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RETAIL AI INSIGHTS

EDUCATION →



PERSPECTIVE



EVENTS



CERTIFICATION

WHAT WE DO:

We serve CPG manufacturers, retailers and agencies with:

TEMPORARY TALENT



PROJECTS



EXECUTION

ADVISORY



TRAINING



EMPOWERMENT



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OMNI EDUCATION +
CHANGE MANAGEMENT**

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by fellow first movers



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Kaszubski**

CHIEF GROWTH
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+ CO-FOUNDER



**Chris
Perry**

CHIEF LEARNING
OFFICER
+ CO-FOUNDER



**Amanda
Wolff**

BOARD MEMBER
+ CONTRIBUTOR

2024 Omni Industry Events

firstmovr

Omni Industry Events

Upcoming SMARTER Strategy Events:

SMARTER MONEY
Omni Profitability Summit / DEC 5

SMARTER PROMOTION
Omni Growth Summit / MAR 12

SMARTER CONTENT
Omni Growth Summit / FEB 13

Upcoming JBPx Retailer Events:

JBPx WALMART
Mar 26-27

JBPx AMAZON
Apr 23-25

Upcoming FUTURES Strategy Events:

12.12 FUTURE OF RETAIL

2.2 FUTURE OF RETAIL

4.4 FUTURE OF RETAIL MEDIA

Monthly Omni Podcast Series:

THE MATRIX

CYBER MONDAY
NEXT COMMERCE NEWS

renaissance
RETAIL AI INSIGHTS

January

S	M	T	W	Th	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

February

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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

March

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3	4	5	6	7	8	9
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17	18	19	20	21	22	23
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April

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May

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July

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August

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18	19	20	21	22	23	24
25	26	27	28	29	30	31

September

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29	30					

October

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November

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17	18	19	20	21	22	23
24	25	26	27	28	29	30

December

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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

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DIGITAL MERCHANDISING
AWARDS OF DISTINCTION

2024
GROCERY

AWARDS & INSIGHTS

SUMMIT

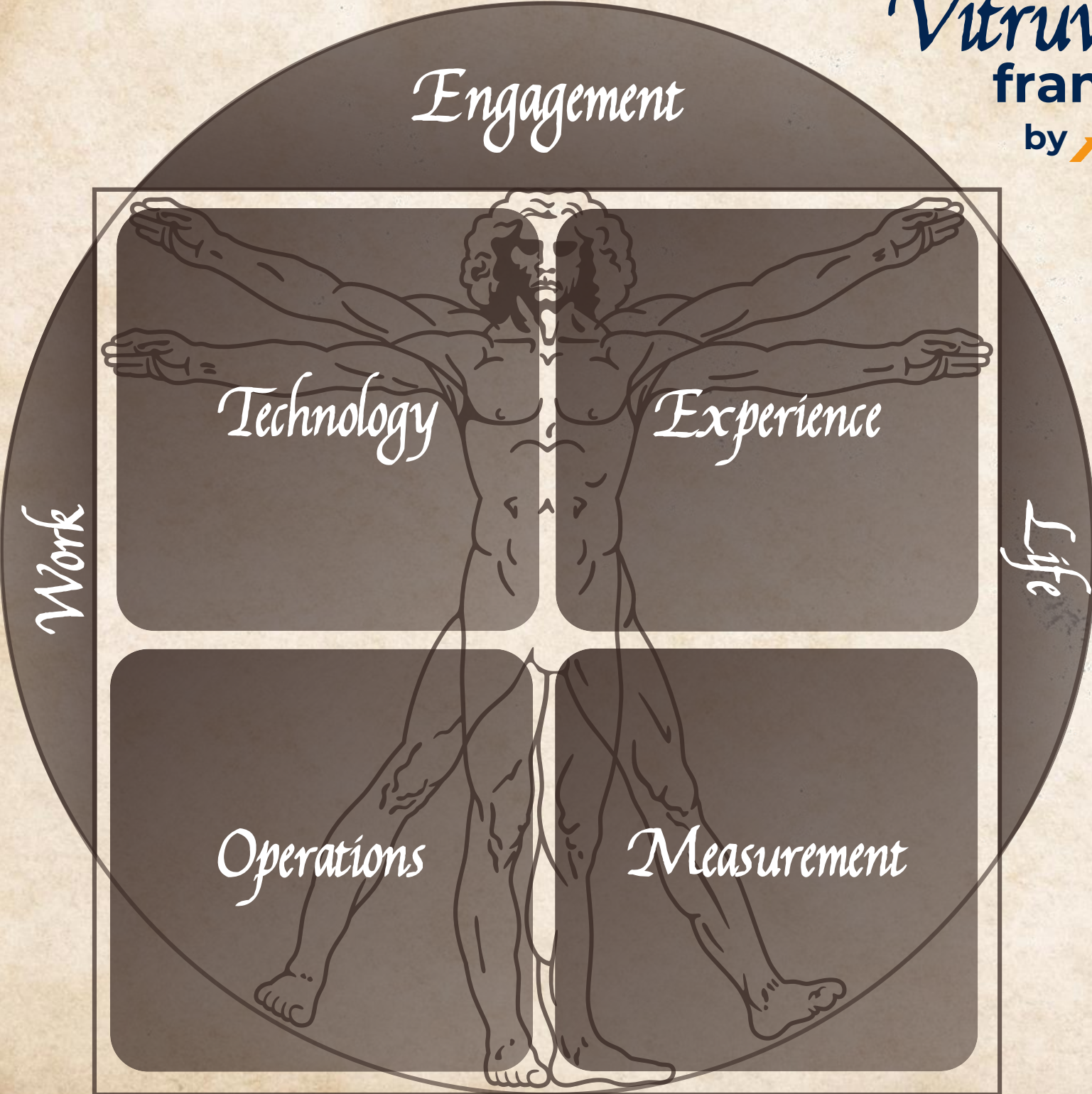
5TH DECEMBER

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RETAIL AI INSIGHTS

*Vitruvian***AI**
framework
by  **firstmovr**



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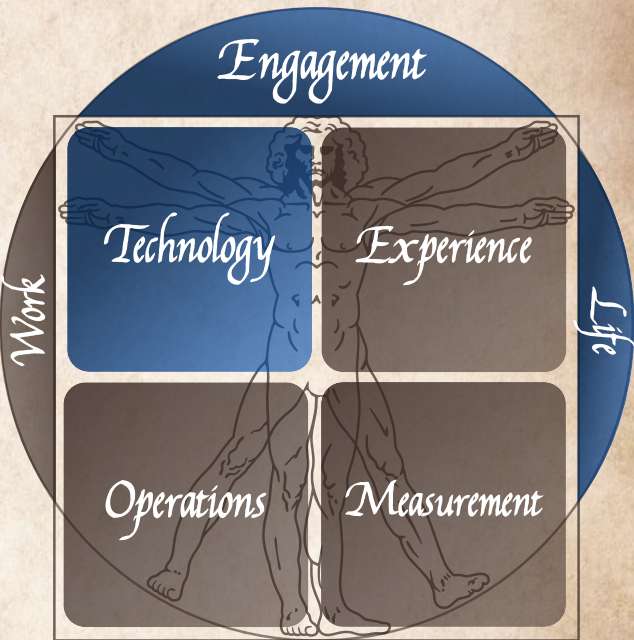
The #1 Visual AI platform for digital commerce providing ecommerce, creative and marketing teams with the first—and only—way to predict, measure, optimize, and monitor your content's effectiveness so you can deliver the right content for consumer audiences at scale.



Industry News



Industry News



The Claude app is now available



Claude, the AI chatbot made by Anthropic, now has a desktop app. You can download the Mac and Windows versions of the app from Anthropic's website for free. The Claude 3.5 Sonnet model can control a computer by looking at a screen, moving the cursor, clicking buttons, and entering text.

[Source](#)

Images within a PDF



Claude's new PDF image analysis brings a fresh approach to reviewing difficult-to-digest documents. The ability to perceive images in PDFs means you can get more comprehensive analysis of documents without having to describe visual content manually.

