

OLIPOP®

CAMPAIGN PLAN



TABLE OF CONTENTS

I. Executive Summary.....	3
II. Research Summary.....	4
III. Situation.....	5-6
IV. Problem	7
V. Key Publics.....	8
VI. Goals.....	9
VII. Objectives.....	10-11
VIII. Key Message	12
IX. Strategies & Tactics.....	13-19
X. Timeline.....	20-23
XI. Budget.....	24-25
XII. Evaluation.....	26-27
XIII. Appendix & Sources.....	28-30

EXECUTIVE SUMMARY

OLIPOP IS A PREBIOTIC SODA BEVERAGE THAT AIMS TO SUPPORT DIGESTIVE HEALTH. OUR CAMPAIGN AIMS TO INCREASE AWARENESS OF THIS PRODUCT AND ITS BENEFITS THROUGHOUT, INCREASE AWARENESS AND WELL AS INCREASE SALES THROUGHOUT OUR CAMPAIGN SPANNING FROM JANUARY TO DECEMBER 2025.

Olipop is a new product, founded in 2018. With ingredients of botanicals, plant fibers, and prebiotics, Olipop helps a consumer incorporate more dietary fiber into their diet. This beverage is sold in many flavors that are nostalgic to sodas one may have grown up drinking like, root beer, cola, or cream soda. This product stands amount against other health focused soda beverages in the growing market, like POppi, due to its high amount of fiber.

With nine grams of dietary fiber per can, Olipop helps consumers incorporate 32% of the recommended daily intake of dietary fiber into their diets by drinking one 12 oz can.

The primary goal of our campaign is to increase engagement with Olipop among consumers through social media by the end of our campaign in December 2025. We hope to create an online community of individuals who value Olipop's health benefits and unique taste. In this campaign we will be predominately targeting families with children above the age of 12. With this being said we want to market Olipop, whose slogan is "a new kind of soda," as a drink for the whole family. This will help our brand reach mainstream markets rather than the smaller health focused niche.

Our campaign will span from January to December 2025. It will focus on tactics of awareness, engagement and behavior change, which will cause consumers to learn about our product and ultimately increase our sales.

RESEARCH SUMMARY

The research conducted is a combination of informal and formal research to gather an understanding of Olipop's current customer base, market, and current attitudes towards the product and competitors. Sources such as Forbes, The St. Louis Federal Reserve, and Canvas Business model provided insight into the market landscape while also highlighting Olipop's competitors. In addition, we looked at information from the Center for Disease Control which found that two thirds of Americans have digestive health issues. With this knowledge, we were able to look into public opinion polls and surveys like Gallup to determine what demographics consume the product already, attitudes towards healthy beverage alternatives and healthy lifestyles. We will utilize this information to craft a conclusive and cohesive marketing campaign and achieve our overall goal of building an active and passionate community of Olipop customers.

Additionally, we researched Olipop as a company, utilizing their brand website, to ensure our campaign plan aligns with their values and mission.

SITUATION

In this situation, research has found that the microbiome of the average human has declined by around 50% in the last 100 years, due to diets high in sugar and fat and low in fiber and prebiotics. The microbiome is the collection of microorganisms compiled within our bodies, specifically within our digestive system, that fight off sickness, improve one's health and support digestive health among other things. The Center for Disease Control found that two-thirds of Americans have recurring digestive health problems as well as the fact that the average American incorporates only 10 to 15 grams of dietary fiber per day into their diets. This is less than one-third of the World Health Organization Recommended Daily Allowance.

With OLIPOP, a consumer can increase their dietary fiber intake with the product's use of Chicory Root, Jerusalem Artichoke, and Cassava Fiber among other ingredients that contribute to the low-sugar soda's health benefits. A can of OLIPOP contains 9 grams of dietary fiber which is 32 % of the suggested daily intake. This sets OLIPOP apart from competitors, like Poppi, which has two grams of dietary fiber per can.

The sparkling water and soda industry is experiencing significant growth. As more research emerges about the negative effects of sugary sodas, healthier alternatives are taking over. In a time of heightened care for health and wellness, Olipop stands out because of its prebiotics for gut health. Consumers are increasingly shifting away from sugary sodas and artificial drinks in favor of healthier alternatives. This trend is driven by a rising awareness of health and wellness with more people seeking beverages that offer functional benefits, such as prebiotics for gut health, which is a key feature of Olipop.

SITUATION

There are many competitors in the growing health focused beverage area. Notable competitors are seltzer brands such as Poppi, LaCroix and Bubly. It has the same appeal of being low in calories and a healthier alternative. Kombucha has become a major force in this industry. Similar to Olipop, Kombucha is known for its probiotic benefits. A specific brand that appeals to health conscious consumers is Health-Ade Kombucha. We found evidence of a lawsuit against the competitor soda brand Poppi. They are accused of not having the health benefits that they claim in their promotions.

One of the most prominent competitors will remain traditional soda brands such as Pepsi and Coca-Cola. With rising efforts from the brands to have more health conscious offerings, it poses as a key competitor. For example, Coca-Cola invested \$20 M in Health-Ade Kombucha and launched a drink called Coca-Cola Energy. There have been recent opinion polls indicating a growing preference for beverages that are deemed healthier. A survey by the International Beverage Association found that the main trend driving interest in health and wellness beverages. is diet goals and the appeal of new ingredient solutions. 68% of respondents are actively reducing their sugar intake.

