

poppi™

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What is Poppi?

What it is

- A delicious prebiotic soda with clean in gredients like apple cider vinegar and prebiotics
- Healthy spins on classic flavors like Cola , Orange, or Doc Pop, and unique flavors like Rasberry Rose or Watermelon

What it Isn't

- A club soda, flavored water, or sparkling water, it's soda!
- A beverage with highly processed ingredients, food coloring, or preservatives.
- Over 25 Calories per can
- More than 5g of Sugar per can

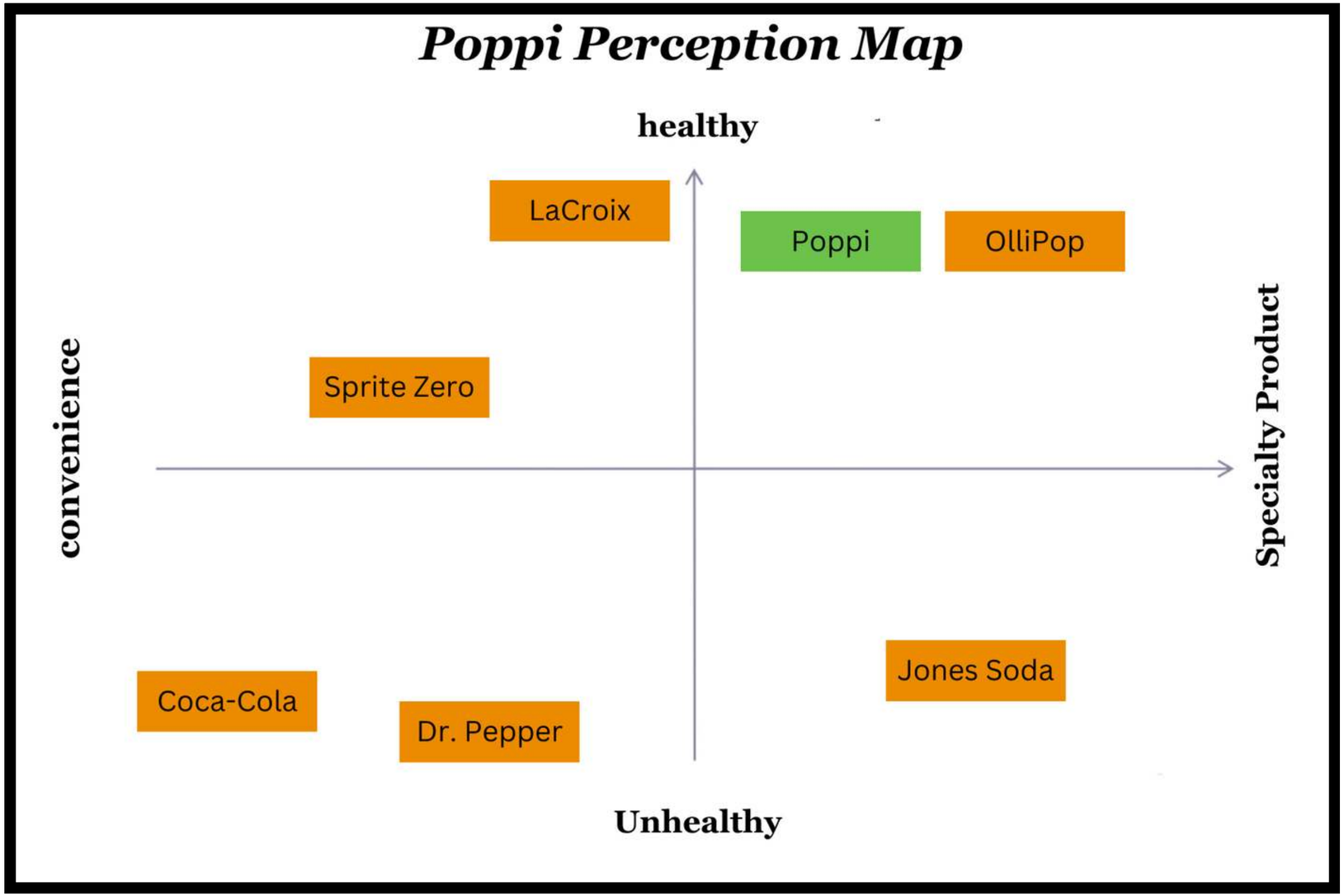


Who is the Current Market?



- Younger Demographic between 16 - 30 years old
- Majority of consumers are women
- Segments: Trendsetting Teens, Health-Focused Young Adults, The Occasional Sweet Tooth
- Health-conscious consumers who enjoy the flavor of soda but want to improve chronic health issues

The Poppi Market



Soda Product Category: Two Dimensions

Traditional Soda Industry

- Major Players extend brand lines to integrate new drinkers. Ex: The Coca-Cola Company offering Coke Products, Sprite, Fanta, etc.
- Utilize price skimming to make soda a convinence product
- Emphasis on taste/familiarity

Functional Soda Industry

- Functional soda drinks= novel category that's a subsector of functional food and non-alcoholic beverage industry.
- Major players include: Culture Pop Soda, Poppi, Olipop, Superfrau
- Premium pricing to showcase high quality, health-boosting components, and unique flavor profiles.
- Predicted to be a Multi-Billion Dollar industry growing @ 7.1% CAGR.



