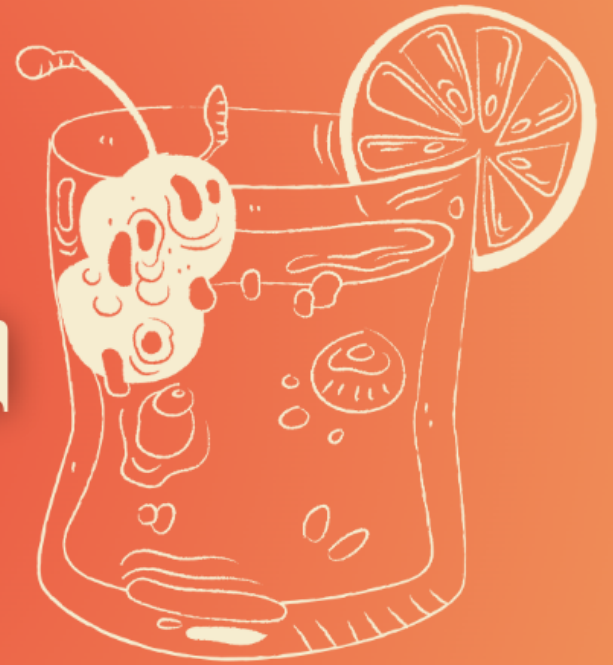


Refreshment Revolutionized



Meet the Team

Jason Bollella



I am from Newport Beach, California. I enjoy the research and data analytics side of advertising. I am looking forward to graduating and to start working.

Katie Esler



I am from Castle Pines, Colorado. I enjoy the creative and social aspects of advertising and social media. Learning new ways to use my creativity through advertising is always exciting.

Sarah Hallberg



I am from Austin, Texas. I am passionate about advertising and sociology. I am constantly finding new ways to grow academically and personally.

Taylor Reed



I am from Aspen, Colorado. I am passionate about creation and forging connections with others. I've always loved art and business, and I love the way that advertising brings the two together.

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EXECUTIVE SUMMARY

Olipop is revolutionizing the soda industry. Started in 2017 by Ben Goodwin and David Lester, Olipop makes sodas that are good for you and taste delicious. They have many loyal consumers who love their drinks and are often mentioned on social media, especially TikTok. With the health industry trends growing, Olipop isn't the only brand pushing soda alternatives. That's why Olipop needs to position itself as the leading soda alternative. This can be achieved by promoting the use of Olipop to make non-alcoholic drinks and using relevant influencers to showcase all the benefits and uses of Olipop. Our plan, called the Refreshment Revolutionized campaign, is all about making Olipop stand out in the beverage industry. With this campaign, we aim to make people love Olipop and keep coming back for more.

INTRODUCTION

Healthy soda. In the modern world those two words may seem paradoxical. However, in its origin, the product of “soda” was intended to aid health: so much so that the product was actually introduced to the world as a “health tonic” that cured ailments (Manaker). While soda has strayed far from that with modern sugary concoctions, such as CocaCola and Pepsi, brands like Olipop aim to bring soda back to its roots amidst the modern health revolution. For the past 30-40 years American society has increasingly shifted to focusing on healthy lifestyles. This was in part the result of the obesity epidemic which encouraged the consumption of nutritious foods, supplements, and vitamins, as well as the rise of the mental health movement (Ducharme). The mental health movement, that gained traction around the same time, brought awareness to addiction and alcoholism as illnesses rather than merely character defects (Walthall). It is reasonable to believe that this empathetic shift in mentality allowed for the sober living movement to come to fruition, which allowed for the mocktail industry to take off. Olipop is the perfect product for the health centric time we are living in because it not only offers physical health benefits with its fiber-full prebiotic formula, but also offers a fun alcohol alternative for adults. However, the healthy soda industry is very saturated, and competitors such as Poppi are currently outperforming Olipop. With this, we propose our *Refreshment Revolutionized* campaign for Olipop. This campaign puts a focus on Olipop establishing their spot in the mocktail market, and promoting both their unique formula and health benefits, and their distinct brand mission to bring soda back to what it once was.

