

A hand holding a can of Poppi Strawberry Lemonade. The can is pink with a large yellow smiley face and the word 'poppi' in white. Text on the can includes 'Strawberry Lemonade', 'For a Healthy Gut', and '4g Sugar'. The background is a blurred casino floor with slot machines and purple lights. The hand is wearing a silver bracelet with a heart charm.

# poppi™

Rewind, Relive, Refresh

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# meet the team



## **Anna Jeffrey**

### **Brand Manager**

Anna is a Creative Advertising major with minors in General Business and British Media and Communications. She has loved learning more about group dynamics at JMU and appreciates each member's specialties. In her free time, she loves to laugh with her friends and volunteer in on-campus organizations.



## **Ava Wirtz**

### **Project Manager**

Ava is a Creative Advertising Major with a minor in Human Resource Development. She loves learning about new ways to create content and different creative programs like Adobe Creative Express and Canva. She loves to spend time with her friends and family, try different restaurants and go to new places.



## **Devon Wertz**

### **Creative Director**

Devon is a Creative Advertising and Public Relations double major. She loves to create content that best represents who a person or brand is and enjoys projects that challenge her creatively. In her free time, she loves to cook and try crafts she finds on Pinterest.



## **Keira Ennas**

### **Art Director**

Keira is a Creative Advertising Major with a minor in Educational Media. She enjoys editing content using Adobe Creative Cloud programs, her favorite Adobe program to work with is Photoshop. In Keira's free time, she loves the beach and traveling to new destinations.



## **Megan Cordary**

### **Head of Production**

Megan is a Media Arts and Design major with a concentration in Creative Advertising. She also works as a Media Student Assistant at the University Career Center and as a barista at Black Sheep in Harrisonburg. She loves photography, hiking, yoga, and her cat Bean. After she graduates in December, she hopes to move to a big city and ultimately work as a creative director.



## **Sabina Soltys**

### **Communications Manager**

Sabina is a Creative Advertising Major with a minor in Biology and Honors. She is passionate about creatively telling stories through video and design using softwares such as Final Cut, Cap Cut and Canva. In her free time, she loves to be outside with her friends whether that is playing pickleball, hiking or camping.

*MA.*

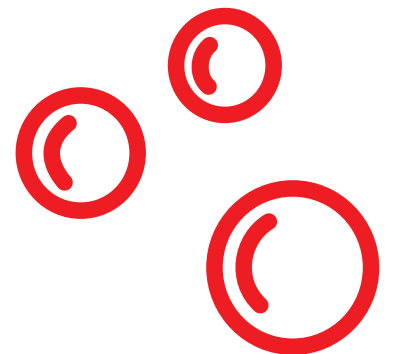
**madison agency**



# logo

Madison Agency, like the ladies that comprise it, can be described as classic, and graceful, but also creative and forward-thinking. The logo we created is simple, combining the first letters of the title of the agency. The swooping lines and classic font give the element of elegance, while the singular circle flying off the end of the A, in theory, would be out of place, but completes and balances the design.

Just like Madison Agency, the details of this logo would seem to push the limits but come together unexpectedly. If your business needs were a puzzle, Madison Agency is the missing piece. Our agency is excited to bring a new perspective and a fun twist while holding onto that classic component. We believe our logo sums up who we are quite well.





**secondary  
research**

# about poppi<sup>®</sup>

poppi was created in 2016 by Allison and Stephen Ellsworth (Bay, 2020).

Sold in locations such as Whole Foods, Target, Kroger, Sprouts, Safeway, Albertsons, Walmart, Publix, and is also available for online orders (“Store Locator”, n.d.).

A 12-pack of poppi is \$29.99 and a single can is \$2.19 (“Functional Favs”, n.d.).







# competitors



**Brand:** Olipop

**Price:** 12-pack for \$35.99

**Goal:** To bring the sweet taste of soda in a healthy format, nourishing our “microbiome.” (Olipop, 2023)



**Brand:** Wild Wonder

**Price:** Variety pack sells for \$37.00

**Goal:** Strives to take herbal remedies and gut healing superfoods and put it in a tasty format (“wildwonder”, n.d.)



**Brand:** Culture Pop Soda

**Price:** Variety pack at \$32.99

**Goal:** Prides themselves on having all organic ingredients and works to create a tasty soda with live probiotics (“Culture Pop Soda”, n.d.)



**Brand:** Fit Soda

**Price:** 4-Pack for \$15.95

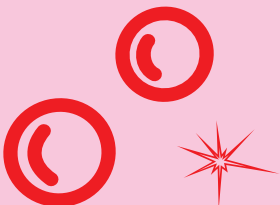
**Goal:** A dessert that you do not have to feel guilty about drinking (Dellinger, R., & Holser, M., 2021)



**Brand:** Health-Ade

**Price:** Classic Variety Pack for \$29.99

**Goal:** A healthy solution to improve your digestion wellness. (Dellinger, R., & Holser, M., 2021)



## strengths

# S

- The product provides a strong digestive wellness solution that will improve your gut health
- The company has widely distributed leading to easy access
- The company has environmentally sustainable packaging

## weaknesses

# W

- The company is lacking evidence to support the effectiveness and benefits of their product
- Expert sources say that the company can not claim the product as a magical solution

## opportunities

# O

- poppi had first been seen on shark tank under a different name, Mothers beverages now being recognized as poppi. Shark tank was able to put the brand out and they have advanced from there.
- By the use of social media the company is able to spread their product widely amongst several media platforms.

## threats

# T

- For a single can of poppi soda it is \$2.49, in comparison with liquid death single can being \$1.89.
- The biggest competitor to poppi is Olipop, for a 12 pack of Olipop it is 35.99 in comparison to poppi which is 29.99, poppi can lower the threat by lowering their single can prices at least .50 cents.
- The big threat to poppi is the price and the new and upcoming prebiotic sodas that tend to be cheaper than close to \$3 for a can.





# packaging product differentiation



(Wirtz and Wertz, personal photos, 2023)



This image was captured at a Martin's store in Harrisonburg, Virginia. In this location, poppi is eye-level on the shelves. This helps the product stand out with its competitors because it is the first product consumers will see when walking past the shelf.



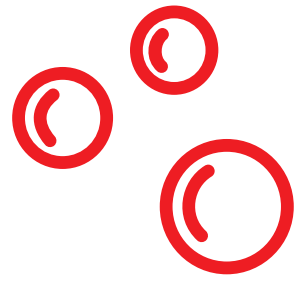
This image was captured at a Target in Harrisonburg, Virginia. In this location, poppi is higher on the shelves. This location could be improved by having poppi around other soda since consumers may not look for poppi by a sports drink.



This image was captured at a Target in Harrisonburg, Virginia. In this location, poppi is eye-level on the shelves. This helps the product stand out because it is surrounded by products that are not as colorful as poppi.



# research target



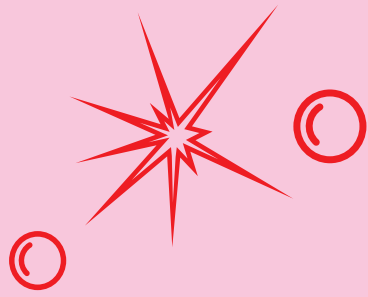
**Our first target audience is Gen Z, Millennials. This audience is anyone born between the years 1980 and 2000's.**

“According to market research from Packaged Facts, millennial and Gen Z-aged consumers are willing to spend more money for high-quality prebiotic beverages, which aligns with poppi's consumer base.” (Cannon, 2022)

**Our second target audience is Women.**

“We're proud to be a company that empowers women to run things. In fact, 62% of poppi is made up of women starting from the tippy top with our amazing founder” (“Happy International Women's Day”, 2023)





# unique selling points

**1.**

poppi is a prebiotic due to 1 tsp of Apple Cider Vinegar, also low in calories and sugar. Only 5 grams of sugar per soda. poppi prides itself on “no fake stuff” emphasizing the natural ingredients they use. 25 calories or less per serving (“Benefits 101”, .n.d.)

**2.**

The formula provides a balance of gut-friendly prebiotics known to aid in digestion and delivers other benefits, like enhancing immunity and healthy skin.” (Perelmutter, 2021).

**3.**

“Inulin is a prebiotic fiber that may support gut health by diversifying the gut microbiome and providing fuel for good bacteria, particularly Bifidobacteria and Lactobacilli.” (“Benefits 101”, .n.d.).

# agency impressions



**Megan**

"I've tried the cherry limeade and strawberry lemon flavors and they tasted good while being low in sugar with no fake sugar. However, it wasn't as good as a regular soda."

**Ava**

"I first tried poppi after seeing it on TikTok. What I like about poppi is the flavor options, the taste, the packaging, and that it is a good alternative drink to soda because it is low in sugar and calories."

**Sabina**

"I tried the raspberry rose soda. I liked how sweet the soda was and you could taste a little bit of the raspberry in the soda. I also liked how bright all the cans are as they caught my attention in the store."

**Devon**

"I have tried the classic cola, raspberry rose, and strawberry lemon flavors. I like how they are not as fizzy as normal soda and taste less like syrup. I have a sensitive stomach which does not react well to soda, but this brand didn't cause me pain."

**Keira**

"I have had poppi a few times and I thought that it was good. I do think that it is on the more expensive side so I would not purchase it every day. However, when I am in the mood for a flavored carbonated beverage I would definitely buy poppi."

**Anna**

"It tastes good but it definitely does not taste just like regular soda. My friends with gut health issues have loved it and actually found it helpful."



# poppi advertising campaigns



(Follet, 2023)



(Follet, 2023)

"Sodas Back Campaign" This was poppi's first true 360 marketing campaign to bring awareness to their brand across multiple platforms.

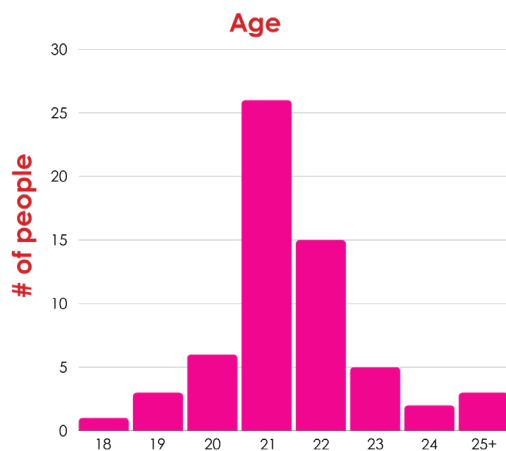
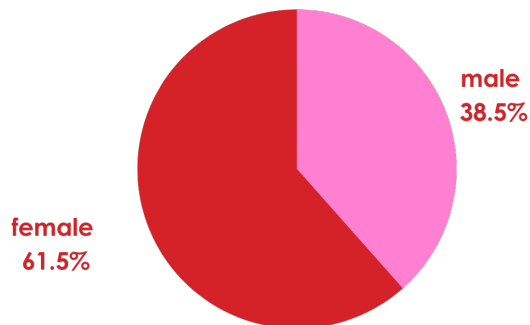


**primary  
research**

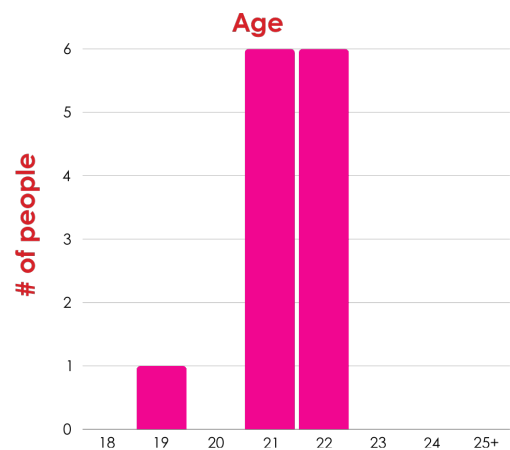
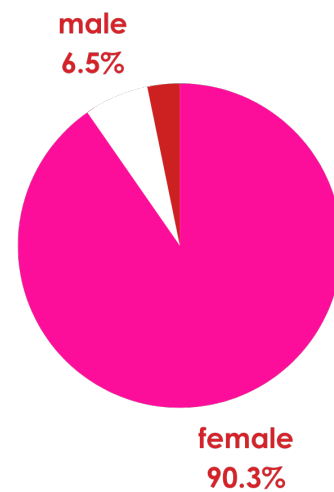
# demographics

The following graphs feature demographics from our online survey from 62 people, and in person interviews from 13 people.