[Source](#)

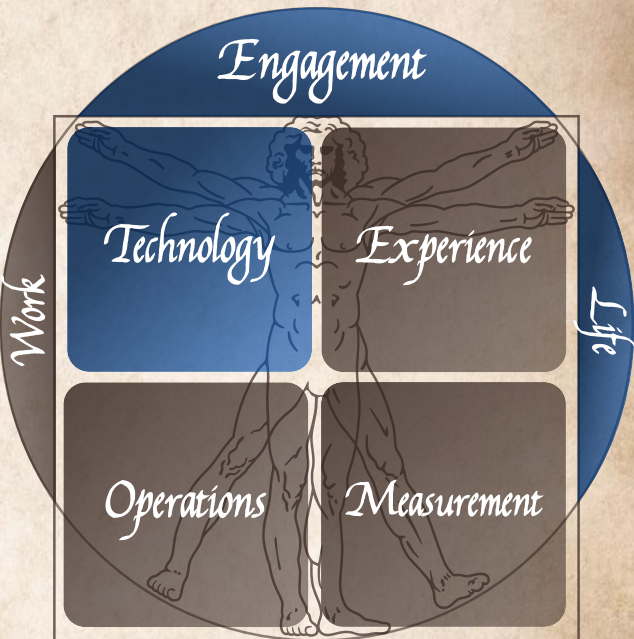
Anthropic hikes the price of its Haiku model



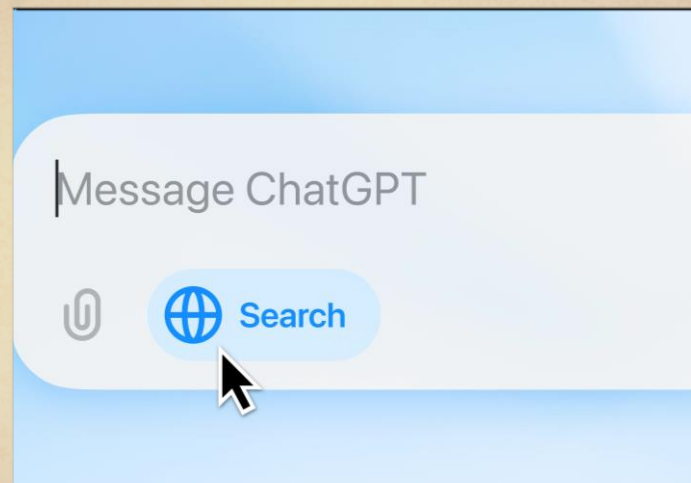
Anthropic's newest AI model has arrived. But it's pricier than the last generation, and unlike Anthropic's other models, it can't analyze images just yet. Claude 3.5 Haiku, which Anthropic announced last month, matches or bests the performance of Anthropic's flagship model, Claude 3 Opus, on specific benchmarks.

[Source](#)

Industry News



Introducing ChatGPT search



ChatGPT can now search the web in a much better way than before. You can get fast, timely answers with links to relevant web sources, which you would have previously needed to go to a search engine for. This blends the benefits of a natural language interface with the value of up-to-date sports scores, news, stock quotes, and more.

[Source](#)

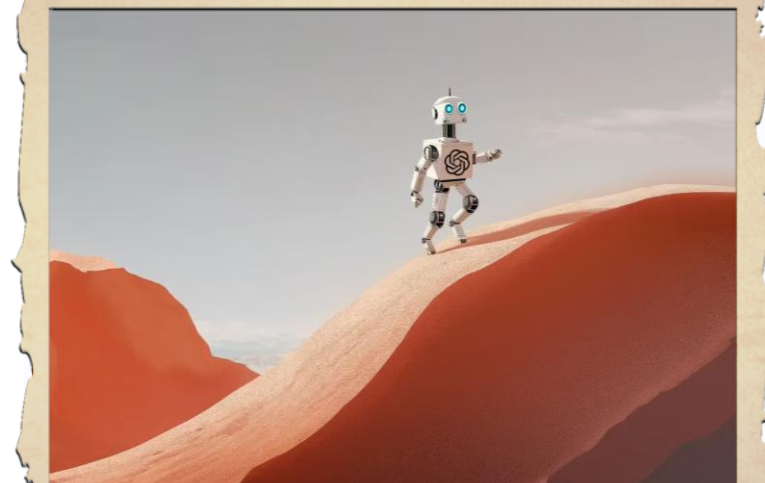
OpenAI AI agent



OpenAI is preparing to release an autonomous AI agent that can control computers and perform tasks independently, code-named "Operator." The company plans to debut it as a research preview and developer tool in January, according to Bloomberg.

[Source](#)

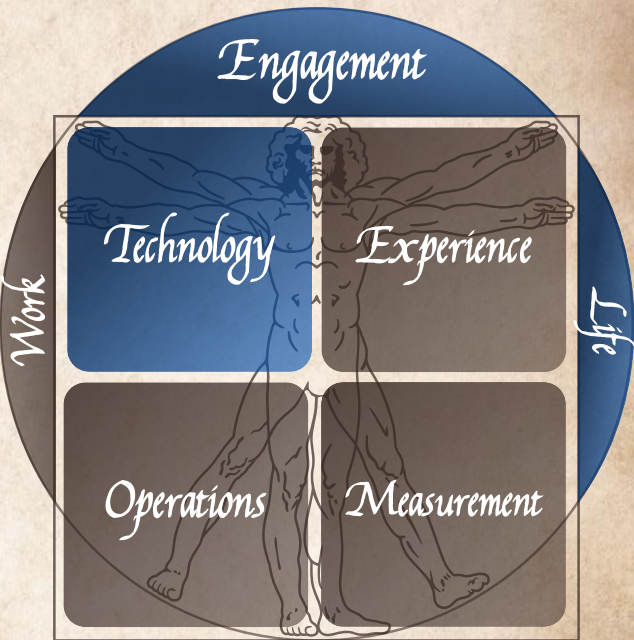
OpenAI adjusts strategy as GPT progress slows



OpenAI's next flagship model might not represent as big a leap forward as its predecessors, according to a new report in The Information. Employees who tested the new model, code-named Orion, reportedly found that even though its performance exceeds OpenAI's existing models.

[Source](#)

Industry News



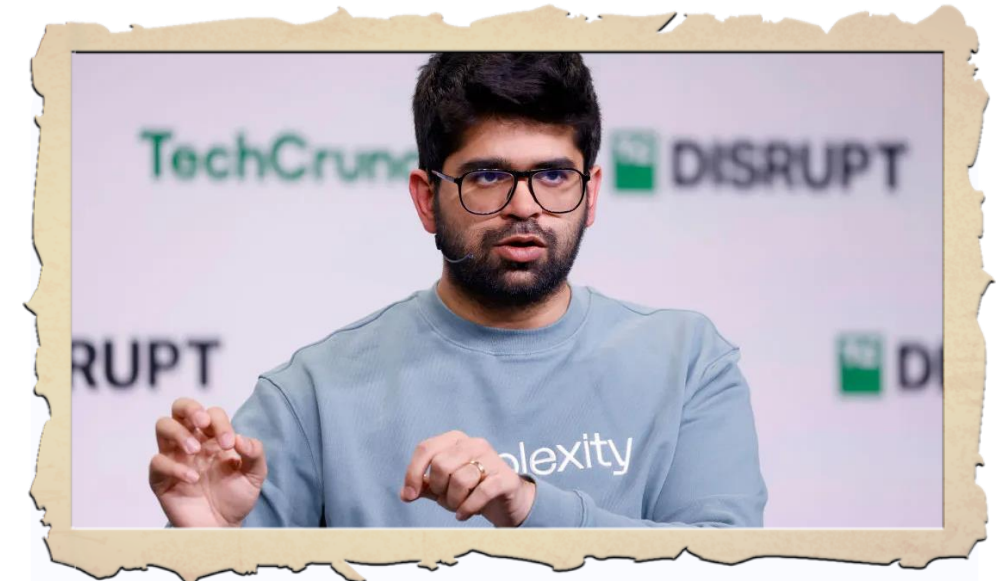
Perplexity Launches 'Pro Shop'



Perplexity is now inviting users to gain early access to its new feature, dubbed “Pro Shop,” which allows them to research and purchase products from various merchants directly on its platform, according to an internal email obtained by ADWEEK.

