⚡ Poppi Charged Portfolio



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Operational Communication Plan

Poppi Charged: Feel Good Energy

Background

Poppi is a modern prebiotic soda brand that has built strong credibility among Gen Z and millennial consumers by offering a healthier alternative to traditional sugary sodas. The brand has built its platform on balance and wellness while maintaining great flavors.

In order to expand brand growth and strengthen its position within the beverage market, Poppi will launch Poppi Charged. This is a new energy drink line delivering clean energy without the crash and including all of the prebiotic elements of Poppi soda. The operational objective is to successfully introduce Poppi Charged nationwide during the August through October 2026 campaign and position Poppi as a credible competitor in the better for you energy category.

Communication Objective

To create strong awareness and positive perception of Poppi Charged as a clean, feel good energy alternative that aligns with Poppi's wellness focused brand identity.



Audiences

Primary Audiences

- Gen Z college students and young adults
- Millennials balancing busy work and social lives
- Wellness conscious consumers seeking cleaner caffeine options

Secondary Audiences

- Lifestyle influencers and brand ambassadors
- Retail partners including Target and Walmart
- Investors and stakeholders
- Internal employees and sales teams

Issues and Considerations

- The energy drink market is highly competitive and saturated with established brands such as Red Bull and Monster Energy.
- Many consumers perceive traditional energy drinks as artificial and associated with intense crashes.
- Gen Z audiences are skeptical of overly promotional messaging and expect authenticity from influencer partnerships.
- Back to school season creates strong opportunity but also heavy advertising noise.
- Messaging must remain consistent with Poppi's core values of balance and transparency.
- Health and functional claims must avoid overstatement and remain compliant.

Messages

Poppi Foundational Messages

Poppi is rooted in balance, transparency, and better ingredients that support modern lifestyles without sacrificing flavor.

Poppi believes wellness should feel joyful, not restrictive. Every product is designed to fit naturally into everyday routines while delivering functional benefits consumers can trust.

Primary Message Theme
Poppi Charged delivers clean energy without the crash while staying true to balance, wellness, and flavor.

Supporting Messages

- You do not have to sacrifice your health for energy.
- Clean ingredients. Real flavor. No crash.
- Energy that fits into your lifestyle, not against it.
- Feel good energy for busy, modern lives.
- Poppi Charged is energy done differently.
- Poppi Charged launches nationwide on August 20th, 2026 at Target, Walmart, drinkpoppi.com, and select grocery and convenience stores, making feel good energy easy to grab during your day.

Communication Plan Matrix

Date	Audience	Communication Objective	Key Message Focus	Channel
June 15th, 2026	Retail partners that distribute Poppi products	Secure national distribution with retailers prior to launch	Poppi is rooted in balance, transparency, and better ingredients that support modern lifestyles without sacrificing flavor.	Presentations via meetings and Email/Phone communications
July 10, 2026	Employees of Poppi	Ensure message consistency and understanding	Poppi believes wellness should feel joyful, not restrictive. Poppi Charged is energy done differently.	Internal communications channels
August 1, 2026	Gen Z and millennial consumers	Build early awareness and anticipation of Poppi Charged	Clean ingredients. Real flavor. No crash. Energy that fits into your lifestyle, not against it.	Socials
August 20, 2026	Consumers looking for a healthier energy drink option	Drive national awareness of the new Poppi line (aligned with back-to-school)	Poppi Charged delivers clean energy without the crash while staying true to balance, wellness, and flavor.	Socials

August 20, 2026	Investors	Communicate strategic brand expansion	Poppi Charged is energy done differently and expands the brand's commitment to better-for-you beverages rooted in balance and transparency.	Interpersonal communications with investors
September 5, 2026	Gen Z (student) consumers	Drive the campaign during peak back-to-school time	Feel good energy for busy, modern lives. You do not have to sacrifice your health for energy.	Socials and In-Person Pop-Ups
October 10, 2026	Wellness focused individuals	Strengthen credibility and ingredient transparency	Poppi is rooted in balance, transparency, and better ingredients. You do not have to sacrifice your health for energy.	Owned media platforms
October 31, 2026	Brand ambassadors who advocate for wellness	Maintain long-term brand advocacy	Feel good energy for busy, modern lives. Poppi Charged is energy done differently.	Socials and ambassadors



Press Release

PRESS RELEASE

New “Feel Good Energy” Drink Poppi Charged Hits Shelves

AUSTIN, Texas, Aug. 1, 2026 — Poppi will launch Poppi Charged, a new clean energy drink line delivering lasting energy without the crash, offering wellness-focused consumers a healthier alternative in the growing energy drink market. Poppi Charged will be available nationwide beginning Aug. 20.

