AIVO MERIDIAN / BRAND CHOICE REPORT

Visible at the start.
Missing from the final choice.

Consumer electronics category | Anonymised study extract

What your team receives

A clear account of who AI recommends, the requirements that change its choice, and the actions your team can test.

OPENING ANSWERS	FINAL SINGLE PICKS	AGENT CHOICES
102 / 135 Named without prompting	0 / 135 Chosen outright	2 / 60 Selected by shopping agents

The executive finding

The focal brand appeared in most opening answers but was never the sole final pick in the conversational study. Two competitors took 120 of 135 final recommendations.

Scope matters

This study tested US television buying scenarios with budgets of $1,000 or less. It does not describe the brand’s premium range or its overall market position.

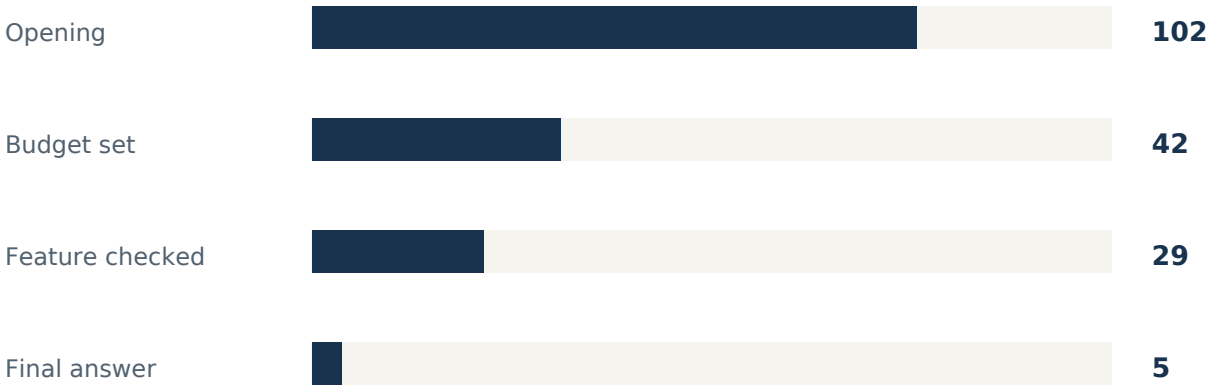
About this sample

Adapted from a completed AIVO study. Brand, commissioning organisation, competitor, product and source names have been removed. Selected measured counts and study conditions are retained. This is an extract, not the full report.

01 / THE DECISION PATH

Where the brand drops out

Conversations naming the focal brand, by turn. Each stage has 135 conversations.



Being named is different from being selected

Five final answers still named the brand, but none chose it as the single final recommendation. Mentions and outright wins are reported separately.

FINAL OUTCOME	CONVERSATIONS
Competitor A	60
Competitor B	60
Competitor C	2
Two or more choices, shared	12
A type of TV rather than a model	1
Focal brand, outright	0

The requirement that changed the choice

Every conversation explicitly asked about full-array local dimming at turn three. This requirement favours products that have the feature. The report separates a genuine product mismatch from errors in AI’s account of prices, specifications and the current range.

02 / FROM FINDING TO ACTION

Give each issue an owner

Selected actions from the study, with identifying product details removed.

EVIDENCE	ACTION TO TEST	TEAM
Agents could not verify price or availability in 6 of 17 recorded reasons for dropping the brand.	Make price and availability readable without requiring a location first.	Ecommerce
A discontinued series appeared in 37 of 135 conversations.	Explain the current range and replacement products on pages and feeds.	Product marketing
Answers included incorrect prices and specifications.	Correct evidence on the review and retailer pages assistants use.	PR + retail partners
A feature requirement conflicted with the product’s capabilities.	Review product positioning and naming against verified specifications.	Category + product

How to test progress

Repeat comparable buying scenarios after the agreed changes. Track outright recommendations separately from mentions, and agent selection separately from completed purchases.

Method and limits

135 four-turn conversations: 3 opening questions × 3 budgets × 3 assistant families × 5 runs. US location; web search enabled. A separate shopping-agent study used 3 tasks × 4 model families × 5 runs = 60. Agent choice meant the item added to cart, not a paid order. API answers can differ from consumer apps. These are baseline observations, not evidence of improvement or sales impact.

Find out where your brand loses the recommendation

Discuss a study: aivocorp.com/brands