

Organizations

Primary: Poppi
@drinkpoppi 369k followers

Poppi is a prebiotic soda brand, created in Austin, TX, by Allison and Stephen Ellsworth in 2015. Poppi sodas combines fruit juice, apple cider vinegar and inulin prebiotics for a healthy take on soda. The brand started on 'Shark Tank' and has taken off through their modern marketing, and plays on current trends.

Comparison: Olipop
@drinkolipop 296k followers

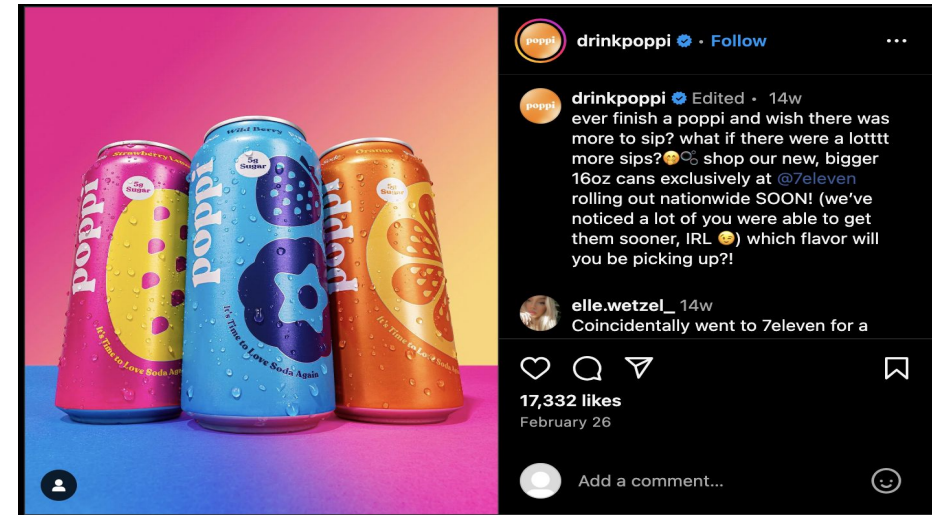
Olipop is a prebiotic soda brand, created in 2018, by Ben Goodwin and David Lester. Olipop's mission is to fuel people's bodies with healthy, environmentally friendly ingredients as a healthy alternative to soda. The company's focus on digestive health has made them a popular soda option in just a short matter of time.

Content analysis sampling for Poppi and Olipop for October 1, 2023 to May 23, 2024

- Poppi's number of IG posts in date range = 267
- Olipop's number of IG posts in date range = 114
- Label: Simple Random Sampling.
- Describe: We looked at each organization's instagram accounts to find how many posts were uploaded between October 1st through May 23rd. Then we used www.calculator.net to generate 60 random numbers which we assigned to Poppi's posts, starting with its most recent. We then repeated this process for Olipop.

Content analysis coding: Still Image or Video

- Code: Is the post a still image or video?
- Definition: We wanted to identify whether the post contained a still image or video. Carousel posts were categorized based on the first slide in the series.
- Why? We noticed that Poppi's content contains more videos while Olipop's content consists of more still images. We also observed that videos from both accounts get more comments compared to likes.



