:

$$M = P \frac{r(1+r)^n}{(1+r)^n - 1}$$

where:

- M is the monthly payment,
- P is the principal amount (the initial amount of the loan),
- r is the monthly interest rate (annual rate divided by 12),
- n is the number of payments (loan term in months).

Given the principal amount (the MSRP for the 2024 Highlander) is \$39,270 and the loan term is 60 months, we can calculate the monthly payment for APRs ranging from 2.0% to 10.0% in increments of 1%. Let's do these calculations.

APR (%)	Monthly Payment (\$)
2.0	688.32
3.0	705.63
4.0	723.22
5.0	741.07
6.0	759.20
7.0	777.59
8.0	796.25
9.0	815.18
10.0	834.37

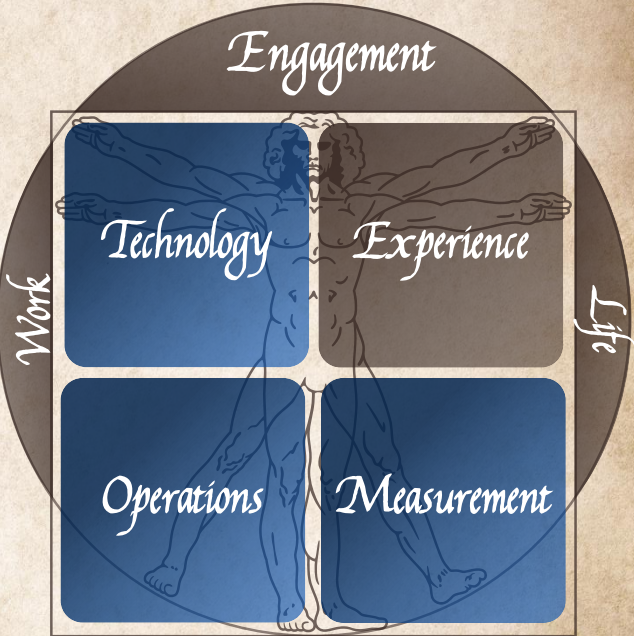
Claude 2.1

MODALITY

CORRECT ANSWER

EXPLANATION

HUMOR/
PERSONALITY



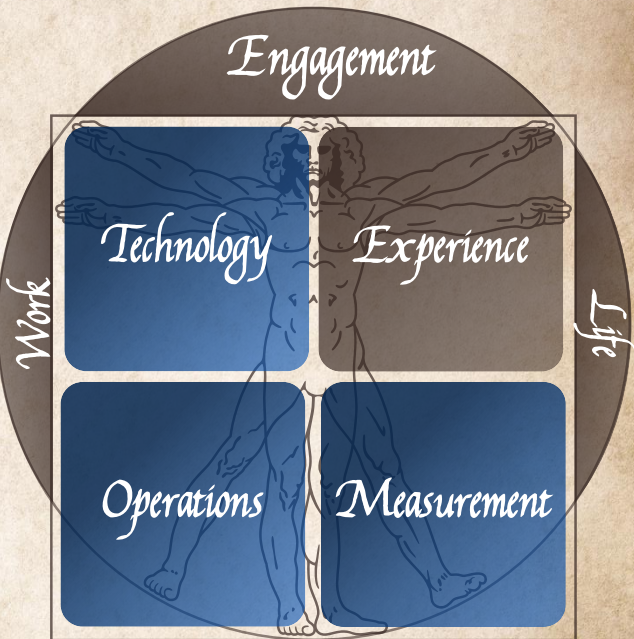
ANTHROPIC

Welcome back, Oskar

Start your first message with Claude...



