

 firstmovr™ x VIZIT

# renaissance

RETAIL AI INSIGHTS



EDUCATION →



PERSPECTIVE



EVENTS



CERTIFICATION

## WHAT WE DO:

We serve CPG manufacturers, retailers and agencies with:

TEMPORARY TALENT



PROJECTS



EXECUTION

ADVISORY



TRAINING



EMPOWERMENT



# firstmovr™

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

***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

# Omni Industry Events

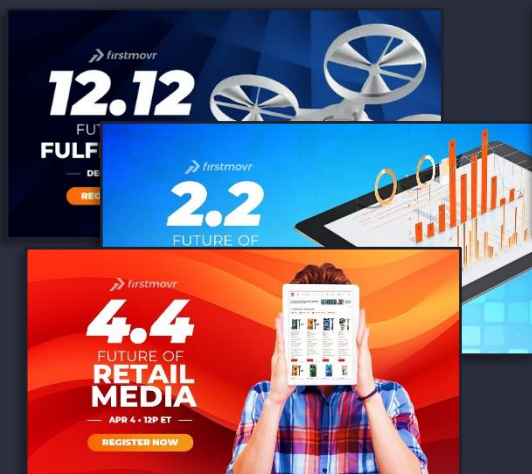
## Upcoming SMARTER Strategy Events:



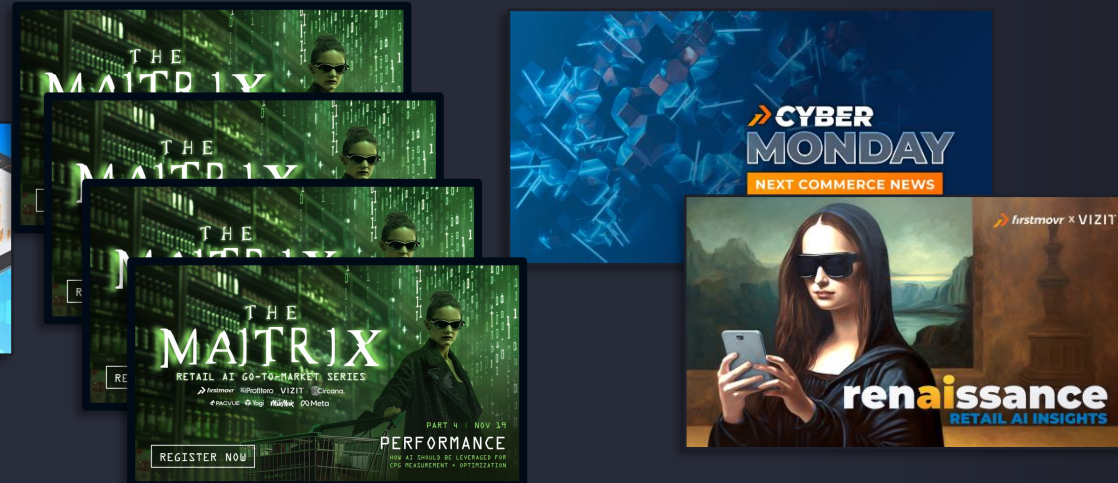
## Upcoming JBPx Retailer Events:



## 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](https://firstmovr.com/events)

# CAN'T GET ENOUGH ON AI?

## YOU'RE IN LUCK!

AI COMMERCE COLLECTIVE

LIVE EVENT Sept. 18 | 5:30 - 9:00 PM  
Avli on the Park, Chicago, IL

### Chicago AI Commerce Collective Meetup

Save your spot

VIZIT | SALSIFY | MikMak  
firstmovr | Profitero | accenture



THE MATRIX  
RETAIL AI GO-TO-MARKET SERIES

REGISTER NOW

firstmovr | Profitero | VIZIT | Circana  
PACVUE | Yogi | MikMak | Meta

PART 4 | NOV 19  
PERFORMANCE  
HOW AI SHOULD BE LEVERAGED FOR  
CPG MEASUREMENT + OPTIMIZATION

Register **FREE** at [firstmovr.com/events](https://firstmovr.com/events)



# torch<sup>TM</sup>

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

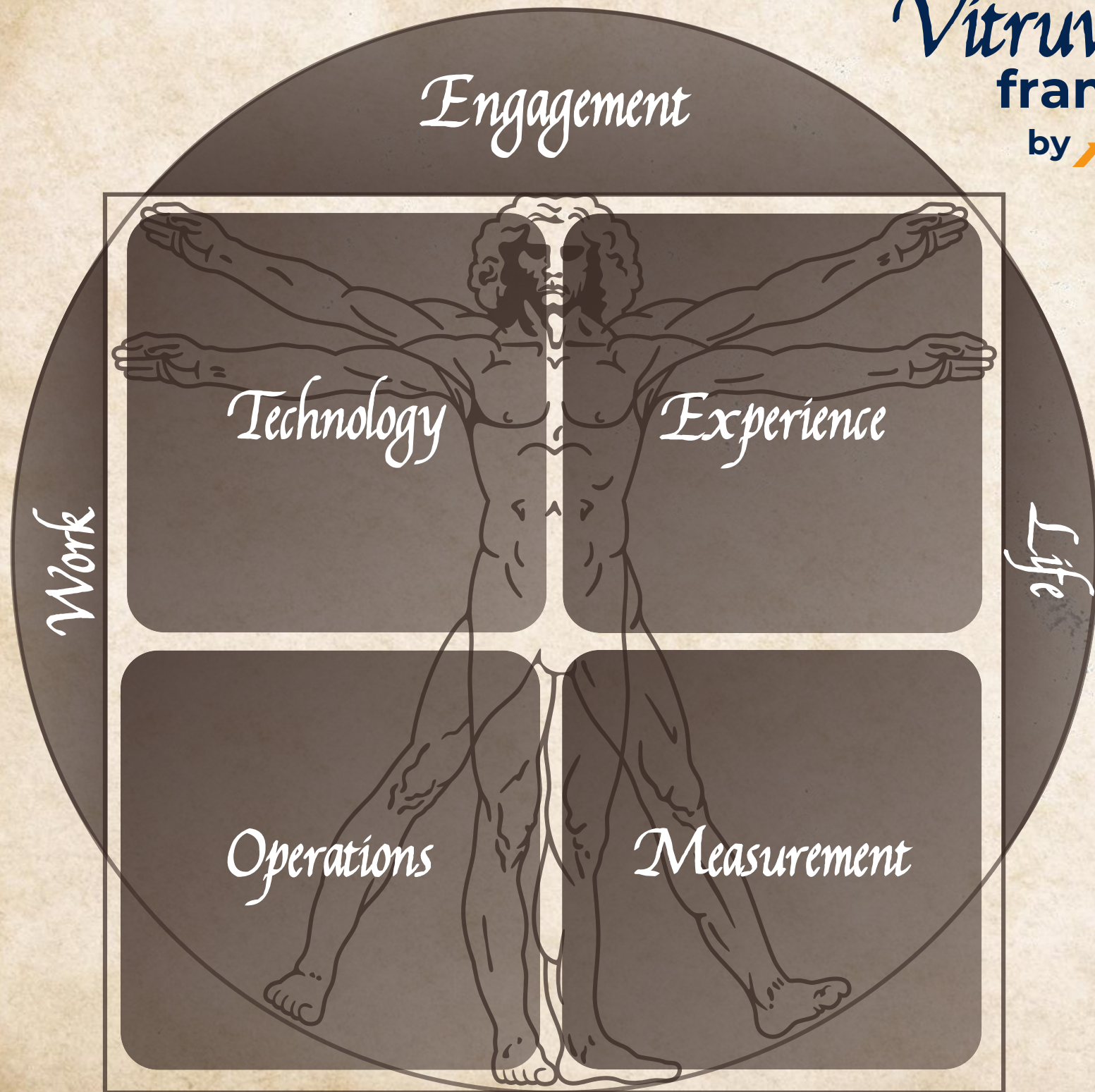
Want to claim your torch<sup>TM</sup> badge?

Email [torch@firstmovr.com](mailto:torch@firstmovr.com)



**renaissance**  
RETAIL AI INSIGHTS

*Vitruvian***AI**  
framework  
by  firstmovr

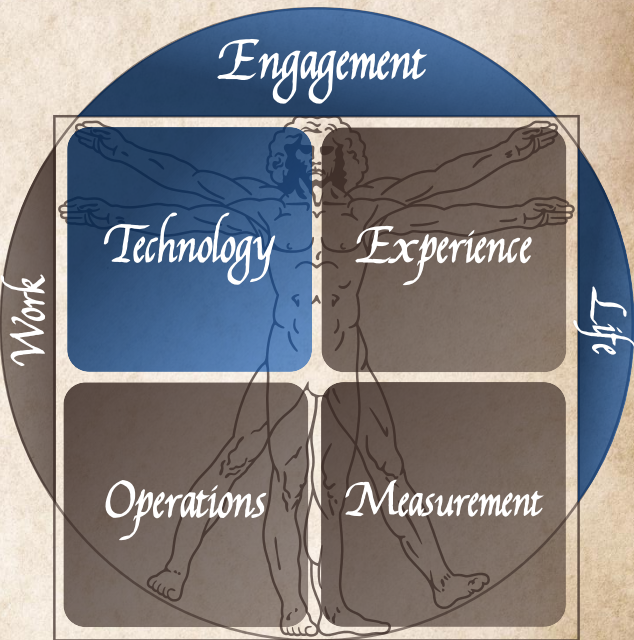


# Industry News

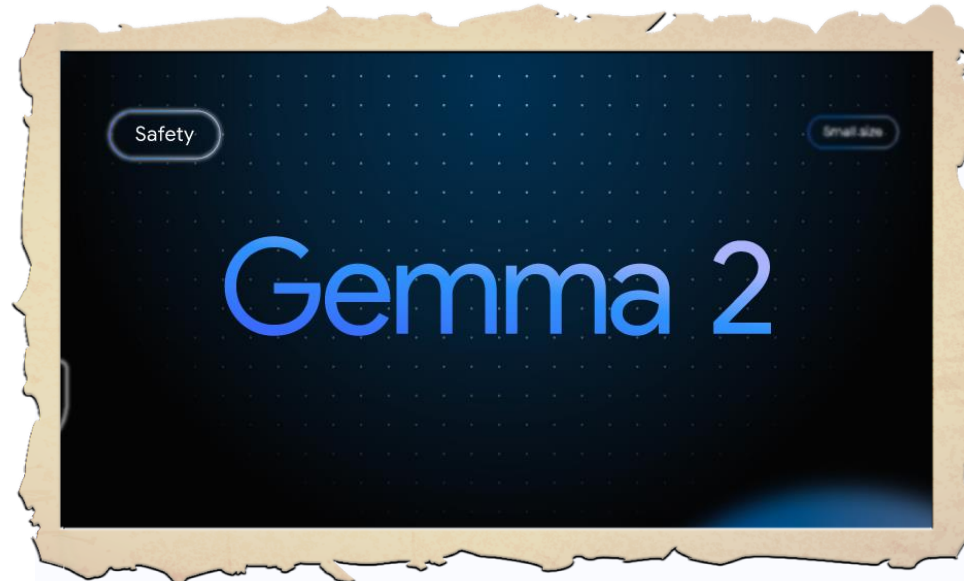




# Industry News



## Advancing Responsible AI with Gemma



It is the new best-in-class open model, in 27 billion (27B) and 9 billion (9B) parameter sizes. Since its debut, the 27B model quickly became one of the highest-ranking open models on the LMSYS Chatbot Arena leaderboard, even outperforming popular models more than twice its size in real conversation

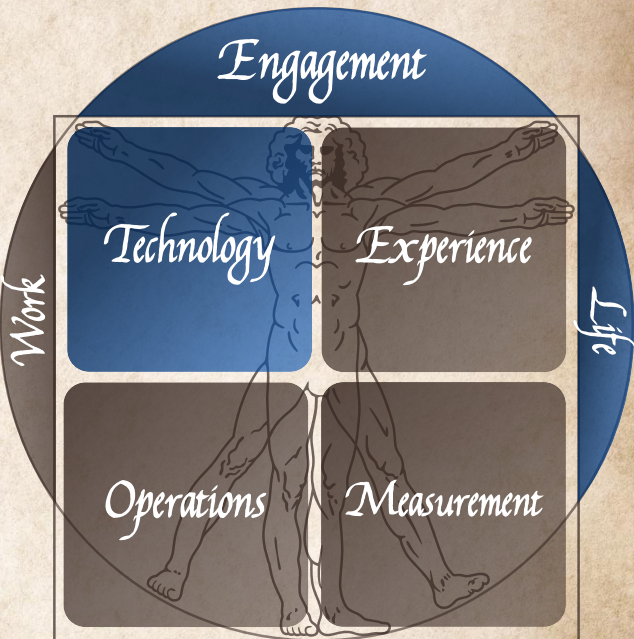
[Source](#)

## Gemini 1.5 Pro available for early testing and feedback



Google has made a significant comeback in the AI industry with the release of its upgraded Gemini 1.5 Pro. This experimental version, 0801, has been tested in the Chatbot Arena and scored an impressive 1300 points, outperforming notable competitors such as GPT-4 and Claude 3.

[Source](#)



# Industry News

## Google reveals new Pixel phones and more



There are now three phones in the Pixel lineup — the Pixel 9, the Pixel 9 Pro and the Pixel 9 Pro XL. Apparently the new Pro has similar dimensions to the regular Pixel, so you can think of it as the option with better specs but a standard size, while the Pro XL is both higher performance and bigger.

