

Message Strategy

Creative Concept

The *Poppi Projects* concept revolves around the idea of “do good, feel good”. By partnering with charities that raise awareness for important causes, we convey the values of the company while making consumers feel good about purchasing our products. Doing good can raise your self-esteem, which is referred to by some as “helper’s high”. “Studies show that doing **acts of altruism** and **kindness** creates an instant happy mood boomerang – raising the serotonin in the giver as well as the receiver of these actions of love.” (Daily Happiness: 12 Simple Tips To Find More Joy In Your Life). The idea that purchasing one of our drinks will help others will add to the attractiveness of our product, which is already created by the fact that we are a healthier alternative. Our tag line, “Great Flavors that Give Back,” is displayed on all our promotional products as a way to emphasize that we want to give back and facilitate a way for our consumers to give back.

Print Ad Execution

While creating our 8.5 x 11 print ad, located in Appendix A, I wanted to make something bright and recognizable. I chose to use the charity “The Pink Agenda” because they support breast cancer awareness and raise money for finding a cure. This is a very recognizable cause that I thought would be very noticeable as a print ad. They also partner with other companies, which could lead to other partnerships for us. This ad would be placed at colleges, shopping centers, and medical offices, and handed out at events for the cause throughout the month. This will allow us to reach our target audience in different locations and generate interaction.

Other Promotional Elements

Along with our print ad, we produce video ads, infographics, and billboard ads. The video ads are fun and vibrant to hold the attention of our audience, using symbols from our brand

as well as the charity or the cause we are supporting that month. The video example that we have in the slides and Appendix B is for the month of March, where we are partnering with the National Multiple Sclerosis Society. It highlights the drink itself, the ribbon for Multiple Sclerosis awareness, and various flowers, some of which represent the month of March, and some that are orange to match the color of the ribbons at the beginning of the video. My goal was to create a cohesive design that was both eye-catching and comforting.

The infographic that we produce each month will serve a similar purpose to our print ad, but will go deeper into the charity we are working with, and it will help the people in their cause. The example infographic for the month of April gives a summary about the charity Autism Speaks and showcases the flavor for that month, which is wild berry. I used a clean layout to not overpower the word and to make it easy to read. I included a strand of the autism awareness ribbons to make the cause easy to identify. I also included a website and a scannable QR code to encourage those who see it to learn more about our campaign. My overall goal was to have a clean, easy-to-digest design. The infographic can be found in Appendix C.

For the billboard ad (appendix D), I wanted to develop a similar clean feel that was in our infographic. I used a bold font that would be easy to see while driving by, and I featured some of the flavors that we have used to make the product easy to identify. It features our tagline and a QR code for those not driving to scan and get more information. I wanted to make a general advertisement about our campaign that can be used and adapted year-round instead of having a billboard for each month.

Works Cited

Salmansohn, Karen. "Daily Happiness: 12 Simple Tips to Find More Joy in Your Life."

NotSalmon, NotSalmon.Com, 19 Aug. 2024, www.otsalmon.com/2016/10/14/daily-happiness. Accessed 04 May 2025.