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CASE STUDY

GURU Organic Energy: Launching with Confidence in a Crowded Market

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PREPARED BY

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About GURU Organic Energy



GURU Organic Energy didn't just enter the energy drink market. It redefined it. Founded in Montreal in 1999, GURU pioneered one of the world's first natural, plant-based energy drinks at a time when the category was dominated by synthetic stimulants and artificial ingredients. Built on a simple premise of clean energy from real ingredients like green tea and guarana, the brand became a blueprint for what better-for-you beverages could look like.

Today, GURU is Canada's #2 energy drink brand, with sales growing 16.9% year-over-year as demand for natural alternatives accelerates across North America.

The Challenge: Speed-to-Insight at Launch

In a competitive beverage market, a new flavor launch lives or dies on early consumer signals. The window to course-correct is narrow, and traditional feedback methods don't fit inside it.

Surveys take weeks. In-store tastings are limited in reach. By the time the data arrives, the market has already moved. GURU needed a way to capture real consumer reactions across demographics, regions, and taste profiles, fast enough to actually act on them.

Why This Problem is Universal

Every beverage brand launching a new SKU faces the same tension: move quickly, but don't get it wrong. Consumer preferences shift fast, competition is relentless, and a misaligned launch doesn't just underperform; it erodes brand equity. The brands that win aren't necessarily the ones with the best product on day one. They're the ones who can read the market in real time and adapt before momentum stalls.

Insika AI's Solution: A Live Pulse on Consumer Sentiment

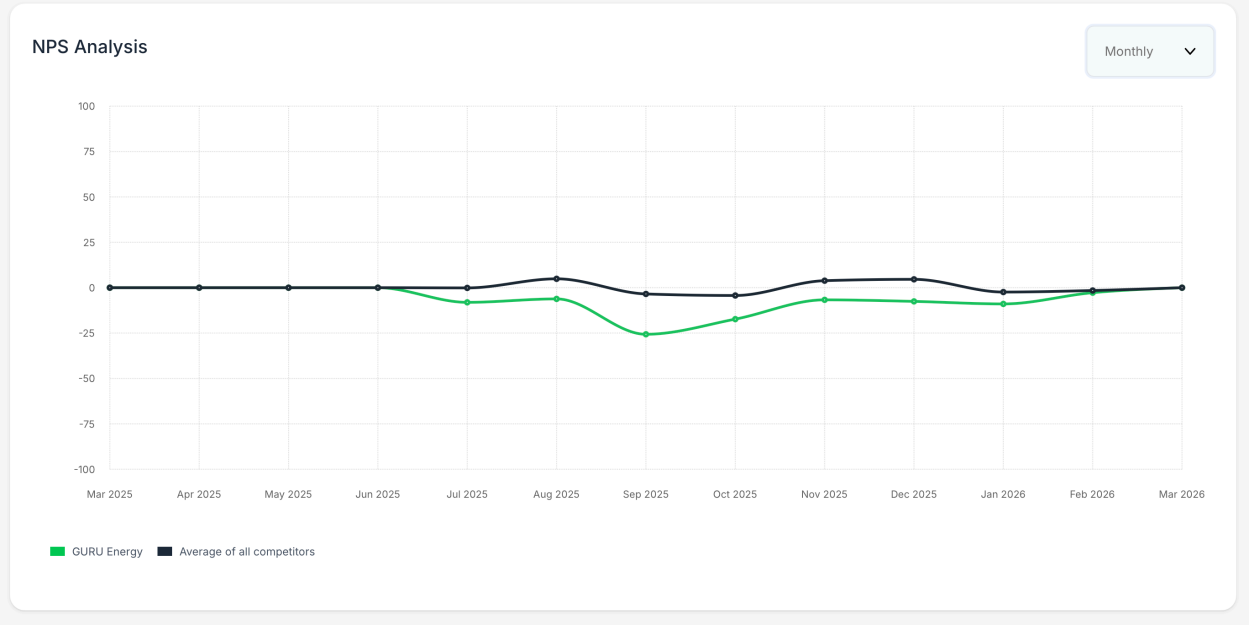
GURU deployed Insika™AI's real-time sentiment platform as the nerve center of its flavor launch. Rather than waiting for post-launch research, the team had a continuously updating view of exactly how consumers were responding, as it happened.

Insika AI captured Net Promoter Score (NPS) alongside qualitative feedback, segmented across customer profiles and touchpoints. This wasn't just data collection. It was a single source of truth that replaced the fragmented, delayed picture that traditional research provides.

The impact was immediate:

- Faster decisions
  - GURU's team could validate what was working and pivot on what wasn't, in days, not weeks.
- Smarter go-to maket
  - Real-time sentiment shaped messaging adjustments before negative perceptions had a chance to compound.
- Lower launch risk
  - By detecting and addressing friction early, GURU entered the market with confidence rather than guesswork.

The result: a new flavor launch optimized not just for taste, but for the market reality it was entering.



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