Dragonfly AI

The Future of Agile Creative Testing in Tobacco Innovation & Nicotine Alternatives

2025

How Leading Brands Optimize Packaging, Digital, and eCommerce Assets at Breakneck Speed

As the tobacco industry evolves, brands are expanding into smoke-free alternatives, nicotine pouches, and next-gen products.

The challenge? Consumers interact with products across multiple channels such as retail shelves, eCommerce platforms, and digital advertising, and every touchpoint needs to be optimized for maximum impact.

Yet, most creative decisions still rely on slow, expensive research methods, leading to missed opportunities, redesign delays, and inefficient marketing spend.

This eBook explores how tobacco innovation brands can use bioengineered predictive intelligence to effectively optimize packaging, point-of-sale materials, and digital assets, before they go live.

Why Traditional Testing Doesn't Work for Tobacco & Nicotine Brands

The Speed vs. Accuracy Dilemma

The traditional model of testing packaging, point-of-sale displays, and ad creative involves:

×   Slow focus groups and consumer surveys that take weeks or months to generate insights.

×   Subjective human bias, making it hard to predict real consumer reactions.

×   Limited scale, testing a few variations rather than exploring all creative possibilities.

How Nicotine Innovation Brands Are Moving to Agile Creative Testing

"We need to be agile in testing and iterating. Traditional research (focus groups) is too slow and expensive"

Global Insights & Intelligence Lead, Global tabacco brand

What Is Predictive Creative Intelligence?

Bioengineered algorithm that analyzes visual clarity, digestibility, and standout factor in seconds.

It processes millions of data points to predict what consumers will notice and engage with, across shelves, retail environments, and digital screens.

Unlike traditional research, it provides instant feedback on packaging, point-of-sale, and digital assets, before launch.

"When considering Dragonfly's biologically plausible architecture, it works as a dual-rate antagonistic structure. The luminance of input images is transformed into positive and negative features where we use these two measures, direct and inverse, to extract sensory conspicuity features like how our visual pathways do. That's how Dragonfly works."

Dr Hamit Soyel
Chief Scientist and Inventor

The Business Impact:
Why Agile Testing
Matters for Tobacco
& Nicotine Alternatives

Faster Market Launch

Brands reduce time-to-market by 30% by replacing slow focus groups with predictive testing.

Higher Consumer Engagement

Optimized packaging & marketing materials increase recall and visibility by 20-30%.

Cost Savings

Teams avoid expensive redesigns and wasted marketing spend.

The Top 3 Areas Where Brands Are Using Predictive Creative Intelligence

1. Packaging & Label Design

Ensuring clear, compliant, and high-impact visual hierarchy before printing.

2. Point-of-Sale & Trade Marketing

Optimizing retail displays and signage for maximum consumer attention.

3. eCommerce & Digital

Testing DTC & Amazon images, advertising creatives, and product thumbnails for visibility and conversion.