[Source](#)

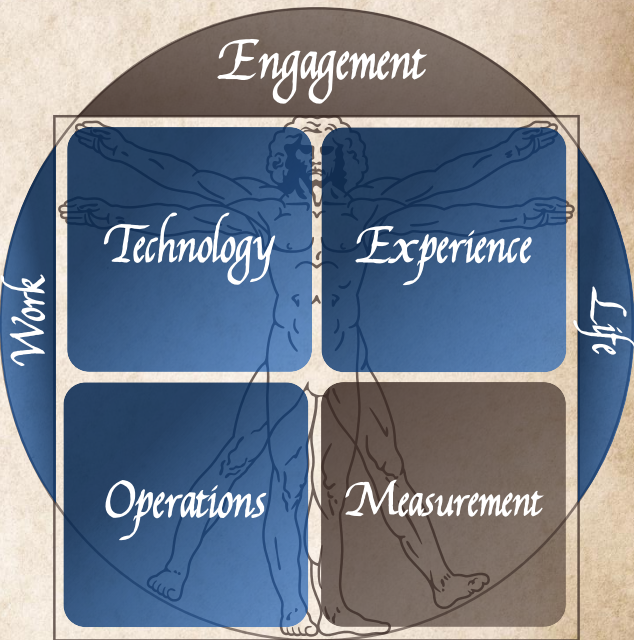
## Google opens Imagen 3 access to all U.S. users



Google has quietly made its latest text-to-image AI model, Imagen 3, available to all U.S. users through its ImageFX platform and published a research paper detailing the technology. This dual release marks a significant expansion of access to the AI tool, which was announced in May at Google I/O and limited to select Vertex AI users in June.

[Source](#)

# Industry News



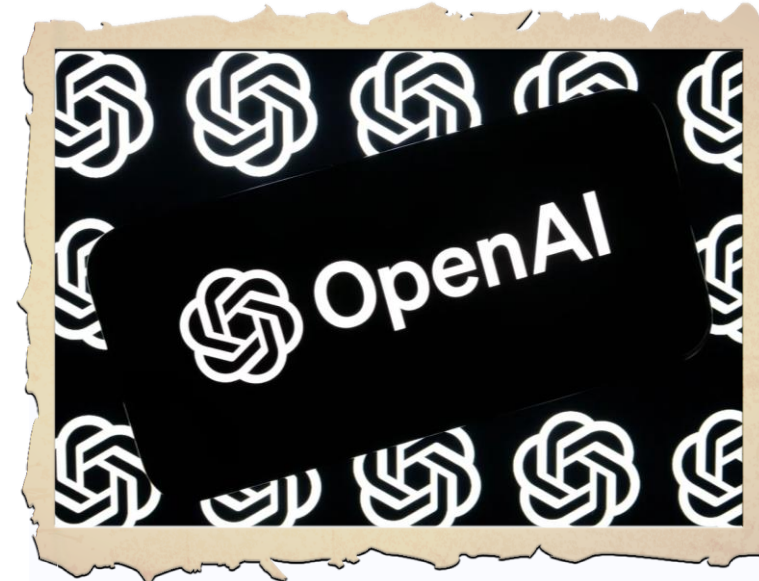
## GPT-4o model is 'medium' risk



OpenAI says the overall risk level was taken from the highest risk rating of four overall categories: cybersecurity, biological threats, persuasion, and model autonomy. All of these were deemed low risk except persuasion, where the researchers found some writing samples from GPT-4o could be better at swaying readers' opinions than human-written text.

[Source](#)

## OpenAI reveals an updated GPT-4o model



There's a new version of OpenAI's GPT-4o model in town. But what it can precisely do seems to be a mystery, even to OpenAI. In an X post on Monday, the company spilled the beans, saying: "there's a new GPT-4o model out in ChatGPT since last week. Hope you all are enjoying it and check it out if you haven't! we think you'll like it."

[Source](#)

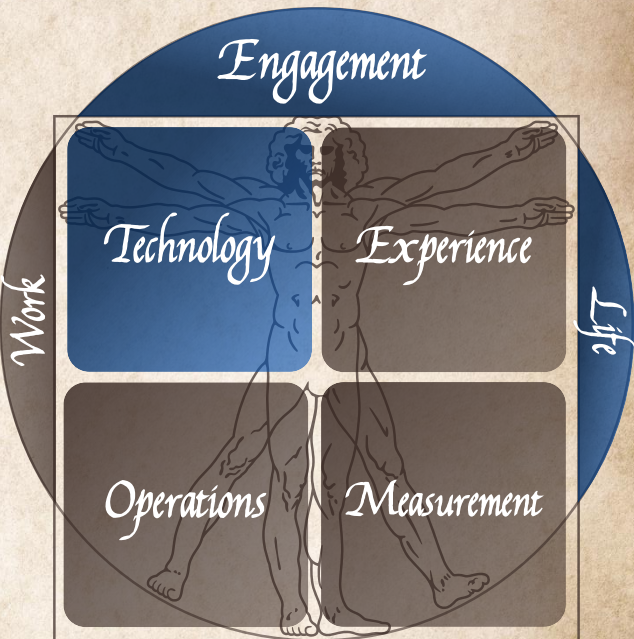
## GPT-4o mini: advancing cost-efficient intelligence



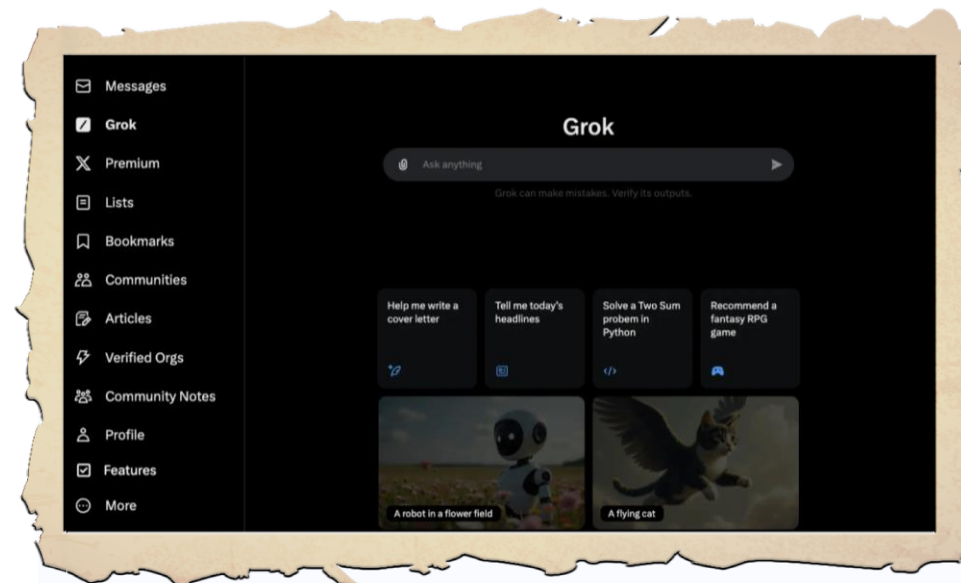
GPT-4o mini will significantly expand the range of applications built with AI by making intelligence much more affordable. GPT-4o mini scores 82% on MMLU and currently outperforms GPT-4i on chat preferences in LMSYS leaderboard. It is priced at 15 cents per million input tokens and 60 cents per million output tokens.

[Source](#)

# Industry News



## Grok-2 Beta Release



Grok-2 is the frontier language model with state-of-the-art reasoning capabilities. This release includes two members of the Grok family: Grok-2 and Grok-2 mini. Both models are now being released to Grok users on the X platform.

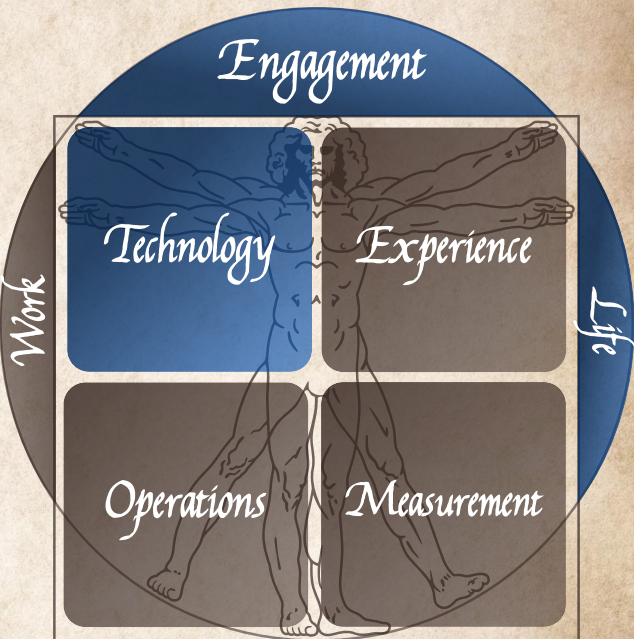
[Source](#)

## xAI's latest Grok feature



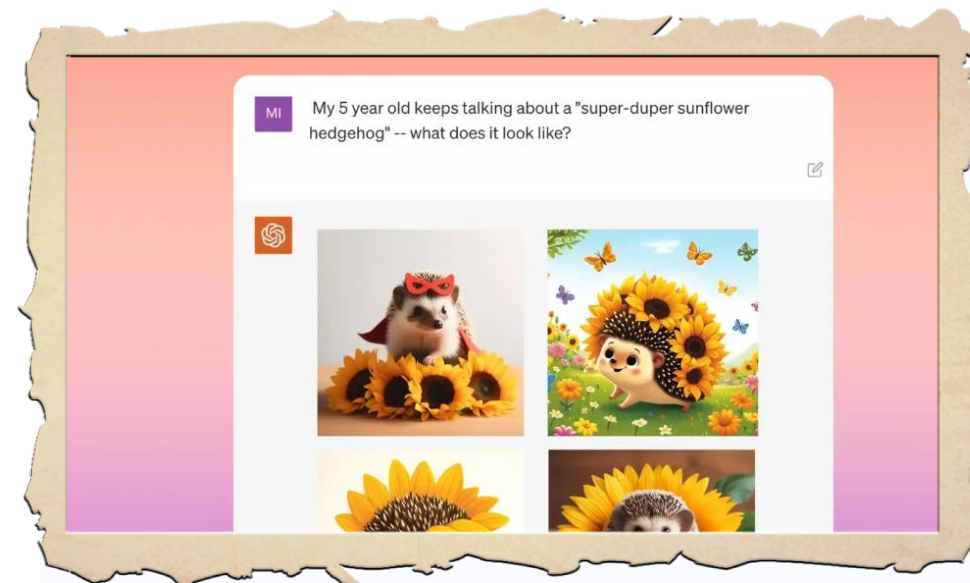
xAI's Grok chatbot now lets you create images from text prompts and publish them to X — and so far, the rollout seems as chaotic as everything else on Elon Musk's social network. With US elections approaching and X already under scrutiny from regulators in Europe, it's a recipe for a new fight over the risks of generative AI.

[Source](#)



# Industry News

## ChatGPT now lets free users generate up to two images



OpenAI is going to let users of ChatGPT's free tier make up to two images per day with its DALL-E 3 model, the company announced on Thursday. When the company launched DALL-E 3 in September, it was available first to users who paid for ChatGPT Plus.

[Source](#)

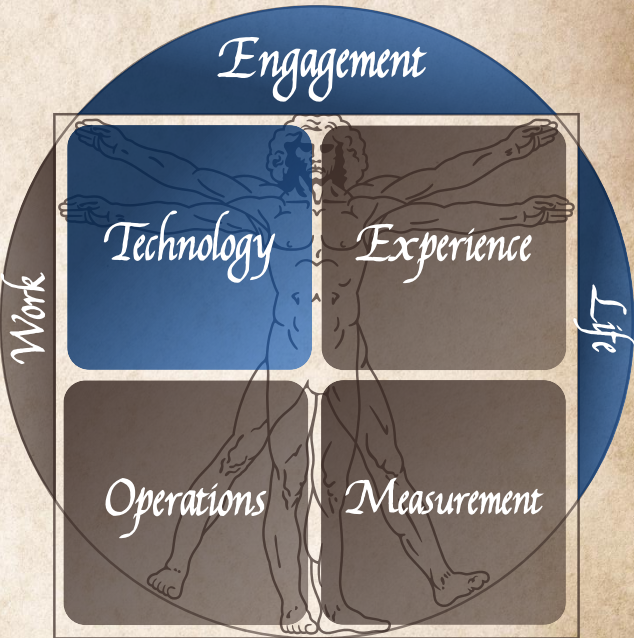
## Midjourney releases new unified AI image editor



Midjourney unveiled a new, updated version of its website containing a new editor interface that unifies various existing features such as inpainting (repainting parts of an image), outpainting/canvas extension (stretching the boundaries), and more into a single view.

[Source](#)

# Industry News



## Amazon upgrades its AI image generator



Amazon has released Titan Image Generator, an upgraded version of its image-generating model. The new model has new capabilities: users can “guide” the images they generate using reference images, edit existing visuals, remove backgrounds and generate variations of images.

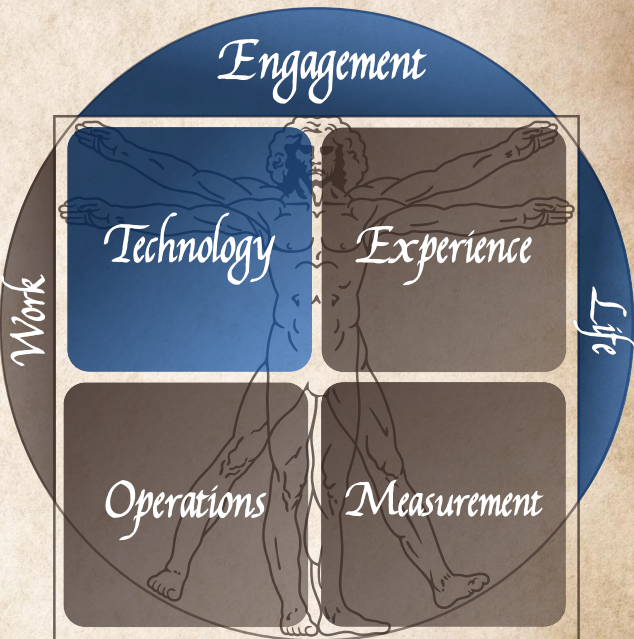
[Source](#)

## Releasing Character-1.5 and Stylize



This update introduces stylization, allowing you to transform into a character while maintaining your identity. Character-1.5 brings sharper visual output, more lifelike animations with natural blinking and head movements. It's a major leap forward for our foundation model before we release Character-2.

[Source](#)



# Industry News

## Gen-3 Alpha Turbo Image to Video is now available



Gen-3 Alpha Turbo Image to Video can generate 7x faster for half the price of the original Gen-3 Alpha. All while still matching performance across many use cases. More improvements to the model, control mechanisms and possibilities for real-time interactivity to come.