## online survey

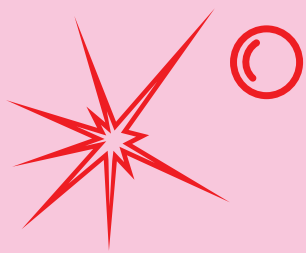


## interview



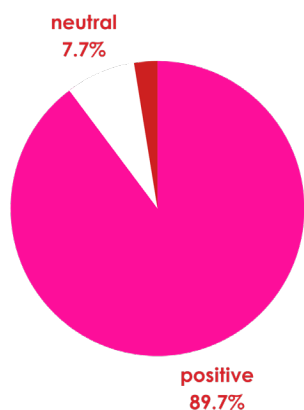
Through our research we have found that the majority of people who took our survey were female, as well as the majority interviewed. Most of the people we collected information from through both methods of research were aged 21 and 22.



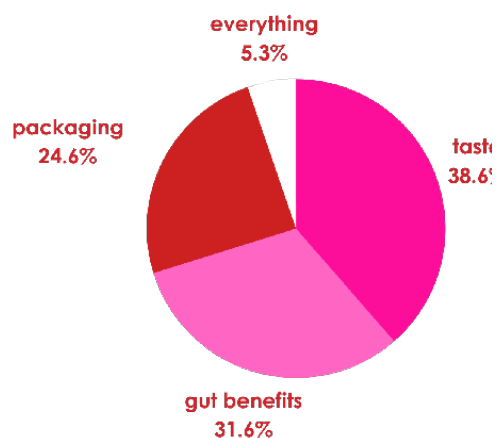


# our findings

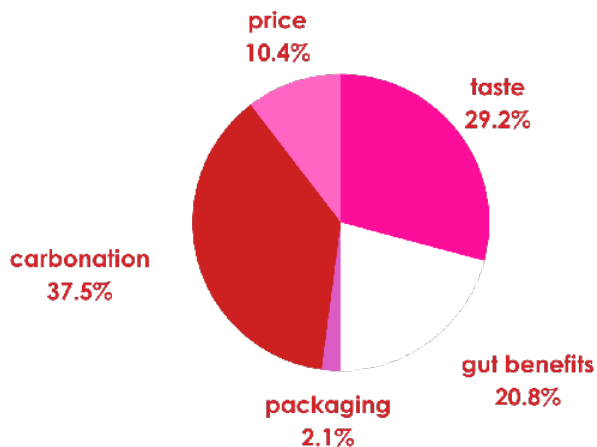
what feedback have you heard about poppi?



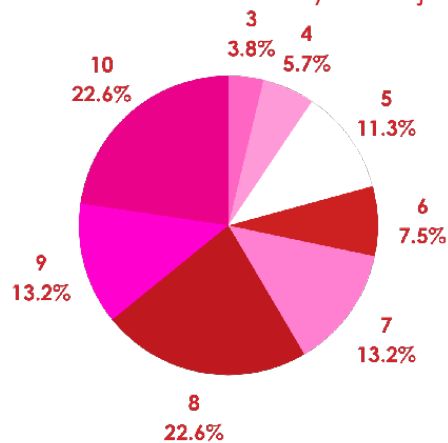
what did you like about it?



what did you not like about it?



On a scale, how much did you enjoy it?



Through our research we found that just over 50% of people would buy poppi again, and the majority of them came into the survey or interview having heard positive feedback. They preferred the taste of the soda over the gut benefits and packaging, but not by much. Most participants did not like the carbonation. From both the interview and the survey we found that both groups were likely to purchase poppi in the future.



**creative brief**

## target audience: Gen X women



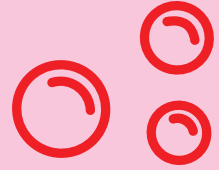
**Jennifer Davis**

### demographics

- Age: 52
- Gender: Female
- Income: \$110,000
- Education: Masters in Business
- Marital Status: Married
- Family Size: 2 kids (one boy, one girl)
- Rent/Buy Home: Buy

### geographics

- Georgetown, DC



### psychographics

Jennifer Davis enjoys fitness, yoga, pilates, and walks around the neighborhood. She is interested in health, nutrition, and environmentalism, and her family is very important to her. Jennifer uses Instagram and Facebook to keep up with close family and friends. She grew up in the 80's and has positive associations with the colors and music of that time period.

### behaviorals

- Jennifer is always looking for the best deal and will make an informed decision based on what they find on the internet or social media
- She is not afraid to spend a little more money for a product that is aesthetically pleasing or health beneficial

### VALs

#### Experiencer:

- Jennifer has a heightened sense of visual stimulation- she will want to buy something that is aesthetically pleasing to look at
- Her friends are important to her- they have a big influence on her buying decisions
- She loves physical activity- she will want to buy something that benefits her health
- She is very social and spontaneous
- She goes against the current mainstream and is the first to hop on a new trend

### current mindset

Target does not know what the product is. Has caught their eye on the shelf at the grocery store but was quickly passed by in the reach for their usual canned drink of choice.

### desired mindset

We want Jennifer to be enticed by the experience of drinking poppi. From the colorful packaging and the variety of flavors to the low sugar and calorie count, poppi stands out as the best healthy alternative soda brand to purchase. poppi still satisfies Jennifer's craving for traditional soda but with cleaner ingredients.



## competitors

Jennifer does not have much knowledge on healthy soda alternatives. She tends to sway away from soda in general. Jennifer has passed several healthy sodas in the store such as Olipop, Wildwonder, and Culture Pop Soda, but the lack of colors in the packaging have caused her to continue past.

## message objectives

- Promote brand recall: we will create a campaign with a repetition of ads that appeal to Gen X women which will keep poppi in the forefront of their minds
- Affect an association: we will invoke nostalgia by creating a new 80s-inspired poppi flavor with a retro look
- Give brand a social meaning: we will show poppi being used in the everyday lives of real or character that fall into our target audience of Gen X women whole live a healthy life style

## creative strategy concept

Poppi is a refreshing prebiotic soda that will remind you of more vibrant times.

## evidence

- Gen X enjoys watching movies and shows that are nostalgic to their youth.
- As experiencers, our target also enjoys visual stimulation which is provided by the bright colors of the poppi branding
- Our consumer is health forward

## creative execution

Our target would have been young adults in the 80's, so we will take them back by using bright colors and branding similar to that of that time. We will use lingo and pop-culture references that they would find nostalgic.

## tone

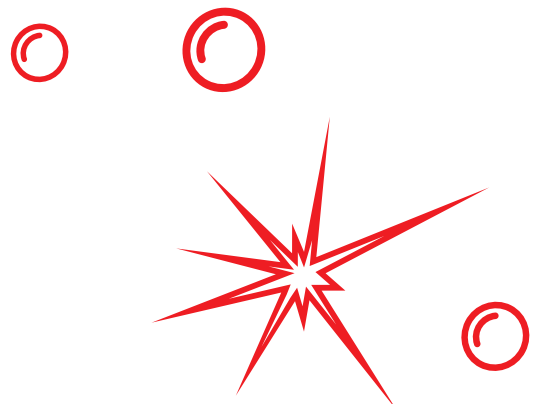
- Retro
- Bold
- Uplifting

## mandatories

- poppi logo
- Tagline: "Rewind, Relive, Refresh"

## deliverables

- 3 Print Ads
- TV Ad
- Viral Video
- 10 Social Media Mockups
- 2 OOH Ads (1 Billboard, 1 Digital)
- Guerrilla Marketing Mockup
- Branded Product Placement

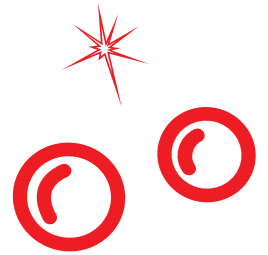




**print ads**



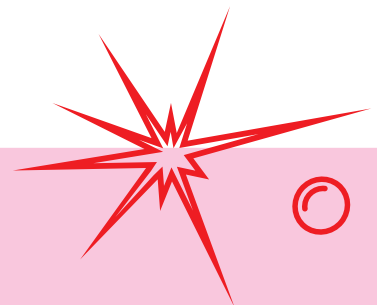
# headlines



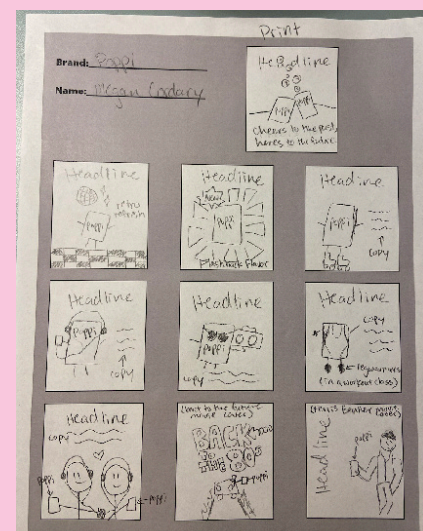
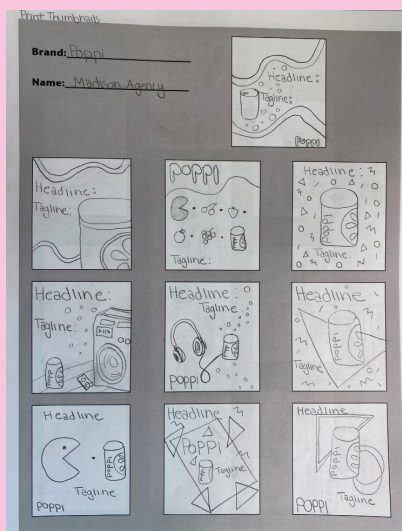
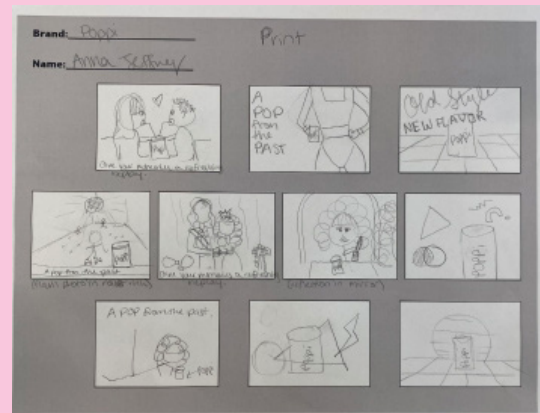
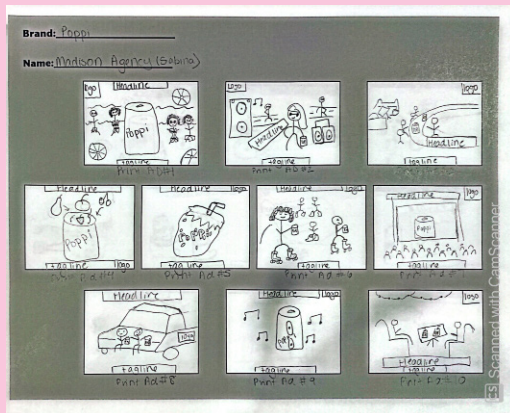
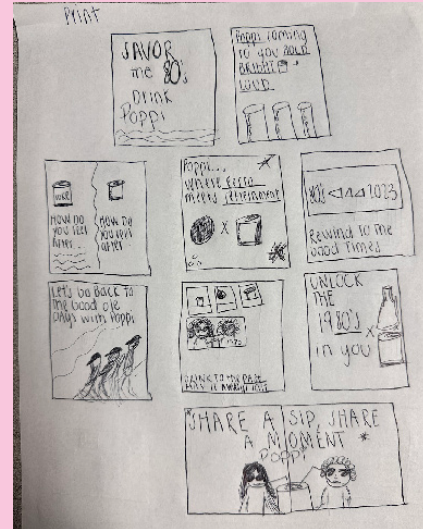
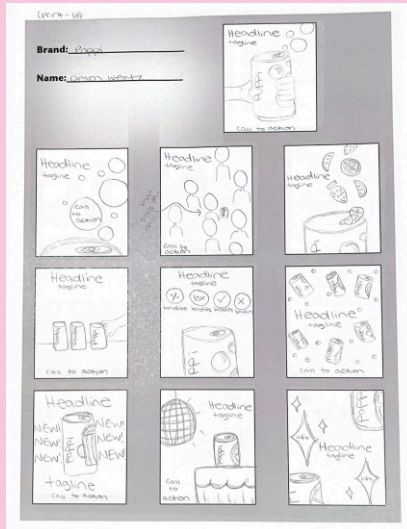
1. Revive your senses, revitalize your health with Poppi
2. Poppi: where flavor meets fitness
3. Poppi: Give your best memories a refreshing replay
4. Flashback Flavor: Poppi bringing the 80s back
5. Poppi: Where Health meets nostalgia
6. Sip into the 80's again with Poppi
7. Poppi: Your Retro Health Kick
8. Savor the 80's again with Poppi- the soda thats as bold as you
9. Unleash your inner 80's- refreshingly healthy, unapologetically retro
10. Poppi: A soda totally tubular for your health
11. Poppi: Coming to you Bold, Bright and Loud
12. Let's go back to the good ole days with Poppi
13. Poppi: Bringing you that refreshing taste with a little color
14. Savor the flavor, reap the benefits with Poppi
15. Poppi: Your gateway to guilt free refreshment
16. Rewind to the best of times with Poppi
17. Poppi: Were back coming in fresh and totally tubular with our new flavor
18. Time to elevate your hydration with Poppi
19. Be Bold, Be Rad, Be You- Drink Poppi
20. Relive the best times with Poppi- Retro never tasted so good
21. New Flavor Alert: Recreating the Past in Your Present
22. Relive, Relax, Refresh with Poppi
23. Poppi: A drink to pop you back to the past
24. Poppi: A Pop from the Past
25. Taste the Nostalgia, Relive the Glory Days, Drink Poppi
26. Taste the 80's feel the vibes with Poppi
27. A drink to remember with a step down memory lane in every sip - Poppi
28. Love to be bold, love to be loud, love to be free then Poppi is the place to be
29. Poppi- Giving you that healthier, happier you with every sip
30. Missing that retro vibe? Come to Poppi where every drink is totally tubular ride

