OLIPOP

REPORT



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EXECUTIVE SUMMARY

Throughout the last couple of weeks, we have worked thoroughly to analyze Olipop's advertising strategy, target audience, and potential new customers. We conducted primary and secondary research to evaluate the strengths and weaknesses of Olipop's advertising tactics, create possible marketing approaches, and understand consumer's purchasing habits.



OUR RESEARCH

We started with secondary research by going through the brand's social media platforms and especially analyzing customers' views of the brand. We went through all of Olipop's platforms, hashtags, and their website.

in this we reviewed

- content shared by Olipop
- unsponsored content discussing Olipop shared by users online (websites and social media)
- comments
- tags
- reviews posted online

This gave us valuable insights into consumers' general feel of the brand.

Then, we moved on to primary research by creating a survey that received over 150 replies. Through this, we learned about consumers' lifestyles, what matters to them, and what persuades them to purchase. The survey was live for around a week and a half and was distributed through social media and text messages. We also asked respondents to share it with others.

SOCIAL LISTENING

To better understand who Olipop is and what it stands for, we looked at their social media platforms, such as Instagram and TikTok, to see who their target audience is, how people feel about their content, and the content Olipop shares. Olipop is a part of a more extensive discussion that encompasses the values and beliefs of the younger generations.



@Drinkolipop
Followers: 248K followers
Average Likes Per Post: 4,683

@Drinkolipop
Followers: 319.4K followers
Overall Likes: 1.9 Million likes

Olipop's cans are most commonly featured in lifestyle content, including daily vlogs, what I Eat in Day videos, morning routine videos, product reviews, and influencer sponsorships. Much like matcha lattes have replaced people's daily coffee intake, Olipop has taken the role of replacing everything from cocktails to rootbeer floats, which is what we are seeing a lot of online. The integrity of the prebiotic soda makes it the perfect solution for those who seek to improve their wellness but are unwilling to give up their ritualistic sweet treat.

SOCIAL LISTENING

where can I find the banana cream soda flavor? (@kawawarla)

where can I get the watermelon lime in stores? everywhere I've gone doesn't have it (@knoble222)

@drinkolipop what would I have to do to get a keg of strawberry vanilla? (@marianaladma)

I'm loving the mocktail recipes! please share more for us cutting out the alcohol (@carliefoessel)



FOR BETTER AND FOR WORSE

The discussions surrounding Olipop on social media platforms, including Instagram and TikTok, are mostly positive. The concept and aesthetic behind the brand fit in really well with the mindset of its audience, and the product itself can be easily incorporated into their daily lives, which has provoked its popularity. Many find the taste and the macros appealing and look forward to taste-testing the latest flavors.

On the other hand, the prebiotic soda is only for some! As expected, many are loyal to the original taste of classic soft drinks. Similarly, only some people are concerned with the contents of a yummy beverage or its health benefits. And, of course, some skeptics doubt that this promotes health. The final arguments we see have to do with the digestive properties that the soda has, especially for those not used to consuming gut-health-friendly drinks.



Horrible stomach pains, bloating, and lack of appetite the day after drinking one (@jesshowlr)

I NEED OLIPOP APPLE CRISP ONLINE TO BUY AND HOARD FOR THE REST OF MY LIFE PLEASE (@haygiggles)

PLEASE I WOULD GIVE MY FIRST BORN AND MY LEFT LEG FOR THIS (@maxidelreey)

Olipop is so good I hope it continues to get the recognition it deserves (@desagh00sted)

QUALITATIVE RESEARCH

METHODOLOGY

On September 28, 2023 we worked together to create an interview guide with 30 questions. Then between September 28 - October 3 of 2023 each member of the Bee Research Group conducted an interview with one person (resulting in 5 interviews being conducted) over Zoom.

These interviews lasted between 20 to 30 minutes.

