

# Generate Suite

Generate Suite is a powerful tool designed for marketing agencies, integrating advanced consumer and cultural insights from Nextatlas. It features tools like persona generation, ingredient discovery, innovation scouting, and sentiment analysis to streamline workflows.

## Who's Nextatlas

Nextatlas is an advanced trend forecasting platform that **leverages artificial intelligence and big data analytics to provide real-time insights into emerging trends and consumer behaviors**. By analyzing social media data and other digital sources, Nextatlas identifies and **predicts future cultural and consumer trends**, helping businesses and marketers stay ahead of the curve and **make informed strategic decisions**. Their tools are trusted in the industry for delivering reliable and **actionable insights across various sectors**.

## Why Generate Suite

We developed Generate Suite to address the specific challenges faced by marketing agencies in today's fast-paced and data-driven landscape.

**Marketing professionals often need to quickly respond to tenders, accurately scope out briefs, and conduct extensive research, which can be both time-consuming and costly.**

**Generate Suite was created to streamline these processes by providing powerful, AI-driven tools that deliver actionable insights effortlessly, and works in any language.**

Quickly gather and analyze relevant data, allowing for **faster decision-making**.  
Create **detailed consumer personas** from real social media profiles.  
Discover **novel ingredients and innovations** across various sectors.  
Stay updated on the **latest trends** and **consumer sentiments**.

## Who's Using Generate

Our goal with Generate Suite is to empower marketing agencies of all sizes to operate more efficiently, reduce costs, and ultimately deliver better results for their clients by leveraging cutting-edge technology and data insights.



Kim Townend, Social Media Strategist on Using Generate Suite for Strategic Success [Youtube](#)

## Get in Touch

**Luigi Garella**

Generate Suite

Senior Consultant - Nextatlas

luigi.garella@nextatlas.com

T +39 0110864065

M +39 3475225626

# Generate Suite

Generate Suite is a generative AI service that includes a set of AI agents for market research, consumer insights and cross industry marketing research.

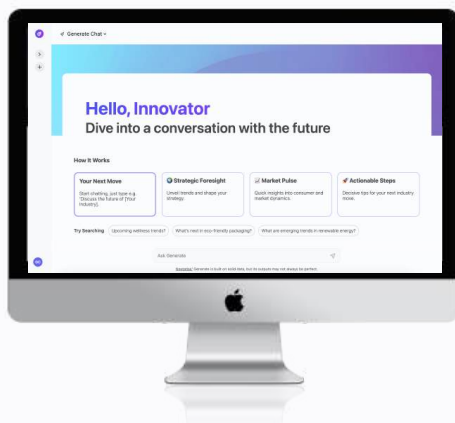
## Objectives

What to ask? You can explore the current and future direction of sectors, topics, products and trends, develop consumer personas, discover the future of your product, service, the ingredient that all consumers will want, gauge their sentiment and be always up to date with innovation

## How we do it

Provide a **question in natural language** (in any language) to chat, create consumer personas, discover the latest innovations in any sector or the consumer sentiment. Or select options from a dropdown for the ingredients discovery

Leveraging the power of Generative AI and the Nextatlas Engine, Generate provides **comprehensive responses to your inquiries through AI-generated text, precise data, and enlightening case studies** specifically related to the research topic



Generate data are constantly updated to allow **real-time research. Your search history is always there and you can drill down on previous queries whenever you want**

Natural Language Responses **Powered by GPT-4o**

**AI-Powered Case Finder** for Worldwide Business Cases

Answers Based on **Nextatlas Engine and Data**

1

2

3



# Generate Suite

Generate Suite comes with affordable monthly and yearly plans, users can cancel anytime and start with a 3-day trial to explore all features.

Trusted by Agencies and Brand all over the world.