# taglines

1. Retro Flavor, Modern Health
2. Where Retro meets refreshment
3. A healthy trip down memory lane
4. Poppi- a cheers to the past
5. Crafting memories one sip at a time
6. Revive the Vibes bring Retro back to your life
7. Poppi- a flavor for your era
8. Be Bold, Be Bright, Drink Poppi
9. A toast to the times we'll never forget
10. Here's to a tubular taste
11. Rewind, Refresh, Remember
12. Flavors for the moments that will always last
13. op back to the past
14. Tubular times await with one sip
15. Drink to the past, may it always last
16. Sip well, Live well, Feel well with Poppi
17. A healthier sip of nostalgia
18. Where vibrant vibes meets refreshing taste
19. The healthy way to revisit the past
20. All the flavor none of the guilt
21. Bringing your friends together one Poppi at a time
22. Share a drink, share a moment
23. Relive the joy one sip at a time
24. Sip, Smile, Remember
25. Rewind to the good times
26. Here's to the past, drink to the future
27. Savor the 80s with Poppi
28. A sweet taste to remember
29. Time to stir up sweet sweet memories
30. A totally tubular taste you'll never forget

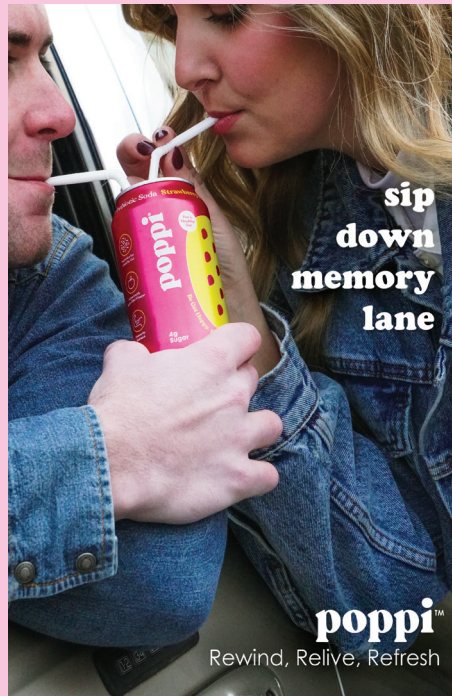


# thumbnails





# print ads



## rationale

For our three print ads we wanted to tie in different specific elements of our 80s-themed campaign to create consistency and position poppi as the soda of choice for our Gen X audience. To do this, we took a couple dressed in all denim, with 80's hair and makeup leaning up against a 1980s car, and sharing a poppi. Our next print ad is a photo of a poppi can balancing on top of a white, Reebok shoe. The brand and style of the shoe will reference the 80s time period, as well as the colors and editing of the photo which will play a huge role. Our last will be a couple leaning up against an 80s car dressed in 80s clothing, with a poppi in hand. This print ad will be a reference to teenage love and the memories that come along with it. The outfits and car will be what ties everything back to the era of the campaign. All will have our headline, tagline, and poppi logo, and will contain the fun and color-

# mock-up





# mock-up



# mock-up



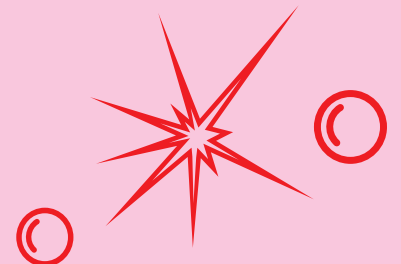


**television ad**



# brainstorming

## mind map



# tv script



Shoot location: Funkys Roller Skating Rink  
30 Seconds

Video	Audio
FADE IN: FUNKY'S ROLLER SKATING RINK	FADE IN: "DREARY MUSIC"
MS SIDE VIEWS OF A GEN X WOMAN WATCHING SKATERS AT ROLLER RINK	
WOMAN SIGHS AND LOOKS WISTFULLY AT ROLLER SKATING RINK	
ES OF ROLLER RINK	
CU FRONT VIEW OF WOMAN	
WOMAN SIGHS AND LOOKS WISTFULLY AT ROLLER SKATING RINK	
MS OF HER WALKING AWAY WITH A POPPI CAN	
OTSS PAN OF HER TAKING A SIP OF POPPI	
TRANSITION TO OTTS PAN OF A YOUNGER WOMAN IN AN 80S OUTFIT DRINKING OUT OF THE SAME CAN OF POPPI	FADE IN: "GIRLS JUST WANT TO HAVE FUN"
MS OF ROLLER SKATES ON THE COUNTER	

SKATES OVER TO DRINK, AND PICKS IT UP	
DANCING TO MUSIC WHILE SKATING	
OTSS PAN OF HER TAKING A SIP OF POPPI	
CU OF YOUNGER WOMAN SITTING DOWN ON A BENCH WITH ROLLER SKATES AND POPPI	
MS OF YOUNGER WOMAN TIEING HER ROLLER SKATES ON BENCH	
CS OF SKATES AND POPPI WHILE THEY'RE BEING PUT ON	
WS OF ROLLER RINK	
MS OF YOUNGER WOMAN SKATING	
MS OF POPPI SITTING ON THE EDGE OF ROLLER RINK	
TRANSITION TO MS PAN OF GEN X WOMAN SITTING AT A BOOTH	
GAZING AT ROLLER RINK REFLECTING ON HER MEMORY	
ENDS WITH RETRO IMAGE OF POPPI	SCREEN: LOGO IN THE CENTER TAGLINE: Rewind, Relive, Refresh FADE OUT: "MUSIC"





# tv storyboard



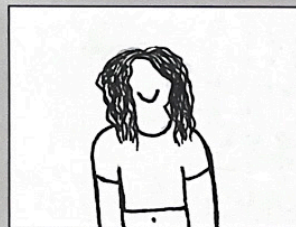
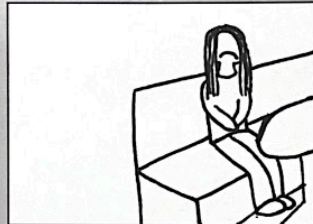
Brand: poppi

TV Ad

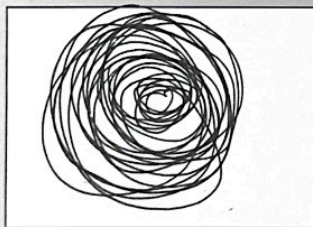
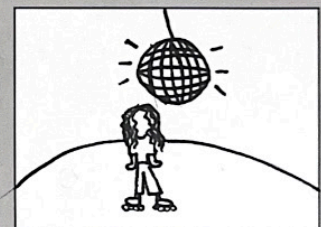
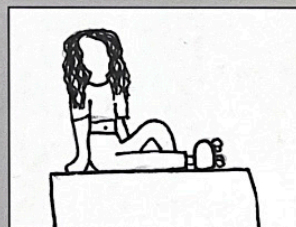
Name: Devon West



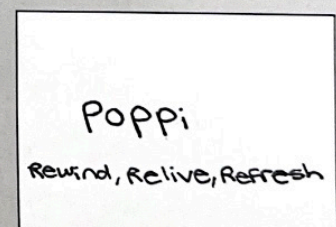
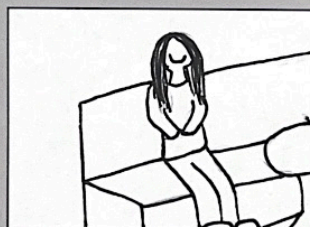
\*Start music\*



\*Flashback to past\*



\*Flashback to present\*



\*end music\*



# key frame



## rationale

Poppi's 80s Flashback TV Commercial: A Pop back to the Past

"A Pop back to the Past." This was the theme of our TV Commercial. When our target audience was growing up, roller skating was in. Our idea is to bring the audience back to that period in their youth by positioning poppi as the soda that will take them back in time. The 30-second ad will start with a woman who falls into our target audience, looking glum sitting at a table at the roller rink. She is likely there for a children's birthday party, and thinking about back when she used to be the one skating on the rink. She walks up to the counter to grab a drink before continuing to watch the kids roller skating but isn't in the mood for a sticky, sweet, calorie-filled soda. The man behind the counter has just gotten in a case of these new sodas (poppi) and slides one across the counter for her to try. As soon as she takes a sip, the classic 80's pop song turns up and the woman has transformed into a younger version of herself, 80's outfit and all. The soda flavor has taken her back to her prime skating days, so she laces up her skates and hits the rink. The ad ends with the woman sipping poppi, smiling about her youth and how the drink made her feel. The headline, "Rewind, Relive, Refresh" then pops up on the screen with the logo at the end.

In terms of advertising this ad, the advertisement will be featured on television and streaming services, with a shorter cut of the video on social media platforms, such as Facebook Reels. We selected this image as our key frame because it features the younger 80s version of the mom having a great time after she drinks the poppi. This supports the 80s theme of our campaign and commercial by demonstrating the joy and "pop back to the past" you can get when you drink poppi.

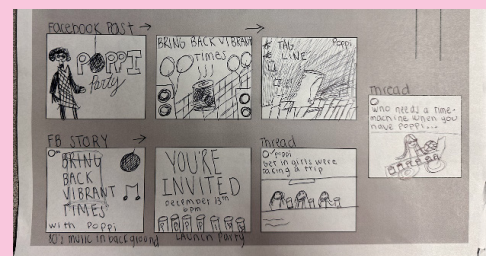
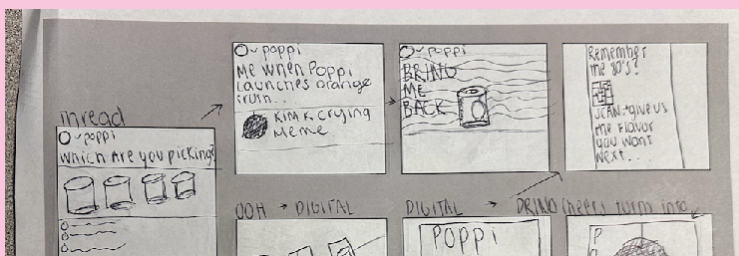
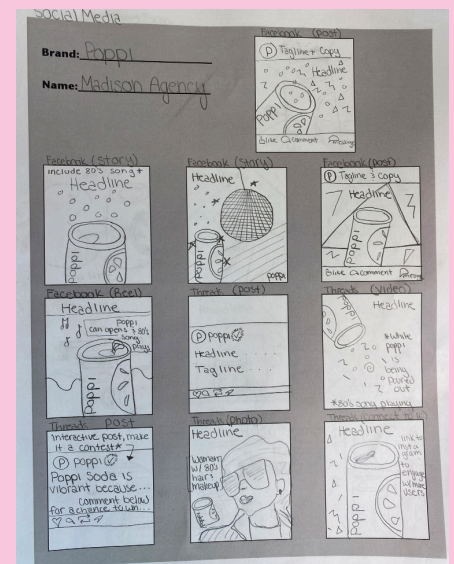
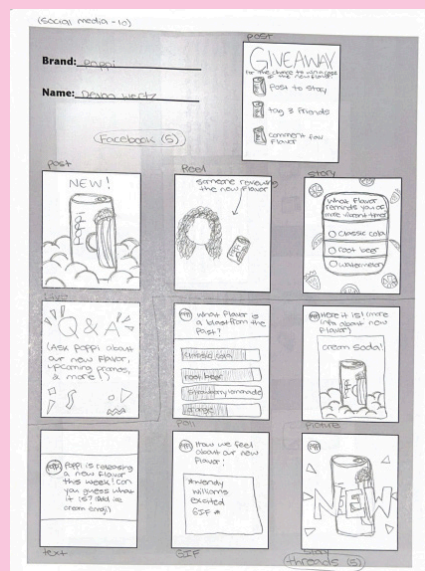
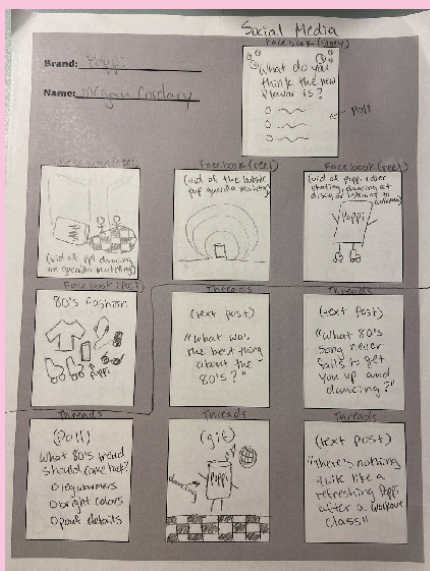
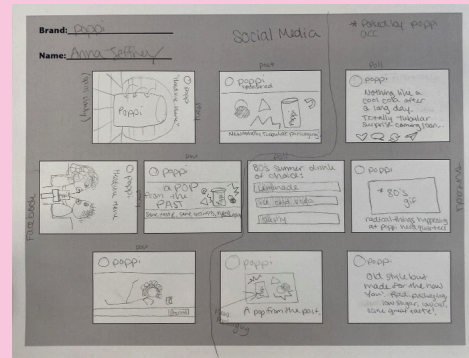
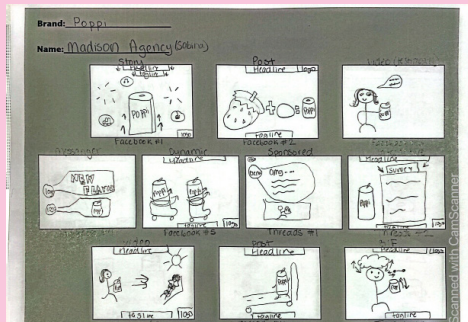