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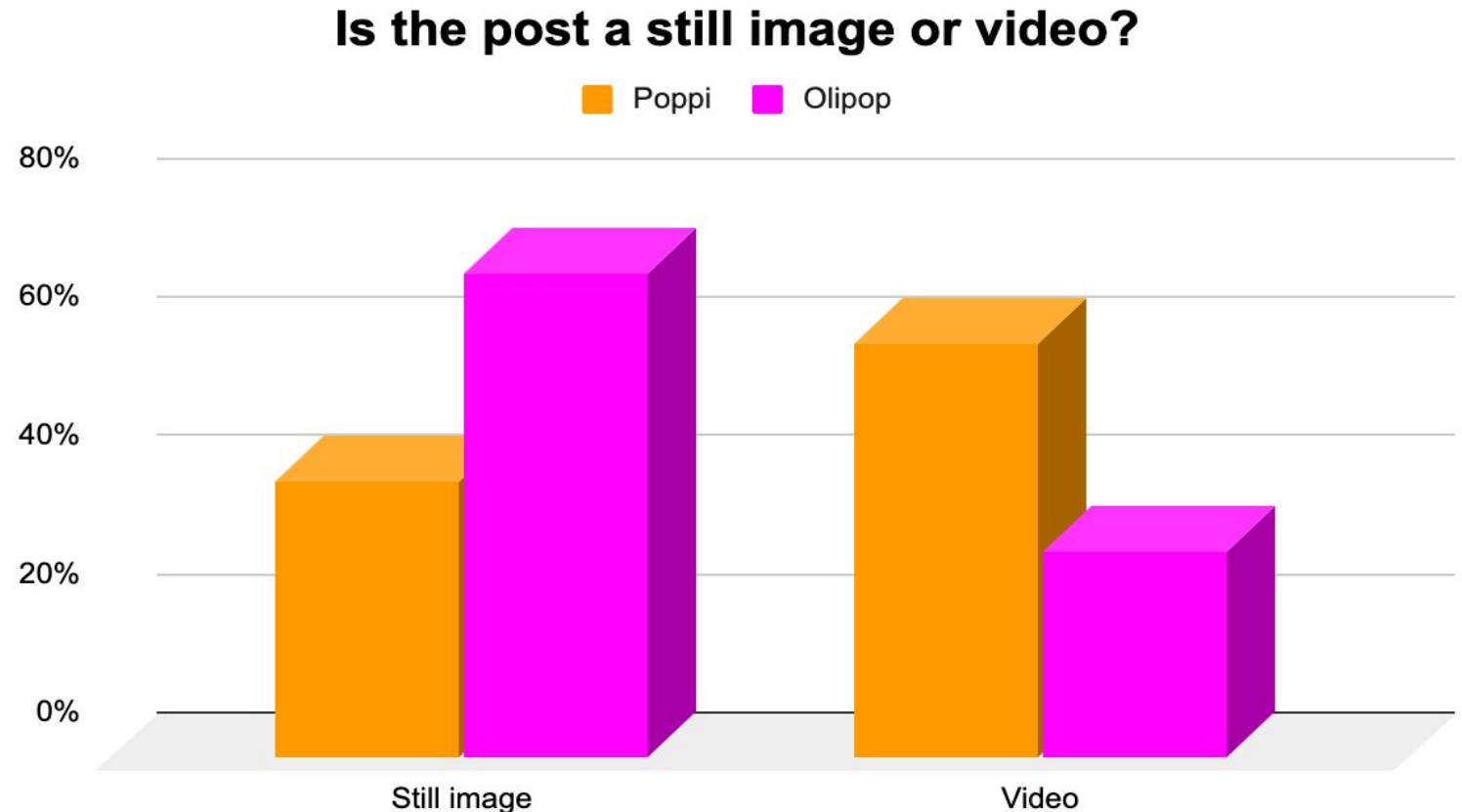


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Manifest Code 1: Is the post a still image or video?

Were your organizations similar or different for this code?

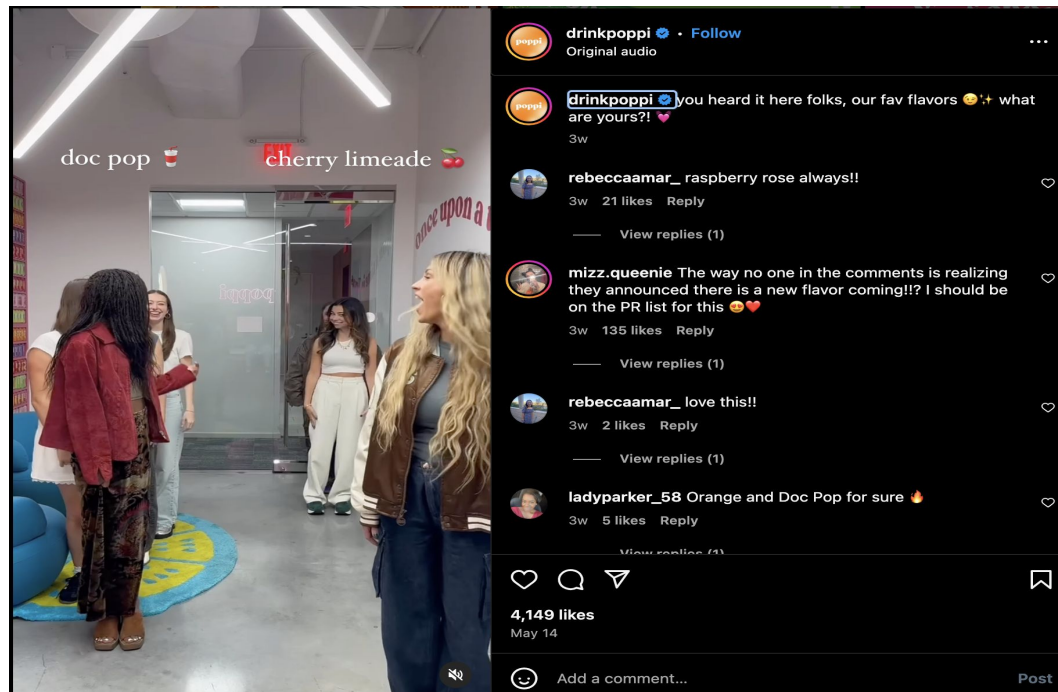
- Poppi and Olipop are different ($p < 0.001$) in how often their posts incorporate still image or video.
- Poppi's content contains 40% still images and 60% video content. Olipop content contains 70% still images and 30% video content.