## Monthly plans

<p><b>Free</b></p> <p><b>€0</b></p> <p>3 Days</p> <p><b>To try the potential of Generate</b></p> <ul style="list-style-type: none"> <li>Generate Chat + beta GenAI Agents</li> <li>15 Credits</li> <li>AI-Powered Case Finder</li> <li>Data sourced from Nextatlas Engine</li> <li>Powered by Gpt-4</li> </ul>	<p><b>Base</b></p> <p><b>€99</b></p> <p>Per user/month, Billed monthly</p> <p><b>Ideal for Freelancers</b></p> <ul style="list-style-type: none"> <li>100 Credits + 50 Credits Bonus First Month</li> <li>Generate Chat</li> <li>AI-Powered Case Finder</li> <li>Data sourced from Nextatlas Engine</li> <li>Powered by Gpt-4</li> </ul>	<p><b>MOST POPULAR</b></p> <p><b>Advanced</b></p> <p><b>€149</b></p> <p>Per user/month, Billed monthly</p> <p><b>For Deeper Researches</b></p> <ul style="list-style-type: none"> <li>2 GenAI Agents of your Choice</li> <li>150 Credits</li> <li>Generate Chat</li> <li>AI-Powered Case Finder</li> <li>Data sourced from Nextatlas Engine</li> <li>Powered by Gpt-4</li> </ul>	<p><b>Pro</b></p> <p><b>€199</b></p> <p>Per user/month, Billed monthly</p> <p><b>Great for Every-Day Use</b></p> <ul style="list-style-type: none"> <li>4 GenAI Agents of your Choice</li> <li>200 Credits</li> <li>Generate Chat</li> <li>AI-Powered Case Finder</li> <li>Data sourced from Nextatlas Engine</li> <li>Powered by Gpt-4</li> </ul>
--	--	--	--

## Annual plans

<p><b>Free</b></p> <p><b>€0</b></p> <p>3 Days</p> <p><b>To try the potential of Generate</b></p> <ul style="list-style-type: none"> <li>Generate Chat + beta GenAI Agents</li> <li>15 Credits</li> <li>AI-Powered Case Finder</li> <li>Data sourced from Nextatlas Engine</li> <li>Powered by Gpt-4</li> </ul>	<p><b>Base</b></p> <p><b>€83</b></p> <p>Per user/month, Billed at €996 per year</p> <p><b>Ideal for Freelancers</b></p> <ul style="list-style-type: none"> <li>100 Credits + 50 Credits Bonus First Month</li> <li>Generate Chat</li> <li>AI-Powered Case Finder</li> <li>Data sourced from Nextatlas Engine</li> <li>Powered by Gpt-4</li> </ul>	<p><b>MOST POPULAR</b></p> <p><b>Advanced</b></p> <p><b>€125</b></p> <p>Per user/month, Billed at €1500 per year</p> <p><b>For Deeper Researches</b></p> <ul style="list-style-type: none"> <li>2 GenAI Agents of your Choice</li> <li>150 Credits</li> <li>Generate Chat</li> <li>AI-Powered Case Finder</li> <li>Data sourced from Nextatlas Engine</li> <li>Powered by Gpt-4</li> </ul>	<p><b>Pro</b></p> <p><b>€167</b></p> <p>Per user/month, Billed at €2000 per year</p> <p><b>Great for Every-Day Use</b></p> <ul style="list-style-type: none"> <li>4 GenAI Agents of your Choice</li> <li>200 Credits</li> <li>Generate Chat</li> <li>AI-Powered Case Finder</li> <li>Data sourced from Nextatlas Engine</li> <li>Powered by Gpt-4</li> </ul>
--	---	--	--

Trusted by teams at

# Generate Chat

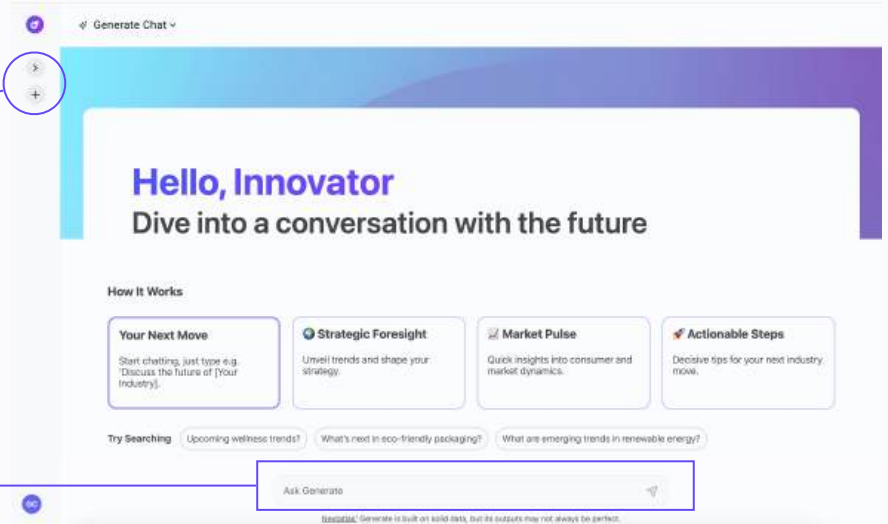
Generate Chat helps you uncover future trends related to your area of interest. It allows you to explore future trajectories, relevant concepts, and case studies.

