

# **poppi**

## **creative advertising campaign book**

**created by**



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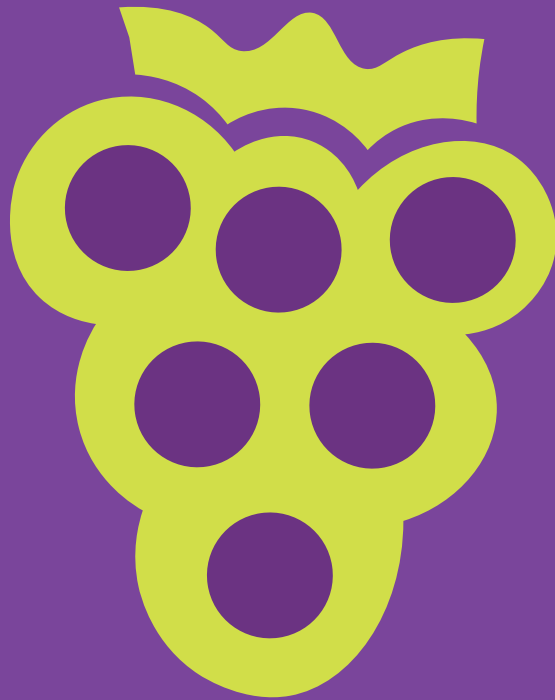
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# branding our agency



# logo & rationale



Our logo was created to have a look that resembled our brand name, Cosmos. Our original name was chosen because of the cosmos flower, but we felt that the space/universe definition of cosmos was much more interesting and fit us as a group better. Our logo is simple, yet brightly colored just like our project. We liked the idea of having some contrast within our type and felt that enlarging the “C” in Cosmos worked well with our star element.



# about the authors



## ally

I'm a senior here at JMU and I'm from Montvale, NJ. I'm currently studying Media Arts & Design with a minor in Political Science! For our project, I designed this booklet and worked on print ads and our survey. My favorite part of this project was working with a great group of creatives and hard working individuals.

## carson

I am a graduating senior from the School of Media Arts and Design with a concentration in Creative Advertising. I hope to explore the world of graphic design and content production, aiming to be involved as much as I can in and around my community. I enjoyed getting to work with my team and developing various creative strategies to build our campaign.



## rachel

I'm a senior Media Arts and Design major concentrating in creative advertising. I hope to utilize what I've learned and create diverse stories that positively impact people from all walks of life! I loved working with creative individuals who are not only talented but also fun! My skills include Adobe Creative Suite and Social Media Marketing. My certifications include Hootsuite, HTML, and CSS.

## kameron

I'm a senior at JMU with a Media Arts & Design major from Richmond, VA. My duties were to make a couple of the ads, mock-ups, viral video, and final presentation. My favorite part of this assignment was working with such a fun and enthusiastic group of creatives throughout the semester. Post graduation, I am attending the VCU Brandcenter graduate program under the Strategy concentration.



## meredith

I'm a senior graduating from JMU with a degree in Media Arts & Design and a concentration in Creative Advertising. I have a minor in General Business. I worked on the brand product placement, commercial & the storyboard, and assist my peers with mock-ups and edits. I loved putting together our campaign and working with such a great group of people.

# pre campaign research



# about the brand

brand name  
**poppi**

company name  
**CAVU Consumer  
Partners**

founded in  
**2015**

founded by  
**Allison & Stephen  
Ellsworth**

Poppi was founded in 2015 initially as a soda called Mother Beverage. After appearing on Shark Tank in 2018, the company rebranded to poppi. The timing of poppi's relaunch was a huge factor in their success because it was during a time where a lot of people were focused on their health (pandemic) and very conscious of what they put in their bodies (Yu, 2022).

poppi, our story

# distribution

Poppi utilizes mass distribution across the country to reach consumers. A wide variety of retail and grocery stores carry poppi, including online websites. The main distributors are:



Publix.



Albertsons

amazon

SPROUTS<sup>™</sup>  
FARMERS MARKET



SAFEWAY<sup>®</sup>



Walmart 



# cost

Poppi's prices vary by product. a single flavor 12-pack ranges from \$26.97-\$29.99, depending on the flavor. Prices for 12-packs & party packs listed:



Strawberry  
Lemon  
\$26.97



Cherry  
Limeade  
\$29.88



Beach Party  
\$29.99



Ginger Lime  
\$29.88



Orange  
\$29.88



The Classics  
\$37.99



Raspberry  
Rose  
\$26.97



Watermelon  
\$29.88



Fun(cional)  
Favs  
\$29.99



Classic Cola  
\$29.88



Root Beer  
\$29.88



Short List  
\$29.99



Grape  
\$29.88



Doc Pop  
\$29.88

# competitors

Poppi has a variety of competitors in different markets due to the shared market of soda and soda alternatives:



Olipop  
\$2.49 singles  
\$35.99 12-pk  
(OLIPOP, n.d.)



bear's fruit  
kombucha  
\$41.88 12-pk  
(Bear's Fruit, n.d.)



Coca-Cola  
\$7.19 12-pk  
(Target: Coca-Cola, n.d.)



Pepsi  
\$7.19 12-pk  
(Target: Pepsi, n.d.)

# SWOT analysis

## strengths

- strong influencer endorsements
- beautiful PR packages
- interesting graphics/colors
- brand awareness
- bright packaging
- young target audience
- trendy instagram posts
- great website

## weaknesses

- too many influencer endorsements
- too many reels on instagram
- kind of expensive
- bitter aftertaste
- not many twitter followers
- low twitter engagement
- narrow target audience

## opportunities

- more pictures
- find more store vendors
- interactive social media posts
- increase user engagement
- more big name celebrity endorsements
- expand target audience

## threats

- the healthy soda market is minimal/very new
- Olipop has great brand awareness & identity
- competitors have longevity in the market
- Olipop has more instagram followers than poppi
- probiotic kombucha drinks



# shared-shelf analysis

Poppi has very comparable shelf space with its competitors. They are known for having unique pop-ups and displays which stand out more against its competitors because of the colors and set-ups (Farber, personal observation, 2023).





# main consumers

- Older generations looking for health benefits
- Mothers of children who enjoy the drink
- Moms appreciate the less sugar content than apple juice (Watson, 2020)
- Millennials and Gen-Z because of packaging and those who care about health & wellness
- Other consumers are influenced by social media influencers and celebrities

## unique product points

- a healthy soda
- has unique ingredient (apple cider vinegar) which is a healthy ingredient that isn't used often in sodas
  - many options, totaling up to nine flavors
  - colors and branding

# agency personal impressions

## ally

I have tried poppi before and I think that the flavor, health benefits, brand personality, and visual aesthetic of poppi are the main strengths of the company. I think there is a lot of potential for poppi to grow as a brand. They are current in terms of their website and how they communicate with their audience. A weakness associated with poppi is it is very similar to other healthy drinks of its kind (Farber, Personal Observation, 2023).

## kameron

I haven't interacted with poppi before this project. I have seen their drinks in stores and always admired their packaging. I've also seen influencers promoting their products. I think those two aspects of marketing are very strong. After I taste poppi, I can speak more on the flavor, which may be a weakness since apple cider vinegar is a main ingredient. They have the opportunity to expand their audience to individuals who want to start a healthy diet but don't know much about it (Franks, Personal Observation, 2023).

## rachel

I've had poppi once. Overall, it's pretty good but it does have a weird aftertaste. In terms of appearance, poppi has a very attractive packaging design. It's upbeat, welcoming, and bright. I think the biggest weakness is that it's really expensive compared to traditional sodas and other healthy options (Nohe, Personal Observation, 2023).

## meredith

I have seen a couple ads for poppi on social media (Instagram, Tik Tok) and noticed their display in my local Target. The social media ads intrigued me because they weren't created by an influencer that had been paid to advertise the product, instead they included a testimonial from the founder herself. These ads were eye-catching due to their attractive bright colors and the product's unique packaging. To me, poppi stands out against their competitors because of their small-town story and distinct aesthetic. I haven't tried poppi yet, but plan on grabbing a can the next time I go on a grocery run (Orne, Personal Observation, 2023).

## carson

I haven't tried poppi yet, but I am looking forward to doing so. I've been trying to find a good and consistent alternative to soda, and considering the potential health benefits, poppi may be the right choice. Based on my own research and investigations, I've found that many people find poppi to be delicious, which is good to know considering that flavor is typically what I am after when drinking a soda (Polk, Personal Observation, 2023). I like their brand image and presence, and it seems that they were founded on realistic and foundational values, so I appreciate their business model. I think that with poppi being in a niche "healthy soda" market, they may face challenges when it comes to marketing against competitors.

# current advertising strategies

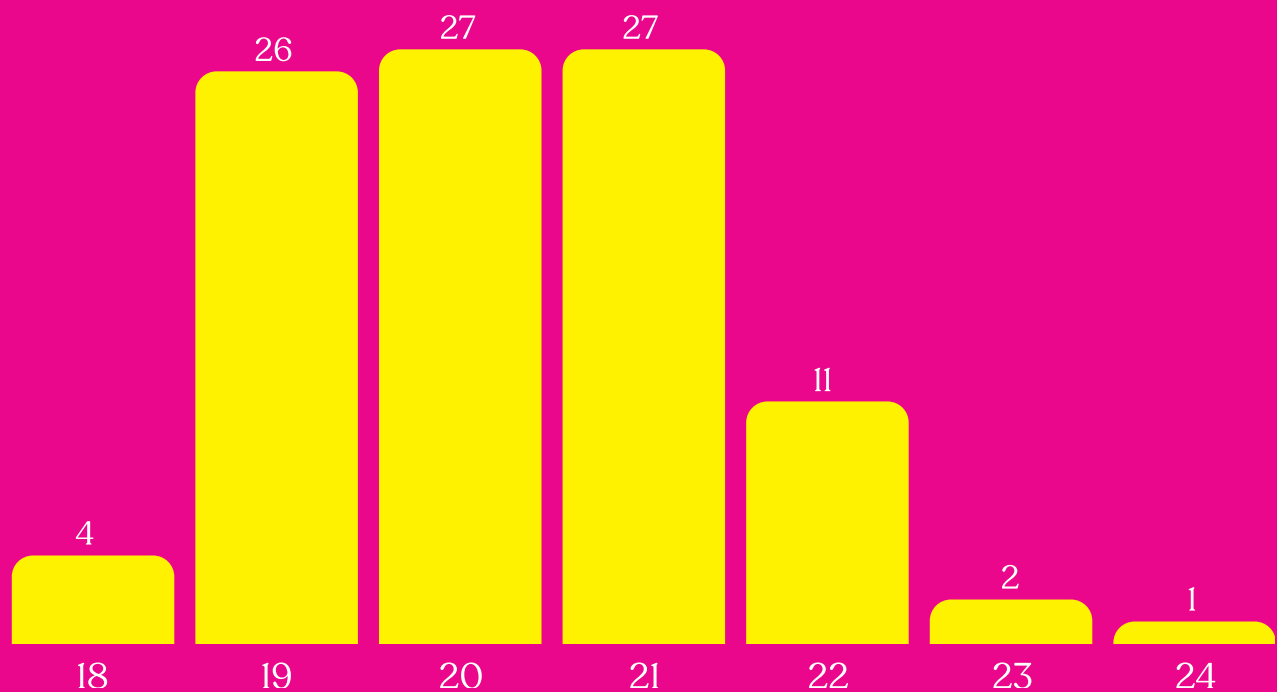
Many of poppi's advertisements are posted through TikTok and Instagram, especially as these platforms have fostered recent conversations about gut health. A Digiday article also references OOH ads in NYC, including guerrilla sampling throughout the city (Cannon, 2022). Their summer campaign sought to raise brand awareness among millennials and Gen Z consumers, who are poppi's target audience. Nearly \$1 million was spent on the campaign, focusing on OOH, print, social media, and influencer marketing to broadcast their message. Kameron also shared a social media influencer, Tiffany Jeffcoat, who received a branded sample box and outfit from poppi.



# survey results

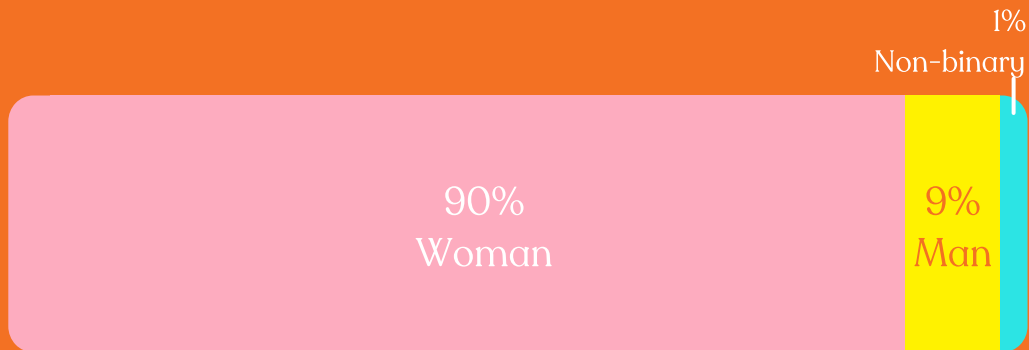
We conducted a survey to learn about peoples' thoughts, feelings, and behaviors around soda. We asked different quesitons about habits, feelings, and preferences in order to learn more about our target audience to see what areas our advertising should touch on.

what is your age?

