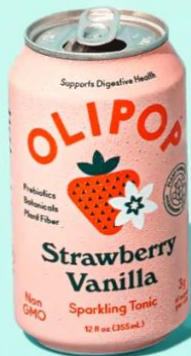


OLIPOP®



Amy, Krista, Maddi

Situation

- Founded in 2017, OLIPOP is a functional soda brand that positions themselves as **“A New Kind of Soda”**
- Founders Ben Goodwin and David Lester sought to fill a market gap for **low-sugar, low-calorie, and high-fiber sodas** made with functional ingredients, such as chicory root fiber
- The company works with a global team of scientists who focus on **gut microbiome research**, backing up their claims of health with real research
- Since 2018, OLIPOP has popped up in over 4,500 stores across the nation, including Whole Foods, Erewhon Market, and Wegmans

Target Audience & Insights

25-34 year old women who value their health and wellness, while being careful about what ingredients are put into their body

Research says: “the age group between 25 and 34 were the most health conscious”

More than half said they were always looking for healthy options when shopping for food

60% of Americans experience a digestive issue on a weekly basis, 95% of Americans don't reach daily recommended intake of fiber

Soda, Made Better.

1

quality of OLIPOP's
ingredients

2

benefits for your mental
& physical health

PRINT

Treat Yourself

Yes, you. Feel refreshed with real strawberry juice, fresh lemon and pink rock salt round out this naturally sweet, healthy treat with only 3 grams of sugar. OLIPOP: Soda made better.



Sip Confidently



Your favorite classic sodas with ingredients you can recognize. 2-5 grams of sugar, 35 calories, all-natural ingredients, good for your gut...we could go on. OLIPOP: Soda made better.



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DIGITAL

Same Taste, Zero Guilt



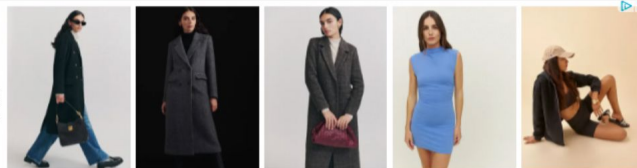
The Cola you grew up with, remade with zero guilt. Real vanilla, cinnamon and caramel make up the same old-fashioned taste with only 2 grams of sugar. OLIPOP: Soda made better.



No!!! “Historically, that has proven to be one of the worst things to do,” says Rebell. “Many of the biggest one-day gains happen soon after a huge drop, so you definitely risk missing that.” Want to feel better about this call? Take a history lesson and check out what happened in 2008 during the Great Recession: “The people who freaked out in 2008 and pulled their money missed one of the biggest bull runs in market history,” says Lowry. If you leave your cash in the markets, you could end up making way more later.

ADVERTISEMENT - CONTINUE READING BELOW

Reformation



Shop Now

Shop Now

Shop Now

Shop Now

Shop Now

Is there any value to investing in the stock market now with the hopes of an upswing in the opposite direction?

Do *not* go balls to the wall and throw everything you have into the market RTFN, says Lowry. Instead, plan to invest little by little at regular intervals so you can lower your risk. The one exception comes if you don't have an emergency fund (that can be anywhere from three to six months of your usual living expenses). If you know your job might be at risk or you're worried about paying for things like groceries for the next few months, put a pause on your usual investing deposits and rethink things after you rebuild your lil nest egg.

Same Taste,
Zero Guilt



The cola you grew up with, remade with zero guilt. Real vanilla, cinnamon and caramel make up the same old-fashioned taste with only 2 grams of sugar. OLIPOP: Soda made better.



OUTDOOR

Your New (not so) Guilty Pleasure



Soda, Made Better.