## How to get started

In the tab on the left, you can access your previous queries with this agent.

**What to ask?** You can explore the current and future direction of sectors, topics, products and trends. The wider your inquiry, the more comprehensively the answer will encompass diverse aspects.

Type your query or explore the suggested ones.



## How to explore

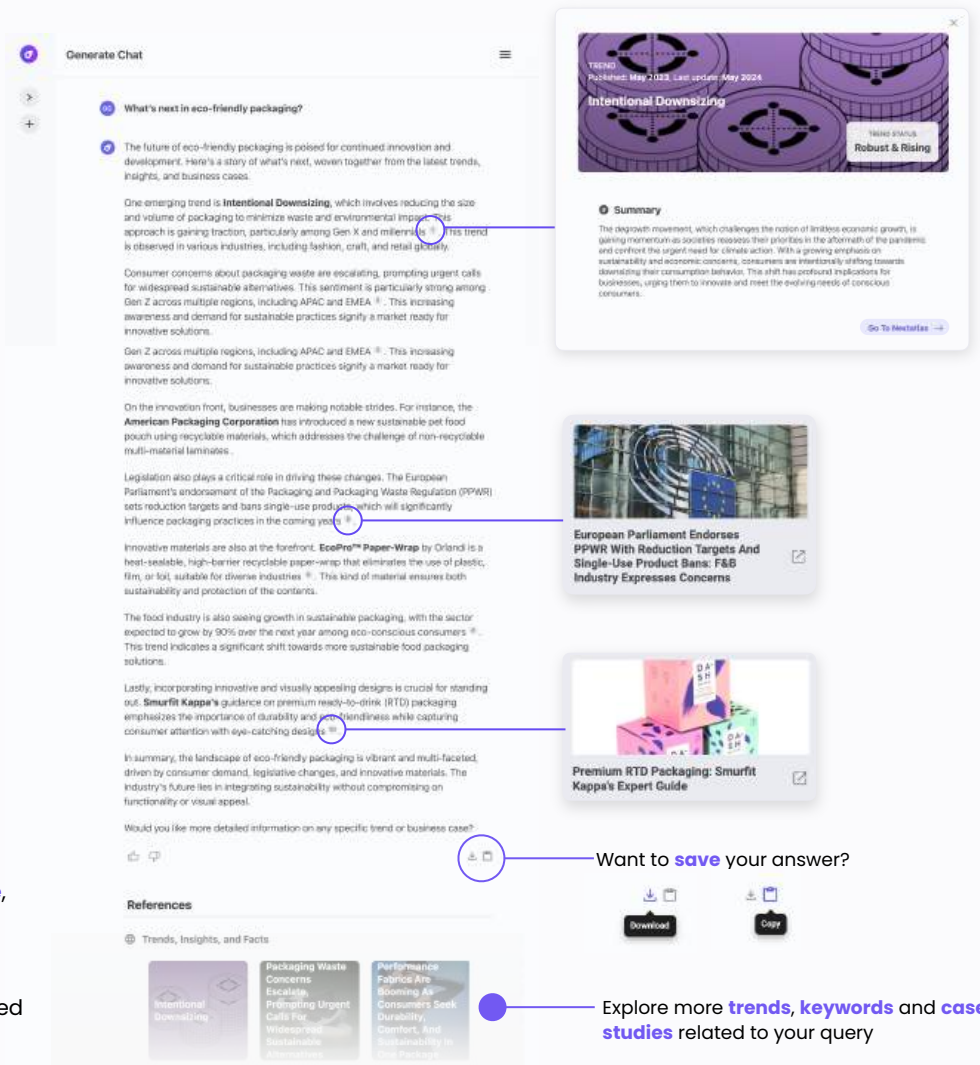
Generate Chat will produce a response that integrates trends, insights, and facts from the Nextatlas platform, along with external case studies and news.