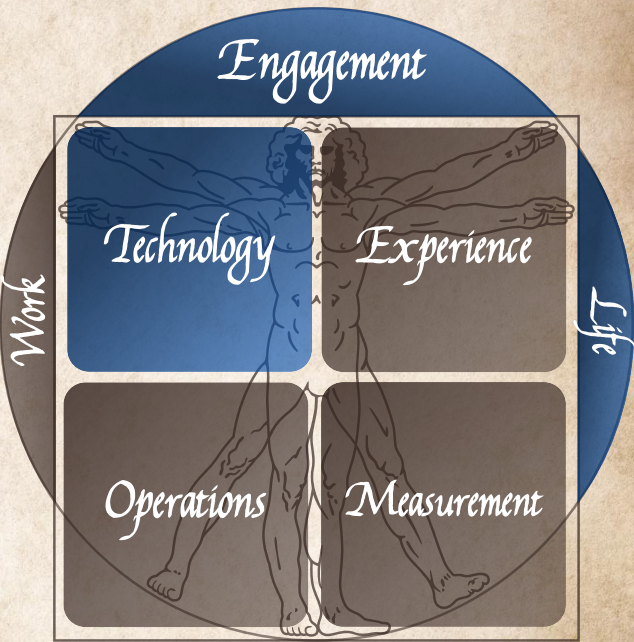
[Source](#)

## Google's Pixel 9 Launch Event



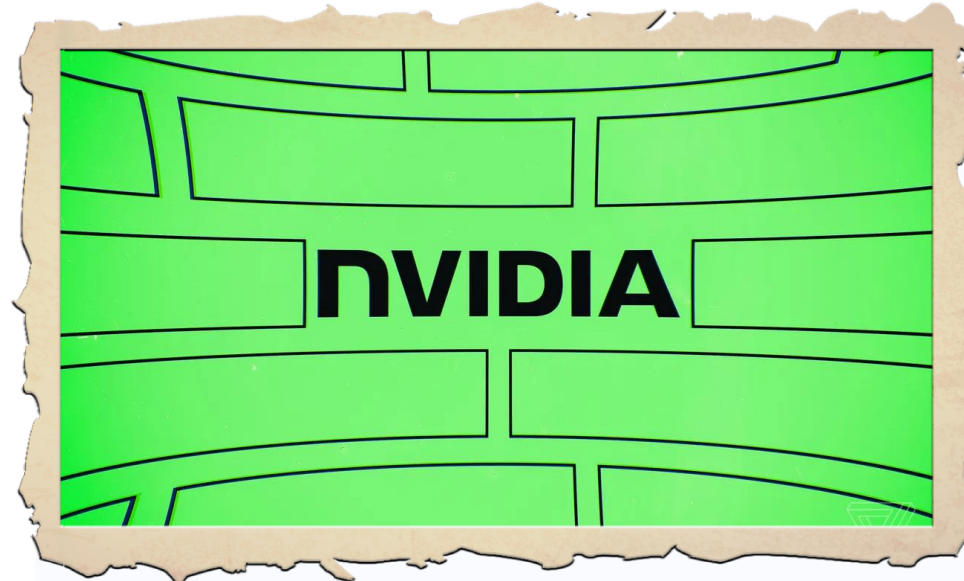
Google's Tuesday event was ostensibly about Pixel hardware. Really, it was about AI. Google's Rick Osterloh made that clear from the moment he walked onstage, where his initial remarks focused a lot more on Google's artificial intelligence efforts than devices.

[Source](#)



# Industry News

## Nvidia reportedly delays its next AI chip



Nvidia has reportedly told Microsoft and at least one other cloud provider that its “Blackwell” B200 AI chips will take at least three months longer to produce than was planned. The delay is the result of a design flaw discovered “unusually late in the production process”.

[Source](#)

## Large institutional investors selling Nvidia

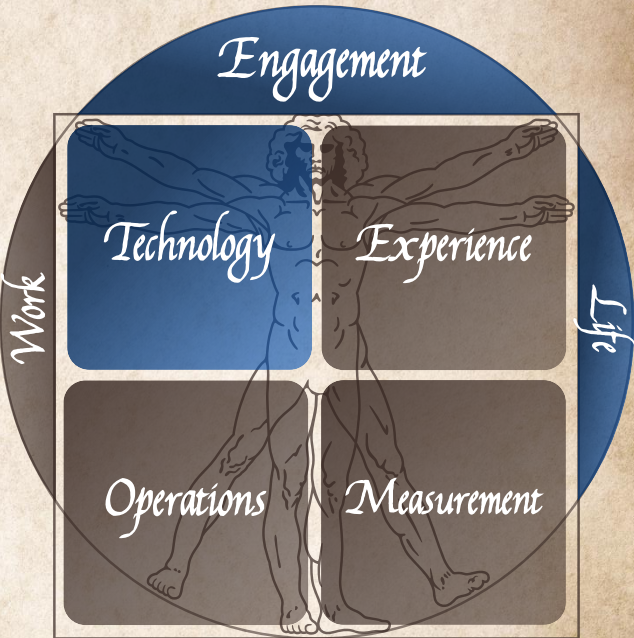


More than a half-dozen prominent billionaire investors dumped shares of Nvidia during the March-ended quarter, with many of these top-tier asset managers choosing to buy shares of a key competitor.

[Source](#)



# Industry News



## AI market crash



The Nasdaq's mid-week tumble marked its worst drop since October 2022, sending it below its 50-day moving average for only the second time in 2024. The stock market and artificial intelligence-based stocks were due for significant pullbacks following the massive first-half rally that saw many stocks climb well over 50%.

[Source](#)

# Industry News

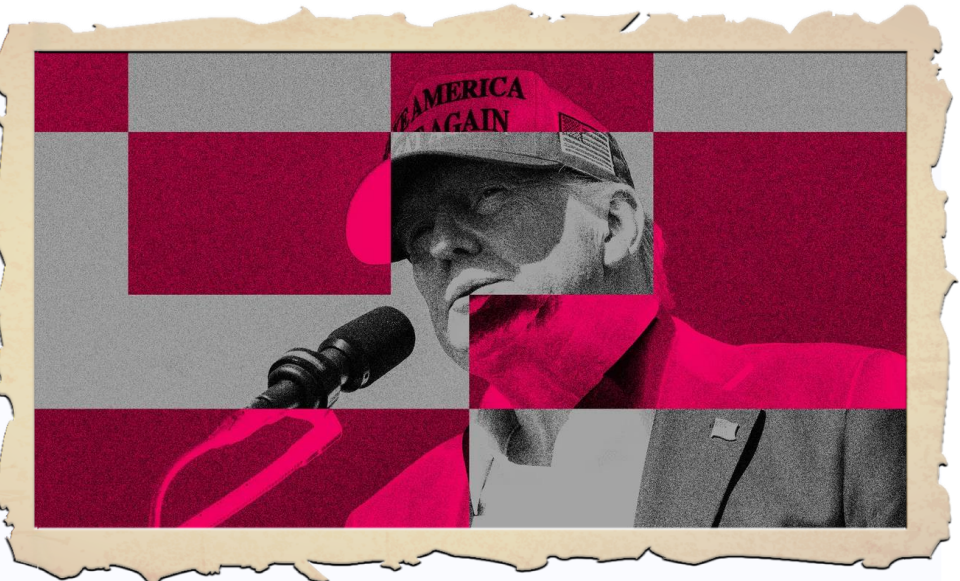
## Elon Musk is suing OpenAI and Sam Altman again



Elon Musk has revived his complaint against OpenAI after dropping a previous lawsuit, again alleging that the ChatGPT maker and two of its founders — Sam Altman and Greg Brockman — breached the company's founding mission to develop AI technology to benefit humanity.

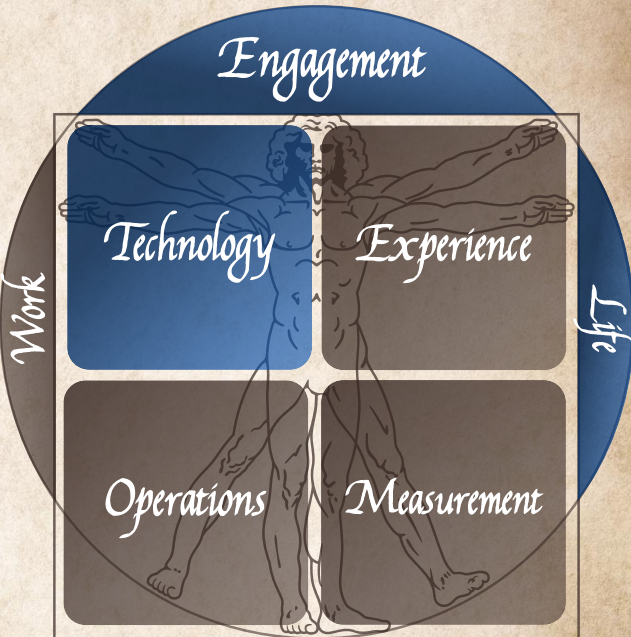
[Source](#)

## Donald Trump and fake Taylor Swift endorsement

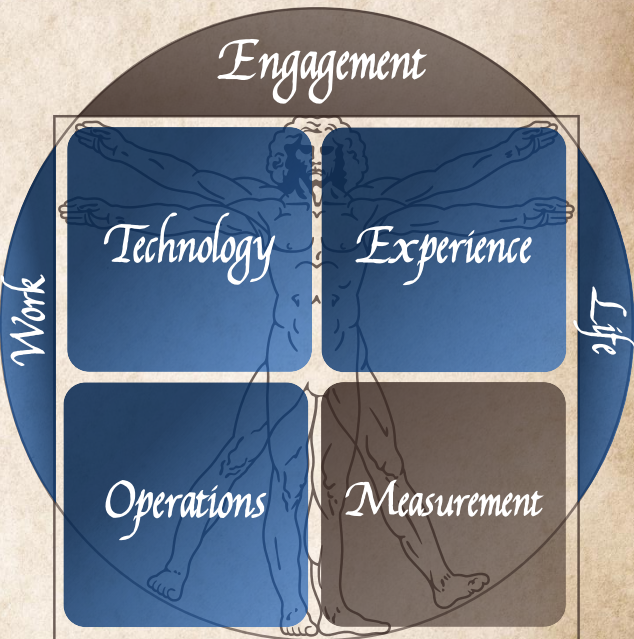


Former President Donald Trump posted what appeared to be a series of AI-generated images over the weekend to drum up support for his presidential candidacy, including a false endorsement from pop star Taylor Swift. The posts may not violate new deepfake election laws, but Swift herself might have a legal claim.

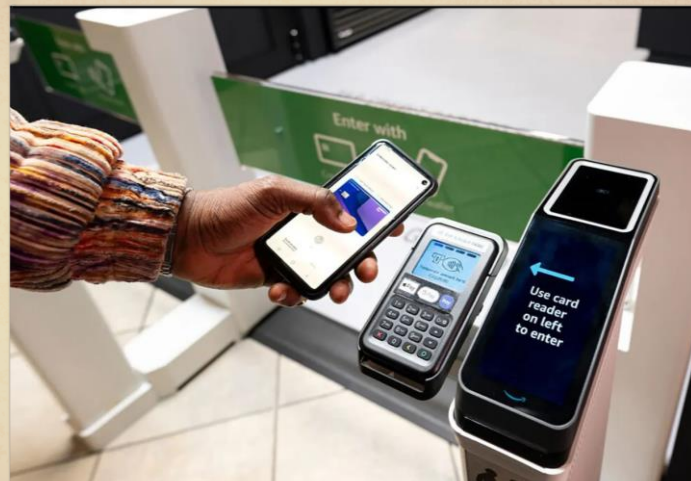
[Source](#)



# Industry News



## Amazon's checkout is getting an AI upgrade



The update uses the same machine learning models that underlie many generative AI applications. Instead of gathering input piece-by-piece from its cameras, shelf sensors, 3-D store model and product data, the new AI model analyzes all inputs at the same time to determine exactly what shoppers are picking up, putting down and ultimately walking out with.

[Source](#)

## EBay's AI investments fuel streamlined experiences



The company recently introduced Shop the Look, which lets customers see what different items would look like together, and Explore, which recommends options based on a customer's size, style and other attributes. EBay is testing Explore in the U.K. with additional personalization and filtering options to be added in the near future.

[Source](#)

## Sainsbury's speeds up shopping with AI

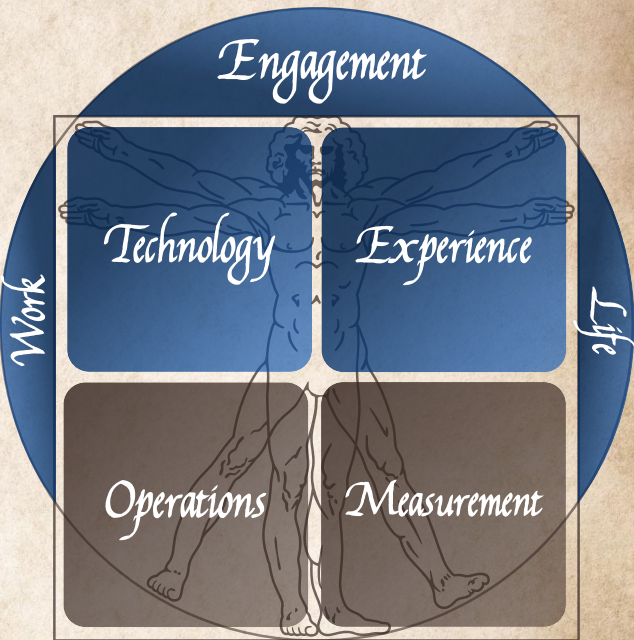


As part of its broader "Next Level" business development strategy, Sainsbury's is rolling out the NCR Voyix Commerce Platform, POS solutions and self-checkout systems to 22,500 checkouts across its supermarkets, convenience stores and gas stations.

