

Poppi

*Consumer Behavior and Decision-Making
In Poppi's 2026 Super Bowl Campaign*

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Executive Summary

This report analyzes consumer responses to Poppi's 2026 Super Bowl campaign using consumer behavior theories and digital consumer intelligence. Poppi is a U.S.-based prebiotic soda brand positioned as a healthier alternative to traditional carbonated soft drinks ('Poppi: a US soda that has mastered drop culture', 2025). The Super Bowl Campaign was used to increase Poppi's brand awareness through high exposure and mass reach.

The analysis integrates consumer behavior theory frameworks with data captured from social listening, sentiment and emotion analysis, and website behavior analytics. The findings show that the campaign was effective in generating attention, curiosity, and perceived legitimacy, as evidenced by increases in website traffic and online conversations. However, engagement dropped off at the evaluation stage of the consumer decision journey, which was illustrated through high website bounce rates. Consumers therefore failed to progress to the purchase stage, highlighting an ineffective campaign strategy.

Based on these insights, the report then recommends that Poppi strengthen its post-campaign digital marketing strategies by redesigning landing pages to reduce bounce rate and using retargeting to reinforce familiarity and support evaluation.

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1. Introduction



Figure 1: Poppi 2026 Super Bowl Campaign Commercial (Poppi Super Bowl LX Commercial, 2026)

Drawing on consumer behavior theory and digital consumer intelligence, this report examines their application to Poppi, a U.S.-based prebiotic soda brand positioned as a modern, better-for-you alternative to traditional carbonated soft drinks (Poppi, 2026). By combining bold flavors with health benefits, the brand targets health-conscious consumers who value enjoyment and wellness (Poppi, 2026). In order to increase brand awareness, Poppi launched a high-profile Super Bowl campaign commercial at the U.S. Super Bowl on 8 February 2026 (Figure 1). The brand used the event's mass reach of 125.6 million people (Super Bowl, 2026) to market itself as socially relevant to its target audience of Gen Z and millennials, aged 18-35 (Semrush, 2026). The campaign's objective was therefore aimed at building brand awareness by positioning Poppi as a culturally relevant soda for the next generation (Poppi Super Bowl LX Commercial, 2026).

2. Consumer Behavior

Consumer behavior is focused on how individuals as well as groups move through the purchasing decision cycle: from selecting and purchasing, to using and experiencing, and finally disposing of a product, service, idea, or experience (Blackwell et al., 2001). Consumer behavior is not based on logic or needs, but rather it is influenced by cognition (thinking), affects (feeling), conations (doing), as well as by personal and environmental factors (Sethna and Blythe, 2019). Thus, consumers act irrationally, making it necessary to give cues for decision making (Kotler et al., 2024).

This section will explore the consumer decision-making process through the Engel-Kollat-Blackwell model as it relates to Poppi's Super Bowl campaign. It will then use further consumer behavior theories to critically evaluate their role in Poppi's Super Bowl campaign.

Consumer Decision-Making: Engel-Kollat-Blackwell Model

The consumer decision making process involves cognitive and behavioral stages that a consumer goes through when making a purchase (Sethna & Blythe, 2023). The Engel-Kollat-Blackwell (EKB) model structures the consumer making process into five stages (Sethna and Blythe, 2019):

Problem Recognition

Problem recognition for customers occurs when consumers are dissatisfied with current beverage options, more specifically sodas, because of high calories and a lack of “good-for-you” ingredients, creating a gap between a consumer’s actual state and desired state (Sethna and Blythe, 2019). Focusing on the Poppi Super Bowl campaign, problem recognition is externally stimulated (Sethna and Blythe, 2019) - consumers are exposed to a commercial promoting Poppi soda and associating it with enjoyment and social relevance (Sethna and Blythe, 2019).