**Read and explore the response,** hover over the references to see a preview of the related elements and click on a specific reference to delve deeper into specific topics.

**Deep Delve in trends.** If you have selected a trend or insight from Nextatlas, a new screen will appear on the right. Scroll through this screen to view detailed information about the concept, target audience, and places, along with many other details.

**Check what's happening,** the text incorporate external references about new products or regulations emerging in the sector.

**Save your query for future reference,** you can copy the text or download a presentation in .pdf or .ppt format for further use. In any case, your conversations are automatically saved in your account.



Want to **save** your answer?

Explore more **trends, keywords** and **case studies** related to your query



# Persona Generator Agent

The Persona Generator Agent crafts detailed personas, providing key insights into their preferences and needs. It allows users to explore these personas in-depth, including their values, hobbies, challenges, and aspirations, and offers interactive conversations for further information.

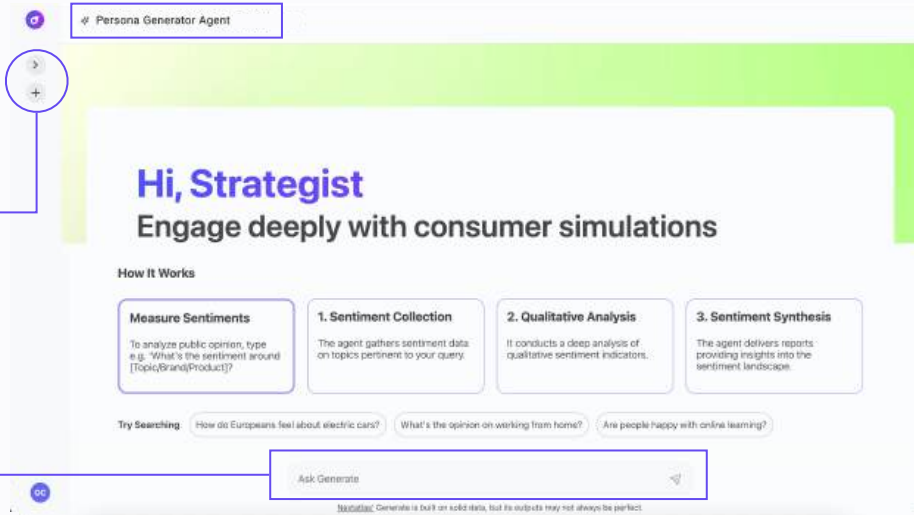
## How to get started

To access the main screen, select the agent from the dropdown menu in the top right corner.

In the tab on the left, you can access your previous queries with this agent.

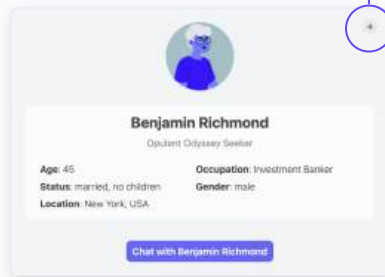
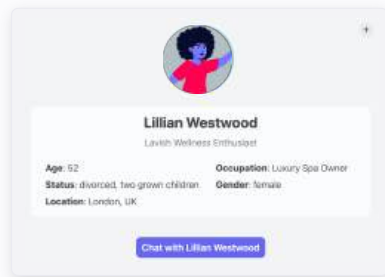
**What to ask?** You can ask the agent to generate personas based on interests, lifestyles, occupations, or geographical information.

Type your query or explore the suggested ones.

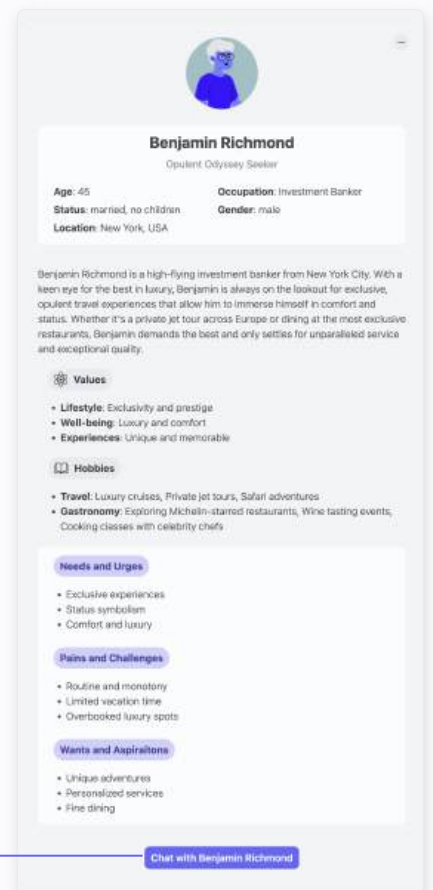


## How to explore

**Persona Identikit** Based on your request, the agent will create multiple personas and display an identikit card with the main information.



