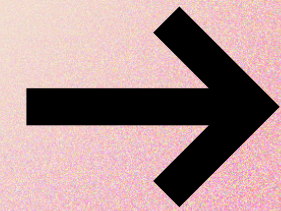


# MoodPop: Drink Your Mood



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## What is MoodPop?

- MoodPop is a soda that connects flavor with emotion. Each drink is designed to match a specific mood, like energy, calm, or focus. The goal is to combine something fun with something functional
- This product is targeted toward college students, especially Gen Z. This audience is often busy and stressed, but also interested in wellness and aesthetically pleasing products





■ Mood (40)      ■ Taste (30)  
■ Health Benefits (20)      ■ Packaging (10)



## What Influences Gen Z Purchase Decisions:

This chart shows that emotional connection plays the biggest role, which supports the idea behind MoodPop.

**Thanks for watching!**