[Source](#)

# Expectations

# Expectations



## Midjourney v6.5

Aug



Source

Midjourney v6.5 could be out 'by the end of the month' with improved realism and skin textures

## Tesla Robotaxi

Oct



Source

Elon Musk confirms the Tesla Robotaxi event has been delayed to October

## Advanced Conversational skills

Fall 2024



Source

Google Gemini Live and GPT-4o Advanced Voice

## GPT 5

2024



Source

Next generation GPT-5 model might launch in the summer of 2024

## OpenAI Sora

2024

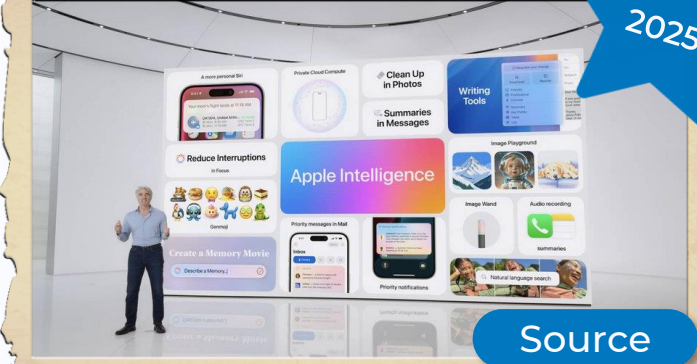


Source

OpenAI has released more videos and the world is grappling for a possible release date

## Apple Intelligence

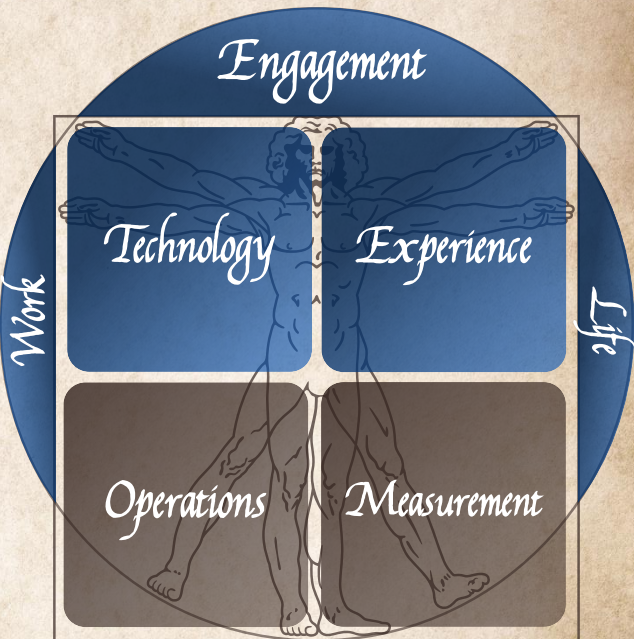
2025



Source

It is coming as part of iOS 18, and marks Apple's first major attempt at offering AI features on the iPhone

# Expectations



## Even Realities G1



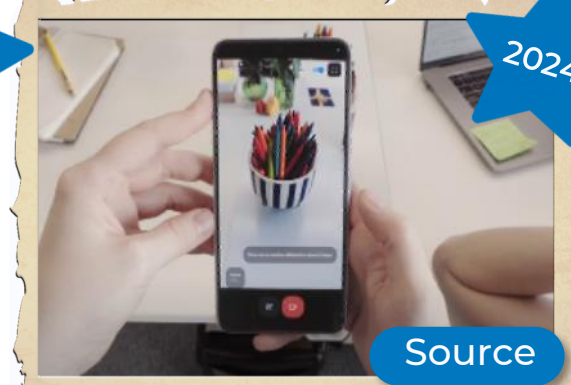
The first eyewear to blend stunning aesthetics with digital functionality.

## Meta's Orion



Meta and Snap are about to show off their new AR glasses.

## Project Astra



A real-time multimodal AI assistant, that can see the world.

## Figure 02

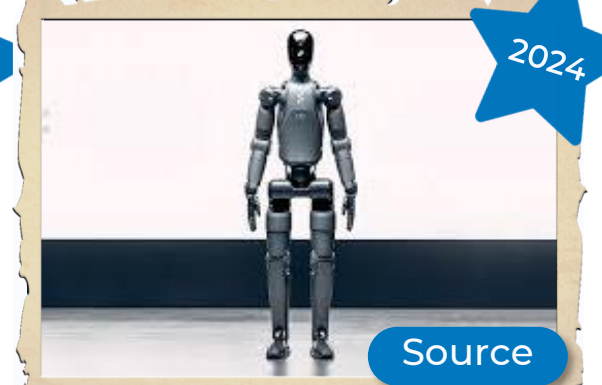


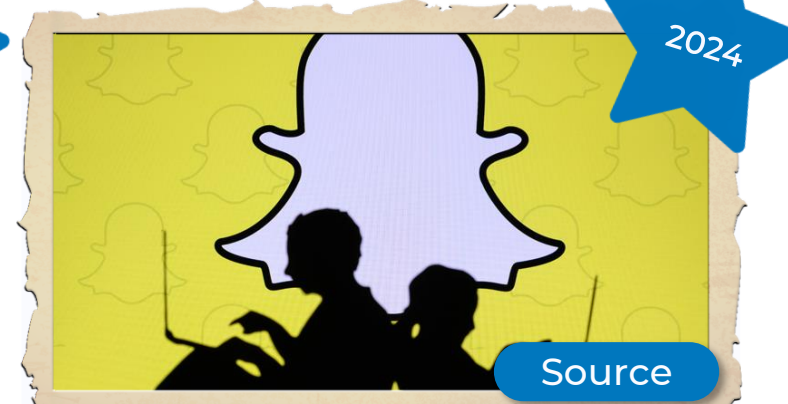
Figure 02 paves a path for humanoid robots to enter the workforce and the home.

## Friend



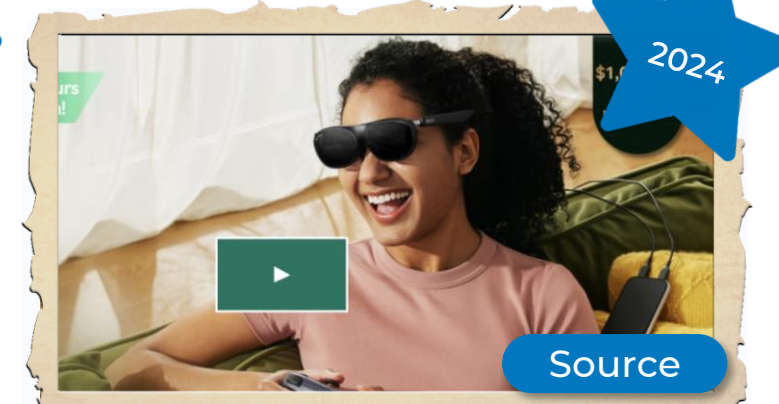
A new AI startup is trying to be there for you all the time, however you need it.

## Snap Glasses



Snap to Revive AR Smart Glasses Ambitions Next Month, Ahead of Meta Connect 2024.

## Rokid AR Lite



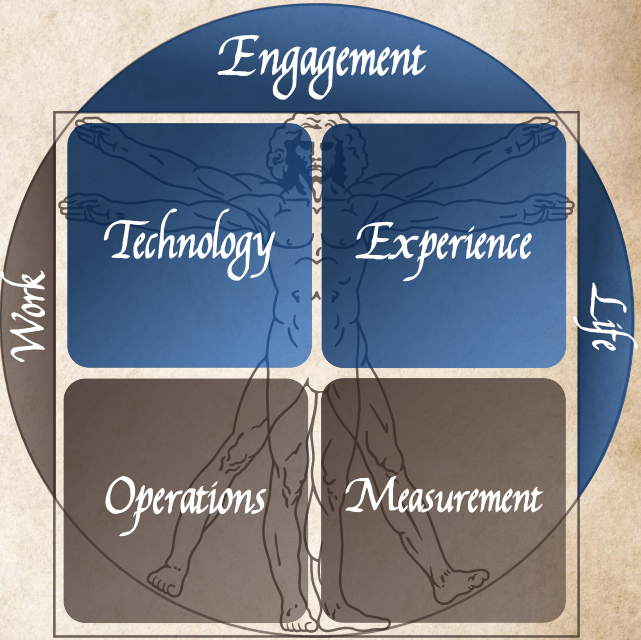
Rokid AR Lite, Your First AR Glasses for Spatial Computing.

# Recommendations



# Recommended Viewing

Steven Schardt · Sora Showcase

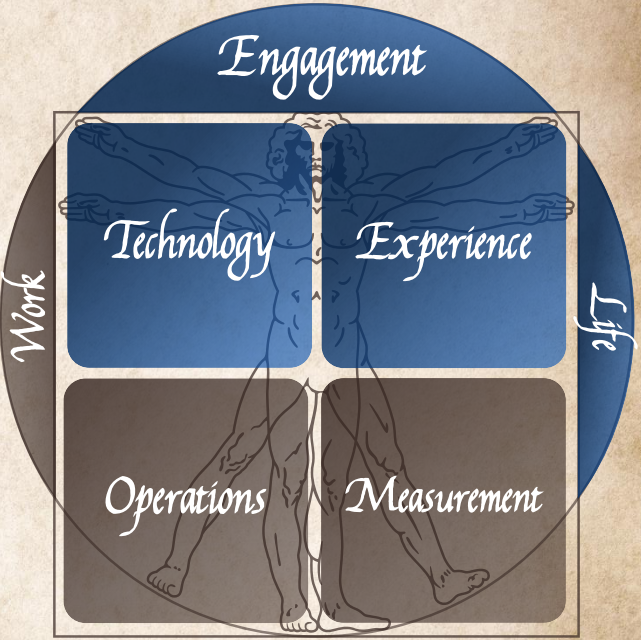


Source



# Recommended Viewing

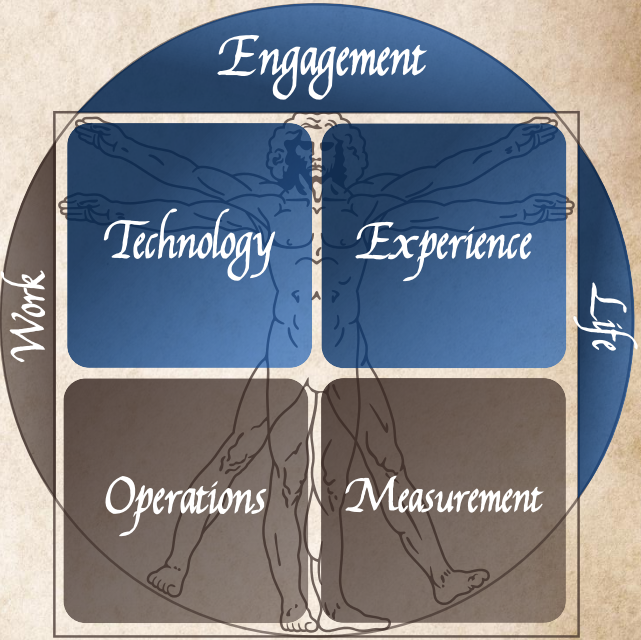
Alexia Adana · Sora Showcase



Source

# Recommended Viewing

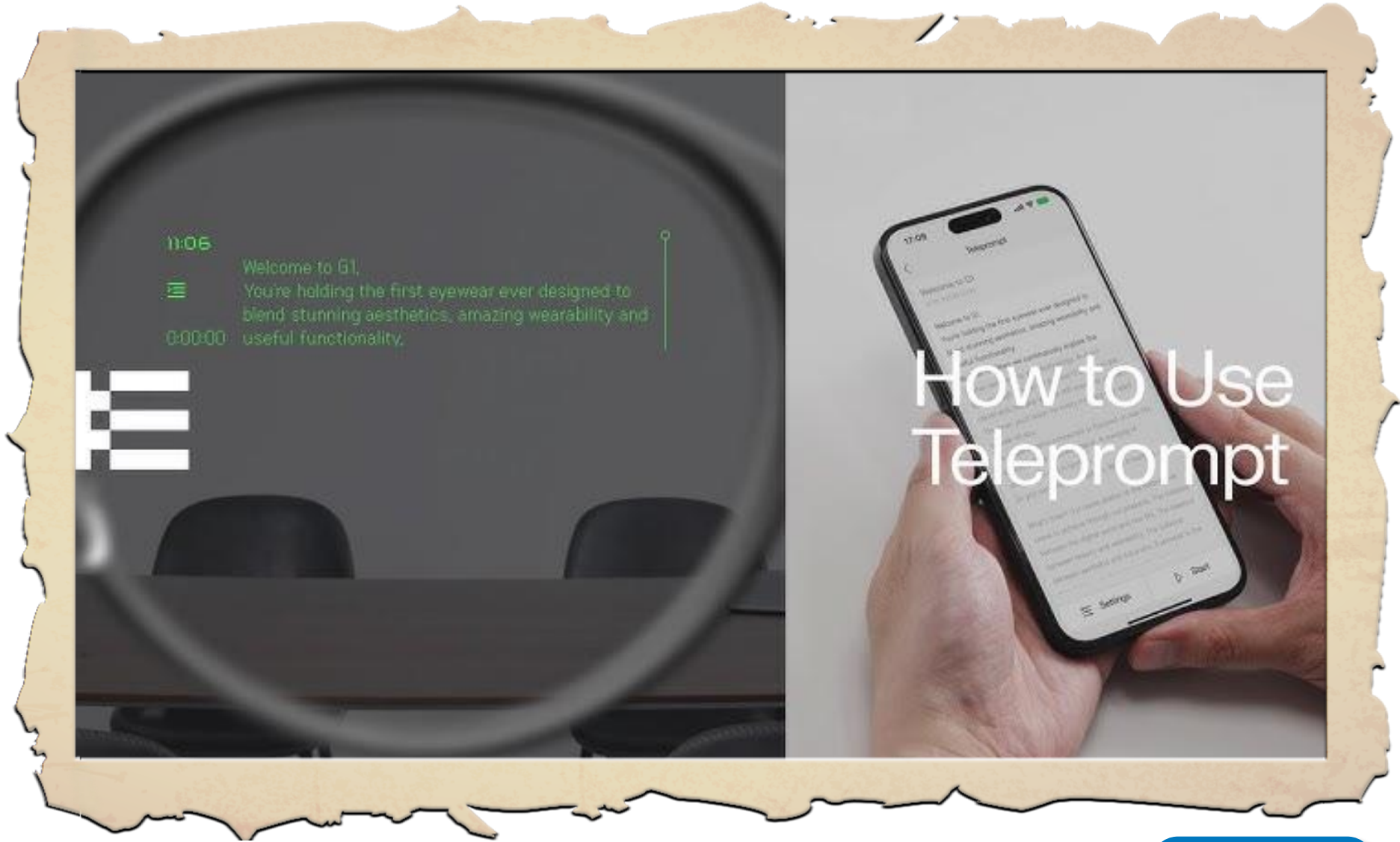
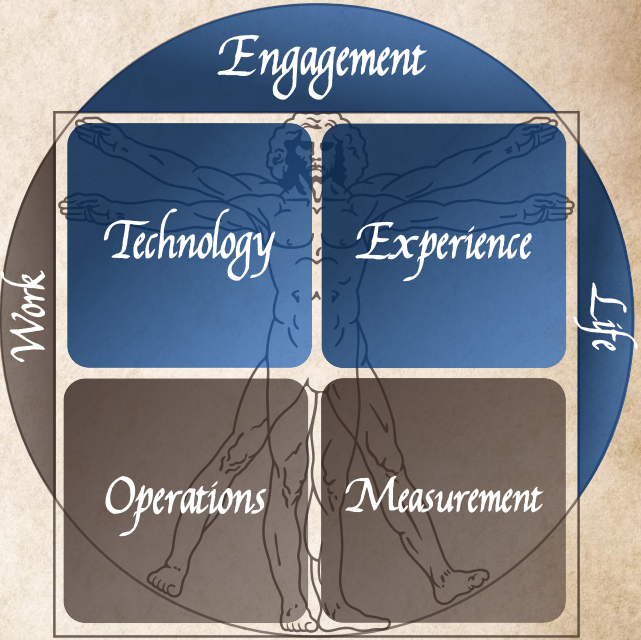
rabbit quarterly update 8/8/24