EXTENSION

Line Extension

Desserts are another category people feel **guilty** about. We wanted to create a dessert option that pairs well with one of our limited edition flavors, **Orange Cream.**



Social Media



drinkolipop



2,596 likes

drinkolipop Dessert doesn't have to feed your guilt. Introducing OLIPOP-sicle, a treat made better for you. In stores for a limited time, along with our limited edition orange cream soda. Give it a try today, available at select distributors!
[#MadeBetterForYou](#)

[View all 158 comments](#)

2 DAYS AGO

*NON-TRADITIONAL
& PROMO*

Spin & Sip

Millennials
prefer quick
effective
workouts with
interactive
systems such as
leaderboards.

Can create earned
media, word of
mouth exposure,
and UGC content
for socials that
build brand
awareness and
future sales.

Rely on support of
like-minded
communities to
encourage them on
their fitness
journey.

This group prefers
cool experiences
over products.



Promotion



OLiPOB®

THANK YOU FOR PRIORITIZING YOUR HEALTH

**One FREE Soda,
Made Better.**

Valid at participating locations

Expires 12/31/2023

BROADCAST

Radio



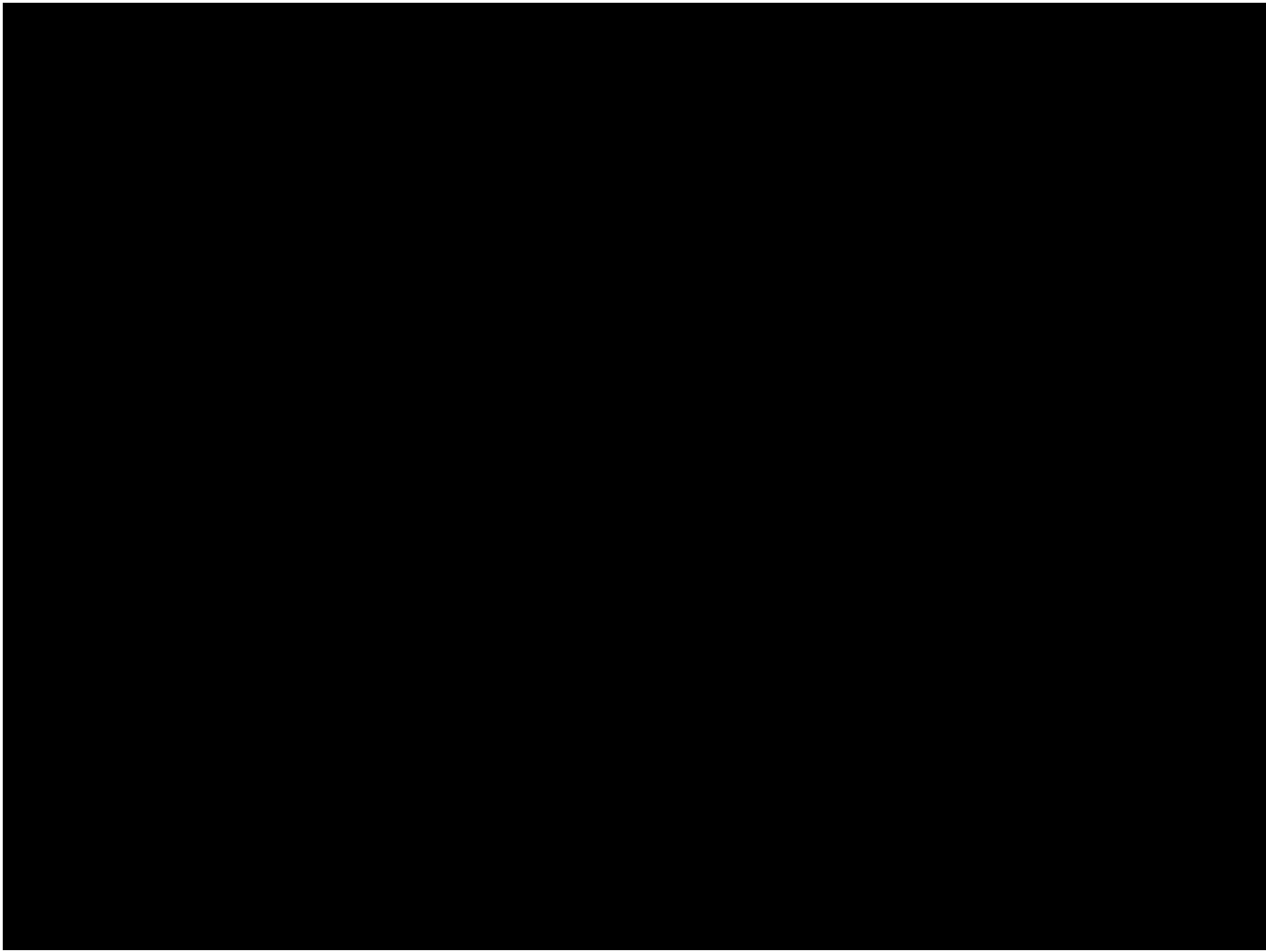
Television Commercial



Tells a story of a woman, through a vlog style, with poor health drinking a competitor's soda and how much she improves throughout the commercial drinking OLIPOP. You can see the improvement through her background setting, her hair, her tone and her words.

Our strategy is shown through how it's the same taste, maybe even better, but it's made better. Improves not only her physical health but mental health with quality ingredients.





IN-STORE

Drink Display

- Changing the narrative for soda retailers; OLIPOP will be placed in traditional soda displays found in checkout lines, at grocery stores such as
 - Target, Trader Joe's, Wegmans, Whole Foods, etc.
- The placement of the cooler being in the checkout lines in the consumer's line of vision, allows OLIPOP to reach consumers at their final touchpoint before purchasing their groceries
