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CASE STUDY

When bright flavors meet gut health, Poppi shines as a beacon for wellness, promoting the benefits of prebiotic soda made with healthy ingredients. However, this innovative brand recently encountered a significant problem, jeopardizing its credibility. But in early 2024, the brand faced a major credibility crisis. A series of viral TikTok and Instagram posts falsely claimed that inulin—a key prebiotic fiber in Poppi’s formula—was harmful to consumers. Despite inulin’s well-documented health benefits and approval by regulatory bodies like the FDA, the misinformation spread rapidly, amplified by user-generated content and influencer speculation. Confused and concerned, customers began questioning Poppi’s commitment to safety and transparency—threatening years of brand trust and hard-earned reputation in a matter of days.

This case study investigates the roots of the crisis, from the anatomy of viral misinformation to gaps in proactive communication. It also outlines a forward-thinking plan for regaining consumer trust, reinforcing Poppi's dedication to science-based well-being, and protecting the brand from future reputational concerns. With an increased emphasis on openness, third-party validation, and digital engagement, Poppi intends not only to remedy the harm but also to lead the conversation about what ethical, health-conscious branding should look like in today's social media age.

Audience

The primary audience includes health-conscious Gen Z and Millennials, aged 18 to 35, active on platforms such as TikTok, Instagram, Twitter, and YouTube. Regarding product selection, these consumers value well-being, transparency, and authenticity above many things. A secondary audience comprises wellness influencers, nutrition specialists, and health bloggers whose voices strongly influence this demographic. This invention is a good fit for the audience because it uses the same channels where misinformation began, delivering science-backed, expert-led communication in a style that resonates with these digital natives. Poppi reclaims the

story in a trustworthy, engaging manner by combining transparency with interactive content in a trusted, engaging way.

Primary Issues

- The spread of misinformation: Health-related misinformation can swiftly damage trust. Poppi's slow response to public concern enabled rumors to spread unchecked.
- Reputation and Trust Disrupt: Poppi's brand equity is based on wellness and openness, and a perceived safety breach poses a direct danger to its core brand values and identity.
- Social Media Amplification: The platforms that supported Poppi's rise also served as centers and sources for misinformation, emphasizing the importance of having PR techniques that respond fast.

Legal, Ethical, and Globalization:

Ethically, health misinformation must be addressed with clarity and evidence. Poppi is responsible for ensuring customer safety through clear communication. Legally, accuracy in product labeling and public claims is critical. Globally, when Poppi enters international markets, it must navigate stricter health regulations, making clear, expert-backed messaging more crucial than ever.

Goal:

To restore consumer trust and reinforce Poppi's reputation as a transparent, science-backed wellness brand that customers can trust with their health while also developing internal response systems for future crisis response. There is a necessity for a proactive, systematic crisis management approach based on digital innovation and scientific authority.

Objectives:

1. Within 30 days: Address existing misinformation with science-based messaging and direct outreach to key stakeholders.
2. Within 3 months: Launch a digital transparency campaign highlighting ingredient sourcing, third-party lab testing, and clean production practices for a more behind-the-scenes look into how Poppi comes to fruition.
3. Over the next quarter: Improve positive social media sentiment by 35% through credible influencer partnerships and educational content.

(PESO Model)

Paid Media

- Launch targeted sponsored ads across Instagram, TikTok, and YouTube featuring short, clear videos explaining Poppi's ingredient integrity and health benefits.
- Partner with health-focused platforms (e.g., Wellable, MindBodyGreen, Calm) to run ads and sponsored articles highlighting Poppi's science-backed story.

- Utilize paid search ads to direct traffic toward the new *Ask Poppi* microsite, filled with FAQs, lab results, and myth-busting resources.

Earned Media

- Secure interviews and product features with health and wellness journalists in *Healthline*, *Forbes Health*, and *Women's Health* outlets.
- Pitch Poppi's scientific advisors for op-eds and guest segments on podcasts and wellness-focused news shows.
- Organize a media roundtable with nutritionists, Poppi's internal experts, and brand officers to openly discuss the brand's commitment to transparency and health.