[Source](#)

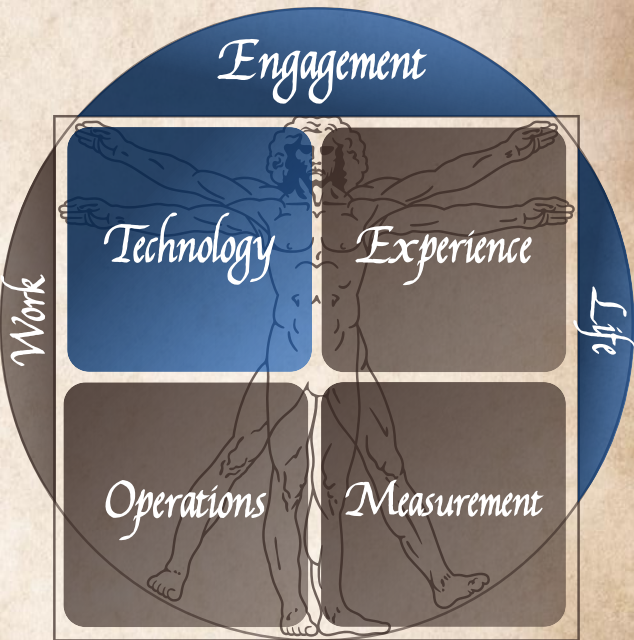
Perplexity brings ads to its platform



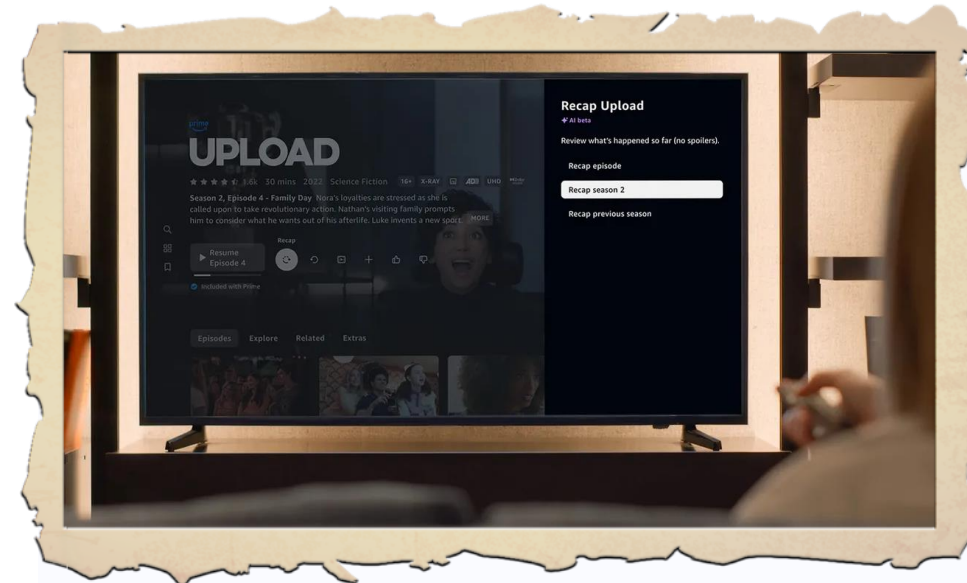
The site will be showing ads in the U.S. to start, and they’ll be formatted as “sponsored follow-up questions,” (e.g. “How can I use LinkedIn to enhance my job search?”). These ads will be positioned to the side of answers and labeled as “sponsored.”

[Source](#)

Industry News



Prime Video AI Recap



The new tool, called X-Ray Recaps, can create text summaries of “of full seasons of TV shows, single episodes, and even pieces of episodes”. X-Ray Recaps will be accessible from the detail page of a show or in X-Ray while you’re watching something.

[Source](#)

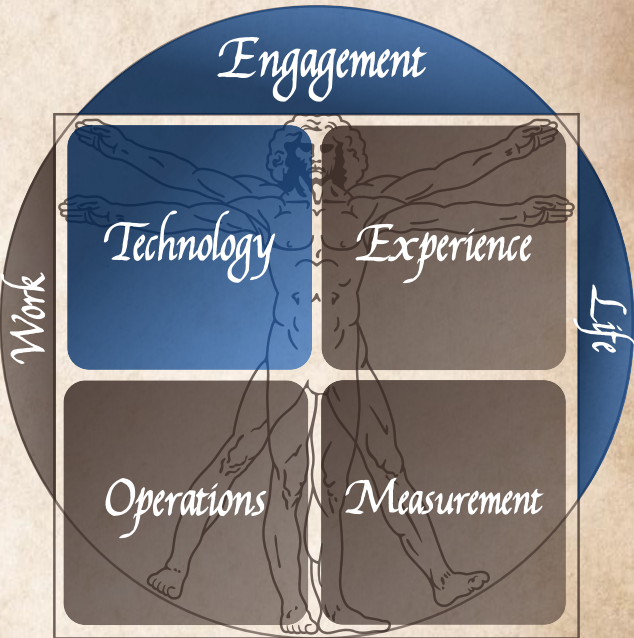
Amazon may up its investment in Anthropic



Amazon is in talks to invest multiple billions in Anthropic, its first financial pledge in the company since a \$4 billion deal struck last year. The new investment is structured similar to the last one — but with a twist. Amazon wants Anthropic to use Amazon-developed silicon hosted on Amazon Web Services to train its AI.

[Source](#)

Industry News



ChatGPT Plus within the Apple



Apple products are getting an integration with OpenAI's ChatGPT in December when iOS 18.2 rolls out, which should supercharge Siri and a few other features with smarter AI. On Monday, iOS 18.2 beta testers got a taste of how OpenAI could profit off of its Apple partnership.

[Source](#)

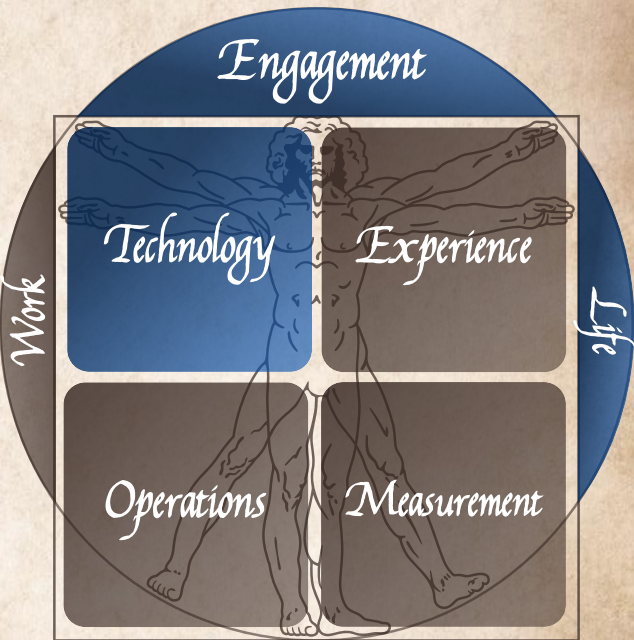
Apple's iOS 18.2 Public Beta



Apple's iOS 18.2 public beta introduces new Apple Intelligence features, including Genmoji for AI-generated emojis and Image Playground for picture generation. It also adds free ChatGPT integration, Visual Intelligence for iPhone 16 camera searches, and an improved Siri with enhanced responses. No account is needed to use ChatGPT.

[Source](#)

Industry News



Meta makes Llama models available for US national security applications



Meta is offering its Llama AI models to U.S. government and security contractors, partnering with companies like AWS, Microsoft, and Lockheed Martin. Oracle uses Llama for document processing, while Scale AI and Lockheed Martin adapt it for security and coding tasks, supporting national defense needs.

[Source](#)

Elon Musk to lead American AI policy



Americans for Responsible Innovation (ARI) is petitioning President-elect Trump to appoint Elon Musk as AI adviser, citing his ability to safeguard U.S. AI leadership. ARI, led by Brad Carson, says it doesn't accept corporate funding.