120 responses

Manifest Code 1: Is the post a still image or video?

- Olipop has more still image content and Poppi has more video content



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Manifest Code 1: Is the post a still image or video?

How is engagement associated with this code?

Comments

- Whether the content is still image or video, there is a statistically significant effect on the number of comments on a post ($p=0.014$)
- Posts that are videos receive more comments ($M=1,882$, $SD = 2,659$) compared to posts that are still photos ($M=607$, $SD=1,079$)

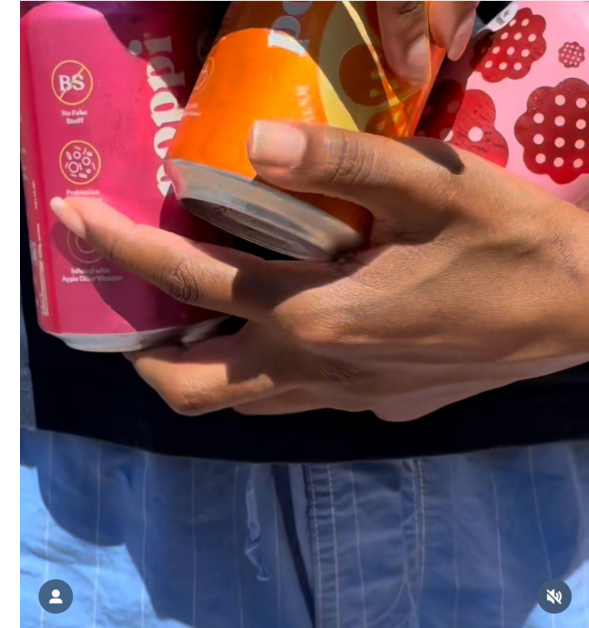
Likes

- Whether the post is a still image or video does not have an effect on the number of likes ($p = .03$).
- Posts that are videos receive similar likes ($M=5,194$, $SD= 7,698$) compared to posts that are still photos ($M=5,319$, $SD=5,538$).

Content analysis coding: Engagement

- Does the post prompt the audience to engage with the brand?
- Why?: We chose engagement as a latent code because companies often prompt their audiences to comment, like, share or even visit pop-up shops in order to increase brand awareness and loyalty. This code also gives us insight into customer loyalty.
- Example: Poppi announces giveaways and pop-up shows often where they ask followers to like, comment and share in order to be entered in a giveaway of Poppi products or secure an invite to an exclusive brand party. Olipop often posts aesthetic videos or commercials of their products, which are more targeted toward brand awareness rather than audience engagement.

