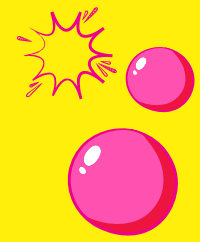


poppi

image repair strategies:
shift the blame & bolstering





Poppi responds to research review: commits to science-backed gut health

In recent weeks, Poppi, the popular prebiotic soda brand, has faced growing scrutiny over the scientific claims surrounding its gut health benefits. At the center of the discussion is the question of whether the product's fiber content delivers the digestive support the brand originally promoted. In response, Poppi is taking action—not only to address the issue, but to reinforce its long-standing commitment to wellness and transparency.

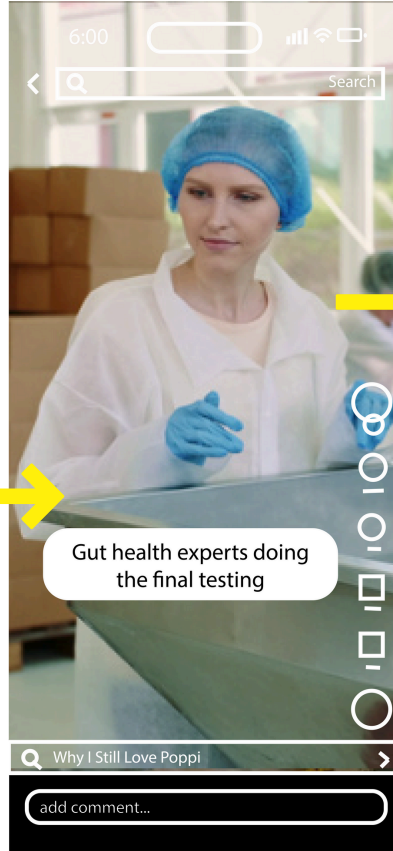
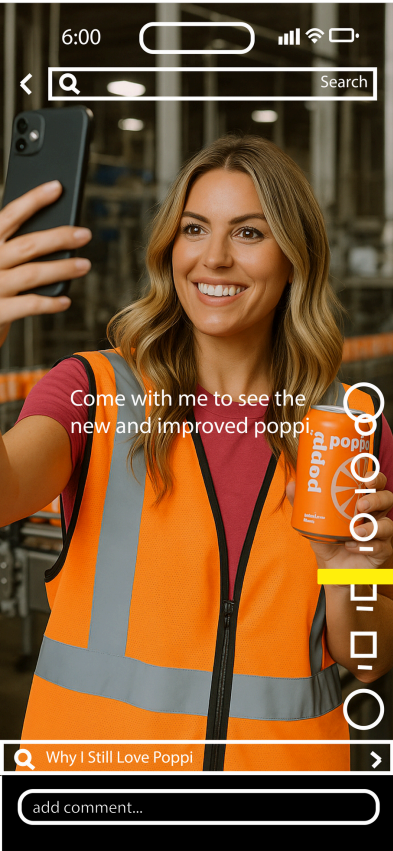
Poppi's leadership acknowledged that the research team responsible for validating the brand's health claims was not as thorough as they thought. "Our intention has always been to create a product that genuinely supports gut health," said a Poppi spokesperson. "We relied on internal research that, in hindsight, lacked the clinical depth our community deserves."

Rather than distancing itself from the conversation, Poppi is embracing the opportunity to improve. The brand has a new team of independent dietitians and gut health researchers updating their formula to deliver even more fiber, a whopping 10 grams, while keeping the same crisp, refreshing flavors. While other competitors only have 9 grams, this puts Poppi on top of the market. Their goal? To ensure all future health messaging is rooted in current, peer-reviewed evidence. Starting in Fall 2025, Poppi's product labeling will reflect these changes. In a recent statement the brand said, "Same bold flavor, even better for your gut. We're adding more fiber to every can—because you deserve a soda that actually backs it up."

