

4Real Comms Plan Recommendations

by Pop Creative



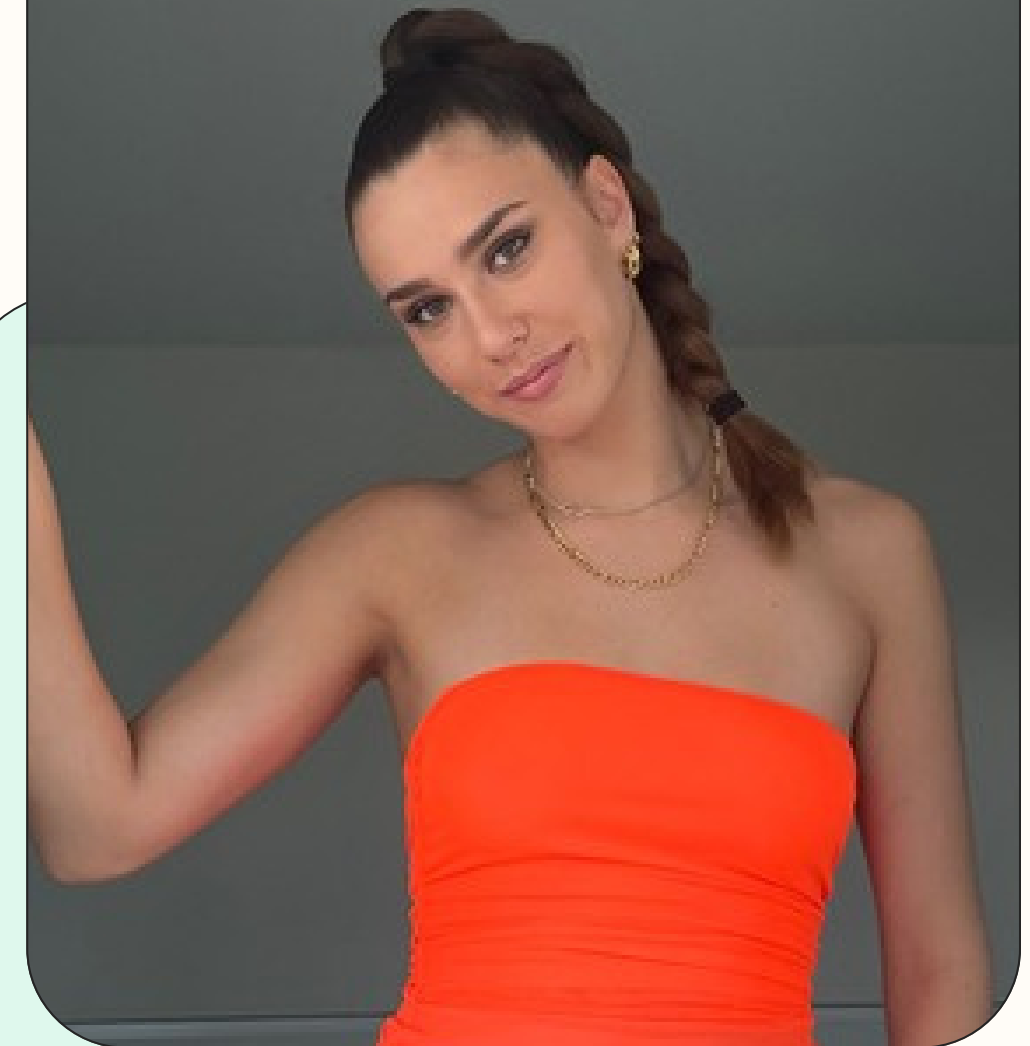
Pop Creative
Who We Are



Jeyna

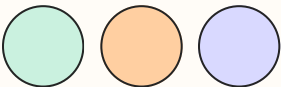


Marga



Shannon

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Summary

The Challenge

A new beverage in an oversaturated market.

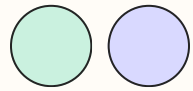
The Driver

Young professionals at the start of their careers need an all-in-one drink to give them comfort and confidence.