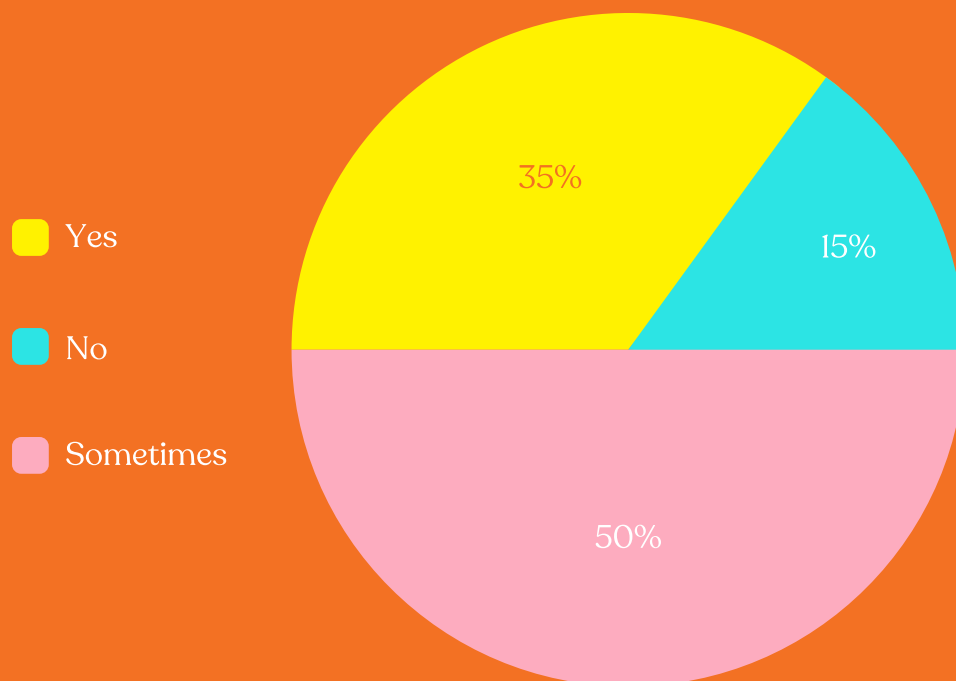


## survey results cont.

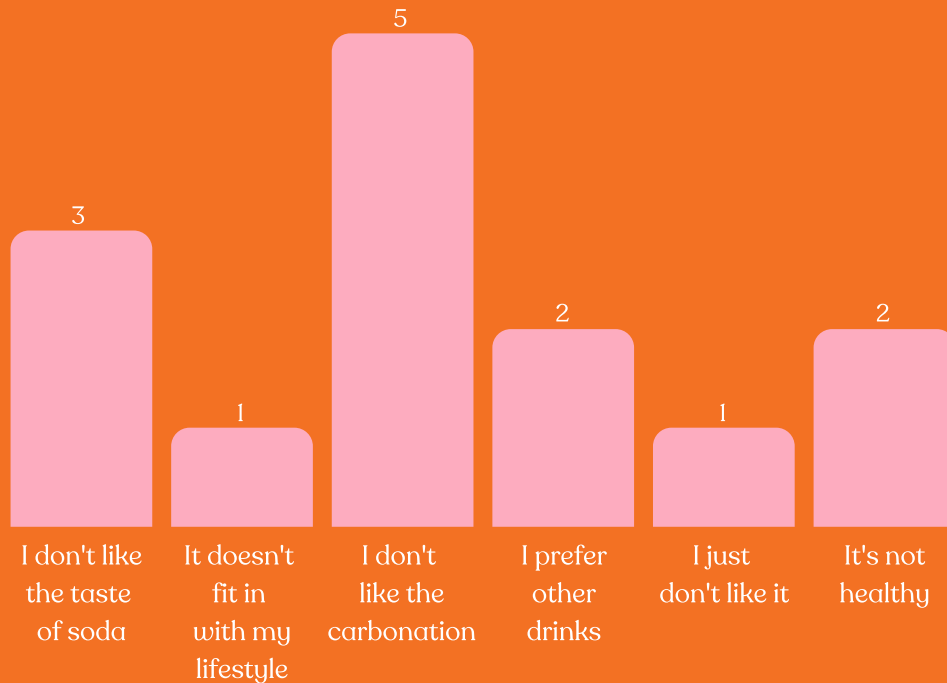
what is your gender identity?



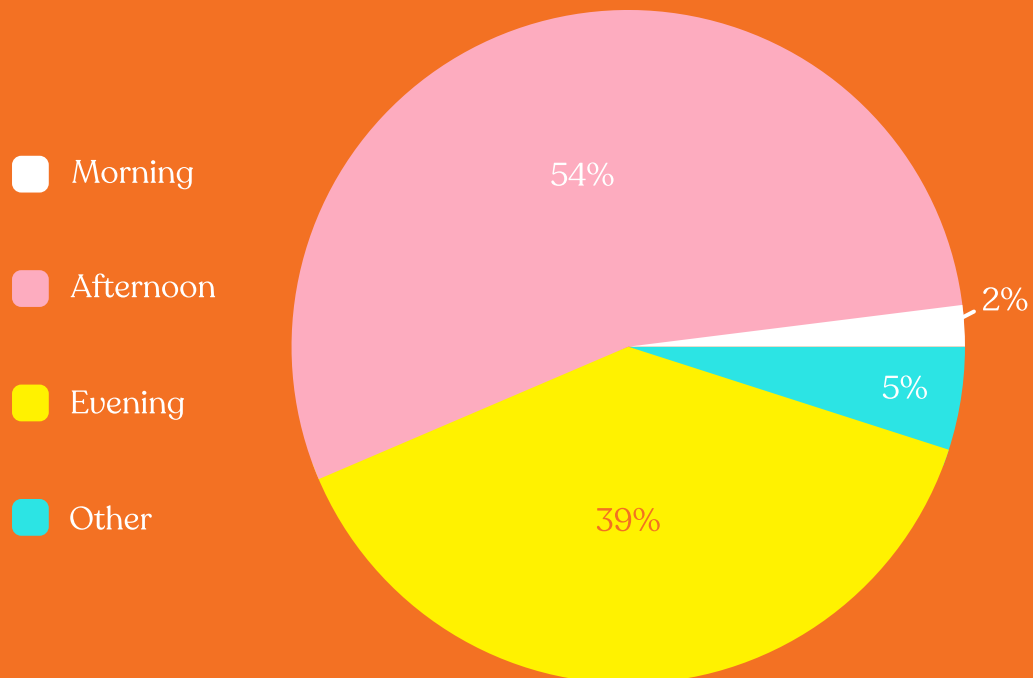
do you drink soda?



## why do you not drink soda?

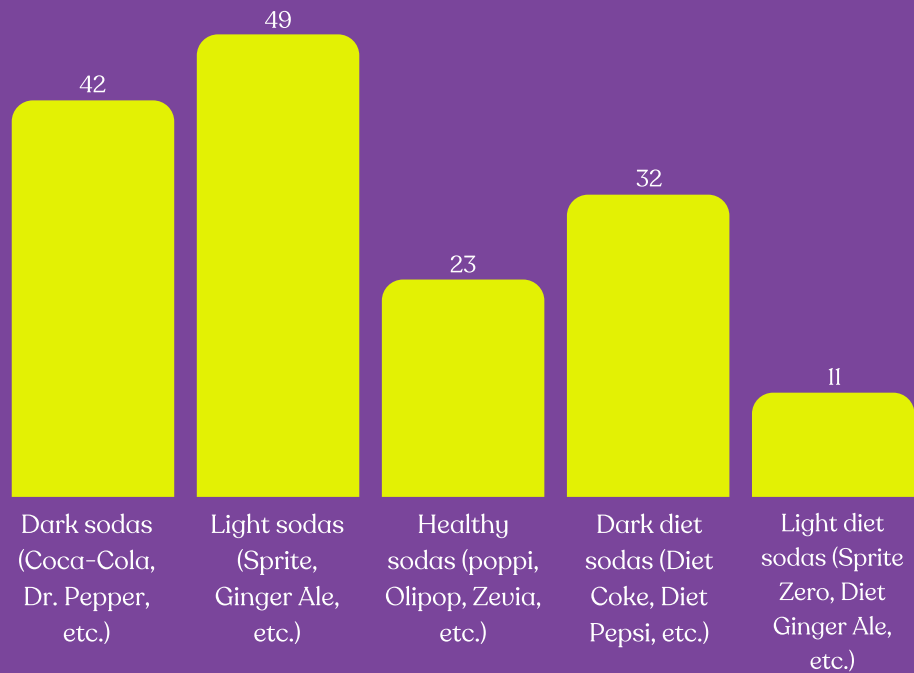


## what time of day do you drink soda?

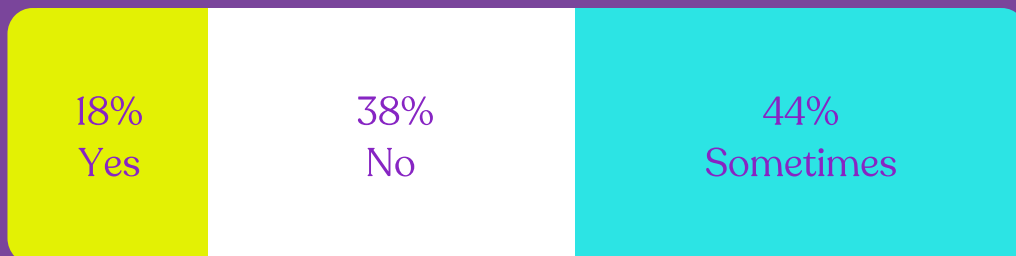


## survey results cont.

what type of soda do you drink?

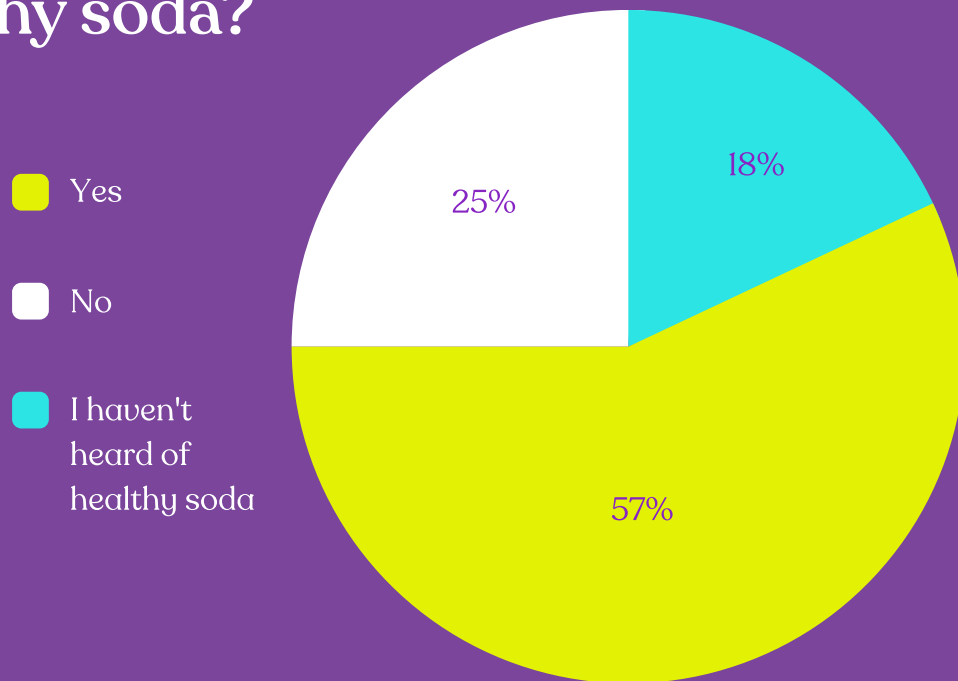


does it matter to you if a soda has healthy ingredients?

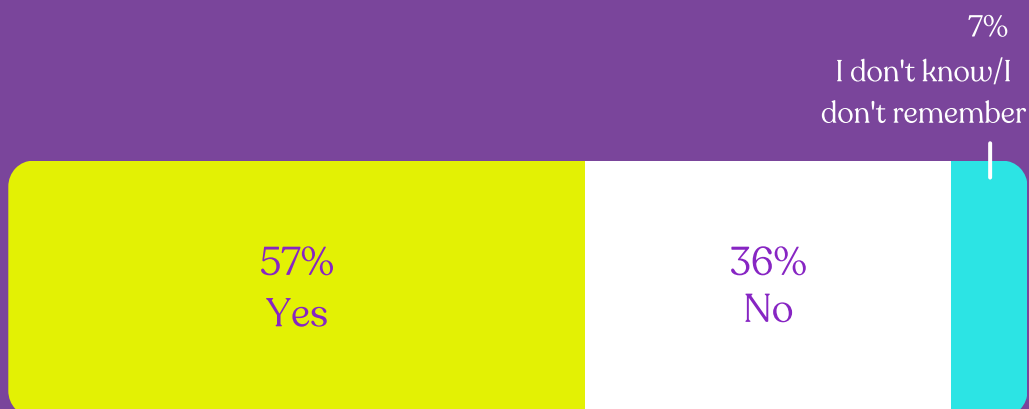




have you ever been interested in healthy soda?