The interviews were conducted with the purpose of gaining insight into what values Olipop's target audiences has and how the insights collected can help us improve campaigns and strategies in the future. Through seeking this information we can understand our target audience's knowledge of the brand, if Olipop is having success with their current campaigns, and how they can improve their successes. Finally, knowing what people feel about our brand based on their own experiences with the brand and the ads that we show them can help us clarify and refine who our audience is, if our target audience is being reached, and if there are any specific similarities in our audience



QUALITATIVE FINDINGS

with individuals who we perceived as Olipop's target audience and gave us context about social, cultural, and environmental factors which we weren't aware of from our preliminary social media findings and quantitative research

Packaging and product play an important role in the purchasing decisions of consumers

★★★★★ 5 out of 5 interviewees said they were influenced by the packaging

" The packaging has a trendy look to it, which invites people in and I am curious to try the product now."

Participants would pay more for Olipop as opposed to traditional sodas because the health value outweighs the cost difference

★★★★★ 4 out of 5 interviewees said they would spend a premium for a healthier option

"It's definitely more pricey, but I think if it has to do with improving my health, I'm fine with spending more."

Olipop consumers are motivated to have a healthy lifestyle and are willing to change their current habits to improve their health

★★★★★ 4 out of 5 interviewees said they wanted to change their habits to be healthier

" It's 2023 I think a lot of girls are into their self-care/ healthy girl eras and having better choices to choose from is definitely a big help."

QUANTITATIVE RESEARCH

METHODOLOGY



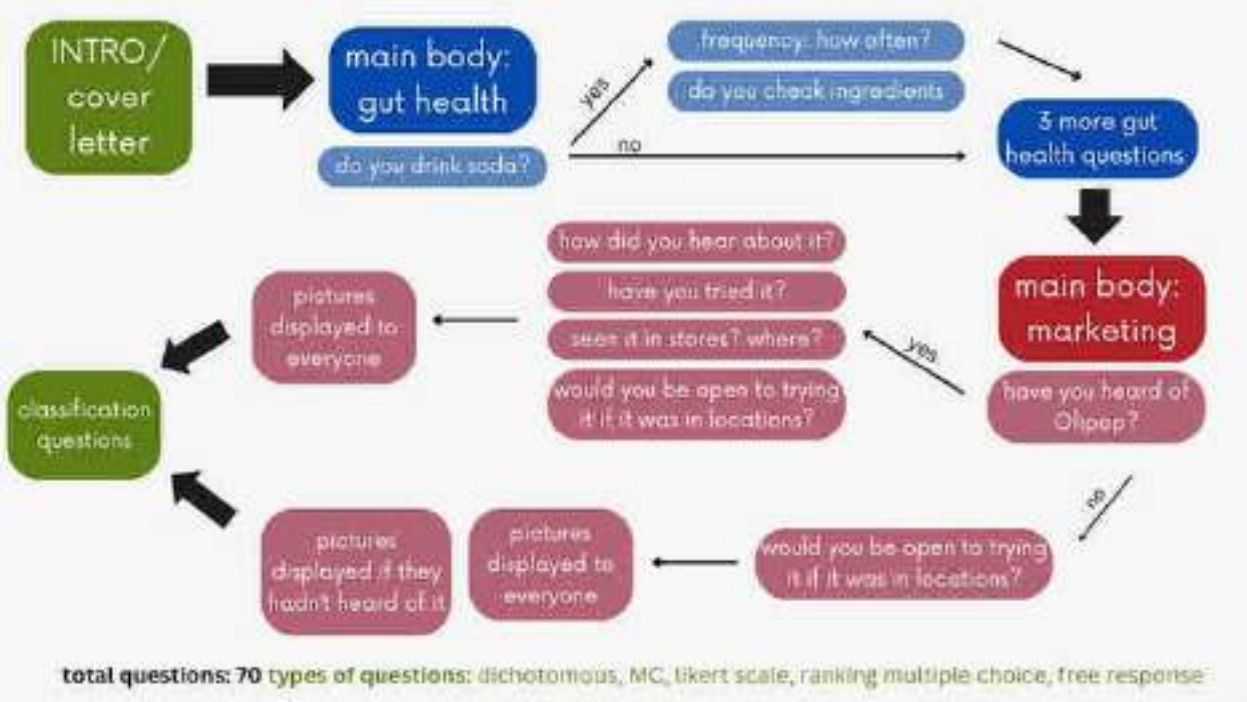


On November 28, 2023 we created an online survey using Qualtrics. Our survey had a total of 70 questions. We decided to have no screening so that we could get more respondents and more insights about how the general public feels about gut health and the marketing of Olipop