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6,819 likes

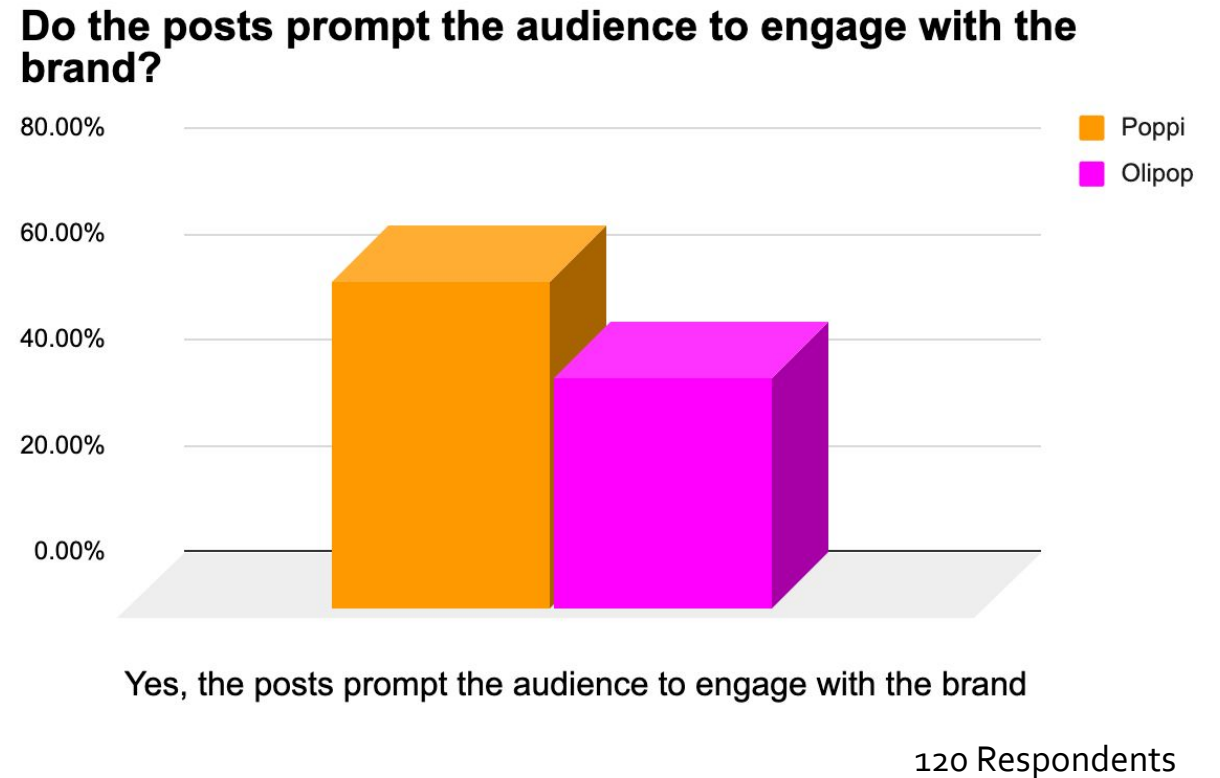
drinkpoppi 🍷 POPPI x OLEHENRIKSEN GIVEAWAY! 🍷
poppi AND pout preserve?! SAY LESS 🍷 @drinkpoppi &
@olehenriksen came together to partner & give you the
ultimate giveaway to kick off the summer! 🍷

HOW TO ENTER: 🍷
🍷 follow @drinkpoppi @olehenriksen
🍷 like this post
🍷 tag a friend in the comments
BONUS: comment on each of our last 3 posts with " 🍷 " for
extra entries!

Latent Code 2: Engagement

Were your organizations similar or different for this code?

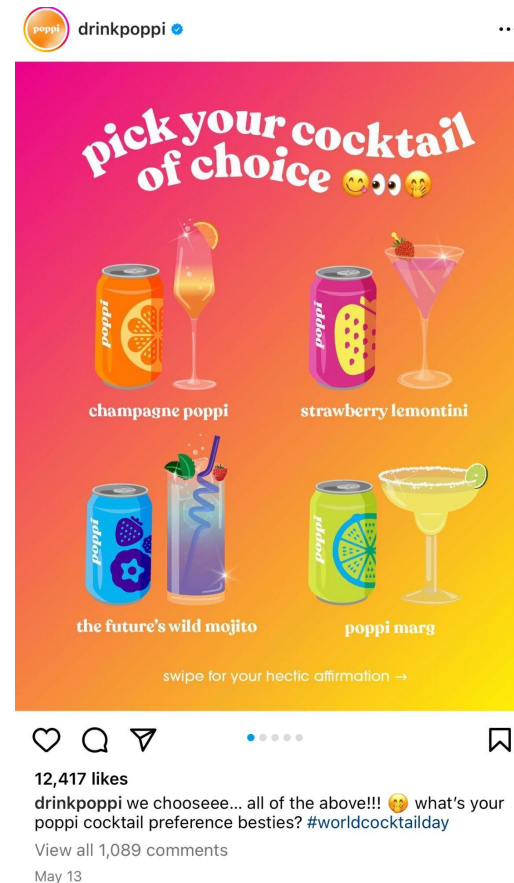
- Poppi and Olipop are different ($p=0.04$) in how they encourage engagement from the audience. We found Poppi content featured more posts which they asked the audience to engage with the account. Whether it was likes, comments, links, giveaways or invites to pop-up shops. Poppi lead in this latent code, often hosting pop-up shops and giveaways.
- We found that out of our sampling, 62% of Poppi's posts prompt engagement from the audience, compared to Olipop's 43%.



