Dragonfly AI

The Unforgettable Product Playbook

Dragonfly AI Framework for Global CPG Brands

64%

87%

Contents

Executive Summary

In today's consumer landscape, attention is one of the most valuable-and limited-resources. With consumers bombarded by an average of **10,000 ads a day and over 200 million pieces of online content being generated every 60 seconds,** competition is no longer just about delivering a better product. It's about capturing fleeting moments of attention in a market that constantly pushes new content to increasingly distracted audiences.
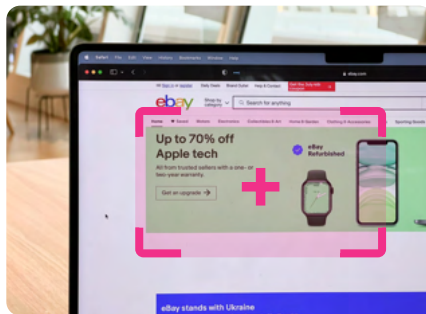
On average, it takes only **0.4 seconds** for a consumer's brain **to react to an ad**. Your visual assets need to not only get attention, but to do so immediately.

For CPG brands, this attention challenge creates both urgency and opportunity. Rapid tech advances allow brands to leverage new tools and data-driven insights, moving from subjective feedback to objective data..

The Creative Confidence Playbook offers a **solution through key metrics — Visibility, Clarity, and Digestibility. This data-led approach drives faster content optimization and improved ROI, helping brands succeed in an increasingly attention-scarce world.**

Introduction

We created the Creative Confidence Playbook as a practical design framework, something that you can use to make an impact on your creative processes.

The principles are drawn from in-depth observations with our leading CPG clients and are built on proven strategies and success stories. Brands applying these principles have boosted in-store and online sales, cut creative production costs by up to 40%, halved testing timelines, and greatly expanded their creative impact across global campaigns.

60%
*CPG brands have invested in AI and machine learning technology
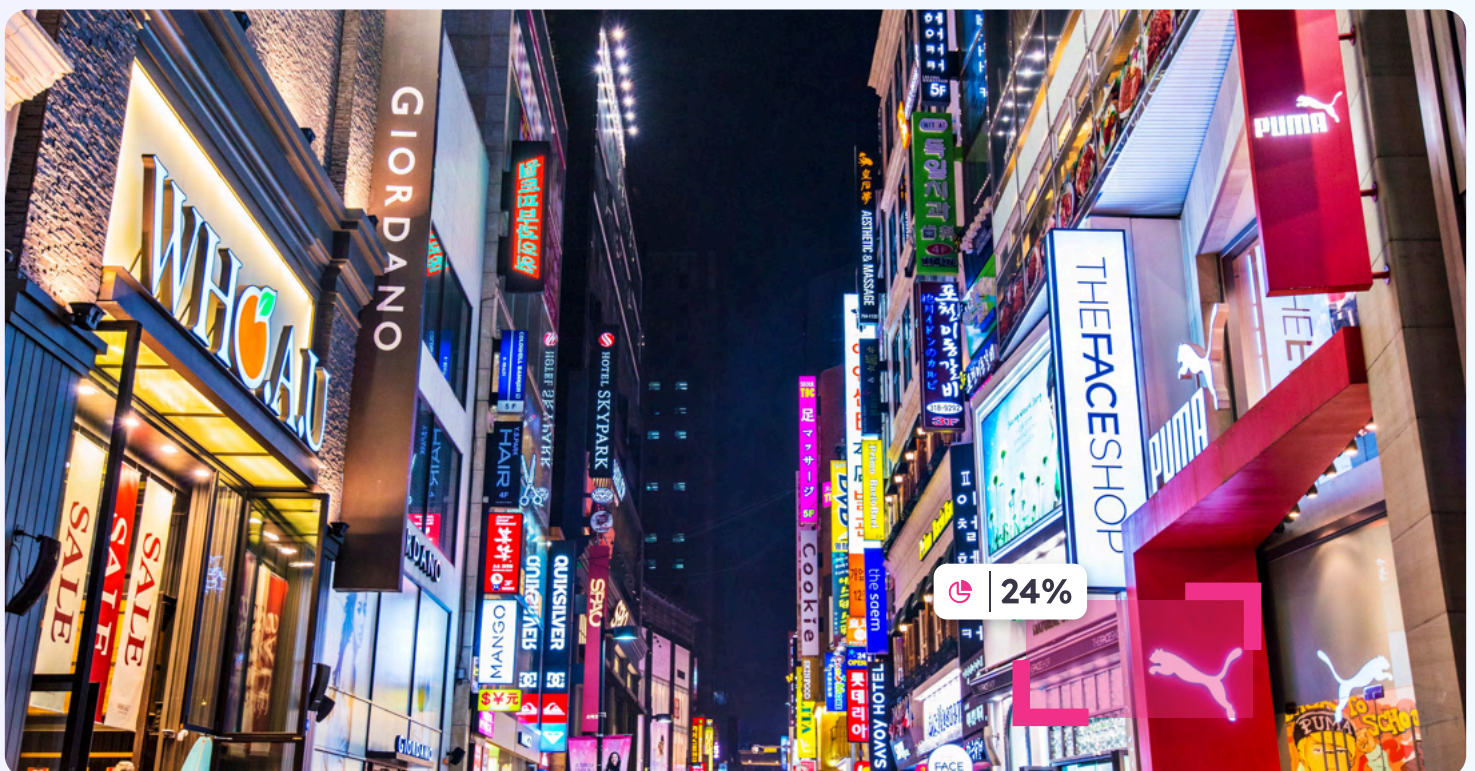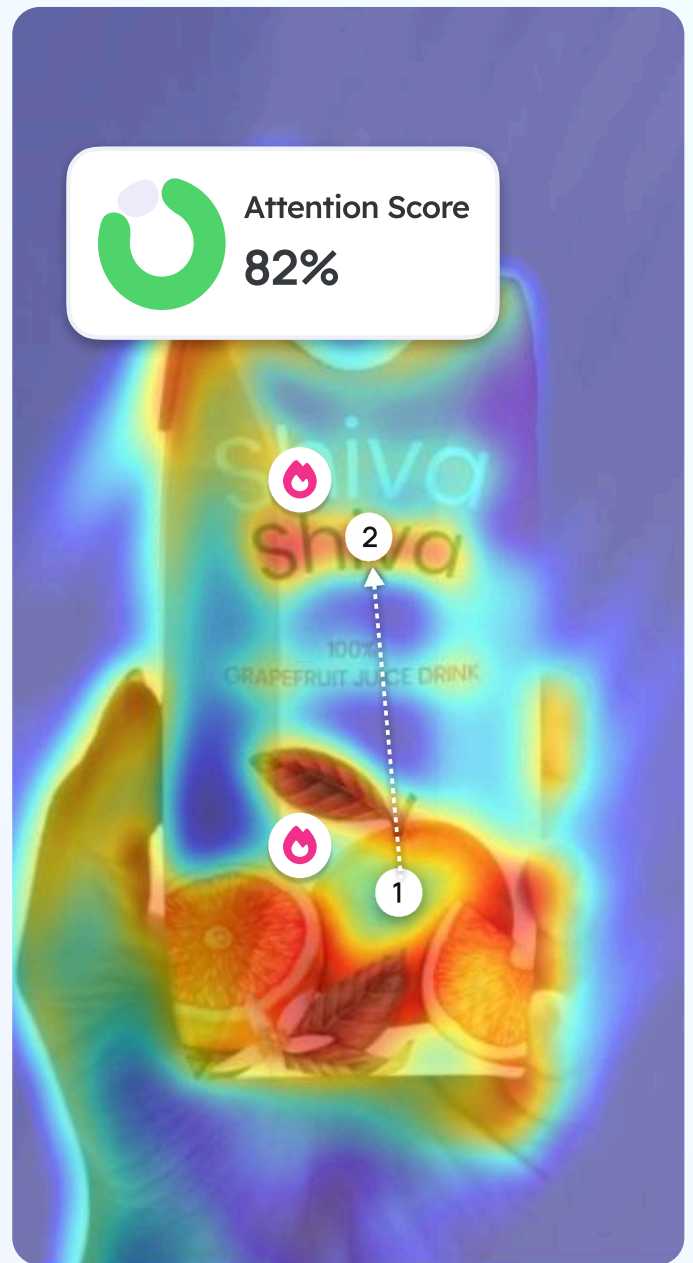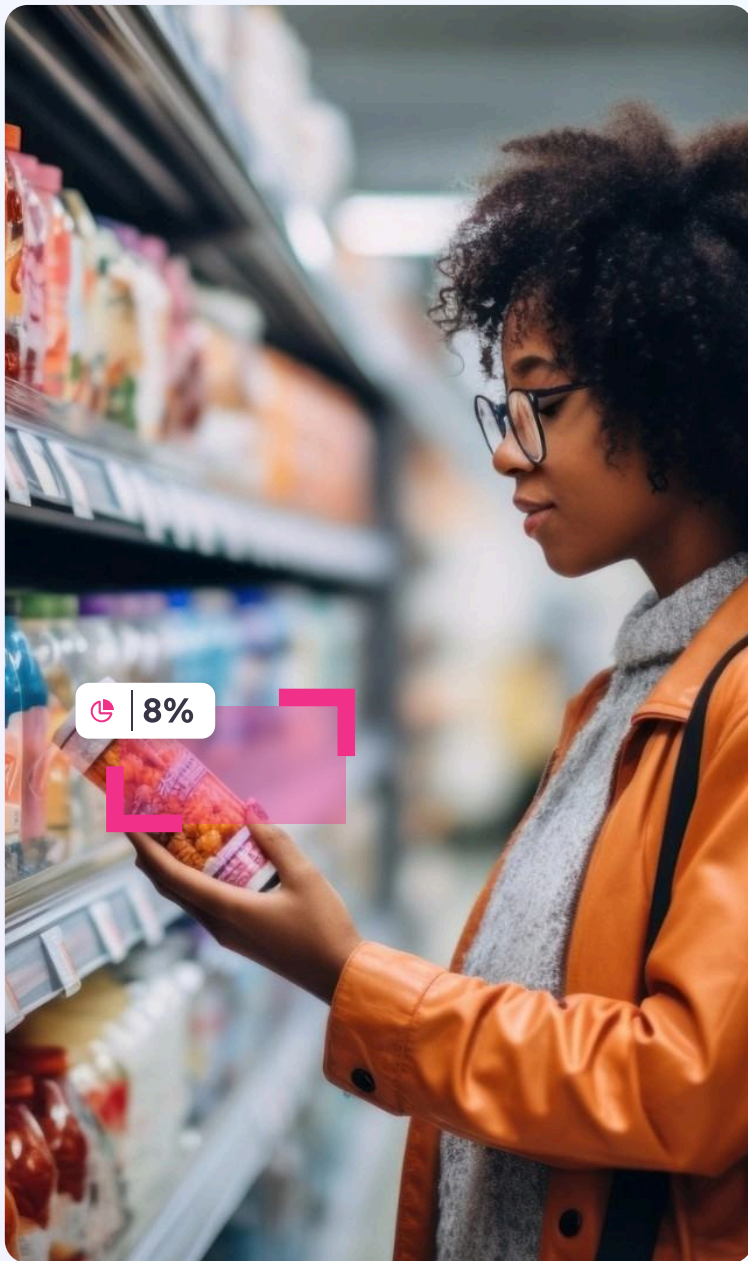
45%
*Increase in attention on shelf

$300k+
*increase in Ecommerce sales uplift

30%
*increase in promotional engagement

Attention Score
82%

8%

24%

What makes this playbook different?