Poppi has built strong brand recognition among Gen Z and millennial consumers with its colorful prebiotic sodas that support gut health while maintaining bold flavor. The new line will feature four fan-favorite flavors: Cherry Limeade, Strawberry Lemon, Raspberry Rose and Orange. With the launch of Poppi Charged, the company brings its commitment to balance, transparency and better ingredients into the energy drink category.

Poppi Charged is designed for busy lifestyles, delivering functional energy while staying aligned with the brand’s wellness-focused identity. The drink features clean ingredients and energy that fits naturally into everyday routines.

“We created Poppi Charged because people shouldn’t have to choose between feeling good and getting the energy they need,” said Allison Ellsworth, co-founder and CEO of Poppi. “Our goal has always been to make beverages that support balance and wellness while still tasting amazing, and Poppi Charged brings that same philosophy to the energy drink space.”

The new line will be available at major retailers including Target and Walmart, as well as on drinkpoppi.com and select grocery and convenience stores nationwide. The launch aligns with the back-to-school season, a key time for consumers seeking energy options to support busy schedules.

Poppi Charged represents the brand’s continued effort to redefine soda by combining bold flavors with wellness and ingredient transparency. The company aims to strengthen its presence in the better-for-you beverage market while reaching consumers seeking cleaner energy alternatives.

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About Poppi
Poppi is a modern beverage brand known for its prebiotic sodas that support gut health while delivering the flavor and experience of traditional soda. Built on values of balance, transparency and positivity, Poppi creates drinks that allow consumers to enjoy soda while making more mindful ingredient choices. Poppi products are available online and in major retailers across the United States

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🚨 Media Advisory

MEDIA ADVISORY

Attention: Editors/Producers/Reporters

Aug. 5, 2026

Poppi Enters the Energy Beverage Market by Introducing Poppi Charged, a Prebiotic Energy Drink

Dropping a brand-new line of energy drinks, Poppi Charged will debut at a special-access event. Founder and CEO Allison Ellsworth will be present to announce the expansion of the Poppi brand into the energy beverage market. All four flavors of Poppi Charged will be available for preview, along with exclusive Poppi merchandise. Poppi brand ambassadors, including influencers Alix Earle and Campbell Puckett, will also attend and share their excitement for the new product line.

WHO: Allison Ellsworth, Founder and CEO of Poppi and her team. Influencers, Alix Earl and Cambell Puckett. A select group of loyal Poppi customers.

WHAT: Access to preview the new product line, Poppi Charged before it hits the shelves. Exclusive access to speak with the CEO and well known influencers who support the brand via their platforms. All flavors will be available and exclusive Poppi Charged swag for all who attend.

WHEN: Aug. 5, 2026 at 3:00 p.m.

WHERE: Poppi Headquarters located at 31 Navasota Street, Suite 270, Austin, TX 78702.

WHY: To provide media with exclusive early access to preview the new Poppi Charged energy drink line ahead of its official release.

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📲 Social Media Plan

Social Media Planning: Poppi Charged

TikTok: The people with the product
Goal: Build community
Audiences: Gen Z, influencers, wellness consumers
Content: Trends, interviews, challenges, and collabs
Frequency: 3-4 posts per week

Instagram: The Brand
Goal: Engagement
Audiences: Gen Z and Millennials, health focused consumers
Content: Featuring the product, lifestyle content, Reels, influencer collabs, Stories (polls, Q&As)
Frequency: 3-4 posts per week and daily stories

X: The Voice
Goal: Real Time engagement with consumers
Audiences: Consumers, people who are culturally engaged (Gen Z/Millennials)
Content: Witty commentary with Poppi's brand voice, trending topics, replies, brand personality posts
Frequency: Daily (as needed with things going on)

LinkedIn: Brand Credibility
Goal: Build a professional presence in the beverage industry
Audiences: Industry professionals, partners, potential employees
Content: Company updates, product launches, and partnerships
Frequency: 2-3 posts per week

