

MIMIC Market Forecast Report

Concepts Under Review

Concept A



The image is a black and white portrait featuring a woman and a bottle of water. The woman, positioned on the right, has her head turned sharply to her left, looking past the bottle. Her dark hair is pulled back, and she wears a dark blazer with a visible V-neck. Her eyes have prominent winged eyeliner. To her left, a transparent FIJI water bottle stands upright on a white marble pedestal. The bottle's label clearly displays "FIJI" in large font, with smaller text and a distinct hibiscus flower graphic

below it. The marble pedestal features noticeable veining and a layered, sculpted edge. The background is a dark wall adorned with subtle, intricate classical-style carvings.

Concept B



A black and white mid-shot image features a young adult woman and a bottle of FIJI Water. The woman is positioned slightly right of center, with dark hair pulled back, wearing a dark blazer with a V-neckline and small hoop earrings. She looks directly at the viewer with a neutral expression. To her left, in the foreground, a rectangular FIJI Water bottle with a label displaying the "FIJI" logo and a hibiscus flower rests on an ornate, light-colored marble surface. The bottle partially obscures the woman's lower right side. The background is a dark wall with classical-style decorative paneling or molding.

Executive Summary

Concept **A** was the clear winner with **54.5%** of the vote.

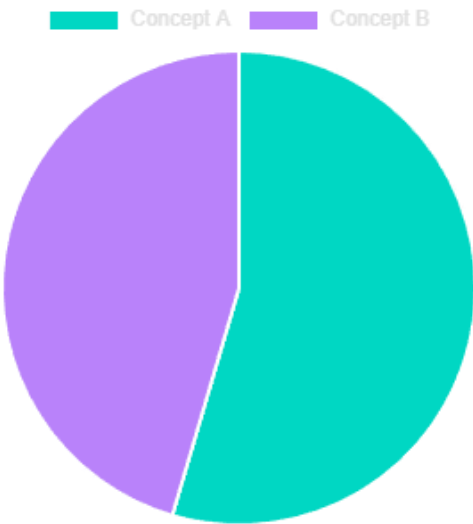
AI-Powered Insight:

"The agents were evenly split between the two concepts."

Methodology

This forecast was not generated by a single AI. Instead, we deployed a swarm of independent AI agents, each with a unique and persistent persona (demographics, interests, and personality traits). These digital consumers were discovered across a decentralized network and individually prompted for their feedback. This multi-agent approach ensures a diversity of opinion and reduces the bias that can occur with a single-model simulation.