Latent Code 2: Engagement

- Poppi and Olipop differ in terms of prompting the audience to engage with their accounts through likes, comments, links, giveaway and pop-up shops.
- Poppi's post asks the audience to comment their favorite cocktail, whereas Olipop isn't prompting the audience to engage.

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Latent Code 2: Engagement

How is engagement associated with this code?

Comments

- Engagement by audience does have an effect on the number of comments ($p < 0.01$)
- Posts with engagement have more comments ($M=1,881$ $SD= 2,659$) compared to posts not prompting the audience to engage ($M=607$ $SD= 1,079$).

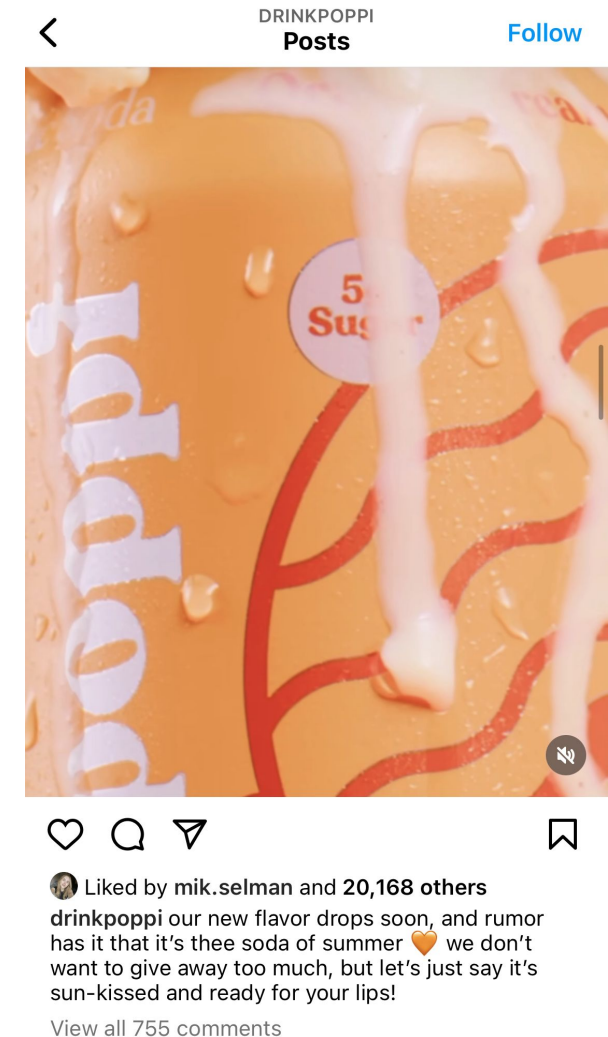
Likes

- Engagement by audiences does not have an effect on the number of likes ($p=0.17$).
- Posts with engagement have similar number of likes ($M= 5,217$ $SD= 4,207$) compared to posts not prompting the audience to engage ($M= 5,314$ $SD= 8,491$).

Content analysis coding: Promotional

- Code: Is the post promoting something?
- Definition: Does the post inform the audience about a new product or event?
- Why? We chose promotional as a latent code because most brands utilize social media to “promote” new products, launches, flavors and collections. We also wanted to investigate if engagement changed when users perceived that the brands were attempting to promote a product to them.