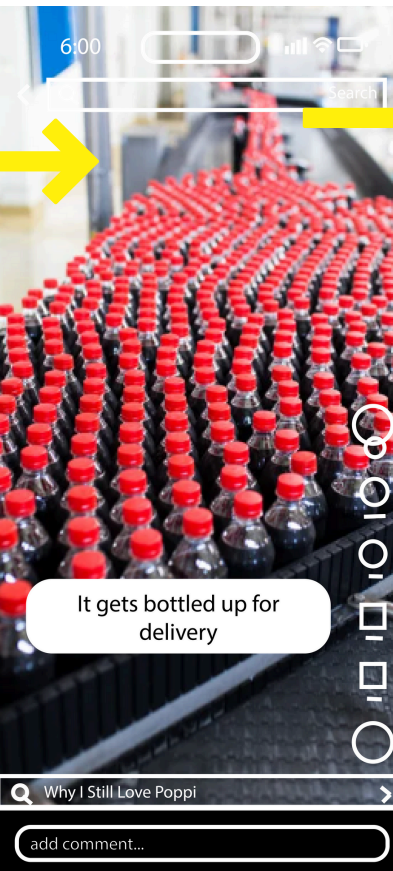
At its core, Poppi remains a mission-driven brand. Launched by a founder who battled personal gut health struggles, the company quickly grew into a household name with its vibrant branding, clean ingredients, and female-led leadership. While the fiber controversy has sparked concern, many loyal fans have continued to voice their support. The "Why I Still Love Poppi" influencer campaign highlights stories from longtime customers who appreciate the brand's transparency and lifestyle benefits, beyond any one claim.

"We're not perfect," founder Allison Ellsworth shared on a recent podcast, "but we're passionate, and we're committed to doing better. Poppi has always been about feeling good from the inside out—and that starts with honesty."

TikTok Template



down and to the left





call her daddy & poppi

The *Call Her Daddy* podcast is hosted by Alex Cooper and is the most listened to podcast by women. With millions of listeners every week, the Call Her Daddy podcast has quickly risen to fame since 2018 and has the attention of poppi's target audience- young women. It is known for having authentic, funny, unfiltered conversations that are also deep and emotional. Having poppi's founder, Allison, as a guest on the podcast would be great exposure for this image repair campaign promoting transparency and authenticity. Alex is also a self-made woman and appreciates a business that has become successful much like her own story.

The following is a guide to prepare for what Alex might ask and how Allison should answer.

“Tell me about the lawsuit”

- o Be authentic. Be honest. Remember the goal is to shift the blame to the unnamed research and development team and then talk about all the good Poppi has intended. Say things like “we are working on adjusting the formula to have the same great taste but to have more fiber to help your gut”. Talk about your “why”- you had a soda addiction but did not like how it made you feel and so you wanted to create something that would still be delicious but better for you and you have done that! Remind them of the apple cider vinegar and the 5 grams of sugar that add to the health benefits.

“You sold to Pepsi!”

- o Yes! It's such a great thing for all of us at Poppi- we worked so hard to build a better soda for people and they like it so much that it is now under one of the biggest soda brands in the world. That is beyond your wildest dreams of what could have happened when you started back in 2018. Talk about any details of the contract you can- Pepsi has been so great to work with, easy, they are helping to make sure the new formula has enough fiber to do what we want it to, etc.

“What would 16-year-old you be proud or disappointed about today?”

- o She would be so proud of the business you have built and worked so hard for. Talk about why you work hard, where you learned it from, who taught you the business side of things? Any mentors worth mentioning?



“What’s your biggest fear with fame or attention?”

- Actually this lawsuit! It is so scary to feel like you have a great product that could really help people and then hear that it is not what you were promised it would be. Besides the money you have put into this business- this is your dream, your life’s work, and you want it to be as authentic as you are.

“What’s something about your public image that’s totally fake?”

- Make this something silly, but don’t blow off the question. Botox, gel nails, breast implants, something that would say “I’m just a girl”

“Do you feel like people get the real you—or just a curated version?”

- You feel they get the real you, and you hope it comes across that way. You want to be the kind of person who is real, authentic, not swayed by what other people think. Obviously social media is always curated but there is a way to still show who you are- and hopefully this payout of the lawsuit helps to prove your character- when there is a mistake you make it right. (don’t say YOU made the mistake though, that was R&D)

“What would make you walk away from everything you’ve built?”