It's built on the foundation of AI-powered insights that **eliminate the guesswork from creative decisions.** By integrating predictive analytics into their design process, brands can now:

Optimize creative assets before investing in production

Scale creative testing across global markets efficiently

Maintain brand consistency performance across all channels

Launch new products & campaigns with data-backed confidence

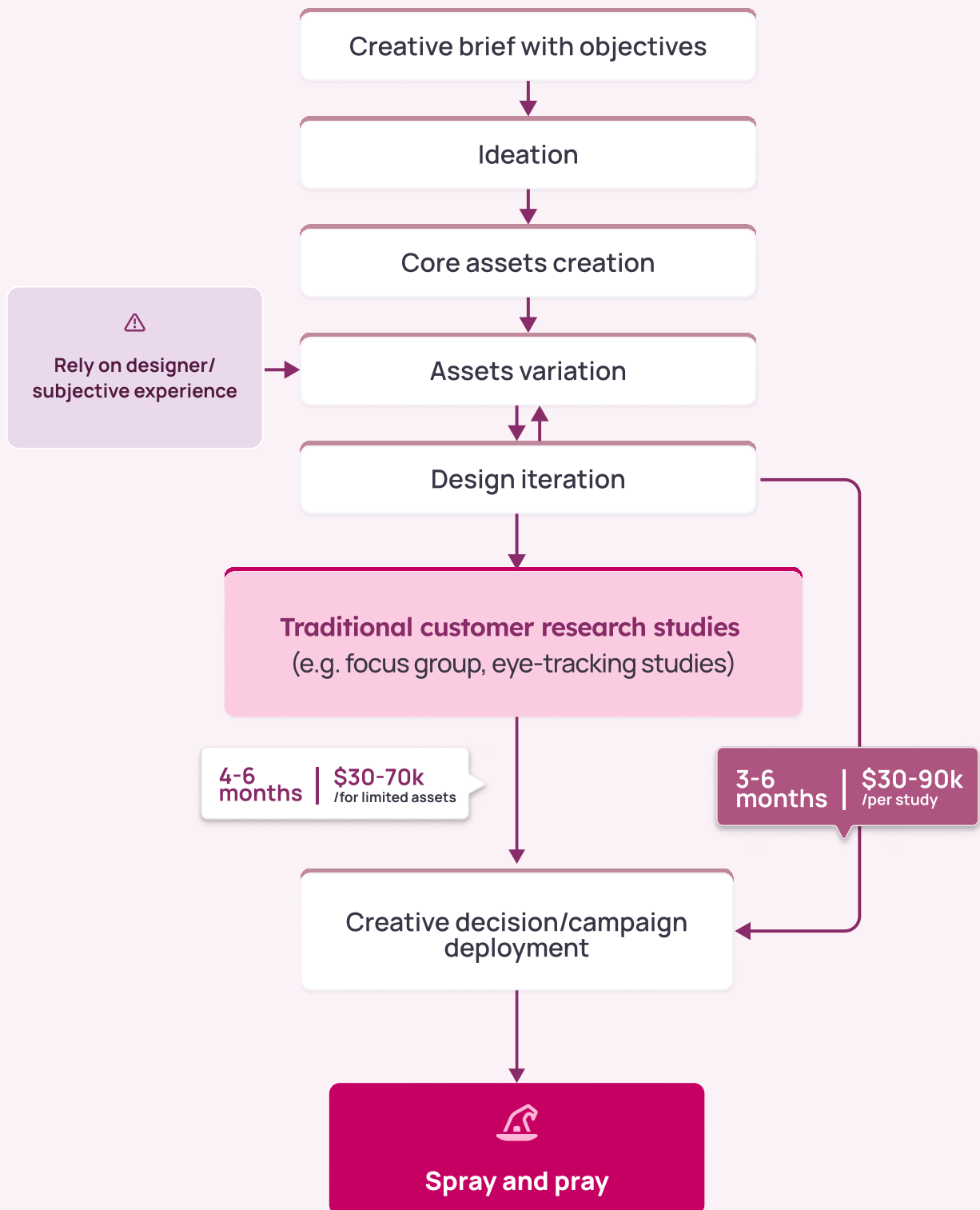# Performance-driven creative production process

Let's be clear

AI isn't just changing the game—it's creating an entirely new playbook. Today's brands are discovering they can predict campaign performance with remarkable accuracy, optimize in real-time, and make decisions backed by solid data. It's not science fiction; it's the new reality of creative intelligence.

Creative Edge

Remember waiting weeks for focus group results? Modern brands need insights at the speed of digital culture, and that's exactly what AI-powered creative intelligence delivers - insights in real time.
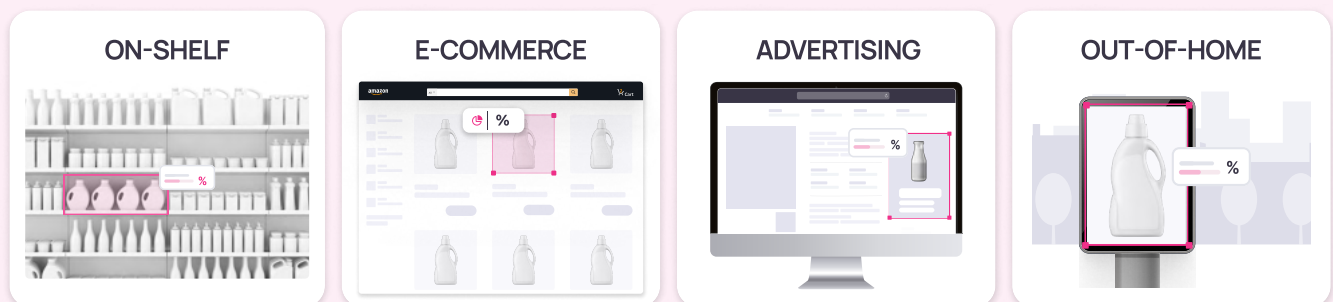
Traditional Creative Production Process

Creative brief with objectives

↓

Ideation

↓

Core assets creation

↓

Rely on designer/subjective experience → Assets variation

↓↑

Design iteration

↓

Traditional customer research studies
(e.g. focus group, eye-tracking studies)

4-6 months | $30-70k /for limited assets

3-6 months | $30-90k /per study

↓

Creative decision/campaign deployment

↓

Spray and pray

Here's what's changed

Instead of waiting months for market feedback, you can now get instant performance predictions

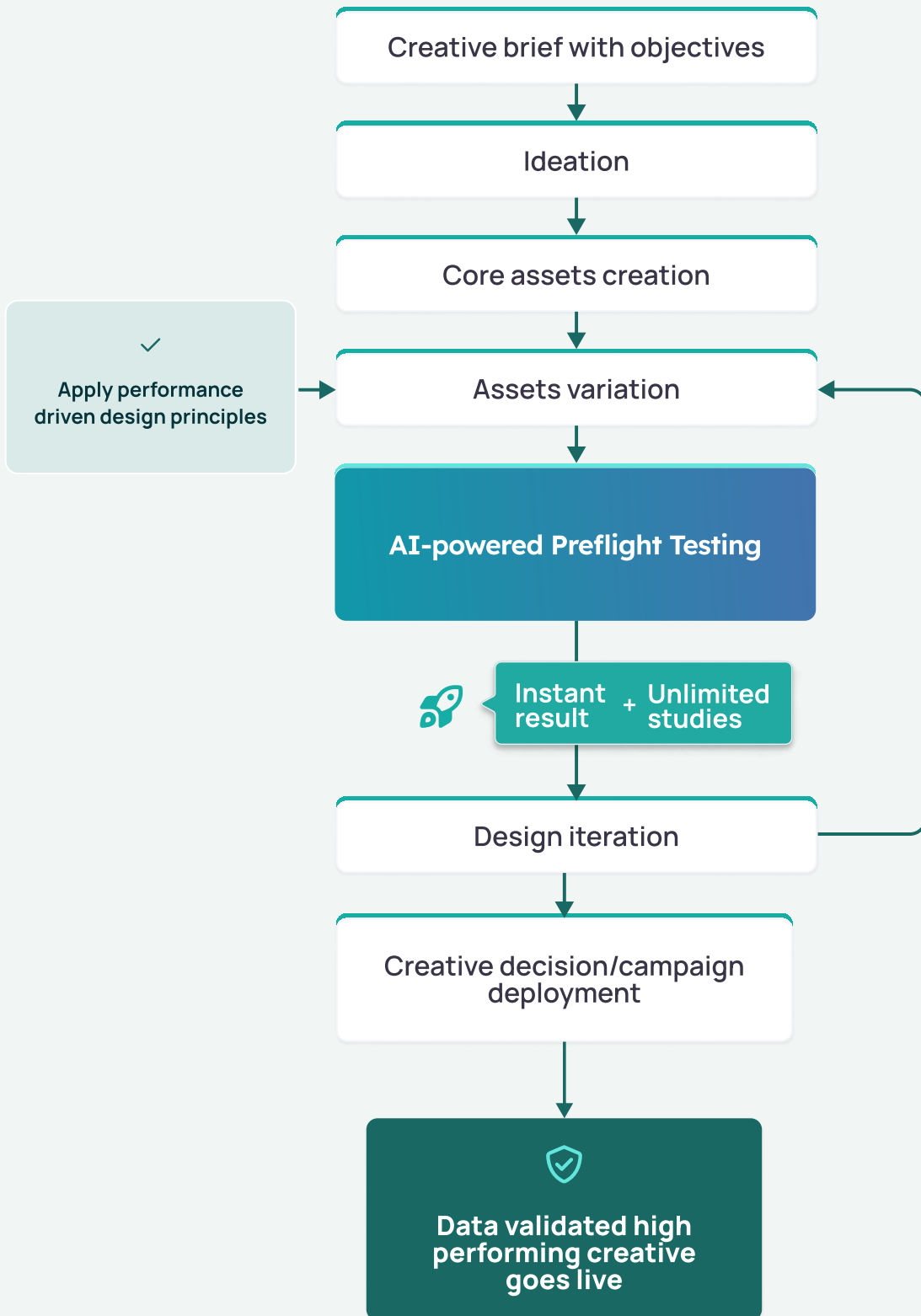Replace guesswork with data-driven insights across multiple markets simultaneously

Adapt and optimize designs in real-time based on concrete performance metrics

Integrating AI tools into your creative process means you can transform how you approach design across all your channels, enabling you to work smarter and ensure every creative effort is impactful. This evolution is about having one, omnichannel solution across all key use cases :

ON-SHELF

E-COMMERCE

ADVERTISING

OUT-OF-HOME

The result? Higher ROI, increased conversion rates, and substantial savings in time and costs

AI-powered Creative Production Process

```
Creative brief with objectives
          ↓
       Ideation
          ↓
   Core assets creation
          ↓
```

Apply performance driven design principles → **Assets variation**

```
   Assets variation
          ↓
```

AI-powered Preflight Testing

Instant result + Unlimited studies

```
          ↓
    Design iteration
          ↓
Creative decision/campaign deployment
          ↓
```

Data validated high performing creative goes live

Real results, real impact

Let's talk tangible benefits:

Enhanced ROI
When you design with performance data as your guide, every pixel serves a purpose:

- Higher engagement rates across channels
- Improved conversion metrics
- More efficient marketing spend

Accelerated Launch Cycles
Speed-to-market isn't just a nice-to-have anymore—it's crucial for staying competitive. With AI-powered insights:

- Cut approval times by up to 50%
- Reduce revision cycles dramatically
- Launch campaigns with confidence, faster

Smart Decisions, Better Outcomes
This is where science meets creativity. By integrating performance data into your design process, you:

- Make decisions based on evidence, not assumptions
- Align creative choices with business goals
- Scale successful approaches across markets efficiently

Global CPG brands are already using these approaches to transform their creative processes and achieve remarkable results.
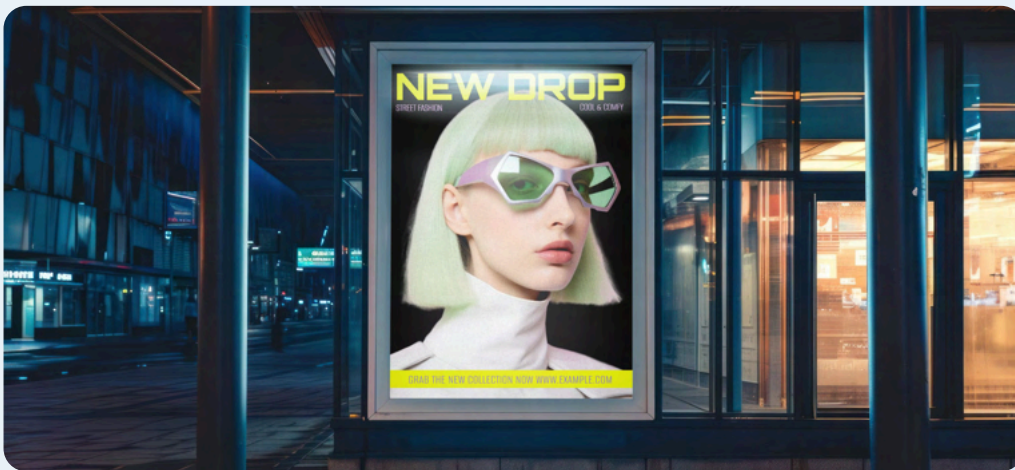
Design Principles:
overview

Dragonfly AI

Our design principles give you a systematic framework to creating high-performance creative assets that deliver measurable results.