Start a new chat >



Gemini

MODALITY



CORRECT ANSWER



EXPLANATION



HUMOR/ PERSONALITY



Sure, here is a table showing APRs ranging from 2.0% to 10.0% in increments of 1%, along with how the monthly payment would vary for a 2024 Toyota Highlander LE with a starting MSRP of \$39,270 financed for 60 months with a \$0 down payment:

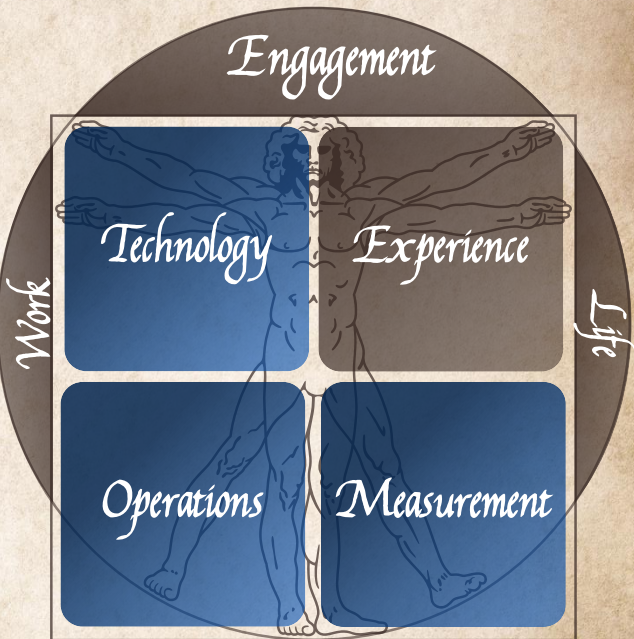
Please note that these are just estimated monthly payments and may vary depending on your individual credit score, loan terms, and other factors. The advertised APR of 4.99% is only available to qualified buyers.

Here are some additional things to keep in mind when considering an auto loan:

- The lower your APR, the lower your monthly payment will be. However, you may not qualify for the lowest APR if you have poor credit.
- The longer your loan term, the lower your monthly payment will be, but you will also end up paying more interest over the life of the loan.
- A larger down payment will reduce the amount you need to borrow and can help you qualify for a lower APR.

It is important to shop around and compare offers from multiple lenders before you decide on an auto loan. You can use online tools or visit dealerships in person to get quotes. Be sure to compare the APR, loan term, and monthly payment of each offer before making a decision.

APR	Monthly Payment
2.0%	\$691.17
3.0%	\$700.32
4.0%	\$709.47
4.99% (advertised APR)	\$718.62
5.0%	\$719.72
6.0%	\$730.97
7.0%	\$742.22
8.0%	\$753.47
9.0%	\$764.72
10.0%	\$775.97



Gemini Ultra

MODALITY



CORRECT ANSWER



EXPLANATION



HUMOR/ PERSONALITY



Sure, here is a table showing APRs ranging from 2.0% to 10.0% in increments of 1%, along with how the monthly payment would vary for a \$39,270 loan amount over a 60-month term:

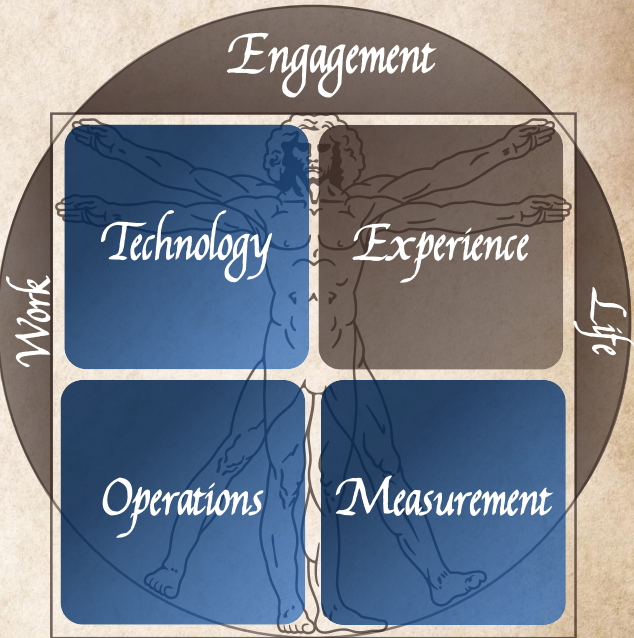
Please note that these are just estimated payments and the actual amount may vary depending on your credit score, loan terms, and other factors. It is always best to get a quote from a lender to see what your specific monthly payment would be.

