

Analyzing the Digital Footprint of Competitive Brands

Olivia Cohen

**I was tasked with researching and analyzing
the digital footprint of several
competitive enhanced waters and other
emerging beverage brands, illustrating my
findings through a
presentation.**

Some Products/Brands I looked at:



Hint Water



Vita Coco



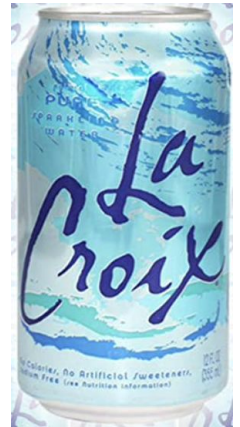
Olipop



Super
Coffee



Health-Ade



La Croix

Retailer.com

Hint Water (Retailer.com)



Difficulty Finding the Product on Amazon

This product was easy to find on the amazon.com. Going through the different categories it only took a few clicks to find the product.



Grocery

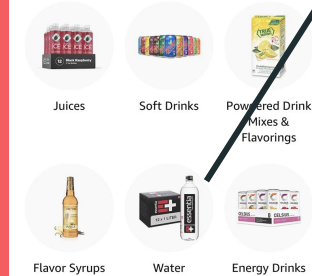
Shop by Category



1. Grocery

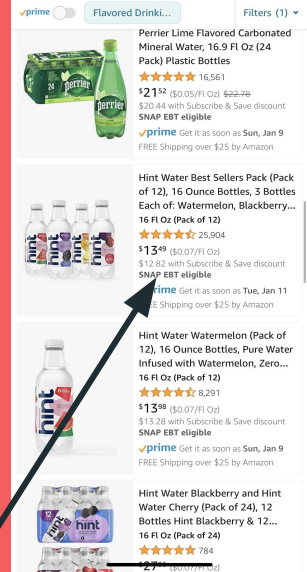
2. Beverages

Featured Categories



See more

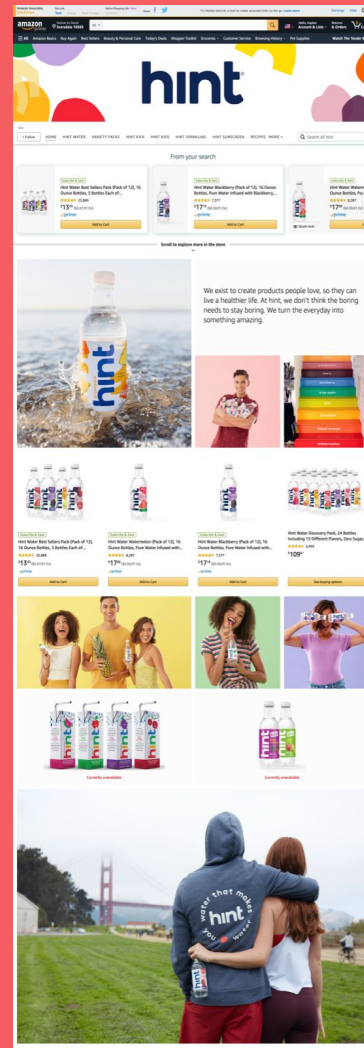
Recommended for you



3. Flavored Water

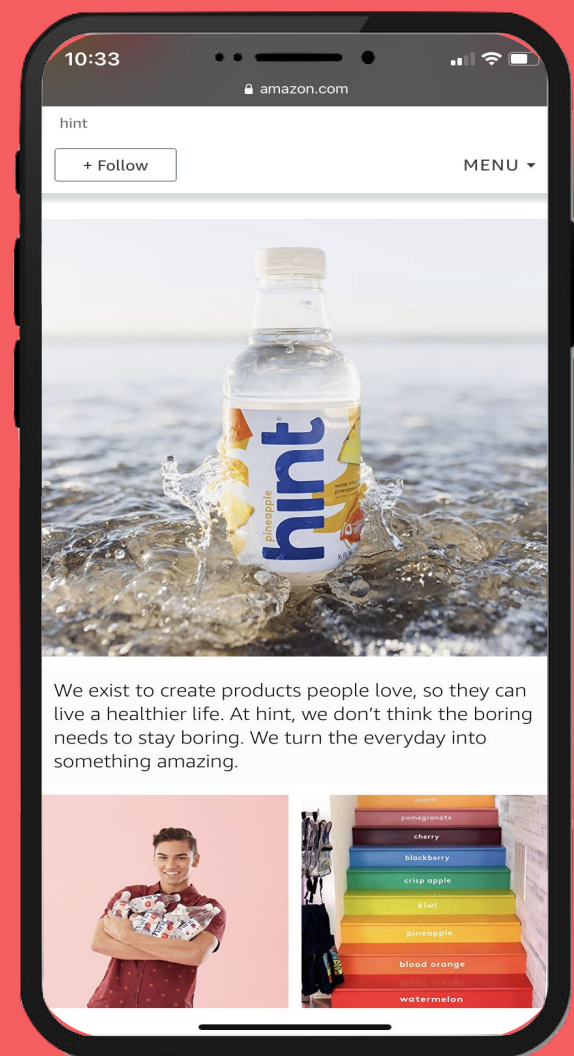
Looking at the Brand Store on Amazon

