

OLIPO

A NEW KIND OF SODA



Anna Kuell



BRAND OVERVIEW

- ★ Launched in 2018 → “*A New Kind of Soda*”
- ★ Healthy alternative to traditional sodas
 - 2-5g sugar, 9g plant fiber, botanicals, & prebiotics
- ★ Competitors: Poppi, Culture Pop, & traditional sodas
- ★ Key publics: Health-conscious Gen-Z & Millennials



Mission

“LIFE IS TOO SHORT NOT TO ENJOY IT, AND TOO LONG TO SPOIL IT. WE CAN HAVE OUR SWEET CRAVINGS WITHOUT SACRIFICING OUR HEALTH. SODA IS A SHORTCUT WITH NO LONG TERM BENEFITS. OLIPOP IS AN OFF RAMP TO A HEALTHY AND DELICIOUS EXPERIENCE.”



Social Media Analysis

January 8th - February 11th



drinkolipop

1,227 posts | 266K followers | 1,939 following

OLIPOP

drinkolipop

Food & beverage

- A new kind of soda™
- 2-5g of sugar, 9g of fiber
- In the fridge @walmart @target @wholefoods... more
- linktr.ee/drinkolipop

Following | Message | Shop

TikTok | Flavors | Dietitians | Investors | About

@drinkolipop

912 Following | 393.5K Followers | 2.1M Likes

Message

A new kind of soda

- 2-5g of sugar, 9g of fiber
- @walmart @target @wholefoods
- <https://linktr.ee/drinkolipop>

Shop | Instagram

Ginger Ale | Watermelon Lime | Lemo

INSTAGRAM

★ 1,939 total posts → Posted 16 times during observation, averaging one post every two days

★ 4.76% increase in followers → started with 252k, ended with 266k

★ 3.27% engagement rate

★ #olipop, #newkindofsoda, #prebioticsoda, #guthealth, and #mocktail

★ Giveaways, aesthetic, spoofs/memes





TIKTOK

- ★ 2.1 million likes total
- ★ Posted 22 times → averaging one post every 1.5 days
- ★ 16.97% increase in followers → started with 336.4k, ended with 393.5k
- ★ 7.82% average view rate
- ★ Same hashtags
- ★ Tutorials and viral trends

ONE WAY COMMUNICATION

★ High quality images with caption such as: *“POV you find out OLIPOP is now being sold at Aldi (CA and TX) so you roll up with your bestie to grab some before the weekend”*

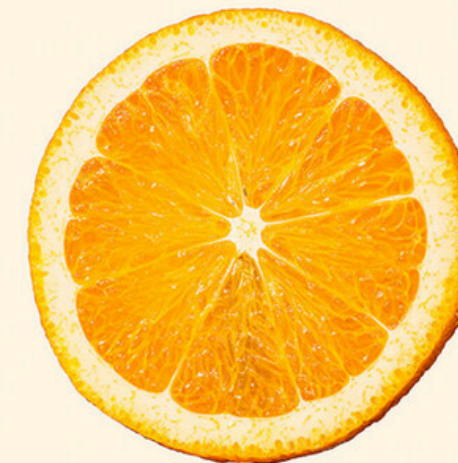
★ Tutorials on how consumers can use OLIPOP to create mocktails or other beverages

★ Initiated by the organization, serve to inform publics with truthful and relevant information about their product

★ Consistent branding

★ Social media trends

★ Health benefits



TWO-WAY COMMUNICATION

- ★ Frequent giveaways (IG) → 3 during observation period
- ★ Captions such as, *"tag someone you want to recreate this with"* or *"Tag ur boss a\$\$ besties who absolutely hate feelings but jadore responsibilities"*
- ★ Asking followers to comment their favorite flavor or way to drink OLIPOP
- ★ Reposting customer content (IG stories, TikTok reposts)
- ★ Third party credibility
- ★ UGC campaigns
- ★ Influencers & celebrities (#olipoppartner)



In-House Creators, Product Placement, & Trend Participation

- ★ In-House ad agency & in-house content creators
- ★ Stray away from direct promotional content and sales pushes
- ★ Their own take on currently trending TikTok sounds, viral memes, or cultural moments
 - "sleepy_girl_mocktail"
- ★ Reposting content (natural endorsements)
 - Renee Rap OLIPOP press conference moment
- ★ Pop culture spoofs and references
 - OLIPOP daylist





Supports Digestive Health

POP

PLANT POWDER
MICRO

DISCUSSION



OLIPOD™

STRENGTHS

- ★ Successfully integrates social media tactics into their publicity blueprint
- ★ Consistent brand image across all platforms
- ★ Aware of target audience and key consumers