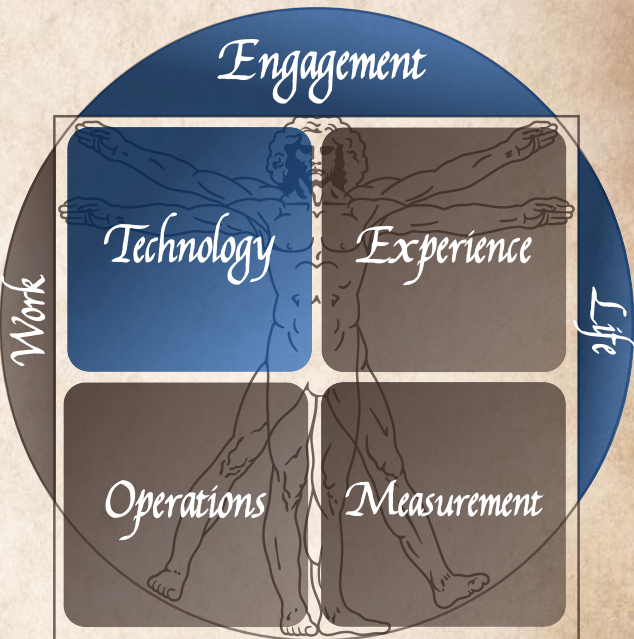
[Source](#)

What Trump's victory could mean for AI



Donald Trump becomes the 47th U.S. president, with Republicans likely controlling Congress, signaling major changes in government. The AI industry, which opposes federal regulation, will be impacted as Trump plans to dismantle Biden's AI policies, aligning with those who favor minimal regulations.

[Source](#)



Industry News

Amazon debuts virtual holiday shop



Ahead of the holidays, Amazon has debuted a virtual holiday shop, a 3D immersive shopping environment where customers can watch content and browse new products, the e-commerce giant announced on Friday. Among the brands featured in the shop are Kate Spade, Coach and Bumble and Bumble.

Source

Alibaba releases proprietary AI search solution for global small businesses



Alibaba reported a successful Global Shopping Festival, with AI-enhanced B2B search on its platform. While specific sales figures weren't disclosed, its 16th annual 11.11 Shopping Festival saw strong growth in gross merchandise volume (GMV) and a record number of active buyers through Taobao and Tmall Group.

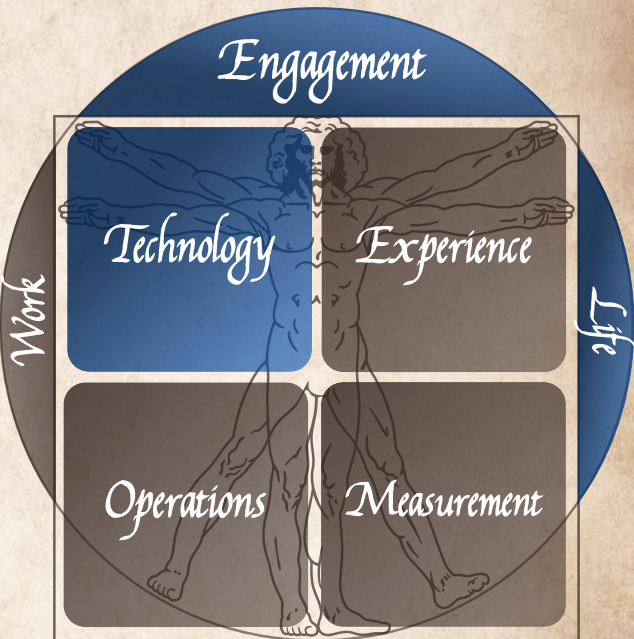
Source

Walmart enhances holiday shopping with AI



Walmart is using AI and generative AI tools to enhance holiday shopping across its online, in-store, and delivery services. New features include personalized gift recommendations, a shopping assistant, and expanded delivery options, aiming to make the shopping experience faster and more convenient.

Source



Industry News

Benefit Cosmetics launches first virtual 3D



Joining the virtual shopping trend, Benefits Cosmetics has partnered with Obsess to debut its first virtual 3D shopping experience dubbed “The Benemart,” the retailer said in a Monday press release sent to Retail Dive. The digital space is currently available to shoppers in the U.S., Germany, the U.K. and France.

[Source](#)

Meta’s Los Angeles pop-up features Ray-Ban



Meta opened a temporary pop-up in Los Angeles, Meta Lab, running through Dec. 31, focused on Ray-Ban Meta glasses. Visitors can try the eyewear's AI assistant, customize cases, and join events with guests like singer Tinashe, comedian Desi Banks, podcaster Madeline Argy, and chef Cassie Yeung.

[Source](#)

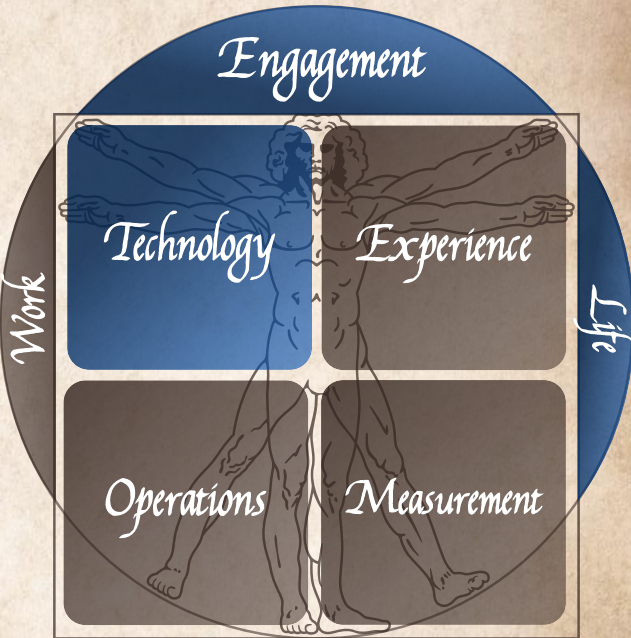
Industry News

Stanley using AI to predict supply disruptions



Stanley 1913 is using Kinaxis' Maestro platform to improve supply chain management with real-time AI-driven insights. This predictive analytics tool helps identify disruptions, implement swift solutions, and enhance visibility for sustainable growth, according to VP Karthik Sivakumar. Additionally, the solution aims to minimize Stanley 1913's carbon footprint, supporting the company's sustainability goals.

[Source](#)



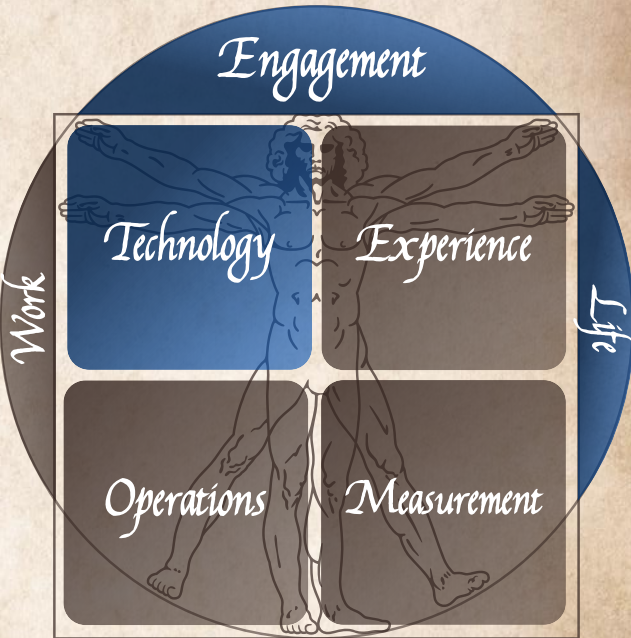
Industry News

Amazon, Google sue over 'fake review website'



Amazon and Google filed separate complaints on Oct. 28 against a Bangladeshi man and multiple others they said peddled fake reviews starting last year for products sold on Amazon and for local businesses that advertise on Google Maps. The companies are seeking injunctions and damages against the effort from district courts in their home states of Washington and California.