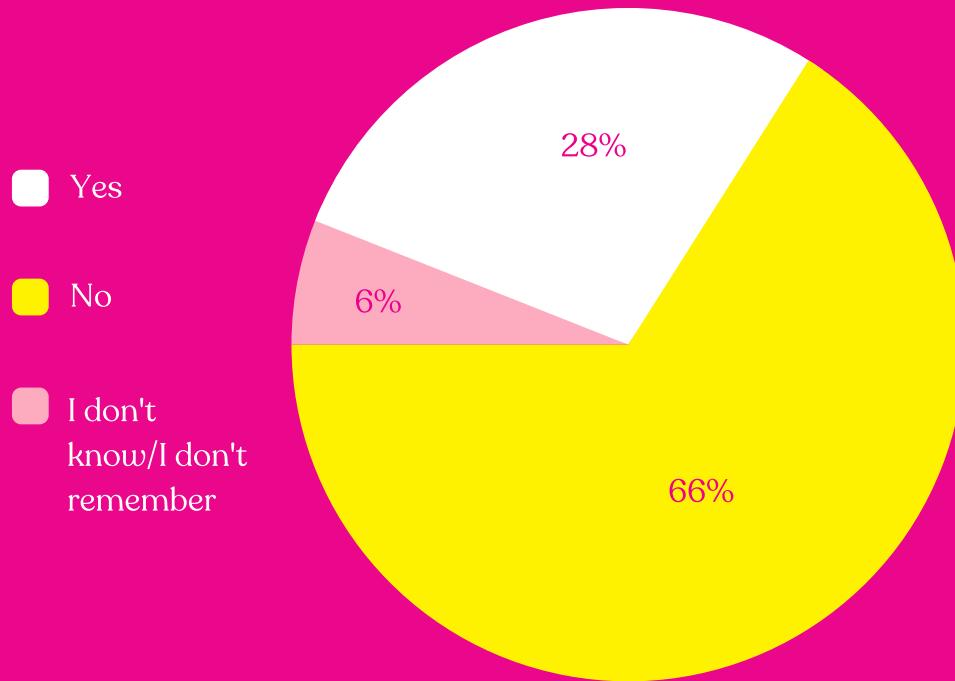


have you ever heard of poppi?

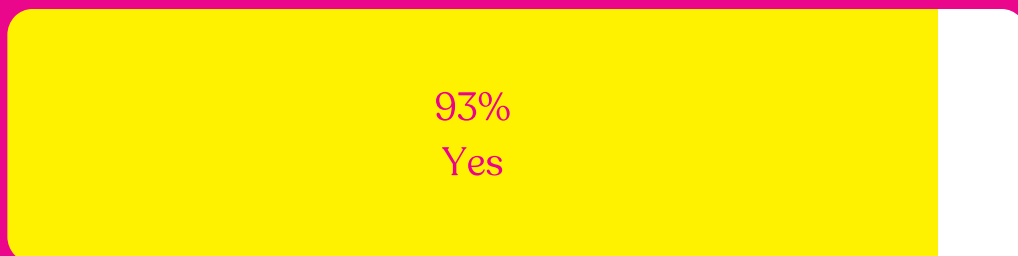


## survey results cont.

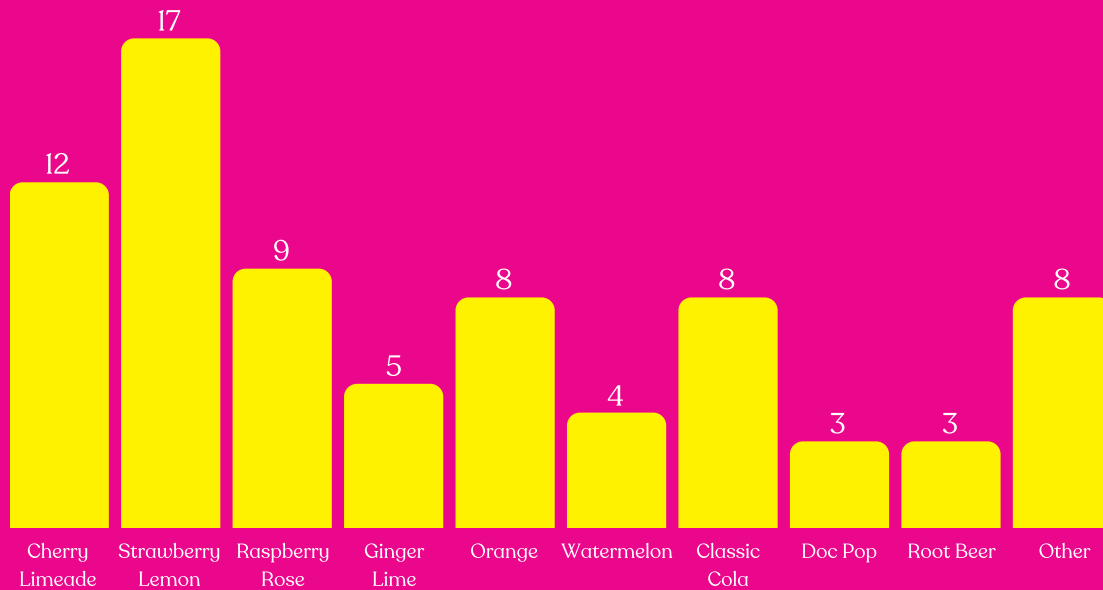
have you ever tried poppi?



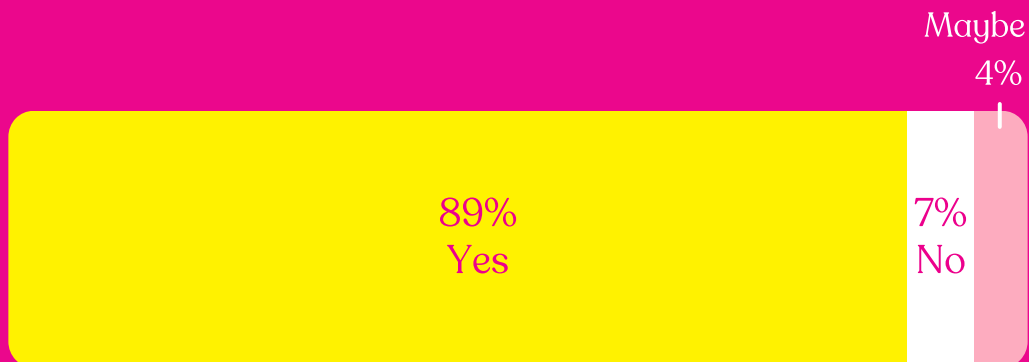
did you like the flavor of poppi?



## what flavor(s) of poppi have you had?

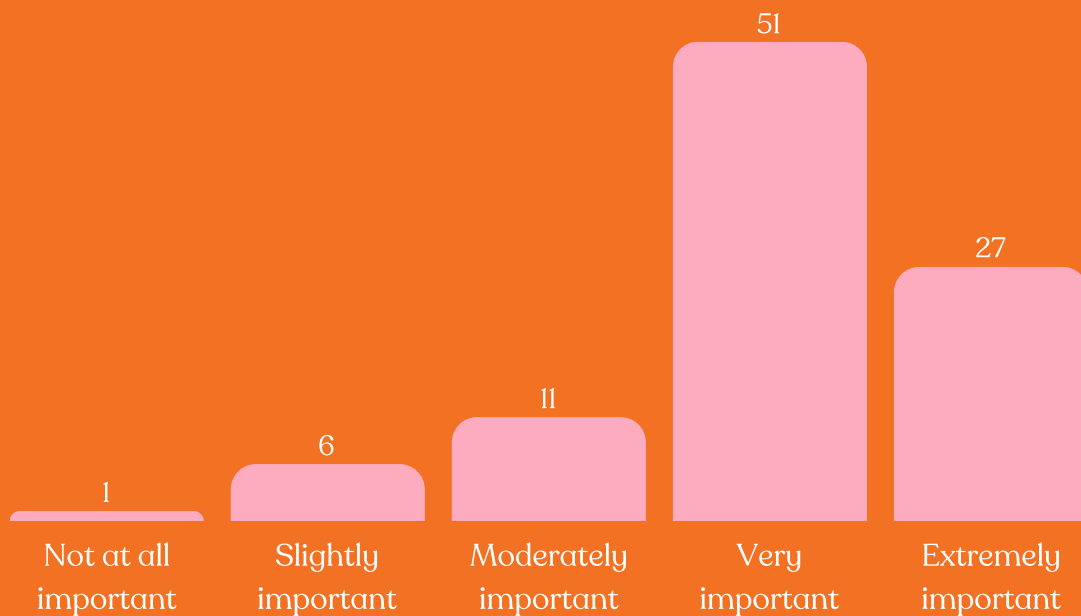


## would you have poppi again?

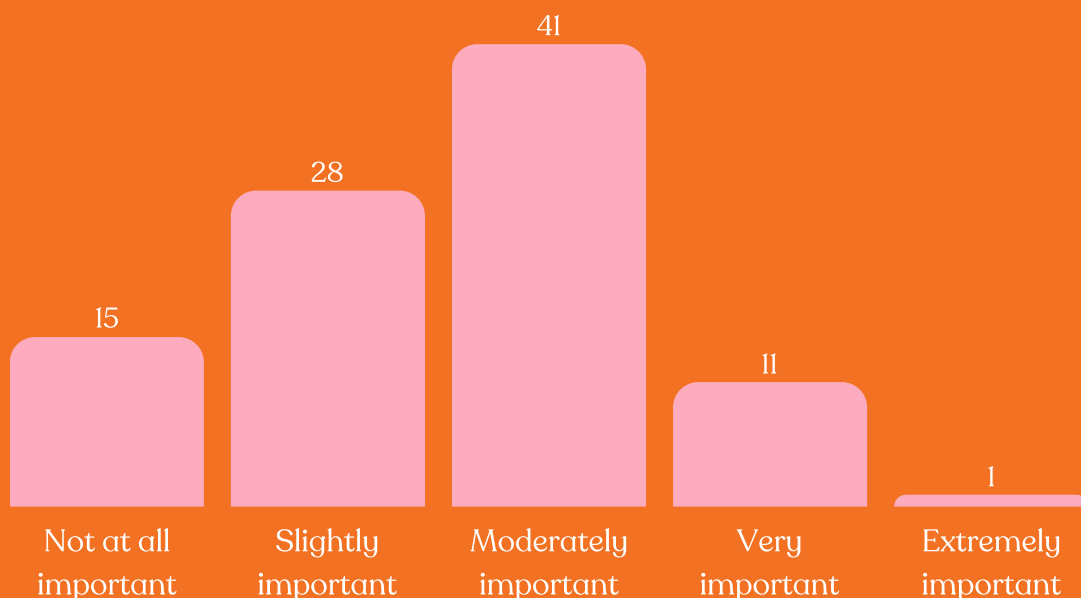


## survey results cont.

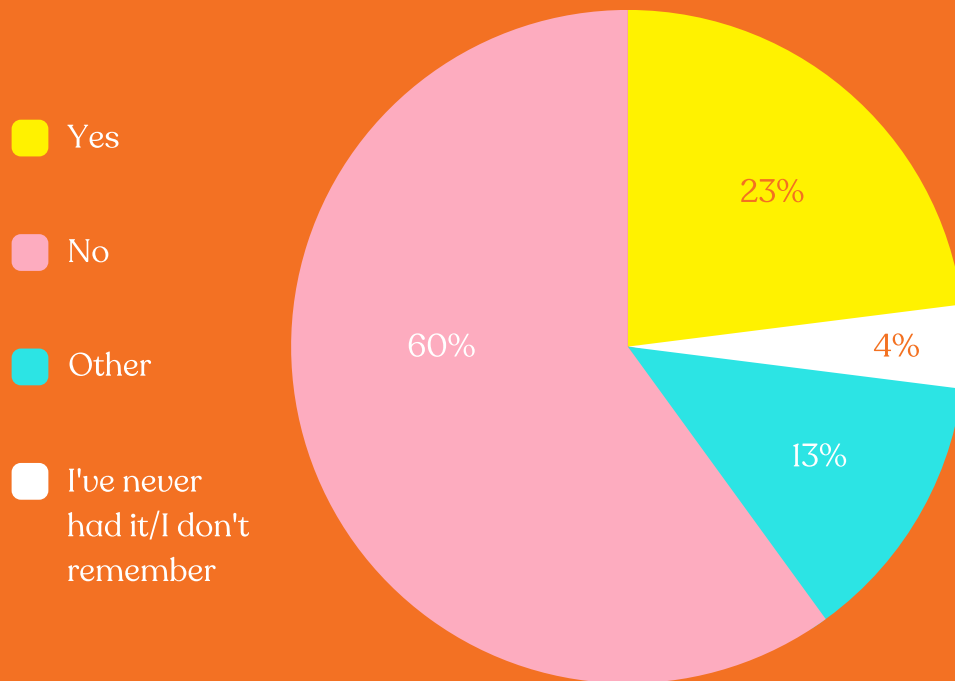
how important is a soda's flavor to you?



how important is visually appealing drink packaging to you?



do you like the taste of apple cider vinegar?



does the cost of a drink play a part in your decision to purchase it?



