



OLIPO®

Lily Evans



# Data & Research



## Qualitative Findings



“The drink was all right. I have not been motivated to purchase the same or another flavor.”

“I also don't think you can (or should?) have more than one in a day, but that's me.”

## Quantitative Findings



According to the CDC, around two thirds of Americans have metabolic issues and digestive distress issues.

According to the premiere food and beverage consultancy, 56% of consumers seek out functional beverages to treat or prevent specific conditions .



# Problem

People don't understand the products' benefits and how to properly take advantage of the brand





# Big Idea

A Can A Day

## Big Idea Statement

No matter your relationship with soda, we have the flavor and health benefits you want—all in just one can



# Persona/Target Audience

## Woman 25-35



### Taylor

Taylor is a 25-year-old single woman with a busy corporate job in finance. She values taking care of her body but doesn't always have time, so she looks for products on Amazon that make her life easier.



### Courtney

Courtney, a 35-year-old stay-at-home mom of two, works hard to provide a healthy lifestyle for her kids, often at the expense of her own well-being. She spends the week running errands and is active in a Facebook groups for healthy recipes.



# Mood Board

Solution: Inform customers about how to consume our product in a creative way so they can utilize the health benefits.

gut health is  
the key to  
overall health

Tagline  
One Can. Big Difference.



# HEALTH





# Tactic #1 OOH (Bus Stop)



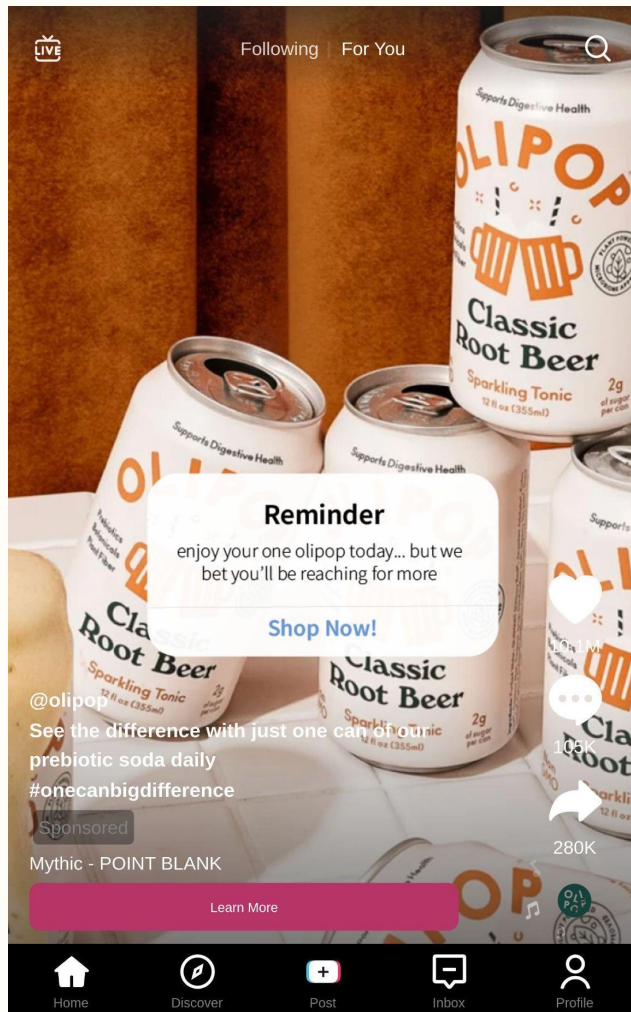


# Tactic #2: Traditional (Print Ad)





# Tactic #3: Social (TikTok)





# Tactic #4: Digital (Banner)



**OLiPOP**

Supports Digestive Health

**Cherry Vanilla**  
Sparkling Tonic  
12 fl oz (355 mL)

**Strawberry Vanilla**  
Sparkling Tonic  
12 fl oz (355 mL)

**Cheers to a happier stomach!**

One Can. Big Difference.

[Learn More](#)





# Tactic #5: Traditional (Print Ad)