Source

# Recommended Viewing

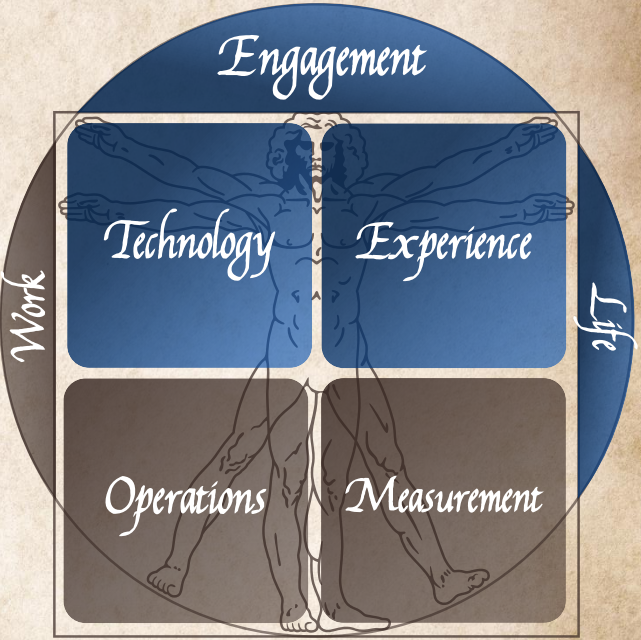
Built-in Teleprompter for Your Eyes Only



Source

# Recommended Viewing

G1 for Everyday Wear. Translate, Navigate, QuickNote & More



Digital Glasses  
with Floating Display

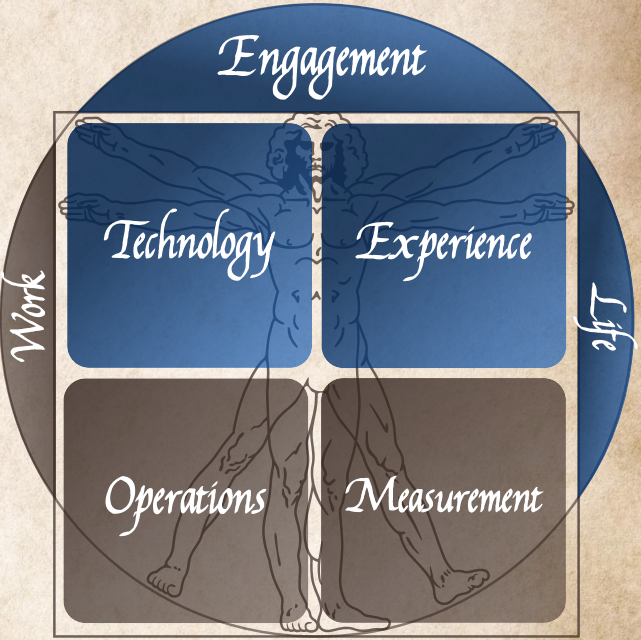


Even Realities

Source

# Recommended Viewing

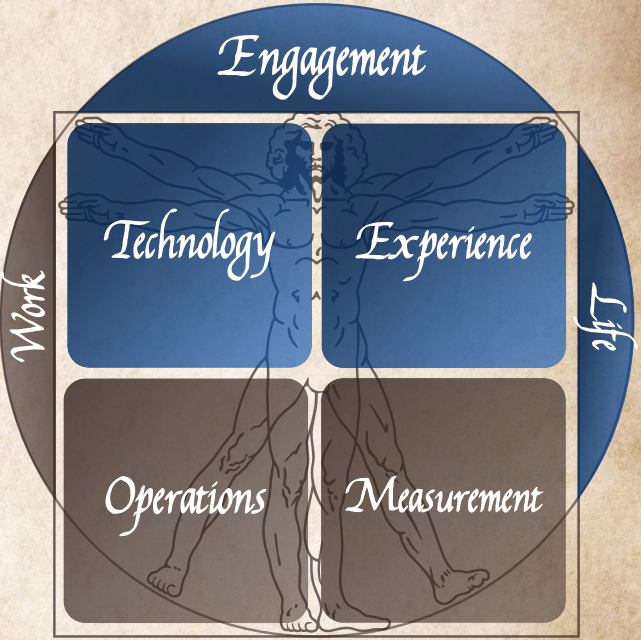
Friend Reveal Trailer



Source

# Recommended Viewing

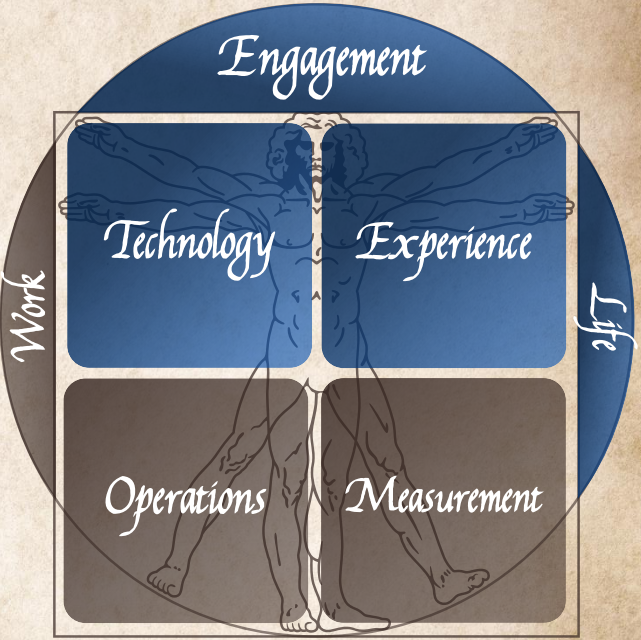
Make Everyday Easier With Gemini



Source

# Recommended Viewing

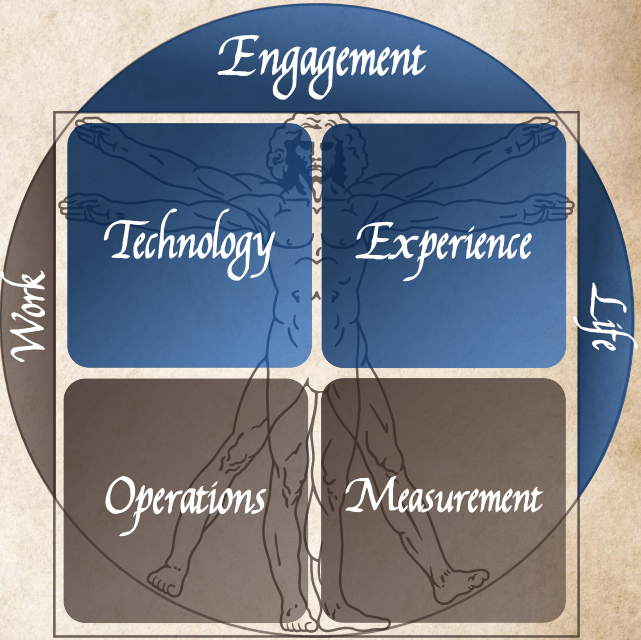
#MadeByGoogle '24: Keynote



Source

# Recommended Viewing

The Pixel 9 Pro Fold, Pixel Watch 3 – & The Googlers Behind Them!



Source

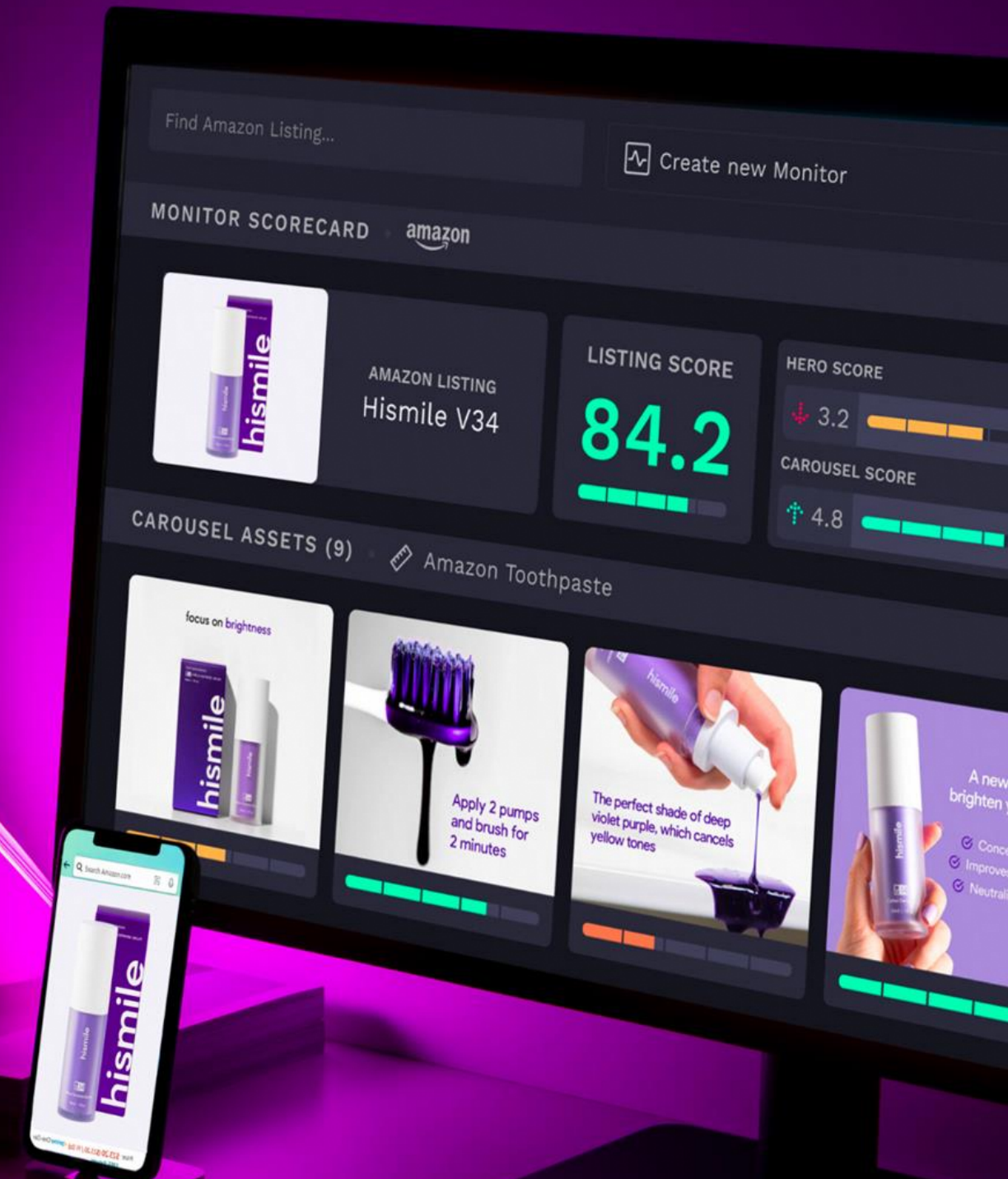


# AI at Work



VIZIT

# The Evolution of AI-powered Digital Shelf Content Strategies



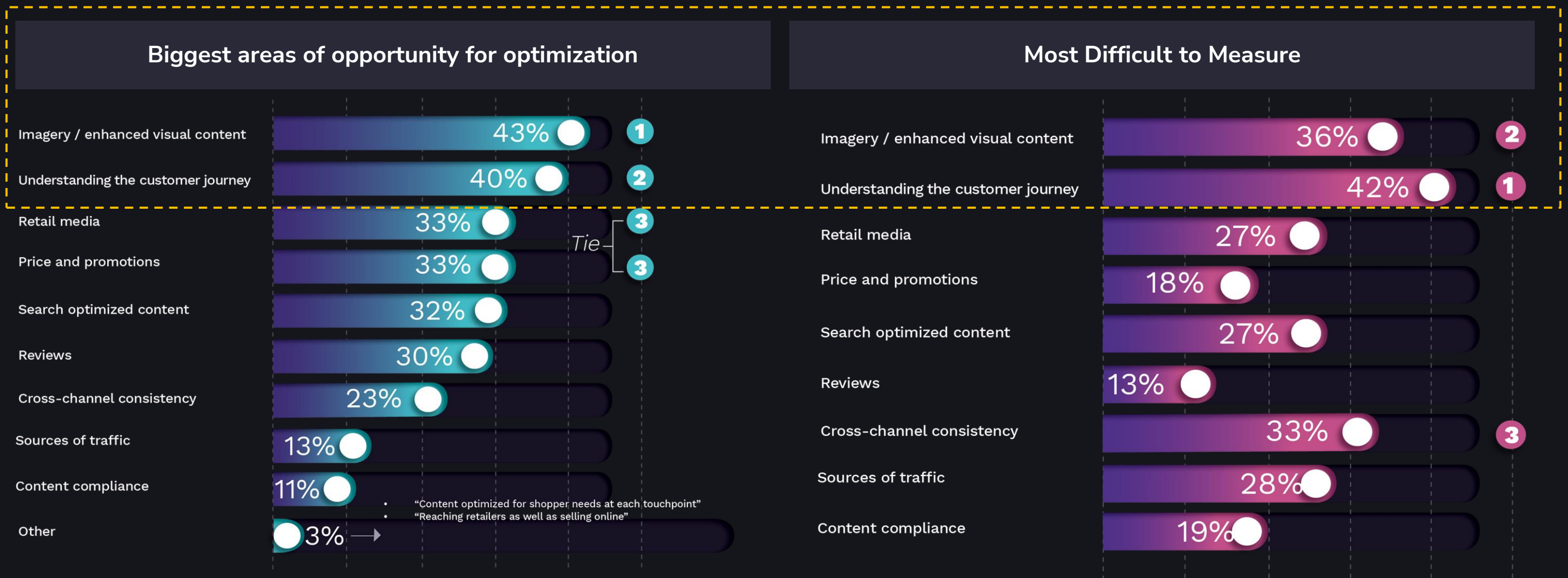
VIZIT

## 2022 AI SURVEY LEARNINGS

So how did brands respond in the early days of **AI-enabled visual content capabilities?**