- This is not an easy answer, say something about how you can’t really imagine walking away but that your priority is your family. If something happened that needed more of your attention than you can give while running the business then you would do whatever it takes. You can also mention here that sale with Pepsi- you are still very involved.

“What’s the most unhinged thing you’ve done for love?”

- Tell a funny story about your husband and end with how sweet he is, how in love you are, etc.

“When’s the last time you lied—and did it work?”

- This is a trick question. The whole point of this is to get people to trust the brand again- so do not say something to indicate that you lie often or are good at it. Something like, “I am a horrible liar, like I said I value authenticity” Tell a story about something fun like planning a surprise party and having to lie to the friend about it and you accidentally gave it away because you are just the worst liar.

“Which celebrity would you risk it all for—even if your partner found out?”

- Say that you and your husband joke or laugh about this- someone age appropriate and normal, like Matthew McConaughey, that everyone will agree with you on. This is not a “hear me out” situation.

“Why I Still Love Poppi” influencers

What to look for:

When choosing an influencer to help with the bolstering tactic, you want someone who is aligned with your brand and campaign goals. For the demographics- what is their age, and what age is their audience? Does that age line up with your target audience of health conscious young women? As a US based brand, you want someone who also has a mostly US based audience, and in influential areas or places you would like to see growth in. You are not only looking at follower count, but how engaged those followers are in their posts.

Is their tone authentic and aligned with your brand voice? (e.g., bubbly, honest, slightly disruptive, healthy lifestyle) Do they post high-quality, visually consistent content? Have they worked with competitors or brands with a clashing identity? Do they disclose partnerships properly and maintain credibility? Are they into gut health, clean ingredients, or wellness trends? Do they show real enthusiasm for similar products (not just sponsorships)? Are they someone you'd trust to say “I still love poppi” genuinely? I have selected 3 options that meet this criteria below.



Jaz- @justjazzyidk

demographics- 20-30 yrs old, newly married

geographics- US based following

followers- 531.4 K

average views- over 100,000, engagement good

Jaz is friends with another influencer that Poppi already follows- @bran_flakezz so I assume she has heard of the brand. She is the cohost of a popular podcast called Delusional Diaries which gives her a strong platform with Poppi's target audience. She is young, fun, newly married, which would fit well with Poppi's brand voice. She posts often about going out with friends and lives a healthy and luxurious lifestyle. She feels real and authentic which would specifically benefit this campaign during the bolstering phase.

★ influencers ★

Mckenna- @mckennasalazar

demographics- early 20's, new college grad

geographics- US based following

followers- 271.2 K

average views- some in high double digits, lots of viral ones (400,000 or more views)



Mckenna is someone Poppi already follows on TikTok. She just graduated from college and recently posted a moving vlog and set out drinks for her movers- the drinks were Alani Nu. This shows that she has enthusiasm for similar products, but is not already working with a competitor. She lives healthy, goes to the gym, and likes trendy drinks that are cutesy. She is authentic and has the attention of the target audience and would be a great option for this section of the campaign. Her content is consistently well filmed and edited as well.



Sammie Christoff- @sammie.christoff

demographics- current college student, 20 yrs

geographics- current Poppi college-fluencer in US

followers- 517

average views- around 1,000, engagement low but normal for view count

Sammie is currently a college influencer for Poppi and posts authentic content about the product interspersed with other content like a "day in the life" video. She recently posted about the new flavor and got really good feedback in the comments. She would be a great option for this campaign because with her small following it would feel authentic and approachable, while her quality is still really high and has the potential to go viral with trending sounds.

Brand Guide

Poppi does not have a brand guide posted online for public use, so I created some guidelines for myself to use throughout the project based on their website and product branding. I sampled the colors directly from the website and the cans of soda- but the signature pink is all over so I chose to use that as the main color.

I chose a few fonts that would work well with the Poppi font they use in the logo.

Cooper BT (bold)- poppi logo

Bubblebody Neue (bold)- bubble words

- used website screenshot for inspiration



Genty Sans- Subheadings

Times New Roman- feature article standard

Rosario- some paragraph text

Rugrats Sans- some paragraph text

