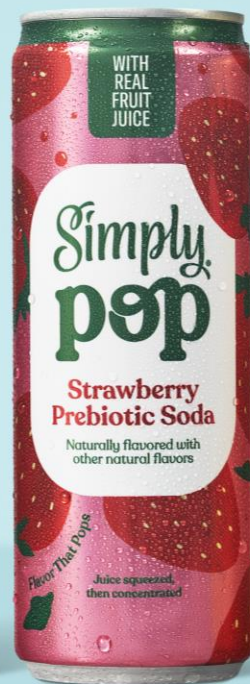


Simply pop × BAMM

How To Reframe An Emerging Category On The Fly

The Coca-Cola Company x BAMM Insights
Presentation for Quirks Chicago 2025





WITH
REAL
FRUIT
JUICE

Simply
pop

Strawberry
Prebiotic Soda

Naturally flavored with
other natural flavors

Flavor That Pops

Juice squeezed,
then concentrated

Click to add source

WITH
REAL
FRUIT
JUICE

Simply
pop

Pineapple Mango
Prebiotic Soda

Naturally flavored with
other natural flavors

Flavor That Pops

Juice squeezed,
then concentrated

WITH
REAL
FRUIT
JUICE

Simply
pop

Fruit Punch
Prebiotic Soda

Naturally flavored with
other natural flavors

Flavor That Pops

Juice squeezed,
then concentrated

WITH
REAL
FRUIT
JUICE

Simply
pop

Lime
Prebiotic Soda

Naturally flavored with
other natural flavors

WITH
REAL
FRUIT
JUICE

Simply
pop

Citrus Punch
Prebiotic Soda

Naturally flavored with
other natural flavors

Simply
pop

Launched this year!

Simply pop x BAMM

What We Did

Help TCCC take advantage of the emerging prebiotic soda category

And do it fast!



In January 2024....

Messy category

Endless hybridization
Benefit duplication

Messy consumers

Big say-do gap
in behaviour

How can TCCC make sense of this opportunity?

Messy category

Endless hybridization
Benefit duplication





“

“I think these drinks are for people who love sparkling sodas and possibly people who are watching their diet.”

Imani P., LA, Core

”

The broader world of prebiotics was blowing up

And they are attached to a dozen different perceived benefits



theguthealthdoctor

Follow

Message

901 posts

519K followers

909 following

Dr Megan Rossi

@theguthealthdoctor

Your go-to gut health & nutrition expert

Award-winning | Home st, King's College London

@theguthealthclinic

Bloating Masterclass

@bioandmeuk

linktr.ee/theguthealthdoctor



The New York Times

Account

Why Is Gut Health Taking Over TikTok?

Despite what social media might have you believe, there is no overnight shortcut to better digestive health.



DIVISIVE

HIGH
PERFORMING

The most
commonly known
prebiotics drinks
at the time

FOR
PEOPLE WITH
"PROBLEMS"



In most stores, we found prebiotic soda ranged with kombucha...

Retailers and shelving strategy is highly influential in how we present the value and role of products

Kombucha is seen as a highly premium and functional aspect of the market





**Premium &
Purposeful**



CHALLENGE #1

What is the
strategic way in?

Develop a better
tasting kombucha or
a more purposeful
prebiotic soda?



**Tasty &
Trendy**

Messy consumers

Big say-do gap
in behaviour

Consumers have
an enormous
say-do gap
regarding their
relationship with
pre/probiotics

High interest
in prebiotics
as a trend,
awareness
and
concern

But low
knowledge &
practice of
pre/probiotics
benefits or
functionality

Qualitative sorting exercise
consistently revealed confusion,
mixed language, contradictions
and mis-information



CHALLENGE #2

What **consumer need** are we really solving for?

People are happily accepting of pre/probiotics as a "no brainer" good-for-you solution

Ingredient science is valuable knowledge, but people shop with their intuition & instincts

How can you win with seemingly low category engagement?



"My aunt was telling me about them [pre/probiotics], it was her latest 'fad'."