The brand store was pretty simple. It only included a few pictures of the products and only a few products to buy on the page. Overall it includes lots of colorful images and image variation, but lacked information about the products.



Mobile Accessibility

For Hint a the important blurbs about the product were readable on a mobile device but the images were harder to read. Overall the images could be improved for a better mobile experience.



Vita Coco (Retailer.com)



Difficulty Finding the Product on Amazon

This product was easy to find immediately popping up when going to the beverages category.



Grocery

Shop by Category



Breakfast



Snacks



Beverages



Coffee



Canned, Jarred & Packaged Foods

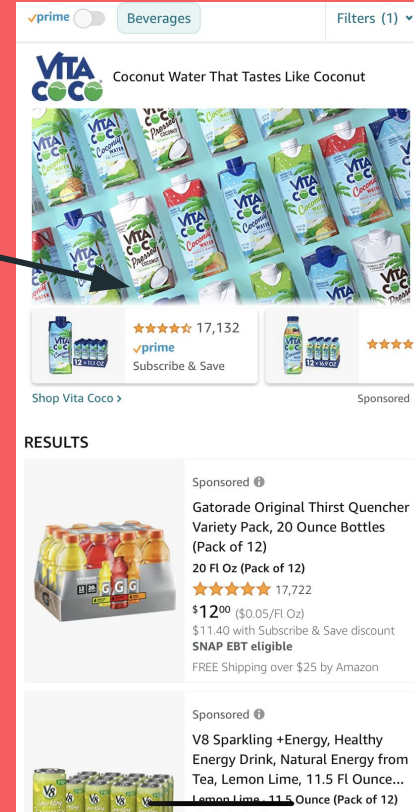


Baking



1. Grocery

2. Beverages



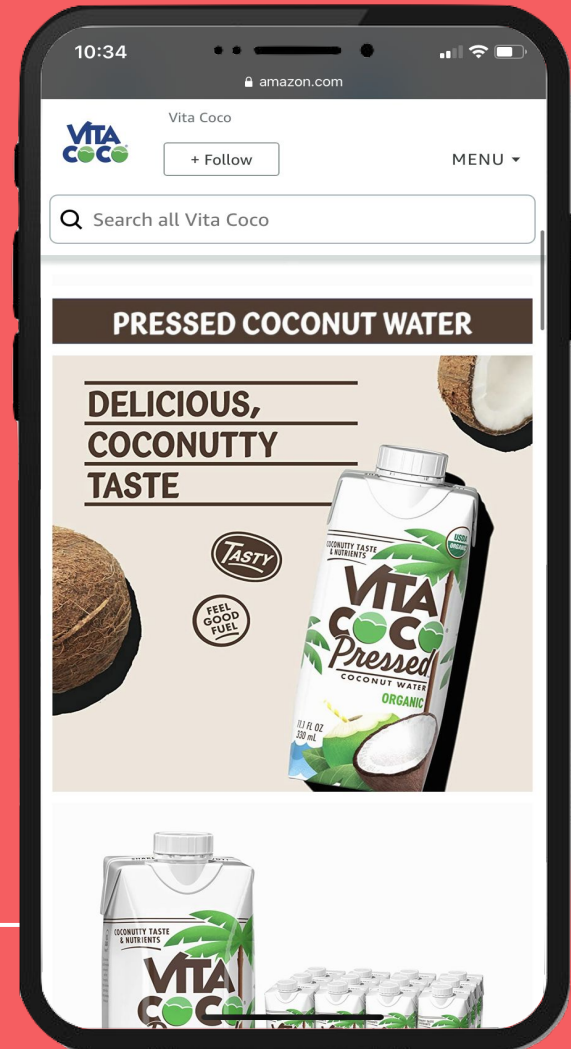
Looking at the Brand Store on Amazon

The brand store included all products of Vita Coco and all the products to click on and buy. Overall it does a good job of describing the products, but lacks variation in the product images.