The purpose of survey was to research how consumers feel about gut health and the marketing of Olipop. These topics allowed us to inquire how consumers feel about the healthier style of soda, Olipop and are essential to better understand our target audience and how important a healthy lifestyle is to them. This survey was then distributed to the public using convenience and snowball sampling. We posted the online survey we made to our social media accounts and reached out to people we knew to take the survey. After they took the survey, we encouraged them to share the survey with more people.

We gathered a total of **155** participants. Majority of our participants were living in California, with **63%** of participants identified as females, **35%** identified as male, and **3%** of participants identified as nonbinary. We also found with this survey that **52%** of participants were between the ages **18-24**, causing us to understand that our participants were mostly college students.

METHODOLOGY CONTINUED



Our survey had a total of 70 questions. We decided to have no screening so that we could get more respondents and more insights about how the general public feels about gut health and the marketing of Olipop

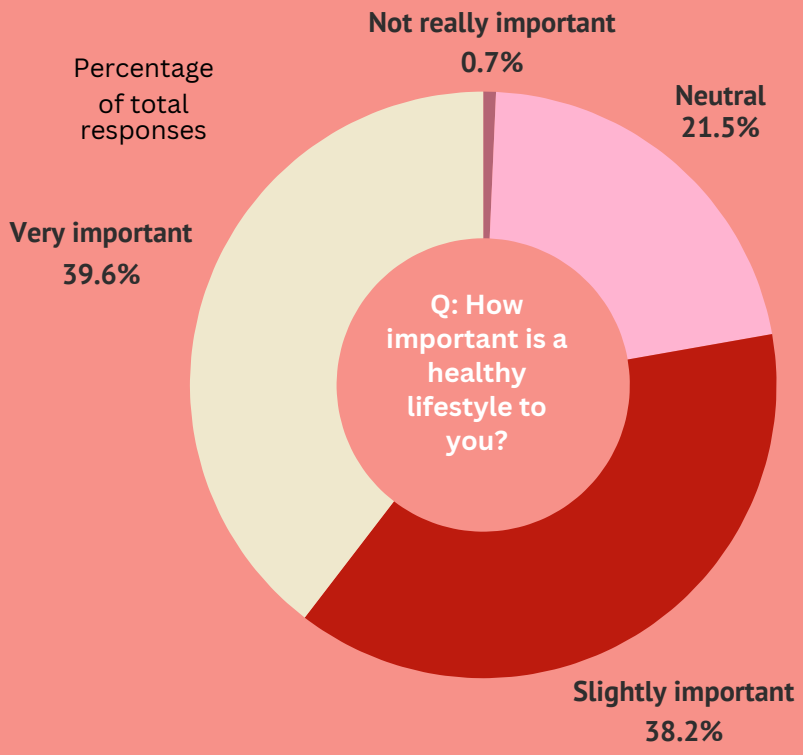
The survey started with our gut health main body set of questions. These questions were regarding participant's daily habits that relate to their health. This included some questions asking about their daily eating habits, how often they exercise, and if they have any underlying health conditions. One of our gut health related questions asked if they drink soda. If participants answered yes, they were to be directed towards a set of questions that ask how frequently they drink soda and if they, and if they pay attention to the nutrition labels on the food and drink products that they consume.

Once participants finished answering the first main body questions regarding gut health, all participants were then moved to the marketing main body. This second main body questions asked questions about whether or not they have heard Olipop, if they have ever tried the drink, if they have seen it in stores, and how they felt about the advertisements that Olipop posts on their social media account.

