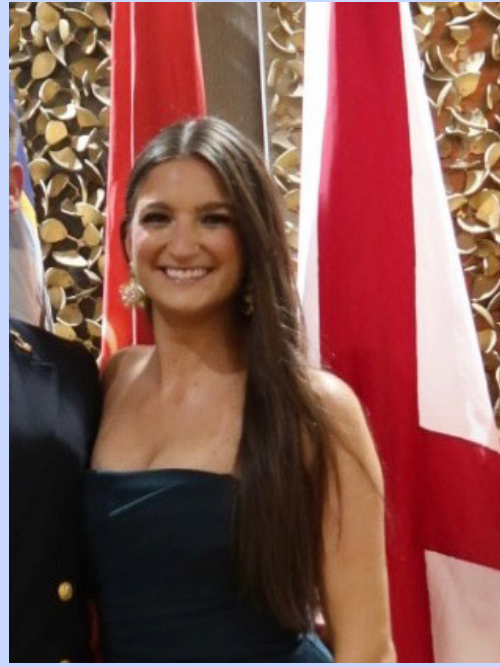




Olipop

**Abbie Grace Mashburn, Stella McNab, Emmy Ferris,
Reaghann Welch, Carter Porter**



Reaghann Welch



Carter Porter



Abbie Grace Mashburn



Emmy Ferris

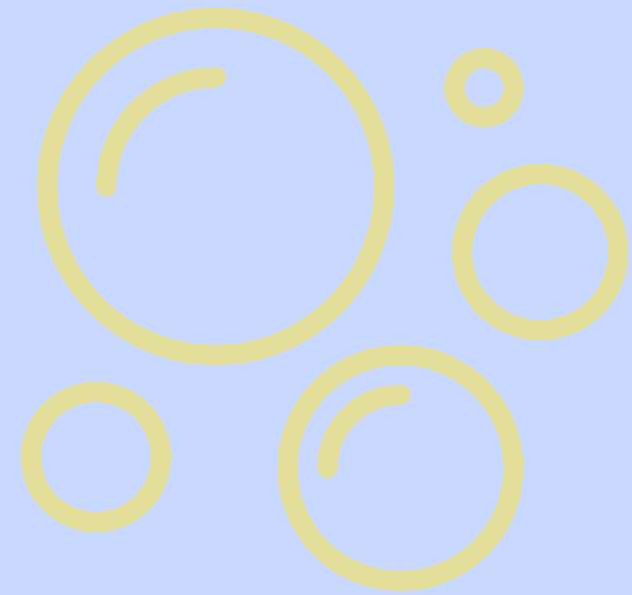


Stella McNab

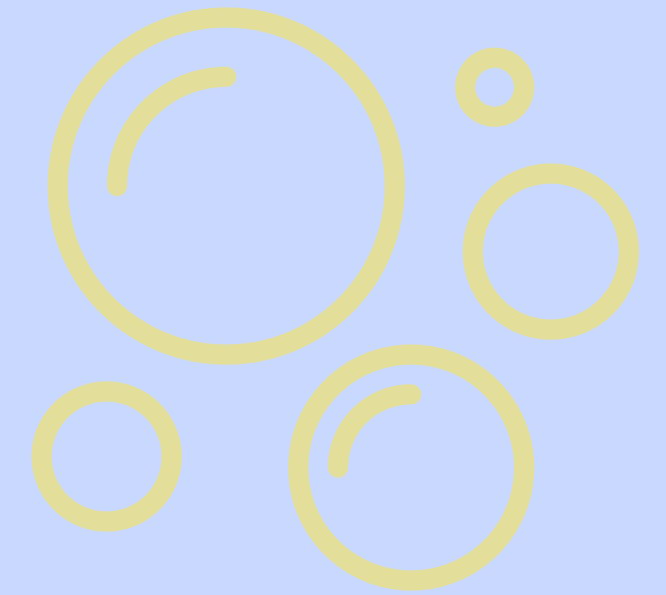


Agency Information/ Overview





BUILT FOR SCROLL STOPPERS.



We exist to help brands connect with Gen Z in ways that actually matter—through creativity, adaptability, and scroll-stopping ideas. By combining strategy, strong communication, and efficient execution, we turn bold concepts into campaigns people love, share, and remember.



Overview of the Problem to Solve





Creative Brief



Objective:

Position Olipop as a delicious, gut-friendly drink for health-conscious Gen Z and adults 20–40 by highlighting its prebiotic benefits to boost brand preference and drive sales.

Target Audience:

Consumers ages 20–40 years of age and Gen Z's

Key Insights:

Olipop turns distribution into a marketing engine—using smart assortment, storytelling, and promotions to win shelf space, drive repeat purchases, and grow while maintaining brand equity

Brand Positioning:

Brand will be positioned as a healthy beverage that consumers can feel confident choosing—while still enjoying a fun and engaging experience.

Execution:

The campaign will use platforms Gen Z actually spends time on—like TikTok, influencers, retail media, and in-store displays—while testing what works along the way and measuring success through sales, repeat purchases, awareness, and engagement.

