



Poppi 's Super Bowl, Vending Machine Campaign- Failure or Success?



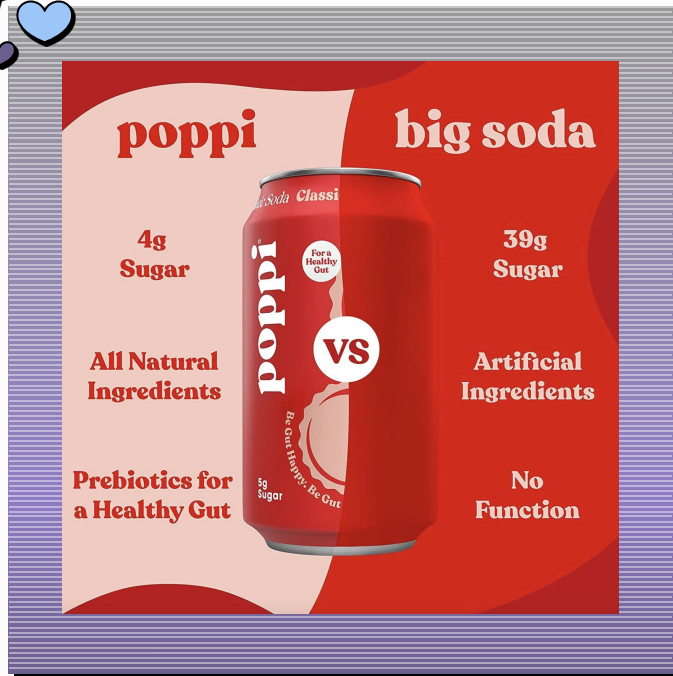
Backlash, concerns, and future!



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By: Emily Komer

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Photo Courtesy of Go Supps.



Poppi

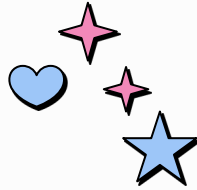


Headquarters: Austin, TX

★ *Poppi* is a new, alternative soda with less sugar and more benefits- 5g sugar, prebiotics, no fake stuff, comparing to Coca Cola, Pepsi, etc.

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What is Poppi?



★Prebiotic soda- apple cider vinegar. “Good for the gut!”

★5g of real sugar, or less

★ 35 calories or less!

★14 flavors- root beer, raspberry rose, grape, etc

★Healthier than other sodas on the map



Photo: JJTaylor

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♥ About Poppo

- ★ Founded by a husband-wife duo, Allison and Stephen Ellsworth!
- ★ Started at a farmers markets until a Whole Foods Buyer stopped by- the rest is history!
- ★ Started as Mother Beverage on Shark Tank. Rohan Oza (Shark Tank) helped the rebrand, (name, logo, packaging, investing, etc)

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Photo from Forbes: Couple Founders- Allison Ellsworth (left) and husband Stephen (right).

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"Back in 2015, Allison Ellsworth was ready to break up with soda—seriously. She didn't love how it made her feel, and the ingredients certainly weren't doing her any favors. But the taste? The taste she just couldn't quit" - Poppi.com



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THE SUPER BOWL VENDING MACHINE CONTROVERSY AND INFLUENCERS



next..



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POPPI ' S SUPER BOWL INFLUENCER CAMPAIGN



1. Poppi sent influencers vending machines before their Super Bowl Campaign. (Jake Shane, Rachel Sullivan, Emilie Kiser, etc)

2. Majority of public opinion from the internet says its out of touch.

3. Why not send the vending machines to hospitals or schools?

4. Why did Poppi receive this much hate? Can Poppi bounce back from this? Or was it just Tik Tok bandwagon?

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Whoa!

- ★32 influencers received a Poppi vending machine, with enough Poppi to be fully- stocked!
- ★From creators with millions to less than 5,000!

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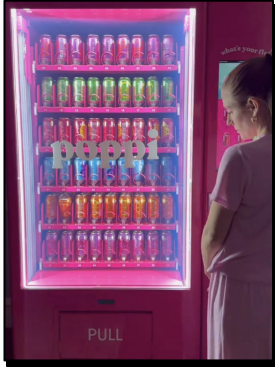
\$25,000

The cost of 1 vending machine!?

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Let 's Dive In!