In this main body portion, we also asked what Olipop flavors seemed the most appealing to drink and how certain types of advertisements, such as seasonal flavor advertisements, social media trends, and videos about gut health, were the most appealing to participants.

After these sets of questions, they were asked classification questions, such as their gender identity, age group, ethnicity, and zip code, allowing us to understand how the topics gut health and Olipop appeal to various demographics.

QUANTITATIVE FINDINGS



67% of respondents said they engage in healthy and daily behaviors such as exercising, drinking the needed amount of water, and partaking in stress management

Only 37% said that they take supplements for their health

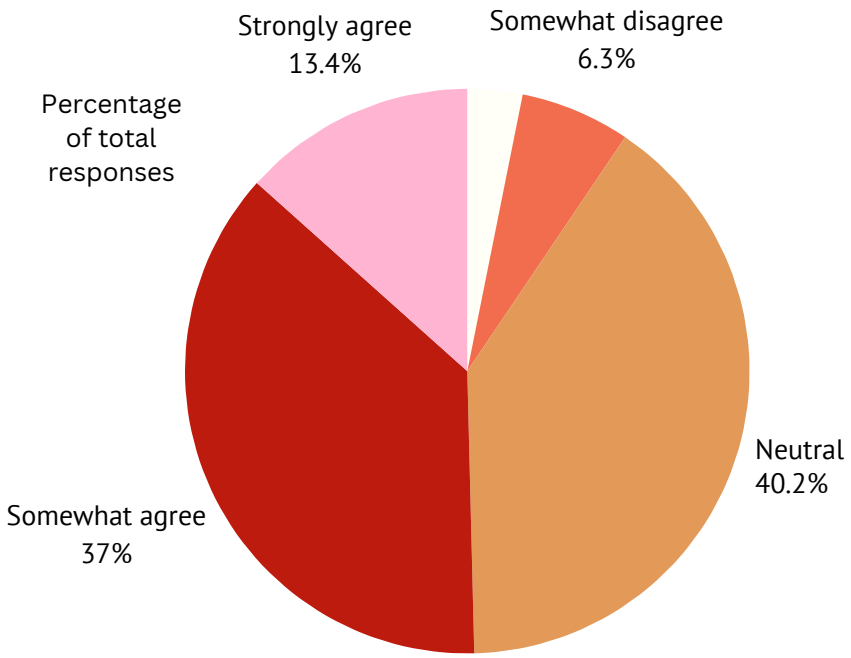
Based on these percentages, we can see that people who are from the ages of 18-24 are health conscious and care a lot about their overall gut health and are finding ways to take care of their health. This can be an advantage for Olipop to continue in marketing towards young adults, since the company is pushing for better gut health and how it is a healthier alternative towards sodas.

50% said they would be open to trying Olipop in new locations

40% said they have a neutral opinion about Olipop expanding to other selling locations

This suggests that if Olipop were to be offered in different locations, then it could possibly gain more consumers of the drink, yet it only has a 50% chance of making a change to Olipop's consumer market.

Q: How much do you agree with this statement?
"I would be open to trying Olipop products if they were available in other locations (such as restaurants, other grocery stores, gyms)"



QUANTITATIVE FINDINGS CONTINUED



Lastly, we found that 59% of participants said they were "somewhat interested" in trying Olipop after seeing visuals of the product.

The visuals we showed in the survey consisted of posts relating to gut health, Olipop cocktails, and seasonal promotions. This percentage shows that these posts do have a positive impact towards Olipop's target market, which in this case is young adults.