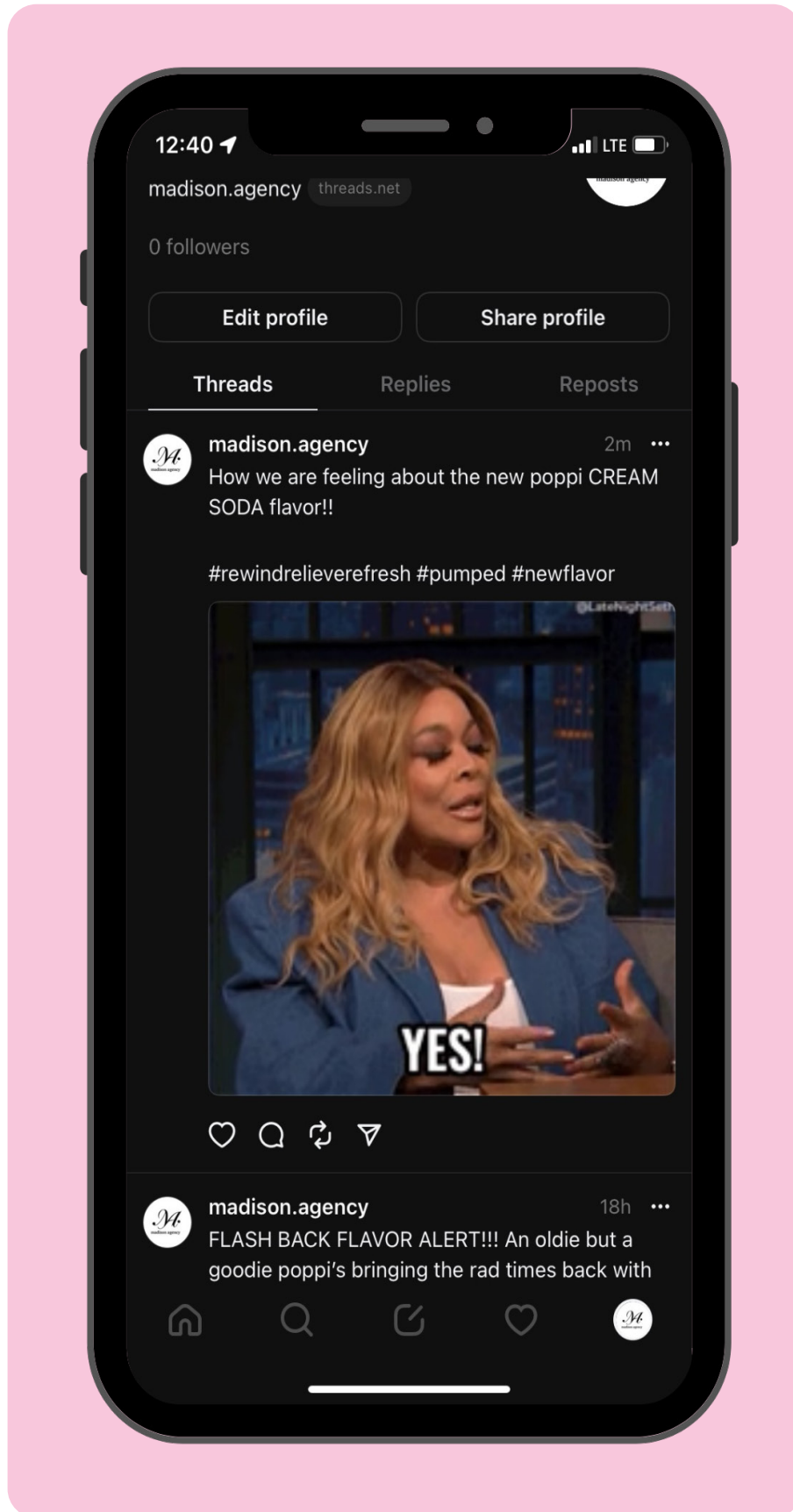
**social media ads**



# thumbnails

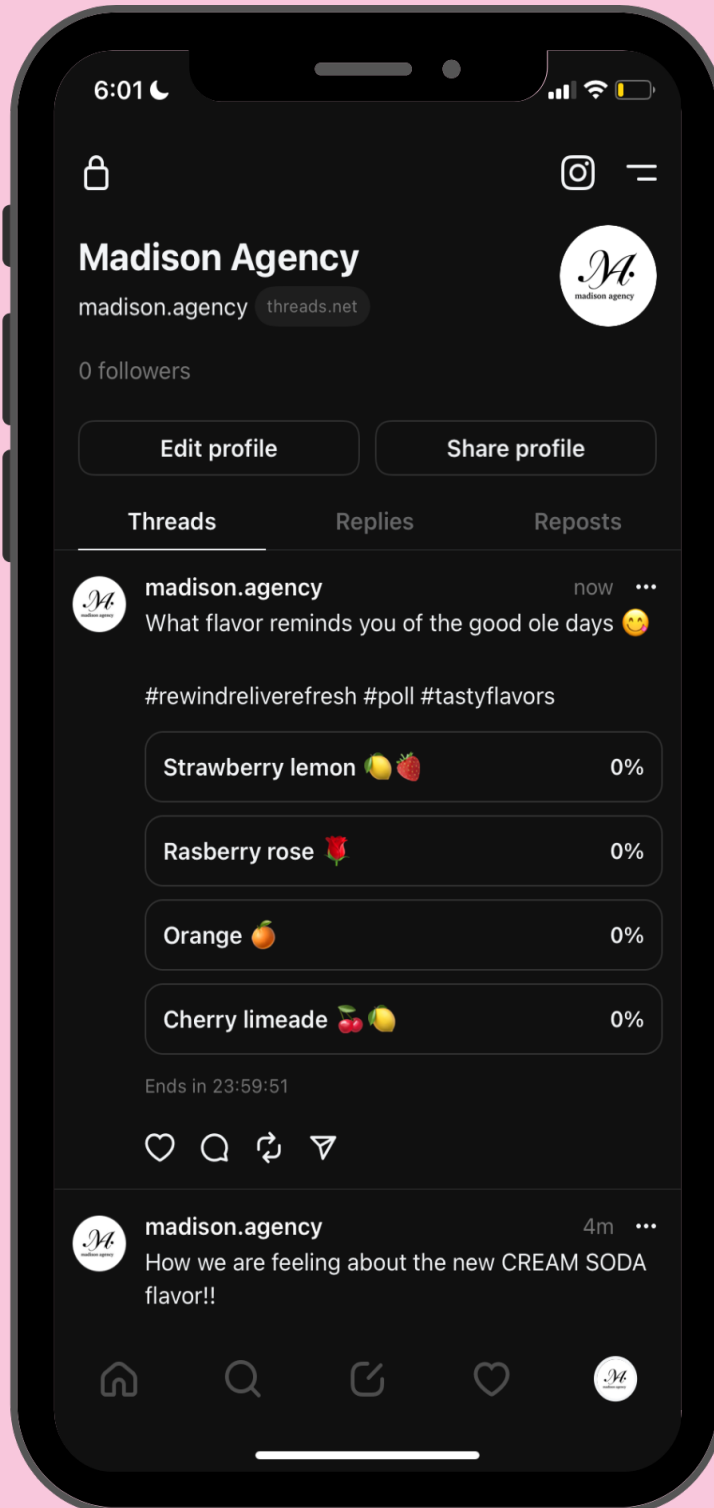
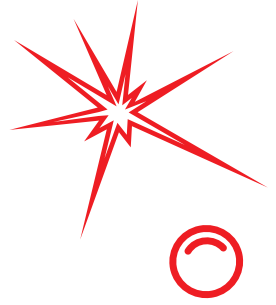