PROBLEM

As a brand, Olipop wants to break out of the health and wellness niche and become more mainstream. They want to be known for their health benefits but also their colorful, playful and nostalgic packaging. The main problem we found is through Olipop's engagement - while consumers purchase and enjoy the drink, there isn't a strong connection or community associated with the brand.

One way they have attempted this is through their slogan. Olipop's slogan is "A New Kind of Soda."

We found that although this product garnered popularity among Gen Z and Millennials, gearing their market towards older generations, especially those with children, could have a positive impact on their brand and sales. Whilst the reason we believe this is because studies found the younger generations of women find it harder to prioritize their health.

Gearing Olipop's communication towards millennial parents with at least one child over the age of twelve, could open a new wave of success and an expansion of audience. Olipop's flavoring

Turning our problem into goals, we could form two different routes. One being turning the problem of Gen Z and Millennials not prioritizing their health into an opportunity of showing them (through social media advertisements, and things like pop-up shops) why they should choose Olipop. As we know, those two are the least likely generations to prioritize their health, and this is mainly because of feeling overwhelmed, emotional and mental health, caring for dependents, and not having enough time or money. We will use this information to orient our campaign as a family friendly drink that is a healthier alternative to traditional soda. Targeting families with at least one child over the age of twelve provides an opportunity to emphasize Olipop's health benefits through a playful and fun campaign that matches the lighthearted essence of the brand.

KEY PUBLICS

We would like to target members of suburban families with at least one child over the age of twelve and/or millennial parents, suggesting that all family members can enjoy Olipop's healthy soda alternative. Additionally, there are only three flavors of Olipop that contain caffeine, which makes it a family friendly brand. Targeting families provides an opportunity for the campaign to reach multiple generations. The nostalgic aspect and health benefits of Olipop will appeal to the older generations such as millennial parents, while the fun colorful packaging will resonate with younger children.

Olipop's current consumers are majority Gen Z and Millennials. Their consumer base is made up of 58.09% females and 41.91% male consumers. This group of people are online and up to date with the recent trends on social media. They are also in favor of a healthier lifestyle.

Through pre-existing research, we found that our audience enjoys drinking healthy sodas knowing that there are additional health benefits and that they are trying to avoid unhealthy sodas. The public believes that there is a good amount of Olipop flavors and that they enjoy the taste.

The price range is considered to be high, \$40 for a 12 pack of Olipop cans. One can of Olipop retails for around \$2.49, a price significantly higher than a regular can of soda, which on average costs ranges from \$0.50 to \$2.00. It's important to emphasize that Olipop is a specialty soda with a variety of health benefits that cannot be found within regular sodas.

Other Millennials and Generation Z members see a change in gut health and like the product. The flavors are very tasty and there is a big enough variety in flavors, according to the public opinion. However, Millennials are disappointed that every flavor does not have 50mg of caffeine as this is limited to the Vintage Cola flavor.

GOALS

Goal: To increase engagement with Olipop among consumers through social media, emphasizing its wide range of health benefits that set them apart from other health focused beverages.

We believe that by raising engagement and awareness, Olipop will gain loyal followers and consumers and therefore increase our sales. We are choosing to focus on education as well as being relatable to those in our key public (suburban families), because there is a lack of awareness and engagement currently surrounding Olipop. We hope that if more consumers learn about our ingredients of botanicals, plant fibers, and prebiotics that all support digestive health they will be more inclined to purchase our product, especially if it is a fun and healthy product the whole family can enjoy. Our beverage has a significant higher amount of dietary fiber (9 grams), by using unique plant based ingredients. We want our brand to stand out to our key public and over time, transition into that key public becoming avid consumers of our products. By increasing engagement, we hope to attract consumers interested in gut-health as well as those just looking for a new product that is marketable and available for suburban families. At the end of our campaign, we hope to have created an online community of Olipop drinkers with similar goals toward health and diet.

OBJECTIVES

Objective 1: Increase awareness about Olipop's health benefits by 30% among parents with children over the age of 12 by March 2025

For our first objective, we are choosing to focus on advertising and spreading awareness of Olipop's mission towards improving digestive health. We are focusing on our key publics of parents with children over the age of 12. These will be in forms of pop-up events and credible health focused influencers as well as direct links/ QR codes to our website, which has more information about our product and an interactive game to help consumers educate themselves on Olipop. Furthermore, through owned and paid messaging, our company has control over the information that is shared about Olipop. This is important so we can emphasize how beneficial our drinks are and why dietary fiber is so important to the human body. We hope that once these target consumers are aware of the importance of Olipop's health benefits, they will be inclined to purchase our product regularly. We will be able to track our success through social media engagement, website visits, and increase in sales.

Objective 2: Increase our Instagram following amongst millennial generation users by 76k by March 2025

For our second objective, we are focusing on increasing our engagement amongst Millennial social media users. Although we are in control of what is posted on our Instagram, it is a two way communication tactic where we can get feedback from our audiences. We will increase our following by increasing our amount of posts and daily activity as well as by encouraging followers to engage and share our content. We will also collaborate with similar products on Instagram with larger followings in order to reach their audience and grow our own. Lastly, through a social media campaign we hope to reach more users as well as create a conversation about our product and campaign. We will be able to track the success of this campaign through a hashtag and the amount of posts under it. Since Instagram is used by 61% of Millennials in the United States, it is the platform that will be most effective in reaching them. We would increase our current following of 324,000 to 400,000. Millennials (Millennial parents specifically) are a part of our key public, and by communicating with more members of the demographic, we can raise awareness about Olipop while also obtaining data and feedback from them at the same time. We will be able to see our results and feedback from Instagram's analytical tools. This objective is important because it will help us to grow our online community of Olipop drinkers.