# survey results analysis

As a result of our survey, we gathered insight on behaviors and feelings that 18-24 year olds have about soda.

**Women made up 90% of our respondents**, 9% were men, and 1% were non-binary. Out of our 97 respondents, a majority drank soda. For those that didn't, most cited the reason being that they did not like soda's carbonation.

Most participants **drink soda in the evening**, but many also stated that they drink it in the afternoon as well. When participants drink soda the top chosen drinks were regular light and dark sodas (not diet). For the most part, participants do not seem to mind if a soda has ingredients are healthy or not.

A majority of participants have been **interested in healthy soda** before and most have heard of poppi before. However, most respondents have never actually tried poppi. **Out of those that have tried poppi, 93% said that they liked it and 89% said that they would try it again.** Strawberry Lemon was the most tried flavor from those that have tried poppi before.

Most respondents said that a **soda's flavor is very important** while visually pleasing packaging was moderately important. When asked about apple cider vinegar, one of poppi's main ingredients, 60% of participants said they did not like the taste of it. When thinking about whether to buy a drink, participants responded that the price does play a factor in whether they will purchase or not.

# focus group results analysis

We began by asking our focus group a series of questions about poppi's package design, its cost, and its relevance. All of the participants agreed that poppi's packaging was far more attractive than Pepsi's products. We conducted a taste testing where participants could decide which soda (poppi vs. a competitor) they preferred among different flavor pairings. We found the results to be quite diverse.

Overall, the participants were engaged and observant of the four flavors that we provided. When asked about preference, most mentioned they preferred a common soda choice such as Coke or Pepsi. Their knowledge of healthy probiotic sodas was somewhat limited. They knew of the concept of healthy sodas, but didn't necessarily seek them out. When doing comparative analysis of flavors, some participants weren't able to correctly identify what they were drinking, but could identify specific and potent flavors. Packaging preference indicated that the colors and graphics were more visually appealing and felt as if they're healthier than most off of looks alone. The participants noted that price doesn't matter to them when purchasing a beverage. Participants indicated they preferred cans when socializing and bottles for traveling/moving (because of the removable lid). Participants noted that poppi could be used in a cocktail/mixed drink. In terms of the drink alone, some agreed that poppi would be best enjoyed at a social event and they could see themselves consuming it at any time. When recognizing the main ingredient, apple cider vinegar, participants rarely noted or tasted it. They said the light notes or subtle presence doesn't affect their decision to purchase it. Strawberry Lemon and Raspberry Rose were the preferred poppi flavor choices at a perfect 50/50 split.

# focus group findings

## taste test

We paired the Orange flavor of poppi with Orange Crush for our blind taste test. Participants described the taste of poppi as “citrusy,” “juicy,” “like cough syrup,” “similar to Orange Crush and Sunny D,” and “not as bad as I thought it would be.” One participant even thought it was strawberry-flavored at first. The Orange Crush was significantly more identifiable. Some participants thought the Orange Crush tasted more fresh and others thought it tasted too sugary. Overall, half of participants preferred poppi Orange and half preferred Orange Crush.



For our second taste test, we paired Cherry Limeade poppi with Dr. Wham. Participants described the taste of Cherry Limeade as “not good,” “cherry-like,” “bubbly,” “weird-tasting.” Other participant observations were ““I like it, but it could be better mixed with vodka” and “I don’t like either of them.”

Participants noted that Dr. Wham tasted similar to Dr. Pepper and Cheerwine, which some preferred. However, one participant declared it tasted like “medicine.” In the end, two people preferred Dr. Wham compared to three who preferred poppi’s Cherry Limeade.





Participants tried the Raspberry Rose flavor of poppi along with Strawberry Lemon. Two participants mentioned that Raspberry Rose would “pair well with champagne.” For some, the “berry flavor” was good, but the hints of rose threw one participant off. Another described it as “not for me.” Overall, three participants preferred Raspberry Rose and three participants preferred Strawberry Lemon.

The group paired poppi’s Strawberry Lemon flavor with Raspberry Rose. Strawberry Lemon turned out to be a popular favorite. Participants described the taste as “good,” “I like it,” “lemony,” “I enjoyed it,” “not a fan,” “my favorite so far,” and “it tastes like the name.” However, there was one person who didn’t like the taste of strawberry, so she didn’t enjoy the flavor as much. Participants looked pleasantly surprised when they tasted Strawberry Lemon. Three participants preferred Raspberry Rose and three participants preferred Strawberry Lemon.



# focus group findings

where could you see yourself  
drinking poppi?

“At a **PARTY**”

“At a **FAMILY GATHERING**”

“Sipping while **STUDYING**”

“**ANY TIME** during the day”

“At **HOME** while watching a television show”

“At the **POOL**”

“Sipping on it **BEFORE/AFTER** a workout”

“At the **BEACH**”

“If I **ATE TOO MUCH**”

“**MIXED** with alcohol”

“As an **ALTERNATIVE** to alcohol”

## which flavors stood out to our participants?

Only two flavors were chosen as the favorites amongst all of our participants. Strawberry Lemon and Raspberry Rose tied for first, leaving Cherry Limeade and Orange second.

1



Raspberry  
Rose

3 votes



Strawberry  
Lemon

3 votes

2



Orange

No votes



Cherry  
Limeade

No votes

# creative strategy brief



## target

### Jules Martinez

- 22 years old
- Female
- \$71,459 average yearly salary
- College graduate
- Resides in Crystal City, Virginia 22202

## current mindset

- Jules doesn't love the flavor of apple cider vinegar
- She desires healthy alternatives, but they're not always preferred
- Poppi isn't as well known to Jules as Oli Pop or regular sodas are

## desired mindset

- We want Jules to desire poppi over unhealthy sodas and other healthy alternatives (Oli Pop). We want her to go straight for poppi when she walks down the soda aisle. Ideally, Jules would feel that poppi is a brand that acknowledges their customers' health and produces high-quality products

## creative execution

- Using bright colors, poppi font (recoleta), and consistent imagery to capture the attention and easily develop brand recognition

## tone

- Fun, youthful, & witty

## mandatories

- Logo
- Headlines
- Tagline(s)
- Consistent brand colors, typeface

## psychographics

- Jules believes that saving money is crucial today more than ever
- Many consider Jules and her generation as the digital generation
- Prefers materials over experiences
- Jules uses social media to discover new brands, keep in touch with friends, and to learn important or new information
- Jules and her friends are more likely to spend money on eating out and buying clothes
- Prioritizes learning new skills
- Focused on gaining independence
- Social activist

## behavioral

- Prefers saving money, but values high quality items
- Jules is attracted to brands that are sustainable and trendy
- She prefers brands that center around her core values
- Seeks out brands that value representation and diversity
- Likes to spend money on clothes, personal care items and eat out rather than important expenses like medical bills
- Jules prioritizes high quality foods
- Likes investing in technology despite having lower income

## VALS

- Jules is a **believer** and an **experiencer**. She desires community and sees herself as very sociable. She'll be the first in and first out of a trend, following advertisements and trusting their legitimacy. Her strong, me-too fashion compliments her spontaneous flair.

## competitors

- Oli Pop | Jules thinks that Oli Pop has good flavor, but not worth the price. She also thinks that the branding is good
- Coca-Cola | She thinks that Coke is too expensive, it gives her heartburn/digestion issues, and thinks that it is very unhealthy
- Pepsi | Jules thinks that it has good flavor, but she is disappointed in changing recipe(s)/flavors. She also thinks the use of plastic bottles affects flavor

## message objectives

- Utilize reason-why ads to persuade Jules that poppi is the ideal health alternative choice to soda
- Implement affection association so that Jules can recall the brand through feel-good colors and imagery

## evidence

- Poppi is gut healthy and includes ingredients like apple cider vinegar
- Poppi has ten tasty flavors
- It's hard to find healthy alternatives that still taste good

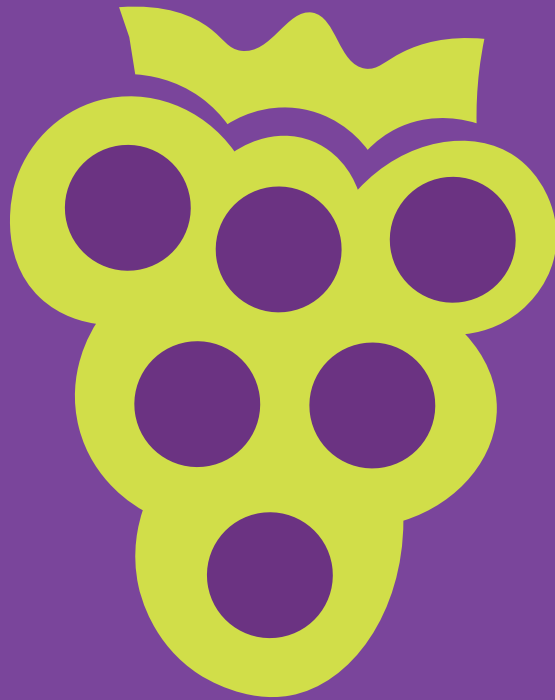
## creative strategy concept

- Giving wellness a new flavor

## deliverables

- Three print ads
- Television commercial
- Tiktok post
- Lemon8 post
- Billboard
- Digital mall sign
- Viral video post
- Guerrilla marketing
- Branded product placement

# print ads



# headlines

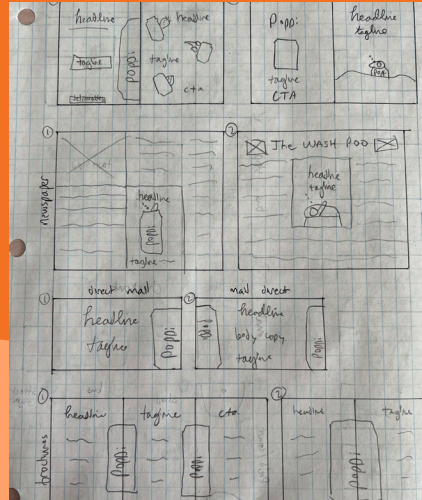
1. wait, it's healthy?
2. don't get it twisted.
3. that's right, it's good for you!
4. say hello to your new bestie!
5. the gut wants what it wants!
6. don't be shy, drink some more.
7. get fizz that feels right.
8. say hello to the healthy you.
9. get that fizzy feelin'.
10. goodbye guilt, hello poppi!
11. gut health for days.
12. treat your gut right.
13. nutritional facts that you want to read.
14. apple cider vinegar? who would've thought!
15. apple cider vinegar tastes like \_\_\_\_\_.
16. bubble guts? poppi with bubbles?
17. perfect bubbles for any occasion.
18. going \_\_\_\_\_, bring a poppi.
19. the bubbles you want to have.
20. poppin'. (emphasize poppi)
21. ahhhhhhhhhhh. (10 h's for 10 flavors)
22. what's poppin'? (emphasize poppi)
23. no + soda = noda.
24. trust your gut.
25. acv, yeah you know me!
26. with poppi, you get what you want and what you need.
27. give your gut what it needs, give it poppi.
28. let poppi be the newest edition to your daily routine.
29. the most versatile soda you'll ever purchase.
30. take poppi with you anywhere.

# taglines

1. pop a poppi
2. taste that's real
3. the guilt-free fizz
4. sip smart
5. the real fizz
6. taste the benefits
7. don't worry, it's healthy
8. your gut's best friend
9. no b.s., no preservatives, just poppi
10. too good not to be true
11. trust us, it's good
12. delicious and nutritious
13. put a little pop in your hop with poppi
14. revitalize your routine with poppi's fizz
15. poppi: the bubbly way to boost your gut health
16. the sparkling secret to a happier gut and healthier you
17. make every sip count
18. poppi: the better-for-you soda alternative
19. the best soda you've never had
20. your gut is calling! it wants poppi
21. gut health at its full potential
22. pop with some culture
23. love at first sip
24. give your gut what it's been craving.
25. soda without the guilt
26. enjoy being healthy
27. come back for more
28. flexing flavor
29. keeping it real
30. sincerely fruitful



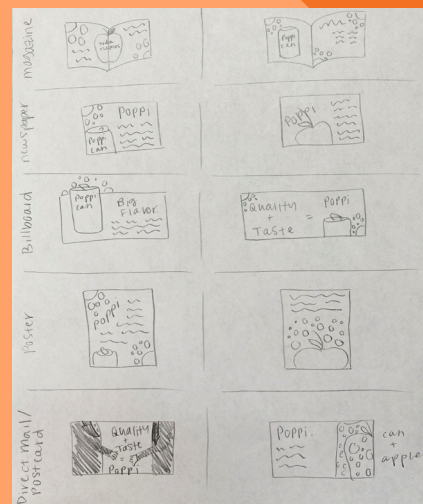
# print thumbnails



carson



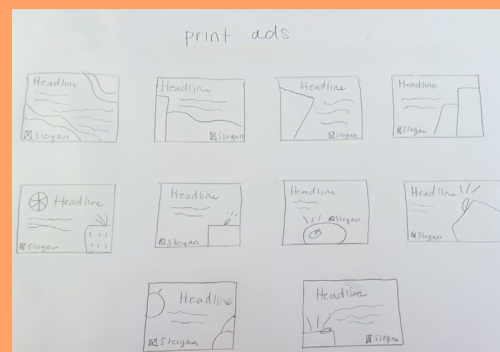
kameron



meredith



rachel



ally



print ads

elevate your  
wellness game.



put some wellness on your team.

