

poppi™ x crocs™

SIP IN STYLE.



# Campaign Strategy Brief

## WHY

- Poppi is a very popular beverage among Gen Z buyers, making the brand an ideal candidate for a Crocs collaboration.
- Poppi has been exploring various industries with their merchandise, and partnering with Crocs could serve as their entry into the footwear market.
- Poppi excels on their social platforms, specifically TikTok and Instagram, this campaign would be a great way to get customers excited through Crocs social

## WHO

- **Target Audience:** Explorer Females aged 13-30
- This audience effortlessly blends comfort and ease with style and aesthetic. Constantly plugged in, this audience is conscious of the current trends in every industry, and hops on the hottest collabs they see on TikTok and Instagram. They are trendsetters with a special eye for unique fashion statements and are not afraid to experiment with bold, expressive looks.

## WHERE & WHEN

- North America market
- Focus on large American cities with young demographics (NYC, LA, AUSTIN, MIAMI)
- Summer season (June & July 2025)

## HOW

- **Lead channels:** Poppi influencers, TikTok, and Instagram
- **Communication priorities:** Unique features such as scented Jibbitz, personalization through favorite Poppi flavor/shoe, target Gen Z through socials to drive in-store traffic
- Heavy push on influencer and campaign events

# SIP IN STYLE.

This exciting Poppi X Crocs collaboration brings together your favorite trendy soda with your most comfortable shoes. With this campaign, we are inviting our explorer female audience to “Sip In Style”.

This collaboration is for the confident girl on the move who will effortlessly navigate city streets in her Poppi Crocs. These shoes are embellished with vibrant patterns and innovative designs, reflecting her own trendy style and her comfort-first mindset. With Poppi Soda in hand, she indulges in bold flavors that mirror her dynamic personality – **energetic, vibrant, bold, and always ready for fun.**

This message will be conveyed through influencer hype as well as special retail and wholesale in-store activations. The consumer will be driven to purchase these shoes in-store, as well as at the ‘Pop Up’ Poppi x Crocs truck.

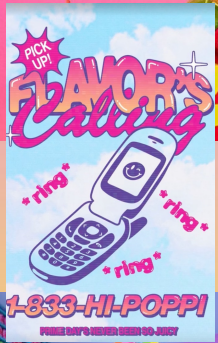
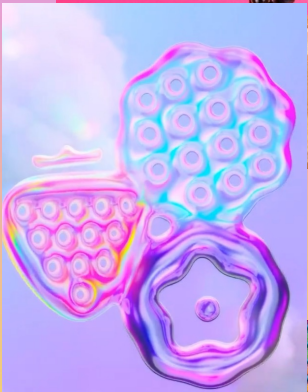
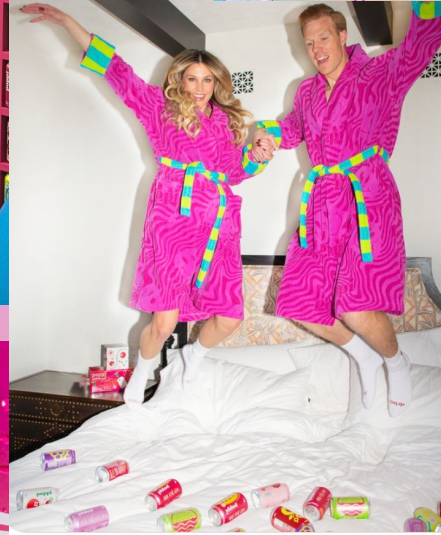


# MOOD BOARD



IT'S TIME TO  
**LOVE**  
**SODA**  
Again

**WANNA  
GET  
JUICY?**



# Product + Jibbitz Overview

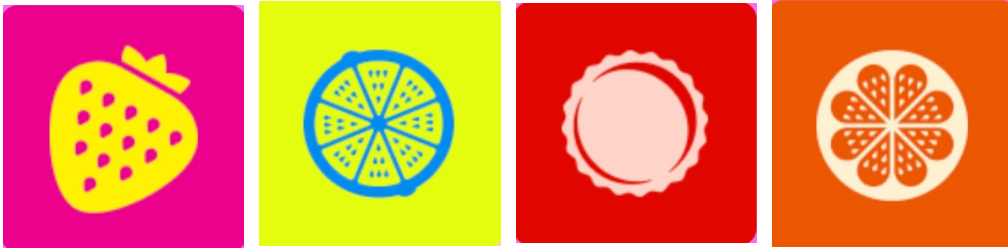
## 4 Shoes, 4 Flavors:

### Strawberry-Lemon, Orange, Ginger Lime, Cola

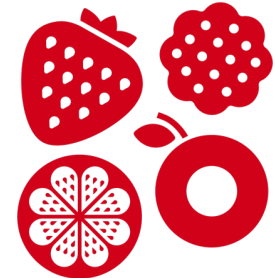
Step into a world where your footwear matches your fizzy personality with our limited-edition Poppi Soda-themed Crocs!