How do consumers make decisions in this category?

Consumers may genuinely enjoy the taste of traditional soda, but are apprehensive about drinking it because they know that it has unhealthy ingredients.

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They are willing to pay more for healthier food alternatives and may shop at health-conscious grocery retailers like Whole Foods, Sprouts, or Bristol Farms. Their priority is enjoying food and beverages that will nourish them.

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With Poppi, consumers get the best of both worlds: satisfying their cravings with a refreshing soda taste and clean ingredients that are better for them!

Holiday Campaign



Limited Time Offering!





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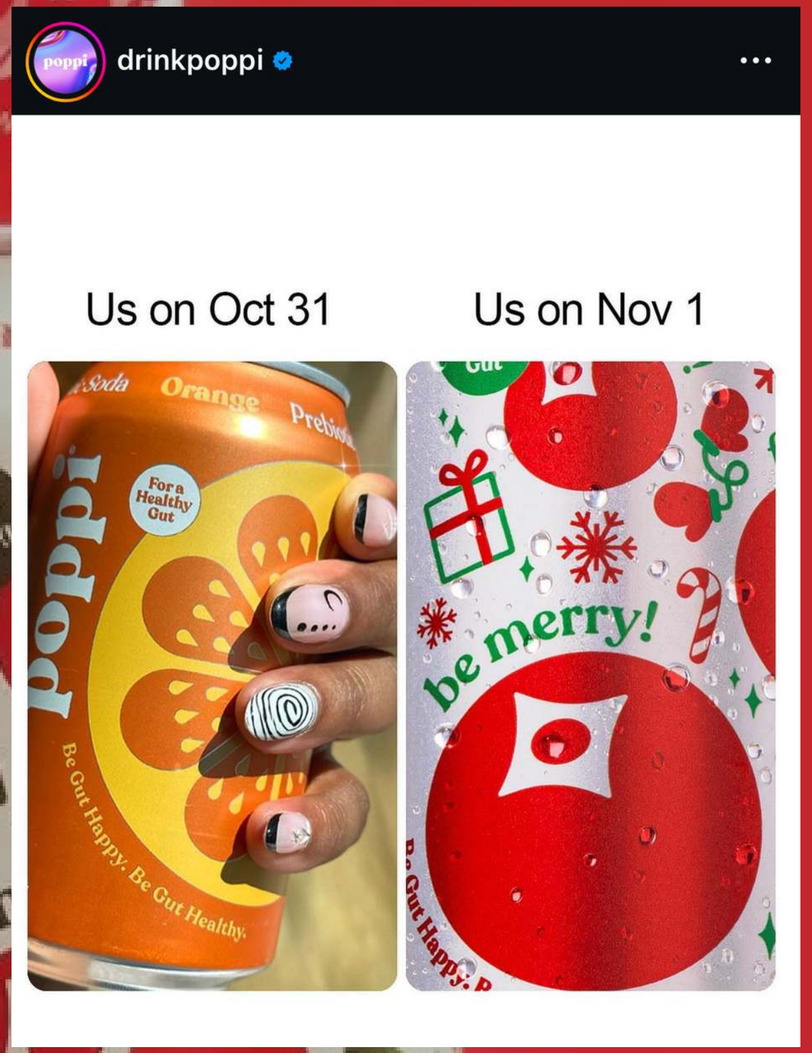
Revealing the Holiday Campaign







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Integrating Social Media into the Holiday Campaign







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How is this campaign based on deep understanding?

- **Poppi has a great understanding of who their customers are (Gen Z Women), where they will be (Tiktok & Instagram), and what resonates with them (memes, slang, current trends).**
- **The choice of platforms and partnerships reflects an understanding of where their target audience spends time and what additional interests they might have**





How is this campaign based on deep understanding?

Strong understanding of **consumer base**



Strategic choice of **platforms and partnerships**



How was this campaign delivered simply?



Leverage bright colors, social media trends, and influencers to connect with Gen Z



Maintain the same product benefits as their standard offering while adjusting messaging

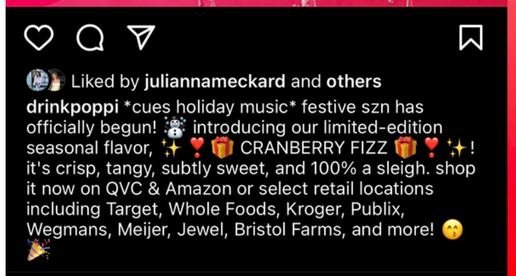


Highlighting limited availability evokes a scarcity mindset












cheers!
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Lime Ginger Prebiotic Soda
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Raspberry Rose Prebiotic Soda

Secondary Resources

- https://www.forbes.com/sites/simonmainwaring/2021/03/15/purpose-at-work-how-poppi-leverages-purpose-to-bring-health-to-soda/?sh=251f44493007
- https://www.instagram.com/drinkpoppi/?hl=en
- https://www.forbes.com/sites/rebeccasuhrawardi/2023/11/15/poppi-x-innbeauty-project-a-beauty-collab-made-in-tiktok-heaven/?sh=60b809124d01
- https://drinkpoppi.com