OBJECTIVES

Objective 3: Increase our sales by 25% by November 2025

For our third objective, we are focusing on increasing our sales, hoping this is a result of our new followers and engagement. Since we will be approximately spending \$2 per new follower (a budget of \$150,000 for 75,000 followers), we are hoping that will pay off through encouraging our new followers to buy our product and cause a sales increase. Research has proven that consumers are 2.5x more likely to repurchase Olipop, so encouraging our customers to buy the product will not only aid our initial sales but create loyal and active customers. So in this objective, we want to focus specifically on marketing our product and where to find it to our new followers. Our target audience being families with children over the age of 12. How we may reach these new audiences is likely through paid and owned media. Specifically Instagram and TikTok, running ads about our product and focusing on the health aspect of it all. We will also draw consumers to our website, where they can directly purchase the product or find where they can purchase it. Lastly, we will entice consumers to sample new flavors through a limited edition variety pack.

KEY MESSAGE

Key Message: Olipop includes many healthy ingredients that will benefit consumers and contribute to a healthier lifestyle.

Olipop is a soda that combines great taste with several health benefits. What specifically sets Olipop apart from its competitors is its impressive nutritional profile. It is packed with prebiotics, botanicals, and plant fiber. It helps support digestive health, while also improving gut health, and aiding overall wellness. With Olipop's 9 grams of fiber per can and only 2 to 5 grams of sugar, it can be labeled as a healthier alternative to the traditional sugary sodas. This makes it the perfect choice for people who are seeking a balanced lifestyle. Whether you're looking to focus on enhanced digestion, maintain healthy blood sugar levels, or simply wanting to enjoy a guilt-free refreshment, Olipop's ingredients will help you feel like your best self every day. With a variety of different flavors, it's the perfect addition to any health-conscious routine. These health facts are a key factor in setting Olipop apart from its competitors in the emerging health focused beverage market, which is why we think it is important to showcase in our campaign as the key message.

STRATEGIES & TACTICS

OBJECTIVE 1: INCREASE AWARENESS ABOUT OLIPOP'S HEALTH BENEFITS BY 30% AMONG FAMILIES BY MARCH 2025

STRATEGIES: EDUCATE CONSUMERS OF THE HEALTH BENEFITS OF OLIPOP AND THE IMPORTANCE OF DRINKING OUR PRODUCT

Tactics:

1. Partner with gyms and specialty workout franchises like Planet Fitness, Orangetheory, and LA Fitness in the suburbs. At these centers, we will create two Olipop pop ups at Planet Fitnesses and two at OrangeTheory across America for the month of January. We chose the month of January specifically because according to a public opinion article on Forbes 48% of 1,000 adults believe that improving their fitness is their top resolution for 2024. Additionally, 32% of the adults believe that improving diet is an important resolution. Historically, gym membership enrollments are at an all time high in January. Which will help us to increase our goal of health awareness by 2025. Popups will include free product and merch, a backdrop for photo ops, a qr code that leads directly to our website. Visitors of the Popup are encouraged to take photos using #DrinkOlipop and tag our main account on all social media platforms. These events will utilize all 4 types of media. For paid, our company will place digital ads throughout Instagram, Facebook and Tik Tok. The event itself is a form of owned media as we will control the event and its schedule. Additionally, at the event we will hand out informational pamphlets, including information on Olipop's health benefits and the different flavors available, in order to appeal to those of different flavor pallets. To increase awareness of these events we will use earned media. We will reach out to local journalists at papers within the gym's areas as well as request that the gym/fitness studio send their members information on the event. When hosting events at fitness studios like OrangeTheory, we will ask that the class instructors advertise these events to their classes leading up to the event. As we are targeting families, we will also contact bloggers or influencers within the area whose audience is mothers trying to maintain a healthy lifestyle. These events will act as shared media as throughout the event we will offer different photo opportunities that attendees will be encouraged to share on their social media with an event specific hashtag. We will offer raffles of merchandise and Olipop cans that attendees will be able enter by posting on their social media accounts. Each story post or mention will be an additional entry into the raffle. Through these events, we hope to reach 500 people per event as they will span the course of several hours, 9 a.m. to 3 p.m., to maximize the amount of people that pass our pop-up on their way in or out of the gym. These pop-ups are important to our objective of awareness as by targeting these consumers in person we hope that they will stop and listen to our employees rather than clicking through Instagram stories without retaining knowledge. With these events, we hope that attendees will learn and with this new knowledge about Olipop, continue to follow/purchase our product for themselves and their families.

OBJECTIVE 1: INCREASE AWARENESS ABOUT OLIPOP'S HEALTH BENEFITS BY 30% AMONG FAMILIES BY MARCH 2025

STRATEGIES: EDUCATE CONSUMERS OF THE HEALTH BENEFITS OF OLIPOP AND THE IMPORTANCE OF DRINKING OUR PRODUCT

Tactics:

2. Partner with well known health/workout influencers Kayla Itsines, Jen Selter, Anna Nas and Joe Wicks to promote our product on their platforms, emphasizing our ingredients and health benefits. Paying health focused influencers who have a large following and established credibility in the wellness industry will help give credibility to our brand and increase awareness of our health benefits. We will request that by sending these influencers our product, they will continuously showcase Olipop in their content using the hashtag #OLIPOPPartner. This may be through day in the life videos, recipe videos, or testimonials to how beneficial Olipop is to their digestive health. We want to emphasize the Olipop is not just a drink, but rather a lifestyle that consumers can repeatedly engage with as a community. The benefit of these influencers is that their followers engage in their content for tips and inspiration to lead a healthier lifestyle, so we hope that these followers will follow in the influencers' footsteps and integrate Olipop into their diet. By targeting health influencers with a preexisting audience, we increase the chance that viewers will watch their videos on our health benefits. Additionally, as these influencers have established credibility amongst their audiences, their testimonials to Olipop's benefits will make more of an impact than an ad. As mentioned above in our gym event tactic, we will utilize health influencers whose main audience is mothers. There is a large demographic of women who want to stay healthy and active, but are also busy mothers. Intended for this audience, many mothers have taken to Instagram/Tik Tok to share their own wellness tips to stay active as a full time mom. By using these mothers on social media, we hope they will share why they drink Olipop as well as why they incorporate it into their childrens' diets.

OBJECTIVE 1: INCREASE AWARENESS ABOUT OLIPOP'S HEALTH BENEFITS BY 30% AMONG FAMILIES BY MARCH 2025

STRATEGIES: EDUCATE CONSUMERS OF THE HEALTH BENEFITS OF OLIPOP AND THE IMPORTANCE OF DRINKING OUR PRODUCT

Tactics:

3. To showcase the importance of digestive health and how it is overlooked by many Americans, we will create an interactive trivia like game on our website with prize incentives. This game will be advertised on our social media accounts as well as through a QR code on our product boxes and cans. The Qr code and social media links will bring viewers to an animated game with questions about Olipop's ingredients, their benefits and why the founders created this company. Players will have the chance to earn "knowledge badges," and if they collect enough they will win prizes like discount codes, free shipping from our website or free cans of Olipop. Players will be able to play the trivia game daily until they answer a question incorrectly, but players will be able to earn more chances to play by sharing the experience on their social media or referring their friends. We will increase the competition aspect of this game by making the leaderboard public and encouraging participants to share their place on their socials, increasing our shared media. This gamified experience will not only give consumers a reason to learn and understand all of Olipop's health benefits, but drive traffic to our website. The game will be very easily accessed, use bright colors and fun characters and animations in an attempt to incorporate children and teens into our audience. By creating this game and simplified information hub, we hope that these children will associate Olipop with fun and being child-friendly and want to try the beverage. According to Statista, over 70.6 million smartphone users scanned a QR code in 2020, and now there are predictions that this number will surpass 100 million by 2025. Qr codes are user friendly staple to our society and becoming a way for customers to engage with food products. We hope that after this game aspect of our campaign, more people will be educated on the importance of drinking Olipop and spread this knowledge to their friends, increasing awareness.

OBJECTIVE 2: INCREASE OUR INSTAGRAM FOLLOWING AMONGST THE MILLENNIAL GENERATION OF USERS BY 76K BY MARCH 2025.

STRATEGIES: ENCOURAGE MILLENNIAL GENERATION FOLLOWERS TO SHARE AND INTERACT WITH OUR CONTENT AS WELL AS SHARE THEIR OWN OLIPOP CONTENT THROUGH SHARED MEDIA

Tactics:

2. We will make giveaways of our product if participants follow, repost the giveaway post on their story, and tag two friends on Instagram. By requiring participants to engage with our posts and tag friends we will increase our engagement as well as gain new followers who were referred by friends. Some of these giveaways may also be in collaboration with other companies whose values align with ours in relation to health. For example, we may collaborate with the hydration powder company, LiquidIV. LiquidIV targets a similar demographic to Olipop in those who live an active lifestyle, but their product focuses on hydration and electrolytes. We will advocate that although Olipop and Liquid IV have different benefits and should not be consumed together, both products seek to improve consumer health. LiquidIV has 462k followers on Instagram, thus by collaborating with them and giving away both of our beverage products, we hope to gain followers from their preexisting audience. Not only does this company have a larger audience than Olipop, but their target demographic is also millennials. These different giveaways will occur at the end of each month until we reach our goal of 76k new followers.

3. We will create Instagram exclusive daily wellness tips and guides on our Instagram stories for our followers to increase our value and consumer engagement as a brand. These tips will surround gut health, dietary fiber and the microbiome, thus educating consumers on their own bodies as well as how our product contributes to a healthy lifestyle. These posts will also include scientific research about our products to increase our credibility as a gut friendly drink. In order to appeal to our target audience, we will make these tips accessible to them by suggesting to “bring an Olipop to work,” “drink Olipop as a midday pick me up,” or using trendy phrases like “Olipop is your new favorite sweet treat!” To avoid followers being bored from this information and science, these posts will be visually appealing and fun, avoiding any overcomplicated jargon that someone not studying digestive health may not understand. These posts will allow our followers to comment and answer poll questions that we provide via Instagram stories and posts. Some of these posts will also be very light hearted with questions like “What is your favorite flavor,” or “What flavor should Olipop make next?” We can give updates each day about why our product is healthy without posting too frequently and overwhelming our consumers. By encouraging followers to repost these infographics or other forms of information, we hope that their own followers will look into our account and follow.

OBJECTIVE 2: INCREASE OUR INSTAGRAM FOLLOWING AMONGST THE MILLENNIAL GENERATION OF USERS BY 76K BY MARCH 2025.