Click the "+" button to explore each persona's values and hobbies in more detail



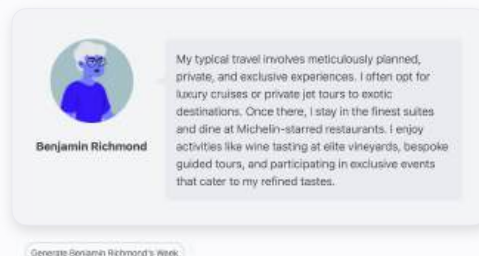
### Persona Exploration

For each persona, you'll find a selection of needs and urges, pain points and challenges, and wants and aspirations to help you understand their preferences and needs.

### Chat with your persona

You can engage in a conversation with the persona, ask for more information, and explore their routines. This option allows you to delve deeper into the persona's life and extract valuable insights

Click the "Chat with ..." to start the conversation



# Ingredient Discovery Agent

The Ingredient Discovery Agent identifies emerging, trending and popular food ingredients, offering insights for innovative product development and market differentiation in the food industry.

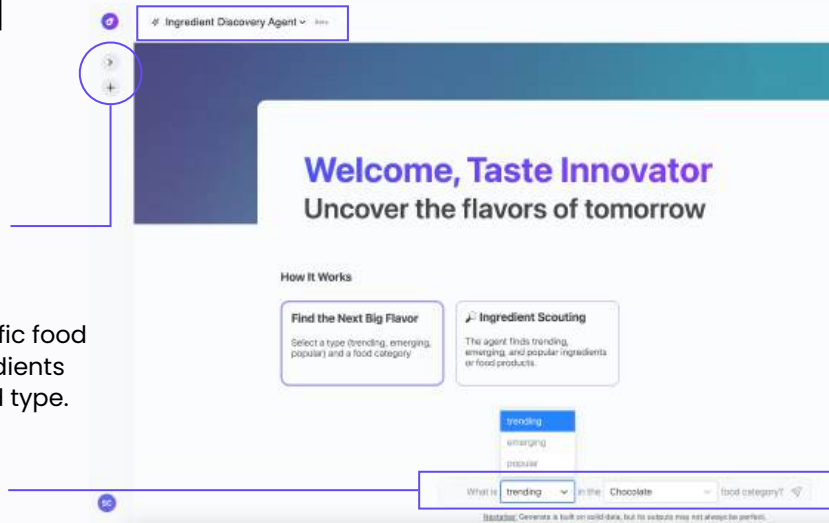
## How to get started

To access the main screen, select the agent from the dropdown menu in the top right corner.

In the tab on the left, you can access your previous queries with this agent.

**What to ask?** You can explore what's trending, emerging or popular in specific food groups, allowing you to find new ingredients or track the evolution of a specific food type.

Using the dropdown menus, select which kind of data you want and then select the food category.



## How to explore

After you select your data status and the food category you want, the agent provides a list of the key ingredients or food items related to your selection. Each ingredient includes a description that provides context, the statistical growth of the ingredient, related trends and case studies.

**Ingredient identification** with the title and a brief description of the food item. The related tag will be "emerging", "trending", or "popular" depending on your data status choice

**Detailed statistical analysis** direct from NextAtlas, allowing you to see the future growth of the ingredient, year over year growth and quarter over quarter growth.

**Thorough examination and contextualization** of the particular food item in question and how it relates to the status of the data you've selected and food category type you have chosen.

### What is emerging in the Chocolate food category?

**Artisanal Chocolate**  
EMERGING

Artisanal chocolate emphasizes high-quality ingredients and traditional manufacturing processes, offering unique and sophisticated flavor profiles.