Using this data-informed approach ensures your creative assets don't just capture attention — they drive action.
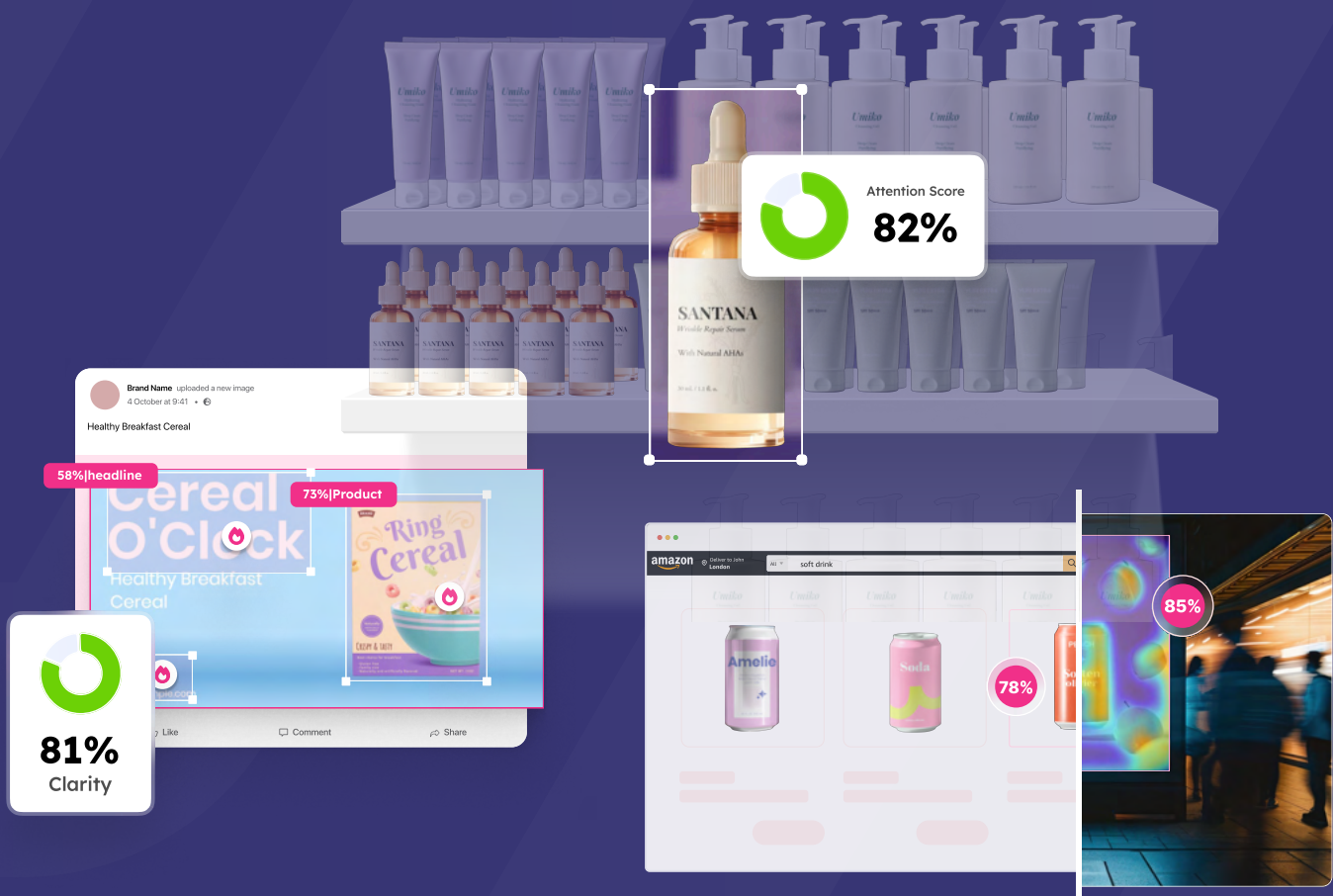
The power of measured design

By integrating these principles with an AI-powered attention scoring system, you can create a feedback loop that transforms subjective design decisions into objective performance metrics.
This allows for:

Precise **measurement** of design effectiveness

Consistent performance **across channels**

Data-driven creative optimization

Scalable design systems

The result?

Creative assets that consistently deliver on both aesthetic and performance metrics, driving meaningful business outcomes.

A unified Attention Score can help you assess and refine your designs to ensure maximum visibility and engagement.

Attention scores are made up of three elements—Visibility, Clarity, and Digestibility. You can use the Dragonfly AI's Attention Score to predict how well a visual asset will capture viewer attention across various environments, such as retail spaces and digital platforms. Let's look at each one in turn:

Attention score

Visibility score

Indicates how noticeable a visual asset is within its environment by assessing factors like color contrast, placement, and size of the elements. This metric helps you understand and optimize the prominence of your designs, ensuring they will stand out in both digital and physical spaces.

Clarity Score

Evaluates how easily viewers can interpret and understand a visual asset, assessing factors like text readability, image sharpness, and overall layout. By optimizing for clarity, you can ensure your message is quickly and effectively communicated to your audience.

Digestibility score

Measures how easily viewers can process and retain the information presented in a visual asset. By assessing elements like layout, text hierarchy, and visual flow, the Digestibility Score helps you optimize your designs to ensure that key messages are quickly and effortlessly understood by your audience.

Attention Score
82%

73%|Product

89%
◆ Clarity

76%
💬 Digestibility

67%
👁 Visibility
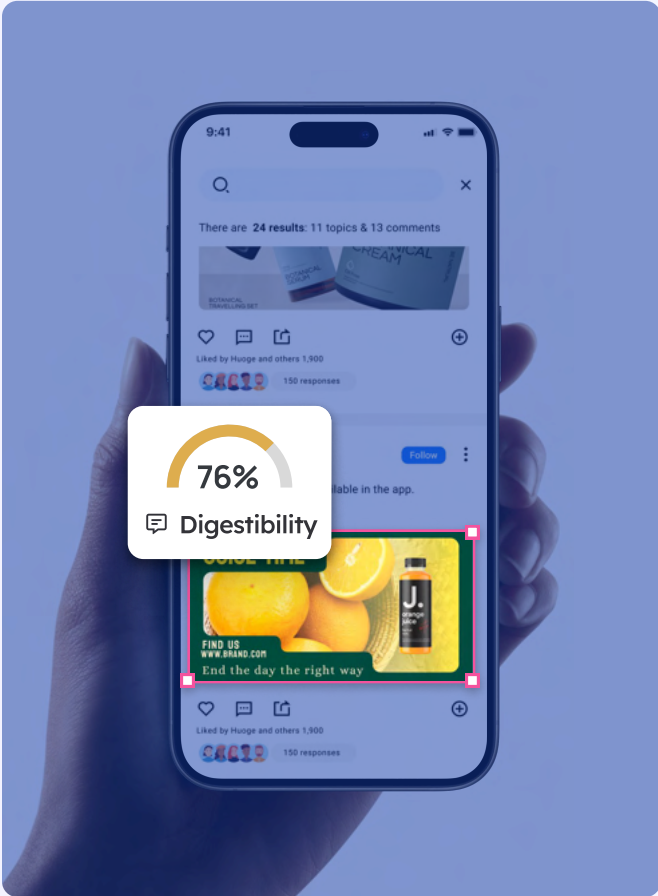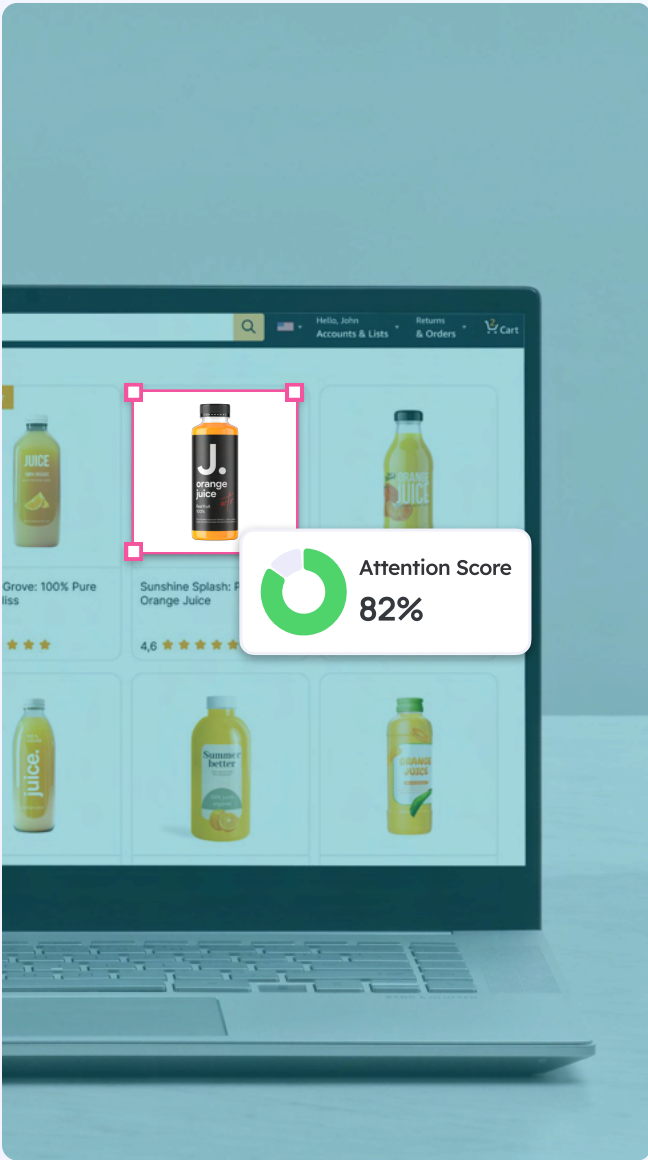
If you can increase the attention span by a second, you're likely to increase recall by 78%

