

CPG AI Comparison for Marketing, Sales and Insights

AI Application (12/25)	PepsiCo (\$92B Rev.)	Kraft Heinz (\$25B Rev)	Borden Cheese	Two Other \$500M+ Food & Beverage
Marketing Content & Workflow	<input checked="" type="checkbox"/> Yes (Vidsy for video; Zappi for ad testing)	<input checked="" type="checkbox"/> Yes (TasteMaker for creative briefs/styling; XTEL for trade)	<input checked="" type="checkbox"/> Yes (AI for food shots; Recipe ideation)	<input checked="" type="checkbox"/> Yes (Social listening; Copywriting; Creating digital content)
New Product Development (NPD)	<input checked="" type="checkbox"/> Yes(Tastewise)	<input checked="" type="checkbox"/> Yes("The Cookbook" agent for R&D; TasteMaker for concepting)	<input checked="" type="checkbox"/> Yes(Leveraged insights to create "Flavor Sensations" line)	
Presentation Creation (e.g., PowerPoint)	<input checked="" type="checkbox"/> Yes (not documented)	<input checked="" type="checkbox"/> Yes(not documented)	<input checked="" type="checkbox"/> Yes(Sales/Marketing use Microsoft Copilot to build decks)	<input checked="" type="checkbox"/> Yes(Microsoft Copilot & ChatGPT for speeches and decks)
Ad Testing & Creative Effectiveness	<input checked="" type="checkbox"/> Yes(Zappi for ad testing)	<input checked="" type="checkbox"/> Yes(TasteMaker)		
Sales, Trade & Shopper Insights	<input checked="" type="checkbox"/> Yes(Agentforce)	<input checked="" type="checkbox"/> Yes(XTEL for trade promo; SymphonyAI for shopper insights)	<input checked="" type="checkbox"/> Yes(Sales presentations via Copilot)	<input checked="" type="checkbox"/> Yes(Synthesizing research data; "Probing" presentations)
Packaging Design	<input checked="" type="checkbox"/> Yes (not documented)	<input checked="" type="checkbox"/> Yes (not documented)	<input checked="" type="checkbox"/> Yes(Agencies use Dragonfly for packaging)	

SOURCE: Public statements from PepsiCo, Kraft Heinz and Borden as well as proprietary executive interviews by Insight to Action, ITA Analysis.

NOTE: If the column is not checked, it does not mean that the organization is not experimenting. If the label is "Yes" (not documented) it means that it is a reasonable assumption that the organization is using it, even if not documented. As of 12/25.