🗓️ Social Media Calendar

Social Media Calendar

Link to Google Sheet: Poppi_Full_Campaign_Calendar.xlsx

SOCIAL NETWORK	DATE	TIME	CONTENT TYPE	TOPIC	SOCIAL COPY	NOTES
INSTAGRAM	08/13/2026	10:00 AM	VIDEO (TEASER)	Awareness	Something new is coming! Clean energy… no crash	Teaser visuals but no full reveal. This should be aesthetic mysterious.
TIKTOK	08/14/2026	1:00 PM	POV VIDEO	Awareness	POV: you found energy without the crash	Relatable, fast edits, captions
INSTAGRAM	08/20/2026	10:00 AM	LAUNCH VIDEO	Launch	Poppi Charged is here! Clean energy. No crash.	Full reveal of the product
LINKED IN	08/20/2026	10:00 AM	LAUNCH PHOTOS	Launch	We're excited to introduce Poppi Charged! A new way to power your day without the crash. Poppi Charged brings together everything you love about Poppi with clean, functional energy designed for modern lifestyles. With real ingredients, refreshing flavor, and balanced caffeine, it's energy that works with you, not against you. As more consumers look for better-for-you alternatives, Poppi Charged represents the next step in redefining what energy can look and feel like.	Full reveal of the product
TIKTOK	08/20/2026	12:00 PM	REACTION VIDEO	Launch	Trying Poppi Charged for the first time	Authentic reactions, social proof
X	08/23/2026	9:00 AM	TEXT POST	Engagement	You don't have to sacrifice your health for energy	Short reinforcing message graphic
INSTAGRAM	08/26/2026	11:00 AM	LIFESTYLE VIDEO	Back-to-School Push	Feel good energy for busy days	Students studying, gym, social scenes
TIKTOK	08/26/2026	2:00 PM	DAY IN LIFE	Engagement	Day in my life with Poppi Charged	Influencer content with Alix Earle
INSTAGRAM	08/27/2026	10:00 AM	INFO VIDEO	Credibility	What makes Poppi Charged different	Highlight ingredients and transparency of the product
LINKED IN	08/28/2026	1:00 PM	EDUCATIONAL	Credibility	Why clean energy matters	A breakdown of Poppi Charged health benefits and clean ingredients
INSTAGRAM	08/30/2026	12:00 PM	COMMUNITY POST	Engagement	Stay charged! Tag your go-to energy crew	UGC...community focused with tagging
TIKTOK	08/30/2026	2:00 PM	UGC COMPILATION	Engagement	Our favorite #StayCharged moments	Compilation of best content from users



Crisis Comm Plan

August 29, 2026

Poppi Charged Crisis Comm Plan

1. Crisis Description

Poppi Charged officially launched nationwide on August 20, 2026 as a "clean energy without the crash" beverage option rooted in balance, transparency, and better-for-you ingredients that the brand is known for. The launch generated strong early sales and engagement among Gen Z and millennial consumers and distribution secured through major retail partners including Target and Walmart.

In the days following launch, demand increased significantly, requiring rapid production scaling to restock inventory across retail locations. During this high-volume post-launch production cycle, a manufacturing and bottling error occurred.

Specifically, our new caffeinated Poppi Charged drink was mistakenly packaged into regular Poppi cans which are not labeled as caffeinated.

The issue was identified internally during a routine quality control check on August 28, 2026, but after a portion of the affected batch had already been shipped into the distribution pipeline and reached select retail locations.

The Issue Details

- **Flavor impacted: Strawberry Lemon**
- **Production window: August 25-27, 2026**
- **Discovery date: August 28, 2026**
- **Issue: Caffeinated product mislabeled as non-caffeinated**
- **Risk: Consumers unknowingly consuming caffeine creating a serious safety and trust concern, particularly for Poppi's wellness-conscious audience who rely on accurate labeling and transparency when making consumption decisions.**

The crisis directly challenges Poppi's core brand values like:

- **Transparency**
- **Better ingredients**
- **Consumer trust**

August 29, 2026

At the time of discovery:

- **No confirmed health incidents have been reported**
- **Distribution of the affected batch has been halted**
- **Internal teams are actively tracing shipments and notifying retail partners**

5Ws:

Who: Poppi Charged, consumers, retail partners (Target, Walmart), manufacturers, distributors, internal teams
What: Mislabeling error of a caffeinated product packaged in regular non-caffeinated Poppi cans
When: Produced August 25-27, and discovered August 28
Where: Distribution centers and retail locations nationwide
Why: Manufacturing error during a large post-launch production cycle

2. Purpose and Goals

The purpose of this crisis communication plan is to guide Poppi Charged's response in a way that protects consumer safety while preserving trust in a wellness-focused brand.

Primary Goals:

1. **Protect consumer safety immediately and ensure affected products are identified, removed, and effective communication is executed to the public and retailers.**
2. **Maintain brand trust and credibility and reinforce Poppi's priority of transparency and wellness for consumers.**
3. **Communicate quickly and clearly through this crisis and provide consistent and accurate messaging.**
4. **Take accountability without being defensive and own up to the mistake while still focusing on the best corrective actions.**
5. **Supporting specifically our key audiences:**
    - **Gen Z and millennial consumers**
    - **Retail partners (Target, Walmart)**
    - **Influencers and brand ambassadors**
    - **Internal employees and sales teams**
    - **Investors and stakeholders**
6. **Minimize misinformation and confusion, especially across social platforms where Poppi is highly active and it is easy for false info to spread.**

7. **Be transparent about our corrective actions and show the public the steps being taken to prevent future manufacturing errors like this.**
8. **Reinforce long-term brand identity, establishing our healthier energy product that consumers can trust.**

3. Key Messages

1 - Consumer Safety Comes First

The safety and well-being of our consumers is our top priority, and we are taking immediate action to address this issue.

