



CONCEPT OVERVIEW

Innovation Brief

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TARGET PERSONA

Digitally engaged Gen Z and Millennial shoppers who actively use social media platforms for discovery, shopping, and brand interaction—particularly those attracted to immersive tech experiences, influencer content, and personalized deals.

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VALUE PROPOSITION

General Mills offers AI-powered social storefronts embedded within leading social platforms, enabling consumers to seamlessly discover and purchase products via in-app shops. Shoppers receive real-time, personalized discounts and can virtually sample products using AR features. Influencer-led drops and exclusive bundles increase engagement, while tight integration with major retail loyalty programs ensures a frictionless, rewarding experience. Execution leverages partnerships with AR/VR platforms to overcome virtual content creation challenges, while a robust data engine continuously refines offers and experiences to boost loyalty and conversion.

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BUSINESS IMPACT

This approach accelerates conversion by meeting digital-first shoppers in their preferred environments, drives product trial among new consumers through interactive sampling, and amplifies loyalty via exclusive bundles and integrated rewards—translating to higher engagement, increased retention, and incremental revenue.

● VISUAL PROTOTYPE



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