Gordon Doherty,
Head of Client Services,
Marketreach

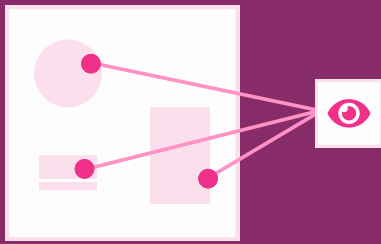# Core Performance Principles

Establish a clear visual hierarchy

Define color guidelines

Background optimization

Maximize use of space

Typography

Placement of key elements

Establish a clear visual hierarchy

Emphasize key elements

Focus on 3-5 primary areas

Bring your key elements into a central position

Align the visual structure

Establish a Clear Visual Hierarchy

> **Emphasize key elements** by making them prominent and larger. Zooming in on the bottle makes it more prominent and takes up more of the overall image, instantly improving the Clarity and Digestibility of the creative.
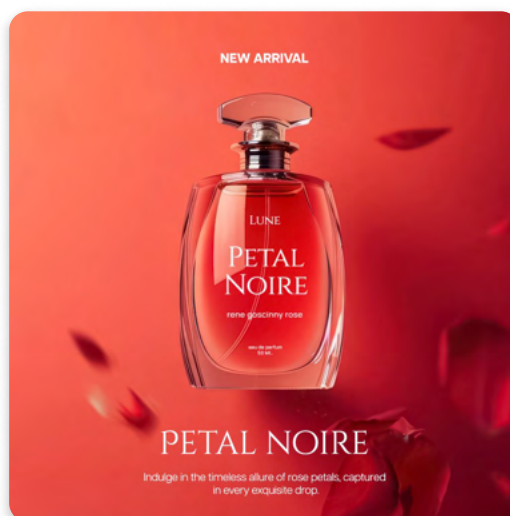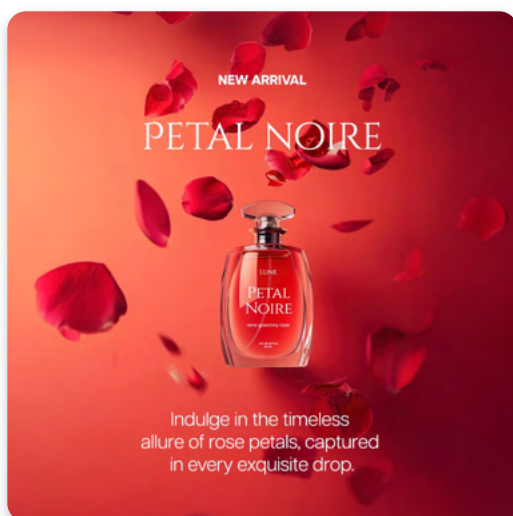
| Hotspots 8 🔥 | Clarity 45% | Hotspots 4 🔥 | Clarity 83% |
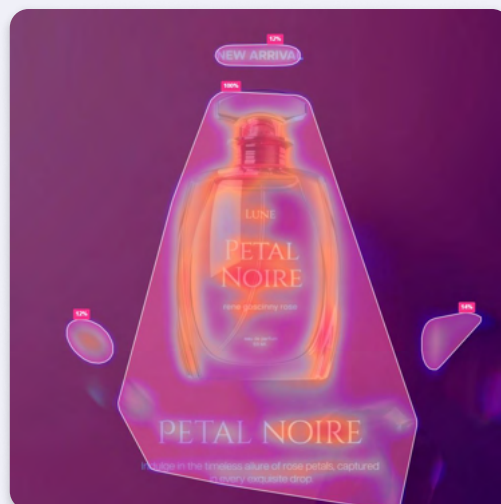
Establish a Clear Visual Hierarchy
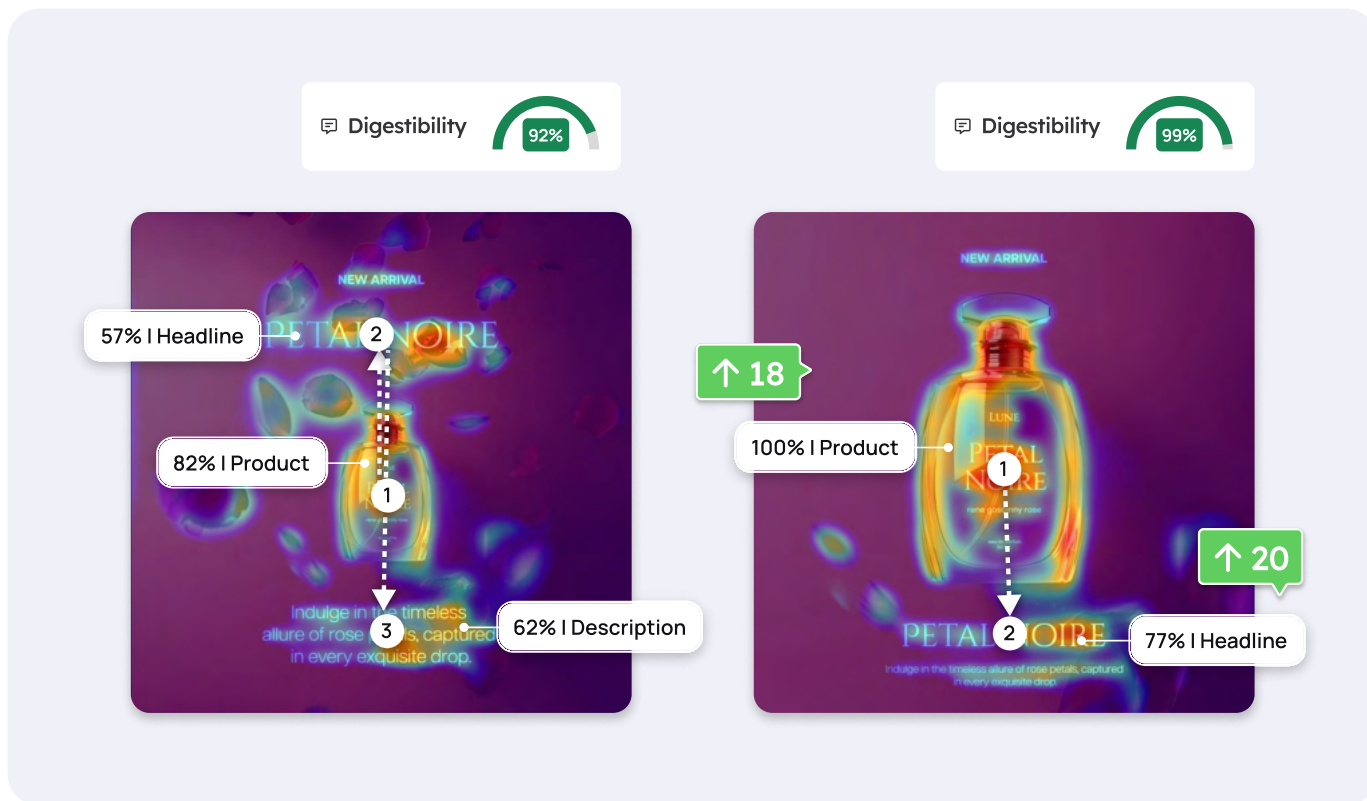
> **Focus on 3–5 primary areas** to maintain Clarity and Digestibility—more than this can dilute the message.

Establish a Clear Visual Hierarchy

| Hotspots | 9 | Clarity | 57% | | Hotspots | 3 | Clarity | 88% |
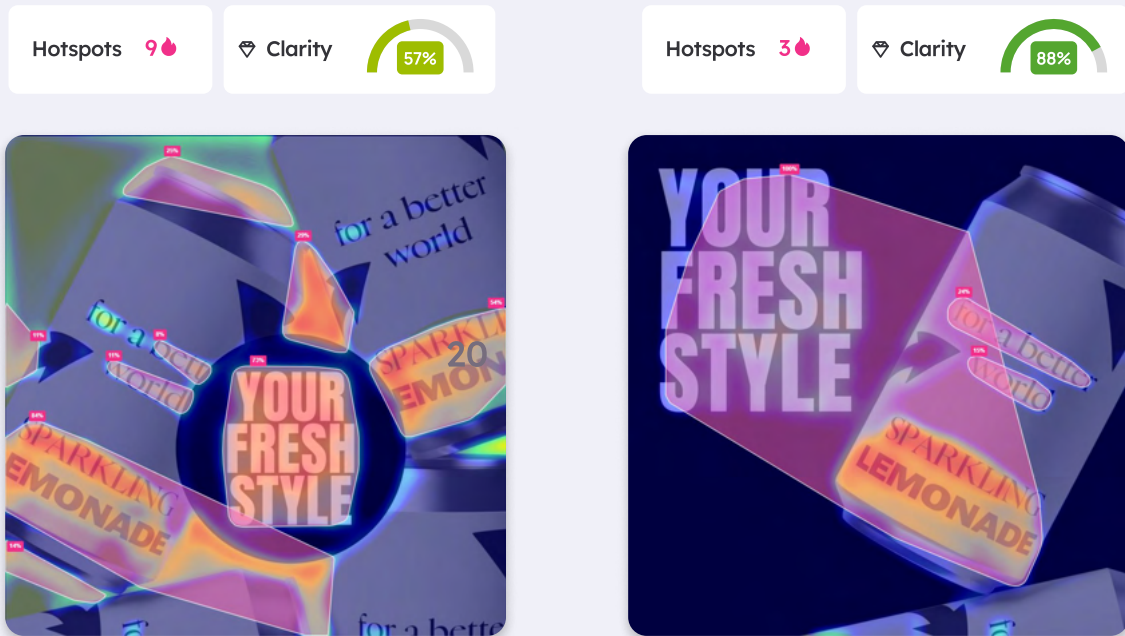
Bringing your key elements into a central position will lift your creative's performance. The example on the right scores higher on Clarity in comparison due to the limited number of hotspots that the customer will be focusing on.

Establish a Clear Visual Hierarchy

| Hotspots | 7 🔥 | Clarity | 72% | Hotspots | 3 🔥 | Clarity | 84% |
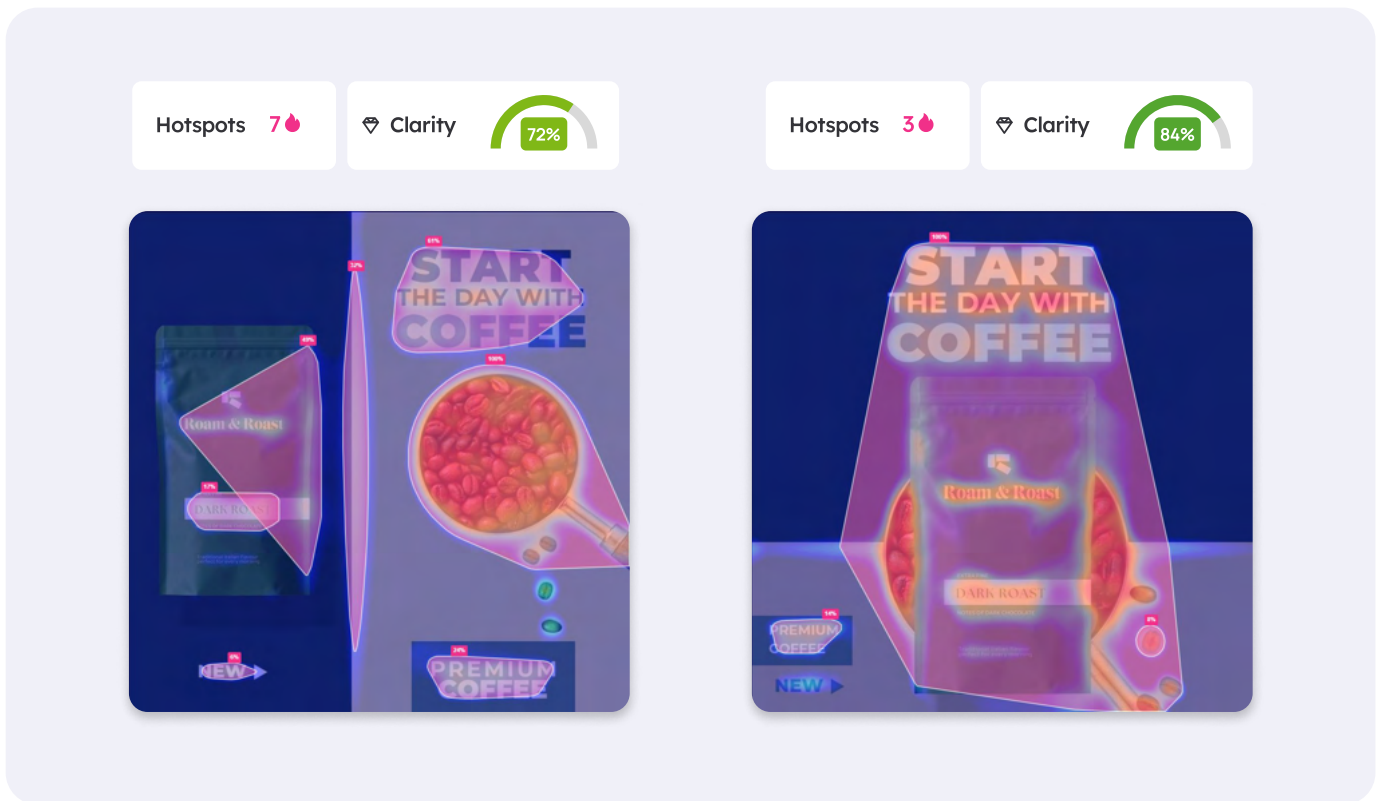
> **Align the visual structure** with your brand's communication goals and creative vision.