- Checkout lines tend to be the prime impulse buying spots due to wait time, hunger/thirst and increase of shoppers passing by



Sip Confidently

2 grams of sugar

9 grams of plant fiber

Classic Root Beer

Sparkling Tonic

Prebiotics

Your favorite classic sodas with ingredients you can recognize. 3-5 grams of sugar, 35 calories, all-natural ingredients, good for your gut...we could go on. OLIPOP Soda made better.

Sip Confidently

4 grams of sugar

9 grams of plant fiber

Classic Grape

Sparkling Tonic

Prebiotic

Your favorite classic sodas with ingredients you can recognize. 3-5 grams of sugar, 35 calories, all-natural ingredients, good for your gut...we could go on. OLIPOP Soda made better.

Sip Confidently

2 grams of sugar

9 grams of plant fiber

Ginger Lemon

Sparkling Tonic

Prebiotic

Your favorite classic sodas with ingredients you can recognize. 3-5 grams of sugar, 35 calories, all-natural ingredients, good for your gut...we could go on. OLIPOP Soda made better.

Treat Yourself

Click Here

Ready to say goodbye to guilt?

The Cola you grew up with, remade with zero guilt. Real vanilla, cinnamon and caramel make up the same old-fashioned taste with only 2 grams of sugar. OLIPOP Soda made better.

Same Taste, Zero Guilt

3 grams of sugar

45 calories

Vintage Cola

Sparkling Tonic

Ingredients you recognize

Chemicals and artificial ingredients

Soda, Made Better.

3 grams of sugar

41 grams of sugar

Doctor Good

Sparkling Tonic

Ingredients you recognize

Chemicals and artificial ingredients

OLIPOP-SICLE

Orange Creamsicle

2,284 likes

drinkolipop Soda's doesn't have to feel your guilt. Introducing OLIPOP-SICLE, a new healthy delicious treat. It's like a soda, but better. Along with our limited-edition flavors, there's a new healthy, available at your favorite drink store.

Your New (not so) Guilty Pleasure

Soda, Made Better.

Sip Confidently

Gluten Free

9 grams of fiber

35 calories

Strawberry Vanilla

Sparkling Tonic

OLIPOP Soda, Made Better.

Radio

THANK YOU FOR YOUR HEADPHONES

FREE Soda

Made Better.

Valid at participating locations

Expires 12/31/2023