CLIENT BACKGROUND

Olipop is a gut healthy soda company that started back in 2017. The brand was created by two men named Ben Goodwin and David Lester who both had a dream to create and enjoy sweet/sugary beverages without having to worry about poor ingredient lists. Olipop was created as an alternative to sugar filled sodas that leave you feeling worse off after consuming. Olipop put together an extensive research team that is devoted to human gut microbiome research in order to create a soda that leaves your body feeling refreshed afterwards. Olipop is packed with fiber and prebiotics that are proven to assist digestive health, blood sugar regulation, and gut health. With various prebiotics like cassava root, chicory root, artichoke, and more, Olipop sodas add fiber and insulin to your diet that can help your digestive process and again stabilize blood sugar. Olipop positions itself as a healthy soda alternative online, but could have a stronger presence if they really focused on the health benefits the product provides. The brand's core mission is to revolutionize the beverage industry with healthier alternatives to classic soda. They have a goal of promoting gut health and living well through their various flavored beverages. Olipop combines the familiar tastes of classic sodas with their plant based ingredients.

CLIENT BRAND VOICE ANALYSIS

Olipop has a friendly, approachable tone in its branding and communications. The brand aims to convey a sense of progressiveness and health consciousness while also being relatable and light-hearted. Their voice often feels upbeat and playful while being informative by emphasizing the natural ingredients and health benefits of their products without being overly

technical. They typically use spirited language and engaging visuals to capture attention and convey their message effectively across all of their social media pages. Our Refreshment Revolutionized campaign plans to incorporate these tones and voices while considering the trendy personality they have already established online.

SOCIAL MEDIA ANALYSIS

Olipop predominantly promotes their product on TikTok. They have over 420,000 followers on the platform. When looking into their profile their tagged posts are associated with eating/mukbangs as well as wellness and fitness influencers promoting the gut-healthy soda brand. One of the competitive hashtags in Olipop's category is #healthysoda. Olipop's competitor Poppi shows up on this hashtag as well, and it is shown that Poppi comes up more frequently than Olipop. Social media creates a competitive environment for wellness products like gut-healthy sodas. Since entering the revolutionized soda market, Olipop has been dominating the healthy mocktail industry on Instagram and TikTok. With the growing community of sober lifestyles, people have begun mixing Olipop with other non-alcoholic mixer products to create mocktails. This is a potential spot of growth for Olipop considering the healthy mocktail market is not as competitive as healthy sodas in general. Promoting mocktail recipes using their products would be a great way to grow their social media presence and create some individuality from other healthy soda competitors such as Poppi. One of Olipop's main selling points is the health benefits it provides such as gut health and fiber. After digging through multiple posts under #guthealth or #sodaalternative we found that this space already

has a lot of traffic. Olipop needs to push the healthy mocktail recipes in order to dominate the space.

Primary: Employees of Olipop, Shareholders, Fitness influencers, Health enthusiasts, Moms, Grocery Stores, Online Stores, Supply chains, and Paid Influencers of Olipop.

Secondary: Poppi (and other health soda competitors), Coke, Pepsi, Bubly, prebiotic supplements, V8 Juices, and Zevia.

COMPETITOR ANALYSIS

Olipop has a strong social media presence however they could make some changes in order to stand out among their competitors. Olipop's advertising is aesthetic, trendy, lively, and young but they don't have a single message that is directed toward a clear audience. Not many of their posts highlight the benefits of the product or why their gut-healthy soda can replace a sugary soda. Their messaging is very casual, friendly, and bubbly. None of their posts are serious or super health-oriented. They typically show regular people reviewing their gut-healthy sodas from a variety of social platforms. The gut health soda market is heavily saturated by brands like Poppi, Zevia, and Culture Pop. Olipop's social media needs to send clear messages to its consumers in order to stand out.

After thoroughly reviewing Olipop's social media presence we didn't notice any paid advertisements on Instagram which could be an avenue to look into to spur growth. Olipop should also improve its audience demographic by posting content targeted toward young health-conscious individuals that often take part in wellness trends online. They should

continue to push the mocktail recipes on TikTok and Instagram in addition to promoting the health benefits of their product by using credible and honest health influencers. A weakness Olipop faces is that they don't have a lot of credible influencers on or off of their page who endorse the sodas. Having a well-known face promoting Olipop would increase brand loyalty and build a bigger audience.