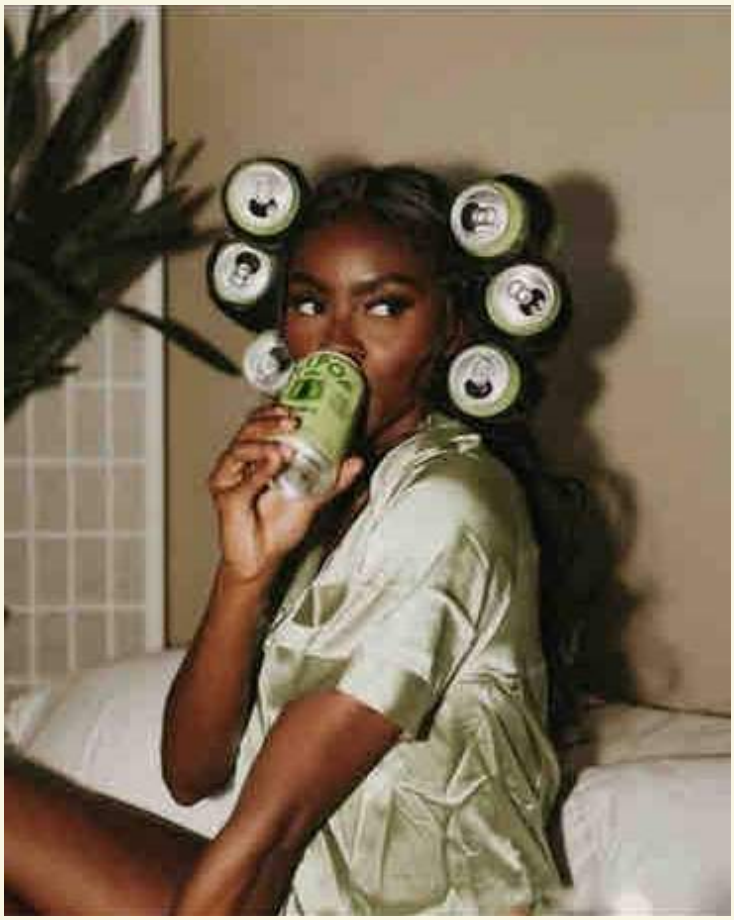
CONCLUSION

USP PROPOSAL

Olipop is a visually compelling probiotic soda that seamlessly integrates familiar flavors with gut-friendly, health-promoting ingredients

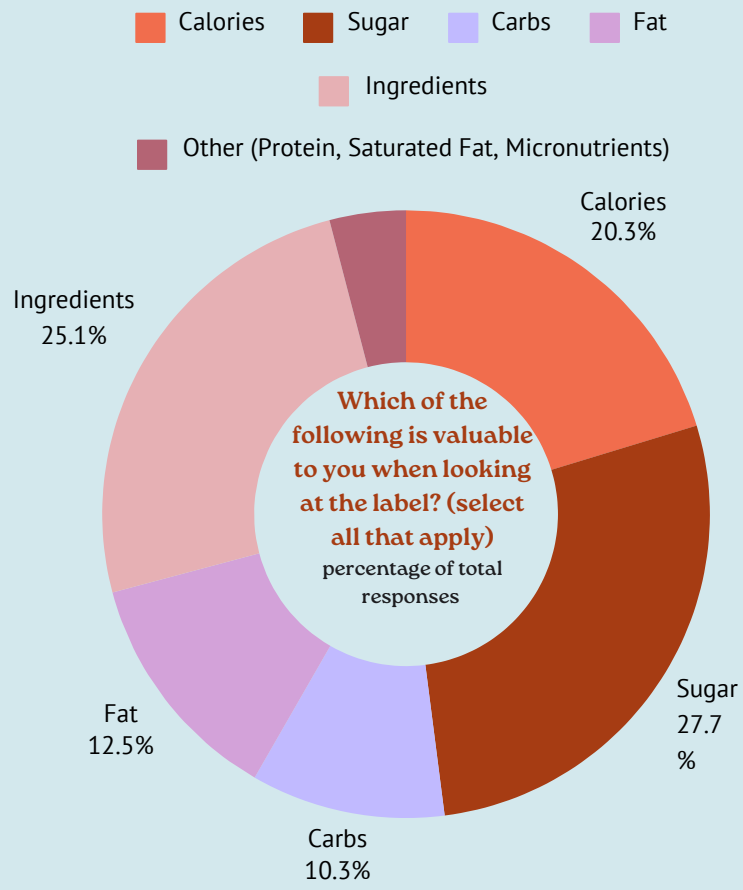
RESEARCH BASED INSIGHT

Based on our research findings, we have curated a list of strategic insights tailored to our client's future branding and advertising initiatives.