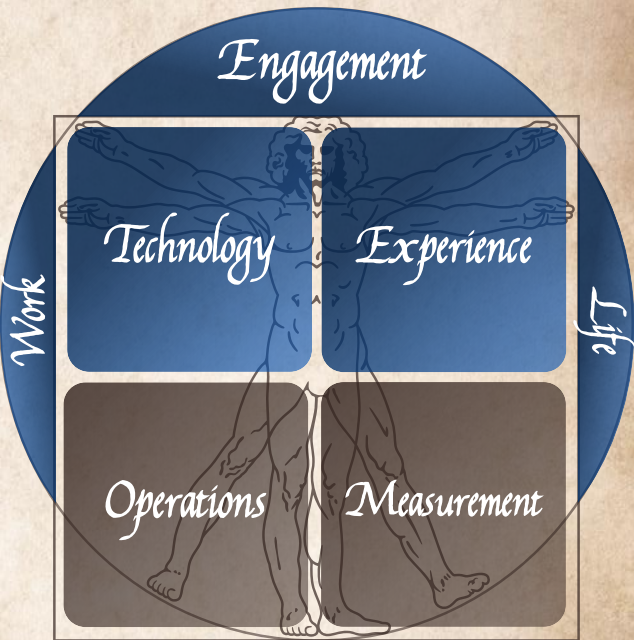
[Source](#)



Expectations



Hardware

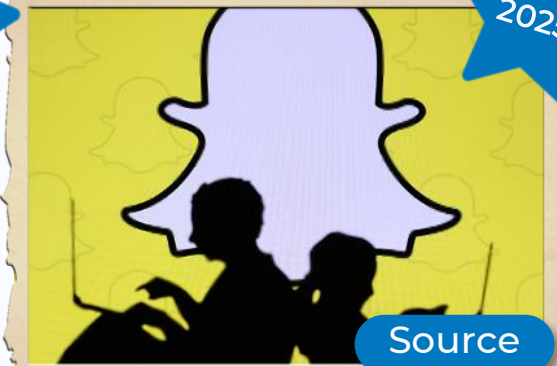


Friend



A new AI tool is trying to be there for you all the time

Snapchat Spectacles



Snap to Revive AR Smart Glasses Ambitions

Tesla Robotaxi



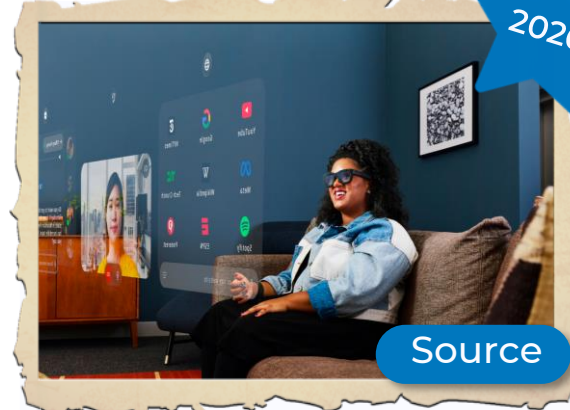
Cars without steering wheels

Project Astra



A real-time multimodal AI assistant

Meta Orion



Next Gen AR Glasses from Meta

Tesla Optimus



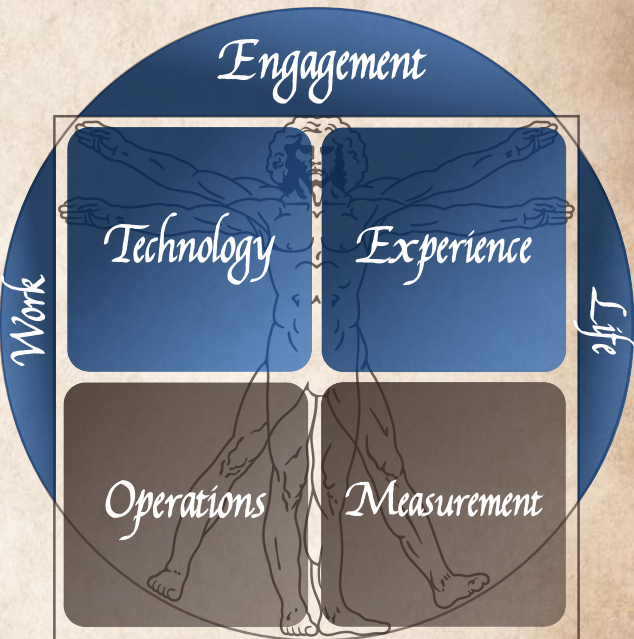
Robots will do everything

New John Ivy device



One imaginative building at a time

Software



Next GPT

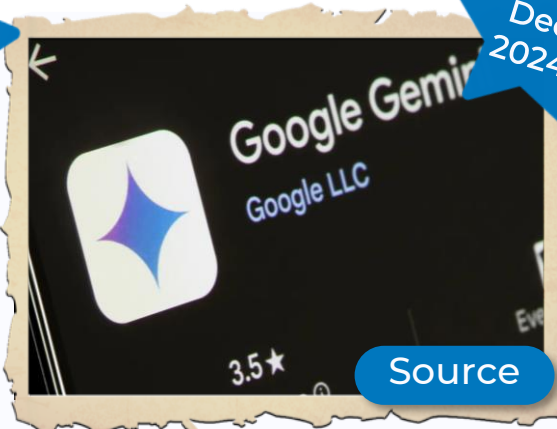
Dec 2024



GPT is expected to improve in natural language understanding, making interactions more intuitive and human-like.

Next Gemini Model

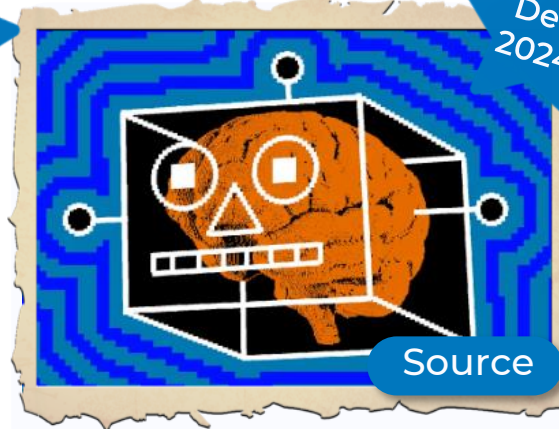
Dec 2024



Smarter answers, faster processing, support for longer inputs, and more reliable reasoning and coding

Project Jarvis

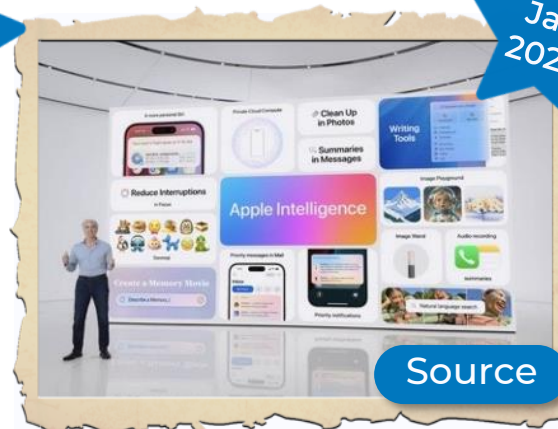
Dec 2024



Project Jarvis would take over a web browser to carry out tasks on users' behalf

Apple Intelligence

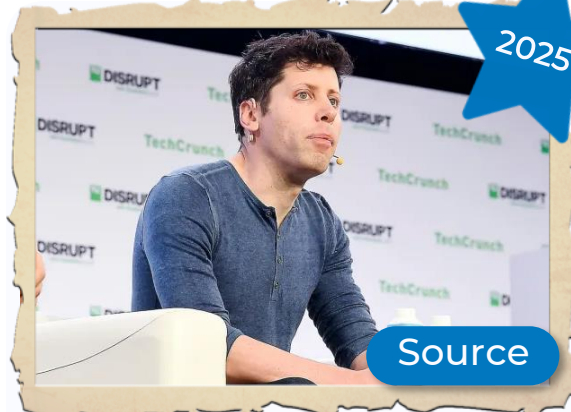
Jan 2025



It is coming as part of iOS 18, and marks Apple's first major attempt at offering AI features

OpenAI Orion

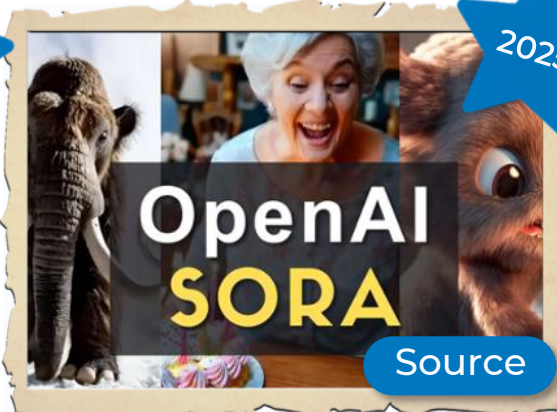
2025



OpenAI plans to launch another new frontier AI model

OpenAI Sora

2025



OpenAI has released more videos and the world is grappling for a possible release date

More updates for Humane AI/Rabbit R1

2025



Humane: better battery, thermal management, lower latency.
Rabbit r1: Design Automation, cross-device computing.