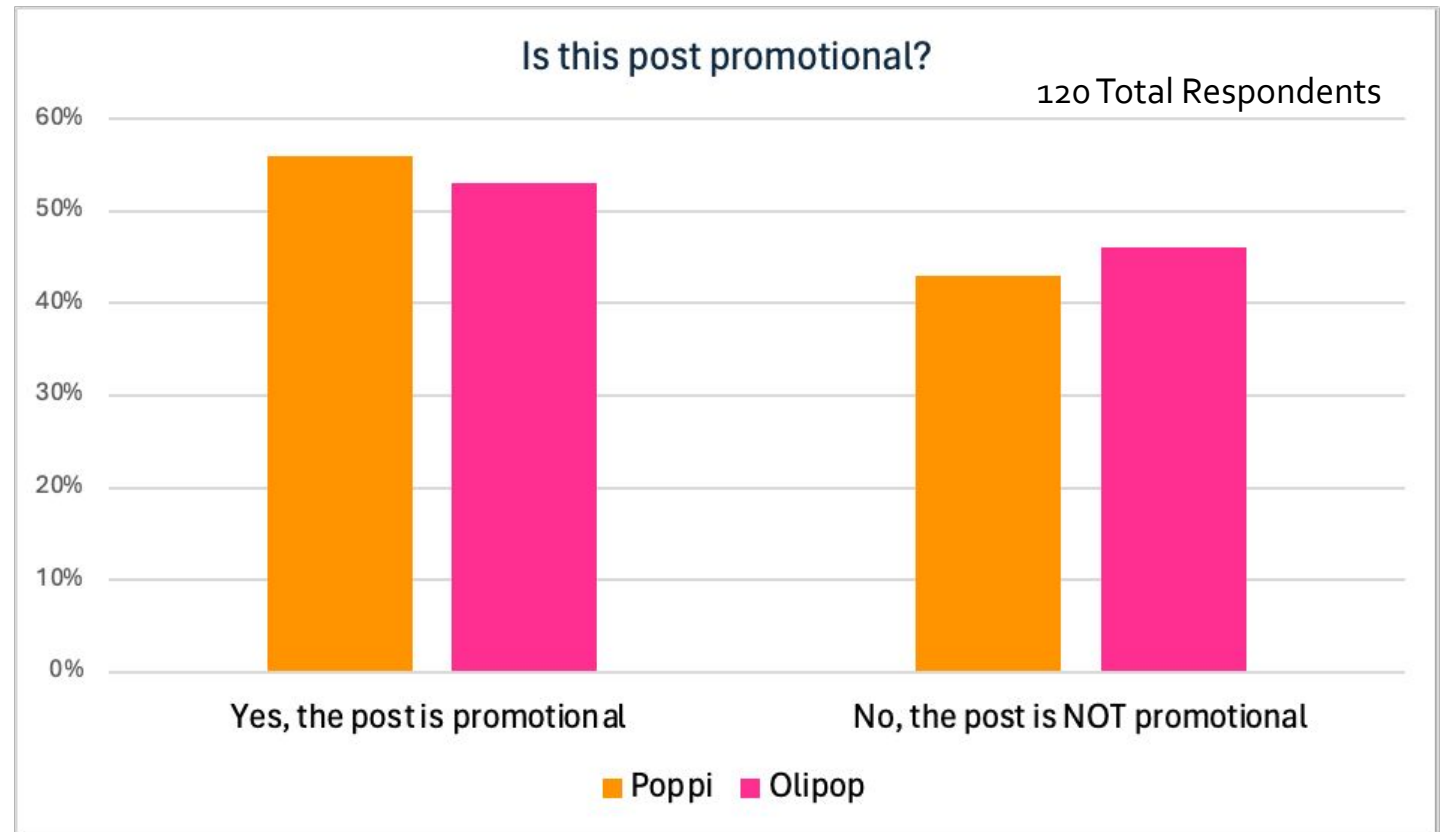
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Latent Code 3: Promotional

Were your organizations similar or different for this code?

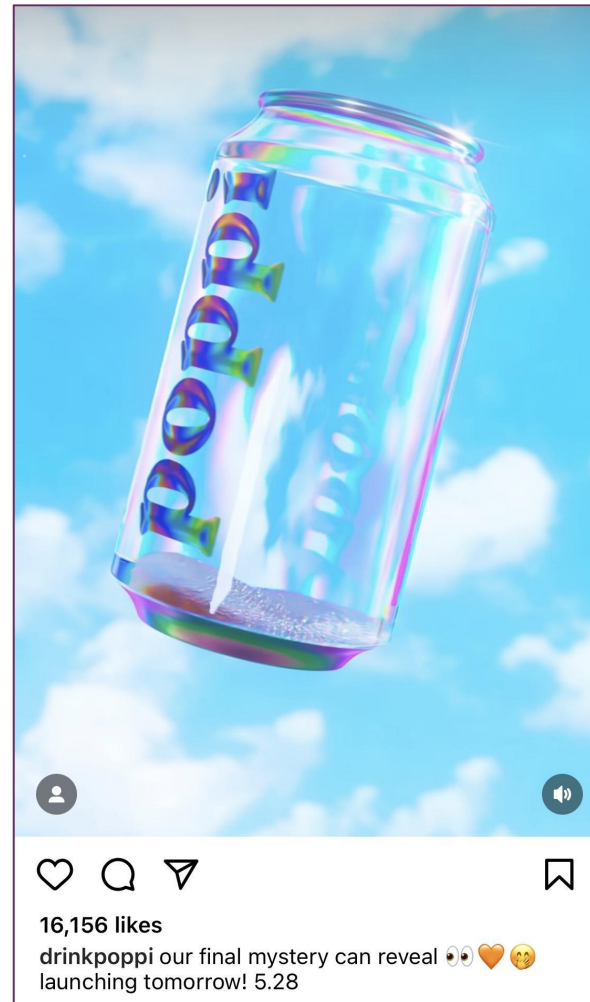
- We found that Poppi and Olipop were similar ($p=0.71$) in their amount of promotional posts.
- 56% of Poppi's posts were promotional and 53% of Olipop's were promotional.