Crafted with the iconic Crocs comfort, these shoes feature exclusive Poppi Soda designs that celebrate the refreshing taste and vibrant colors of your favorite gut-healthy drinks.

## Classic clog silhouette – Colorways below:



## The Jibbitz charms will reflect the Poppi Soda brand identity.

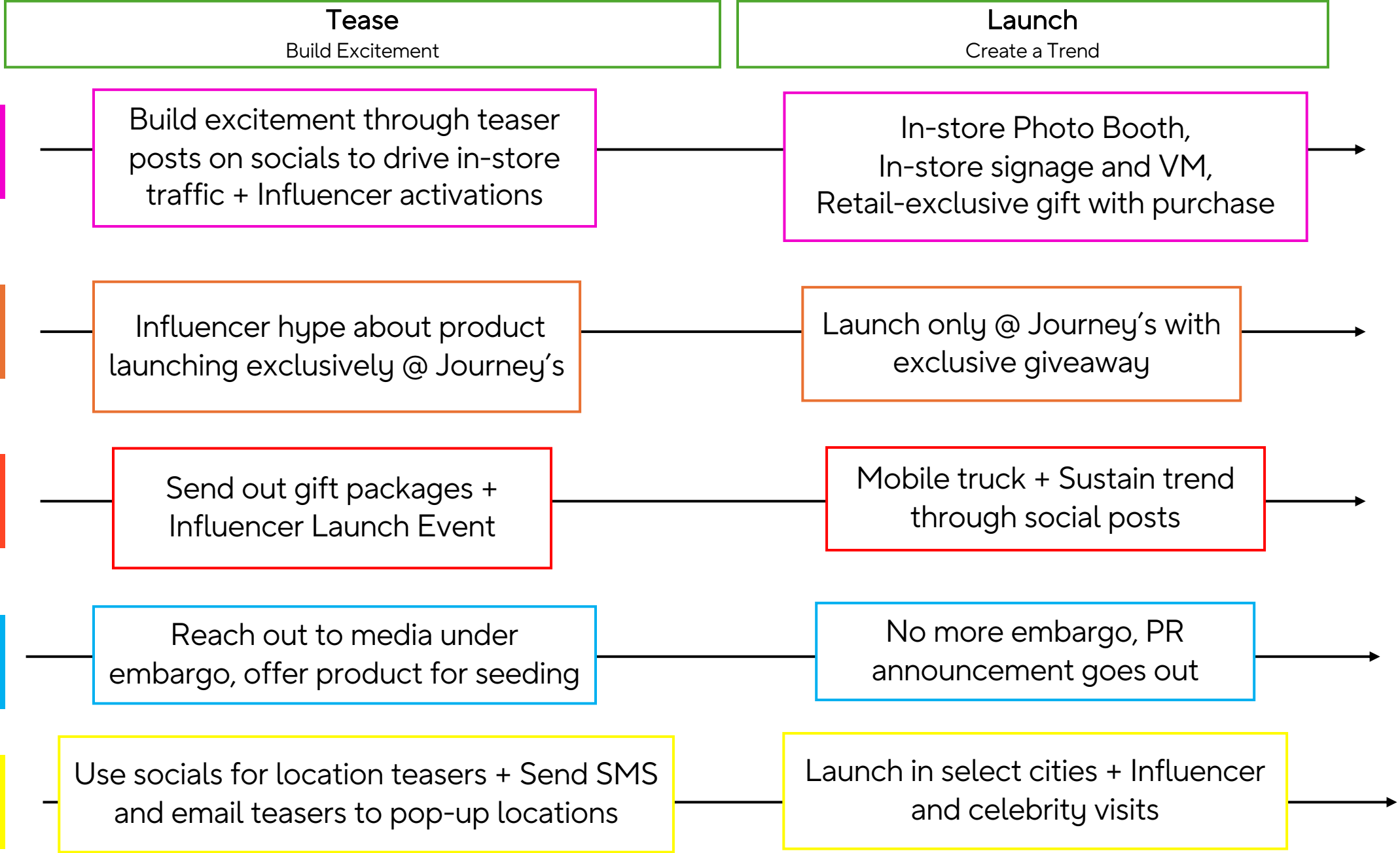


These designs will include:

- Colorful bubbles
- **Scented** Poppi flavored fruits (orange, lime, berries)
- **Scented** Soda cans
- Bubble-lettered words : pop, sip, yum
- Colorful emojis : Smiley faces, Poppi-colored crocs, cheers emoji, peace sign

**Color Palette:** Vibrant colors inspired by Poppi Soda's branding, including shades of red, orange, green, yellow, purple, and pink.