**poppi™**  
feel good, drink better

**print ads cont.**

**there's no better  
pair**



**wellness  
+  
flavor**



**feel good, drink better**

**poppi**

**first name wellness,  
last name delicious.**



**feel good, drink better.**

**poppi**

# print ad mock-ups







# print ad mock-ups cont.

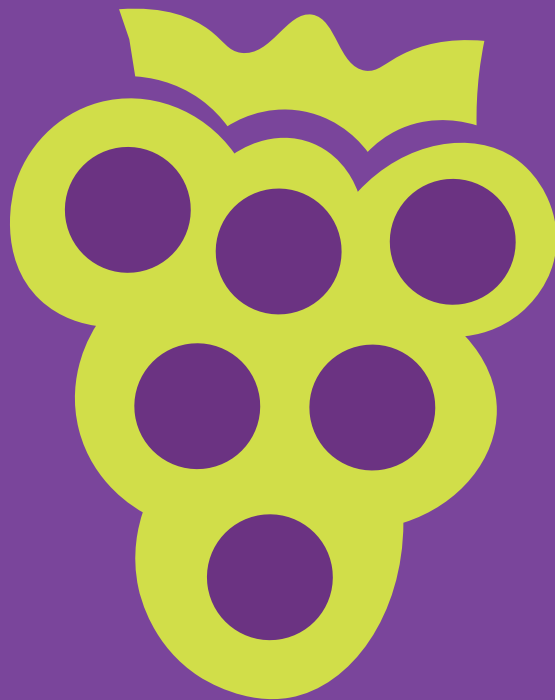


# print rationale

For our print ads, we created them with the intention of grabbing the viewer's attention with the colors, and then showing the audience the message. The print ads vary in the primary color being used but all follow similar design layouts. This was done intentionally to showcase one of poppi's strengths: their unique color palette. By using these colors with a similar design, we are helping our audience connect with this strength by showing them different variations of how these colors are used with poppi.

The copy used focused on showcasing poppi's great flavor & healthiness. The headlines used were all chosen because of their relevance to our message but also because they were fun and witty, making the copy fit the perfect tone for our audience (as our creative strategy brief states). These headlines not only fit what our target is perceptive to, but they also stand out amongst other headlines because of their simplicity along with their casual and conversational nature.

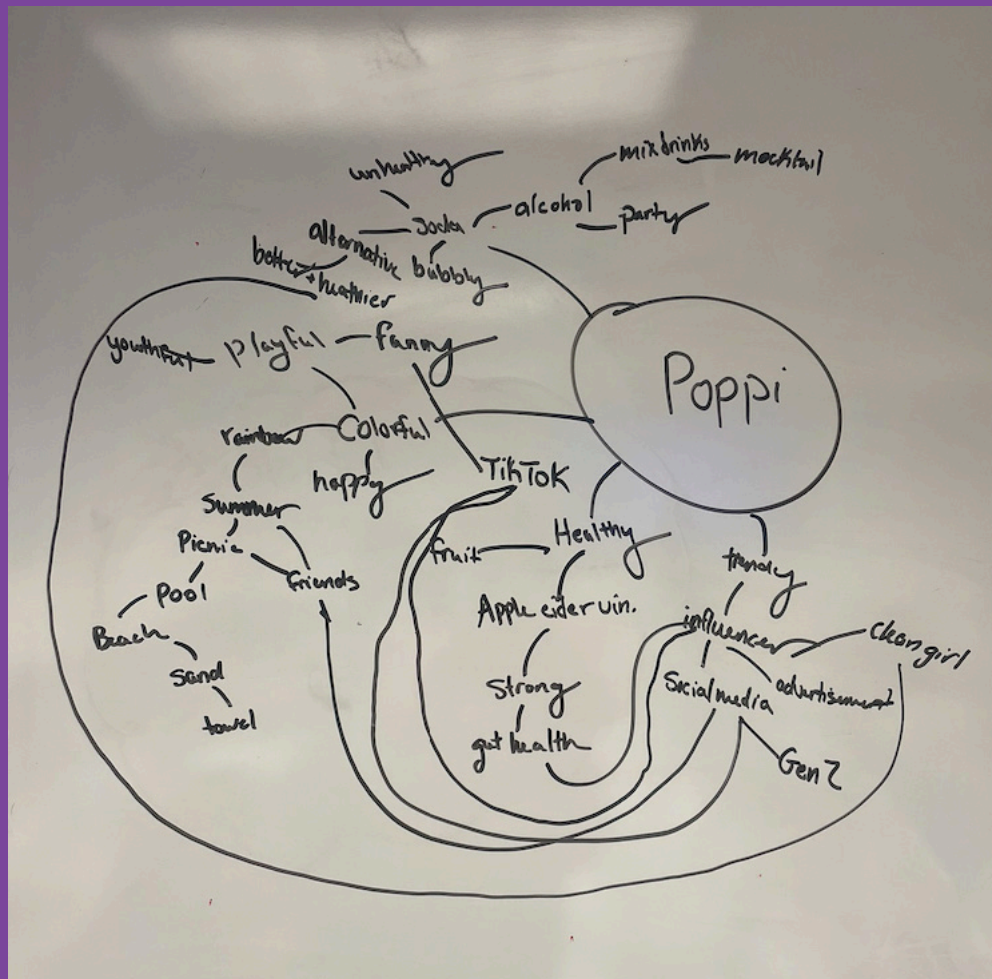
# t.v. commercial





# brainstorming activity

For our brainstorming activity, we utilized a technique taught to us in class to come up with different ideas about how we wanted to portray poppi for our commercial. We came up with many different ideas that led to our concept by using this method.



# t.v. script

**Title: Sounds of a Fresh Poppi**

**Client: Poppi**

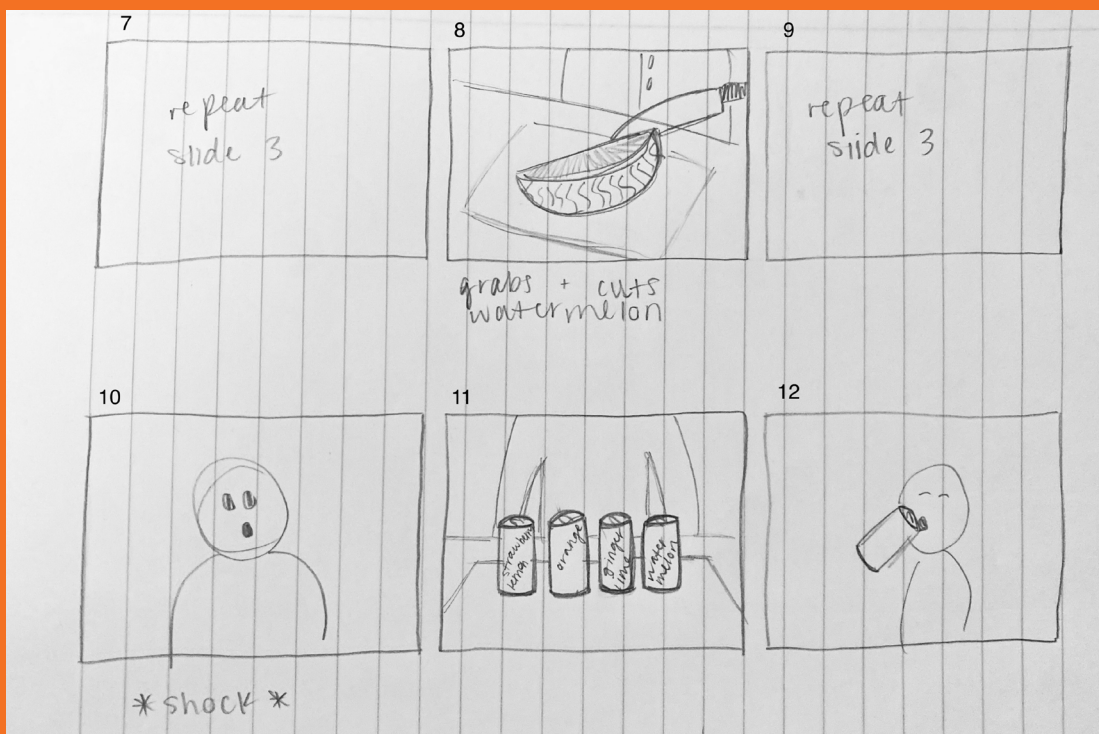
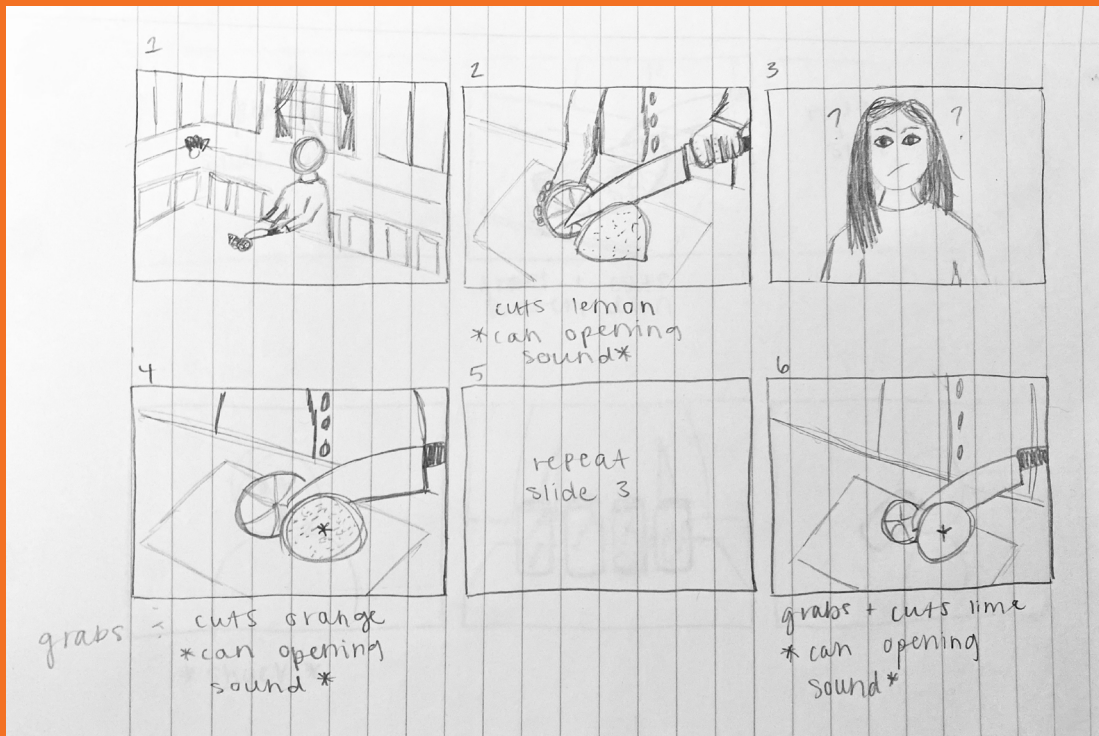
**Agency: Cosmos**

**Duration: 45 seconds**

VIDEO	AUDIO
Fade from black.	<u>Music:</u> Fade in groovy disco
MS: Woman walks up to counter to begin preparing fruit.	<u>Nat Sound:</u> Grabbing knife
CU: Woman cuts into the first fruit (lime) with a knife.	<u>SFX:</u> Can opening sound
CU: Woman is confused at the sound of a can opening instead of the sound of a fruit slicing, so she goes to grab her second fruit.	
CU: Woman cuts into the second fruit (lemon) with a knife.	<u>SFX:</u> Can opening sound
MS: The woman is confused after hearing the same sound of a can opening. She hesitates, then grabs another fruit to test it out again.	
CU: Woman cuts into the third fruit (orange) with a knife.	<u>SFX:</u> Can opening sound <u>Nat Sound:</u> Knife dropping on counter

MS: The woman is even more confused after hearing the can opening sound for the third time, so she quickly goes to grab a larger fruit to see if it makes the same noise.	<u>Woman:</u> Whoa, what?
CU: Woman cuts into the fourth fruit (watermelon) with a knife.	<u>SFX:</u> Can opening sound
MS: The woman jumps back, not expecting what she sees on the counter below. On the counter is a group of Poppi cans instead of her fruits.	<u>Woman:</u> [Gasps]
CU: Poppi cans displayed on counter.	
MS: The woman decides to try the mysterious drink on her counter. To her surprise, she ends up enjoying the combination of flavor and health benefits.	
MS: Woman drinking Poppi with tagline on screen. Fade to black.	<u>Music:</u> Fade out groovy disco

# t.v. storyboard



# key frame & rationale

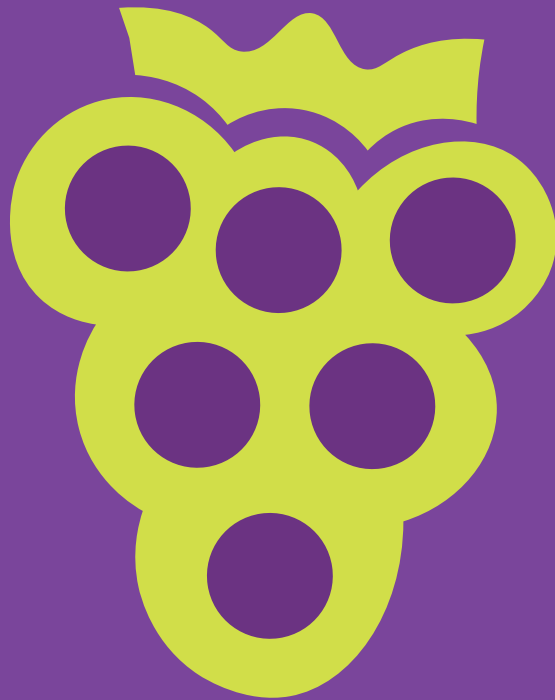


The key frame in our t.v. commercial is the first shot in the commercial that shows the actual product. Every cut is leading up to this frame. It is the most memorable shot because it contains many vibrant colors and is unexpected to viewers.