Next Midjourney

TBD



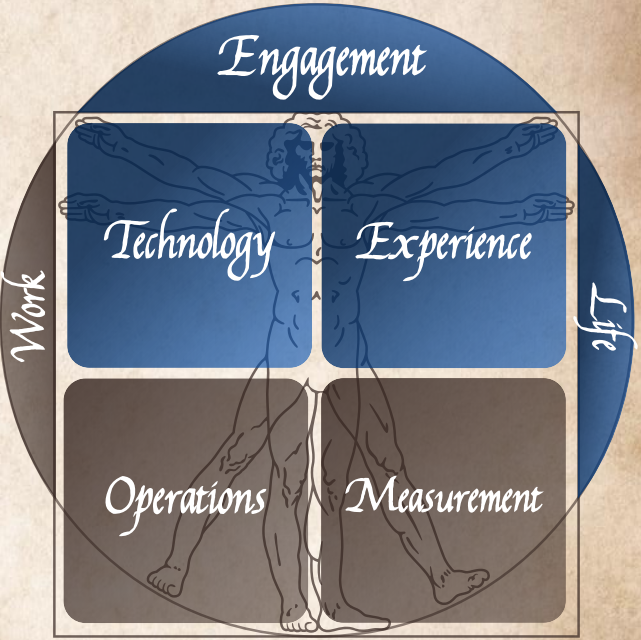
External image editor, image retexturing, and next-gen AI moderation systems.

Recommendations



Recommended Viewing

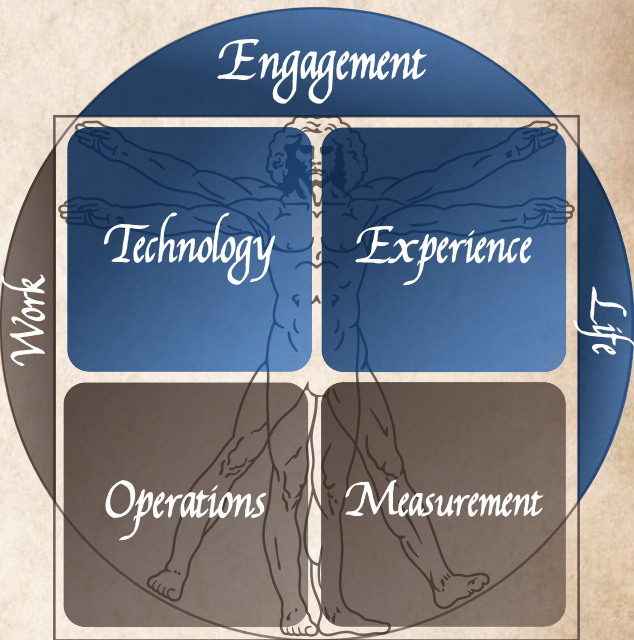
How To Build The Future: Sam Altman



Source

Recommended Viewing

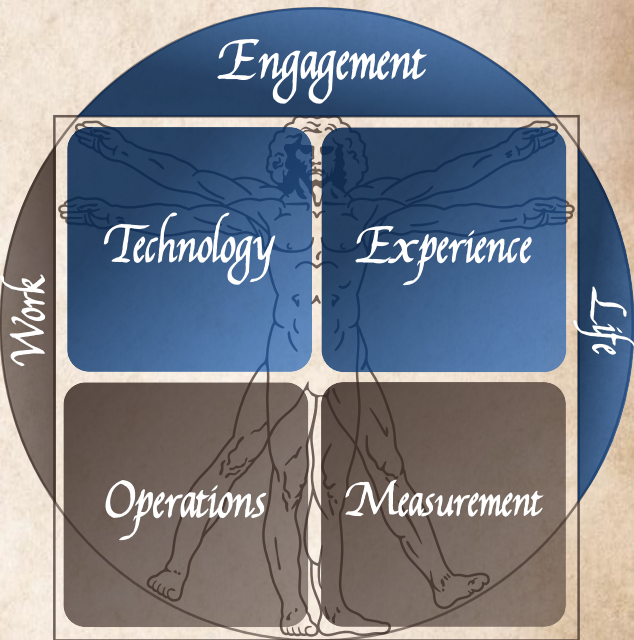
Rabbit r1 used genUI to make r1 look like evangelion UI and asked it to go listen and tell about the interviewees of a podcast



Source

Recommended Viewing

The Estée Lauder Companies (ELC) unlocks consumer insights with ChatGPT

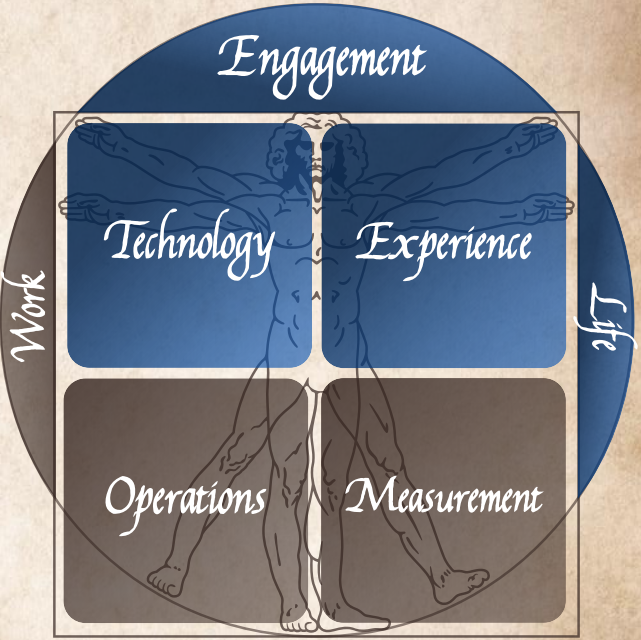


Yuan Zhan
Director, Fragrance Foresight

Source

Recommended Viewing

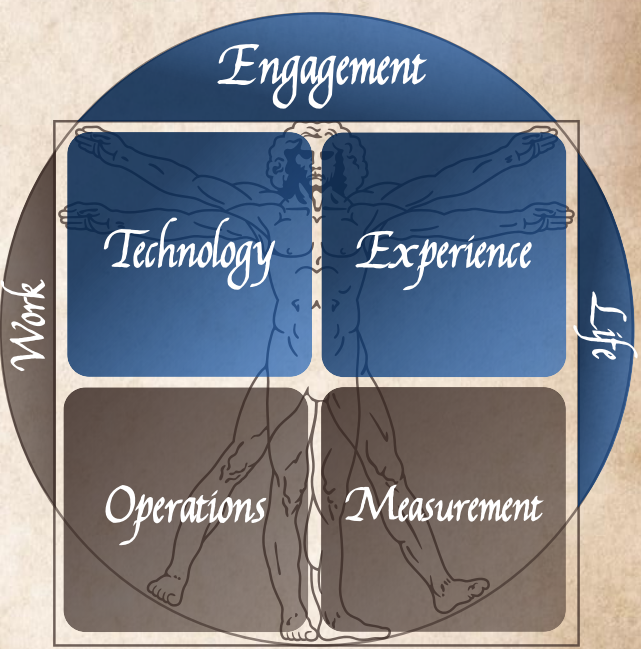
Sakura Automata • Made by Chaos GalerIA with Sora



Source

Recommended Viewing

A State of Semi-Balance · Made by Jon Uriarte with Sora



Source

PDP Optimization Test

Product - Base

Title Organic Berry Blast Energy Drink - Natural Caffeine, Sugar-Free, and Vegan-Friendly - 12 oz Can

Bullets

- **Natural Energy Boost:** Powered by organic caffeine from green tea and guarana for a clean, sustainable energy lift without jitters.
- **Antioxidant-Rich:** Packed with antioxidants from acai berries, blueberries, and goji berries to help combat free radicals and support overall health.
- **No Added Sugars:** Sweetened naturally with stevia and monk fruit, offering a refreshing taste without the sugar crash.
- **Hydrating and Refreshing:** Includes electrolytes like potassium and magnesium for hydration and recovery, perfect for pre- or post-workout.
- **Vegan and Gluten-Free:** Crafted without animal products, artificial ingredients, or gluten, making it accessible for a wide range of dietary needs.
- **Eco-Friendly Packaging:** Packaged in recyclable aluminum cans, reducing environmental impact and easy to carry on the go.