**Future Growth: 62%**  
Y over Y: 38%  
Q over Q: 326%

Artisanal Chocolate is emerging as a trendy ingredient in the chocolate food category. This trend emphasizes high-quality ingredients and traditional manufacturing processes, offering unique and sophisticated flavor profiles. Several insights and facts support this trend, including the increasing popularity of semi-sweet chocolate, the predicted growth of Belgian chocolate, and the rise of peppermint and white chocolate macadamia varieties. Additionally, new sustainable chocolate bars and innovative collaborations, such as upcycled chocolate sculptures, further highlight the growing interest in artisanal and premium chocolate experiences.

References +

**Sugar Free Chocolate**  
EMERGING

Sugar free chocolate provides a healthier alternative by eliminating added sugars, appealing to those looking to reduce sugar intake without sacrificing taste.

**Future Growth: 77%**  
Y over Y: 32%  
Q over Q: -46%

Sugar free chocolate is emerging as a significant trend in the chocolate food category. This ingredient is gaining traction due to its appeal to health-conscious consumers looking to reduce sugar intake without compromising on taste. Several insights and facts support this trend, including the increasing interest in protein-enriched sweet snacks, the rise of low-calorie sweeteners like allulose, and the growing popularity of semi-sweet chocolate. Additionally, innovations in healthier and sustainable chocolate production, such as using cocoa pod husks and pulp to reduce sugar and increase fiber, further highlight the trend towards sugar-free options. The expansion of reduced sugar chocolate lines by companies like Blommer Chocolate and HERSHEY'S into new markets, such as Canada, also underscores the growing demand for these products. Overall, sugar free chocolate is positioned as an emerging trend with strong potential for growth in the coming years.

References +

For a deeper dive, click the "+" button to access **related trends, concepts, and case studies** from NextAtlas' analysis

References -

Trends, Insights, and Facts

- White Chocolate Macadamia is Predicted To Steadily Grow (+102%) Over One Year**
- Peppermint Chocolate is Predicted To Steadily Grow (+78%) Over One Year**
- Chocolate Dipped is Predicted To Steadily Grow (+44%) Over One Year**

Cases

- Cargill and Voyage Foods Partner to Provide Sustainable and Allergen-Free Cocoa Alternatives**  
www.foodingredientsfirst.com
- Upcycled Chocolate Sculptures Inspired by Iceland**  
www.dneout.is

# Innovation Tracker

The Innovation Tracker keeps you updated on the latest innovations in specific industries, integrating data collection with strategic recommendations for adoption and integration to maintain a competitive edge.

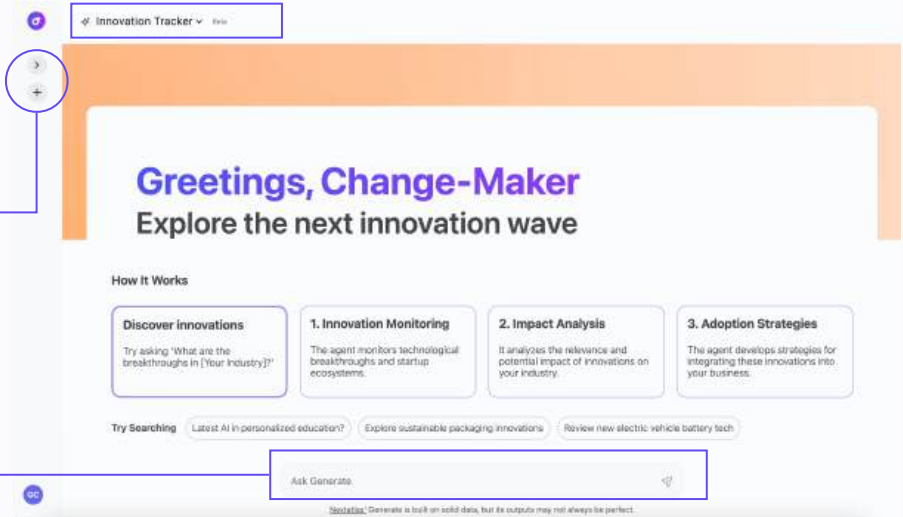
## How to get started

To access the main screen, select the agent from the dropdown menu in the top right corner.

In the tab on the left, you can access your previous queries with this agent.

**What to ask?** You can ask the agent to show what's happening in certain sectors and discover niche developments and new innovations on the market.

Type your query or explore the suggested ones.



## How to explore

After you type your question, the agent processes your query in three steps: Innovation Discovery, Analysis and Synthesis, and Insight Delivery. Each step includes three key points that summarize the analysis.