Information Search



Figure 2: Poppi Website Shop Page (Poppi, 2026)

In order to satisfy the customer’s recognized need, the consumer now undergoes an information search for healthier options to drinking soda. After viewing social media or lifestyle messaging regarding soda consequences, the consumer searches online for healthy beverage options (Sethna and Blythe, 2019). The initial information search would likely have been delayed, as consumers' attention remained on the game. However, brand awareness would subsequently be reinforced through online search of Poppi’s website (Figure 2) and social media content (Sprout Social, 2024), where Poppi's culturally resonant messaging further validates the brand as both a healthy and socially relevant choice.

Evaluation of Alternatives

Now having learned about Poppi, the consumer will evaluate Poppi versus similar products or brands, comparing price, quality, brand reputation, features, and reviews (Sethna and Blythe, 2019). Because of Poppi's robust digital presence, its distinct brand aesthetics and extensive influencer endorsement will also play a role in the consumer's evaluation of alternative options (Han and Du, 2023).

Purchase Decision

Due to the large gap in time from Super Bowl exposure of Poppi and actual consumption, purchase decisions are delayed. After social media ad retargeting and looking through customer reviews, the consumer is persuaded to purchase after these messages induce a change in beliefs, attitudes, or behaviors (Myers, 2011).

Post-Purchase Behavior

After purchasing and testing the product, the consumer will evaluate their satisfaction with the product by sharing online on social media or through online customer reviews (Han and Du, 2023). This positive or negative feedback then influences potential repeat purchases and gives awareness to future consumers for Poppi (Sethna and Blythe, 2019).

System 1 vs System 2 Thinking: Kahneman and Tversky



Figure 3: Poppi Campaign Content via Instagram (drinkpoppi, 2026)

Kahneman and Tversky's dual-process theory differentiates between System 1 and System 2 thinking. System 1 is fast-paced, emotional, and intuitive, while System 2 is

slow, deliberate, and analytic (Tversky and Kahneman, 1974). Poppi's Super Bowl campaign is rooted in System 1 thinking.

System 1 thinking is often used for everyday decisions that require little thinking (Tversky and Kahneman, 1974). Being that Poppi is a beverage of relatively low-cost and a frequently purchased item, it would be considered a low-involvement product (Sethna & Blythe, 2023).

Several heuristics come into play when looking at Poppi's Super Bowl campaign. Through the availability heuristic, Poppi's high-profile exposure during the 2026 Super Bowl increases the mental availability of Poppi in consumers' minds, making it more likely to be thought of again later (Kahneman, 2012). Framing effect is also utilized to influence decisions (Kahneman, 2012): the commercial presents Poppi as "just a vibes thing," presenting the brand in a youthful and lighthearted light, targeting their younger demographic audience. Throughout the campaign, Poppi also re-designs its cans to feature the phrase "poppi VIBES" on them (Figure 3), further framing the brand as a fun and enjoyable product to consumers. As a result, the Super Bowl campaign encourages positive evaluation through enjoyment, rather than as a diet restriction, which would cause analytical comparison (Kahneman, 2012).

Elaboration Likelihood Model



Figure 4: Poppi 2026 Super Bowl Commercial Featuring Charli XCX (Poppi Super Bowl LX Commercial, 2026)

The Elaboration Likelihood Model (ELM) further explains persuasion among two routes. The central route is where consumers critically evaluate information, and the peripheral route is more rooted in surface-level decisions (Petty and Cacioppo, 1986). Poppi's Super Bowl campaign makes use of the peripheral route. Because the Super Bowl is a highly distracting event with numerous commercials, performances, and social interactions, consumers' ability to process heavily detailed information is limited. Thus,

Poppi uses a lighthearted video that focuses on colorful visuals, enjoyment, and cultural relevance through the use of celebrity Charli XCX (Figure 4). Health benefits are not the main focus, and a more surface-level decision is thus created for the consumer (Petty and Cacioppo, 1986). However, the ELM model suggests that peripheral route decisions are less stable and therefore, following up on digital touchpoints later is necessary to move consumers along the decision-making journey (Petty and Cacioppo, 1986).