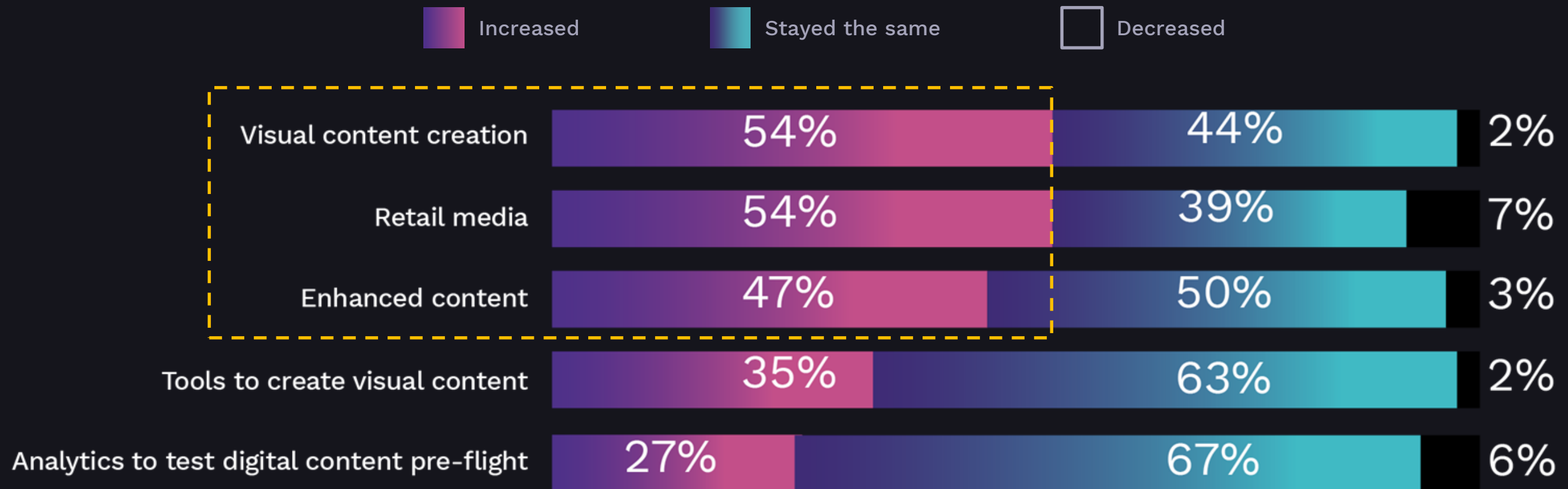


# Both brands and retailers saw imagery/enhanced visual content as the **primary area of opportunity**, but saw it as **difficult to measure**



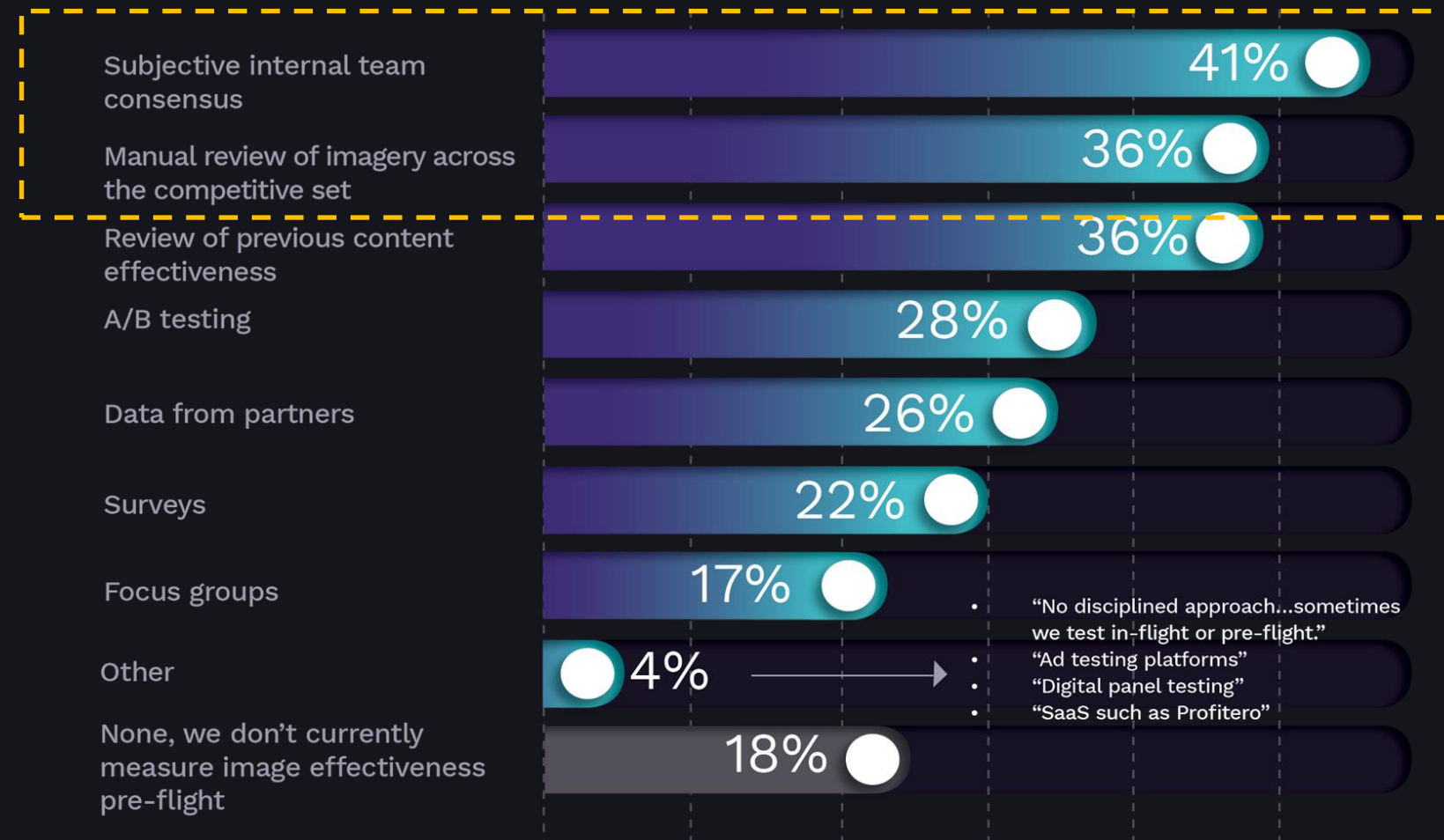
Brands and retailers were investing more in visual content creation and retail media, **but weren't investing as heavily in tools or analytics to make that spend more impactful**

How has your organization's investment in these areas changed for the coming year?



# Brands and retailers were still relying on subjective and manual reviews to measure image effectiveness before they were flighted

## Strategies or tactics used to measure visual image effectiveness pre-flight



Data Source: VIZIT Future Forward Study, April 2022

Q6. What strategies or tactics are you currently using to measure visual image effectiveness pre-flight?

The results...  
**94% of PDP images were not  
optimized**

for the best sales results & shopper experience.

Based on Vizit's AI analysis of 2.5M+ ecommerce images in 2023

## Resulting in



Countless missed sales opportunities



Inefficient advertising spending



Immense content waste on unsuccessful promotions



New opportunities for emerging competitors

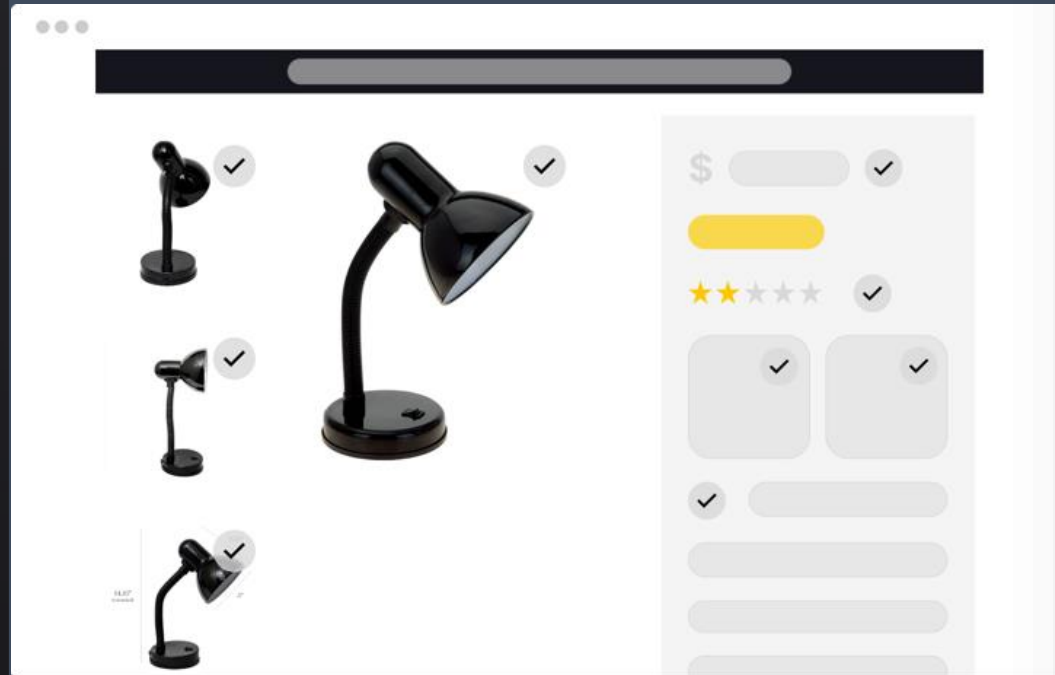
**2022** learnings lead to...



**2023** The Start of the Performance Era



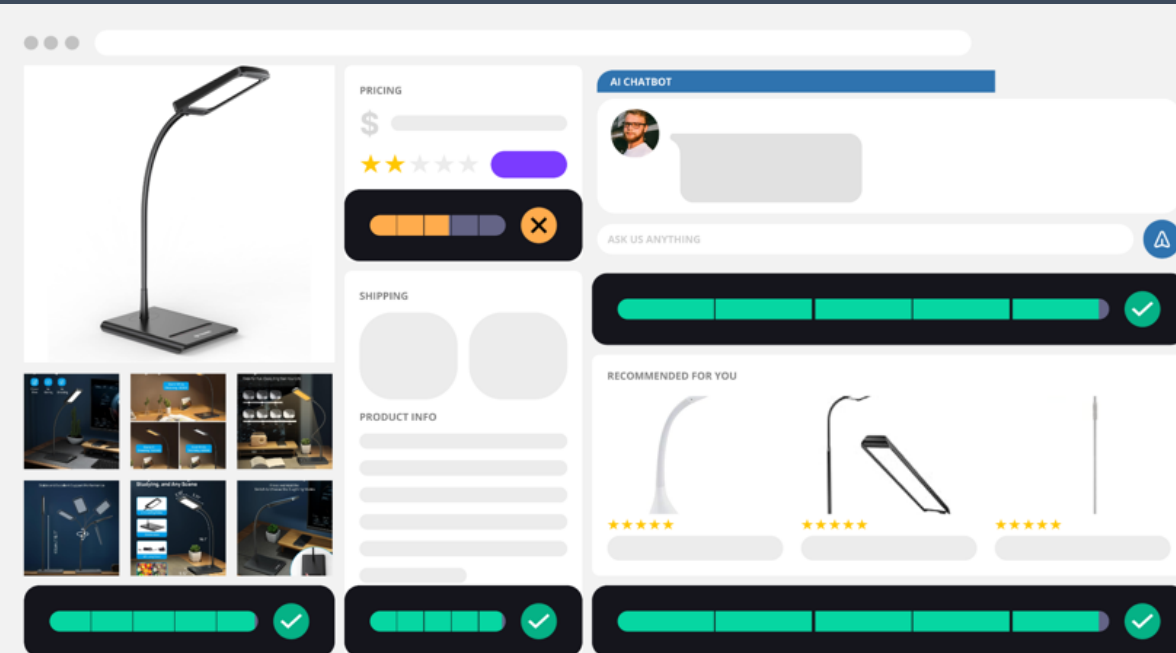
## 10 years ago The Compliance Era



### GROWTH AT ALL COSTS

- Strive to capture market share
- Spend big on new product launches
- Add headcount to grow