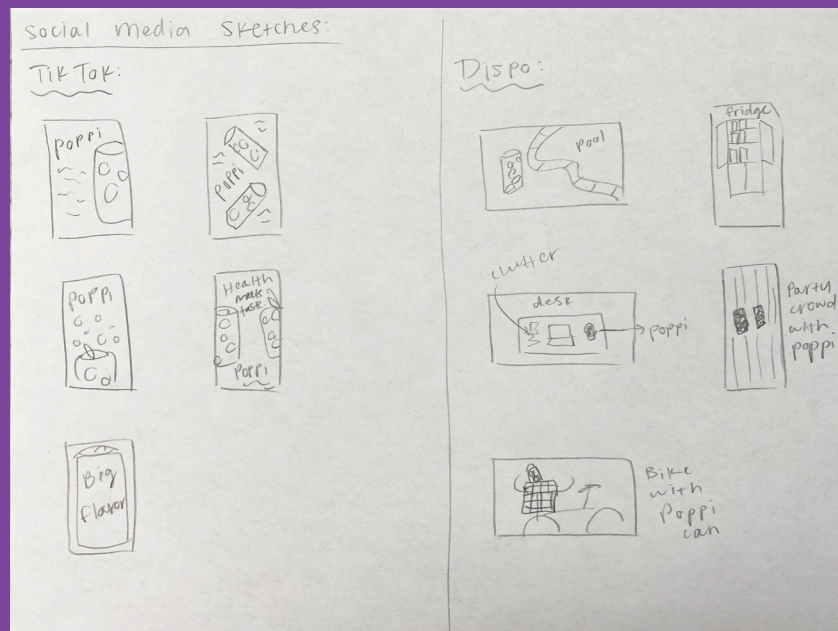
The t.v. spot, “Sounds of a Fresh Poppi,” is a humorous take on the sound of a soda can opening and substituting the object for fresh fruit. This combination is a metaphor for the health benefits (fruit) and delicious flavor (soda) that poppi has to offer. Once the woman (a college student in her apartment) figures out that what she actually sees is poppi, she is shocked at first, but then decides to take a sip. She is surprised that she enjoyed the drink.



# social media ads



# thumbnails



meredith



rachel

# social media ads

## instagram





# this you?



feel good, drink better.  
**poppi**™

# social media ads cont.

## instagram





this you?



feel good, drink better.  
**poppi**™

# social media ads cont.

## instagram





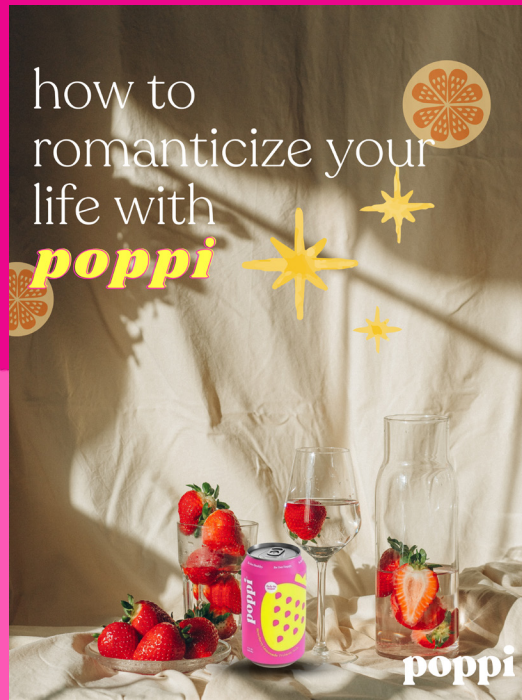
# social media ads

lemon8



# social media ads cont.

## lemon8







# social media ads cont.

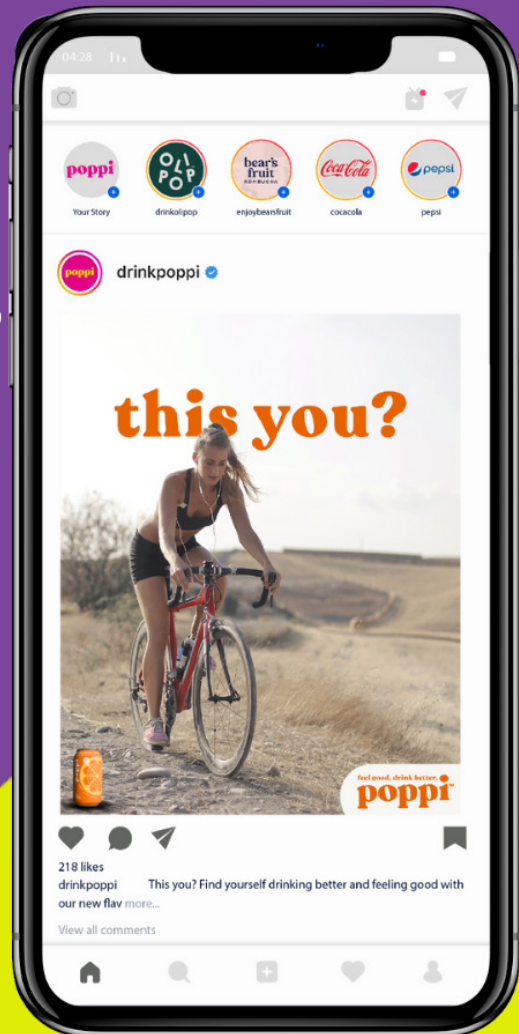
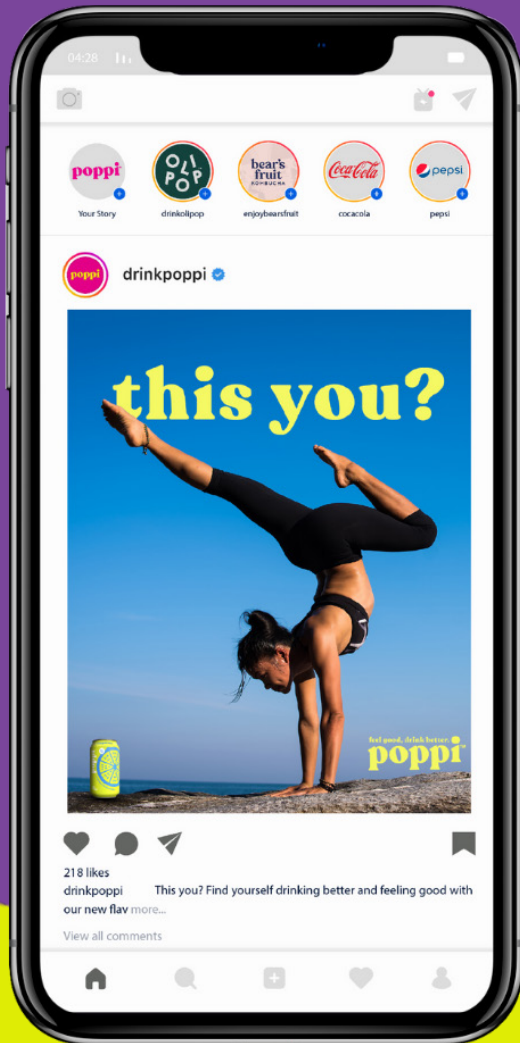
lemon8

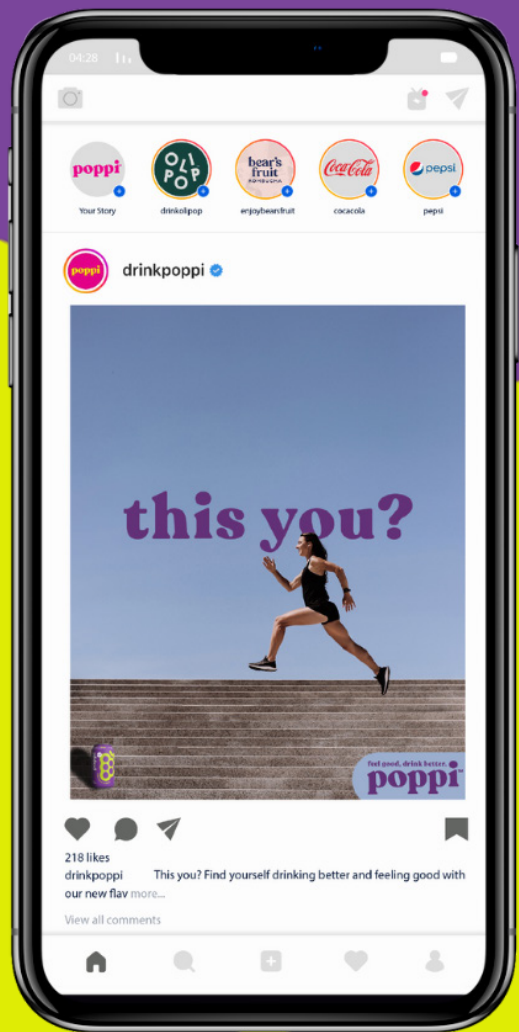
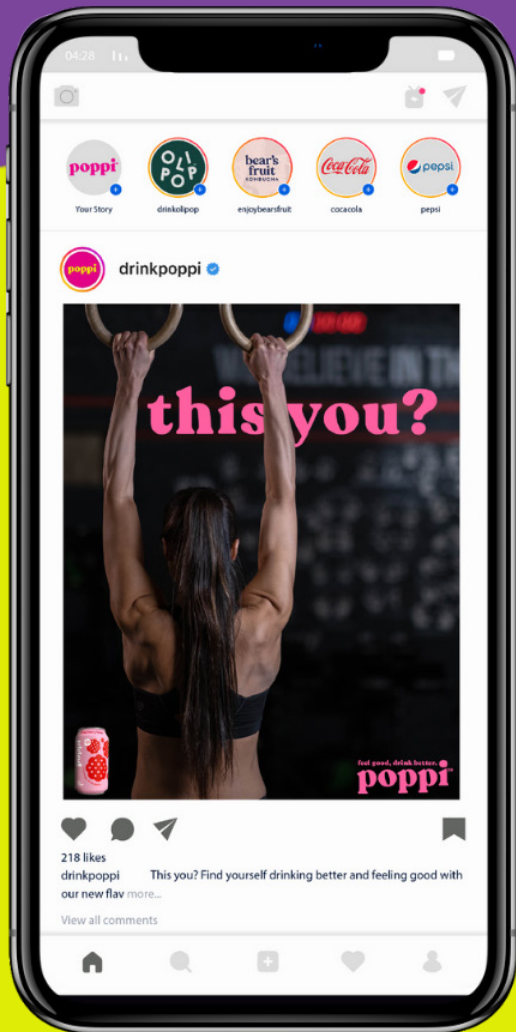