3. Consumer Intelligence and Data Analysis

This section analyzes consumer responses to Poppi's Super Bowl campaign using digital consumer intelligence data drawn from social listening and website behavioral analytics.

Consumer Intelligence

In contrast to consumer behavior, which explains why consumers behave in certain ways (Schiffman and Wisenblit, 2019), consumer intelligence focuses on what consumers are actually doing in real contexts. It systematically collects, analyzes, and interprets consumer-generated data to produce insights and actions about consumer attitudes, behaviors, and decisions (Solomon, White, and Dahl, 2017).

Digital Intelligence Techniques through Brandwatch

Brandwatch (2026) was used to conduct sentiment analysis on Poppi and social media analytics for mentions of Poppi for the period between 1 February 2026 and 1 April 2026, looking specifically at the United States.

Social Media Analytics

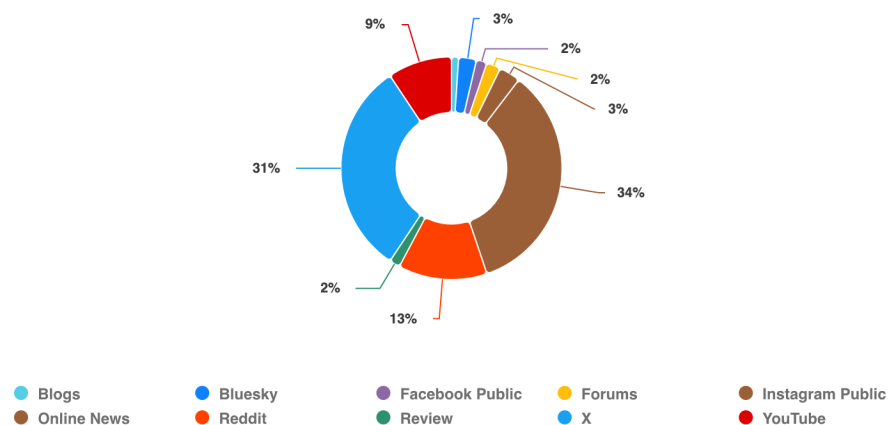


Figure 5: Top Content Sources Where "Poppi" is mentioned (Brandwatch, 2026)

As shown in Figure 5, the second and third largest mentions of Poppi occur over X (31%) and Reddit (13%), which are social platforms that are centered on being fast-moving and producing quick reactions (Brandwatch, 2026). Engagement is mostly surface-level and requires

little thinking, aligning with both the System 1 processing (Tversky and Kahneman, 1974) and peripheral route persuasion in the ELM model (Petty and Cacioppo, 1986).

Sentiment Analysis and Emotion

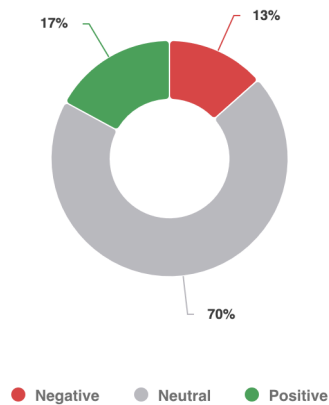


Figure 6: Sentiment Analysis of "Poppi" (Brandwatch, 2026)

As highlighted by the attitudinal data in Figure 6, sentiment analysis through Brandwatch shows that 70% of mentions of "Poppi" were neutral during the campaign period, with 17% positive and 13% negative (Brandwatch, 2026). Ultimately, the overwhelming neutral dominance indicates that the majority of customers are likely to have stayed at the EKB problem recognition stage: they watched the campaign video and saw the brand, but then they did not progress into further search of the brand (Sethna and Blythe, 2019).