## Today The Performance Era

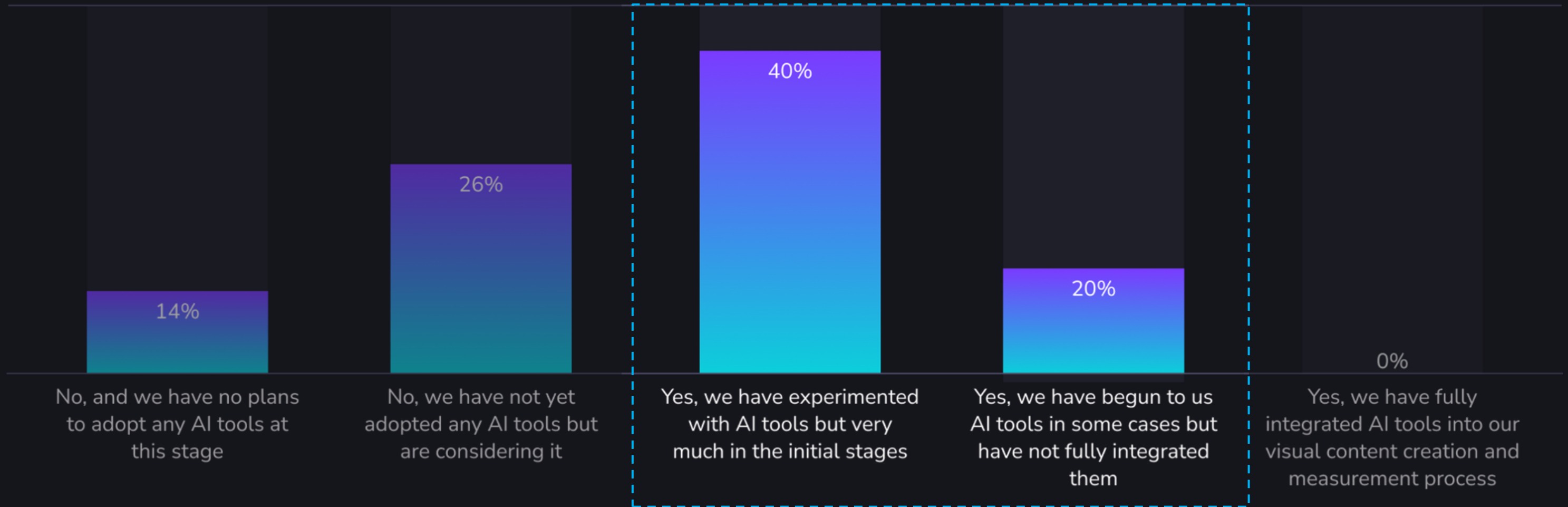


### EFFICIENT GROWTH

- Get more mileage out of content and agencies
- Increase conversion rate and repeat purchases
- Strive for higher ROAS

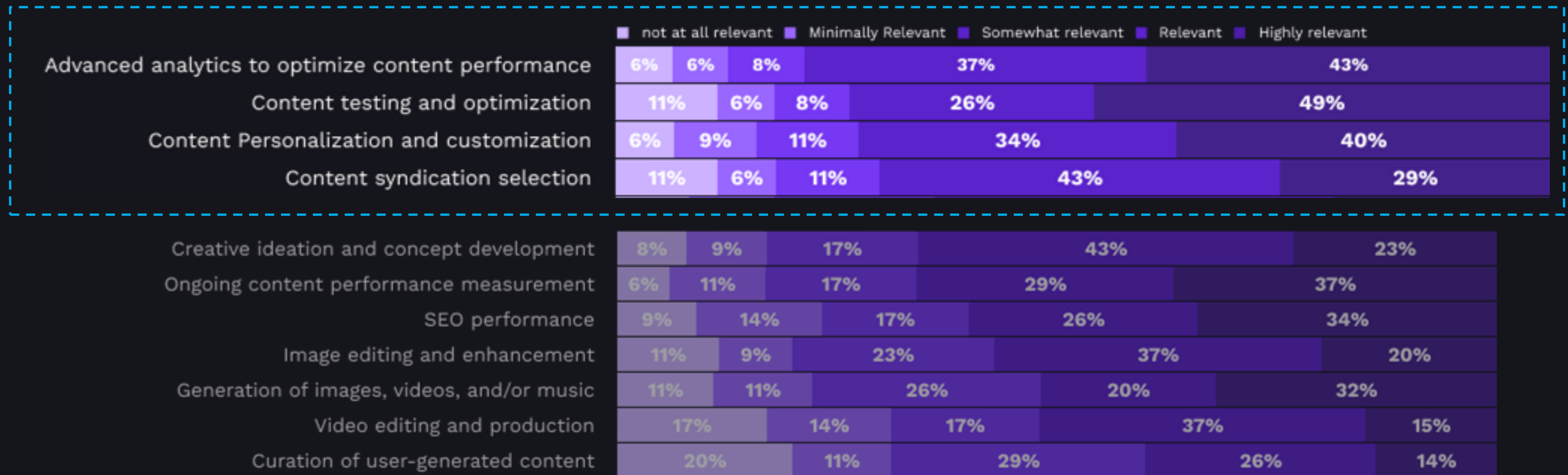
# The Rise of Visual AI

## Adoption of AI Tools or Services to Support Visual Content Creation & Measurement



# Most teams want to see AI tools enhance visual content creation and measurement processes, supplementing their existing team's strengths

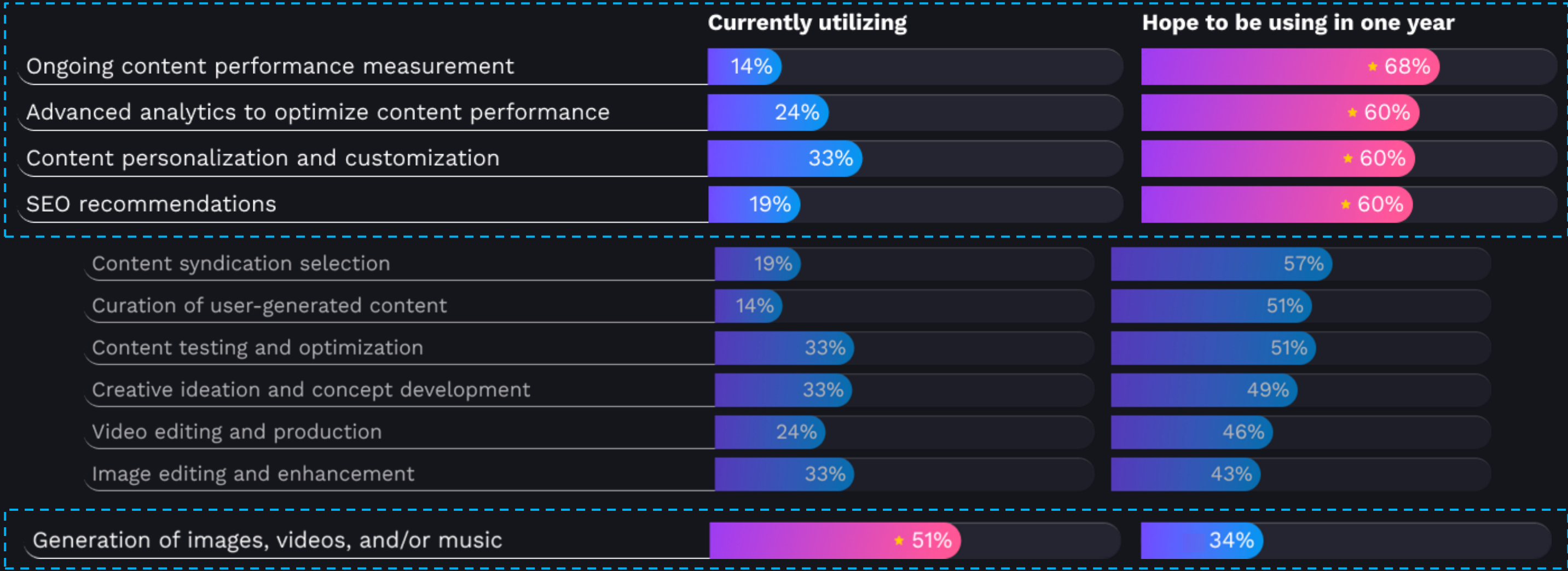
## Relevance of Ways AI May Enhance or Support Visual Content Creation & Measurement



KEY LEARNINGS

# Organizations Are Ready for a Major Shift in 2024

Use of AI Tools and Services Now vs. One Year From Now

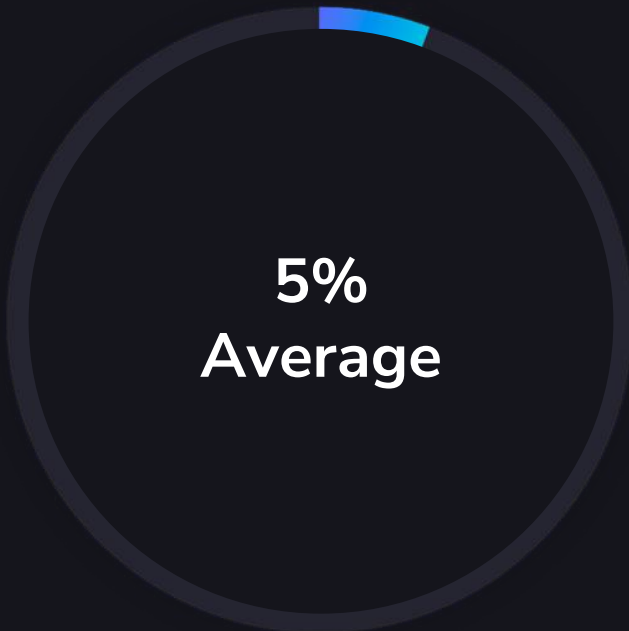


KEY LEARNINGS

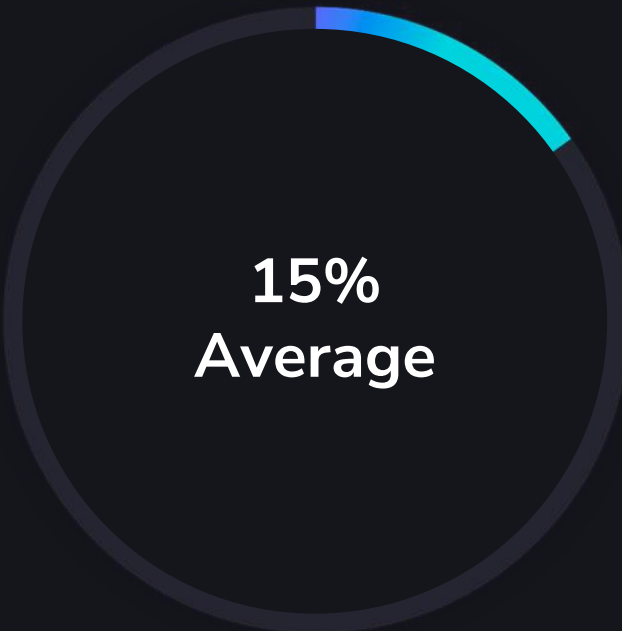
# Organizations Are Ready for a Major Shift in 2024

## Budget Allocations for AI-Based Tools or Solutions

Current Allocation



Expected allocation in one year

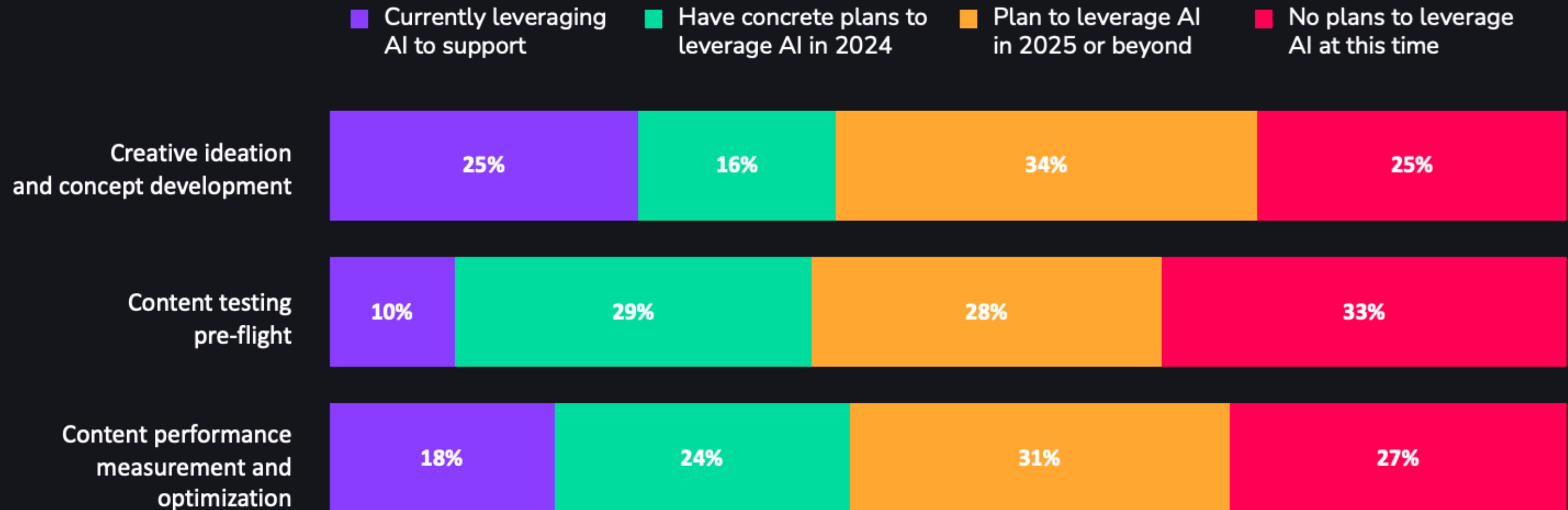


2024 | AI in Content Creation  
And Management  
Workflows



# While AI is still most used to support content ideation and concept development today, brands are shifting their priorities toward content-testing and optimization in 2024

In which of the following areas are you currently utilizing AI tools or services to support?



Across the content lifecycle, brands, retailers, and agencies are most excited about the potential for AI to make their content management efforts more efficient. **The bulk of organizations agree that efficiency benefits are where they are gaining or stand to gain the most through AI.**

Brands, retailers, and agencies recognize a breadth of benefits AI can offer to their organizations. Productivity and speed are top of mind.