Description

Recharge your day with our Organic Berry Blast Energy Drink—a clean, refreshing way to boost your energy naturally. Formulated with organic caffeine from green tea and guarana, it provides a steady lift without the jitters or crash of traditional energy drinks. Infused with a powerful blend of acai, blueberry, and goji berry extracts, this drink is as nutritious as it is delicious, delivering a dose of antioxidants to support your body's natural defenses.

Our Berry Blast is free from added sugars, using stevia and monk fruit to achieve a lightly sweetened taste without empty calories. It's also packed with essential electrolytes, keeping you hydrated and ready for action, whether you're hitting the gym or powering through a busy day.

We care about the planet and your health, which is why our drink is crafted to be vegan, gluten-free, and packaged in recyclable cans. Enjoy the burst of natural berry flavors and the benefits of organic energy with every sip. Make the sustainable choice with Berry Blast, and feel good about what you're drinking!

List of Claims

*with Disclaimers

1. Boosts Energy Naturally with Organic Caffeine

*Results may vary based on individual tolerance to caffeine.

2. Packed with Antioxidants from Natural Berry Extracts

3. Hydrating Electrolytes for Recovery

*Helps replenish electrolytes like potassium and magnesium after exercise.

4. Vegan and Gluten-Free Formula

5. Eco-Friendly Packaging

6. Made without artificial flavors or preservatives for a clean, natural taste.

7. Supports Overall Wellness

*Not intended to diagnose, treat, cure, or prevent any disease. Statements not evaluated by the FDA.



Keywords

- **Organic Energy Drink**
- **Natural Energy**
- **Sugar-Free Energy Drink**
- **Vegan Energy Drink**
- **Antioxidant-Rich Drink**
- **Electrolyte Drink**
- **Berry Flavor Energy Drink**
- **Caffeine from Green Tea**
- **Clean Energy Boost**
- **Recyclable Packaging**



Restricted Words

- **Cheap**
- **Miracle**
- **Best**
- **Perfect**
- **Guaranteed**
- **Magic**
- **Amazing**
- **Unbeatable**
- **Ultimate**
- **100%**

Task

Objective Provide optimized marketing copy for our Organic Berry Blast Energy Drink, using existing product details, claims, disclaimers, and keywords. The goal is to enhance the copy for better engagement, search engine optimization (SEO), and targeted customer appeal.

Inputs

1. Existing Product Copy:

Product Title: <>
Product Bullets: <>
Product Description:<>

2. List of Claims and Disclaimers: <>

3. Restricted Words: <>

4. Customer Persona for Personalization

Fitness Enthusiasts: Looking for performance benefits like energy, hydration, and natural ingredients.

5. Tone Requirements

Casual and Friendly: For users who engage with relatable, conversational language.

Task

Optimize the Marketing Copy to enhance engagement and SEO, ensuring:

- Inclusion of all claims and disclaimers into product title, bullets and description exactly as provided, without rephrasing.
- Maximum incorporation of keywords.
- Tailoring of the copy to appeal specifically to the Fitness Enthusiast persona.
- Use of a Casual and Friendly tone to create an engaging and approachable brand voice.
- Enhancement of the overall readability and appeal of the copy.
- Checking for restricted words and ensuring compliance.

Chatgpt-4o Optimized Copy

Title Organic Berry Blast Energy Drink - Natural Caffeine, Sugar-Free, and Vegan-Friendly - 12 oz Can

Bullets

- **Natural Energy Boost:** Powered by organic caffeine from green tea and guarana for a clean, sustainable energy lift without jitters. Results may vary based on individual tolerance to caffeine.
- **Packed with Antioxidants:** Enjoy natural berry extracts like acai, blueberry, and goji to help combat free radicals and support overall health.
- **Hydrating Electrolytes for Recovery:** Contains potassium and magnesium to help replenish electrolytes, perfect for workout recovery.
- **No Added Sugars:** Sweetened naturally with stevia and monk fruit for a refreshing taste without the sugar crash.
- **Vegan and Gluten-Free Formula:** Crafted without animal products, artificial flavors, or preservatives for a clean, natural taste.
- **Eco-Friendly Packaging:** Packaged in recyclable aluminum cans, reducing environmental impact and easy to carry on the go.
- **Supports Overall Wellness:** Fuel your body with a drink that's both nutritious and delicious. Not intended to diagnose, treat, cure, or prevent any disease. Statements not evaluated by the FDA.
- **Berry Flavor Excitement:** Savor the burst of natural berry flavors with every sip to enhance your day.

Description

Kickstart your routine with our Organic Energy Drink—tailored for fitness enthusiasts who crave natural energy and hydration. Feel the clean energy boost from organic caffeine sourced from green tea and guarana, avoiding those disruptive jitters. Packed with powerful antioxidants from acai, blueberry, and goji berries, it's an Antioxidant-Rich Drink that supports overall wellness. Plus, it's a Sugar-Free Energy Drink thanks to stevia and monk fruit, leaving you refreshed without added sugars. Our Electrolyte Drink replenishes key minerals like potassium and magnesium, helping recovery post-workout. Crafted to be a Vegan Energy Drink, it's made without artificial ingredients, ensuring a pure, clean taste. Stay eco-conscious with recyclable packaging, making it an ideal companion on the go!

unique of keywords: **8/10**
of restricted words: **1**
Response time: **6.5s**
8 bullets: **yes**

Description of no more than 200 words : **yes/114**

4/7 claims

Wording of all claims and disclaimers correct;
2 disclaimers were not included in the right format;

Gemini 1.5 Pro Optimized Copy

Title Organic Berry Blast Energy Drink - Natural Caffeine, Sugar-Free, Vegan-Friendly - Boosts Energy Naturally* - 12oz Can (*Results may vary based on individual tolerance to caffeine.)

Bullets

- Pre-Workout Power: **Natural Energy Boost**: Powered by organic **caffeine from green tea** and guarana for a clean, sustainable energy lift without the jitters.
- Antioxidant Support: **Packed with Antioxidants from Natural Berry Extracts**: Acai, blueberry, and goji berries help combat free radicals.
- Guilt-Free Goodness: No Added Sugars: Sweetened naturally with stevia and monk fruit for a refreshing taste without the sugar crash.
- Hydration Boost: **Hydrating Electrolytes for Recovery**: Includes potassium and magnesium for hydration and recovery.* (*Helps replenish electrolytes like potassium and magnesium after exercise.)
- Post-Workout Recovery: Replenish and rehydrate with electrolytes crucial for muscle function after a tough session.
- Plant-Based Power: **Vegan and Gluten-Free Formula**: Crafted without animal products, artificial ingredients, or gluten.
- Eco-Conscious Choice: **Eco-Friendly Packaging**: Packaged in recyclable aluminum cans, reducing environmental impact.
- Clean & Pure: **Made without artificial flavors or preservatives for a clean, natural taste.**

Description

Hey fitness fanatics! Fuel your workouts and crush your goals with Organic Berry Blast Energy Drink. This clean, refreshing beverage provides sustained **natural energy** from organic **caffeine from green tea** and guarana – no jitters or crashes here! Packed with antioxidants from acai, blueberry, and goji berry extracts, Berry Blast is as nutritious as it is delicious. **Supports Overall Wellness: *Not intended to diagnose, treat, cure, or prevent any disease. Statements not evaluated by the FDA.**

Zero added sugars? You bet! We use stevia and monk fruit for a light, sweet taste without the extra calories. Plus, we've included electrolytes to keep you hydrated and ready to tackle anything. **Hydrating Electrolytes for Recovery**: Helps replenish electrolytes like potassium and magnesium after exercise. **Boosts Energy Naturally with Organic Caffeine**: Results may vary based on individual tolerance to caffeine. **Packed with Antioxidants from Natural Berry Extracts**. Vegan and gluten-free, it's the **perfect** guilt-free fuel. Grab a Berry Blast and feel good about what you're drinking! Our **eco-friendly packaging** is just another reason to love this drink.

unique of keywords: **2/10**
of restricted words: **1**
Response time: **10.2s**
8 bullets: **yes**

Description of no more than 200 words : **yes/174**

7/7 claims

Wording of all claims and disclaimers correct;
2 disclaimers were not included in the right format;

Claude Sonnet 3.5 v2 Optimized Copy

Title Organic Berry Blast Energy Drink | Natural Green Tea Caffeine & Sugar-Free | Vegan Electrolyte Drink for Active Lifestyles | 12 oz Recyclable Can

Bullets

- **Boosts Energy Naturally with Organic Caffeine***: Clean energy boost from green tea and guarana for sustained workout power. ***Results may vary based on individual tolerance to caffeine.**
- **Packed with Antioxidants from Natural Berry Extracts**: Triple-berry blend of acai, blueberry, and goji supports your training goals and overall wellness*.
- Zero Sugar Formula: Naturally sweetened with stevia and monk fruit - maintain steady energy levels throughout your workout.
- **Hydrating Electrolytes for Recovery***: Essential potassium and magnesium to keep you performing strong. ***Helps replenish electrolytes like potassium and magnesium after exercise.**
- **Vegan and Gluten-Free Formula**: Made without artificial flavors or preservatives for a clean, natural taste.
- **Eco-Friendly Packaging**: Recyclable aluminum cans for sustainable, on-the-go hydration.
- Pre/Post Workout Ready: Ideal companion for training sessions and recovery periods.
- Clean Label Promise: No artificial ingredients - just pure, **natural energy** for your active lifestyle.