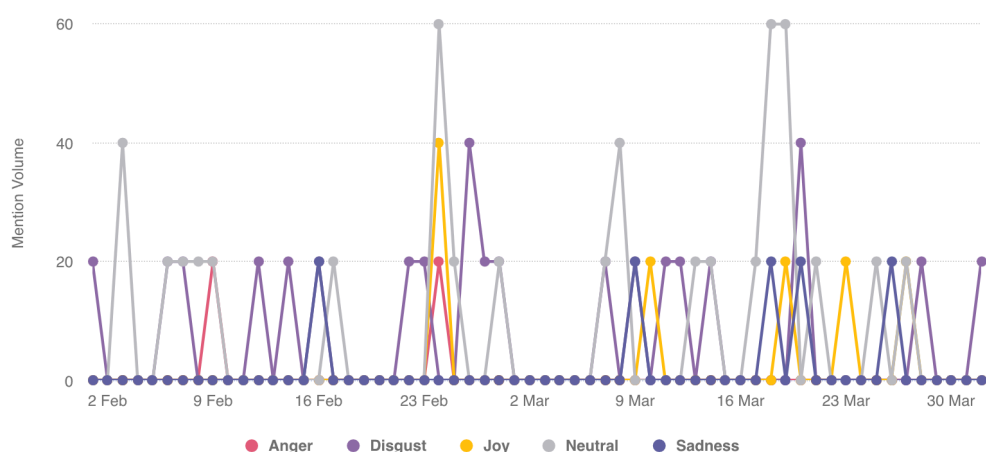


Figure 7: Emotion Over Time Towards "Poppi" (Brandwatch, 2026)

Figure 7 further indicates that after the campaign release on 8 February 2026, neutrality remained present, further supporting the idea that there was no lasting emotional attachment towards Poppi as a brand after the

campaign (Brandwatch, 2026). This data supports System 1 processing, where emotions aren't processed deeply or thought of deliberately (Tversky and Kahneman, 1974). There were no sparks of joy until later in the month, and a more prevalent emotion was disgust (Brandwatch, 2026).

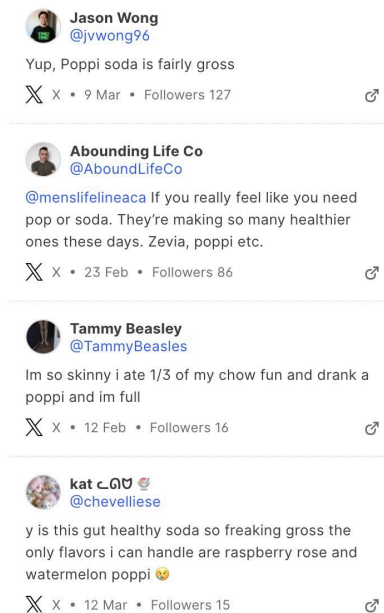


Figure 8: Online Conversations Involving Disgust as an Emotion Toward “Poppi” (Brandwatch, 2026)

Figure 8 highlights the psychographic online conversations surrounding “Poppi,” specifically looking at disgust as an emotion (Brandwatch, 2026). The online conversations highlight consumers’ beliefs that Poppi soda tastes gross and also that there may be healthier beverage options in the market. These reactions indicate the post-purchase behavior stage of the EKB model, where consumers are sharing online their dissatisfaction with their purchase (Sethna and Blythe, 2019). Disgust increased slightly after the Super Bowl (Figure 7), indicating that these purchases were triggered after the campaign launch and the consumers subsequently moved through the consumer decision cycle (Sethna and Blythe, 2019).