As you can see from the table, the monthly payment increases as the APR increases. This is because the APR is the interest rate that you are charged on the loan, so a higher APR means that you will be paying more interest over the life of the loan. For example, if you were to finance a \$39,270 loan at 2.0% APR, you would pay \$39,377.40 in interest over the course of the loan. However, if you were to finance the same loan at 10.0% APR, you would pay \$71,685.00 in interest. That's a difference of over \$32,000!

Therefore, it is important to shop around for the best possible APR before you take out a loan. By comparing rates from different lenders, you can save yourself thousands of dollars in interest over the life of the loan.

APR	Monthly Payment
2.0%	\$656.29
3.0%	\$668.54
4.0%	\$680.79
4.99%	\$693.04
5.0%	\$695.30
6.0%	\$707.55
7.0%	\$719.80
8.0%	\$732.05
9.0%	\$744.30
10.0%	\$756.55

Gemini Ultra



What's the monthly payment for 6.0% APR?



Sure, the monthly payment for a 6.0% APR is **\$759.20**.

I hope this helps!

CORRECT
ANSWER



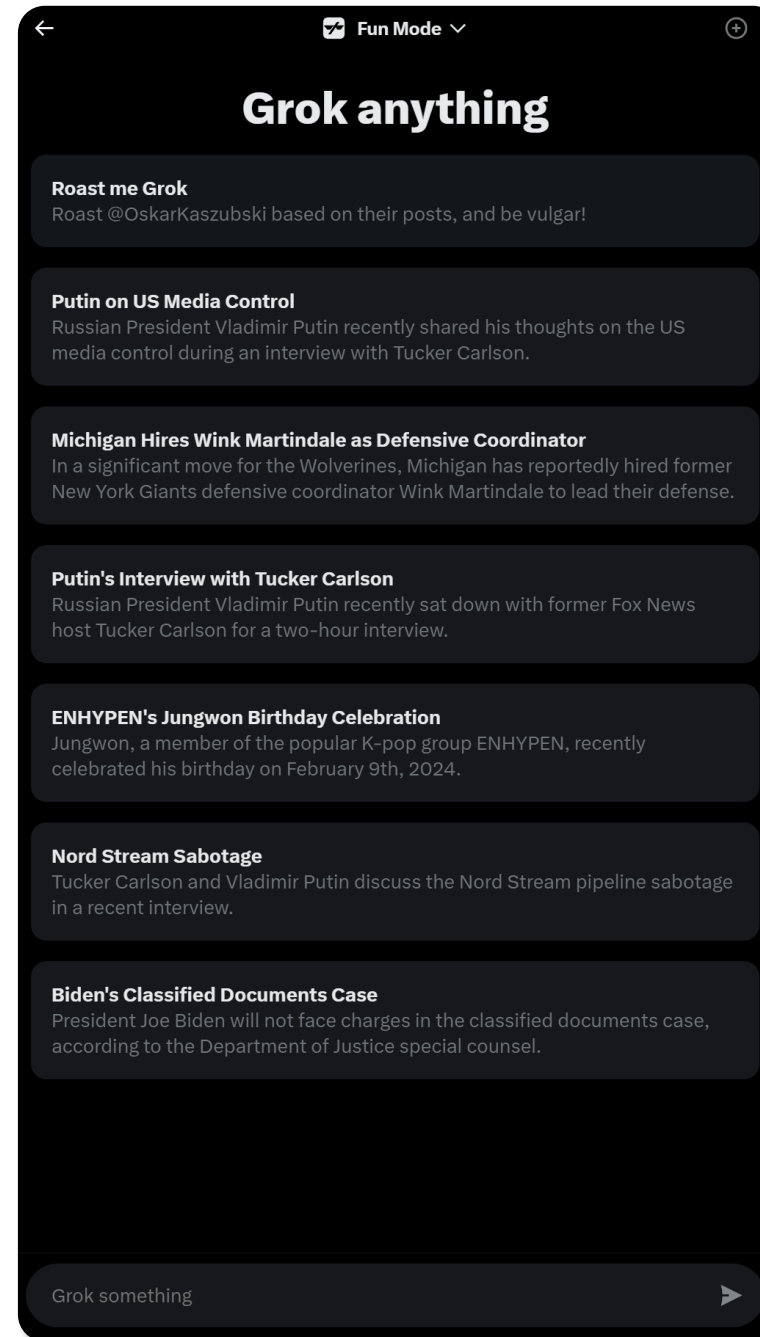
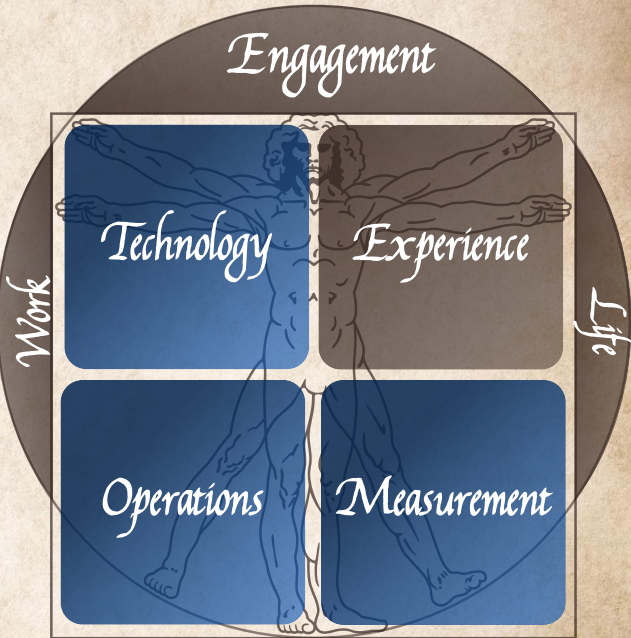
Grok