# Activation Plan



# Retail Activation Details

Strategy Overview: Capture consumer interest and drive in-store purchases

How: Utilize In-store promotions and influencer content. Special front of store fixtures dedicated to the collection

- “Coming soon...” signage during tease and branded signage during the launch

Promotion: Free Poppi soda of your choice with purchase of a Poppi X Crocs shoe in store @ limited doors

Retail-exclusive Benefits:

- ‘Poppi X Crocs’ photo booth at select doors
  - Top 10 doors i.e. large city stores such as 34<sup>th</sup> St. NYC



# Wholesale Activation Details

Strategy Overview: Grab shopper attention and encourage consumer purchase through wholesale partners

## How:

- Focus on 'fashion specialty' stores : Journey's
- Use influencers to drive traffic to Journey's locations
  - Journey's-specific influencers
- Implement digital campaign displays in malls + on journeys.comn
- Display all 4 styles of Poppi x Crocs shoe on Journey's display shelf + Utilize window signage and window display plinths
- Seed samples for Journey's staff to wear and showcase

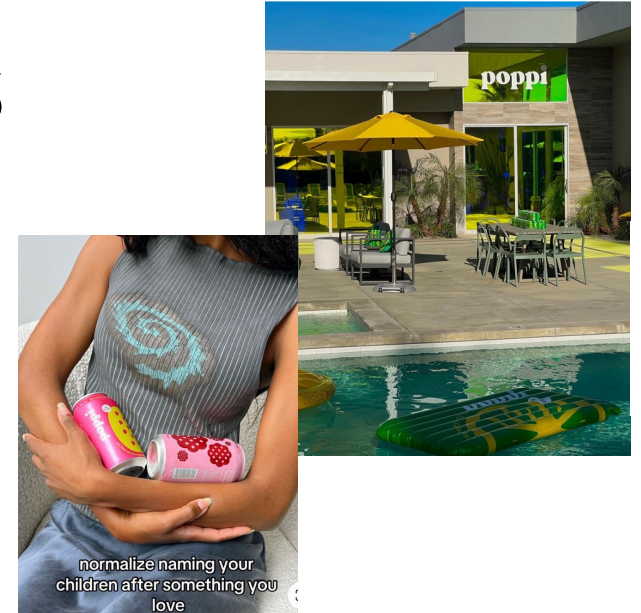
Promotion: Journey's giveaway: Enter a raffle in-store to win a Poppi branded Sweatshirt and a pair of Poppi X Crocs shoes

# Influencer Activation Details

Strategy Overview: Leverage influencers extensively to amplify awareness and drive traffic to in-store locations.

## How:

- Use Poppi- endorsed influencers as well as Crocs influencers
  - Micro to mid tier influencers (10k – 500k followers)
  - 18-30 age range, female fashion forward influencers
- Organize an exclusive launch event pool party in one of the key cities (Miami, Austin, or LA) where influencers and select guests can celebrate the campaign launch
  - Introduce the Crocs x Poppi shoes at the event, allowing influencers to showcase the footwear in a fun and aspirational setting.
- Prepare and send out personalized packages for influencers based on their favorite Poppi Soda flavors. These packages may include a pair of Crocs x Poppi shoes, branded merchandise, and samples of their preferred Poppi flavors.
  - Influencers should promote campaign + launch + gift package on their social platforms



# PR Activation Details

Strategy Overview: Create media excitement and coverage for the Poppi x Crocs campaign

## Timeline:

- Reach out to media embargo a week before product launch leveraging key messaging for the campaign + introducing the media to the new product
- Offer product samples for seeding to media partners
- Send samples out to select categories in media list: lifestyle, entertainment, and footwear
- **Launch with PR announcement and lift embargo, campaign awareness spreads**
- Respond reactively to media inquiries, and follow-ups with media partners

# 'Pop-Up' Activation Details



Strategy overview: Launch a dynamic and interactive pop-up truck to drive excitement, engagement, and social media buzz around the campaign

Where: Key cities: MIAMI , AUSTIN, LA, NYC

What:

- Mobile truck serving Poppi beverages/samples and selling the Crocs x Poppi shoe
- The truck will be similar to the existing Crocs one, designed with vibrant colors and patterns that reflect both Crocs and Poppi Soda branding

How:

- **Influencer Collaborations:** Invite local influencers and celebrities to visit the mobile truck, creating buzz and driving traffic and sales through their social media platforms.
- **Strategic scheduling:** The mobile truck stops in high-traffic areas and popular community events in each city, maximizing visibility and foot traffic
  - Tease by sending SMS and E-mail messages to customers in the select locations

**Thank you!**