STRATEGIES: ENCOURAGE MILLENNIAL GENERATION FOLLOWERS TO SHARE AND INTERACT WITH OUR CONTENT AS WELL AS SHARE THEIR OWN OLIPOP CONTENT THROUGH SHARED MEDIA

Tactics:

3. We will create a shared media campaign on Instagram and Tik Tok where participants are encouraged to share the most creative way they drink Olipop. This campaign is intended to be fun and unserious. Ideas could range from using a funny straw to drink and Olipop or out of a bowl like soup. These posts will be shared under the hashtag #HowIPopMyOLIPOP. With this campaign, we hope to show millennials that our campaign is youthful and fun. We will also pitch this campaign and its information to news outlets in hopes of gaining coverage. To entice people to participate in this trend we will give one winner the chance to create their own limited edition Olipop flavor including a can design. Another requirement to participate in the challenge will be to follow Olipop, thus increasing our engagement. Through this campaign, we hope viewers will have fun as well as stir up a conversation about Olipop.

OBJECTIVE 3: INCREASE OUR SALES BY 25% BY NOVEMBER 2025

STRATEGIES: DRAW ATTENTION TO OPPORTUNITIES TO PURCHASE OLIPOP THROUGH SOCIAL MEDIA AND OUR WEBSITE.

Tactics:

1. Focus on advertising where/how to purchase Olipop. In order to increase our sales, we need to inform consumers where they can purchase Olipop. We will do this by posting our products' locations in different grocery stores/retailers. These posts will be shared periodically and in a number of ways. The first will be through user generated content. We will encourage followers and Olipop consumers to share photos of Olipop near them and we will compile our favorite shared photos that match our Instagram's aesthetic and post them. We hope that these photos will encourage other followers to seek Olipop at stores near them and share it as well. We will also advertise on our website where one can find Olipop near them by searching their zip code. If Olipop is not available near a user, they can purchase Olipop from our website.
2. Offer first-time discounts. Many people may pass Olipop in stores daily and refuse to buy it, because they are not aware of it, may not know if they will like it and may not like the high price compared to other beverages of the kind. With discounts like 15-30% off or "buy one get one free," we hope that consumers will be incentivized to try our product and then want to buy more. We will reach our target demographic with these discounts through social media and our website. Additionally, we will partner with other health focused products for Millennials and families such as healthier cereal alternatives or lower sugar items, to include our coupons on their products. These are items we believe parents may purchase to keep them and their children healthier, so we want to target these same consumers to purchase Olipop. We also want to show our preexisting consumers that they are valued, so whenever a purchase is made through our website we will include fliers for discounts on their next purchase.

OBJECTIVE 3: INCREASE OUR SALES BY 25% BY NOVEMBER 2025

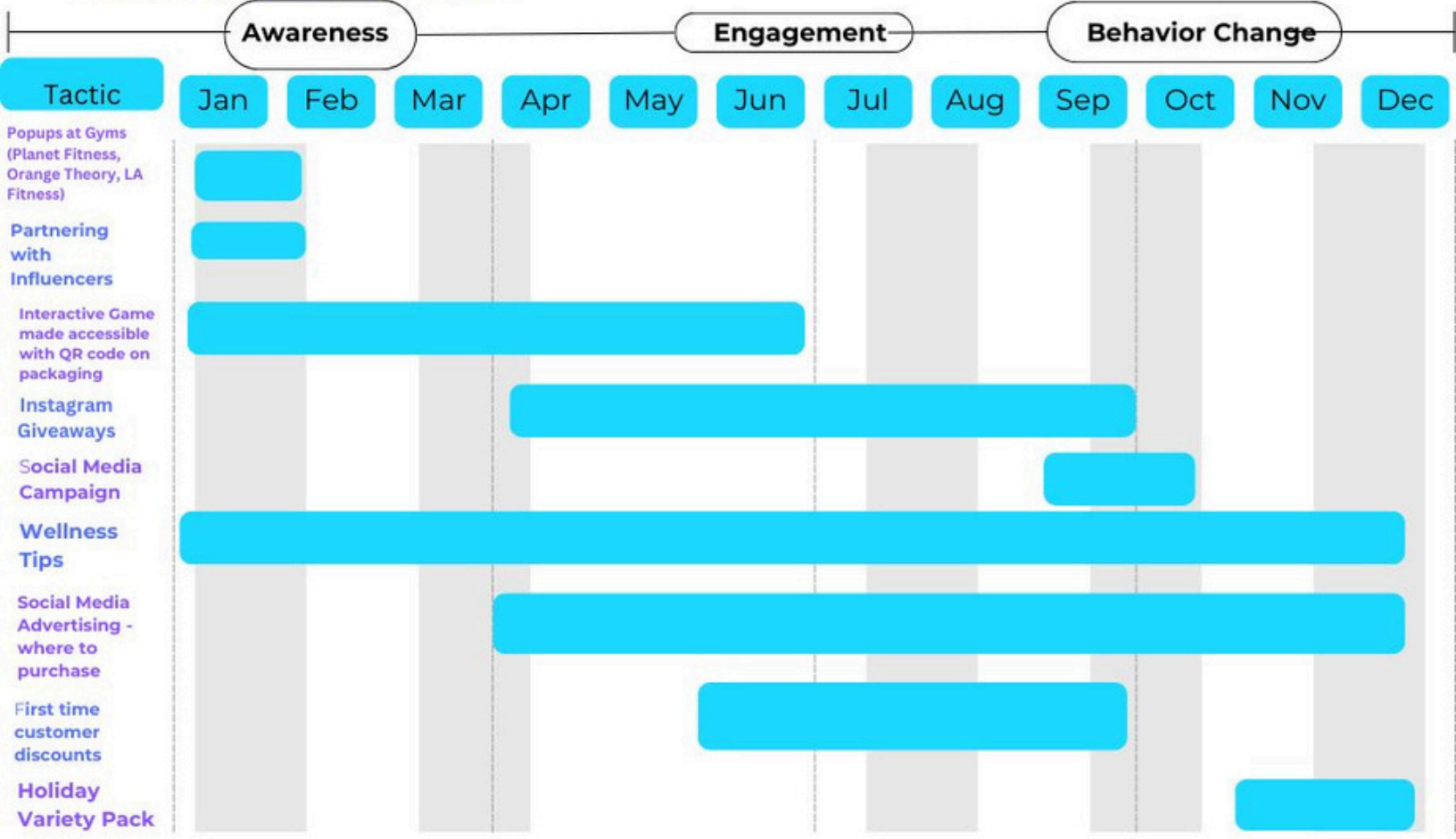
STRATEGIES: DRAW ATTENTION TO OPPORTUNITIES TO PURCHASE OLIPOP THROUGH SOCIAL MEDIA AND OUR WEBSITE.