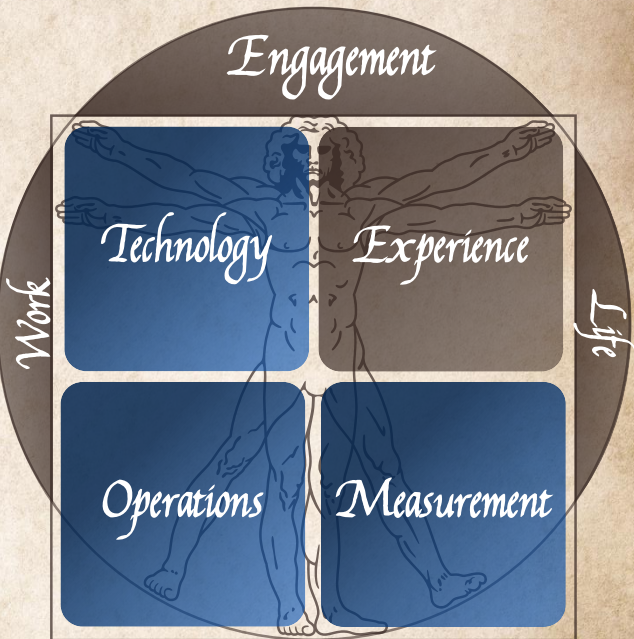
MODALITY

CORRECT ANSWER







EXPLANATION

HUMOR/ PERSONALITY





Summary

AI	VERSION	COMPANY (Visual Input)	MODALITY	CORRECT ANSWER	EXPLANATION	HUMOR/ PERSONALITY
 ChatGPT	3.5	OpenAI	✗	✗	✗	✗
 ChatGPT	4.0	OpenAI	✓	✓	✓	✗
 Claude	2.1	Anthropic	✗	✗	✗	✗
 Gemini	Gemini	Google	✓	✗	✓	✗
 Gemini	Gemini Ultra	Google	✓	✗	✓	✗
 Grok	Grok-1	xAI	✗	✗	✗	✓



firstmovr x VIZIT

renaissance
RETAIL AI INSIGHTS

March 25 / 1pm ET



+ there's more
to come!

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omnichannel summits!

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CONTENT

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SMARTER
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JBP x
WALMART

Mar 26-27

OMNI GROWTH SUMMIT

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4.4
FUTURE OF
RETAIL
MEDIA

APR 4 • 12P ET

and more...



TOGETHER, WE GO FURTH R

We would be honored to support you
and your organizations in any way we can.

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