You can explore the completed steps as they become available, without waiting for the entire analysis to finish.

**Innovation Discovery** suggests the latest innovations in the queried field and provides relevant case studies.

**Analysis & Synthesis** highlights new opportunities, challenges, and trends in the field, synthesizing the most actionable insights.

**Insight Delivery** summarizes the key innovations and offers strategic recommendations to align with the insights

Explore sustainable packaging innovations

Generate has completed 3 steps to answer your query

**1. Innovation Discovery**

- FoodChain ID's digital tool helps food manufacturers adhere to sustainable packaging regulations.
- Bpacks offers bark-based packaging that is 100% bio-based and utilizes production waste.
- Various companies are launching eco-friendly packaging solutions, including recyclable paper-based packaging and foam packaging alternatives to single-use plastics.

**2. Analysis and Synthesis**

- Sustainable packaging innovations offer opportunities for businesses to align with regulations and consumer demands for environmental responsibility, enhance brand perception, and improve operational efficiency.
- Challenges include cost implications, supply chain adaptation, and consumer education.
- Future industry movements include advances in biopolymers, alignment of recycling infrastructure, and the use of digital tools for lifecycle analysis. Actionable insights include evaluating supply chain readiness, engaging in pilot projects, monitoring regulatory developments, and educating consumers.

**3. Insight Delivery**

- Sustainable packaging innovations offer a competitive edge in market access and regulatory adherence.
- Strategic planning, pilot testing, and proactive engagement with stakeholders are crucial for successful implementation and market leadership in sustainability.
- Balancing initial investments against long-term benefits is key to adopting sustainable packaging innovations.

For a deeper dive, click the "+" button to access more **detailed information, related trends, concepts, and case studies**

**packaging regulations**

- Bpacks offers bark-based packaging that is 100% bio-based and utilizes production waste.
- Various companies are launching eco-friendly packaging solutions, including recyclable paper-based packaging and foam packaging alternatives to single-use plastics.

Here are the latest sustainable packaging innovations that have emerged from Hestatis's repository:

- FoodChain ID's Sustainable Packaging Services:** Introducing a digital tool for food manufacturers to adhere to global sustainable packaging regulations. It covers trends, substances of concern, and recycling methods. Developed with input from industry leaders in the Consumer Packaged Goods sector.
- Bpacks' Bark-Based Packaging Technology:** This UK startup offers the first bark-based packaging compatible with existing plastic streams. The material, being 100% bio-based and utilizing up to 75% production waste, represents an eco-friendly alternative for single-use food packaging.
- Eco-Friendly Pet Food Pouches by American Packaging Corporation:** Showcasing RE™ Design for Recycle technology in pet food packaging. This innovation uses PE-based materials that are recyclable, optimizing for appearance, shelf life, and sustainability.
- Tyrrell's Recycled Snack Chip Packaging:** Launching packets containing 25% recycled plastic across its 150-gmm range in the UK, aiming to decrease reliance on virgin materials.
- Unifield's Global Packaging Group & Cruz Team:** Their partnership offers sustainable foam packaging solutions, using compostable biopolymer-based materials as a sustainable alternative to single-use plastics.
- Kimberly-Clark and Amcor's Eco-Friendly Diaper Packaging:** Introducing Huggies Eco Protect diapers with 30% post-consumer recycled content packaging. This initiative combines environmental responsibility with performance and visual appeal.
- KP Snacks' Plastic Reduction Initiative:** Updated flow wrapping process that cuts plastic use by 30% for select snack varieties, aiming for significant annual packaging savings. Part of a broader commitment to reduce plastic usage and emissions.
- Paristair's Recycle Recyclable Paper-Based Packaging:** Launching recyclable paper-based flexible packaging suitable for various markets. Fully recyclable within kerbside collection schemes, meeting evolving consumer demands and regulatory pressures.

These innovations spotlight the industry's move towards more sustainable packaging solutions, offering numerous avenues for companies to align with global sustainability trends and consumer expectations.

**References**

**Cases**

Sustainable Packaging Services for Food Manufacturers  
[www.foodintelligence.net.com](http://www.foodintelligence.net.com)

Bpacks Launches Bark-Based Packaging Technology  
[www.bpacks.co.uk](http://www.bpacks.co.uk)



# Sentiment Pulse Agent

The Sentiment Pulse Agent leverages Nextatlas data to provide in-depth sentiment analysis across various topics, offering organizations real-time insights into public opinion and emotional trends.