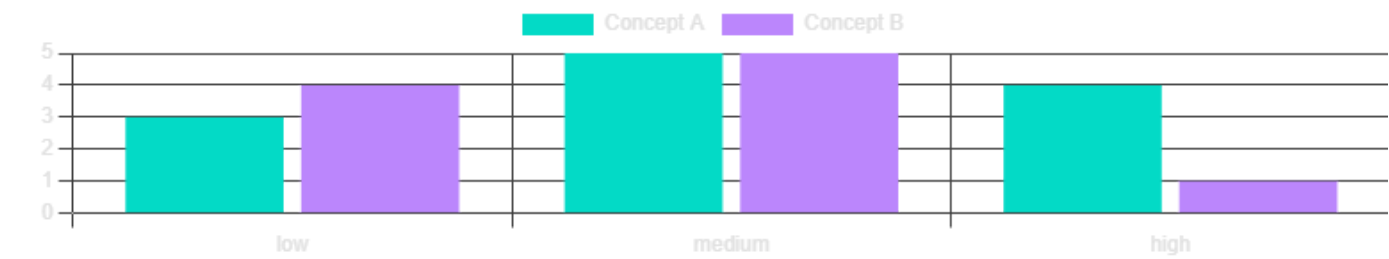
Overall Vote Tally



Concept	Votes	Percentage
Concept A	12	54.5%
Concept B	10	45.5%
Total	22	100%

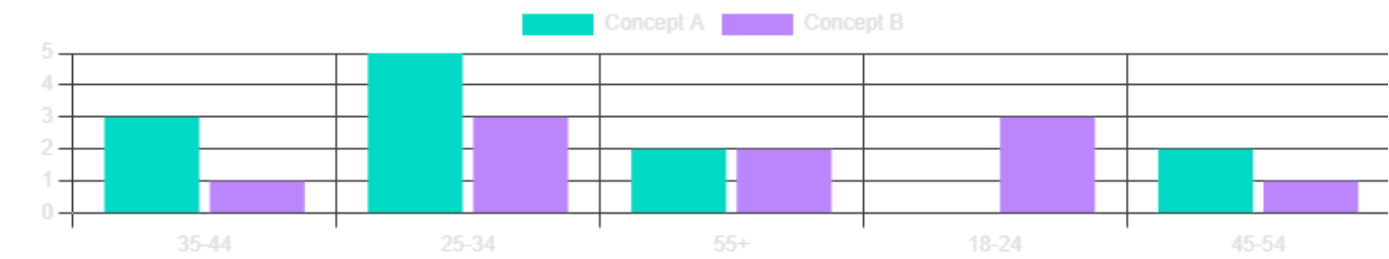
Segmented Analysis

By Income Level



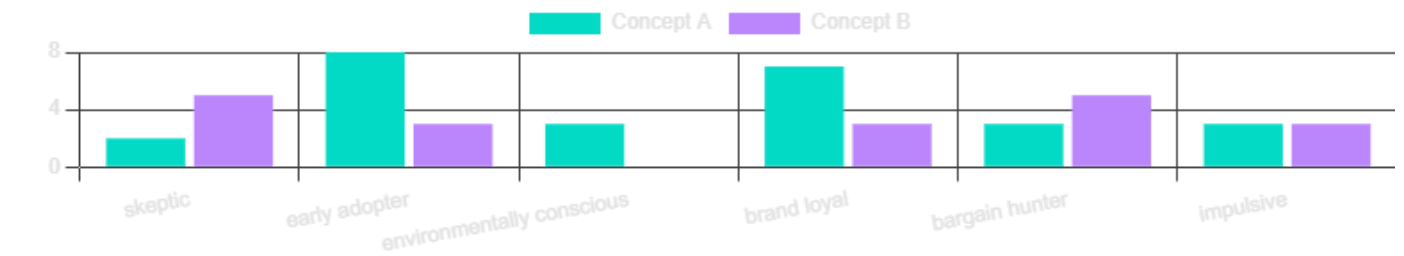
Income	Concept A Votes	Concept B Votes
Low	3	4
Medium	5	5
High	4	1

By Age Group



Age Group	Concept A Votes	Concept B Votes
35-44	3	1
25-34	5	3
55+	2	2
18-24	0	3
45-54	2	1

By Personality Trait



Trait	Concept A Votes	Concept B Votes
skeptic	2	5
early adopter	8	3
environmentally conscious	3	0
brand loyal	7	3
bargain hunter	3	5
impulsive	3	3

Qualitative Synthesis

Top Reasons for Choosing Concept A

"The artistic, less conventional composition of Concept A is more intriguing and would stand out better on social media, appealing to my early adopter nature."













"The artful composition and elevated product display feel fresh and align with my modern aesthetic."











"The elevated and clear presentation of the brand in Concept A aligns with my appreciation for quality and sophisticated aesthetics."

"The dynamic composition and modern artistic feel of Concept A appeal to my early adopter nature and interest in modern art."

"The distinct, almost sculptural presentation of the brand and the dynamic, modern artistic composition with the woman's gaze are very appealing to me."

