

poppi

My goal with this case study was to analyze a shift in a major brand that has been culturally significant. For Poppi, this shift is represented by their rebrand from Mother Beverage to Poppi in 2020. This was necessary to achieve the growth we have seen them reach. To accomplish this, every area of their brand had to change.



Mother Beverage

Positioning: an apple cider vinegar drink, viewed as medicinal, limited perception of when to drink

Target Audience: older people interested in gut health & looking for traditional remedies



Poppi

Positioning: fun, lifestyle soda with prebiotic benefits

Target Audience: GenZ & millennials who love soda but don't want the chemicals and artificial ingredients in traditional soda



The most important change that came with the rebrand is the slogan "Soda's back, but better." This positions Poppi as a soda, not just an apple cider vinegar drink. It increases the perception of usage and appeals to their target audience. GenZ and millennials are consistently looking for healthy alternatives - they don't want to compromise, and Poppi doesn't want them to settle.

Poppi also uses 'prebiotics' to promote the drink's health benefits. It is a trendy word in marketing right now, so it can stand alone. However, if anyone wants to know more, they can flip the can around and see that apple cider vinegar is the key ingredient. The ACV was Mother's main focus. It is important, but it should not be the main point of emphasis in order to effectively reach the target audience.

Key Takeaways:

During this project, I learned the importance of knowing your product and understanding your market. Poppi realized there was a massive untapped target audience that they could reach, so they made the necessary changes to achieve their success. Brands should not be afraid to make changes when the ideas are backed up by market research and a comprehensive plan.