

MoodPop Proposal.

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MoodPop Concept.

Product Concept



MoodPop is a functional beverage designed to connect flavor with emotion, offering consumers a drink that matches how they feel or how they want to feel. Each flavor is crafted to support a specific mood such as energy, calm, focus, or happiness, by incorporating ingredients like natural caffeine, adaptogens, and vitamins.

What Influences Purchase Decisions:



Mood (40)

Taste (30)

Health Benefits (20)

Packaging (10)

Conclusion

Customer Quotes

“I love that I can choose a drink based on how I’m feeling. It makes MoodPop feel more personal than other drinks.”

“As a student, I’m always stressed, so having a drink that helps me relax or focus is something I would actually use.”

“The colors and design immediately caught my attention. I would 100% buy this just based on how it looks.”