Tactics:

3. Create limited edition products. In time for the holidays, we will release a limited edition variety pack of Olipop flavors labeled, “Santa’s favorites.” The packaging of the pack will be Christmas themed and eye-catching. This entire campaign will contain the message that “Santa has eaten too many cookies,” and now he needs to support his own digestive health. The team at Olipop will act as Santa’s medical helpers. The variety pack will contain four pre existing Olipop flavors. With this variety pack, we hope that consumers may try new flavors and continue to purchase Olipop even after the end of this festive campaign. The fun story element of this campaign aims to draw in younger kids who may want to drink “what Santa is drinking.” This new release will be advertised on our social media accounts and websites. Along with advertising the product we will share Christmas related content on our social media accounts, such as animated videos of Santa advocating for Olipop’s benefits. We will reach out to media outlets to cover this release and the campaign along with it. Our website will undergo a holiday-themed transformation with the new variety pack on the home page as well as the retailers it can be found at. Lastly, consumers are encouraged to share them and their families incorporating Olipop into their own holiday traditions or parties, to be #DrinklikeSanta. This campaign launch also reinforces Olipop’s brand identity of being family-friendly. Additionally, this will emphasize the nostalgic feeling of Olipop’s packaging to parents whilst creating a fun opportunity to make memories as a family. The fact that this variety pack is limited edition will draw attention to it and entice consumers to purchase it before it is “gone.”

TIMELINE

Olipop Plan 2025



TIMELINE RATIONALE

To determine when each tactic may be the most effective, we have separated them amongst their respective categories of awareness, engagement and behavior change. Our campaign will span the course of a year from December 2024 to December 2025. We will begin our campaign targeted to increasing engagement with Olipop among consumers through social media, emphasizing its wide range of health benefits, by implementing our awareness tactics. The objective of these tactics is to increase awareness about Olipop's health benefits by 30% among families by March 2025, thus we hope that through education our targeted consumers will understand the importance of incorporating Olipop into their diets. We have scheduled four separate (Oli) Pop-up events at gyms in the suburbs at planet fitness and the fitness studios of OrangeTheory each weekend in January. These events are scheduled for January, because we believe gym attendance will be the highest in this month. By offering educational pamphlets and free samples of Olipop, we hope that attendees, specifically our key public of families with children above the age of 12, of these events will learn more about our product as well as look into buying it after trying it for free. Another awareness tactic is to partner with health focused influencers. This tactic will be implemented at the beginning of our campaign, because we can benefit from gaining credibility from these influencers. As Olipop is a new product, hearing its health benefits from a trusted influencer, will be more beneficial than an ad coming from Olipop themselves. These partnerships will be posted and announced the first week of each month from February to August. They are spaced out by month to ensure each influencer is given a large enough amount of time to advertise our product, thus increasing the awareness of Olipop. Our last awareness tactic is an interactive game that educates users through trivia. This will be active on our website from January to June to optimize the amount of people that scan the QR code to participate. However, it will conclude in June as we will be giving out prizes and discounts, thus our company cannot do this all year round.

TIMELINE RATIONALE

The second part of our campaign will focus on engagement. We hope that through our awareness tactics we will have increased our amount of social media followers and overall consumers that can now interact with us through social media. In this portion of our campaign we will heavily focus on shared media in hopes that our new followers will repost our content for their own followers to see. Our next scheduled tactic will run throughout the entire campaign. We will post wellness tips having to do with Olipop and encourage our followers to save and share. As our engagement rates increase, we plan to increase how frequent these tips and photos are shared, but not too much that it over saturates our Instagram feed. In these tips, we hope that our audience will continue to learn about their health as well as return to these tips as needed. Starting in April, we will begin offering giveaways through Instagram. These will begin in April, because they are based on engagement, thus it is vital we have increased our amount of followers by this point in the campaign. These giveaways will be posted weekly on our social media between April and September to maintain the excitement surrounding them. Additionally once a month we will offer a larger scale giveaway in collaboration with another company of similar values and goals, like LiquidIV. All of these giveaways will allow more people to try our product as well as increase our engagement as the giveaways will require users to “tag their friends” in order to enter. Lastly, to make sure Olipop does not fall out of the conversation within the media, we will begin a competitive social media campaign/challenge spanning from September to the end of October. As our campaign continues, we want to ensure our engagement is increasing rather than becoming stagnant, so this campaign, which we hope will be written about by media outlets, will require users to post videos to their own social media accounts to enter, increasing our engagement through shared media.