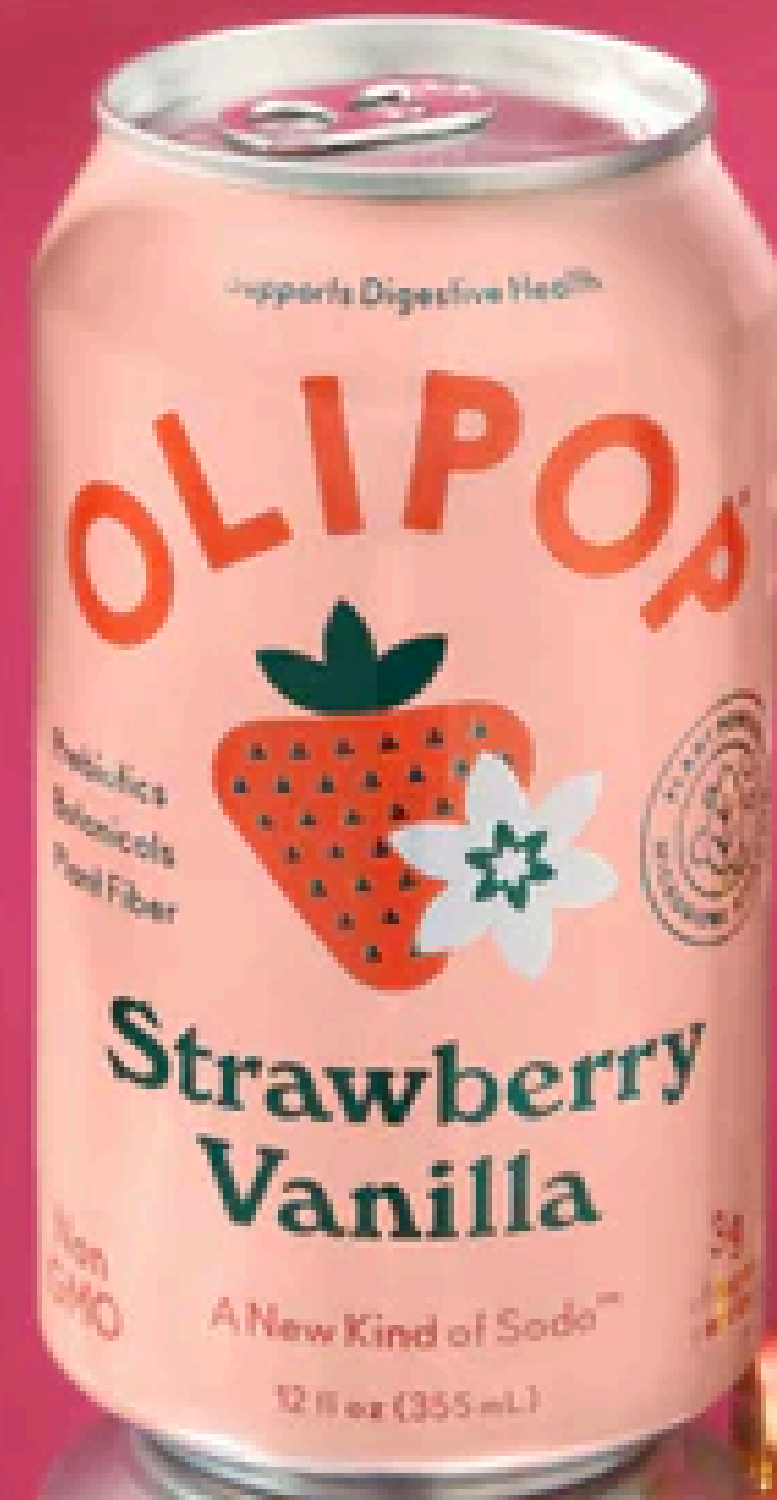
WEAKNESSES

- ★ Too similar to direct competitors → Need a distinguisher
- ★ Saturated market
- ★ Not posting enough or producing enough content

RECOMMENDATIONS

- ★ Character association/mascot (I.E. Duolingo Bird, Tony the Tiger, the Pillsbury Doughboy) → Create a recognizable, friendly forward facing character for the brand
 - A step in the right direction 1 & 2
- ★ Post frequently → Competitors post quicker (when referencing a cultural moment) & more habitually
- ★ High light health benefits more





REFERENCES

INFORMATION

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IMAGES

- **Slide 1:** OLIPOP Learn [image]. <https://drinkolipop.com/pages/our-story..>
- **Slide 2-4, 6-15:** Ficca, C and Luciano D. (2018). [Image]. <https://www.breakmaiden.co/work/olipop>.
- **Slide 5:** OLIPOP Shop [Image] <https://drinkolipop.com/collections/drinks>.