The Strategy

Content that shows the multi-functionality of 4Real, that is targeted specifically towards Gen Z-ers



Insights and Crafted Experience

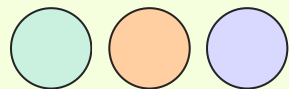
Insight

The energy and wellness drink market is oversaturated with products that often have aggressive and dodgy marketing and claims. 4Real is a real, clean drink that supports a wide range of lifestyles, **allowing the consumer to take the wheel.**

Integration and our Edge

4Real's intended experience with consumers **expands awareness, generates curiosity, and sparks desire.** It reaches them when they need it the most and leaves a lasting, unique impression that 4Real **isn't only** for serious gym-goers or ultra-polished wellness influencers, but provides that same level of support for the average young professional.

Business Situation



SWOT Analysis

Strengths

- Muti-benefit product
- Successful Regional Launch
- Competitive Pricing

Weaknesses

- Low Brand Awareness
- Smaller Budget
- Lack of Trust

Opportunities

- Gen Z need for energy, health, and hydration
- Hitting a specific target audience

Threats

- Aggressive competitor market
- Being considered “white noise”

Driver

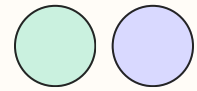
Confidence in Control

In a chaotic, fast-moving world, especially as Gen Zers step into high-pressure, unpredictable careers, **4Real** becomes the small but powerful part of their routine they can fully control.

It's real, functional fuel that helps them stay sharp, centered, and in charge of their wellness.

**LET'S BE
REAL.**





Strategy formation

Who?

Young adults who need support and motivation – those who wear a lot of hats need a drink that does the same.

Where?

Our campaign will reach them at points of receptivity, in a way that breaks through the noise.

What?

Craft unique narratives and clever integration that will capture interest and connect with consumers.

How?

Shift the narrative from spotlighting the drink to spotlighting the drinker, and how they can benefit from 4Real.

Target, Category, & Insights



Target Audience

Gen Z



Young adults aged 21-34 who are at the beginning stages of their career

Health



Those who try tend to prioritize health. They're the ones to want to take as many steps as they can to live a healthy lifestyle.

Working



The young professionals that are emerging in their careers and always flooded with deadlines.

Habitual



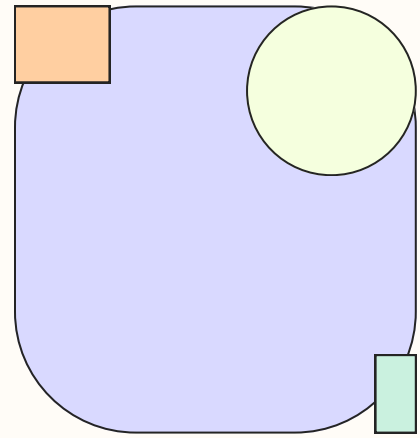
People who tend to have a routine and stick to it – they probably have go-to comfort foods and drinks, and like to get their morning workouts in.



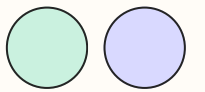
Meet Maya!

Maya, 23, is a highly motivated marketing coordinator at a San Francisco tech startup. In her two years there, she's become known for her dedication, often tackling extra projects and working late amidst a flurry of meetings and deadlines. This overachiever fuels her busy days with an energy drink or green juice – something to give her all of her necessary energy and nutrients. Despite work demands, she sticks to her routine of morning workouts and indulging in her favorite comfort drink (that's nutritious of course!).





Commspoint Brief



Tagline:

Let's Be Real.

Business Objective:

Sell one million units in the first year.

Marketing Objective:

Gain trial amongst 25% of the target audience in a crowded beverage category.

Communications Objective:

Drive 50% aided awareness within the target.

Business Challenge:

4Real is an unknown brand in a crowded market. The consumer's trust and attention must be gained.