Measurement:

We'll measure success through sales growth, repeat purchase rates, brand awareness, and social media engagement to evaluate how well the campaign drives trial and builds long-term preference.



Key Research Insights



Stats

- The current size of the functional soda industry is estimated at \$1.95 billion market size in 2025, and expected to reach about \$8.1 billion by 2035. The U.S. “healthy” soft drink segment **grew from \$197 million in 2020 to \$440 million in 2024, showing rapid adoption.**
- The expected growth rate of the functional soda market is growing quickly, with projected growth ranging from about **7.5% to 15.3% CAGR over the next decade.**
- the major companies in the functional soda industry to find that it includes Coca-Cola, PepsiCo, and Keurig Dr Pepper, while the functional soda segment features leading brands such as Olipop, Poppi, Health-Ade, and Culture Pop.
- 1 in 4 Gen Z consumers drink Olipop, indicating strong traction among younger, health-conscious audiences.



SWOT Analysis

Strengths

- **Strong Health Positioning:** Prebiotic + gut health focus matches wellness trends & Low sugar appeals to health-conscious consumers
- **Unique Product Differentiation:** Sits between soda and functional beverage
- **Premium Brand Image + Packaging:** Nostalgic soda branding but modern wellness messaging & social media friendly
- **Fast Retail Expansion:** Growth in stores like Whole Foods, Target, and other major retailers



Weaknesses

- **Higher Price Point:** More expensive than traditional soda & Can limit mass adoption
- **Still Niche Awareness vs Big Soda Brands:** Not everyone knows what “prebiotic soda” means
- **Taste Perception Risk:** Some consumers expect soda taste & may notice difference



Opportunities

- **Growing Health + Wellness Beverage Market:** Consumers reducing sugar intake & Functional beverages trending up
- **Influencer + Social Media Marketing Expansion:** Huge potential on TikTok, Instagram, fitness creators
- **New Product Extensions:** Energy functional soda, Hydration functional drinks, Limited edition nostalgia flavors



Threats

- **Big Beverage Companies Enter Functional Soda Space:** Coke / Pepsi could launch copy products
- **Functional Beverage Market Saturation:** Kombucha, probiotic drinks, wellness waters
- **Regulatory / Health Claim Scrutiny**





Brand Positioning + Campaign Objectives



POSITIONING

Brand will be positioned as a **healthy beverage** that consumers can feel confident choosing- while still enjoying a fun and engaging experience.



Campaign Objectives

The objective is to expand distribution, understand their target audience, invest in more clinical validation, and scale connected media. Connecting advertising directly to where the product is available in stores, and measuring the true impact by comparing sales to similar markets that did not receive the advertising.





The Big Idea/ Idea Pitch



Olipop's College Road Trip

We're taking this
pop on the road!





Creative Execution 1

Campus Events & Tailgates



Overview of Campus Events:





Creative Execution 2

Promotional Instagram Ad



PROMOTIONAL AD:





Creative Execution 3

College Football NIL Deal



**GAMEDAY FUEL THAT
MAKES YOU SAY WAR EAGLE**



**OLIPOP X AUBURN FOOTBALL
TAILGATING INFO @OLIPOP.COM/AUBURN**

SIP THE SIP



**OLIPOP X OLE MISS FOOTBALL
TAILGATING INFO @OLIPOP.COM/OLEMISS**

**THE HEALTHIER SODA DEEP IN
THE HEART OF TEXAS**

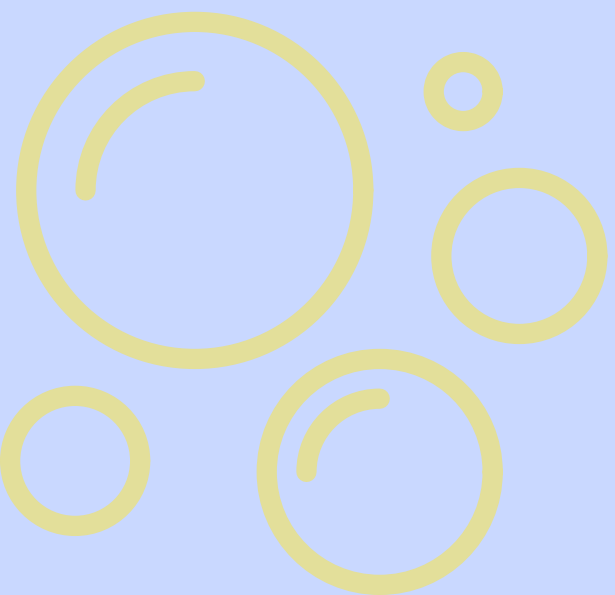
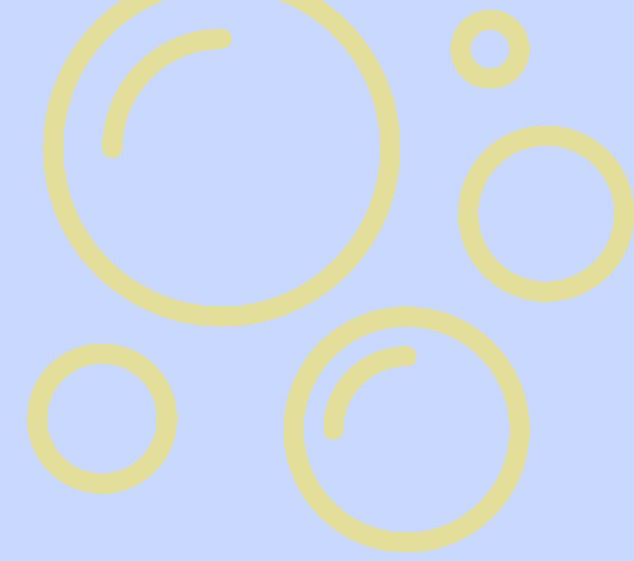


