

From Artificial to Affective Intelligence

Teaching Technology to Taste Emotion

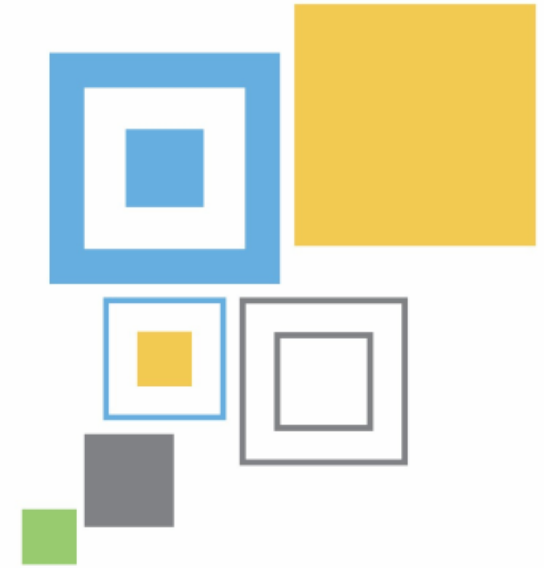
How emotional motives become texture direction, sensory language, and ingredient-enabled product experiences.

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AI can optimize the formula, emotion drives the choice

Artificial intelligence optimizes:

- Cost
- Nutrition
- Claims
- Formulation targets
- Speed



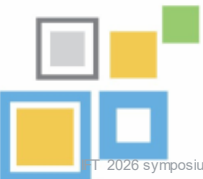
The missing layer:

**AFFECTIVE
INTELLIGENCE**

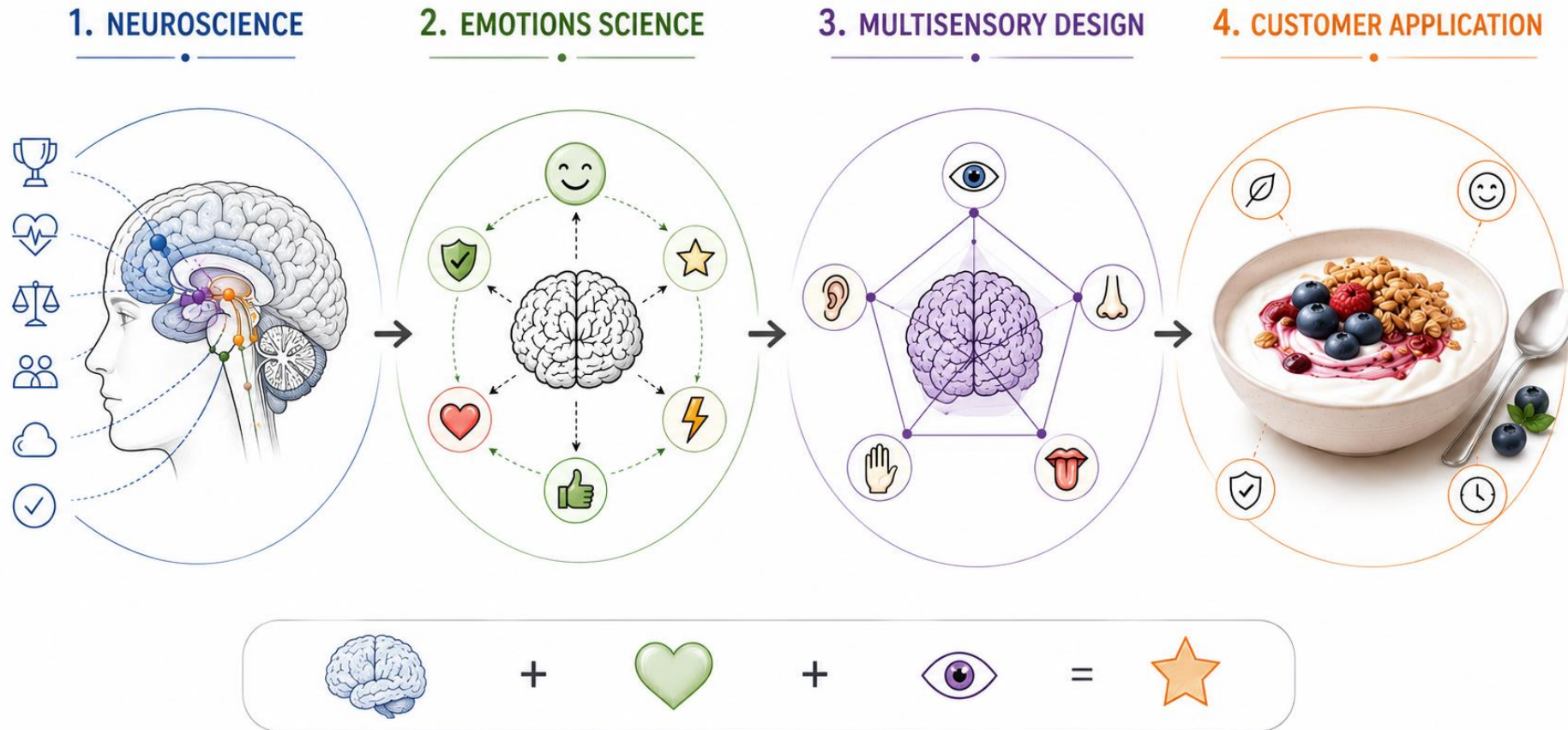
Human choice responds to:

- Emotion
- Sensory memory
- Texture
- Content
- Meaning

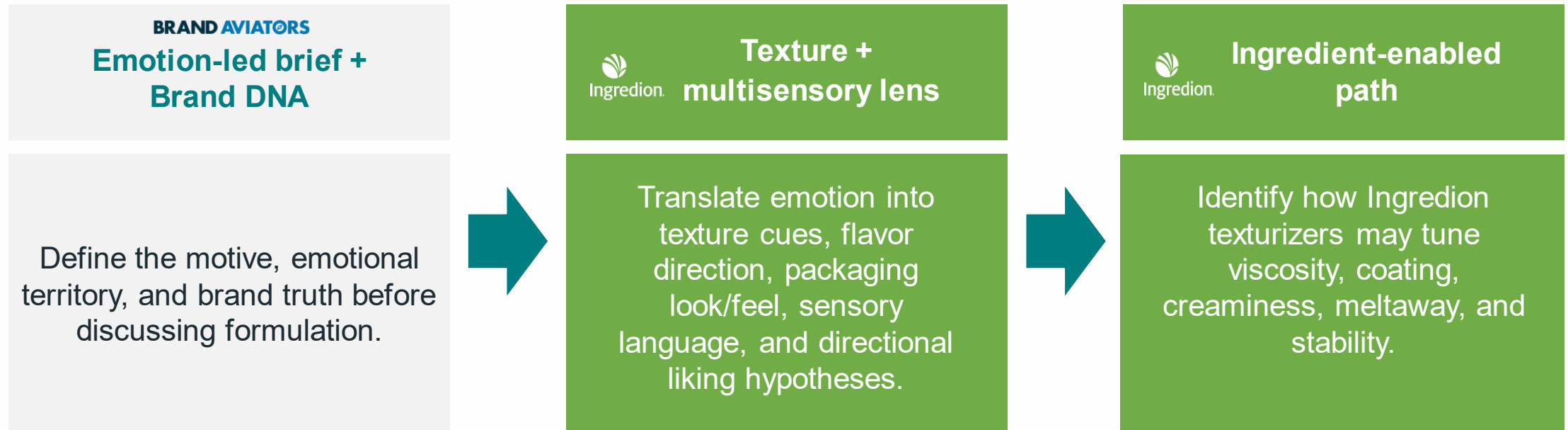
The opportunity is to teach technology the emotional meaning of sensory experience.



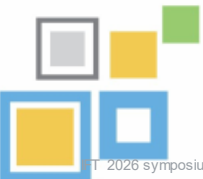
Affective Intelligence: Translating feeling into design intent



Emotional intent guides experience design



Outcome: a customer-facing story that connects brand motive, emotion, texture, flavor, packaging cues, sensory direction, and differentiated product possibilities.



Applied example: Emotional in tent becomes a product experience story

Solace™ Probiotic Yogurt
FEEL SAFE

Core emotional territory:
Healing Comfort

Brand idea

A probiotic yogurt designed as a moment of emotional relief — soothing the body and calming the mind through a soft, nurturing sensory experience.



Illustrative concept only; not a formulation disclosure.

**Not: “How do we make yogurt thicker?”
Instead: “What should reassurance feel like?”**

The future of food innovation is not just optimized. It is emotionally meaningful.

Textures invoke instinctive emotional responses. Ingestion helps customers understand what texture means emotionally, how it influences liking and repeat purchase, and how to translate that understanding into differentiated product experiences.

1

AI needs an
emotional layer

2

Brand motives must guide
product experiences

3

Texture can act as
emotional language

4

Ingestion turns emotion
into practical customer
support

Thank You