SWOT ANALYSIS

<i>Strengths</i> ● The soda provides digestive support ● No artificial ingredients ● Loyal customer base committed to health ● Strong social media presence ○ Instagram ○ TikTok	<i>Opportunities</i> ● The growing health and wellness industry ● Partnering with fitness and wellness influencers via social media ● New flavor combinations and seasonal flavors ● Expanding on other health beverages (juice/smoothies) or even gut-healthy snacks
<i>Weaknesses</i> ● Many other competing healthy soda brands ● Higher price than other traditional soda brands ● Negative opinions on certain flavors ● Small business	<i>Threats</i> ● Competing gut-health soda brands, such as Poppi, have lower price points ● Doesn't have a USP in its category (all of the gut-health sodas are pretty interchangeable)

Strengths – The gut-healthy soda brand has already dominated the alternative soda industry.

Olipop's products have prebiotics, fibers, and botanical extracts that promote steady digestion.

All of their sodas are also non-GMO, vegan, and gluten-free along with having zero artificial ingredients. Their products are loved by health enthusiasts and former soda drinkers who are looking for a better drink to put in their bodies. The health benefits of the drink make for very loyal customers who rave about Olipop's products on social media platforms like TikTok and Instagram. The brand has a stronger presence on TikTok that includes videos like; how to make an Olipop mocktail, Spotify playlists for different flavors, and reviewed flavor releases.

Weaknesses – Olipop does not face many large weaknesses with its brand. Although they have several competitors in the healthy/prebiotic soda category, the overall feedback on their product is positive for the most part. Negative feedback on certain flavors that Olipop offers as well as the higher-than-average price of their sodas are the only concerns that customers have expressed.

Opportunities – Olipop has an advantage in the growing popularity of wellness and what kind of products people put into their bodies. With this, Olipop has an established name in the wellness community and has the opportunity to take advantage of this category. Social media and advertising continue to grow, especially with influencers and celebrities doing most of the paid advertising. Combining wellness influencers and Olipop could expand their company.

Threats – Olipop is an expensive brand in the "gut-health soda" category. There are cheaper alternatives, such as Poppi and Culture Pop, that offer similar flavors and are the same. When they are on the shelves next to each other with no obvious difference between them, people are very likely to choose the cheaper option.

Possible Risks and Failure Points:

1. Changing Consumer Preferences and Market Saturation

A possible risk could be the changing consumer preferences. Social media trends tend to not last a lifetime. It can be hard for a company to keep up and stay relevant with consumer preferences. In Olipop's campaign, mocktails could potentially be a trend that is fading out. Consumers may not be looking into nonalcoholic alternatives as frequently. This could potentially affect the way this campaign runs and the success of the campaign. Another risk that Olipop should look out for is market saturation. There are multiple healthier soda alternatives on the market now so Olipop must stand out compared to competitors like Poppi. Consumers need to consciously choose Olipop over other sparkling water brands like Spindrift or even Harmless Harvest. Competitors' branding is similar to Olipop in the eyes of consumers so we must tailor Olipop's messages and branding to stand out among the big sea of soda alternatives.

Mitigation Plan:

2. Unique Brand Personality and Product Development

To ensure that Olipop will mitigate the risk of market saturation Olipop will create a unique brand personality to differentiate themselves from competitors such as Poppi. If market saturation does occur we will shift our brand personality to one that makes the most sense for the current market that allows consumers to easily identify Olipop from its competitors. As a means to ensure Olipop constantly evolves and keeps consumers engaged and interested, we propose the diversification of Olipop product offerings. While Olipop is advertised as a healthy soda alternative, some parents are adamant against serving their kids "soda" regardless of any health benefits new sodas may offer. With that, Olipop should create prebiotic juice boxes so the whole family can indulge in the brand's delicious creations. These juices can share many of the same flavors, and bring some new flavors into the Olipop flavor catalog! Additionally, Olipop

should create a prebiotic gummy. Many consumers who are interested in gut health, and are aware of the benefits of prebiotics may not always have the fridge space or budget to constantly keep a case of Olipop in their homes. When these people opt for gummies to get these health supplements in their diets Olipop needs to have their own offering in this sector to keep people loyal to their brand, and generally associate the prebiotic industry with the Olipop name.

