



Background & Marketplace

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.

Brand Problem & Marketing Challenge

Olipop’s focus has been trying to secure a foothold in the market by targeting whoever will listen. However, with this strategy, Olipop has been unable to identify who their main target market is, and thus, adequately position themselves. The lack of positioning has also led to a lack of education since their product stresses the importance of prebiotics and probiotics which, to most, is a foreign concept.

Olipop is looking to increase brand awareness and establish a strong consumer base by urging consumers to shift to healthier soda alternatives, and ultimately switch to Olipop. As a product that skews on the expensive side and has limited reach in brick-and-mortar stores, Olipop has limited its consumer interaction by focusing on an online subscription-based platform. It is imperative to reach out to consumers that have “bigger pockets” that genuinely care about their health.

Who

“Pop enthusiasts”- they are millennials with a sweet tooth, looking for easy ways to incorporate healthy and satisfying alternatives into their busy lives. They consistently shop at grocery stores to keep their pantry well-stocked and are willing to spend more for brands they trust. They want to share with their families the same experiences they had growing up and desire to have control over their lives. They are not looking for the next revolutionary diet fad, but rather, simple solutions to maintain the simple pleasures of life by having versatile products that can fit their variety of needs across family dynamics.

Idea

Go with your gut.

Proof

Olipop does not compromise flavor for health. With probiotics and prebiotics that act as a sidekick to all the good bacteria living in our small intestine, Olipop offers functional nutrients. Additionally, Olipop’s timeless flavors help incentivize traditional soda drinkers to give them a taste. Consumers are looking for brands that they trust to associate their lifelong memories with. With the added health benefits and good flavor, choosing Olipop is not a question, but rather, an instinct.

Objective & Tone

Strengthen Olipop’s brand name recognition and change consumers buying habits to consider soda alternatives
Light-hearted, exuberant, synesthetic, simple, relatable

What does success look like

Taking a tasteful soda-inspired beverage and creating a conscientious community that continues to come back for more.