Establish a Clear Visual Hierarchy
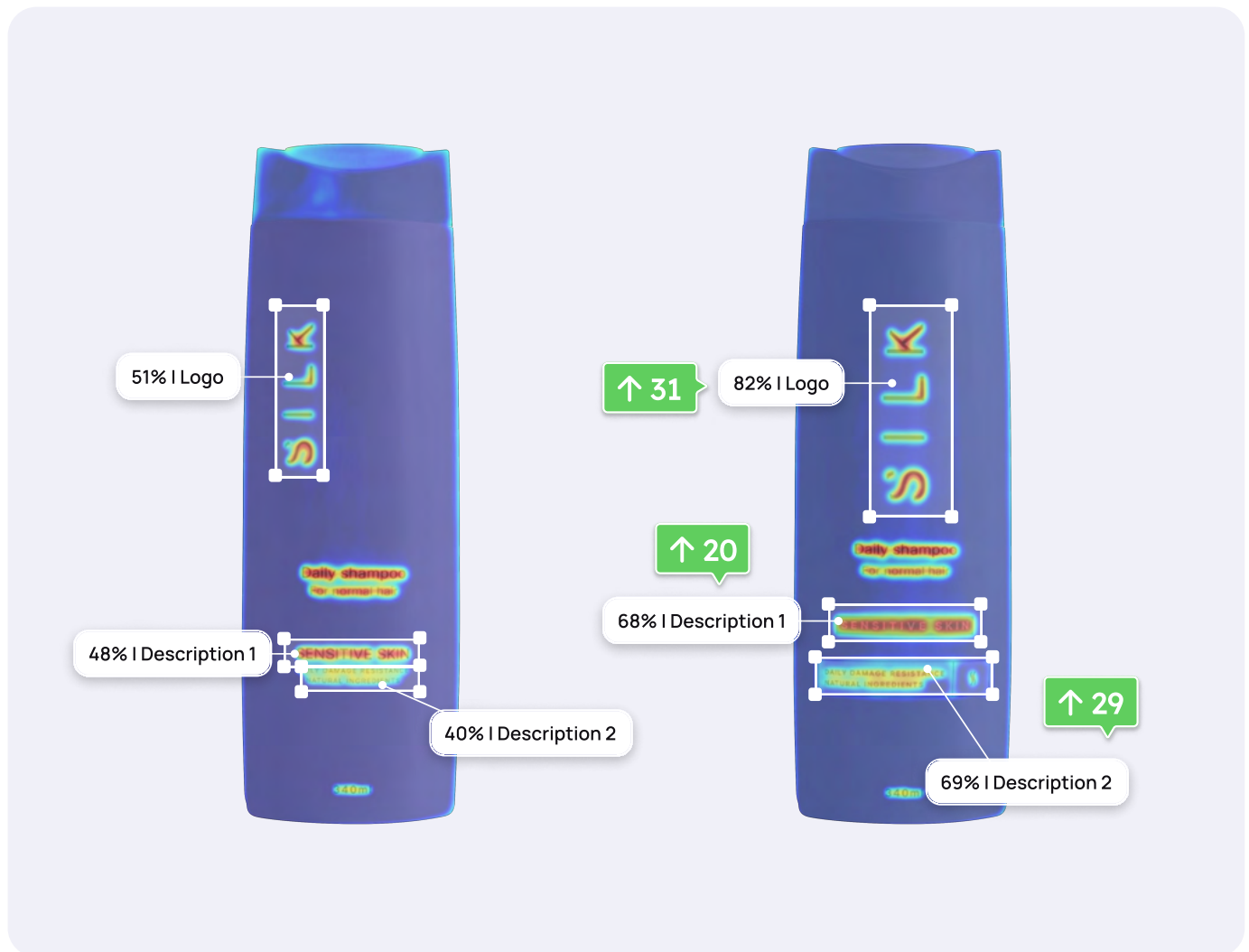
The way you organize and prioritize visual elements in your design should **reflect your brand's messaging goals and the purpose** behind the design.
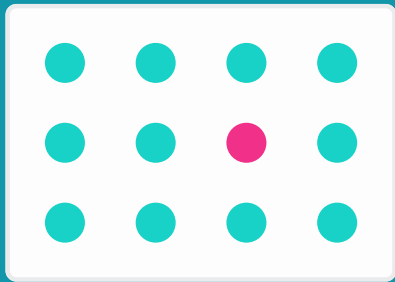
Define color guidelines

Use research-backed color psychology

See the impact of contrasting colors and variations

Maintain brand consistency across channels

Define Color Guidelines

> **Use contrasting colors** to attract attention.

The green background in the second image contrasts well with the text and product, significantly impacting its Clarity and Digestibility scores. In comparison, the mix of blue shades in the first image dominates, and the overall attention score suffers as a result.
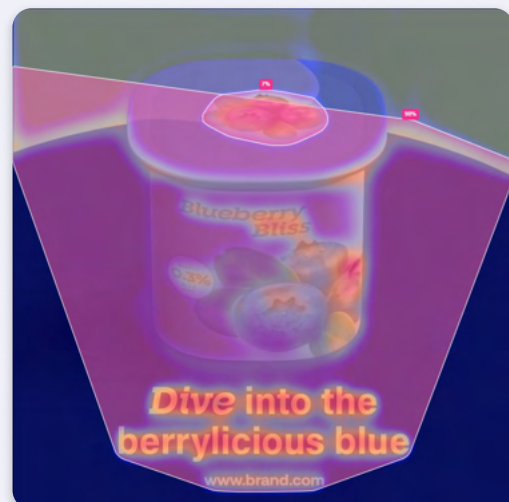