2 - Transparency and Trust

Poppi is rooted in transparency and better ingredients, and we are committed to openly communicating about this situation.

3 - Accountability

This was a manufacturing error during a high-demand production period, and we take full responsibility for this mistake.

4 - Consumer Guidance

Consumers who purchased Strawberry Lemon Poppi from the affected production dates should not consume the product and should follow return and refund instructions.

5 - Immediate Action Taken

We identified the issue internally on August 28 and then immediately stopped distribution. We are working quickly and closely with retail partners to remove affected products.

6 - Brand Reassurance

Poppi Charged remains committed to delivering clean energy without the crash while staying true to balance, wellness, and flavor.

August 29, 2026

Supporting Message Points

- **The issue is limited to one flavor and a specific production window**
- **Not all Poppi or Poppi Charged products are affected**
- **No confirmed health incidents have been reported**
- **Retail partners are being notified and products are being removed**
- **Refunds or replacements will be offered**
- **Additional quality control measures are being implemented**

4. Lede Sentence

Poppi is recalling a recent batch of its Strawberry Lemon product after discovering a manufacturing error on August 28 during a post-launch production cycle which caused caffeinated beverages to be mislabeled as non-caffeinated.

August 29, 2026

Anticipated Q & A

Q1: Has there been any recorded medical crises or hospital transports due to this mistake?

A1: At this time, we have not received any reports of serious medical incidents or hospitalizations related to this issue. That said, consumer safety is our top priority, and we are taking this situation very seriously.

Q2: Will shipping and processing be stopped or delayed?

A2: Yes. We immediately halted distribution of the affected batch as soon as the issue was identified. We're working quickly with our partners to ensure only correctly labeled products move forward.

Q3: How long will shipping and processing be delayed?

A3: Any delays are expected to be short-term and limited specifically to the impacted batch. Our teams are working around the clock to resolve the issue and resume normal operations as quickly as possible.

Q4: Will people be refunded?

A4: Absolutely. Any consumer who purchased the affected Strawberry Lemon product will be eligible for a full refund or replacement. We want to make this right for everyone impacted.

Q5: Are you offering consultation to people who purchased the affected product?

A5: We are providing clear guidance to consumers, including instructions on what to do if they purchased the product. While we have not seen reported health issues, we encourage anyone with concerns to consult a healthcare professional.

Q6: Was the problem caused by a mistake on Poppi's end or the retailer's end?

A6: This was a manufacturing error on our end during production. Our retail partners are not at fault, and we take full responsibility for what occurred.

Q7: Was this mistake a result of Poppi not being able to keep up with operations after the launch?

A7: The error occurred during a high-demand production period following launch. While demand did increase rapidly, this ultimately came down to a breakdown in our internal production process, and we are addressing it directly.

Q8: What flavors were affected?

A8: This issue is limited to one flavor (strawberry lemon) and only within a specific production window. No other flavors or products are impacted.

Q9: Are there still affected cans on store shelves?

A9: A limited number of units may have reached select retail locations before we identified the issue. We are actively working with our retail partners to remove any remaining affected products as quickly as possible.

Q10: What is Poppi doing to ensure all affected cans are removed from shelves?

A10: We've halted distribution, initiated product tracing, and are working directly with retailers like Target and Walmart to remove the affected batch. Our teams are monitoring this process closely to ensure it's completed thoroughly and quickly.

Q11: When will Poppi products be safe to consume again with guaranteed correct packaging? A11: All unaffected Poppi products remain safe to consume. This issue is isolated, and we are implementing additional quality control measures to ensure all future products meet our labeling and safety standards.

Q12: Has Poppi already distributed reimbursements to customers?

A12: We are in the process of rolling out refunds and replacements. Consumers can follow our guidance to easily receive compensation for any affected purchases.

Q13: Will shipping and production on all flavors be affected or just Strawberry Lemon?

A13: This is limited strictly to the Strawberry Lemon flavor within a specific production window. Other flavors and products are not affected and continue as normal.

Q14: Was this a malicious act or purely an accident?

A14: This was purely an unintentional manufacturing error. There is no indication of any malicious activity.