

CREATIVE BRIEF

OPOPOP

Flavor Wrapped Popcorn

Q1 2026 Campaign

Meta + TikTok

Client: Opopop

Campaign: Always-On Acquisition

Platforms: Meta (Feed, Reels, Stories) +
TikTok

Deliverables: 5 UGC Concepts + Variations

Formats: 9:16 (Primary), 4:5, 1:1

Length: 15-45 seconds

1. Brand Overview

What is Opopop?

Opopop is reinventing microwave popcorn with Flavor Wrapped™ Kernels — each kernel coated in seasoning BEFORE it pops, so you get flavor in every single bite, not just at the bottom of the bowl.

Key Differentiator: Flavor is wrapped around the kernel, not shaken on after. This is patented technology that no one else has.

Product Line

- 10 Flavors: Fancy Butter, Super Butter, Lightly Salted, Salty Caramel, Cinnalicious, Maui Heat, Pickle Monster, Salted Umami, Birthday Cake, Like Buddah
- The Popper: Collapsible silicone bowl — no greasy bags, dishwasher safe, eat directly from it
- Farm-grown: Kernels from their family farm in Western Nebraska
- Clean label: Gluten-free, Non-GMO, no burnt/chemical aftertaste

Price Point

Premium positioning at ~\$3.33/bag equivalent. Starter kits from \$25. More expensive than Orville's but positioned as an 'experience' not just a snack.

2. Customer Insights

What Customers LOVE

- *"Tastes fresher than any microwave popcorn I've had"*
- *"No fake-oil aftertaste — the butter actually tastes like butter"*
- *"The flavors are so different from anything else out there"*
- *"Kitchen smells incredible within seconds"*
- *"The popper experience makes it fun — no greasy bags"*
- *"It's the kind of snack you actually talk about afterward"*

Common Objections / Pain Points

- Price — "Is it really worth 3x regular popcorn?"
- Skepticism — "How different can popcorn really be?"
- Learning curve — Some users struggle with popping timing at first
- Flavor residue cleanup (minor, but mentioned)

Target Audience

- Primary: Snack enthusiasts 25-45 who care about quality over price
- Movie night couples who want an elevated at-home experience
- Foodies who geek out on unique flavors (Maui Heat, Pickle Monster)
- Parents looking for a "treat" that's cleaner than movie theater popcorn
- DTC buyers comfortable paying premium for quality (Poppi/Olipop buyers)

3. Competitive Landscape & Learnings

What's Working in DTC Snack Ads Right Now

Based on analysis of Poppi, Olipop, Liquid Death, and top-performing snack ads:

1. Problem-Agitate-Solution with real pain points (not generic)
2. "Ugly ads" / lo-fi UGC outperforming polished brand content
3. Hooks in first 2-3 seconds that create pattern interrupt
4. Founder/creator stories that feel authentic, not scripted
5. Visual ASMR moments (pouring, popping, crunching sounds)
6. Comparison content (before/after, us vs. them)
7. Personality-driven brands that don't take themselves too seriously

Key Stats

- 70-80% of Meta ad performance comes from creative quality (AppsFlyer 2025)
- UGC ads have 4x higher CTR and 50% lower CPC than branded ads
- High-performing hooks see 37% performance drop after 7 days — need constant iteration
- 4:5 vertical outperforms 1:1 by up to 15% in Feed placements

4. Creative Concepts

5 concepts with hooks, angles, and script outlines. Each designed for UGC-style execution.

CONCEPT 1

"I was today years old when I learned I've been eating popcorn wrong my whole life"

Angle: *Discovery / Education — Reveal the flavor-wrapped technology*

Script Outline:

HOOK: Creator looks shocked at camera
PROBLEM: "So apparently, the reason my popcorn never tastes like movie theater popcorn is because I've been doing it completely wrong"
REVEAL: Show the Opopop kernels, explain flavor-wrapped tech
DEMO: Pour into popper, microwave, show steam/smell reaction
PAYOFF: "Every. Single. Kernel. Has flavor. I'm never going back."
CTA: "Link in bio — trust me on this one"

CONCEPT 2

"POV: You finally understand why people spend \$15 on popcorn at the movies"

Angle: *Premiumization — Justify the price through experience*

Script Outline:

HOOK: Split screen — sad bowl of plain popcorn vs. Opopop setup
PROBLEM: "I used to think fancy popcorn was a scam..."
SHIFT: "Then someone sent me this and I get it now"
DEMO: Unboxing moment, show the unique flavors (Maui Heat, Pickle Monster)
SENSORY: Close-up of popping, the smell reaction, first bite
PAYOFF: "It's not popcorn. It's an experience."
CTA: "Variety pack in bio"

CONCEPT 3

"The popcorn girlies are gonna lose their minds over this"

Angle: *Community / Tribal — Speak directly to snack obsessives*

Script Outline:

HOOK: Creator whisper-talking to camera, conspiratorial tone
SETUP: "Okay if you're the person in your friend group who takes snacks seriously..."
INTRO: "This is Opopop and it's about to ruin regular popcorn for you forever"
DEMO: Show multiple flavors, the popper, taste test reactions
SOCIAL PROOF: "My roommate literally hid these from me"
CTA: "Don't say I didn't warn you — link in bio"

CONCEPT 4**"Why does my popcorn always taste like the bag and not like... popcorn?"**

Angle: *Problem-Solution — Attack the paper bag microwave experience*

Script Outline:

HOOK: Creator holding gross-looking microwave bag, frustrated face
 PROBLEM: "Every time. EVERY time. It either burns, tastes like cardboard, or all the butter is at the bottom"
 AGITATE: "I've literally given up on microwave popcorn"
 SOLUTION: "Until someone told me about this" — show Opopop
 DEMO: The silicone popper (no bag!), the flavor-wrapped kernels
 RESOLUTION: Perfect popcorn, reaction shot
 CTA: "Bag popcorn is over. Link in bio."

CONCEPT 5**"I need everyone to stop sleeping on Pickle popcorn"**

Angle: *Flavor Discovery — Lead with the weirdest/most intriguing flavor*

Script Outline:

HOOK: Creator holding Pickle Monster bag, dead serious face
 SETUP: "I know what you're thinking. And yes, I thought the same thing."
 BUILD: "But this brand does these weird flavors and they actually... work?"
 TASTE TEST: Try Pickle Monster live, genuine reaction
 EXPAND: "They also have Maui Heat which is like spicy kettle corn and it's insane"
 PAYOFF: "If you're bored of the same three popcorn flavors..."
 CTA: "Variety pack. Bio. You're welcome."

5. Additional Hook Variations for Testing

10 additional hooks to test across concepts:

Curiosity Hooks • "Wait, why is there stuff ON the kernel?" • "This is not normal popcorn" • "Okay who's been gatekeeping this?"	Problem Hooks • "Microwave popcorn has been lying to us" • "Tired of popcorn that only has flavor at the bottom?" • "Movie theater popcorn at home is a lie. Unless..."
Social Proof Hooks • "The internet made me buy this popcorn" • "My friend wouldn't shut up about this so..."	Sensory Hooks • [ASMR] The sound of perfect popcorn • "You can literally SMELL the difference"

6. Creator Requirements

Ideal Creator Profile

- Age: 22-38, relatable energy (not overly polished)
- Vibe: Genuine enthusiasm, "your friend who finds cool stuff" energy
- Content style: Talking head, lifestyle, food content experience preferred
- Kitchen/cozy home backdrop preferred (not sterile studio)
- Comfortable doing taste reactions and ad-lib commentary

Creator Casting Notes

- Mix of male/female creators (popcorn is universal)
- At least 1 creator who does food reviews / snack content
- At least 1 creator with cozy/homebody aesthetic (movie night angle)
- Consider 1 "skeptic" type who can sell the conversion story

Shot List (Per Concept)

8. Hook shot — face to camera, strong opening line
9. Product reveal — unboxing or showing the kernels/popper
10. Demo shot — pouring kernels, closing popper
11. Microwave moment — anticipation/waiting (can be sped up)
12. Reveal shot — opening popper, steam, ASMR crunch
13. Taste reaction — genuine first bite reaction
14. CTA shot — direct to camera with offer/link mention

7. Visual & Editing Direction

Style

- Lo-fi, iPhone quality preferred over polished look
- Natural lighting (kitchen, living room)
- Hand-held camera feel, not tripod-perfect
- Quick cuts during demo, let reactions breathe

Text Overlays

- Hook text on screen in first 2 seconds
- Call out key benefits: "Flavor WRAPPED around each kernel"
- Bold flavor names when showing products
- CTA text: "Link in bio" / "Shop now"

Audio

- Creator VO as primary audio
- Light background music (upbeat, not overpowering)
- ASMR popping/crunching sounds should be audible
- TikTok: Consider trending sounds for organic feel

8. Testing Strategy

Phase 1: Hook Testing

Run all 5 concepts with identical mid/end sections. First 3 seconds vary. Identify top 2-3 hooks by thumb-stop rate.

Phase 2: Angle Testing

Take winning hooks and test different angles:

- Price justification vs. Problem-solution vs. Flavor discovery
- Single hero flavor vs. Variety pack focus

Phase 3: Format Testing

Winning hook + angle combinations in multiple formats:

- 15-second cutdown vs. 30-second full vs. 45-second extended
- 9:16 Reels vs. 4:5 Feed vs. 1:1 (if needed)

KPIs to Track

Metric	Target	Why It Matters
Hook Rate (3-sec)	>30%	Measures stopping power
Hold Rate (15-sec)	>15%	Story engagement
CTR	>1.5%	Intent signal
CPA	< current benchmark	Bottom-line efficiency

Next Steps

15. Review concepts and select top 3 for initial production
16. Source 3-4 creators matching profile above
17. Ship product kits to creators
18. Receive raw footage and begin editing
19. Launch Phase 1 hook tests within 14 days

Brief prepared by AdCrate

Questions? Reach out to your Account Manager