Janiyah W., ATL, Core



"The flavor could be anything but the prebiotic ingredients is why it's good"

Justin G., ATL, Core



The strategic crossroads

Messy category

Endless hybrid
Benefit dup

CHALLENGE #1

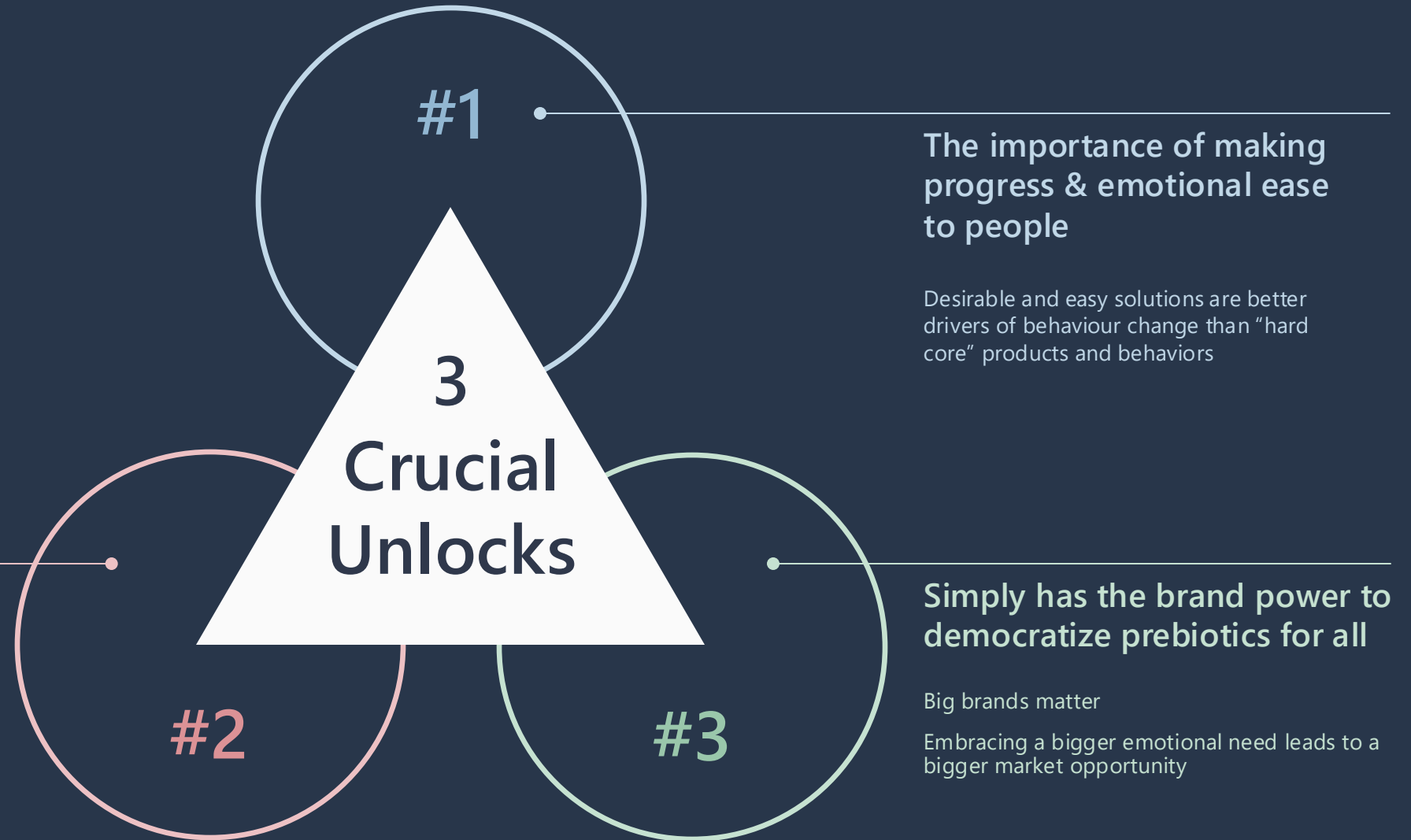
**What is the
strategic way in?**

Messy consumers

Big say-do
in behavior

CHALLENGE #2

**What consumer
need are we really
solving for?**





The importance of making progress & emotional ease to people

Desirable and easy solutions are better drivers of behaviour change than “hard core” products and behaviors

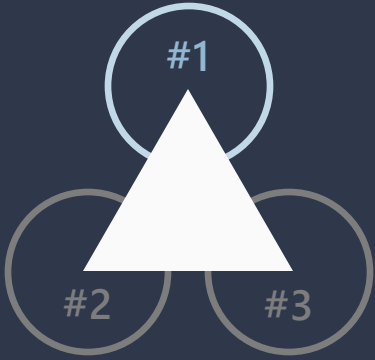


CLUE #1

"I'm a kombucha lover, but I can't always afford it and quite frankly, it's a lot. Sometimes I just need to chill and enjoy myself"

