MINUTE MAID



Client Communication Plan

SOCIAL MEDIA



AGENDA

01 Communication challenge

02 Consumers

03 Communication gap

04 Social media

05 Recommendation

06 Timeline & Budget

07 Key performance indicators

08 Conclusion



Abby

TEAM 29



Ramzi Charani



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COMMUNICATION CHALLENGE

Strong established brand, BUT...

Brand Consideration Ranking

Gen X	Baby Boomers	Gen Z
5th	8th	15th

Jay

CONSUMER STAKEHOLDER

18–29

Female Gen Z consumers

80% - 63%

Use Instagram / TikTok

2 in 3

Gen Z purchased functional beverages last year

23%

Income spent on food and beverages



Shelby

CONNECTING WITH GEN Z

1

Social Media Discovery

YouTube

2

Taste & Nutrition



3

Poppi’s Connection with Gen Z





SOCIAL MEDIA: FORGOTTEN TO TRENDING

Pantene



+20%

Sales lift for several bestsellers

7M+

Views on original TikTok

230M+

Reported campaign impressions

Poppi at Coachella



+200%

Reported sales spike during Coachella

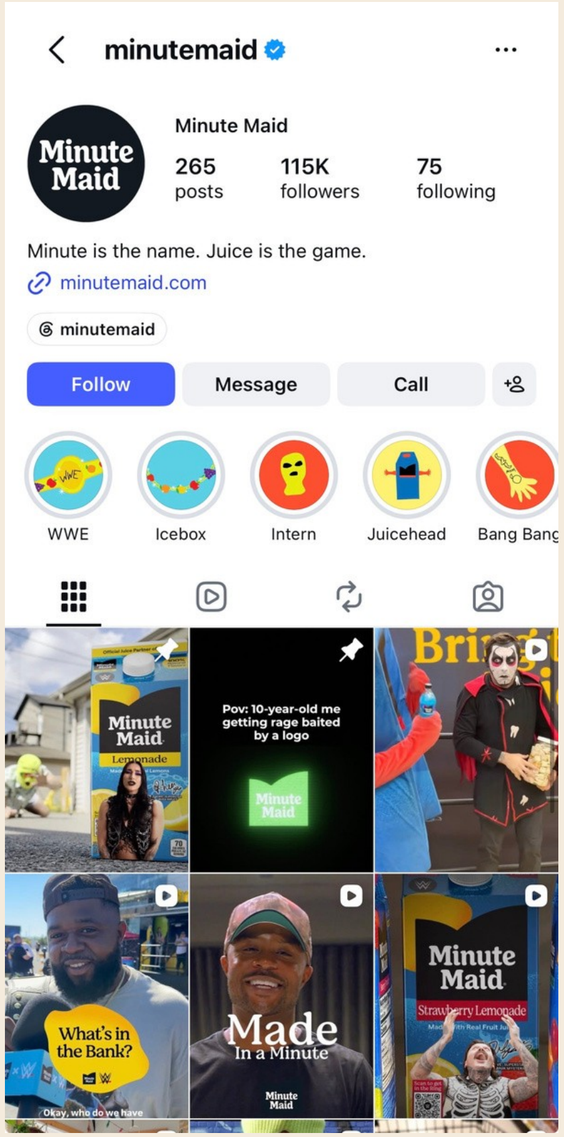
50M+

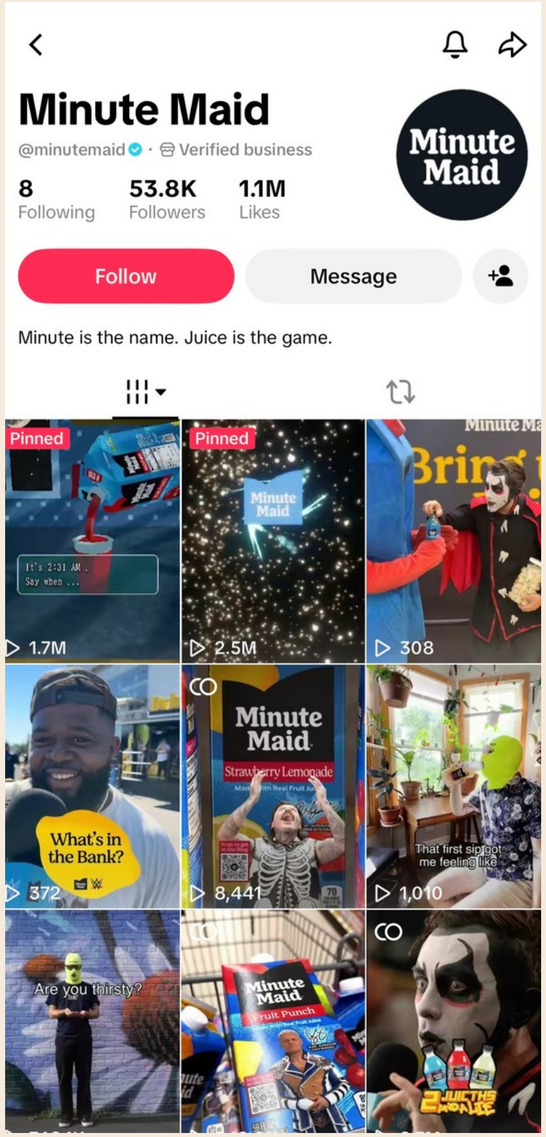
Impressions in three days

20+

Sponsored campaign videos

MINUTE MAID'S CURRENT SOCIAL MEDIA PRESENCE





Minute Maid Instagram

Minute Maid TikTok

MINUTE MAID’S CURRENT MESSAGE



Ramzi
Link

OPPORTUNITIES FOR MINUTE MAID

01

Influencer partnerships

Partner with influencers to create viral campaigns.

02

Lifestyle branding

Feature Minute Maid in consumers’ daily lives.

03

College partnerships

Partner with college students in exchange for content.



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INFLUENCER PARTNERSHIPS



90%

of Gen Z consumers say social media content influenced a purchase in the past six months

Source: Sprout Social, 2025

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INFLUENCER PARTNERSHIPS