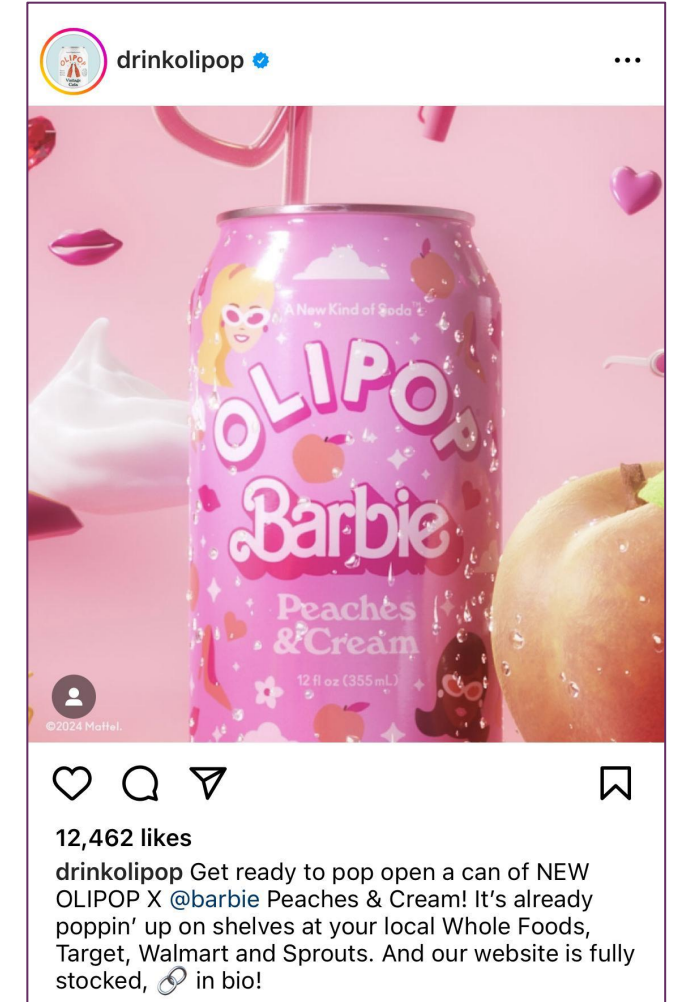
Latent Code 3: Promotional

Both Poppi and Olipop have similar amounts of promotional posts on their accounts. Here is a promotional post from each account that demonstrates this. Both of these posts are promoting the release of a new flavor.

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Latent Code 3: Promotional

How is engagement associated with this code?

Comments

- Promotional content does not have a significant effect on the comments the post received ($p=0.07$).
- Posts that were promotional received similar amounts of comments ($M=1675$, $SD=2610$) compared to posts to posts that were not promotional ($M=789$, $SD=1274$).

Likes

- Promotional content does have a significant effect on the likes the post received ($p<0.001$).
- Posts that were promotional had more likes ($M=6076$, $SD=6176$) compared to posts that were not promotional ($M=4269$, $SD=5647$).

Poppi Instagram recommendation

- Recommendation and justification:

We recommend that Poppi post a promotional video that announces a new product line and encourages audiences to engage. Videos were found to receive more comments than still images, and promotional content positively influences the number of likes/comments of a post. Our proposed mock up announces a summer line of flavor fusion beverages; we found that new releases create audience “buzz” and spark social engagement.