Helen Y., LA, Core





The importance of making progress & emotional ease to people

Desirable and easy solutions are better drivers of behaviour change than “hard core” products and behaviors



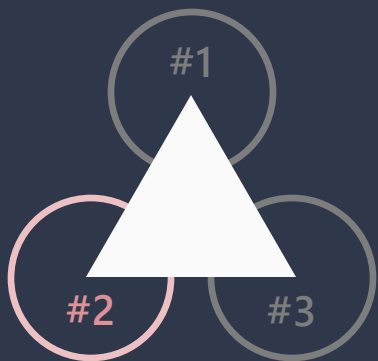
CLUE #2

They want pre-biotics in their lives

They want to make progress, but aren't always bothered by the details

The process of feeling good and making good choices is as validating as the results themselves





It's not kombucha vs. soda. The answer is juice

Juice bridges the gap between premium
purpose vs. tasty & trendy

Premium &
Purposeful

KOMBUCHA
BRANDS

Contains
Real Juices

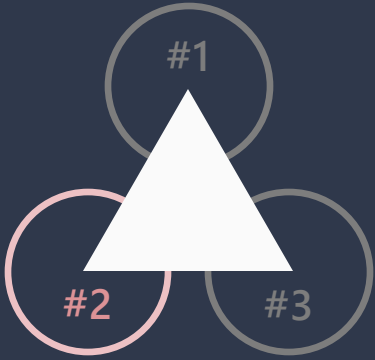
Feel like
I'm making a
good choice

A brand I'm
proud to be seen
with

PREBIOTIC
SODAS

Tasty &
Trendy





It's not kombucha
vs. soda. The
answer is juice

Juice bridges the gap between premium
purpose vs. tasty & trendy

Real fruit juice can be the bridge that
gap between **taste-first** &
purpose-first beverages



Fruit flavor makes
everything tastier...



And feel good about
your choices





Simply has the brand power to democratize prebiotics for all

Big brands matter

Embracing a bigger emotional need leads to a bigger market opportunity



"Simply" brand does what small brands can't do...