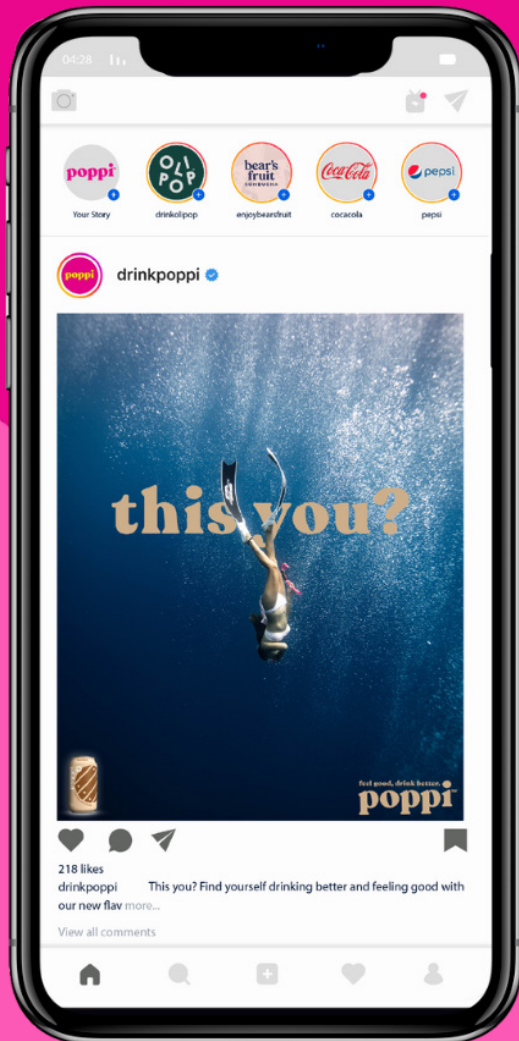
# social media mockups







# social media mockups cont.





# social media mockups cont.



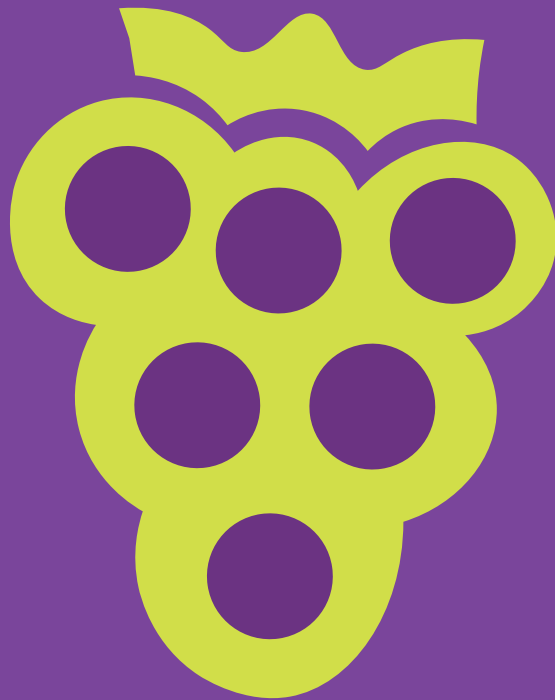
# social media rationale

We decided to utilize Instagram as one of our main social media platforms, as it is the perfect social media app to connect with a large audience. Considering that many digital media consumers within our target market (18-24 year olds) utilize Instagram to connect with their family, friends, and favorite brands, we wanted to tap into this realm and combine illustrated and photographed imagery. Instagram offers a wide variety of posting options, including the ability to post three different sizes: Stories (1080 x 1920 pixels), Square (1080 x 1080 pixels), and Portrait (1080 x 1350 pixels). For our advertisements, we wanted to build off of the illustration-based foundation we developed for our print and OOH ads. However, since Instagram is often used to showcase real photography, we decided to include illustration elements into our advertisements.

The three recurring elements in each ad are the headline, 'this you?', a poppi can, and the poppi logo + our tagline. We based the type off of the poppi type and colors reflect that of the flavor on the beverage can. This campaign reflects the main idea of our campaign: giving wellness a new flavor. Each image shows a woman, our targeted demographic, participating in some sort of exercise/wellness activity. Since we want to associate our beverage with drinking well and being healthy, we incorporated the beverage into these images to create the desired brand association. By asking the viewer if the situation/scene is them, it allows them to picture themselves as that person exercising (similar to the 'slice of life' advertising strategy).

We chose to create content for Lemon8 due its new and refreshing nature. Our target audience (18-24) are some of the first people to hop on new trends. What makes Lemon8 so appealing is its premise. Unlike other social media platforms, Lemon8 does not have paid advertisements. We took this as a challenge and created content that we thought would meet Lemon8's future advertising market. Additionally, its algorithm is similar to TikTok but its trends appear to be more niche and lifestyle based. Our Lemon8 campaign emphasizes how easy it is to incorporate wellness into your everyday lifestyle: poppi can be consumed while hanging with friends or during a solo meal. Poppi is appropriate no matter the circumstance. Each deliverable uses a cohesive typeface and matching elements throughout the posts. Additionally, we chose photographs that were both aesthetically pleasing and spontaneous. By doing this, we hope our audience pictures themselves in these various scenarios.

# out-of- home ads

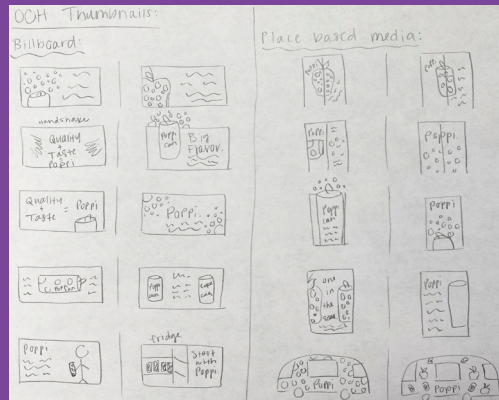




# thumbnails



rachel



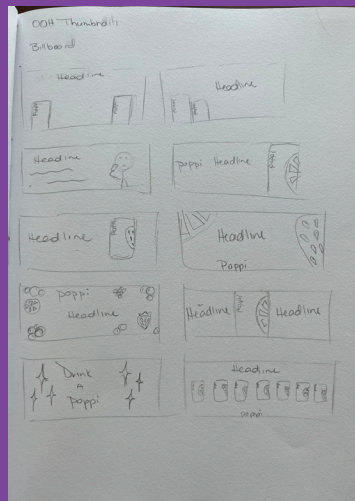
meredith



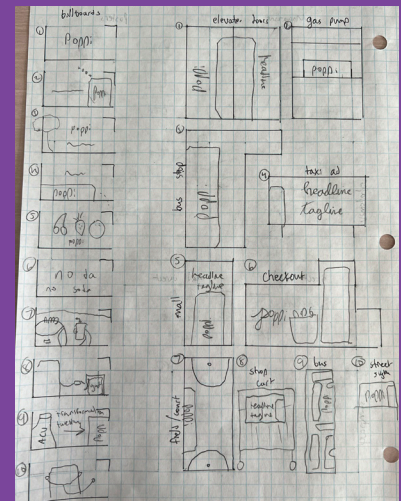
kameron



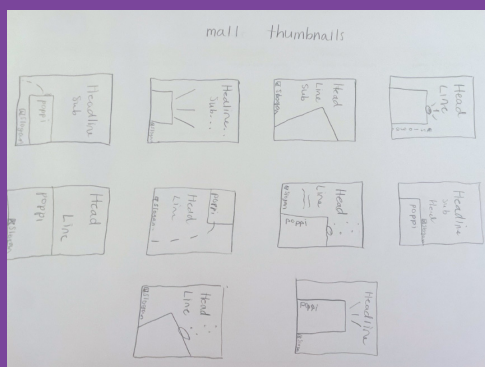
rachel



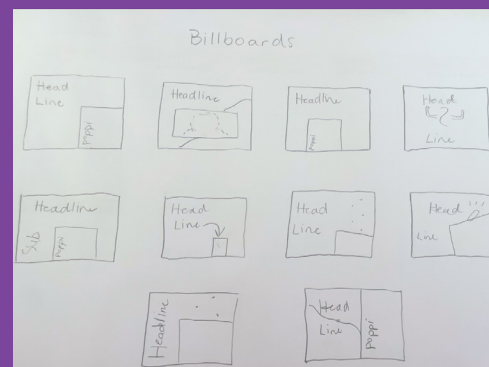
kameron



carson



ally



ally

**out-of-home ads**

**mall display**

**one delicious  
sip away from  
better  
wellness**

**poppi**

**feel good, drink better**



**billboard**



**wellness has never  
tasted this good**  
feel good, drink better

**poppi**



# out-of-home mock-ups

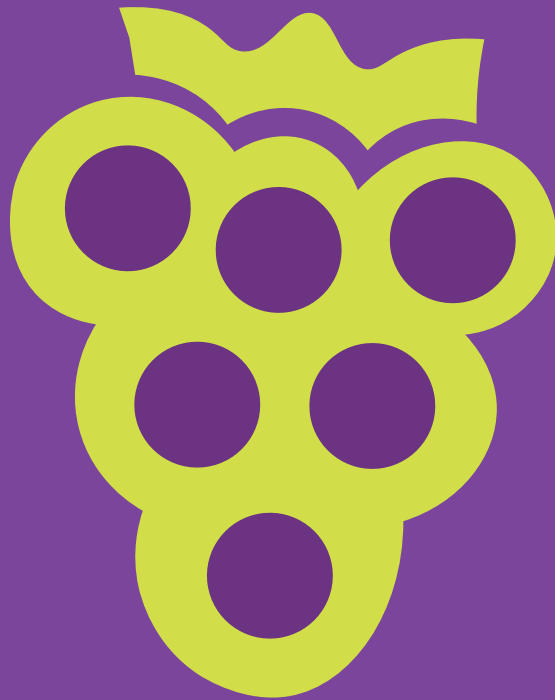


# out-of-home rationale

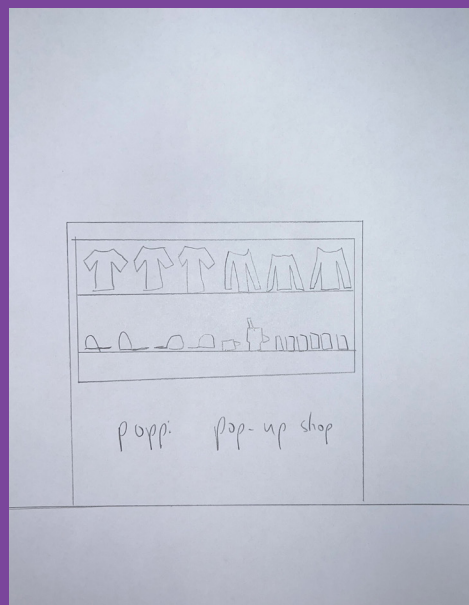
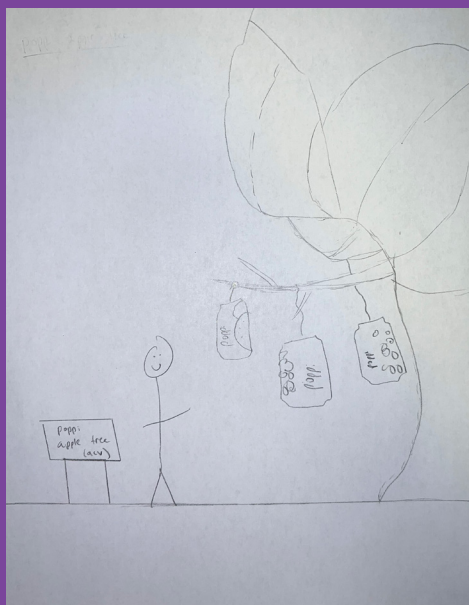
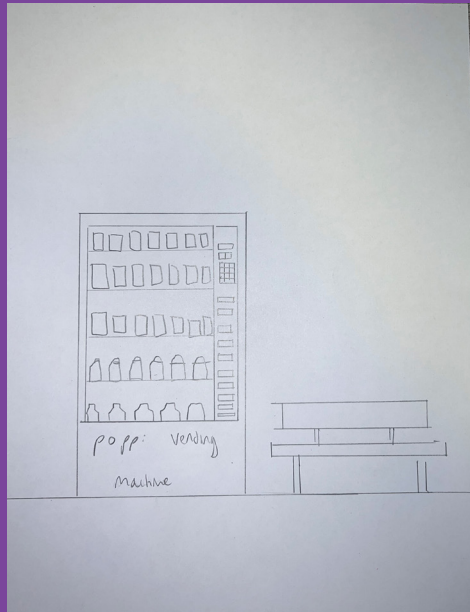
The out-of-home (OOH) ads were designed to be fit for a billboard and a mall directory display. We chose these locations because we believe that these are ideal locations to reach our target audience. Both feature a large poppi can as the center of the design. The design is more simple than those in the print ads in order to adapt to subtle differences in the way that we wanted to portray our out-of-home advertising. Because consumers would be seeing these ads while passing by quickly (either by car or walking in the mall either on their phone, talking with friends, etc.), the designs were intentionally made to be easier to read with less design elements so that consumers could see and understand the message more quickly.

As for the copy, we utilized the same goal and concept for our other ads: showcase poppi's great flavor & healthiness. Our out-of-home ads were different from the print ads because we decided to use headlines only (instead of headline + subheading) so that our audience could easily read the copy in a pinch.

# guerrilla marketing



# thumbnails





# guerrilla marketing mock-ups



# guerrilla marketing rationale

Considering that a guerrilla marketing advertisement is meant to be unconventional and untraditional, we decided to create a scenario that would play on one of poppi's ingredients. Each poppi flavor uses apple cider vinegar as an underlying piece to the puzzle, the essential part in ensuring gut and digestion health. Since apple cider vinegar is made from the fermentation process of apple juice, we wanted to replicate the idea with visual imagery. Thus, the idea of poppi pickin' was born. Many people often enjoy the apple picking activity in the fall season, so we decided to create this concept where the cans would be tied to a tree, portraying it as an apple tree during both fall and spring. In the two mockups, we chose to utilize locations that saw a lot of foot traffic.