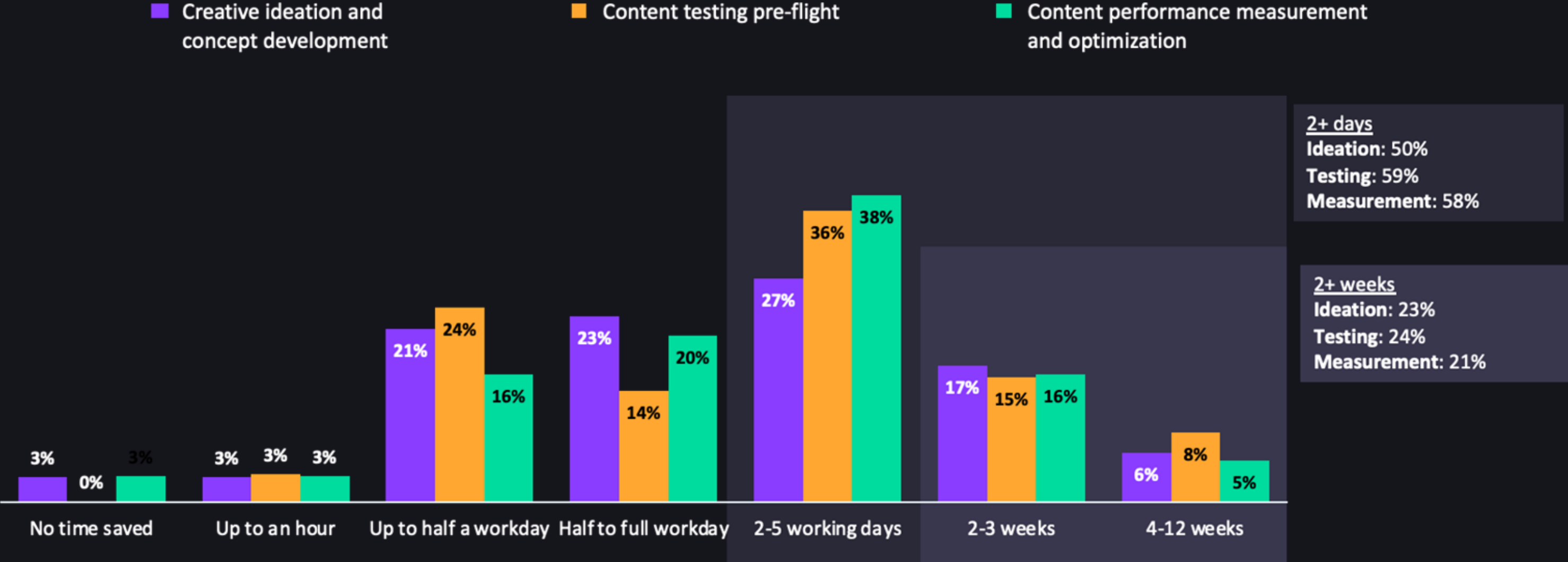
Which of these benefits has your organization realized/stands to realize through the use of AI?





Half of retailers, brands, and agencies say AI will save 2+ days on their creative ideation process, and nearly 60% say the same for content testing and measurement/optimization.

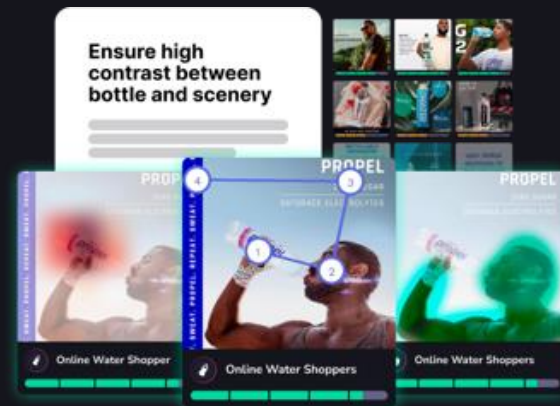
How much time do you save, or do you estimate you will save, by using AI to support...?



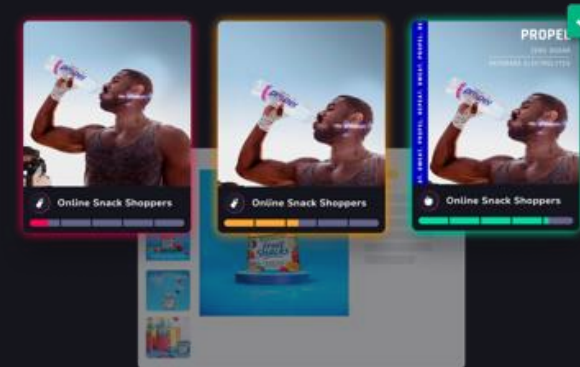
# Uniting Commerce and Creative Teams & Operationalizing AI Across the End-to-End Content Lifecycle



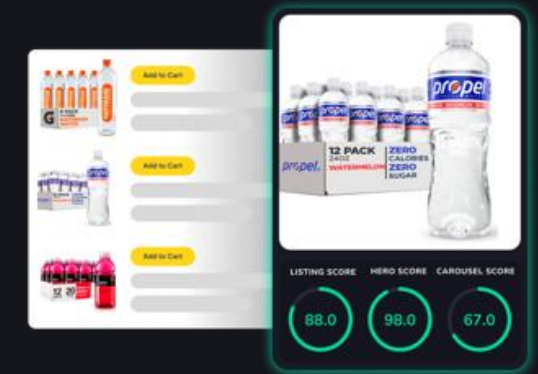
Identify Product Imagery for Optimization



Generate Data-Driven Creative Briefs



Expedite Content Testing & Readiness



Monitor Content Continuously

# Impact of AI Image Testing in Ghirardelli's Content Syndication Process

Ghirardelli leverages Vizeit in conjunction with Salsify to identify the best arrangement of their Amazon carousel images. Saving time and seeing conversion lift without having to create new images.



**10%**

average conversion rate lift on Amazon listings after rearranging images



**10x**

faster for Ghirardelli's team to select and edit product imagery



**Original**  
Content Arrangement



**Optimized**  
Content Arrangement

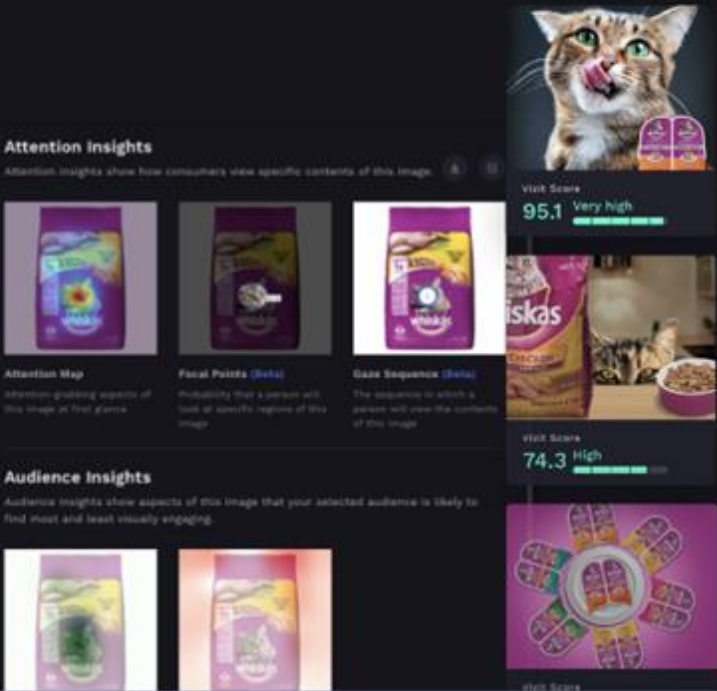
# Mars Petcare Case Study: Getting Started and Scaling AI

## STEP 1



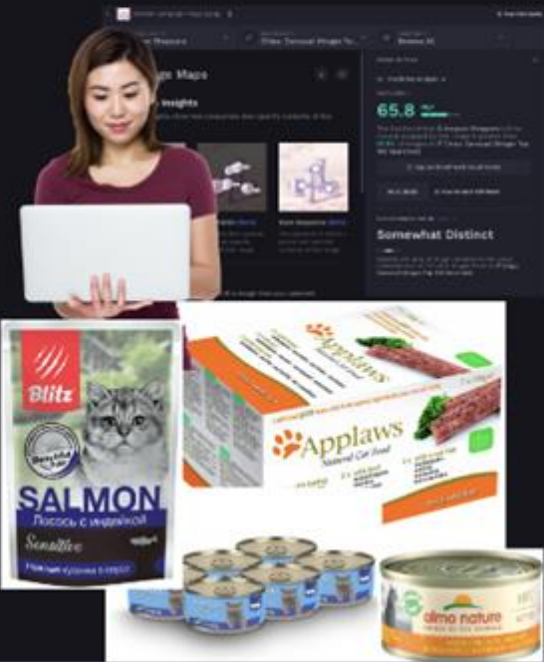
Focus on specific products in 1 specific market.

## STEP 2



Document learnings and create enterprise-wide standards.

## STEP 3



Roll-out globally and educate around enterprise standards.



**Roman Vorobiev**  
Director Design and Artwork Management

**MARS**  
Petcare

# Email [paul@vizeit.com](mailto:paul@vizeit.com) to request a PDP Visual Grader

**VIZIT**  
⚡ PDP Visual Grader  
Powered By Vizeit AI



Total Images (14)

Huggies Size 3 Diapers, Little Movers Baby Diapers, Size 3 (16-28 lbs), 156 Count (6 pac...

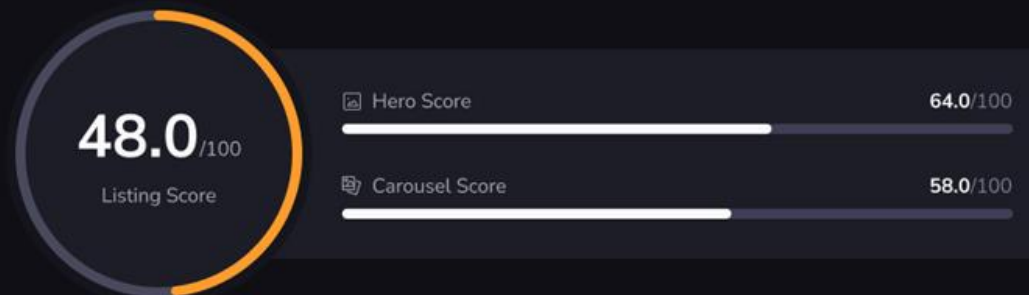
@ HUGGIES

🏷 B08QRYHC38

www.amazon.com/dp/B08QRYHC38

+ 8

🕒 Your AI-Powered Vizeit Score™



⚠ Warning 52% of product listings in your category are **outperforming you**

Product listings with ineffective visual content can lose up to 40% of conversions on the digital shelf and significantly impact overall brand performance. High-quality visual content is crucial for capturing attention, maximizing conversion, and driving retail media ROAS.

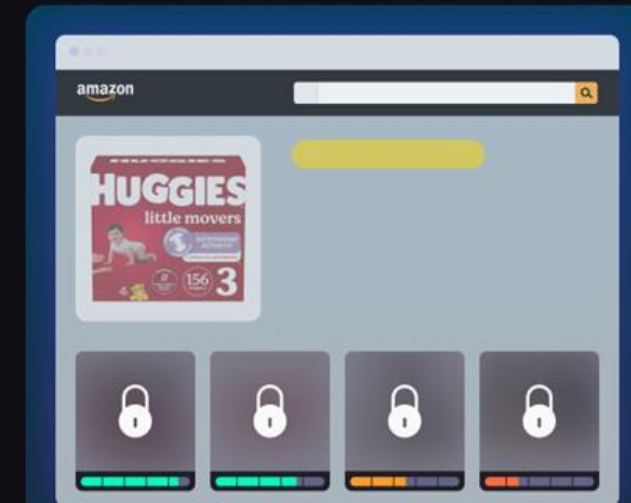
📄 Brands Outperforming You

- 99 The Honest Company
- 98 Happy Little Camper
- 96 Coterie
- 48 Huggies (You)

🔍 Visual Effectiveness Tests

- Image Scores Pass
- Image Mix Fail
- Image Arrangement Fail
- Image Count Pass

- 👤 Consumer Audience: Amazon Shoppers
- 🏷 Content Category: Diapers
- 🏪 Retailer: Amazon (United States)



**VIZIT**

The Leading Visual AI Platform relied on by the worlds top brands and retailers

MARS Kimberly-Clark Colgate GHIRARDELLI L'OREAL

Using industry-leading visual intelligence, Vizeit's patented visual AI platform helps teams instantly predict, monitor, and enhance the effectiveness of your visual content with consumers, everywhere.

[Get your grade](#)

[www.vizeit.com/demo](http://www.vizeit.com/demo)

The Vizeit Score™ (0-100) measures the visual impact and effectiveness of your product images based on AI analysis of content preference trends in your category. Higher Vizeit Scores maximize the likelihood of views and conversion, and increase shopper engagement.



firstmovr x VIZIT

**renaissance**  
RETAIL AI INSIGHTS

September 30 / 1pm ET



+ there's more to come!

Register for our upcoming omnichannel summits!

firstmovr

**9.9**  
FUTURE OF SOCIAL COMMERCE  
SEPT 9 • 12P ET

REGISTER NOW

**CYBER MONDAY**  
NEXT COMMERCE NEWS

firstmovr

THE MATRIX  
RETAIL AI GO-TO-MARKET SERIES

firstmovr Profferto VIZIT Circana  
PACVUE Yogi MidMark Meta

PART 2 | SEPT 17  
**PRESENCE**  
HOW AI SHOULD BE LEVERAGED FOR PDP CONTENT AND ORGANIC SEARCH

REGISTER NOW

firstmovr

**JBPX**  
AMAZON  
Sept 24-25

ECOMMERCE GROWTH SUMMIT

REGISTER NOW

and more...



# TOGETHER, WE GO FURTH R

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

**Don't be a stranger. We've got your back!**



**Oskar Kaszubski**  
CHIEF GROWTH OFFICER  
[oskar@firstmovr.com](mailto:oskar@firstmovr.com)



**Chris Perry**  
CHIEF LEARNING OFFICER  
[chris@firstmovr.com](mailto:chris@firstmovr.com)



**Amanda Wolff**  
BOARD MEMBER/CONTRIBUTOR  
[amanda@firstmovr.com](mailto:amanda@firstmovr.com)