Description

Power up your workout with Organic Berry Blast Energy Drink! We've created this **clean energy boost** specifically for athletes and fitness enthusiasts who demand natural, effective fuel for their training. Our formula starts with organic **caffeine from green tea** and guarana, delivering steady energy without the crash. We've packed it with antioxidant-rich berries - acai, blueberry, and goji - to support your active lifestyle while keeping it sugar-free with natural stevia and monk fruit sweeteners.

What sets Berry Blast apart? **Our Hydrating Electrolytes for Recovery*** keep you performing at your peak, while the **Vegan and Gluten-Free Formula** ensures clean, natural ingredients that align with your fitness goals. Plus, our commitment to **Eco-Friendly Packaging** means you can feel good about your choice.

Whether you're crushing a morning workout or powering through afternoon training, Berry Blast delivers the **clean energy boost** you need. Made without artificial flavors or preservatives for a clean, natural taste that **Supports Overall Wellness***.

***Not intended to diagnose, treat, cure, or prevent any disease. Statements not evaluated by the FDA.**

unique of keywords: **4/10**
of restricted words: **0**
Response time: **12.0s**
8 bullets: **yes**

Description of no more than 200 words : **yes/170**

7/7 claims

Wording of all claims and disclaimers correct;
Disclaimers were included in the right format;

Llama-3.2 3b Optimized Copy

Title Get Your **Natural Energy** Boost with Organic Berry Blast Energy Drink - Sugar-Free, Vegan-Friendly, and Eco-Friendly!

Bullets

- Boost Your Energy Naturally: Powered by organic **caffeine from green tea** and guarana for a clean, sustainable energy lift without jitters.
- Antioxidant-Rich: Packed with antioxidants from acai berries, blueberries, and goji berries to help combat free radicals and support overall health.
- Hydrating and Refreshing: Includes electrolytes like potassium and magnesium for hydration and recovery, **perfect** for pre- or post-workout.
- Vegan and Gluten-Free: Crafted without animal products, artificial ingredients, or gluten, making it accessible for a wide range of dietary needs.
- **Eco-Friendly Packaging**: Packaged in recyclable aluminum cans, reducing environmental impact and easy to carry on the go.
- **Natural Energy** Boost: Experience a steady lift without the jitters or crash of traditional energy drinks.
- Replenish Electrolytes: Helps replenish electrolytes like potassium and magnesium after exercise for optimal hydration and recovery.
- **Supports Overall Wellness: Not intended to diagnose, treat, cure, or prevent any disease. Statements not evaluated by the FDA.**

Description

Recharge your day with our Organic Berry Blast Energy Drink! Formulated with organic **caffeine from green tea** and guarana, this drink provides a **natural energy** boost without the jitters or crash. Infused with a powerful blend of acai, blueberry, and goji berry extracts, our Berry Blast is as nutritious as it is delicious. Enjoy the burst of natural berry flavors and the benefits of organic energy with every sip. Make the sustainable choice with Berry Blast and feel good about what you're drinking!

unique of keywords: **2/10**
of restricted words: **1**
Response time: **4.9s**
8 bullets: **yes**

Description of no more than 200 words : **yes/83**

2/7 claims

Wording of all claims and disclaimers correct;
Disclaimers were not included in the right format;

Grok-2 Optimized Copy

Title Organic Berry Blast Energy Drink - Natural Caffeine, Sugar-Free, Vegan-Friendly, Electrolyte Drink, 12 oz Can

Bullets

- **Natural Energy Boost:** Powered by organic caffeine from green tea and guarana for a clean, sustainable energy lift without jitters. Results may vary based on individual tolerance to caffeine.
- **Antioxidant-Rich:** Packed with antioxidants from natural berry extracts to help combat free radicals and support overall health.
- **No Added Sugars:** Sweetened naturally with stevia and monk fruit, offering a refreshing taste without the sugar crash.
- **Hydrating Electrolytes for Recovery:** Includes potassium and magnesium for hydration and recovery. Helps replenish electrolytes like potassium and magnesium after exercise.
- **Vegan and Gluten-Free:** Crafted without animal products, artificial ingredients, or gluten, making it accessible for a wide range of dietary needs.
- **Eco-Friendly Packaging:** Comes in recyclable aluminum cans, reducing environmental impact and easy to carry on the go.
- **Clean, Natural Taste:** Made without artificial flavors or preservatives for a clean, natural taste.
- **Supports Overall Wellness:** Supports your health with natural ingredients. Not intended to diagnose, treat, cure, or prevent any disease. Statements not evaluated by the FDA.

Description

Hey fitness friends! Need a lift without the letdown? Our Organic Berry Blast Energy Drink is your go-to for natural energy. Made with caffeine from green tea and guarana, it gives you that clean energy boost without any jitters or crash. Plus, it's packed with berry extracts for an antioxidant-rich kick, perfect for recovery and overall wellness. No added sugars here; we sweeten it naturally with stevia and monk fruit. And with electrolytes for hydration, it's the ideal pre or post-workout companion. It's vegan, gluten-free, and comes in recyclable packaging, so you can feel good about your choice for the planet too. Choose Organic Berry Blast for a sugar-free energy drink that aligns with your active lifestyle.

unique of keywords: **6/10**

of restricted words: **1**

Response time: **10.5s**

8 bullets: **yes**

Description of no more than 200 words : **yes/117**

4/7 claims

Wording of all claims and disclaimers correct;

Disclaimers were not included in the right format;

Summary Comparison Table

	ChatGPT 4o	Gemini 1.5 Pro	Claude Sonnet 3.5 v2	Llama-3.2 3b	Grok v2
Use of claims	4/7 Correct Wording; Incorrect disclaimer format;	7/7 Correct Wording; Incorrect disclaimer format;	7/7 Correct Wording; Correct disclaimer format;	2/7 Correct Wording; Incorrect disclaimer format;	4/7 Correct Wording; Incorrect disclaimer format;
# of unique keywords	8/10	2/10	4/10	2/10	6/10
# of restricted words	1	1	0	1	1
Response time	6.5s	10.2s	12.0s	4.9s	10.5s
8 bullets	yes	yes	yes	yes	yes
Description of no more than 200 words	Yes 114	Yes 174	Yes 170	Yes 83	Yes 117
Personalization Test	6/10 Covers energy benefits well but lacks emphasis on recovery	9/10 Very well-personalized for fitness, covering both energy and recovery needs.	8/10 Strong focus on fitness with good coverage of energy and hydration.	5/10 Addresses fitness needs generally but is less tailored to intense workout support or recovery.	7/10 Relevant for fitness with a solid focus on pre- and post-workout needs, but could include more on recovery.
Tone of Voice	6/10 Mostly engaging and casual, but some formal language could be friendlier.	9/10 Engaging, energetic, and aligns well with the casual, friendly tone for fitness enthusiasts; minor adjustments needed.	8/10 Approachable and conversational, fitting the friendly tone with a few formal phrases to simplify	5/10 Friendly and accessible, but could be more energetic to better match the fitness-focused tone	7/10 Relatable and conversational, though some phrases could be simplified for a fully friendly tone
Score	24	27	28	14	24
Ranking	#3	#2	#1	#4	#3



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