# threads: GIF

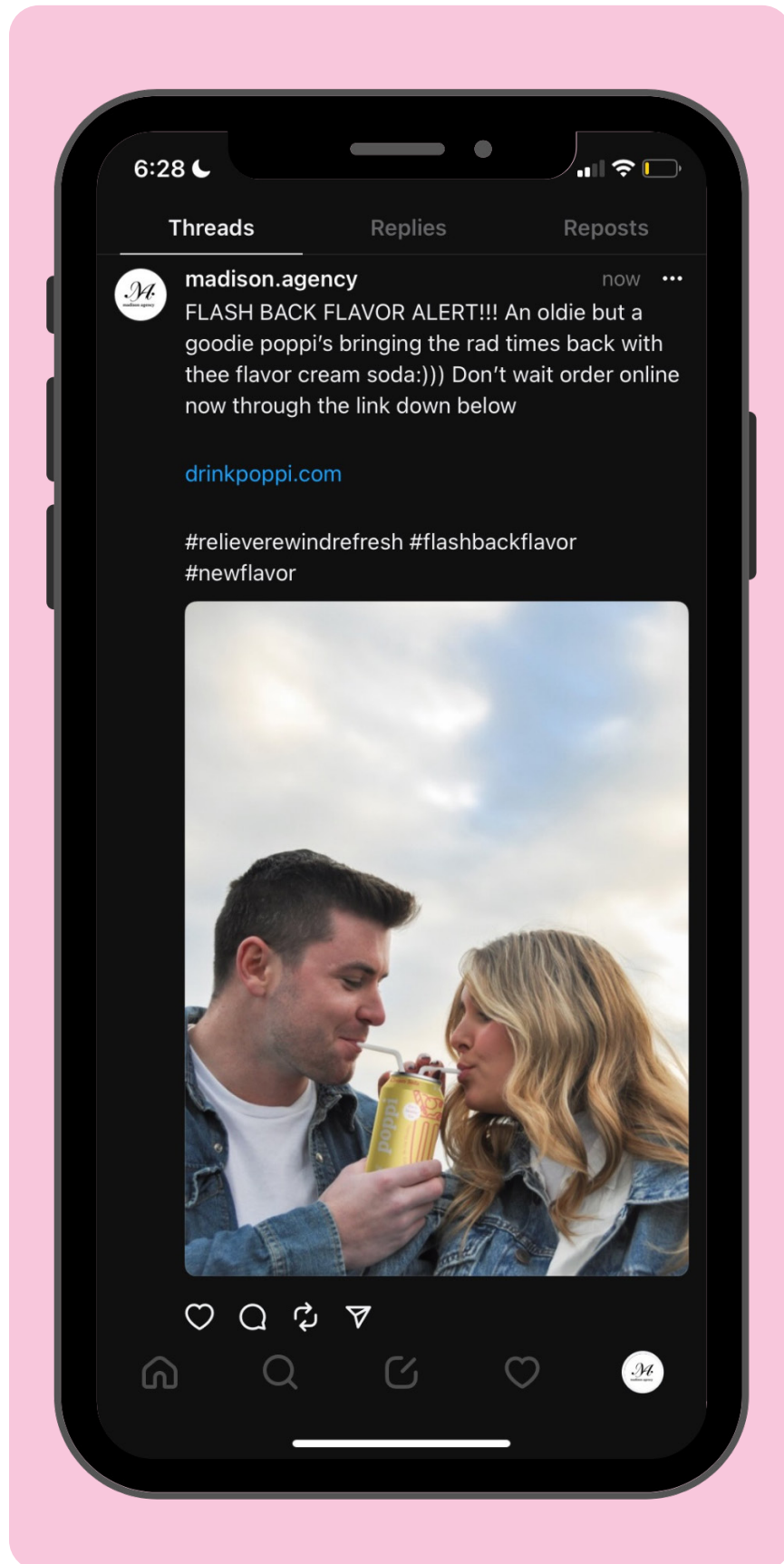




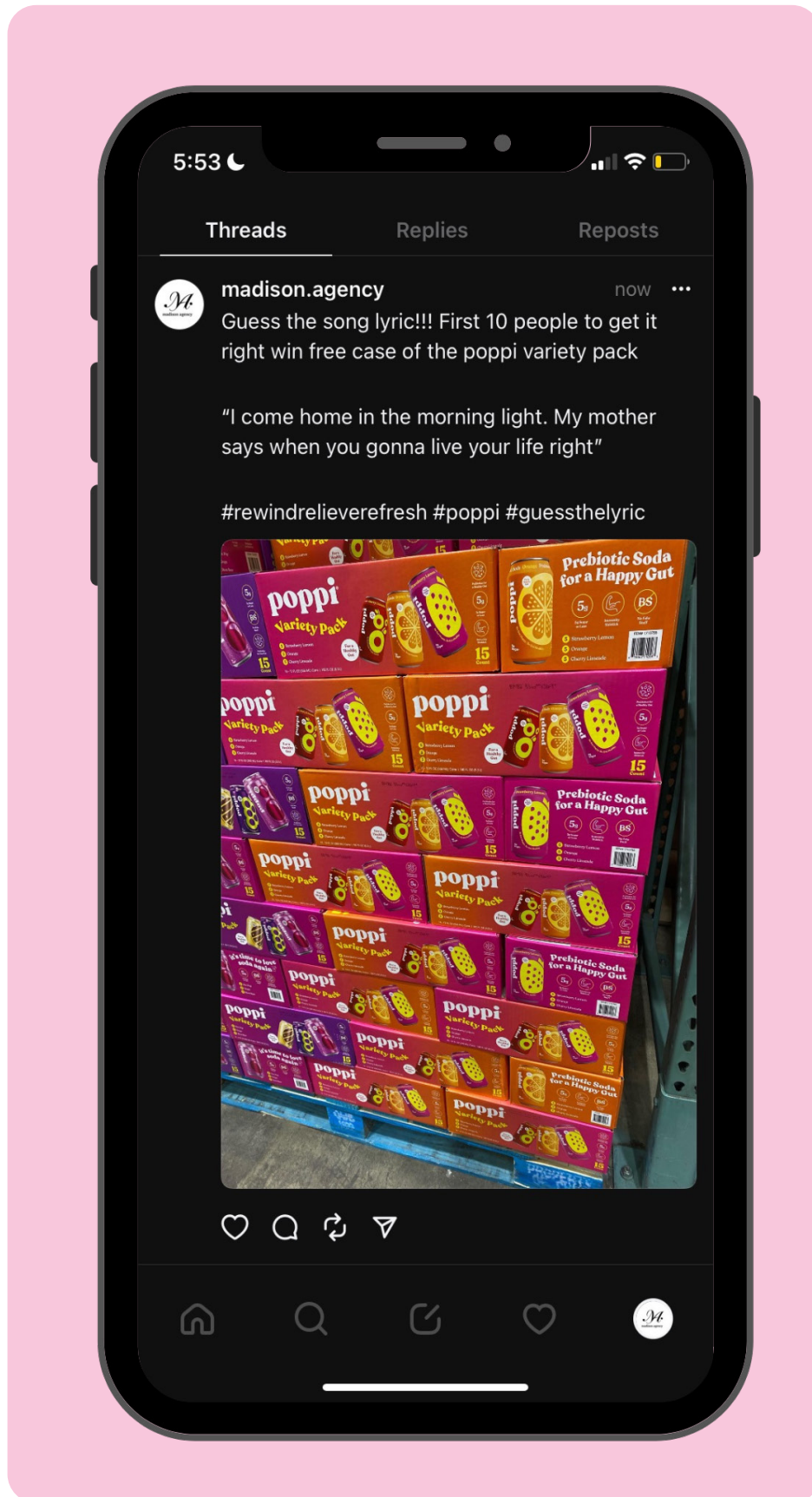
# threads: poll



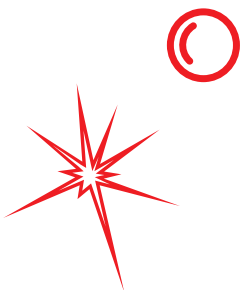
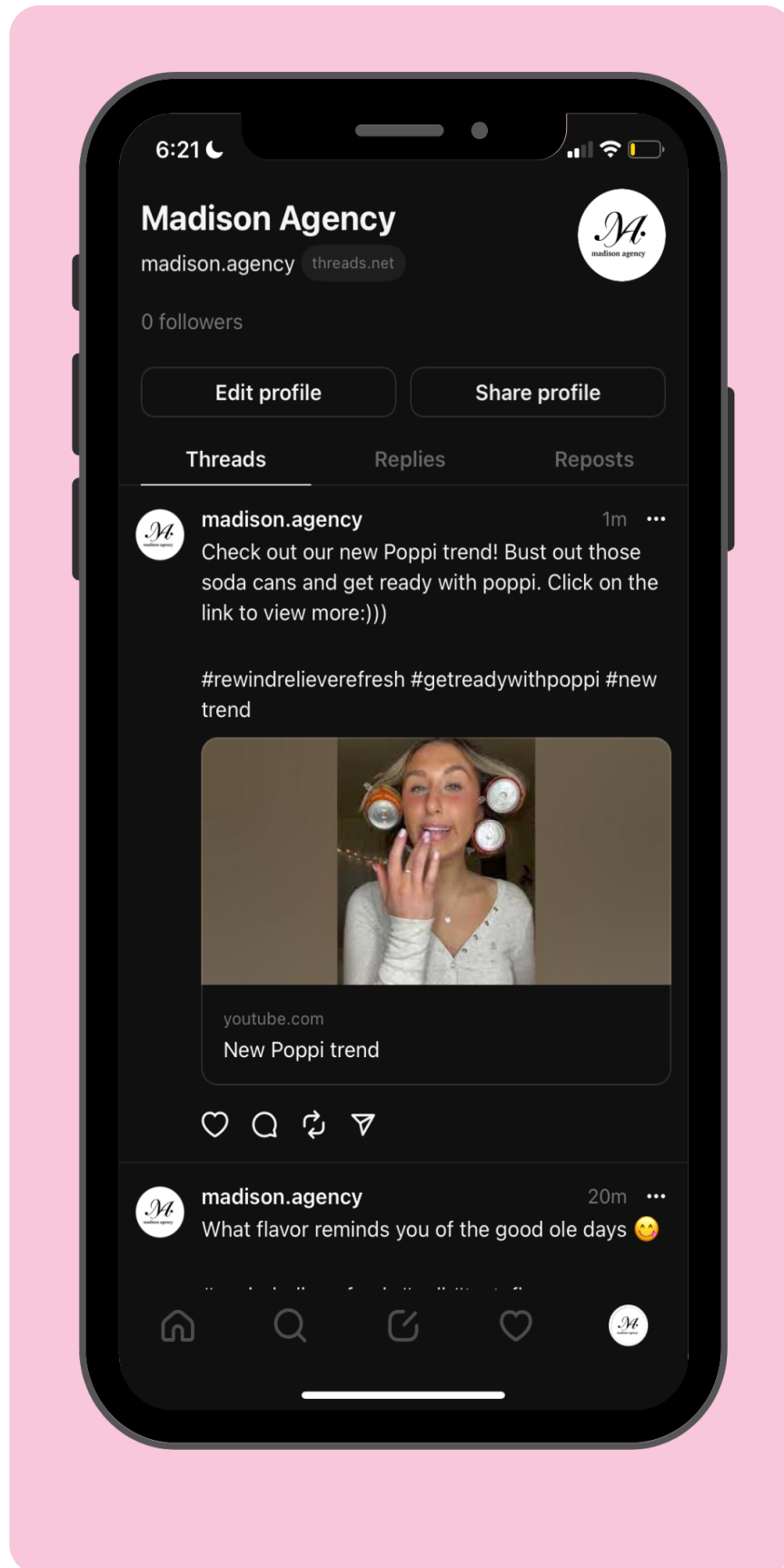
# threads: post



# threads: giveaway post



# threads: video





# rationale



We also selected Threads as another one of our platforms as it is a newer type of social media that gives us more creativity to tailor it to our target audience. In addition, Threads is very similar to Instagram and Facebook and will give us visually appealing ways to share our brand.

On Threads, we will create a post announcing our new flavor, a GIF asking viewers a question, a poll on what flavors remind our audience of the good old days, a “guess the 80's song lyric” for a giveaway post, and a link to our viral video.

The post announcing our new flavor brings awareness to the brand and this new flavor. It also provides a call to action encouraging viewers to visit the poppi website to buy the cream soda flavor.

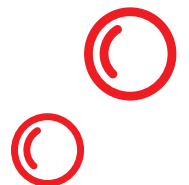
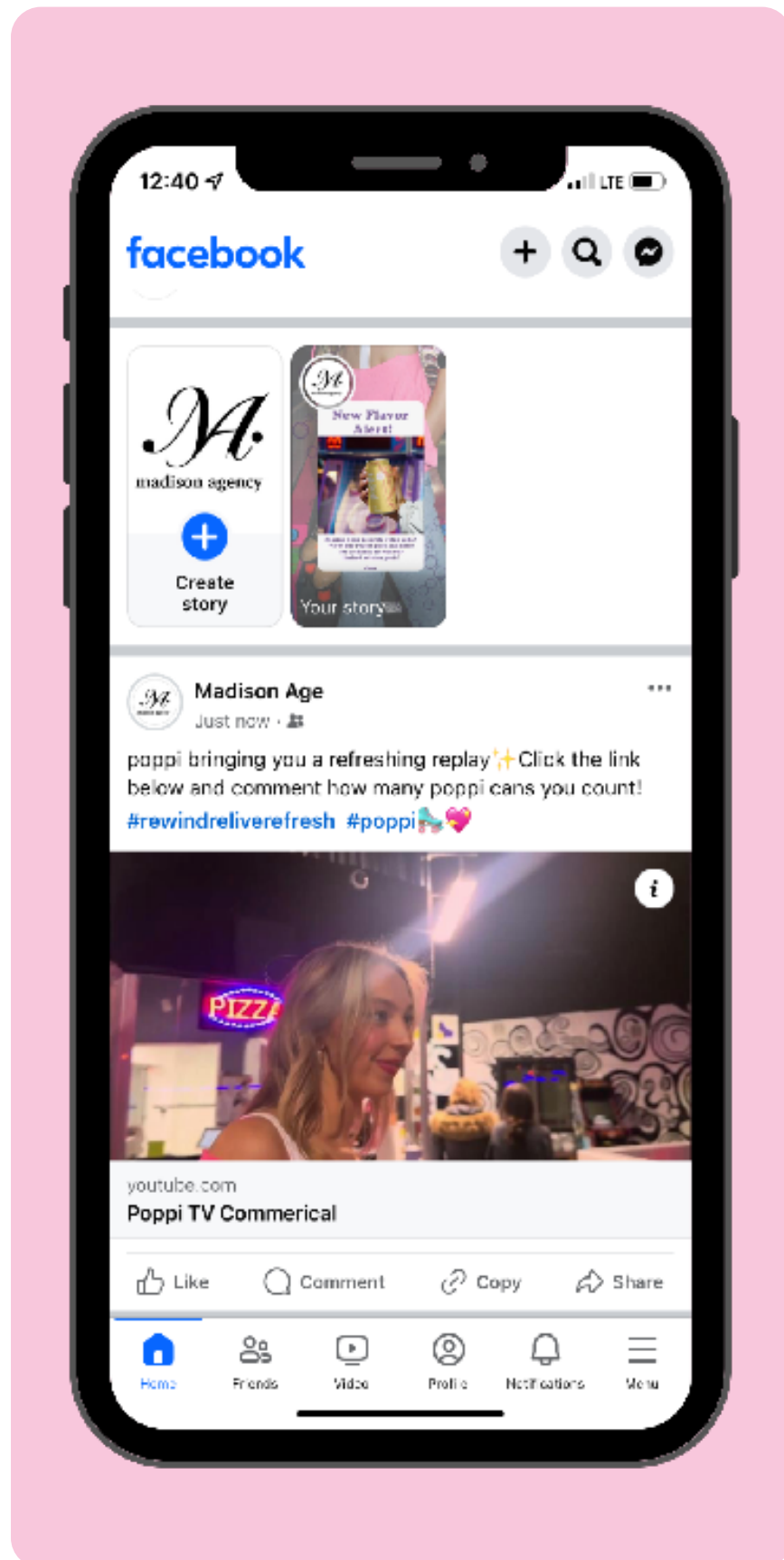
We used the GIF post as a fun way to catch our viewers' eye with Wendy Williams and get them excited about the new flavor

