



OLIPOP

Hodgepodge Agency


Joanna Zbib | Alyssa Hoppie | Emily Hoppie | Anna Rivera | Xavier McFadden





About OLIPOP

The soda market has been dominated by traditional, household names, and Olipop is trying to break into this industry as flavored tonic water, marketed as “a new kind of soda”. Olipop emerged in the soda scene in 2017 with a vision to create a healthier and tastier future, without compromising the traditional soda experience.



Target Audience: POP Enthusiasts

(Two personas here to dive deeper into the audience.)

Persona 1: Amandla

A single 27 year old working as a wedding planner making roughly \$60,000 in Austin, Texas. She is constantly on the go traveling for her clients, networking her business, and attending conventions but she enjoys looking for ways to have fun during her free time. She is drawn to soda for the energy and sweetness it offers. Has to always look her best so she is self-aware about her body image, and is looking for new ideas to incorporate into her life to make it easier. Appreciates a well put together aesthetic with clear messaging and branding.

Persona 2: Justin

A married 37 year old with a son (7) and daughter (4) working in finance making roughly \$120,000 in Denver, Colorado. He has a very stressful job so he utilizes physical activity as a way to relieve stress. He is a part of a community soccer league and is his son's baseball coach. He is conscious about his health and wants to instill good habits into his kids without being overbearing by finding simple solutions. He likes to support businesses that have a cause so he can teach his children the importance of good values. Every once in a while he likes to have his friends over to watch sports and relax.

Digest This Brief:

Making purchase decisions in an oversaturated market is tough. So, what do you do? You stick to what you know, even when you desperately want to make a change. It can be tough to remember that the key to seeing change is to be the change we want to see.

Enjoy the pleasures of life: A night out with your friends, allowing your kid to drink soda at that birthday party, and those late night snacks in bed.

Stop hesitating. Go with your gut.





**Decisions are hard,
choosing *Olipop*
isn't.**

Go with your Gut.

*In a world oversaturated with
choices and inundated with
opinions, choosing the right
options can be challenging.*

*Olipop is an easy choice.
They've done the work for you
by crafting a soda with you in
mind. Decisions are hard,
choosing Olipop isn't.*



**Decisions are hard,
choosing **Olipop**
isn't.**

Go with your Gut.

The Oli Labyrinth

- *An immersive experience that focuses on the digestive system that highlights the benefits of OliPop's various benefits. (See: That's So Raven S3E2)*

One for Me, One for You

- *Print Ad contrasting the visuals of a child drinking the soda vs. their parent. (Ex. pouring the drink into a sippy cup or into a wine glass.)*

Oli-Mart

- *Commercial featuring a mom overwhelmed by the thoughts and opinions of other moms regarding soda's ingredients in order to stress the easy-to-understand ingredients of the beverage.*



**You can have your
POPOP, and drink it
too.**

Go with your Gut.

Soda can't taste good and be healthy for you... right? Wrong. Forget what you have been told about soda. Olipop was crafted specifically with your cravings in mind. With ingredients that support your gut, Olipop is there to satisfy more than just your sweet tooth. Gone are the days of compromising. You can have your PPOP, and drink it too.



**You can have your
POP, and drink it
too.**

Go with your Gut.

Leave Toxic Friends Behind

- Cola, Fizz, and Seltzer ran the show until OliPop arrived with her assorted flavors and added benefits. Leave those toxic friends behind. Hang with OliPop.

The Sweetest Sweet Tooth

- Print Ad or Commercial focused on that one family member who lives in the pantry and eats up all the snacks and drinks all of your favorite drinks. So let's try some reverse psychology – Give them an OliPop. So good, they wouldn't know a thing.

OliPop to the Lollipop Song

- Commercial that features a cover of the classic Lollipop song.



If you **knew** better,
you'd **choose**
better.

Go with your Gut.

*With Olipop, you can be
confident that you're making
the right decision. With its
versatility, delicious flavors,
and added health benefits,
why would you choose
anything else? Stop weighing
your options and go for the
obvious. If you knew better,
you'd choose better.*



If you **knew** better,
you'd **choose**
better.

Go with your Gut.

Pop Enthusiast Pop-Up

- Immersive, family-friendly pop-up (akin to the Museum of Ice Cream) where people can walk through take aesthetic pictures in curated rooms while tasting different flavors of Olipop.

Olipop @ Night

- Print advertisement portraying a group of friends pouring Olipop into a wine glass showing that it is a treat you don't have to feel guilty about.

Sip-scription

- Add to their subscription box service by including different drink recipe options for the Olipop you ordered (basically recipe cards for different alcoholic beverages using Olipop)

Review

- *Decisions are hard, choosing Olipop isn't.*
- *If you knew better, you'd choose better.*
- *You can have your POP, and drink it too.*
- *Go With Your Gut.*