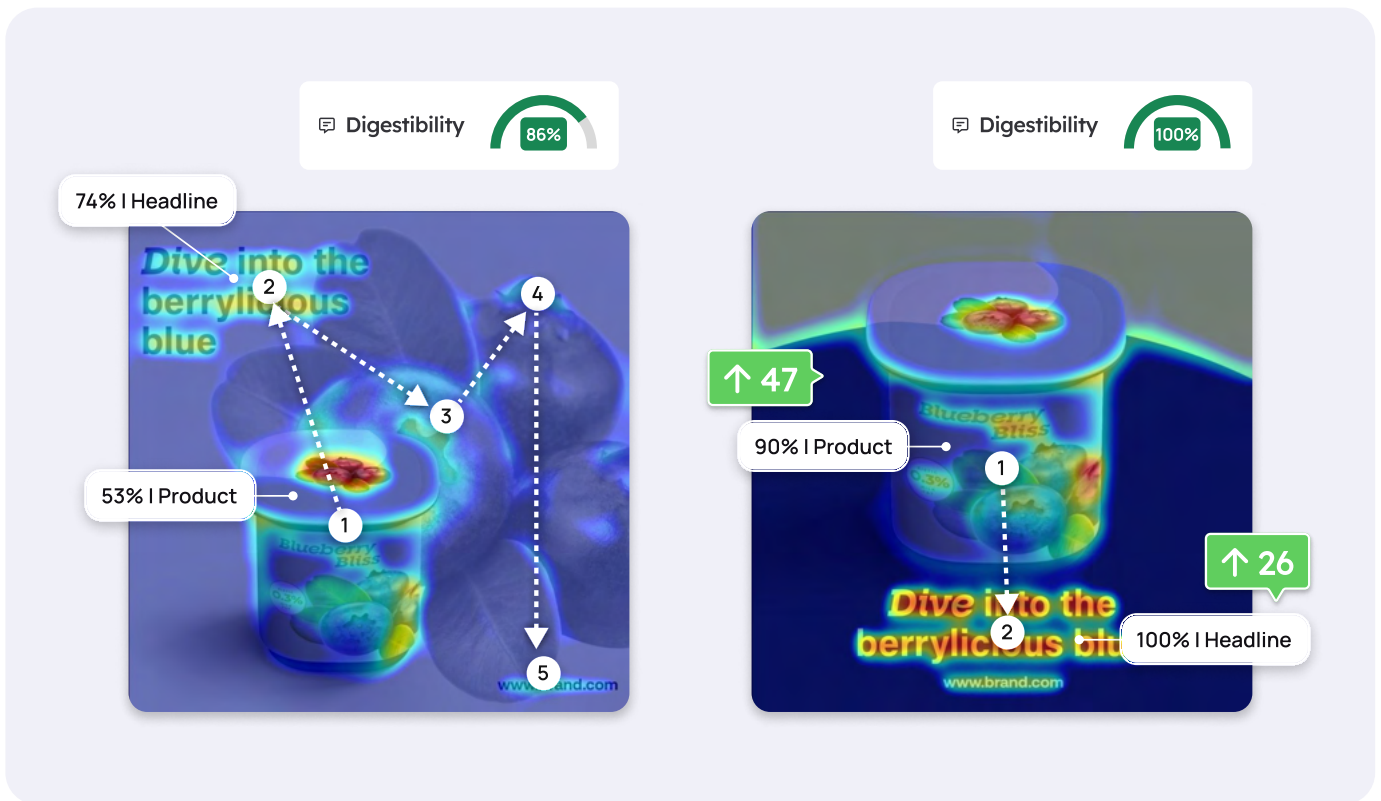|		
Hotspots **5**	Clarity	**79%**

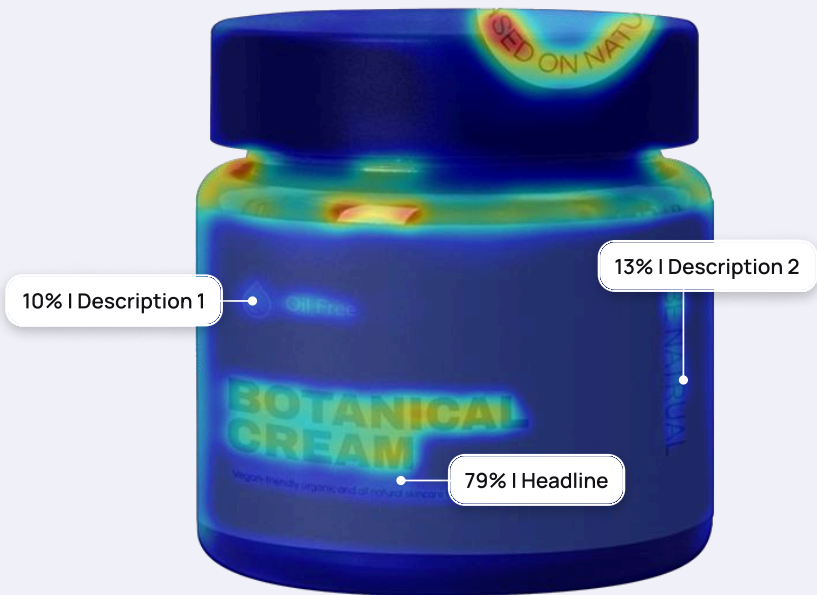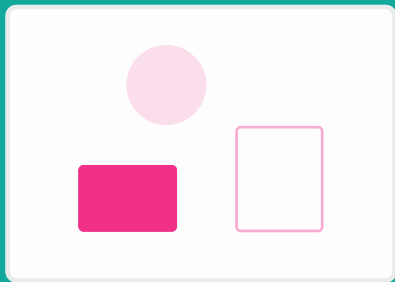|		
Hotspots **2**	Clarity	**96%**
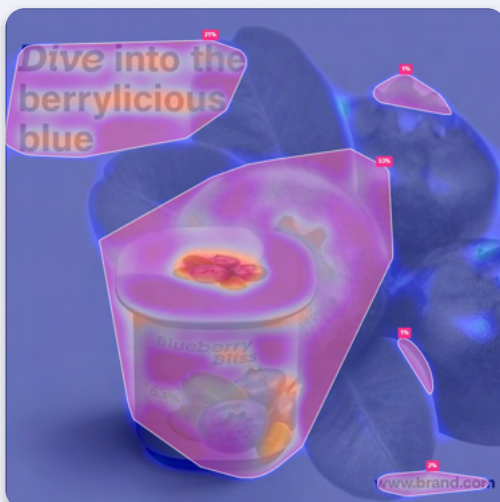
Define Color Guidelines

Employ color variations to highlight essential elements within the design. Maximize attention by using a mix of distinctive colors. The eye is drawn to the image with a more varied color spectrum, as reflected in its higher Digestibility score.

Define Color Guidelines

10% I Description 1

13% I Description 2

79% I Headline

Digestibility 67%

↑ 10

20% I Description 1

19% I Description 2

↑ 6

↑ 11

90% I Headline

Digestibility 82%

Background optimization

Keep backgrounds simple

Minimize unnecessary elements
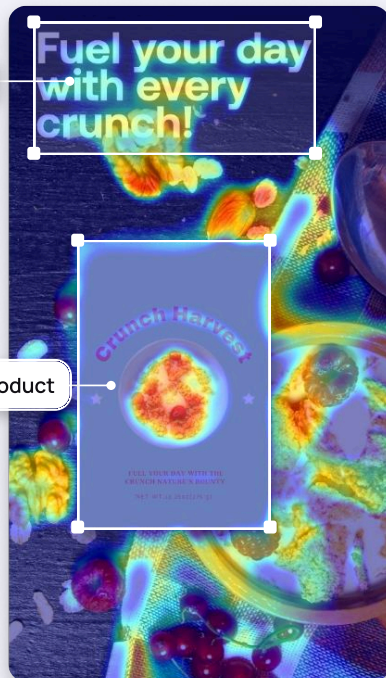
Improve message clarity
through controlled contrast

Background Optimization

Keep backgrounds simple to allow key elements to stand out effectively.
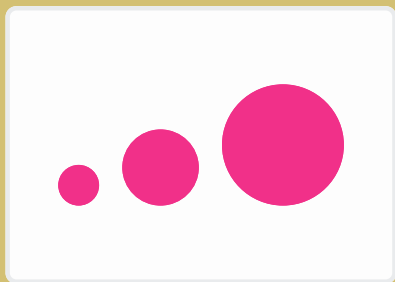

46% I Headine

51% I Product

↑ 49

100% I Product

↑ 30

76% I Headine

Minimize unnecessary elements and avoid busy backgrounds, as these distractions can pull focus away from your main design.

Maximize use of space

Optimize use of white space
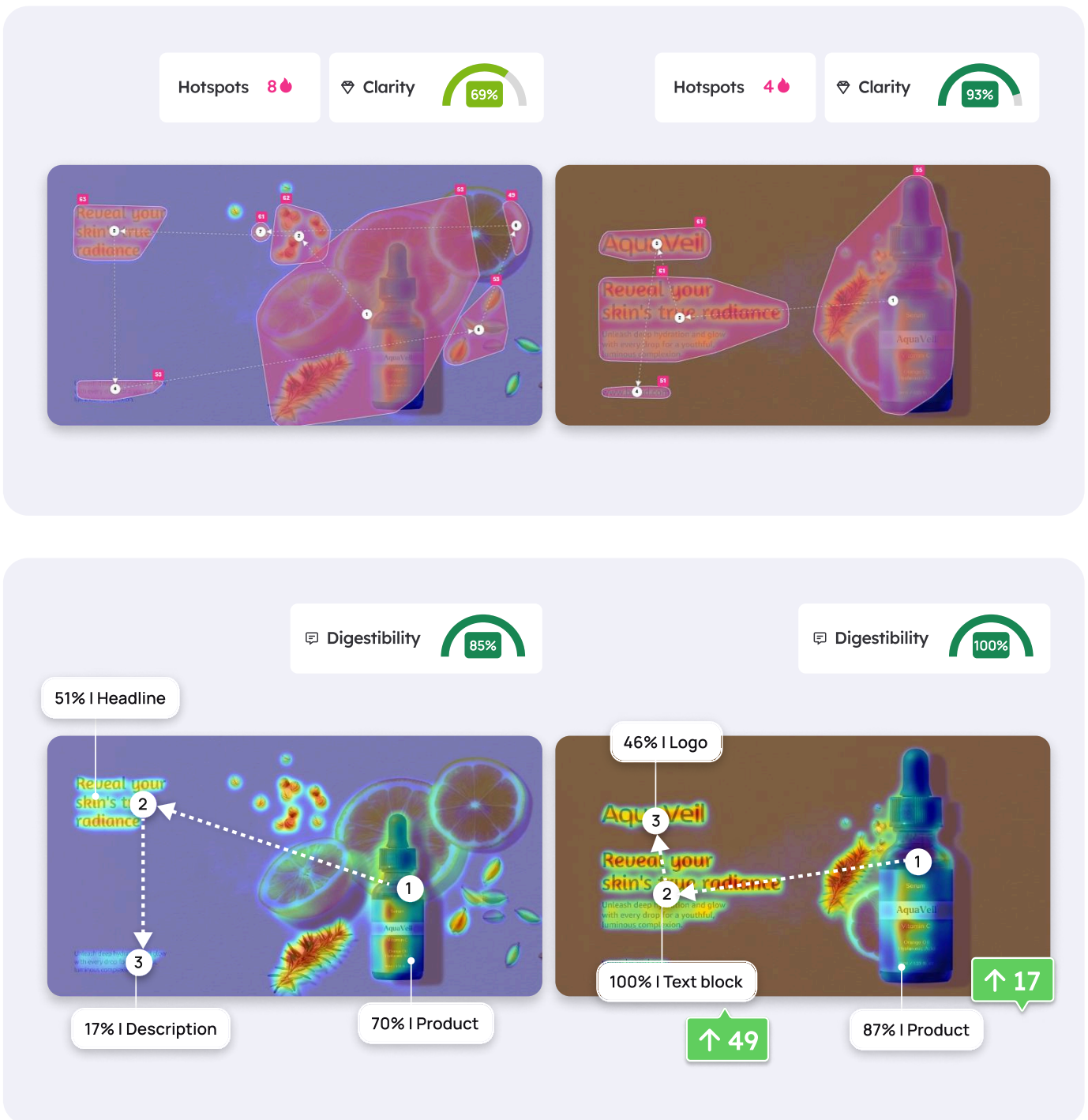
Balance your creative

Maximize information retention

Maximize Use of Space

**Avoid empty areas in your designs** unless they're designated for copy, logos, or calls-to-action (CTAs).

Maximize Use of Space

| Hotspots 8 | Clarity 69% | Hotspots 4 | Clarity 93% |

| Digestibility 85% | Digestibility 100% |

51% I Headline
17% I Description
70% I Product

46% I Logo
100% I Text block
↑ 49
↑ 17
87% I Product

By filling the empty areas in the design with a headline and logo, the overall Attention Score is instantly improved by 98%, Clarity by 93%, and Digestibility by 100%.

typography
typography
typography
typography
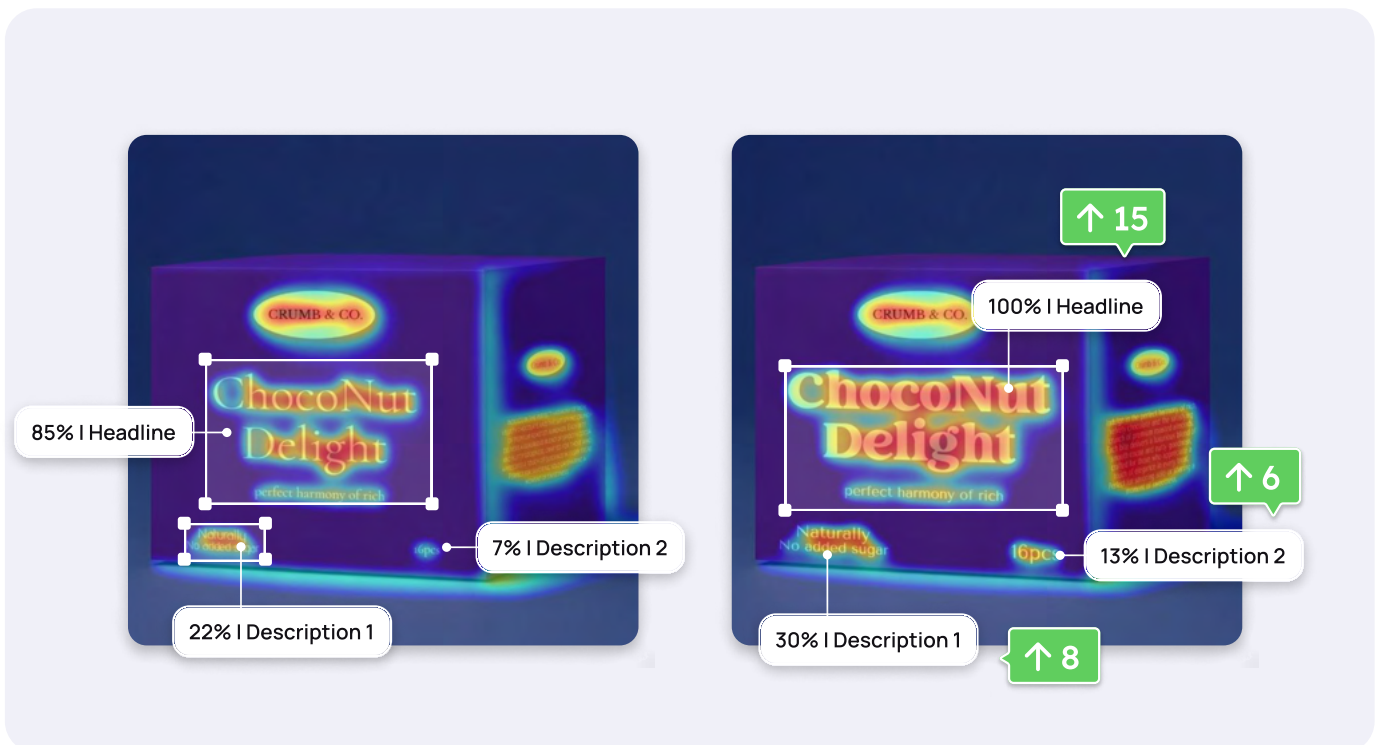typography
typography
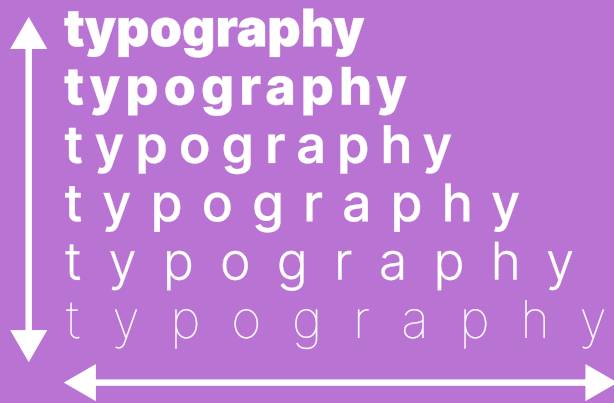
Typography