We created the poll to not only generate user interaction with the brand but also to get them to associate poppi flavors with the “good ole days”

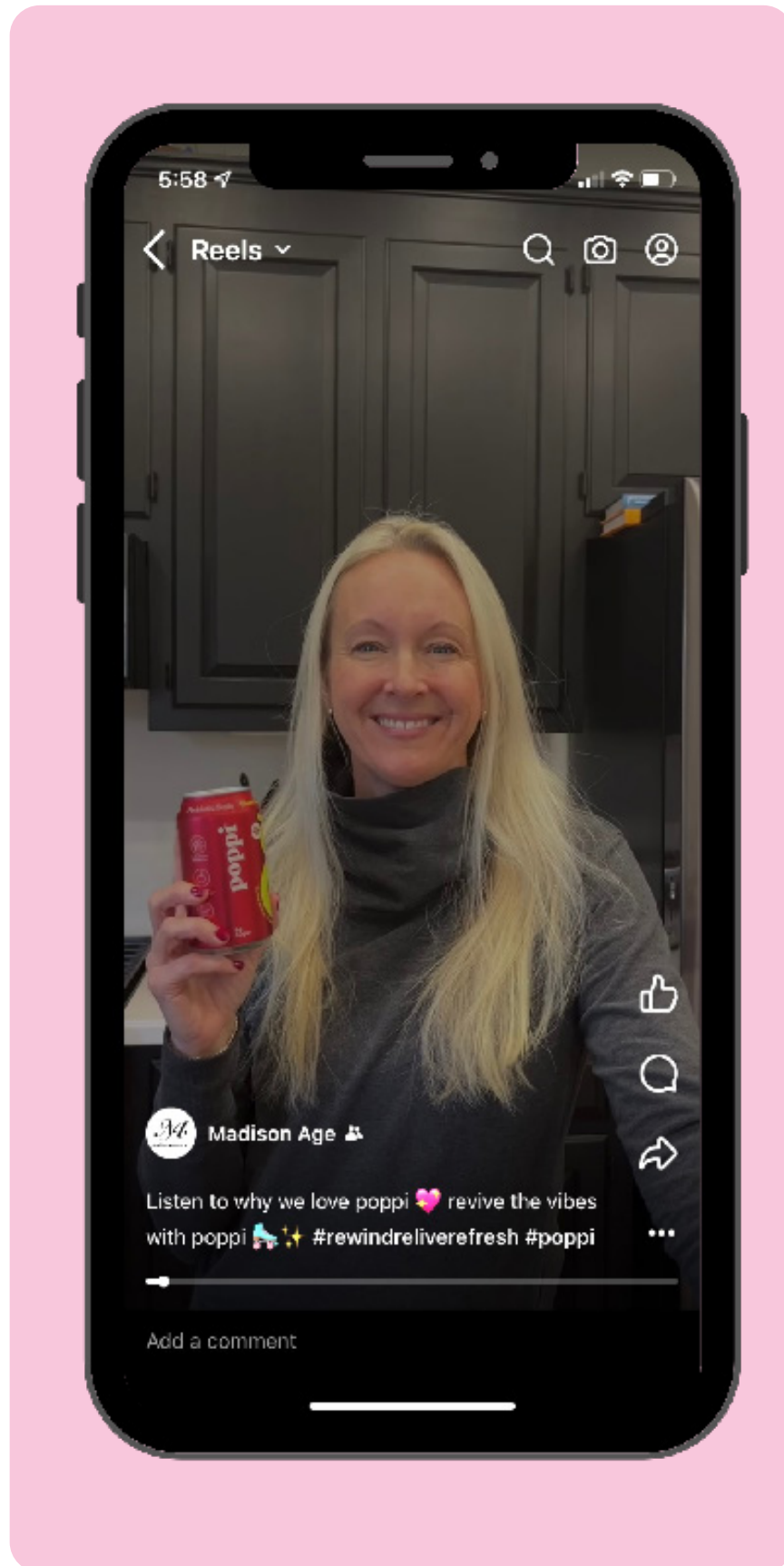
We used “guess the 80s song” post as a giveaway post to produce viewer interaction with the post and encourage them to reflect on the past.

Finally, we linked a clip to our viral video to not only start a new viral trend which will bring more traffic to the poppi brand but also help our audience see all the fun they can have with poppi.

# facebook: video

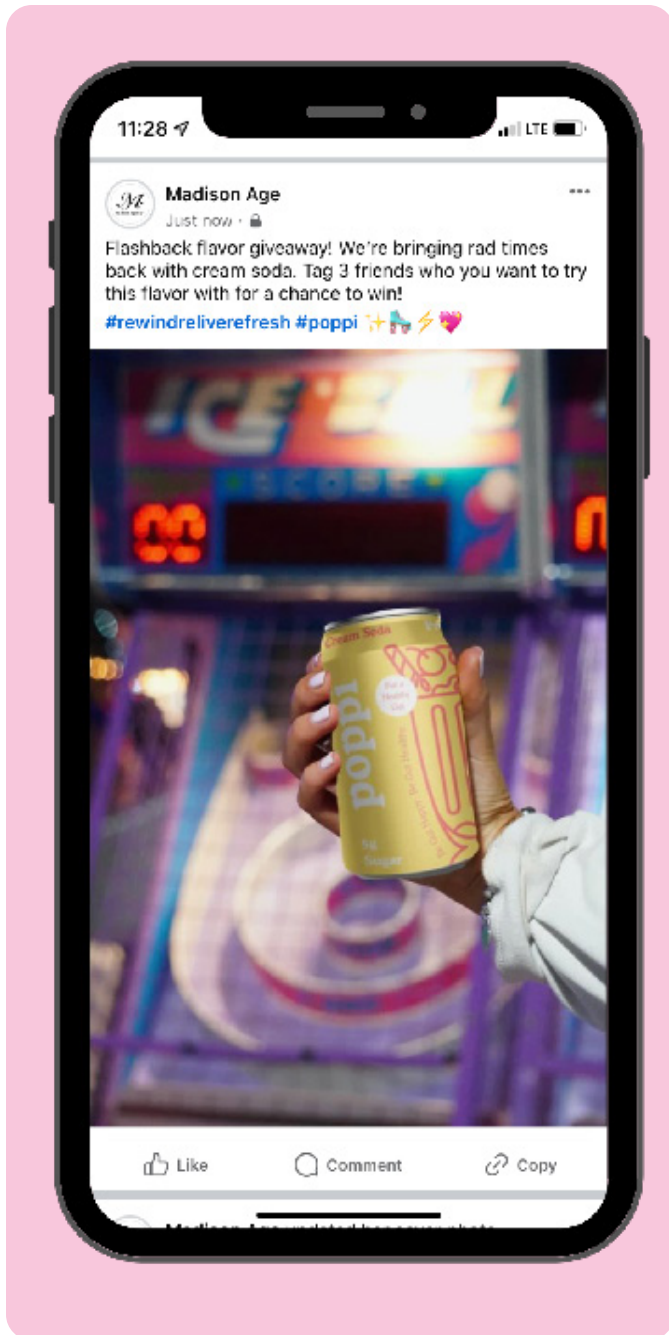


# facebook: reel

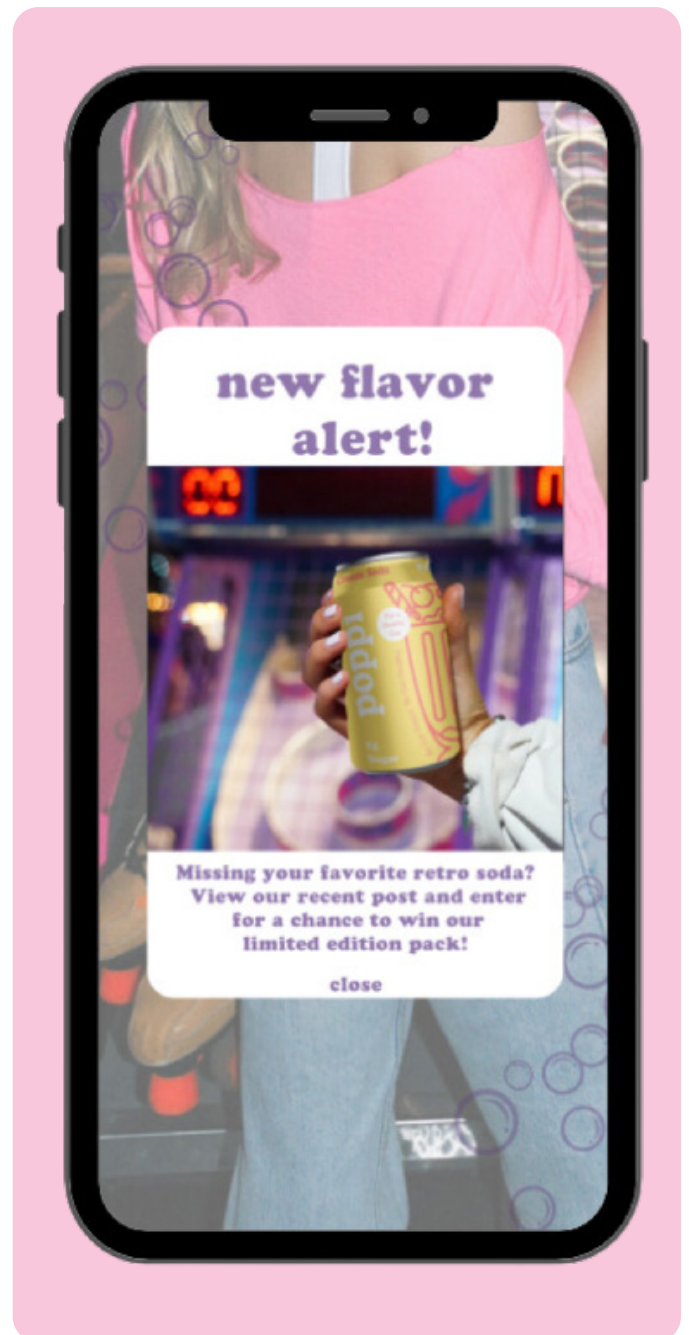


# facebook: giveaway

## post



## story





# facebook: product placement



# rationale



We chose Facebook as one of our platforms because this is the site that is popular among our target audience. This platform also gives us a variety of ways to advertise and promote our product through posts, stories, videos, and reels.

Specifically on Facebook, we want to make a post giveaway featuring our new flavor, a story promoting the giveaway post, a reel testimonial from a Gen X user, a video clip from our tv commercial, and a product placement post of poppi in an 80s environment.

We created the giveaway post and story for our new flavor to create user interaction and to bring awareness to the new 80s flavor for poppi.

We posted a reel testimonial so that our target audience could hear directly from someone in their specific demographic on how the soda has benefited them to gain brand loyalty.

We linked a video clip from our tv commercial to generate more views on our commercial, create interaction with the post, and give them a visual representation of how poppi can make them feel.

Finally, we did a product placement post to directly tie our brand to the 80s theme by creatively placing a poppi soda in the ball slot in an arcade game.