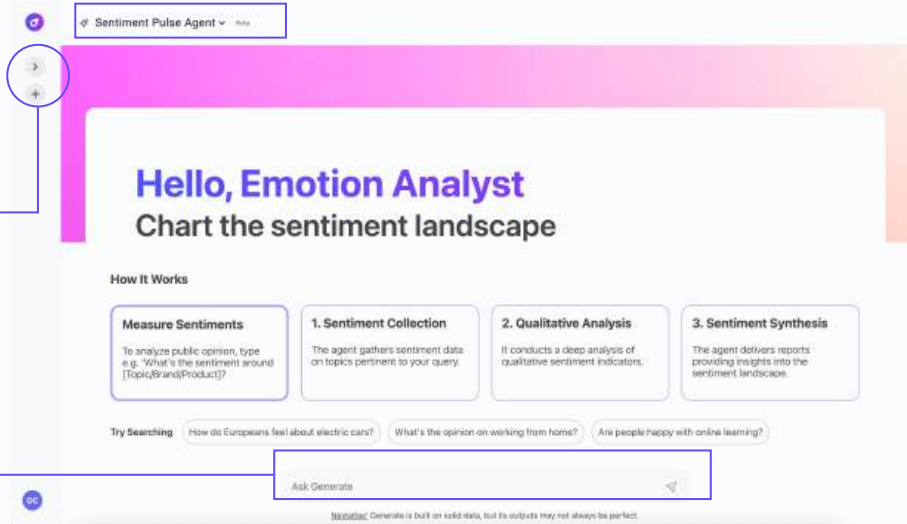
## How to get started

To access the main screen, select the agent from the dropdown menu in the top right corner.

In the tab on the left, you can access your previous queries with this agent.

**What to ask?** You can explore the sentiment of people regarding a specific topic, brand or product.

Type your query or explore the suggested ones.



## How to explore

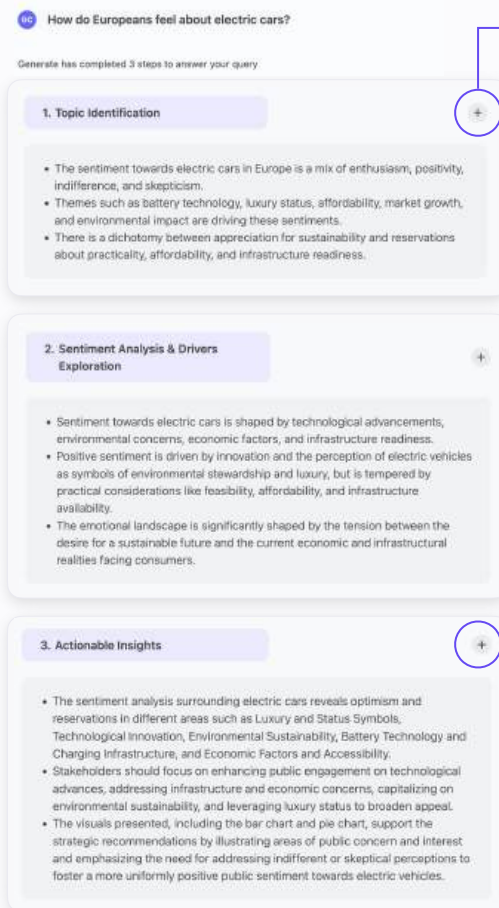
After you type your question, the agent processes your query in three steps: Topic Identification, Sentiment Analysis & Drivers Exploration, and Actionable Insight.

You can explore the completed steps as they become available, without waiting for the entire analysis to finish. Just click on the section when the computing is done.

**Topic Identification** provides an overview of the general sentiment around the topic and highlights the elements most associated with positive or negative sentiment.

**Sentiment Analysis & Drivers Exploration** identifies the factors influencing sentiment and the underlying causes of possible shifts in sentiment.

**Actionable Insights** offers strategies to align with the insights gathered and provides actionable recommendations for stakeholders.



For a deeper dive, click the "+" button to access more **detailed information, related trends, concepts, and case studies**

This last section comes equipped with a **set of charts** to help you navigate the data and discover nuances