Figure 9: Word Cloud for “Poppi” (Brandwatch, 2026)

Figure 9 highlights the main terms that consumers associate with Poppi, with "prebiotic soda brand," "PepsiCo," "Charli XCX," and "Olipop" being among the top terms (Brandwatch, 2026). From a psychographic perspective, this figure highlights that Poppi’s consumers value health ("prebiotic soda brand"), brand legitimacy ("PepsiCo"), cultural relevance ("Charli XCX"), and category comparison ("Olipop"). Consumer behavior research suggests that such associations reflect identity-based and value-driven evaluation, where individuals assess whether a brand aligns with their lifestyle, beliefs, and self-concept before behavioural commitment (Sethna and Blythe, 2019). Consumers thus want to ensure that Poppi fits their identity and values, which will affect future consumer actions (Sethna and Blythe, 2019).

Website Behavior Analytics through Semrush

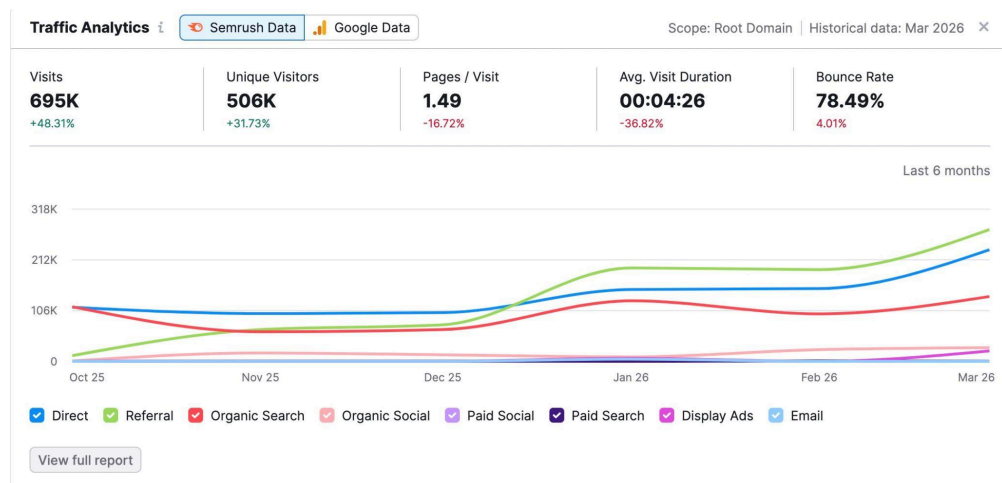


Figure 10: Website Traffic Analytics for drinkpoppi.com (Semrush, 2026)

Figure 10’s behavioral data indicates that following the Poppi campaign launch on 8 February 2026, there was an increase in website traffic, with a 48.31% increase in total visits compared to the previous period, suggesting that the campaign successfully drove a large number of new users to the Poppi website (Semrush, 2026). Within the EKB consumer decision-making model, the post-campaign increase in website traffic reflects success across the problem-recognition and information-search stages, where consumers seek further information on a product before progressing to evaluation or purchase (Sethna and Blythe, 2019). Consumers may also have aligned with the values and motivations of the Poppi brand from a psychographic perspective, leading to website visits (Sethna and Blythe, 2019).

However, the bounce rate remained very high (78.49%), showing that engagement was rather low. The industry benchmark for bounce rates for food and drink websites is 65.52% (CXL, 2026), indicating that Poppi has a high bounce rate for its industry. Moreover, users had an average visit of

just over 4 minutes, a 36.82% decrease compared to the previous period (Semrush, 2026). Ultimately, this data indicates that the campaign was successful in driving awareness and curiosity, activating problem recognition and information search in the EKB model (Sethna and Blythe, 2019). However, it was not effective in progressing consumers down the consumer decision-making journey, where they engaged in deeper evaluation and commitment towards Poppi (Sethna and Blythe, 2019).