The Future of Creative Testing in Tobacco & Nicotine Innovation

Step 1
Packaging Testing for Market Entry

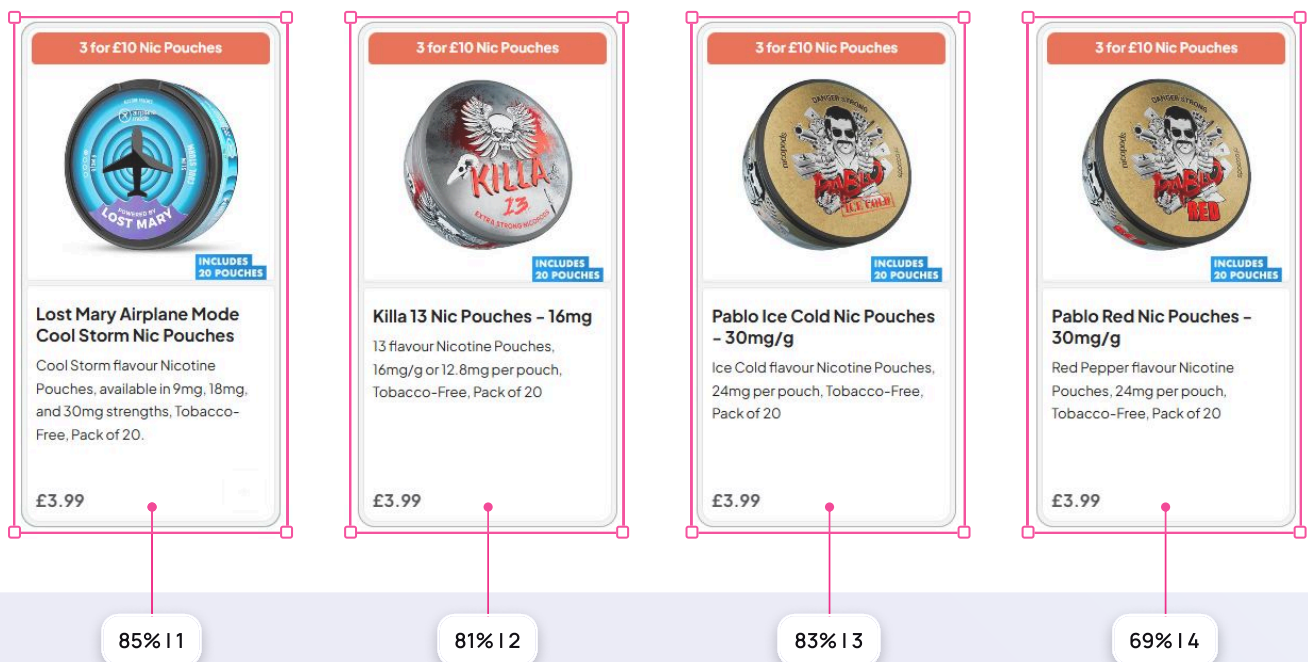Validate design clarity, regulatory compliance, and consumer attention.

Step 2
Retail & Point-of-Sale Optimization

Ensure trade marketing materials and displays drive maximum impact.

Step 3
eCommerce & Digital Expansion

Optimize DTC product pages, Amazon imagery, and digital ads for visibility and conversion.

3 for £10 Nic Pouches

INCLUDES 20 POUCHES

Lost Mary Airplane Mode Cool Storm Nic Pouches

Cool Storm flavour Nicotine Pouches, available in 9mg, 18mg, and 30mg strengths, Tobacco-Free, Pack of 20.

£3.99

3 for £10 Nic Pouches

INCLUDES 20 POUCHES

Killa 13 Nic Pouches – 16mg

13 flavour Nicotine Pouches, 16mg/g or 12.8mg per pouch, Tobacco-Free, Pack of 20

£3.99

3 for £10 Nic Pouches

INCLUDES 20 POUCHES

Pablo Ice Cold Nic Pouches – 30mg/g

Ice Cold flavour Nicotine Pouches, 24mg per pouch, Tobacco-Free, Pack of 20

£3.99

3 for £10 Nic Pouches

INCLUDES 20 POUCHES

Pablo Red Nic Pouches – 30mg/g

Red Pepper flavour Nicotine Pouches, 24mg per pouch, Tobacco-Free, Pack of 20

£3.99

85% | 1   81% | 2   83% | 3   69% | 4

Case Study: Optopus Enhances eCommerce Content with Predictive Analytics

The Challenge

Optopus, a leading online shopping and retail tech agency, specializes in optimizing eContent for global brands. Their primary goal is to enhance and modify e-packshots and product descriptors to make them more visible and easily searchable. However, they faced a significant challenge: a lack of data validation for decision-making. Relying on intuition-based decisions and post-launch feedback often led to inefficiencies and missed opportunities. Optopus sought a solution that would provide data-driven insights to inform their creative process, reduce pre-launch risks, and support better creative decisions.

The Solution

To overcome this challenge, Optopus integrated the Dragonfly AI platform into every stage of their creative process:

Audit Stage: They used Dragonfly AI to identify which elements of their designs were failing to communicate effectively to prospective consumers.

Design Stage: The platform guided their design team in creating assets that aligned with their design objectives, ensuring clarity and effectiveness.

Testing Stage: Finally, Dragonfly AI analyzed how well the e-packshots performed against their desired messaging, providing actionable insights for further refinement.

This comprehensive approach allowed Optopus to replace intuition-based decision-making with data-driven strategies, leading to more effective and efficient creative processes.

The Results

By implementing Dragonfly AI, Optopus empowered their design team with data-informed insights, saving time and money in pre-launch experimentation for their client brands. This approach led to significant improvements in the effectiveness of their eContent.