This guerrilla marketing tactic would be feasible from any tree that is close to a common walking area and where the cans can be 'picked' easily from the ground by someone passing by. There isn't a specific selection process for the flavors available, though we figured that any flavor would work, especially since we would want the consumers to pick a flavor they might desire based on their first impression. Setting up the tree would be rather easy by tying each can to a string and then to a branch. To pull this off, it would be best to have a poppi sales representative or two at the location to help explain the benefits of apple cider vinegar, while being able to assist in the picking process. We believe that this advertisement would be relatively simple to set up (the items needed being beverage cans, string, a small ladder, a sign, and representatives) and can be set up basically anywhere, making it extremely cost effective, easily capturing engagement from anyone passing by.

# viral video



# video script

**Title:** Is it the benefits or the flavor?

**Client:** Poppi

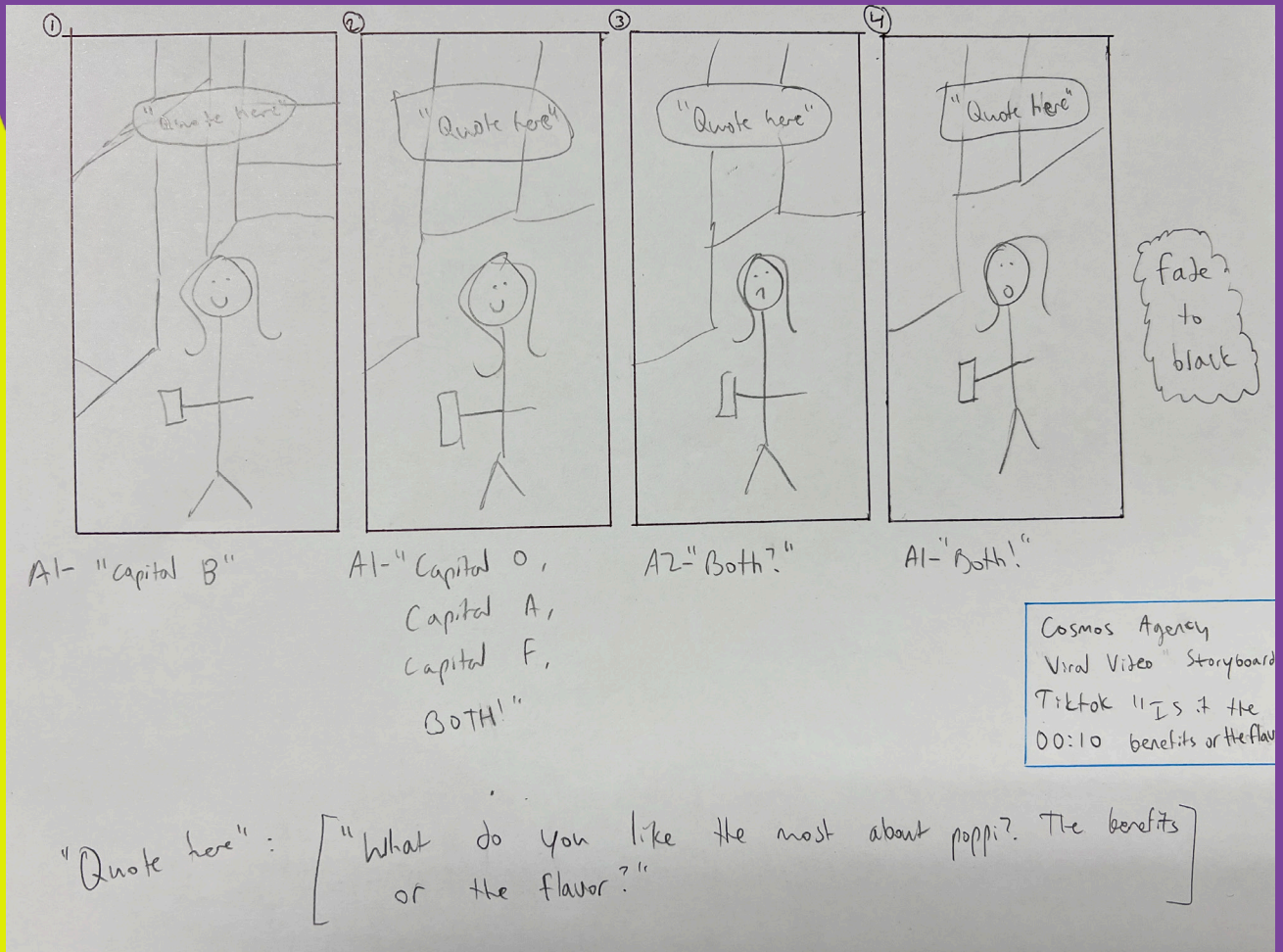
**Agency:** Cosmos

**Duration:** 10 seconds

VIDEO	AUDIO
Open to Kameron holding a Poppi	<u>Man 1: CAPITAL B</u>
MS: Kameron lip syncing to overlay sound	<u>Man 1: CAPITAL O CAPITAL A CAPITAL F BOTH!</u>
MS: Kameron begins to drink Poppi	<u>Man 2: Both?</u>
Ms: Kameron stops drinking Poppi and snaps back with slight attitude	Man 1: BOTH!
Cuts to black	

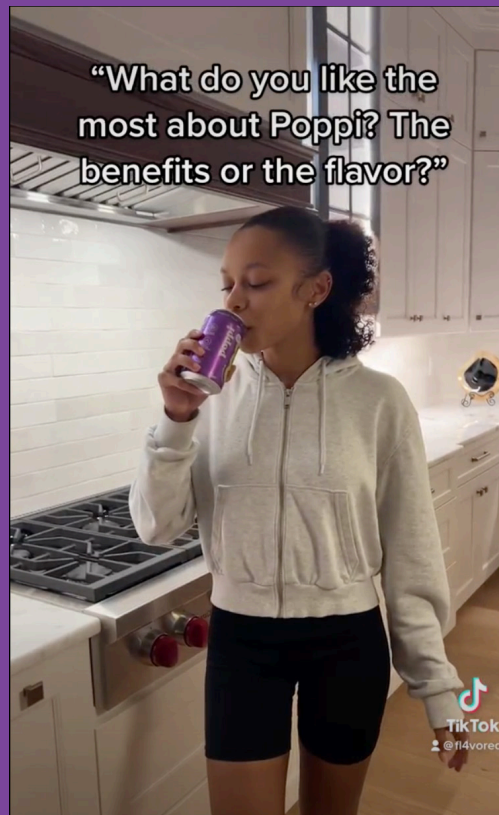


# storyboard



carson

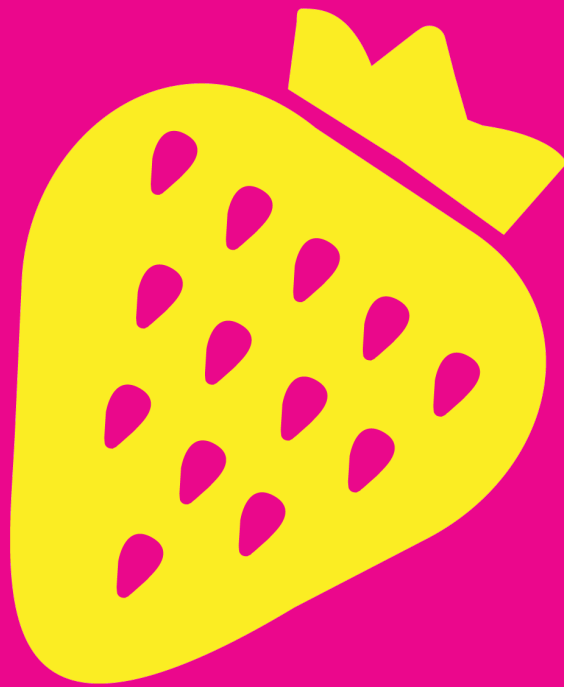
# key frame & rationale



For our viral video, we wanted to create a viral Tik Tok to a trending sound that is circulating through Gen Z's "For You" pages. A key objective of our video was to highlight both the flavor and wellness benefits of poppi throughout the entire campaign. With the sound that we chose, it did just that while also taking part in a trend, increasing its chances of going viral.

The text showing on the video follows the trend and states, "What do you like the most about poppi? The benefits or the flavor?" showing our audience that they will get both benefits and flavor by drinking poppi. This sound on Tik Tok has videos with up to 435.6K likes and 35.7K shares. We will also include hashtags that will push the video more specifically to our target audience. These hashtags would say things like "#fyp" or "#genz" in order to ensure that our video is spread throughout the platform to the right audience.

# branded product placement





# script

**Title:** Love Island (UK) Product Placement

**Client:** Poppi

**Agency:** Cosmos

**Link:** <https://www.youtube.com/watch?v=WwKs0tewmyA>

VIDEO	AUDIO
<b>MS:</b> Food set out on the counter.	<u>Music:</u> Upbeat pop
<b>CU:</b> Food set out on the counter.	<u>Music:</u> Upbeat pop
<b>MS:</b> The boys are walking to the kitchen.	<u>Will:</u> Aww, let's go boys! <u>Tom:</u> Come on!
<b>WS:</b> The boys gathering in the kitchen.	<u>Ron:</u> Let's get cheffy! <u>Casey:</u> Boys, everyone grab a Poppi and get to work!
<b>MS:</b> Ron at the interview couch.	<u>Ron:</u> I'm not gonna lie, I have no faith in any of the boys being able to cook.
<b>CU:</b> The boys preparing food.	<u>Will:</u> Tom, open my Poppi for me?
<b>MS:</b> Shaq at the interview couch.	<u>Shaq:</u> We all kind of had our roles. It was mostly Will singing.
<b>WS:</b> The boys cooking in the kitchen and singing.	<u>Will and Tom:</u> [Singing] There's seven boys in the kitchen, cooking for their girls.

# script cont.

MS: The boys cooking in the kitchen and singing.	<u>Will:</u> [Singing] The girls of our lives. <u>Tom:</u> [Singing] The girls of our lives.
MS: Will at the interview couch and the boys in the kitchen.	<u>Will:</u> You could definitely see the divide in the boys who knew how to cook, and the boys who didn't.
MS: The boys playing around.	<u>All:</u> [Laughing] <u>Casey:</u> Is there room for one more?
<u>WS:</u> The boys playing around.	<u>All:</u> [Laughing] <u>Kai:</u> Shaq, pass me a Poppi? My stomach is eating me up. <u>Shaq:</u> Sure, bro. Wait, they help with that? <u>Nat Sound:</u> Can opening <u>Kai:</u> Yes, bro. So much better than regular soda. They help with your digestive system too. <u>Shaq:</u> No way. Opening one up right now. <u>Nat Sound:</u> Can opening
CU: The food is prepared for the girls.	<u>Shaq:</u> Will, what's going on there bro? <u>Will:</u> Nothing.
MS: The boys are laughing.	<u>Tom:</u> [Laughing]

# branded product placement mock-ups



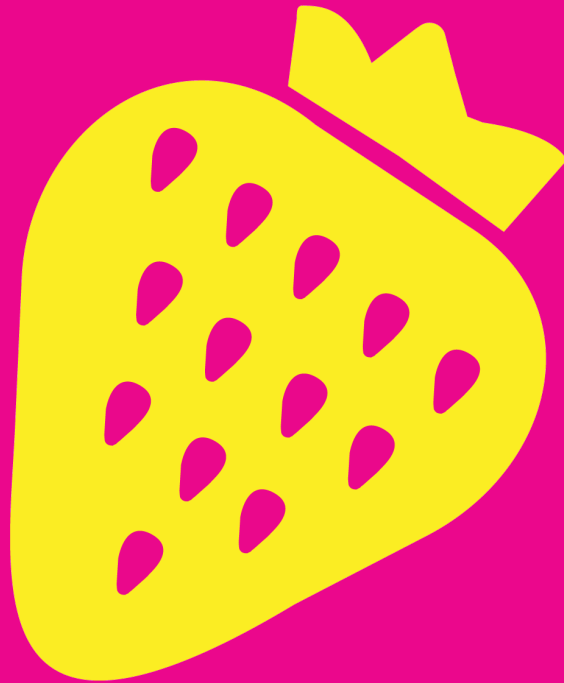
# branded product placement mock-ups cont.



# branded product placement rationale

We chose to place poppi in Love Island (UK) due to the fun, playful, and lighthearted nature of the show. In this reality dating show, a large group of singles move into a luxury villa in the hope of finding love and having a summer to remember. Contestants stand a chance of winning a £50,000 prize. In order to remain in the villa, contestants must couple up. They must win not only the hearts of each other, but those of the public, as the public vote is what ultimately decides who stays on the show and who goes. Contestants balance their time between having fun and doing healthy activities --like going to the on-site gym. Poppi is an ideal drink to keep them feeling happy and healthy. One challenge the men on the island participate in is cooking a 3-course meal for the girl they're coupled up with. We chose to put a large group of poppi on the counter when the men first started cooking to encourage them to grab one. Then, our second image sees a contestant reaching for his poppi. Our third image includes the men playing around instead of cooking, with poppi cans sprawled across the kitchen while a conversation about the benefits of poppi progresses. This progression shows how excited the boys are after drinking poppi.

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NOTE: These images will not link correctly due to what is presumed to be security measures on poppi's website.



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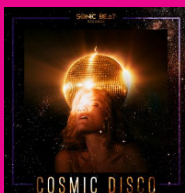
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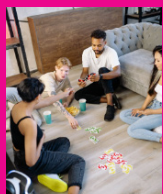
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