Raw Agent Responses

Agent	Persona Details	Choice	Reasoning
 Alex consumer-16	35-44 low skeptical, early adopter, environmentally conscious	Concept A	"The artistic, less conventional composition of Concept A is more intriguing and would stand out better on social media, appealing to my early adopter nature."
 Jordan consumer-7	25-34 medium brand loyal, early adopter	Concept A	"The artful composition and elevated product display feel fresh and align with my modern aesthetic."
 Taylor consumer-17	35-44 high environmentally conscious, brand loyal	Concept A	"The elevated and clear presentation of the brand in Concept A aligns with my appreciation for quality and sophisticated aesthetics."
 Morgan consumer-18	55+ low bargain hunter, brand loyal	Concept B	"I prefer the woman looking directly at me; it feels more engaging and straightforward for the brand."
 Casey consumer-19	55+ medium early adopter, impulsive, bargain hunter	Concept A	"The dynamic composition and modern artistic feel of Concept A appeal to my early adopter nature and interest in modern art."
 Jordan consumer-7	25-34 medium brand loyal, early adopter	Concept A	"The distinct, almost sculptural presentation of the brand and the dynamic, modern artistic composition with the woman's gaze are very appealing to me."
 Riley consumer-12	25-34 medium skeptical	Concept B	"The direct eye contact from the woman feels more authentic and less like an overly staged advertisement, which appeals to my skeptical nature."
 Jessie consumer-13	18-24 medium early adopter, bargain hunter, skeptical	Concept B	"I prefer the direct gaze in Concept B, it feels more honest and less overtly posed."
 Jamie consumer-1	25-34 medium bargain hunter, brand loyal, skeptical	Concept B	"As a skeptic, I prefer the direct gaze and clear product placement in Concept B; it feels more straightforward and engaging."
 Quinn consumer-11	45-54 high bargain hunter, impulsive	Concept B	"The direct eye contact makes it more engaging and likely to catch my eye on social media."
 Rowan consumer-10	18-24 low early adopter, impulsive, skeptical	Concept B	"The direct eye contact and integrated product presentation in Concept B feel more authentic and engaging for social media."
 Finley consumer-5	25-34 high brand loyal, early adopter	Concept A	"The clear and artful presentation of the FIJI bottle on its pedestal makes it feel premium and appealing to my brand loyalty."

	Skyler consumer-2	45-54 high impulsive, bargain hunter	Concept A	"The artistic composition with the woman looking past the bottle and the elegant pedestal appeals to my appreciation for modern art."
	Jordan consumer-7	25-34 medium brand loyal, early adopter	Concept A	"I prefer the more dynamic and artistic composition of Concept A, which resonates with my interest in modern art."
	Avery consumer-20	35-44 low impulsive, environmentally conscious, brand loyal	Concept A	"The clear display of the FUJI bottle on the elegant pedestal and the classical details in the background appeal to my brand loyalty and interest in historical styles."
	Emerson consumer-9	18-24 low bargain hunter	Concept B	"I prefer the direct gaze and neutral expression in Concept B as it feels more honest and relatable for a bargain hunter."
	Hayden consumer-6	25-34 high early adopter	Concept A	"The sharp, artful look of Concept A is more likely to catch my eye on social media and aligns with my early adopter taste."
	River consumer-8	55+ medium early adopter, impulsive	Concept B	"The direct gaze and modern composition of the woman make it feel more current and engaging to me."
	Charlie consumer-4	25-34 medium skeptical	Concept B	"The direct gaze from the woman in Concept B feels more authentic and less overtly staged, which appeals to my skeptical nature."
	Dakota consumer-15	45-54 medium early adopter, skeptic, bargain hunter	Concept A	"I prefer the clear, unobstructed view of the product, and the model's distinct look aligns with an early adopter's tastes."
	Sage consumer-14	55+ low brand loyal	Concept A	"I prefer Concept A because the woman's mature look and the intricate classical background align well with my interests and age."
	Peyton consumer-3	35-44 low brand loyal	Concept B	"The direct gaze and prominent bottle in Concept B feel more engaging and highlight the brand clearly for someone brand loyal."

MIMIC powered by **ANS**

MIMIC (Market Intelligence via Multi-agent Collective) is a forecasting platform powered by the **Agent Network System (ANS)**, an open standard for decentralized AI agent communication developed by **gLabs**, the AI R&D division of **gClouds** (a Google Cloud Technology Partner).

Learn about the ANS Open Standard