"At Optopus, we use the Dragonfly AI tool during the creation process of mobile-ready hero images. This tool emulates the behavior of the human brain to analyze eContent in the way a person browsing a website would. It shows us whether the content is communicating what it needs to and whether the messaging is clear. Thanks to MRHI, brands that have placed their trust in Optopus have managed to increase sales by up to 40%."

Sílvia Aguilar
CEO & Creative Project Lead
Optopus

How Your Team
Can Gain a
Competitive Edge

Make Every Creative Decision Count

Say goodbye to guesswork. Instantly predict consumer attention and engagement across packaging, retail, and digital assets before they go live.

Reduce Risk, Increase Impact

Avoid costly redesigns and wasted marketing spend by ensuring your assets stand out on the shelf, online, and in advertising—without relying on slow, expensive consumer testing.

Accelerate Time-to-Market

Traditional focus groups and manual testing take weeks or months. Dragonfly AI provides instant feedback to speed up decision-making and streamline your creative process.

Optimize Every Consumer Touchpoint

From packaging to eCommerce images, point-of-sale displays, and ad creative, Dragonfly helps ensure every asset captures attention and drives conversion.

100% Compliance-Friendly

Dragonfly is a bioengineered predictive model that provides insight-driven creative validation without compromising security or privacy. We also have SOC2 accreditation!
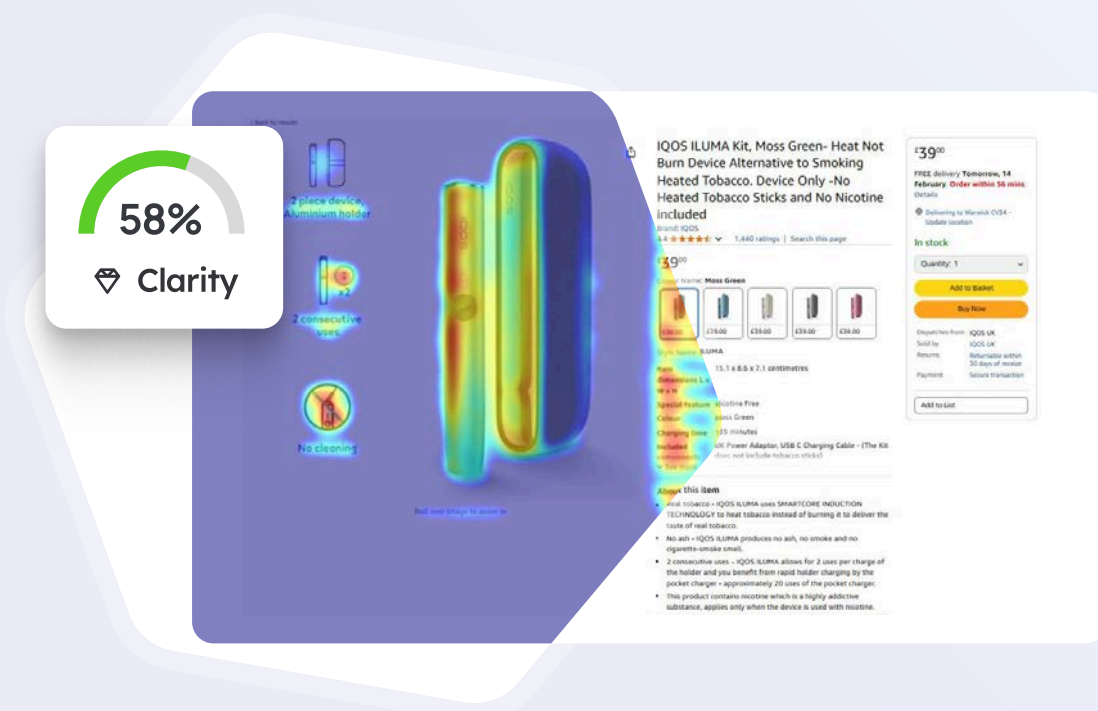
Ready to See the Results for Yourself?

Book a 15-Minute Demo

Experience instant creative testing and learn how it can transform your team's approach to design, marketing, and packaging.

Queen Mary
University of London

Scientifically engineered

AICPA SOC

SOC2 Accredited

CYBER ESSENTIALS CERTIFIED PLUS

Dragonfly AI