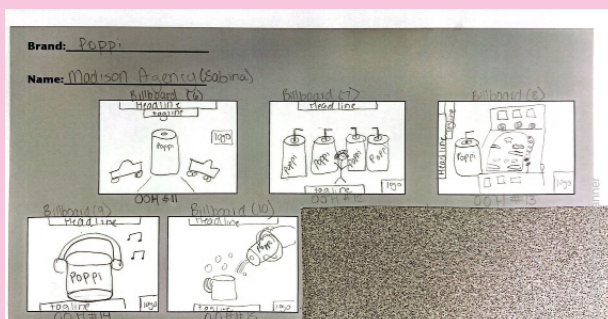
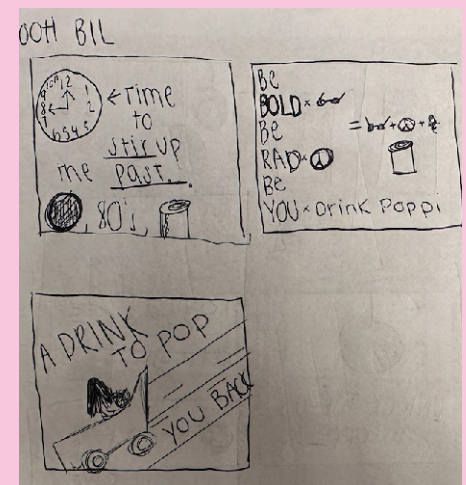
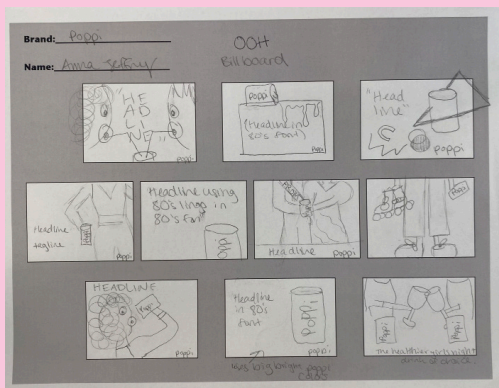
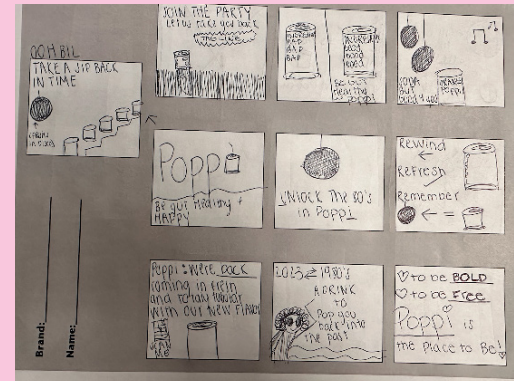
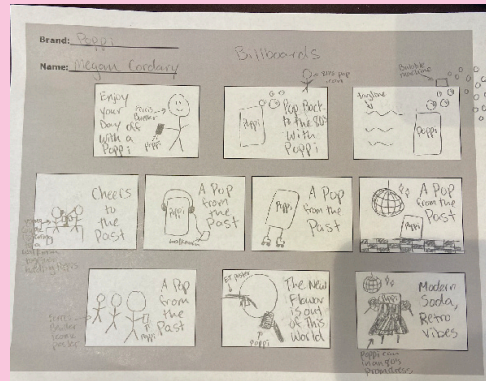
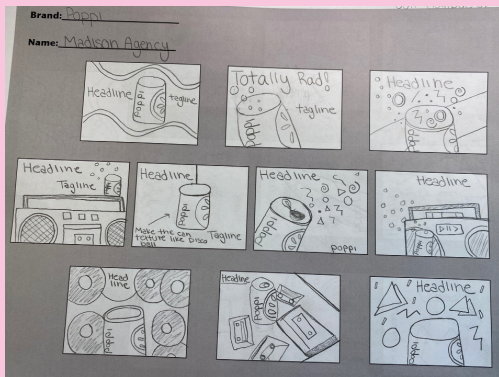
**out of home  
(ooh) ads**



# thumbnails

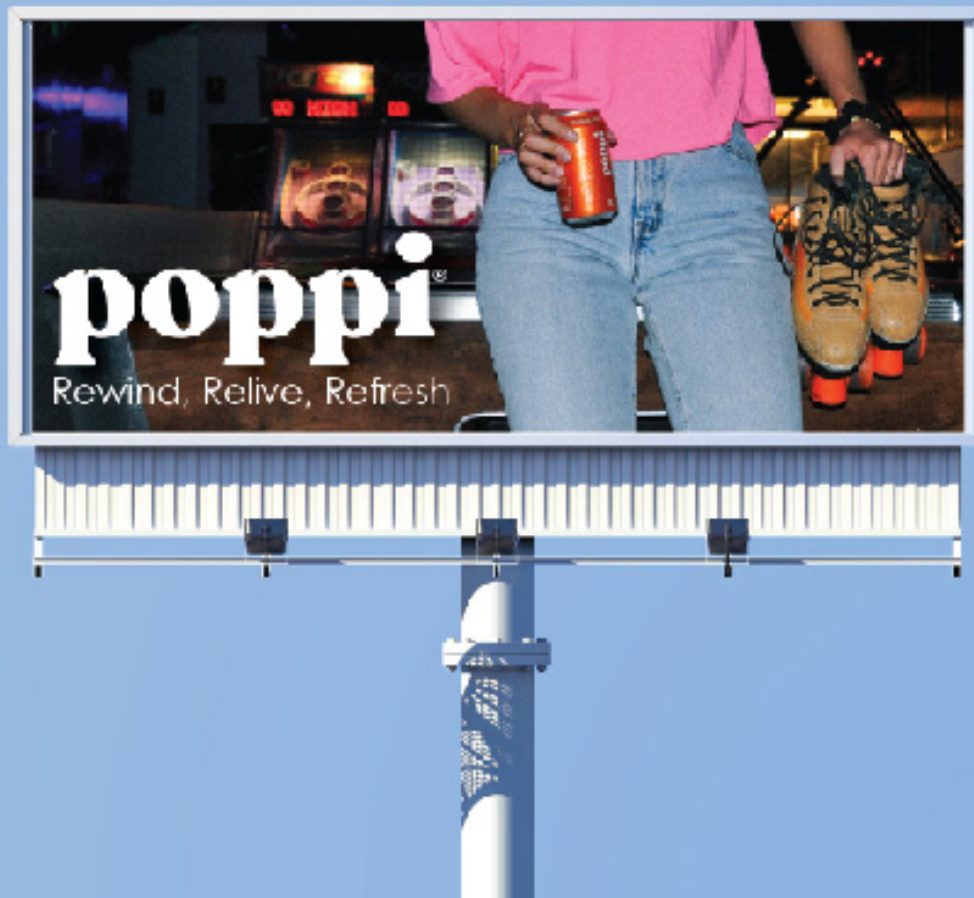
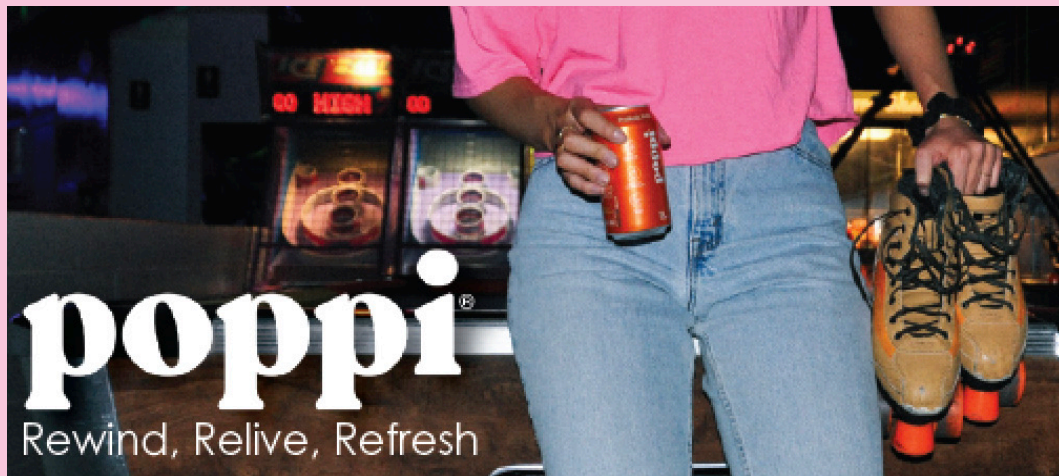
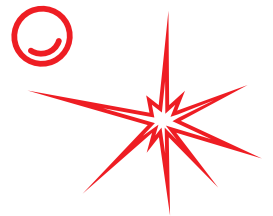


## billboard:



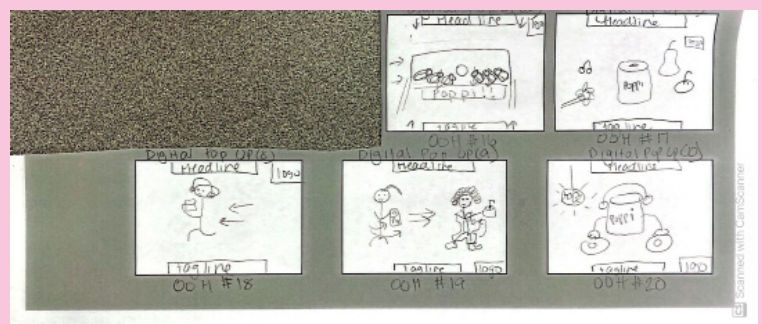
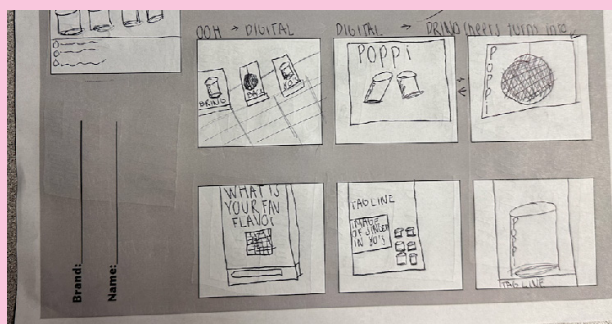
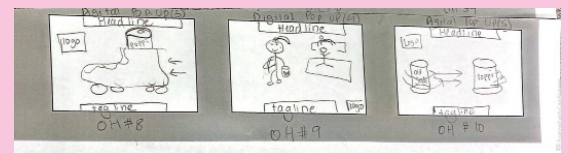
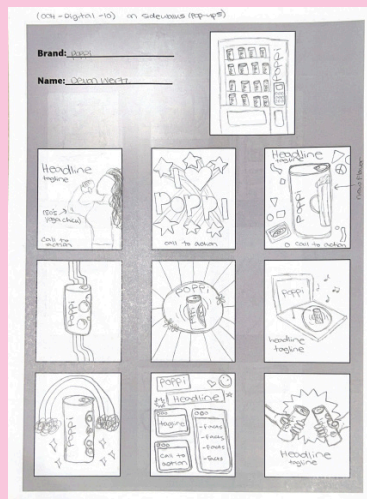
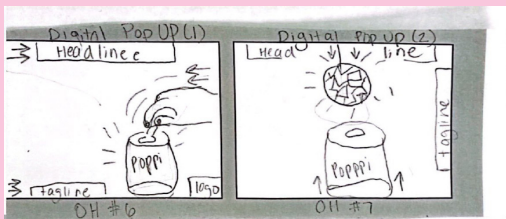
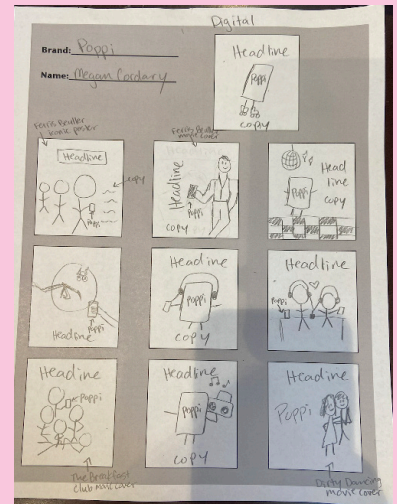
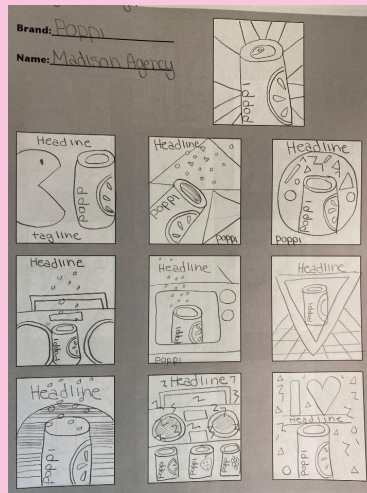
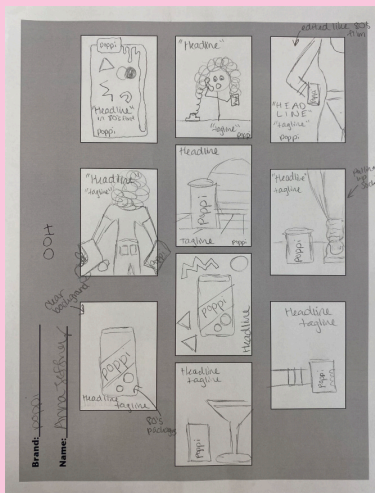


# billboard



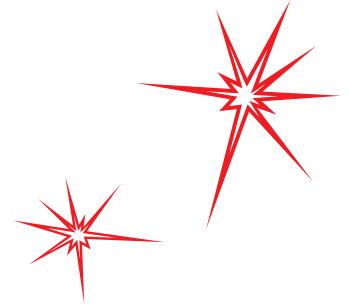
# thumbnails

## digital:





# digital





# rationale



## Billboard:

For our billboard we want our target audience of Gen Z to be intrigued by the sense of nostalgia this advertisement brings them.

## Digital Ad:

Women born between the mid-'60s and the early '80s, known as Generation X, value nostalgic characteristics from the 1980s. We feel that placing the women's 80's theme inspired work out set beside a poppi will ensure our target's attention without forcing the product in their face. By associating the product with working out, we want customers to understand that it is a great after-workout beverage that will bring you back to life.