Choose performance-optimized fonts

Structure text for enhanced readability

Implement hierarchy-supporting type scaling

Typography
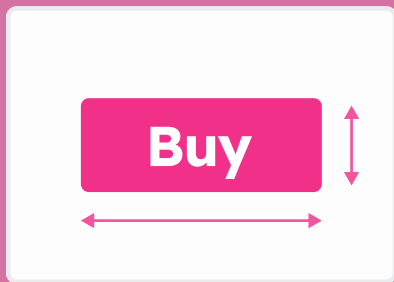
| Choose Strong, Readable Typography

↑ 15

100% I Headline

85% I Headline

↑ 6

7% I Description 2

13% I Description 2

22% I Description 1

30% I Description 1

↑ 8

Opt for bold or regular fonts over light or italic styles where possible. Use full-color backgrounds to ensure sufficient contrast for text legibility.

Buy

Placement of key elements

Position calls-to-action for maximum impact

Get focus exactly where you need it

Increase the probability of interaction

## Set Guidelines for Placement of Key Elements

Make sure the **key elements of your creative** are highly visible, well-sized, and appropriately positioned within the overall layout.

Key Benefits

When used together, the Visibility, Clarity, and Digestibility Scores provide a thorough evaluation of your visual asset's effectiveness. While each score offers unique insights, their combined power ensures your designs will capture attention and perform.

Such analysis allows your creative teams to fine-tune individual elements, resulting in visuals that perform consistently in both digital and physical spaces, driving stronger engagement and brand recognition, and maximizing the impact of your design efforts.
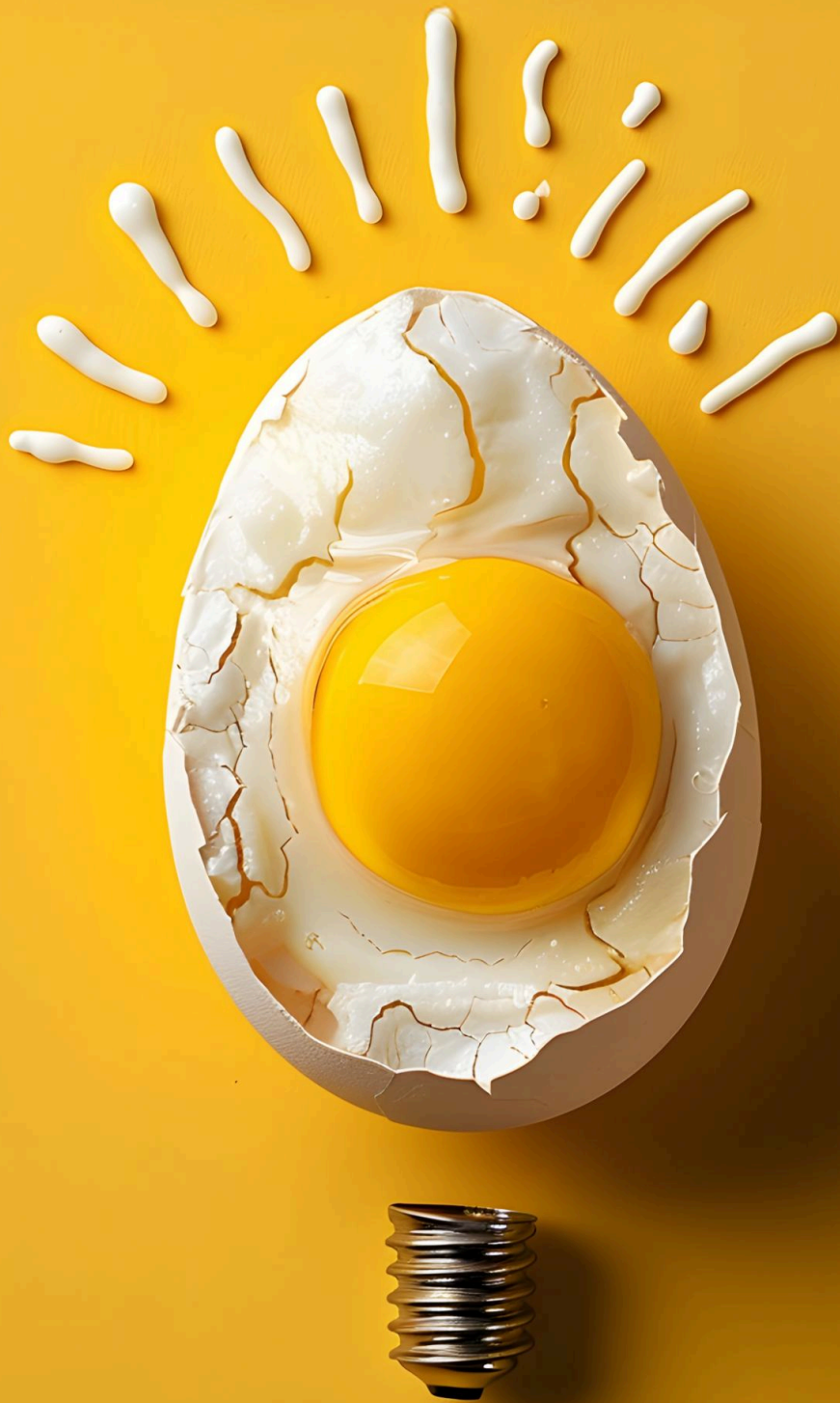
While design principles remain timeless and human creativity boundless, we now have powerful tools that add an objective layer to creative intuition.

The Science

Dragonfly AI's technology was developed by **Dr Hamit Soyel** at Queen Mary University building on the pioneering work of Prof. Peter W McOwen and is based on biologically inspired principles that simulate how the human visual system processes stimuli.

Our brains have a natural limit to how much visual information we can process at any given moment, which means we have evolved to prioritize certain elements based on their characteristics, often referred to as low-level features.

These features include orientation, color, texture, scale, and contrast. **By analyzing these attributes, Dragonfly AI provides insights into how viewers are likely to perceive and interact with visual content.**
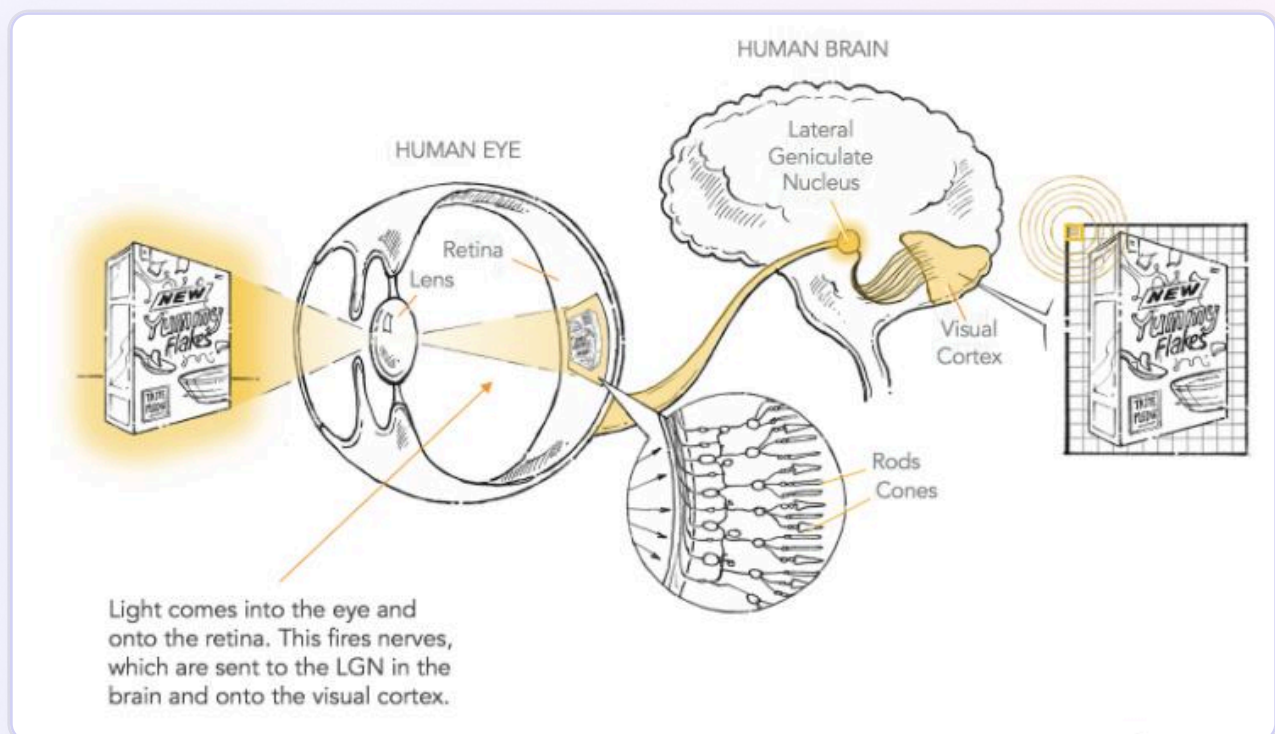

Using advanced machine learning and data science, **Dragonfly AI analyzes visual content in real time**, enabling creative teams to understand what grabs attention and why. The platform helps brands make informed decisions by showing how effectively their designs engage audiences, bridging the gap between lab-based research and real-world application.

With predictive visual analytics, Dragonfly AI offers the power to monitor, refine, and optimize visual performance across different mediums, ensuring that creative teams stay ahead in capturing audience attention.