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Link



MINUTE MAID AS A LIFESTYLE BRAND

157 BILLION+

Views on TikTok’s #GRWM videos

Accumulated by November 2023

Day-in-the-life content

Feature Minute Maid naturally in influencers’ daily routines.

Fortune, November 27, 2023

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BRAND OPPORTUNITIES WITH GEN Z





POPPI'S CAMPUS STRATEGY

2,000

Sorority partnerships nationwide

Campus influencer appearances

Product sampling and social sharing

MINUTE MAID'S OPPORTUNITY

Partner with sororities

Distribute branded PR packages

Encourage TikToks and Instagram stories

[Poppi LinkedIn]

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CAMPAIGN TIMELINE



MONTHS 1–3

Influencers & TikTok campaigns



MONTHS 2–5

Lifestyle brand



MONTHS 4–7

Sororities & PR



MONTHS 6–12

Drive sales

KEY PERFORMANCE INDICATORS

+5 pts

Gen Z consideration

350K

+200%

Instagram followers

12%+

Current ~8% · Poppi ~15%

Engagement rate

PROPOSED OUTCOMES

100K new customers

$2M retail sales

Jay

CAMPAIGN BUDGET ALLOCATION

Content Production

$100K

Research & Testing

$40K

Paid Social Media

$400K

Influencer Partnerships

$350K

Measurement & Analytics

$40K

Contingency

$20K

Staff & Management

$50K

TOTAL INVESTMENT: $1 MILLION



Jay

CONCLUSION

Build awareness

Influencer Partnerships
Social Media Presence

Drive engagement

Lifestyle Content
College PR

Modernize the brand. Connect with consumers. Drive growth.



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Consumer Stakeholder
Connecting with Gen Z

02

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Influencers Partnerships
Lifestyle Branding
College Partnerships

03

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Timeline
KPIs
Budget

SOURCES

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