**OLIPOP X TEXAS FOOTBALL
TAILGATING INFO
@OLIPOP.COM/TEXAS**

**LEGENDS DON'T
DRINK REGULAR SODA**



**OLIPOP X ALABAMA
FOOTBALL
TAILGATING INFO
@OLIPOP.COM/ALABAMA**



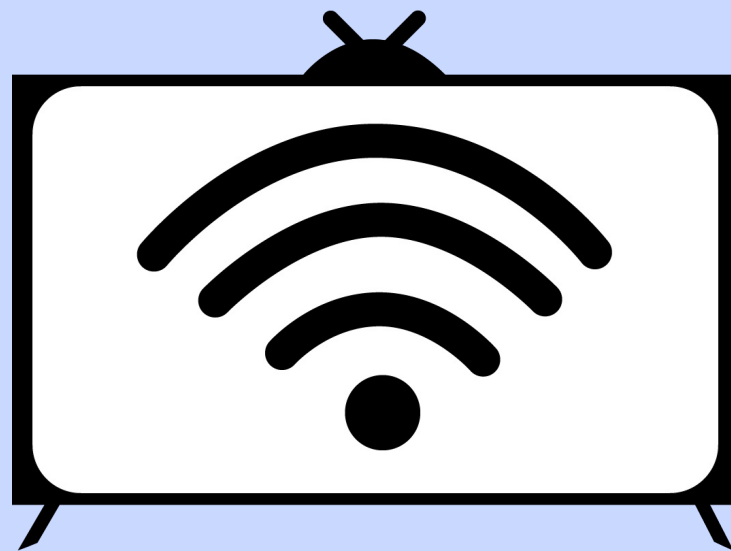


Media Plan Details & Rationale



STREAMING

Connected TV



Connected TV will drive large-scale awareness through premium, non-skippable ad placements. By appearing in high-attention viewing environments, Olipop builds brand recognition and legitimacy among health-conscious audiences.

YouTube



YouTube will build trust through long-form creator integrations and product storytelling. By embedding Olipop into “What I Eat in a Day” and wellness routines, the brand gains credibility and deeper consumer understanding.

SOCIAL MEDIA

TikTok



Instagram



TikTok will be used to drive mass awareness through trend-based, short-form content. By leveraging viral sounds, challenges, and creator partnerships, Olipop becomes culturally relevant and discoverable among Gen Z audiences.

Instagram will position Olipop as a premium, lifestyle-driven beverage brand. Through curated visuals, Reels, and influencer content, the platform reinforces brand identity and helps consumers envision Olipop as part of their daily routine.



Media Flowchart with Costs



Phase 1: Awareness (Jan–Mar) TikTok + Connected TV
Phase 2: Engagement (Apr–Aug) TikTok + Instagram + YouTube
Phase 3: Conversion (Sept–Dec) Instagram + YouTube + Connected TV

Media Plan - Full Year (Total Budget: \$15,000)

	Jan		Feb				Mar				Apr				May				Jun				Jul				Aug				Sep				Oct				Nov				Dec			
Media Channels	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4		
Instagram	\$4,000																																													
TikTok	\$5,000																																													
YouTube	\$1,500																\$1,500																													
Connected TV	\$3,000																																													



How Success Will Be Measured



FUNNELS	CHANNELS	HOW WE WILL MEASURE SUCCESS
Awareness	TikTok + Connected TV (Hulu, Peacock, Roku)	Reach + Discovery
Attitudes	Instagram, YouTube	Build Perception + Trust
Actions	Instagram, YouTube	Clicks + Conversions
Actions Repeated	TikTok, Instagram	Loyalty + Community



Conclusion/ Final Sell



Why This Campaign Wins



At the end of the day, Olipop doesn't have an interest problem—it has a trial problem.

Consumers like the idea of a healthier soda, but they don't go out of their way to try something new.

That's exactly what our campaign solves. By bringing Olipop directly to college campuses, we turn passive interest into real, hands-on experiences.

This works because it aligns with how Gen Z discovers products today—through social environments, shared experiences, and influencer-driven content.

From there, we make it easy to convert that trial into repeat purchases through strong retail presence and continued digital engagement.

So instead of just building awareness, we're creating real behavior change—because once consumers try Olipop, they choose it.





Thank You!