Data derived from our interviews and surveys revealed that Olipop generated favorable sentiments among people familiar with its products, particularly its flavor profile, ingredients, and packaging.

We first propose that Olipop increase its visibility by implementing in-store promotions and sampling programs to capitalize on these successes. Things like eye-catching displays and discounts can help promote impulsive purchases, and encouraging trials by offering samples is a great way to create positive initial experiences that drive repeat purchases.



RESEARCH BASED BRAND INSIGHT CONTINUED

Another way we believe Olipop can gain traction is by emphasizing the health benefits of the product. Participants from both our qualitative and quantitative studies confirmed an interest in overall health and well-being. More specifically they shared a concern over nutrition labels and the contents of the food and beverages they consume. A majority of them had also experienced some form of gut-health-related issue signifying the growing relevance of this subject



While maintaining its distinctive aesthetic, Olipop could enhance its market presence by shifting campaigns to have a more educational focus. Accentuating attributes such as low sugar content, quality ingredients, and probiotic properties in advertising would support the health-centric mindset of the target audience. Furthermore, exploring collaborations with healthcare organizations and professionals can instill credibility and alleviate potential consumer skepticism.

FUTURE ADVERTISING & MARKETING



Our final suggestions for Olipop's branding and advertising strategies moving forward, aim to strengthen customer relationships and trust with the brand. With so much variety and options in today's market, consumers have all the power to decide where they want to spend their money. That being said, it is crucial that their loyalties don't go unnoticed.

One way to show appreciation and build on these relationships is to introduce loyalty programs that reward repeat customers with discounts or other incentives. It is also vital that Olipop encourages its customer base to write online articles and reviews on its product.

Our research solidified the tendency of modern consumers to rely on each other's opinions when making purchasing decisions. The company should use all reputable, transparent, user-generated commentary to its advantage. Plus, the more feedback received, the more opportunity for social listening and growth.

Aligned with the brand's core values and reflective of the preferences of its target consumer audience, it is our hope that these insights be used to expand overall brand awareness and foster augmented sales, positioning Olipop as a frontrunner within its competitive landscape.

REFERENCES

Page 1: Photo from Olipop's website Page 2: Photos from Olipop's website Page 3: Photo from Olipop's Instagram Page 4: Photo from Olipop's Instagram Page 5: Photos from Olipop's Instagram & TikTok Page 6: Photo from Olipop's Instagram Page 7: Findings from Bee Social Agency's Qualitative Research Page 8: Photo from Olipop's Instagram Page 9: Image from Olipop's website Page 10: Images from Olipop's website, Graph from Bee agency's final presentation Page 11: Images from Olipop's website Page 12: Photo from Olipop's Instagram Page 13: Findings from Bee Social Agency's Qualitative Research

APPENDIX

1. How important is a healthy lifestyle to you?
    a. *Scale 1-10*
2. How many hours of physical activity do you get per week?
    a. *(0-2 hours, 3-4 hours, 5+ hour)*
3. Have you ever been affected by any of the following *(please check all that apply)*
    a. *IBS (irritable bowel syndrome)*
    b. *Bloating*
    c. *Lactose Intolerance*
    d. *Heartburn*
    e. *PCOS*
    f. *Others*
    g. *None of the above*
4. Do you check the product's nutrition labels?