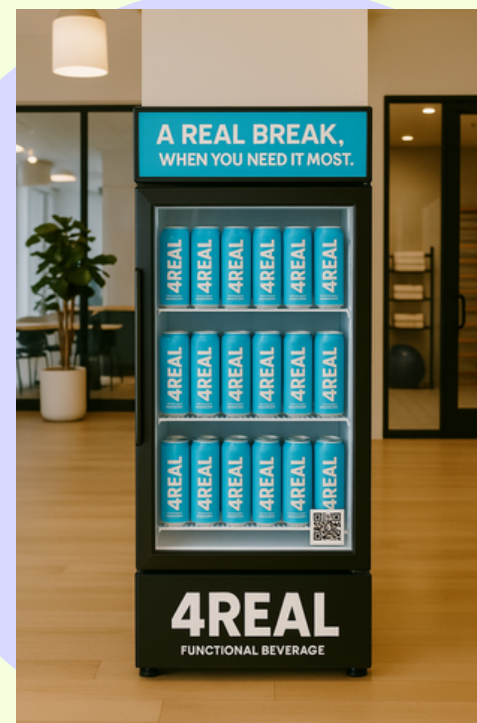
Integrated Comms Plan Recommendations



“4Real Workday Recharge”



Desk-to-Gym Digital Push
40%



Wellness Fridge Takeover
32%



Professional Starter Kits
28%

Budget Breakdown: \$25 M



DESK-TO-GYM DIGITAL PUSH

Desk-to-Gym Digital Push : \$10M

“Let’s Be Real. You’ve got a lot to do.”

- Paid ads on Instagram, TikTok, and YouTube targeting work-focused and wellness-focused content.
- Sponsored segments on productivity podcasts and mindfulness apps (ex. Spotify, Headspace).
- Targeting busy professionals on their commute, work breaks, and post-work gym time.
- Emphasis on 4Real giving you the extra push from point A to point B; whether it’s desk to gym, couch to hiking trail, or drawing board to presentation room.



Wellness Fridge Takeover: \$8M

"A real break, when you need it most."

- Branded 4REAL fridges stocked in WeWork offices, working spaces, gyms, and apartment complexes.
- Includes QR codes for subscriptions or Instacart delivery.
- Focused on trial and establishing 4REAL as part of their routine.

Professional Starter Kits \$7M

“Hydration that works as hard as you do.”

- Kits sent to wellness influencers, young professionals, and through LinkedIn partnerships.
- Includes 4REAL cans, branded water bottle, sticker pack, discount code, and habit tracker pad.
- Influencer unboxing content on TikTok/IG targeted toward lifestyle and productivity.

Metrics for Success

Awareness Metrics

- **Track reach and share of voice** through tools like Google Trends and Brandwatch to measure interest and popularity

Engagement Metrics

- Monitoring **Earned and Shared** media through social channels to assess sentiment and reaction to campaign; **Paid and Owned** for CTR and impressions
- Search/SEO: Tools like Ahrefs, SEMrush, or Google Search Console can compare keyword rankings or traffic share.

Conversion/Action Metrics

- Assess CPA (**Cost per acquisition**) across channels to find out the most impactful integrations
- Use tools such as Google Analytics, Mixpanel, and Segment to **understand what drives conversion**; first and last click attributions to figure out which touchpoints piqued interest and which closed the deal
- Conduct **Share of Market research** over a select period with select competitors using tools like industry reports and third-party firms like Nielsen and Kantar

Conclusion

We solved the challenge:

Break through the noise and earn trust in a crowded, overpromised category.

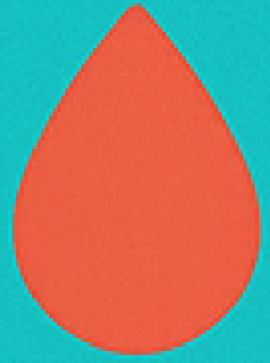
Our Strategy:

- Targets 21-34 year olds building routines and prioritizing wellness
- Engages during real-life moments - commute, work, workouts
- Uses media that builds trust: authentic, routine-driven, and real

This plan delivers:

- National awareness through relatable digital touchpoints
- Real-world trial via fridges, pop-ups, and kits
- Daily habit adoption through owned content + CRM





THANK YOU