ORIENTATION

COLOUR

COLOUR / ORIENTATION

TEXTURE

SCALE

TEXTURE/ORIENTATION
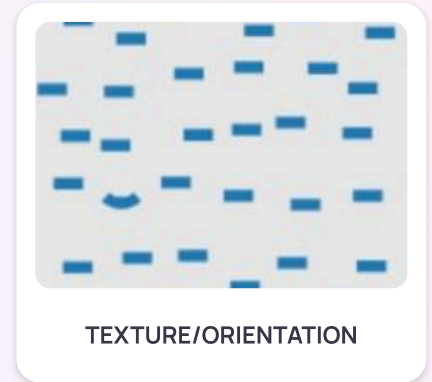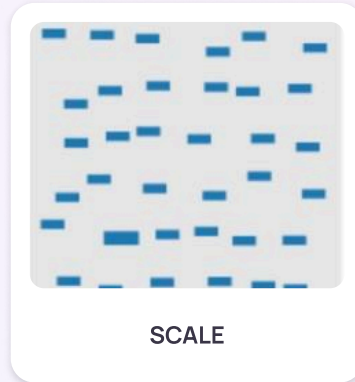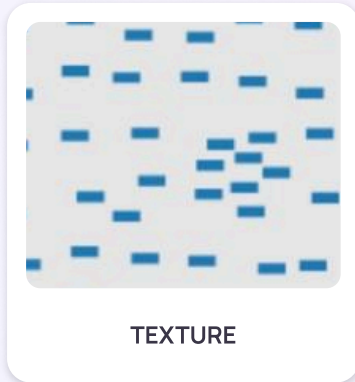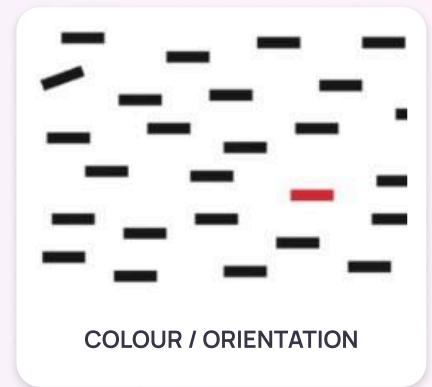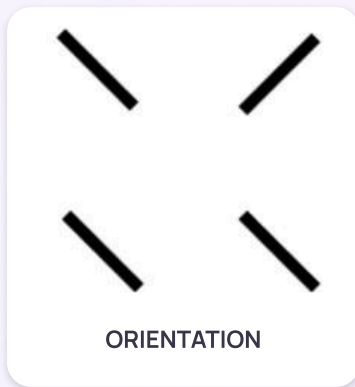
These features play a crucial role in determining which parts of a design draw our attention first, guiding designers in creating more effective and engaging visuals.


ORIENTATION

COLOUR

COLOUR / ORIENTATION

TEXTURE

SCALE

TEXTURE/ORIENTATION
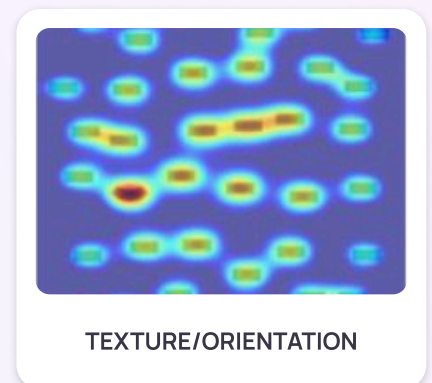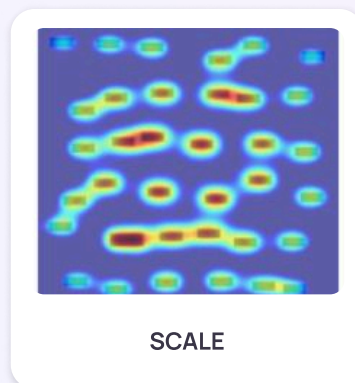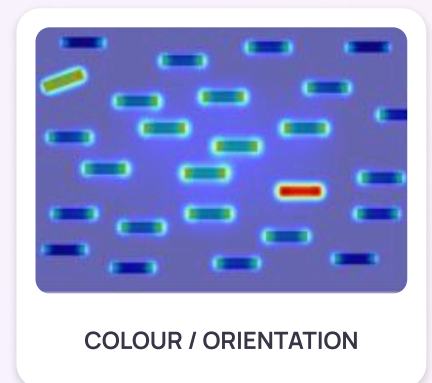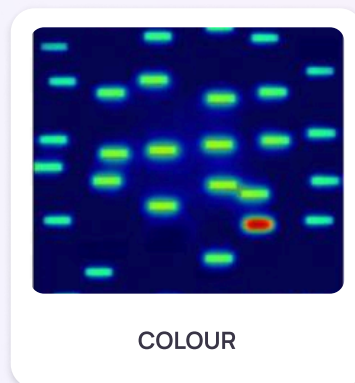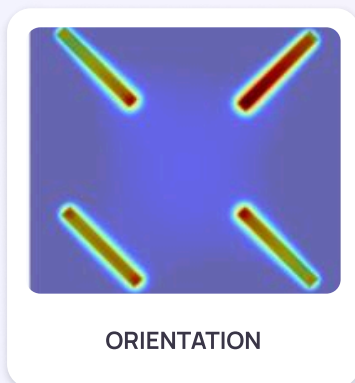
The ROI power of data-driven design

By integrating data-driven insights into the creative process, companies can refine their assets to stand out, resonate with target audiences, and drive measurable business outcomes.

In today's competitive landscape, well-executed design doesn't just look good — it delivers tangible financial results.

Visibility **95%**

Visibility **76%**
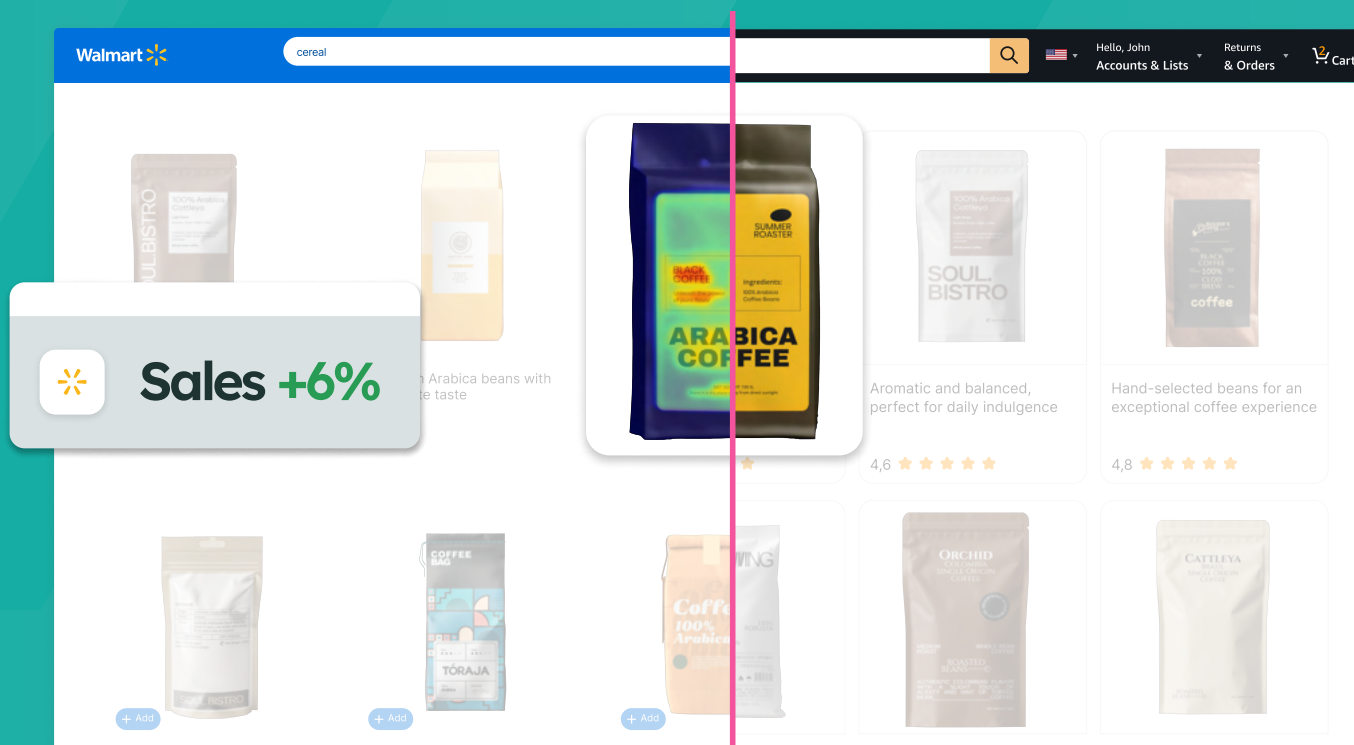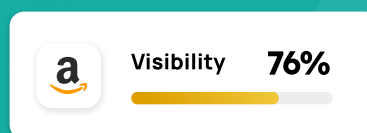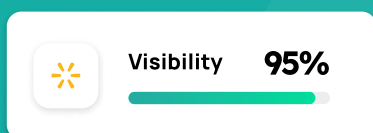
Sales **+6%**

+$300,000

Sales Uplift

for a global
household brand

Challenge

A household brand in the self care category was struggling to capture attention on the digital shelf amidst increasing competition in the intimate wellness category, especially on Amazon. Competing brands in certain regions were making it harder to reach consumers and maintain market leadership.

Objective

To improve visibility and conversions for select product packs, with success measured by increased attention share and conversion rate.

Approach

The company utilized AI-driven insights to predict and enhance attention share on existing product packaging. Initially achieving only 5.7% share, they leveraged AI recommendations to optimize the design, testing various iterations to enhance performance.
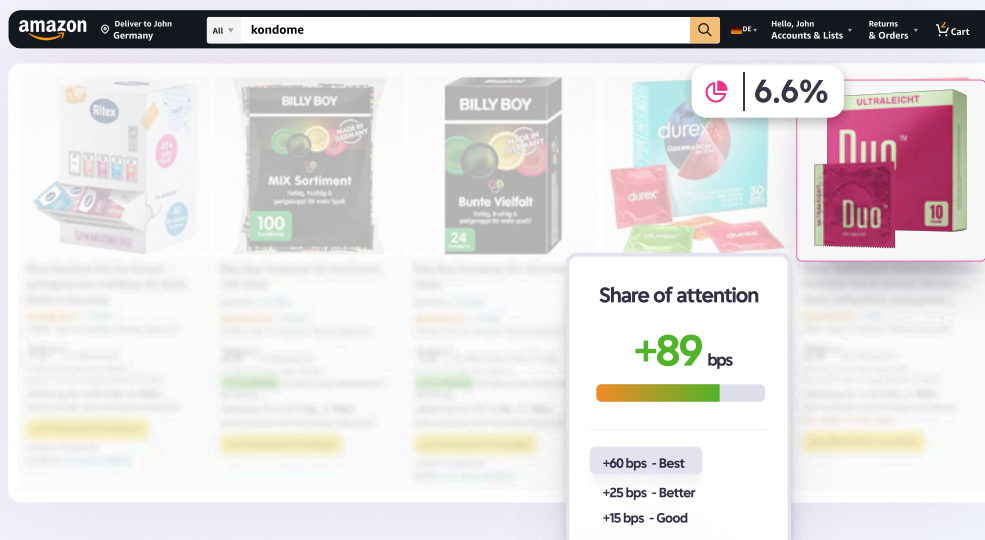
Results

Attention share increase	Conversion rate improvement	Projected revenue growth
+89 basis points	+23 basis points	+$400,000

Looking forward:
the next frontier of creative confidence

As we advance into the next generation of AI-powered design, we're witnessing the emergence of increasingly **sophisticated predictive capabilities.** This evolution continues to transform creative workflows, enabling unprecedented levels of performance optimization and creative effectiveness.

Our engineering and data science teams are actively developing next-generation metrics and expanding our technological capabilities.

These innovations will push the boundaries of creative measurement even further, introducing more sophisticated analysis tools and deeper performance insights. Through advanced machine learning and expanded data processing capabilities, we're working to capture even more nuanced aspects of visual engagement and consumer behavior.

The future of design lies in this powerful fusion of artificial and human intelligence — where data-driven insights amplify creative vision, enabling brands to deliver consistently high-performing assets at scale. As we continue to advance our technology and expand our measurement capabilities, we remain committed to providing cutting-edge solutions that keep our clients at the forefront of creative optimization and brand performance.

Citations

[1] https://beyondmarketinsights.net/report/consumer-packaged-goods-cpg-market/

[2] https://www.nvidia.com/en-us/lp/industries/state-of-ai-in-retail-and-cpg/

[3] https://www2.deloitte.com/us/en/pages/operations/articles/digital-transformation-trends-for-cpg.html

[4] https://www.retailtechnologyreview.com/articles/2022/10/14/75-of-online-shoppers-rely-on-product-photography-to-make-purchasing-decisions/

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