

## Word Tonic Brief: Bloom Pop

As young people pay more attention to their health, many products have risen to the occasion to help them stay fit while still indulging in fun foods and drinks. One of these that has caught on in recent years is prebiotic soda. Several prebiotic soda brands have popped up, but the focus for this brief is Bloom Pop, which expanded from selling health supplements into the beverage game.

Bloom Pop has several fun soda flavors on their site, but I've noticed one thing — they all use the same product description copy:

**om** Shop Best Sellers

### Bloom Pop™ Prebiotic Soda

★★★★★ 232 Reviews

This isn't regular soda... it's Bloom Pop! Bold, bubbly flavor meets real gut health benefits for a deliciously irresistible sip. Crafted with clinically-backed prebiotics, better-for-you ingredients, and no junk — *finally*, a better way to satisfy your soda cravings!

**\$2.28**

**Why you'll love it**

- 3-4g sugar**  
No sugar sticker shock here! Each fizzy, flavor-filled can satisfies your sweet tooth without heaps of added sugar.
- Only 20 calories**  
Compromise? Never heard of it. Bloom Pop is big on flavor and low on calories, so you can savor every sip without the guilt trip.
- Natural sweeteners**  
Forget the artificial aftertaste — we use fruit juice, organic cane sugar, and stevia to give our soda that perfectly sweet, authentic flavor you crave.
- PreticX™ prebiotic**  
A patented, clinically studied prebiotic shown to work its magic throughout your digestive system, selectively fueling beneficial bacteria while reducing harmful microbes to promote a thriving gut microflora and support healthy metabolism.

**Bloom Wellness Club**

This conversational copy portrays the Bloom brand well, but we want to be more specific to get people excited to try new flavors and play up how delicious the ingredients are! Why should people want to drink a cherry or grape Bloom Pop over regular sugary soda? What's the flavor profile like?

That's where you come in.

**Your mission?** Brainstorm a new Bloom Pop flavor, and write **1 website product description emphasizing its unique taste and 2 Instagram posts announcing its release.**

One of your Instagram captions should be a “Guess who?”-type post to encourage user interaction and get users to offer their best guesses about what the new flavor will be.

Get people eager to buy a beverage they’ve never tried before — even in the 12-pack size — over any other probiotic drink company.

Your chosen flavor can be as normal or as far-out as you please, whether it’s bananas, bacon, fresh-cut grass, or licorice. Just make it sound desirable.

For an extra creative push, use design to create your Instagram posts. Canva offers free mockup frames that allow you to create soda can designs, so go crazy with your ideas!

**Target Audience:** Gen Z-ers who want the benefits of staying healthy but don’t want to give up their fizzy drinks or their sweet tooth. People who are into health, beauty, wellness, and fitness and use Instagram to keep up with their favorite health influencers and brands. Geared toward a female audience.



**Tone of Voice:** Fun, casual, familiar language (“besties, fam, hey girl”). Keep in mind the overall brand voice is educated/knowledgeable about health topics. Depending on the type of soda flavor you choose, you can incorporate seasonal references (spring, summer, winter, fall) or specific eras/locations, etc. (Like a classic American diner that serves root beer floats)

**Branding:** Bloom offers delicious sodas, but at their core [they’re a health supplements brand](#). They sell products that are functional, modern, and full of effective ingredients — providing aesthetically appealing, vibrant packaging and tropical flavors. These aren’t your grandma’s health powders and vitamins.

**Deliverables:**  
2 Instagram posts  
1 product description

[Check out their Instagram](#) to take inspiration from their posts about their newest soda releases.