Shared Media

- Launch a hashtag campaign: #AskPoppi, encouraging consumers to submit questions about ingredients, health claims, and sourcing—answered publicly by Poppi's experts.
- Host Instagram Lives and TikTok Q&As with trusted wellness influencers.
- Share customer testimonials and user-generated content spotlighting real stories of trust, wellness, and transparency.
- Build and maintain the *Ask Poppi* microsite as the campaign's information hub—featuring detailed ingredient breakdowns, certified test results, behind-the-scenes videos, and educational blog posts.
- Send monthly transparency newsletter-style emails to customers featuring updates on Poppi's wellness efforts, expert insights, and ongoing improvements.

Conclusion:

The Ask Poppi campaign's performance will be measured by several strategic metrics, including increased website traffic to the campaign's microsite, higher engagement rates from Q&A events and influencer content, and enhanced sentiment scores recorded by Qualtrics. In addition, survey data will be used to analyze changes in consumer understanding and trust levels before and after the campaign. Finally, Ask Poppi is more than just a response to a single PR crisis; it is a forward-thinking initiative that has established Poppi as a leader in science-based wellness communication. Poppi is constructing a more innovative, resilient brand by combining authenticity and trust rather than addressing a passing concern. This campaign emphasizes the value of proactive communications and establishes new standards for honesty, trust, and transparency in the wellness beverage industry.



Poppi Launches "Ask Poppi" Campaign to Restore Trust and Combat Misinformation

A bold new transparency initiative backed by science, led by experts, and rooted in honest conversations.

Austin, TX, April 12, 2025 – Poppi, one of the leading prebiotic soda brands celebrated for its health-conscious ingredients and commitment to gut health, has officially launched “Ask Poppi,” a bold new campaign designed to tackle misinformation with transparency, education, and science-backed truth.

Poppi is reaffirming its commitment to consumer trust and transparency in response to recent social media speculation regarding the safety of one of its naturally derived ingredients, agave inulin. Implementing the “Ask Poppi” campaign will introduce a new era of openness, including weekly live Q&A sessions with medical professionals, a dedicated microsite detailing ingredient sourcing and testing, and influencer partnerships rooted in integrity rather than influence.

“We believe that consumers deserve clear, truthful information—especially regarding their health,” said Chris Hall, CEO of Poppi. “The ‘Ask Poppi’ campaign isn’t just a response to a rumor. It reasserts who we are as a brand: real, honest, and backed by science.”

While Poppi has previously partnered with several high-profile influencers to promote the brand, not all collaborations have aligned with the company’s health-first values.

“Although we’re grateful for their support, we’ve listened to our loyal customers,” Hall continued. “They want to hear from professionals—doctors, dietitians, and researchers. That’s exactly who we’re centering in this campaign.”

Poppi’s internal quality team and third-party experts have reaffirmed the ingredient’s safety, enforcing rigorous testing and its positive contribution to gut and digestive health. To empower consumers with evidence-based insights, the new “Ask Poppi” microsite features:

- Ingredient origin stories
- Behind-the-scenes quality control walkthroughs
- Real-time FAQs and live chat support

“We’re inviting our community to step into our kitchen—virtually—and see the care that goes into every bottle,” Hall added. “Transparency is more than a buzzword. It’s our promise.”

In addition, Poppi is revamping its influencer strategy by partnering exclusively with credentialed wellness professionals—registered dietitians, health educators, and long-term wellness ambassadors who reflect the brand’s science-based ethos.

“By focusing on voices rooted in credibility rather than virality, we’re making sure our message is heard and trusted,” said Hall.

To prepare for future challenges, Poppi will implement internal digital monitoring systems, expand customer support tools, and host quarterly crisis response simulations to ensure quick and accurate communication across media outlets. Poppi’s ultimate goal is to lead a wellness movement where science, not guesswork, drives a positive and impactful conversation.

For more information on the “Ask Poppi” campaign and upcoming expert-led sessions, or to submit a question, visit www.drinkpoppi.com/askpoppi