TIMLEINE RATIONALE

Lastly, to make sure Olipop does not fall out of the conversation within the media, we will begin a competitive social media campaign/challenge spanning from September to the end of October. As our campaign continues, we want to ensure our engagement is increasing rather than becoming stagnant, so this campaign, which we hope will be written about by media outlets, will require users to post videos to their own social media accounts to enter, increasing our engagement through shared media. Next, the final part of our campaign will be dedicated to behavior change, specifically increasing our sales. Now that Olipop has educated the public and increased our social media engagement, we will increase our sales by posting on our Instagram where one can purchase Olipop on store shelves or the brand website. This tactic will begin in April and will continue once a month through the rest of our campaign. This tactic will also increase the variety of the content shared on our accounts. Additionally, beginning in June, we will entice consumers to pick up a can or package of Olipop through discounts shared on our social media and website. These will be posted once a week through October. We will also advertise these discounts and deals with other health focused brands as well, in hopes of gaining sales from their consumers. Lastly, in our largest scale tactic to wrap up our campaign we will launch a new variety pack of Olipop flavors. As our campaign ends in December this variety pack will be launched and advertised in November through December. Our social media accounts will be taken over with media concerning this holiday themed variety pack. We will increase the amount of posts regarding where to purchase this variety pack to ensure consumers find it when it hits shelves. We hope that our preexisting followers will be excited about this launch as well as the possibility of new buyers with the festive packaging and ads. Overall, the strategic placement of our different tactics and ads was made to support our success and overall goal of increasing engagement and creating an online community of health focused Olipop drinkers.

BUDGET

Budget=\$150,000

Item Of Purchase	Individual Cost	Volume	Total Costs
Gym Popups	6,000	7	42,000
Qr Codes	10,000	All Packaging	10,000
Partner Promotions with Influencers	5,000	4	20,000
Digital Advertising of TikTok Trend	1,000	2	2,000
Advertise discounts via other health based products	9,000	3	27,000
New Packaging for Holiday variety pack	7,000	4,000	28,000
Instagram Giveaways	2,000	10	20,000

BUDGET RATIONALE

Each item of purchase helps Olipop reach its intended goal to increase engagement with Olipop among consumers through social media and emphasize its wide range of health benefits that set them apart from other health based companies. Each fund will be used for that sole purchase of helping the company express these goals into real solutions. These items of purchase will allow Olipop to clearly align with business objectives and drive growth towards that wanted goal. The total budget cost is 150,000 which the company believes is a successful amount of funds spent. The items of purchase include gym pop ups, QR codes, partner promotions with influencers, digital advertising for tik tok trends, advertise discounts via other health based products, new holiday packaging, and Instagram giveaways. Gym pop ups will encourage future purchases and build customer loyalty. It also establishes partnerships with venues like commercial gyms because it includes our target audience. It allows for a high- impact, interactive brand experience targeting our health- conscious consumers in a setting that correlates with the mission of Olipop. Qr codes with a game included can direct consumers to purchase pages, loyalty programs, or subscription services. They also offer exclusive discounts and rewards for scanning. They will boost sales and allow for more repeated purchases. In this specific instance, our qr codes on cans will direct consumers to our educational Olipop game. Partner promotions with influencers bring credibility and an audience aligned with our brand. Influencers will create engaging content which can range from videos, stories, and Instagram reels. These will highlight Olipop's benefit which correlates directly to the values that we stand for. Digital advertising for tik tok trends allows for high quality interactive videos with trend- aligned content for capturing the attention and encouraging user engagement. It will help Olipop keep up with the current trends and allow the audience to enjoy our Tik tok page. Advertising discounts via other health based products enables Olipop to capitalize on shared audiences while fostering meaningful partnerships. It will open the door to any other events/partnerships needed in the future to allow the brand to further expand to consumers. New packaging for holiday variety packs will appeal to the audience and allow audiences to pay closer attention to the product and what deals/ differences are with the variety pack. Lastly, Instagram giveaways ensure well-promoted items that will attract followers, increase brand awareness, and create a positive association with our audience.

EVALUATION

How we plan to measure the success of each of our objectives.

Objective 1: Increase awareness about Olipop's health benefits by 30% among parents with children over the age of 12 by March 2025.

This objective is measuring exposure and awareness by a combination of paid media and owned media. Through our events that are paid for, posts that are paid for, and our website which is owned, surveys are taken by our key public. This included customers at the gyms we have pop ups, users of the social media platforms of which our partnered influencers post, and surveys on our website, which is where our third tactic is based which is an interactive game. To conclude if our campaign was successful, we will have surveys being taken the week leading up to the campaign, and then again the week after we conclude our campaign. "Success" here will be shown in the awareness of Olipop's health benefits. We are hoping between the initial survey and the post-campaign survey there will be ~ 30% increase in awareness. These events, posts, and website interactions are where we will get our main feedback for if our tactics worked to achieve our objective. Finally, the most important metrics to focus on here are how much awareness increased, and also where (pop-ups, shared social media, or our website) is the most effective place that we should focus on in the future.

Objective 2: increase our Instagram following amongst the Millennial generation users by 76k by march 2025.

This objective is measuring engagement quantitatively, through paid media, owned media, and shared media. Through our paid for giveaways, our owned instagram page and website, and our shared media campaign on Instagram and TikTok, we hope to gain traction and followers on our Instagram account. Our Instagram giveaways will specifically require the people wanting to enter to follow our Instagram, ensuring our objective is on the right track. Our Instagram page as a whole will post daily, hoping to entice more viewers to turn into followers. Finally, our social media campaign is a very interactive way to get engagement, and have those participating users become loyal followers. We will clearly measure this objective by checking if our following increased from 324,000 followers to 400,000 followers by the end of our campaign. The most important metrics to focus on here are which tactics drove the most engagement leading to an increase in our following that we can focus on in the future.