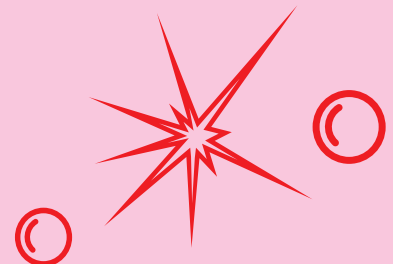


**viral video**



# brainstorming

## mind map



# video script



A young woman is getting ready at her desk. She uses poppi cans as rollers and leaves them in her hair while she does her makeup and finishes getting ready. She drinks poppi as she is getting ready and happy as the song plays in the back. She takes the cans out and is ready to go from the poppi.

30 Seconds

Script:

## Video

GIRL PLACES POPPI CANS IN FRONT OF HER

SHE STARTS PUTTING CANS OF POPPI IN HER HAIR AS ROLLERS

SHE TAKES A SIP OF POPPI ONCE SHE HAS ALL OF THE 'ROLLERS' IN HER HAIR

SHE STARTS TO PUT ON MAKEUP WHILE SHE WAITS FOR HER HAIR TO BE CURLED FROM THE POPPI CANS

SHE TAKES ANOTHER SIP OF POPPI WHILE GETTING READY

SHE POSES IN THE CAMERA TO SHOW HER HAIR AND MAKEUP

SHE TAKES THE CANS OF POPPI OUT OF HER HAIR ONE BY ONE

SHE HAIRSPRAYS HER HAIR ONCE ALL

## Audio

FADE IN: "GIRLS JUST WANT TO HAVE FUN" STARTS PLAYING

OF THE CANS ARE OUT

SHE FLIPS HER HAIR AND WHEN SHE FLIPS BACK UP SHE IS IN A NEW OUTFIT

SHE GETS UP FROM THE TABLE AND A POPPI OF CAN IS LEFT SITTING ON THE DESK

ENDS WITH HEADLINE POPING UP ON THE SCREEN NEXT TO THE POPPI CAN

FADE OUT: "GIRLS JUST WANT TO HAVE FUN"





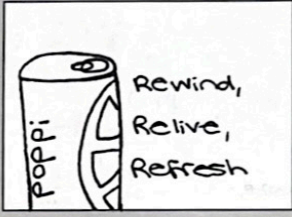
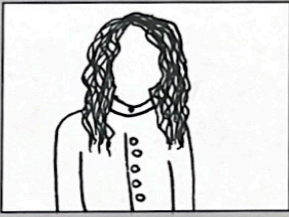





# video storyboard



Brand: poppi viral video

Name: Devon Wertz

\*Fade in music\*



\*Fade out music\*



# key frame



## rationale

"Girls Just Want to Have poppi." The idea behind this advertisement is to show Gen X women that if they feel good, they can look good. To do this, a video ad will be created showing a young girl getting ready while using poppi cans as rollers to do her hair. The video will show her doing her hair and getting ready while using and drinking poppi. In the end, when she is finished getting ready, she will look at the camera, take a sip of poppi, set it down, and walk away from the screen leaving just the poppi can on the table. Our copy will then pop up next to the can on the screen. "Girls Just Want to Have Fun" will be playing in the background of the video. The idea behind this is to show that poppi can make you feel young and fresh and take you back to those days in your youth when rollers were a part of your everyday routine.

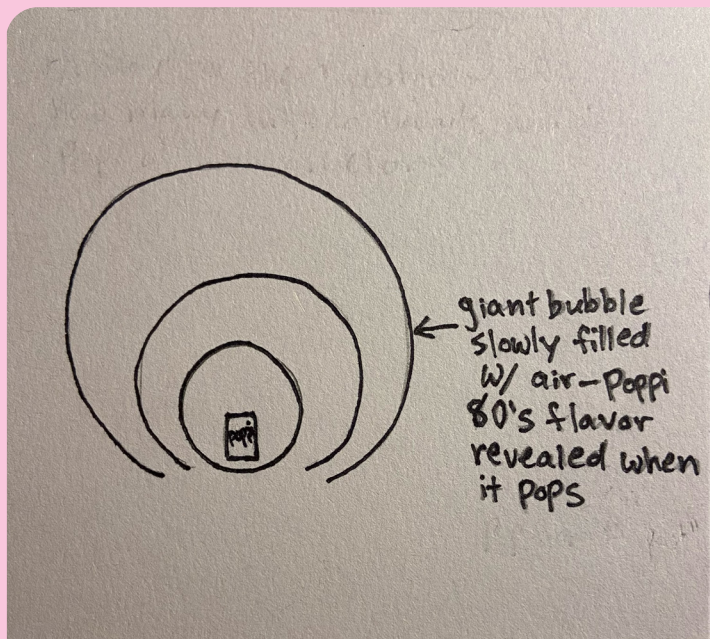
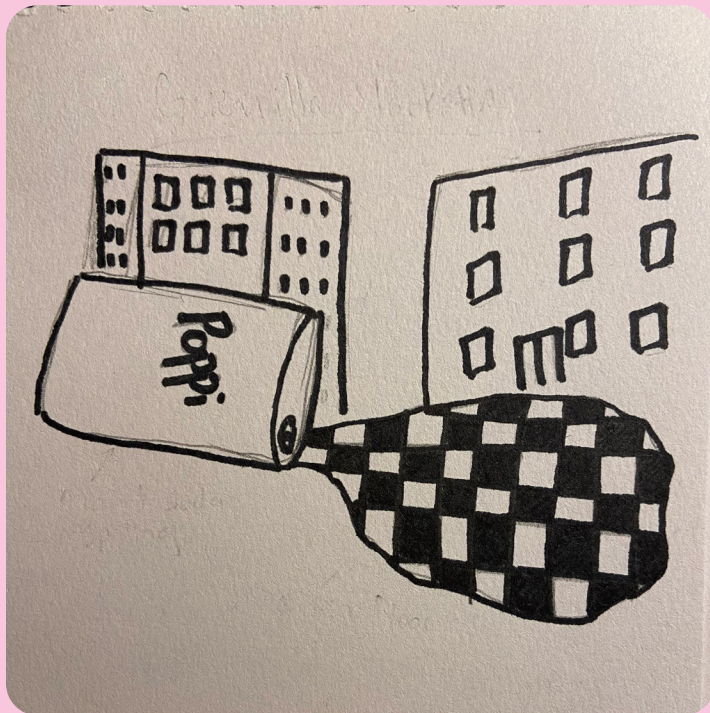
In terms of advertising this video, it will be featured on social media platforms, such as Threads where users can easily share it with one another. We selected this image as our key frame because it shows the whole look with using the poppi cans as hair rollers and brings in the brand with the girl drinking from an actual poppi can.



**guerrilla  
marketing**

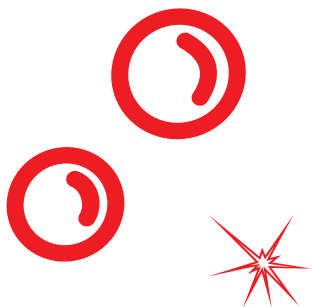


# thumbnails ©©





# mock-up



# rationale



poppi is fun, its bright, its vibrant and its loud. So for our guerrilla marketing ad we wanted to do something that matched those vibes while also creating an interactive experience for those who will pass it by. For this ad we will place a giant pink boom box in several cities including downtown D.C., Jennifer Davis' hometown. On the boombox poppi will be written on the side of it and next to the boom box will be a stack of cassette tapes of 80s music that people can put in themselves into the boom box. By giving people the option to choose the songs they want to listen to we are allowing them to interact with the fun 80s side of our campaign and bring awareness to our brand. The bright pink boom box will also stand out in the city street and catch peoples eyes.



**branded product  
placement (bbp)**



# bbp scripts



1.

RED OAKS S1 E2 "DOUBLES" (original script)  
Shooting Location: Fitness studio at country club  
Director: David Gordon Green  
Actors: Josh Meyers (Barry), Gage Golightly (Karen)

Video	Audio
(SFX:UPBEAT POP MUSIC PLAYING QUIETLY IN BACKGROUND)	
KAREN FOLDS TOWELS IN STUDIO	
CAMERA TILTS FROM TOWELS TO KAREN	
BARRY WALKS THROUGH DOOR WITH DRINK IN HAND & CAMERA AROUND NECK	BARRY: Hey Foxy
MS OF BARRY	
KAREN TURNS HEAD TOWARDS DOOR & SMILES	
MS OF KAREN	KAREN: Hi
BARRY HOLDS UP DRINK	BARRY: I brought you an orange Julius
MS OF BARRY	
BARRY WALKS TOWARDS KAREN WITH DRINK	
CAMERA PANS LEFT TO KAREN	
KAREN STOPS FOLDING TOWELS	KAREN: That was really sweet of you, you didnt have to do that!
WS OF KAREN	
KAREN GETS UP & WALKS TOWARD BARRY	
CAMERA PANS RIGHT TOWARDS BARRY	BARRY: Full day's supply of vitamin C
BARRY HANDS KAREN DRINK	
MS OF BARRY	

BARRY HANDS DRINK TO KAREN	
CAMERA PANS TO KAREN	KAREN: Well thanks
KAREN TAKES DRINK FROM BARRY TAKES SIP & SMILES	KAREN: Mmm this is really good!
MS OF KAREN	
(SFX:MUSIC CONTINUES PLAYING IN BACKGROUND)	

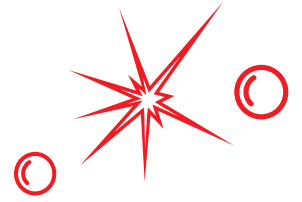
2.

RED OAKS S1 E2 "DOUBLES" (edited script)  
Shooting Location: Fitness studio at country club  
Director: David Gordon Green  
Actors: Josh Meyers (Barry), Gage Golightly (Karen)

Video	Audio
(SFX:UPBEAT POP MUSIC PLAYING QUIETLY IN BACKGROUND)	
KAREN FOLDS TOWELS IN STUDIO	
CAMERA TILTS FROM TOWELS TO KAREN	
BARRY WALKS THROUGH DOOR WITH DRINK IN HAND & CAMERA AROUND NECK	BARRY: Hey Foxy
MS OF BARRY	
KAREN TURNS HEAD TOWARDS DOOR & SMILES	
MS OF KAREN	KAREN: Hi
BARRY HOLDS UP DRINK	BARRY: I brought you a Pops
MS OF BARRY	
BARRY WALKS TOWARDS KAREN WITH DRINK	
CAMERA PANS LEFT TO KAREN	
KAREN STOPS FOLDING TOWELS	
WS OF KAREN	
KAREN GETS UP & WALKS TOWARD BARRY	KAREN: That was really sweet of you, you didn't have to do that!
CAMERA PANS RIGHT TOWARDS BARRY	
BARRY HANDS KAREN DRINK	
MS OF BARRY	
BARRY HANDS DRINK TO KAREN	BARRY: Thought that you could use a pick me up
CAMERA PANS TO KAREN	
KAREN TAKES DRINK FROM BARRY TAKES SIP & SMILES	KAREN: Well thanks
MS OF KAREN	KAREN: Mmm this is really good!
(SFX:MUSIC CONTINUES PLAYING IN BACKGROUND)	



# visuals



# rationale



For our branded product placement, we selected the television show Red Oaks. Red Oaks is a television series set at a country club in the 80's. The show aired in 2014 on Prime video. We chose this tv show because it is set in the 80's. Our campaigns big idea is that poppi is a refreshing prebiotic soda that will remind you of more vibrant times. To create the feeling of nostalgia and vibrant times, our advertisements embody the eighties through bright colors, clothes, and music. Red Oaks is a popular show for young adults and older, rated 18+. Our target audience gen X women, can relate to the ideas and themes throughout the show because they lived this time period. The music in the show, cars, and clothes helps to emphasize the 80's nostalgia that connects to our campaign. Throughout the show at the country club different drinks are constantly being served to members which allows for smooth and discrete product placement for poppi.





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#### Guerilla Ad 1

A can of Poppi soda next to the giant pink boombox and cassette tapes in the cityscape. Image generated with the prompt "Poppi soda campaign featuring a can of poppi soda next to a giant pink boombox in the center of the city, with 'Poppi' written on its side and a set of colorful cassette tapes next to it" by OpenAi, ChatGPT, 2023 (<https://chat.openai.com/c/1921d953-1fa7-4be2-9afb-26bd45fc638b>)



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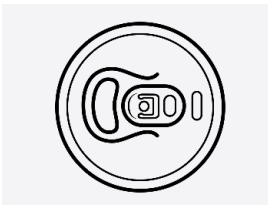
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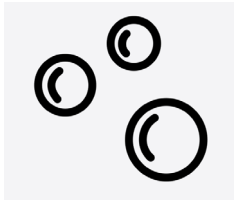
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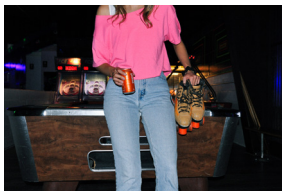
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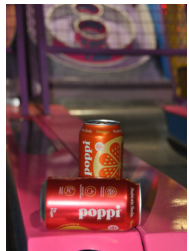




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