AUDIENCE ANALYSIS/CONSUMER PROFILES

Olipop's target consumers are young men and women in their early twenties to early thirties that follow healthy lifestyle trends and are often always looking to improve themselves. They are go-getters in the workplace and make a very comfortable income. This group spends a generous amount of time on social media and values people's opinions of them and their lifestyle habits. Olipop's primary audience would be women in their late twenties who are social yet committed to achieving their personal goals and mothers of young children. Their secondary audience is fitness enthusiasts both men and women in their twenties and early thirties that are adventurous, want to make a difference, and value their health. Key influencers that are capable of reaching this target are Darcy McQueeny, Mikayla Matt, Yucking Food, Kayla Varney and @she_thebartender.

Rachel is a 29-year-old female family lawyer residing in the South Side of Chicago, Illinois. She holds a law degree from the University of Colorado and earns \$95,000 annually. Despite her stressful career, Rachel maintains a social and witty demeanor, valuing both her job and social life. She's currently single and lives solo in her household. Rachel's interests include law, justice, dancing, and social events, which she embraces as outlets for relaxation after work.

Rachel is committed to a sober lifestyle due to health reasons, finding fulfillment in holistic healing practices and enjoying mocktail recipes with her girlfriends during their nights out. Her attitude is a mix of resilient and optimistic, seeking a balance between professional success and her personal life.

Alex is a 22-year-old senior at the University of Colorado Boulder and working a part time job at North Face. He's outgoing, ambitious, and always up for an adventure, whether it's scaling the Rockies or immersing himself in Boulder's vibrant arts scene. Passionate about environmental sustainability, Alex is majoring in environmental studies and actively involved in campus initiatives to promote eco-friendly practices. Alex lives in a rented apartment near the University with two roommates. Alex has recently noticed that sugary drinks have been impacting his health and realizes his health is a priority if he wants to continue to do what he loves. With an optimistic outlook on post-graduation prospects, Alex is determined to carve out a career that not only fulfills him but also makes a positive impact on the environment.

GOALS AND OBJECTIVES

Goal 1: Educate consumers on the health benefits of Olipop through social media platforms.

Smart objectives: Our first objective is to increase Olipop's followers by 10% over the next three months through posting engaging content and developing partnerships on TikTok and Instagram by August 2024. Our second objective is to develop and implement an informative social media campaign highlighting the gut-healthy benefits, to achieve a 20% increase in social media impressions by the end of the *Refreshment Revolutionized* campaign. Our third objective is to develop weekly posts on social media explaining the science of Olipop's ingredients and that

they are the superior healthy soda choice. This will be a projected 15% increase in likes and comments by August 2024. Our fourth objective will be to encourage Olipop customers to share their taste tests and reviews on Social Media highlighting their opinions on the soda alternative. We aim for a 20% increase in user feedback with a hashtag campaign and participation discounts, that will lead to an evaluation of the results by August 2024. Our last objective would be to cultivate brand advocates through interactive engagement on social media platforms, aiming for a 15% increase in user-generated content participation and brand advocacy indicators by August 2024.

Goal 2: Differentiate Olipop from our competitors using unique social media content.

Smart objectives: Our first objective is to create distinctive social media content that differentiates Olipop's qualities that are like no other competitor, with the goal of a 15% increase in brand mentions for healthy soda compared to competitors by August 2024. Our second objective would be to highlight our unique ingredients compared to our competitors through our social media campaign. We project that this will increase brand differentiation by 10% within our target market. Our third objective would be to create an in person demonstration showing off Olipop compared to its competitors that can be used throughout grocery stores in America. We project that this will increase brand authenticity by 10% by August 2024. Our fourth objective is to develop a series of behind-the-scenes videos showcasing Olipop's production process and commitment to quality ingredients, aiming for a 15% increase in audience trust and brand authenticity compared to competitors by August 2024. Our last objective is to launch targeted advertising campaigns on social media platforms, emphasizing Olipop's unique selling propositions and effectively communicating why it stands

out among competitors. We aim for a 20% increase in ad engagement and conversion rates compared to competitors by August 2024.

MESSAGE DEVELOPMENT

Key Messages:

1. "Kick off your healthy living journey with Olipop's revolutionized sodas"
2. "Swap your regular soda for an organic, low-sugar alternative, and feel even better than before."
3. "It's 5 o'clock anytime! Switch to an Olipop for a relaxing refreshment"

Explain why you chose these messages and how they will advance your client's goals:

We chose these key messages because we want to highlight what makes Olipop stand out and why you should choose Olipop as an alternative to competitors and classic sodas. These messages highlight Olipop's health benefits as well as its different uses.