4. Critical Analysis

| Key Findings

| **Successes**

Ultimately, the consumer intelligence data reveals that Poppi's Super Bowl campaign successfully generated attention and curiosity through its placement in a widely recognized and established event. The large increase in website traffic illustrates strong problem recognition in the EKB model (Sethna and Blythe, 2019), and increased attention and engagement towards Poppi following the campaign (Semrush, 2026) further demonstrates its effectiveness in capturing consumer interest.

| **Failures**

However, the campaign did not successfully move consumers toward deeper evaluation or commitment to the product. High bounce rates (Figure 10) suggest that attention and curiosity did not move into consideration to buy the product. Persuasion thus occurred mainly at the peripheral route in the ELM model, as consumers relied on social proof of Poppi being illustrated as an everyday soda, conceptualizing it as a surface-level decision (Petty and Cacioppo, 1986). Despite increased engagement towards Poppi after the campaign, sentiment and emotion remained relatively neutral, further supporting the pattern of consumers staying at the problem recognition stage (Sethna and Blythe, 2019). This pattern of quick emotional responses and then a quick decline afterwards highlights short-term interest, rather than lasting attitude formation, which is in line with System 1 processing (Tversky and Kahneman, 1974).

| **Overall Verdict**

Ultimately, while the campaign succeeded at driving brand awareness, it was unsuccessful in creating meaningful consumer progression through the decision-making process. Future strategy should, therefore, focus on sustaining interest and engagement beyond initial recognition.

Limits of Linear Decision-Making Models

Traditional consumer decision-making models like the EKB framework assume that consumers move through a linear sequence of stages (Sethna and Blythe, 2019). However, the consumer intelligence findings from Poppi's Super Bowl campaign highlight limitations in applying this model to digitally amplified environments. While the campaign successfully triggered problem recognition, consumer intelligence data reveals that evaluation did not occur at a distinct or sustained stage. Rather, consumers engaged in a brief information search before disengaging (Figure 10), challenging the EKB's model of linear assumption.

Moreover, digital and entertainment-led environments promote impulse decision-making, reducing rational deliberation (Zhu et al., 2024). An entertainment-centered event like the Super Bowl would thus cause fast-paced decisions rather than deliberate reasoning, which is in line with the System 1 processing (Tversky and Kahneman, 1974). As a whole, consumer decisions are better understood as non-linear, emotionally led, and shaped by context, rather than a structured decision model, which limits the study.

How Digital Platforms Shape Consumer Decision-Making

Consumer behavior was shaped not just by the brand messaging in the campaign, but also by digital platforms and algorithmic systems that filter and prioritize specific content (Hashim and Waden, 2023).

After consumers went to Poppi's website, they were likely re-exposed and retargeted to Poppi through algorithmic advertising systems, such as social media retargeting and display advertising (Kahneman, 2012). This process reinforces the availability heuristic, where continued recent exposure increases the mental availability of Poppi in a consumer's mind (Kahneman, 2012). While retargeting would help to sustain attention towards Poppi, consumers still need to be able to commit to the product and make a purchase (Kahneman, 2012).

5. Recommendations

Redesign Landing Pages to Reduce Bounce Rate

Website traffic increased significantly after the Super Bowl, but as highlighted by Figure 10, bounce rate remained extremely high (78.49%) (Semrush, 2026). In order to combat this drop-off at the evaluation stage, it is recommended to redesign the landing page (Figure 11) by adding social proof and authority marker statements on the page, such as:

- "Over X customers have tried Poppi"
- Average star ratings and short verified reviews
- Media authority logos and press mentions
- Trending now flavors

