

CASE STUDY

# Accelerating Product Claim Workflows with Databricks and GPT for a Global CPG Brand



**Client**

A global leader in consumer goods, with a diverse portfolio of 400+ brands across beauty, personal care, home care, and food & refreshments. Present in over 190 countries, it reaches billions of customers worldwide and delivers annual revenues of €60.07 billion.



**Business Challenge**

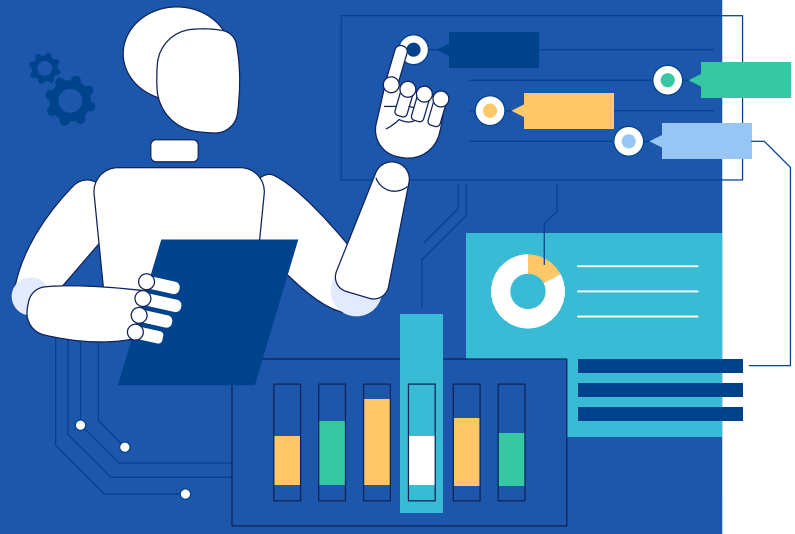
**Slow, Manual Workflows Hampered Product Claim Generation**

Manually generating product claims was cumbersome and prone to inefficiency. The category team spent up to a month manually extracting data, linking it to sales, trends, and resonance, and then paraphrasing claims based on ingredients and benefits.

**Our Approach**

## End-to-End AI-Driven Claim Generation

We automated data extraction from Mintel GNPD and used Databricks to process data, train ML models, and leverage GPT to score, rank, and rewrite claims, creating trend-driven, AI-powered product briefs.



### Here's what we did

- **Extracted product details** from Mintel GNPD for analysis
- **Used the Databricks workspace** for end-to-end data processing, extracting benefits, ingredients, and claims for mapping with external sources
- **Automated workflows** by building pipelines to orchestrate and run Databricks notebooks seamlessly
- **Trained ML models on Databricks** to map products to sales, trends, and consumer resonance
- **Integrated Black Straw** data to enhance and expand claims mapping
- **Fine-tuned GPT models** within Databricks to efficiently score and rank product claims
- **Generated AI-based paraphrases** for top-ranked claims and produced comprehensive product descriptions
- **Developed sustainable claims and AI-driven creative briefs** aligned with evolving market trends



### Business Wins Transforming Workflows and Driving Market-Ready Claims

**Reduced Processing Time & Increased Efficiency:**  
Cut claim generation time by **50-75%**, enabling teams to focus on strategic tasks.

**Enhanced Creativity & Faster Market Response:**  
AI-driven claim generation enabled **innovative messaging and quicker launches** aligned with market trends.

**Improved Accuracy:**  
Minimized human error, producing more **consistent and reliable claims**.

**Greater Collaboration:**  
Strengthened cross-functional **communication and teamwork**.

**Data-Driven Insights:**  
Deeper analysis of sales and trends supported **smarter product positioning** and marketing decisions.