BUDGET

Budget Category	In-House	Out-House	Total Category
Content Creation	\$4,320	\$2,180	\$6,700
	Salaries for content creators, designers, and editors working within the company.	Freelance fees, stock photo purchases, or any outsourcing costs for content creation.	
		Photography	
Social Advertising	\$4,400	\$4,100	\$8,500

	Creating ad campaigns and managing them internally.	Ad platform fees, agency fees if outsourcing ad management, or influencer collaboration costs.	
	Instagram and TikTok boosting posts.	Influencers/sponsored posts.	
Social Engagement	\$4,350	\$500	\$4,750
	Engage influencers	Location Based targeting	
	Create buzz for mentions and comments		
	Ask questions to followers		
Software & Tools		\$3,000	\$3,000
		Meltwater (social listening)	
		Hootsuite (social media planning)	
		Canva	
Promotional	\$2,700	\$1,250	\$4,050
	Pushing discount codes on socials	Having promotional content designed out of house	
	Sending promotional emails and texts		
Totals:			\$27,000

CALENDAR

Month/ Best Times to Post	Instagram Monday: 9:00 -10:00 am Tuesday: 9:00 -10:00 am Wednesday: 9:00 -10:00 am Thursday: 10:00 -11:00 am Friday: 9:00 - 10:00 am Saturday: 10:00 - 2:00 pm Sunday: 10:00 - 2:00 pm	TikTok Monday: 9:00-10:00 pm Tuesday: 9:00-10:00 pm Wednesday: 9:00-10:00 pm Thursday: 10:00-11:00 pm Friday: 10:00 - 11:00 pm Saturday: 2:00-4:00 pm Sunday: 2:00 - 4:00 pm	Podcast Monday: 7:00 am Tuesday: 7:00 am Wednesday: 7:00 am Thursday: 7:00 am Friday: 9:00 am Saturday: 10:00 am Sunday 10:00 am	YouTube Monday: 2:00 - 3:00 pm Tuesday: 2:00 pm Wednesday: 2:00 - 3:00 pm Thursday: 2:00-3:00 pm Friday: 2:00- 3:00 pm Saturday: 11:00 - 2:00 pm Sunday: 11:00 -2:00 pm
June 06/01-30	Weekly: 5-6 posts/stories Monthly: 27 Posts/Stories	Weekly: 5 Videos Monthly: 20 Videos	Weekly: 4 ads Monthly: 16 ads	Weekly: 4 videos Monthly: 20 videos
July 07/01-31	Weekly: 6-7 posts/stories Monthly: 29 Posts/Stories	Weekly: 5 Videos Monthly: 20 Videos	Weekly: 5 ads Monthly: 20 ads	Weekly: 4 videos Monthly: 20 videos
August 08/01-31	Weekly: 6-7 posts/stories Monthly: 29 Posts/Stories	Weekly: 5 Videos Monthly: 20 Videos	Weekly: 5 ads Monthly: 20 ads	Weekly: 4 videos Monthly: 20 videos

Topics for these posts: Gut Health, Prebiotic/ Probiotic, Mocktails, Soda Alternative, Happy Hour, Refreshment Revolutionized

First Week of June:

Channel	Day	Date	Time	Post Topic/Type	Copy	Visual Type
Instagram	Monday	6/1/24	9:00-10:00 am	Gut Health	This spring, we're focusing on	Photo
Tik Tok	Monday	6/1/24	10:00-11:00 pm	Probiotics/Prebiotics	#Prebiotics	Video
Podcast	Monday	6/1/24	7:00am	Mocktail	I never imagined that there were	Slogan
Instagram	Tuesday	6/2/24	9:00-10:00 am	Soda Alternative	our "outs" for spring	Photo
Tik Tok	Tuesday	6/2/24	10:00-11:00 pm	Gut Health	Sunday restock, and the first thing on my	Video
Youtube	Wednesday	6/3/24	2:00pm	Probiotics/Prebiotics	Let Olipop help with a healthier you	Video
Podcast	Wednesday	6/3/24	7:00am	Soda Alternative	Discover a refreshing alternative to soda	Slogan
Instagram	Wednesday	6/3/24	9:00-10:00 am	GutHealth	Nothing beats an ice-cold Olipop	Reel
Tik Tok	Thursday	6/4/24	10:00-11:00 pm	Mocktail	Are you looking for a healthier you?	Video
Podcast	Thursday	6/4/24	7:00am	Gut Health	Over refreshments that don't make you	Slogan
Instagram	Thursday	6/4/24	10:00-11:00 pm	Gut Health	Try something different that not	Photo
Youtube	Thursday	6/5/24	2:00pm	Soda Alternative	our "outs" for spring	Video
Instagram	Friday	6/5/24	9:00-10:00 am	mocktail	Are you looking for a healthier you?	Photo
Tik Tok	Friday	6/5/24	10:00-11:00 pm	Probiotics/Prebiotics	Adding prebiotics and probiotics to	Video
Youtube	Saturday	6/6/24	11:00-2:00 pm	Digestive Health	Let Olipop help with a healthier you	Video
Podcast	Saturday	6/6/24	10:00am	Soda Alternative	Discover a refreshing alternative to soda	Slogan
Tik Tok	Saturday	6/6/24	2:00-4:00 pm	Mocktail	#HealthySoda #BetterSoda	Video
Instagram	Sunday	6/7/24	10:00-2:00 pm	Soda Alternative	Don't spring into this warm weather	Reel
Youtube	Sunday	6/7/24	9:00-11:00 pm	Probiotics/Prebiotics	Over refreshments that don't make you	Video

EVALUATION

For Goal 1 of educating consumers on Olipop's health benefits through social media, consistent monitoring and data analysis will be crucial. The first step is to track follower growth on TikTok and Instagram weekly, pivoting content strategies if the 10% increase over three months is not on track. Impressions and engagement metrics for the informative gut-health campaign will be assessed bi-weekly, allowing for adjustments to content and targeting as needed to meet the 20% increase objective.

For the weekly ingredient-focused posts, likes, comments, and shares will be analyzed every four weeks, refining the content approach if the projected 15% increase is not materializing. User-generated feedback levels will be monitored bi-weekly through hashtag

campaigns and discount incentives, pivoting prompts or incentives as required to achieve the 20% growth target. Brand advocacy metrics and user-generated content will be evaluated monthly, adapting engagement strategies to reach the 15% increase goal.

For Goal 2 of differentiating Olipop through unique content, brand mentions and sentiment analysis will guide the direction of distinctive quality-focused posts every two weeks. Competitor comparisons and audience feedback will be assessed mid-campaign to ensure the 10% increase in brand differentiation. In-store demonstration performance will be tracked monthly, refining the approach based on customer feedback and brand authenticity scores. Video performance, engagement, and brand trust metrics will be analyzed bi-weekly for behind-the-scenes content. Finally, ad performance and conversion data will be monitored weekly, optimizing targeting and messaging to meet the 20% uplift objective.

CONCLUSION

In the Refreshment Revolutionized campaign plan we have established ways in which Olipop can take actionable steps to position itself as the leading soda alternative brand. Olipop can start by having an increased promotional focus on the health benefits of their drink formula, granted that theirs is the leader in this category in regards to prebiotic and fiber count. They can continue with increasing promotion of their soda's use in the creation of healthy non-alcoholic (but fun) adult drinks: aka mocktails. This would be wise due to the fact that the mocktail market is less saturated than the gut health and soda alternative market, and Olipop has already seen success in their mocktail recipe videos; therefore, they have already established a role in the market where there is less competition and more room to dominate. To

elevate these mocktail videos, and all other promotional content, the usage of a well-known “health influencer” creating authentic promotional content would increase brand loyalty and build a bigger audience. This audience also needs to be specified as the young health-conscious individuals that often take part in wellness trends online, and the content needs to reflect that.

Beyond the campaign Olipop should look for changes in trends and make sure they stay on top of them. We recommend some potential product diversification, such as prebiotic kid juices and prebiotic gummies, because while gut health may stay in vogue gut health soda may not. As long as Olipop continue to leverage their premium formula, expensive product possibilities, and brand identity as a whole they are on track to becoming powerhouse of a brand.

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