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**CSUF Comm 351**

## **Overall Objective**

This brand wants to advertise as “The healthy alternative to soda”. We should be drinking more natural drinks rather than processed sodas. Olipop is a delicious fizzy tonic that combines the benefits of prebiotics, plant fiber, and botanicals to support your microbiome and benefit digestive health.

This product was founded in 2017 but I have not seen that much advertising, If any. I stumbled into a grocery store one day and tried it. It's not available everywhere so I think there needs to be a fresh launch.

It has been on the market for about a year

The creative strategy statement for this campaign is: out of other natural/ prebiotic drinks, we work hard and craft different healthy ingredients together. Our customers won't just get spoonful's of sugar from us, but a guaranteed amazing experience.

## **Target Demographic**

The target audience is going to be the same target audience which is a younger generation who is more health positive and conscious since they are easier and more open to accept new ideas like these.

Demographics- sells more to women than men 55% female 45% male, ages 13-29 target audience, income level (per family) 50k or above, marital status: single or married

Psychographics-health conscious, vegan, vegetarian, liberal/democratic views, eco conscious

Geographics- United States

Vals group : innovators

This group fits into our target audience because they are the most receptive to new ideas and technologies. This group are very active consumers who tend to go for upscale, niche products,

## **Current & Intended Perceptions**

The current thought about the brand is favorable. Customers who used our products love it, but we need to raise awareness of it. We need to promote the product for more people to know.

The company wants the audience to think of the brand as healthy and a “large life forms composed of small life forms” type of cycle. We also want to spread that the product is Non- GMO, vegan, gluten free, paleo and keto- friendly.

## **Competition**

- Identify two competitors to the brand and be sure to state why they are competition. You need to discuss product features, price and availability.

Two competitors to Olipop are: Poppi and Goodbelly. Poppi is direct competition since it is almost the exact same. Goodbelly is another probiotic drink, but it is not a “tonic/soda”

## **USP & Platforms**

The single most important idea that needs to be communicated about the brand is: Health is delicious.

We want to bring out that health is our biggest concern to our customers. The brand itself is to make our products delicious to customers and be healthy at the same time.

The two platforms that would be most strategic in communicating the new USP are : Tik-Tok, Pinterest (organic reach), food delivery etc.

## **Measurement of Success**

We will measure success from this campaign by more social media followers and an increased number of sales.

## Sources:

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