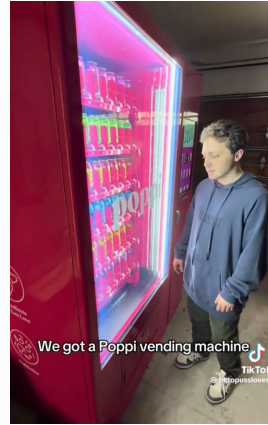


Rachel Sullivan

Tik Toker, known for offering free meals for college students at her and her husbands home. Her post on Tik Tok says, "When I get thirsty in the middle of the night and remember I have a Poppi vending machine." She used it weeks after the Superbowl, to give to college students with their meals!
(TikTok, Rachel Sullivan)



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Jake Shane

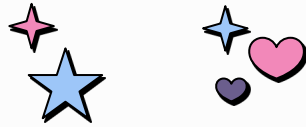
Jake Shane, Host of Therapuss podcast posts a TikTok. He was also in the Poppi Super Bowl Commercial with Alix Earle and Robert Rausch. Jake Shane has not spoken out but he was in a commercial with them so I don't think he can! I am sure he uses it in his podcast studio for guests, crew, and himself! People should be mad at Poppi, not creators!
(Tik Tok, Jake Shane)



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Super Bowl Campaign



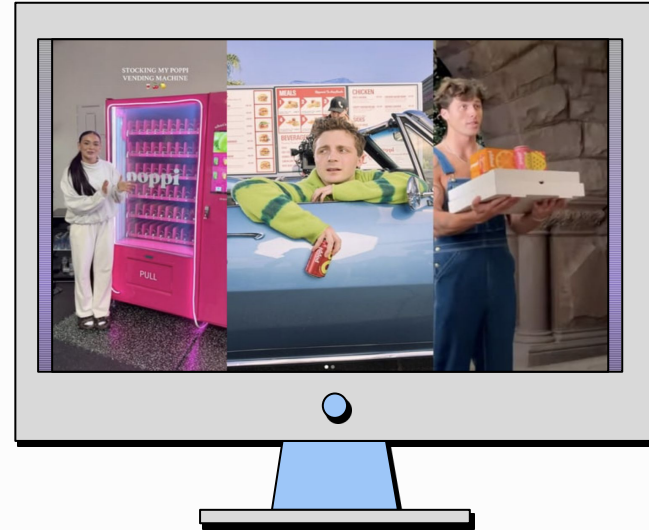
As mentioned, the Super Bowl LIX campaign started with influencers receiving vending machines, with multiples types of Poppi!

★ Super Bowl LIX ad featured Jake Shane (middle), who received a vending machine and also Robert Rausch (far right), from Love Island.

★ Tik Toker, Kaeli Mae, (far left in image), posted a video with the machine!


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Image: Adage



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The facts!

- ★Poppi's competitor, Olipop, was saying the vending machines cost this much, when the founders said it wasn't true
- ★Poppi stated vending machines aren't for 1 time usage/owned by Poppi
- ★Creator marketing has always been apart of Poppi since 2020! Alix Earle (influencer), is an investor in Poppi too!
- ★Most big companies aren't perfect... Poppi has room to grow.
- ★The general public is upset since influencers make so much money/get free stuff, while everyone else has to buy it themselves. (The Cut)



Image: Bevnet

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How Poppi Can Do Better! 💙

- ★ Send vending machines to more college campus ' (They want to target the new generation).
- ★ Donate 5 of the vending machines, at least!
- ★ Do a contest, allowing 2-3 non-influencer ' s to enter! ★

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Graphic: Emily Komer on Canva
Poppi image: JJ Taylor

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Change has to Start Somewhere!?



Backlash: Tik Toker, Isabelle Lanter, expressed her concerns. Lanter says that she has no issue with PR packages getting sent to influencers, it's the extravagant gifts that are out of touch. Further stating the vending machines should be in teacher lounges, offices, hospitals, etc!

★ Agree or disagree?



Founders statement: "These vending machines will be a part of the brand for years to come, and we want to work with you guys to get them out to places you want to see them out in the world," she said. "So we hear you. Help us nominate your friends, your family, your favorite teacher's lounge, your sorority, your fraternity, whatever it is, wherever you guys want Poppi to show up," says Allison Ellsworth.

★ Agree or disagree?



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why poppi?

Image: Drink Poppi

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Failure or Success? (Summary)

Fails:

- ★ Negative online backlash- may tarnish image
- ★ Out of touch
- ★ Competitors joined in on hate
- ★ Sent vending machines unstocked
- ★ People that never bought it, most likely won't now

Successes:

- ★ More people are talking about it- TikToks, news, etc!
- ★ Released around a new flavor- marketing tactic?
- ★ Room to grow- this is a grey area but if they give back to communities in need, this may help them out A LOT!



Image: Marketing Brew

Poppi's Daily Affirmations

Date	Table	Guests	Server	Check Number
				777

APPT - SOUP - ENTREE - VEG/POT - DESSERT - BEV

New People
New Chapter
New Me

Date	Table	Guests	Server	Check Number
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Goodbye Influencers. Welcome the Average Joe!

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Graphic: Emily Komer on Canva
Background Photo: Poppi.com

Probing questions:

Was this controversy just Tik Tok/competitor bandwagoning?



Do we expect to see community outreach from Poppi in the future?