Wholesome naturalness
Real fruit credibility
Approachability

Double Digit

Incremental top box trial score amongst Simply brand drinkers

Extremely high conversion

of prebiotic drink rejectors are Simply brand consumer



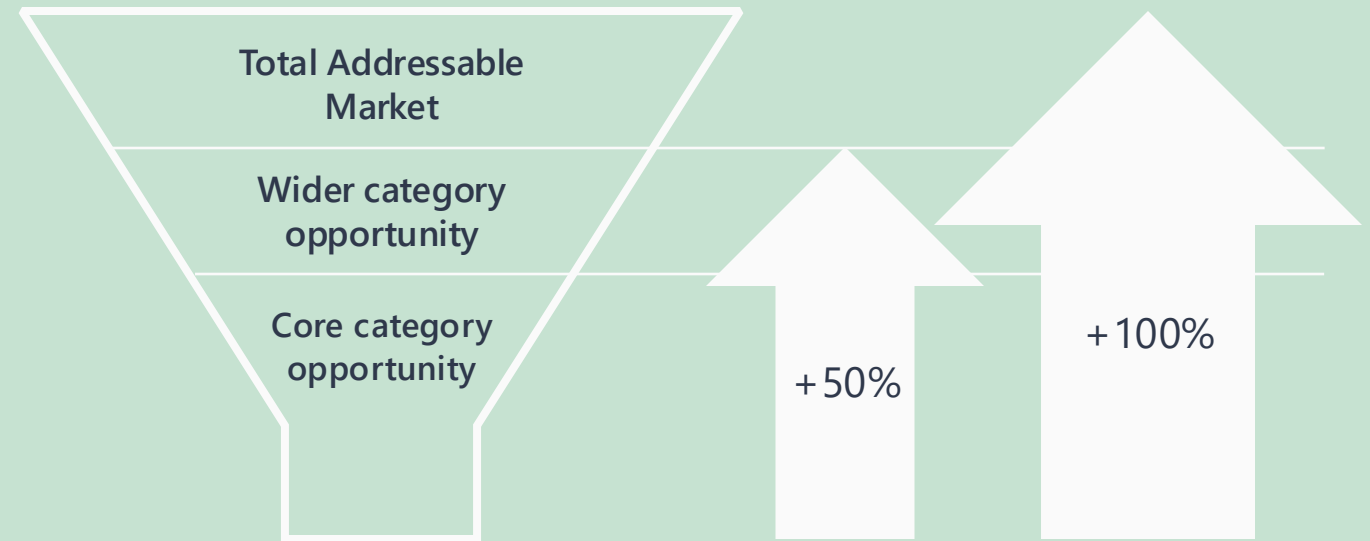


Simply has the brand power to democratize prebiotics for all

Big brands matter

Embracing a bigger emotional need leads to a bigger market opportunity

Simply Pop brand is projected to bring in **millions more interested drinkers** into the aisle



HOW COCA-COLA IS JOINING THE GUT-HEALTH SODA WARS

Simply Pop brings a trusted brand into the functional soda space

By Jon Springer, Published on February 18, 2025.

I Tried Coca-Cola's New Prebiotic Simply Pop, and It's a Game-Changer for Healthier Soda

Here's my honest review of this exciting new entry in the better-for-you bubbly drink market

By Sienna Sullivan | February 24, 2025

AdAge

TOTAL IMPRESSIONS

7.4B*

1st two weeks of coverage outperformed set benchmarks

for women
First

Coca-Cola takes on Olipop and Poppi with new prebiotic soda brand, Simply Pop

PUBLISHED TUE, FEB 18 2025-8:00 AM EST



Amelia Lucas
@THXAMELIAN

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thomasfamilyofficial 🔥🔥🔥
4d Reply



jessica_furniss I need to try this so bad!!!!!!
18h 1 like Reply



theprettygirlsguide ✔️ Alright...hand them over lol every last one 🤪



isadotcom_ OMFGGGGGGG
4d 1 like Reply



yessirnelson i'm literally buying rn
5d 2 likes Reply



mocktailgirlie ✔️ Me running to the store 🏃🏃🏃
5d 2 likes Reply

And consumer excitement



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4d 2 likes Reply



moonshineandsuppertime ✔️ Definitely want to try this!!!!
5d 1 like Reply



trishaswaim Can't wait to try
5d 2 likes Reply



stevensimione ✔️ I'm simply convinced
2h 7 likes Reply



themiaharden Can't wait to try these! 🍷🍷🍷
4d Reply

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Jewel
Osco®

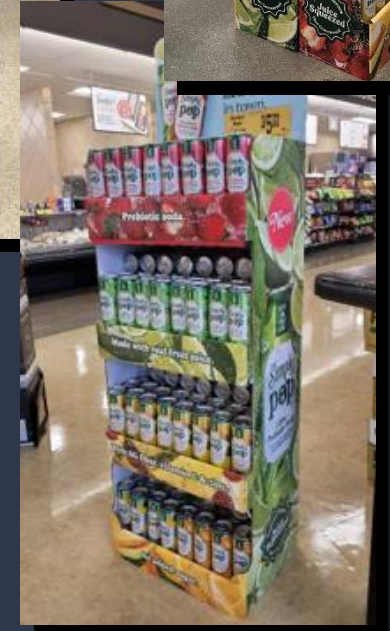
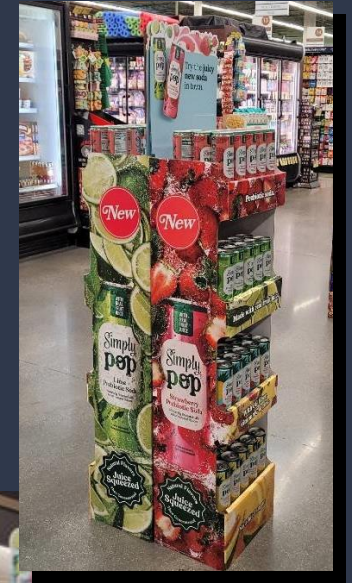
CARRS

THE
FRESH
MARKET

Publix®

SAFEWAY

PAVILIONS VONS®



Simply pop × BAMM



Approach Insights

A **great team & full agility** is the only way to tackle a strategic mess

Build up your teams' assumptions of success, and **challenge** each one

Mastering the cadence of each phase of work to learn the right things at the right time

Feel-it-first methods are essential to understand the say-do gaps

Intuition and **intelligence** are an essential blend



Simply pop  BAMM

Thank You!