EVALUATION CONT.

Objective 3: Increase our sales by 25% by November 2025

This objective is measuring action quantitatively by looking directly at our sales report. This objective is measured through paid media and branding tactics. We will first of all target our branding to our key publics and encourage engagement with our paid media (advertisements) and shared media as well. We will also cater to our new customers through first time discounts and deals with our products. Finally, to entice new buyers we will release limited edition products, especially during the holidays to hopefully increase new spurious buyers. We will clearly measure this objective by looking at our sales reports before and after the campaign, and seeing if there was a 25% increase in sales, going from a total sale amount of \$73.4 million to \$91.8 Million . Our most important metrics here are which tactic (advertisements, discounts, or limited edition products) drive the most sales, and why, and then implement that into future campaigns.

APPENDIX

◆ **OLI(POP-UP)** ◆

Where: **Planet Fitness & Orange Theory**

Free OliPop! Merch! Photo Ops!

PLANET FITNESS 9AM-3PM	JAN 4	PLANET FITNESS 9AM-3PM	JAN 11
ORANGE THEORY 9AM-3PM	JAN 18	ORANGE THEORY 9AM-3PM	JAN 25

CAPTION YOUR PHOTOS "#DRINKOLI" FOR A FREE TEE!

These pop-ups will be posted on Instagram by Olipops main page and our sponsors. It will help with awareness of our brand by targeting consumers in person.

These well-known health and wellness influencers would be paid to promote Olipop.

Instagram

Log In Sign Up

kayla_itsines Follow Message ...

8,583 posts 15.8M followers 637 following

KAYLA ITSINES

★ @SWEAT CYBER SALE: Get 50% off the @sweat app for your first six months - limited time only 🎉

🔗 sweat.onelink.me/VJFS/mbt58kz8 + 1

jenselter Follow Message ...

2,959 posts 13.7M followers 835 following

JenSelter

📍 jenselter

Entrepreneur OG influencer 📍 Florida Fitness.Lifestyle.Recipes. And some humor @selterlapse

🔗 amzn.to/3Hs2pPf + 3

growingannanas Follow Message ...

1,158 posts 1.5M followers 710 following

Anna Engelschall

📍 growingannanas

Digital creator here to help you grow

🎧 podcast: @todayimgrowingpod

📱 my fitness app: @growwith_anna

Impressum @fyndafit

🔗 linktr.ee/growingannanas

APPENDIX



This is an example of the QR code ad we may use to promote the trivia game as part of our awareness objective. This will be shared on social media as well as on the packaging of our products. The QR code will lead users to our website where they can find the game.

*This QR is a mock up and does not lead anywhere.

Our wellness Instagram posts, as part of our engagement objective, will vary in design and writing, but the featured graphic is an example of what information we may showcase on our Instagram in hopes that others share these posts as well.



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[_gl=1*lwmmmc2*_up*MQ..*_gs*MQ..*_ga*MTg4MjQxMzA5Ni4xNzMzMjU4ODIz*_ga_D4F0TIPFHR*MTczMzIiODgyMy4xLjEuMTczMzIiOTE4Ni4wLjAuMTQ1NTQ5NjcyMQ..&gclid=CjwKCAiA9bq6BhAKEiwAH6bqoCceCi6WCbnI9KSEP-WWqIJqyMgUCoQGxqN597iQ5zouOI12KXG_yRoCjPsQAvD_BwE](https://drinkolipop.com/pages/digestive-health?_gl=1*lwmmmc2*_up*MQ..*_gs*MQ..*_ga*MTg4MjQxMzA5Ni4xNzMzMjU4ODIz*_ga_D4F0TIPFHR*MTczMzIiODgyMy4xLjEuMTczMzIiOTE4Ni4wLjAuMTQ1NTQ5NjcyMQ..&gclid=CjwKCAiA9bq6BhAKEiwAH6bqoCceCi6WCbnI9KSEP-WWqIJqyMgUCoQGxqN597iQ5zouOI12KXG_yRoCjPsQAvD_BwE)

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[_gl=1*lj7hdtl*_up*MQ..*_gs*MQ..*_ga*MTg4MjQxMzA5Ni4xNzMzMjU4ODIz*_ga_D4F0TIPFHR*MTczMzIiODgyMy4xLjEuMTczMzIiOTE4Ni4wLjAuMTQ1NTQ5NjcyMQ..&gclid=CjwKCAiA9bq6BhAKEiwAH6bqoCceCi6WCbnI9KSEP-WWqIJqyMgUCoQGxqN597iQ5zouOI12KXG_yRoCjPsQAvD_BwE](https://drinkolipop.com/blogs/digest/all-the-amazing-functions-of-the-microbiome?_gl=1*lj7hdtl*_up*MQ..*_gs*MQ..*_ga*MTg4MjQxMzA5Ni4xNzMzMjU4ODIz*_ga_D4F0TIPFHR*MTczMzIiODgyMy4xLjEuMTczMzIiOTE4Ni4wLjAuMTQ1NTQ5NjcyMQ..&gclid=CjwKCAiA9bq6BhAKEiwAH6bqoCceCi6WCbnI9KSEP-WWqIJqyMgUCoQGxqN597iQ5zouOI12KXG_yRoCjPsQAvD_BwE)

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