

Poppi: "Soda Thoughts"

Gen Z and Millennials

Poppi targets
health-conscious, younger
consumers who seek a
flavorful beverage without
high sugar content



Fun, colorful visuals that
include trendy, popular
influencers like Alix Earle
and Rob Rausch

Influencer Marketing



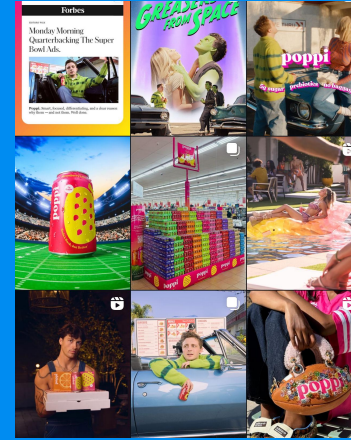
Press Release

Highlights Poppi's partnership with VIRTUE worldwide

poppi and VIRTUE Return to the Super Bowl with Soda Thoughts

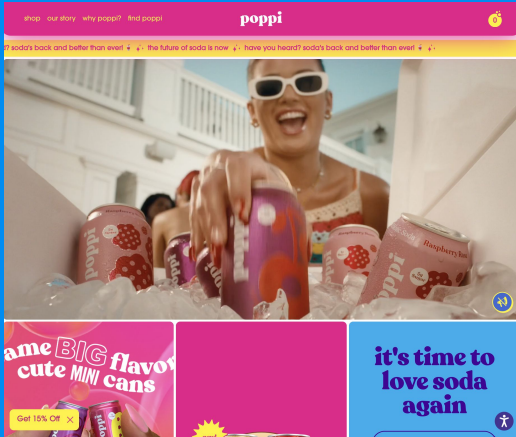
Social Media campaign

Playful. colorful. Star power.



Poppi's website

Ad integrated into home page



Even the athletes drink Poppi!

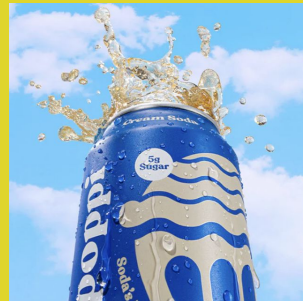
Super Bowl Ad

60-second TV Advertisement



Analysis

- ◆ Instead of an educational tone, Poppi leverages **cultural relevance** through meme-style humor and influencer credibility
- ◆ Aligns well with how younger audiences consume media—through **humor, social proof, & quick, engaging content**
- ◆ **consistent**, bright and modern branding across multiple channels strengthens brand recall
- ◆ While Poppi connects well with younger audiences, they may **fail to appeal to older demographics** who also seek healthier beverage options



Research probably indicated that ...

- ◆ Gen Z and Millennials enjoy soda but are especially mindful of sugar intake, but **don't want to sacrifice fun**
- ◆ Target consumers resonate with **lifestyle-driven, social marketing**
- ◆ consumers are aware of gut health trends but don't necessarily want to be sold a drink purely based on its probiotic benefits
- ◆ Buyers **value influencer opinion** and are more likely to buy it if they see a high-profile individual promoting the drink