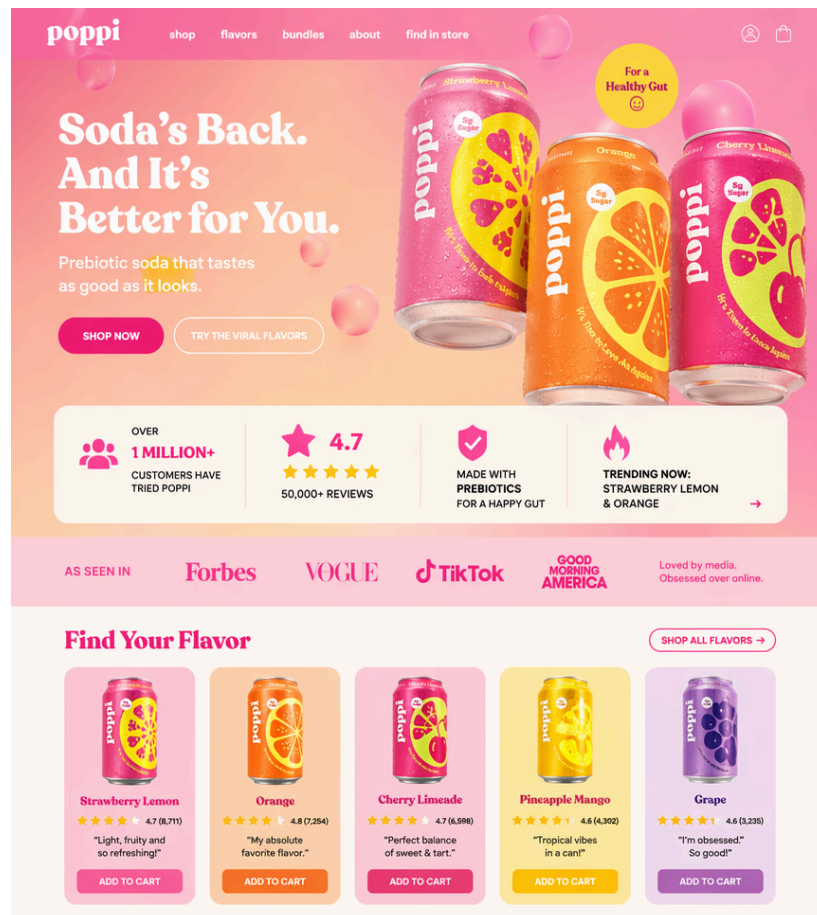


Figure 11: Mockup Landing Page for Poppi (Copilot, 2026)

According to Cialdini's (2001) social proof and authority principles, consumers rely heavily on validation from peers and from trustworthy sources when uncertain. Thus, Poppi can reduce customers from dropping off at the evaluation stage by providing visible reassurance for their decisions, which would improve future campaign effectiveness (Cialdini, 2001).

Use Retargeting to Reinforce Familiarity and Support Evaluation

In order to further combat consumers leaving the decision-making process before purchase, it is recommended to use retargeted ads and social content within 24-48 hours after users visit the Poppi website (Sahni et al., 2019), to prevent drop-off at the evaluation stage. The retargeting would focus on:

- Brand reassurance (Why people choose Poppi)
- Short testimonials from customers
- Visual reminders of the campaign video premiered at the Super Bowl

This recommendation aligns with the System 1 processing, as repeated exposure will increase familiarity through the availability heuristic (Kahneman, 2012). The customer is more likely to think of Poppi again through repeated exposure (Kahneman, 2012). This recommendation also builds on Cialdini's (2001) social proof principle, as

testimonials from customers reinforce trust through peer validation. Algorithmic retargeting also comes into play by continuing to re-expose consumers to Poppi after they visit the website (Hashim and Waden, 2023). Repeated exposure will ultimately encourage further customer engagement with the brand and support further evaluation to move consumers forward in the decision journey (Sethna and Blythe, 2019).

6. Conclusion

This report examined Poppi's Super Bowl campaign by integrating consumer behavior theories with consumer intelligence data. The findings revealed that while the campaign successfully drove attention and perceived legitimacy through problem recognition and initiated information search among consumers, the campaign did not successfully move consumers forward in the decision journey past the evaluation stage. The analysis further highlights the limits of linear decision-making models, indicating that consumer behavior is further shaped by social proof, authority, and algorithmic reinforcement. By applying these insights, the recommendations outlined actionable and evidence-based recommendations to enhance customer engagement and campaign effectiveness.

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