Yes ->

5. Which of the following is **valuable** to you when looking at the label *(select all that apply)*

- *Calories*
- *Carbs*
- *Sugar*
- *Fat*
- *Sodium*

No -> Skip to the "Do you drink soda" question below:

MAIN BODY 1: GUT HEALTH

6. Do you drink soda?

NO: skip to the sugar question.
YES:

7. How many times a week do you drink a soft beverage?
8. 1-2 beverages a week
9. 3-4 beverages a week
10. 6 or more beverages a day
11. How essential is it to know what ingredients are in your soda?
    - Not at all
    - Might check sometimes
    - Very essential
12. Do you pay attention to the amount of sugar in your food/drinks?
    - Yes
    - No
13. Have you ever actively sought out products to improve your gut health?
    - Yes
    - No
14. How would you rate your knowledge of gut health?
    - (scale 1-10)

15. What sources do you rely on for information about gut health? (Select all that apply)
    - Healthcare professionals
    - Online Articles / Websites
    - Social Media
    - Friends and family
    - Other (please specify)

16. Do you currently take any supplements or consume specific foods for gut health?
    - Yes
    - No

17. How often do you engage in activities that support gut health, such as exercise, adequate water intake, or stress management?
    - Daily
    - Weekly
    - Monthly
    - Rarely
    - Never

APPENDIX

18. To what extent do you believe diet plays a role in gut health?
    - (scale: 1-10, 1 being not significant, 10 being very substantial)

19. Which of the following foods do you believe contribute positively to gut health? (Select all that apply)
    - Probiotic-rich foods (e.g., yogurt, kefir)
    - High-fiber foods (e.g., whole grains, vegetables)
    - Fermented foods (e.g., sauerkraut, kimchi)
    - Prebiotic-rich foods (e.g., garlic, onions)
    - Other (please specify)

MAIN BODY 2: MARKETING / AESTHETICS

20. What factors influence your decision to purchase food and beverage products? (Select all that apply)
    1. Price
    2. Flavor variety
    3. Health benefits
    4. Brand reputation
    5. Availability
    6. Other (please specify)

21. How likely are you to purchase food and beverage products you have seen on social media?
- Likert scale : Unlikely, Slightly unlikely, neutral, somewhat likely, most likely

22. How likely are you to try seasonal products?
- Likert scale : Unlikely, Slightly unlikely, neutral, somewhat likely, most likely

23. Have you heard of Olipop? yes/no
- **NO: skip to images section**
- **YES :**
    - How did you first hear about Olipop? (Select all that apply)
        i. Social media (specify platform)
        ii. Word of mouth
        iii. In-store promotion
        iv. Online advertisement
        v. Other (please specify)

24. Have you tried Olipop products? yes/ no
- **NO:** go to location question
- **YES:**
    - Which Olipop product(s) have you tried? (Select all that apply)
        i. Ginger ale
        ii. Rootbeer
        iii. Strawberry Vanilla Sparkling Tonic
        iv. Vintage Cola Sparkling Tonic
        v. Orange Squeeze
        vi. Other (please specify)

25. What motivated you to try Olipop products? (Select all that apply)
    1. Health benefits
    2. Flavor options
    3. Unique ingredients
    4. Packaging design
    5. Positive reviews
    6. Other (please specify)

APPENDIX

26. Where have you seen Olipop products?
    - Target
    - Walmart
    - Whole Foods
    - Local convenient stores
    - Other (specify)

27. Would you be more likely to buy olipop if it was available in other locations (such as gyms, restaurants, other grocery stores)?
    - Likert scale (how likely)

28. How often do you purchase Olipop products?
    - Daily
    - Weekly
    - Monthly
    - Rarely
    - Never

29. How satisfied are you with Olipop products?
    - On a scale of 1 to 10,

30. Image section: Show images
    - Have you seen content regarding gut health on social media? yes/no
    - Have you seek out content similar to what is shown when on social media? yes/ no

31. Based upon this packaging/ product design how likely are you to try this product
    - Likert scale very opposed, kinda opposed, neutral, kinda likely, very likely

32. What content did you like seeing? Select all that apply

33. Among the above examples, which one did you enjoy the most?
    - Videos regarding gut health
    - Videos showing how to incorporate Olipop in your life
    - Pictures of Olipop releasing seasonal flavors
    - Pictures of Olipop taking part of trends on social media
    - None of the above

34. Classification
    - Male or female
    - Age group
    - Ethnicity
    - Zip code