Mobile Accessibility

Vita Coco was very accessible with large clear images. It also included large sized font for all key statements.



Olipop (Retailer.com)



Difficulty Finding the Product on Amazon

This product was more difficult to find. It required going through multiple categories and pages to find it.



Grocery

Shop by Category



Breakfast



Snacks



Beverages



Coffee



Canned, Jarred & Packaged Foods



Baking



1. Grocery

2. Beverages

Featured categories



Juices



Soft Drinks



Powdered Drink Mixes & Flavorings



Flavor Syrups



Water



Energy Drinks

See more

Recommended for you



SNAP EBT eligible
prime Get it as soon as Sun, Jan 9
FREE Shipping over \$25 by Amazon

Sponsored @

ZOA Zero Sugar Healthy, Positive Energy Drink, Super Berry, 16 fl. oz. (12 Pack) - Supports Immuni...
16 Fl Oz (Pack of 12)
★★★★★ 9,208
\$29.99 (\$2.50/Fl Oz)
\$28.49 with Subscribe & Save discount
prime Get it as soon as Sun, Jan 9
FREE Shipping by Amazon

OLIPOP - 6-Flavor Soda Variety Pack, Healthy Soda Sampler, Prebiotic Soft Drinks, Supports...
12 Fl Oz (Pack of 6)
★★★★★ 586
\$22.99 (\$0.32/Fl Oz)
Get it Wed, Jan 12 - Fri, Jan 14
FREE Shipping

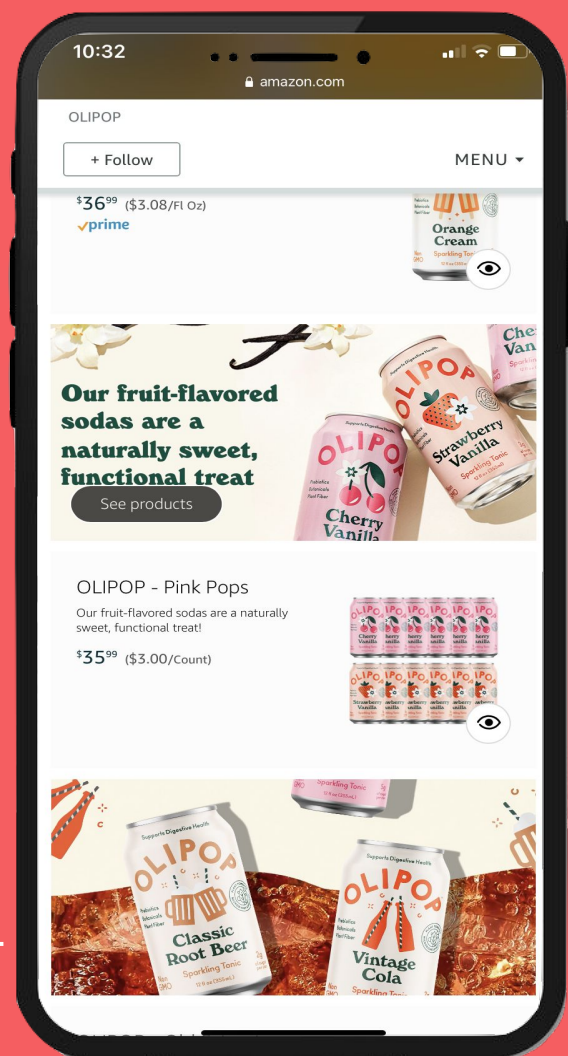
Green Cola - Zero Sugar, Zero Calories, Naturally Sweetened with 100% Stevia Leaf Extract,...
Cola - 12 Fl Oz (Pack of 8)
★★★★★ 1,421
\$10.99 (\$0.11/Fl Oz)
\$9.89 with Subscribe & Save discount
prime Get it as soon as Sun, Jan 9
FREE Shipping over \$25 by Amazon

Vanilla Coke Coca-Cola Soda Drink, 12oz Can (Pack of 18, Total of 216 Fl Oz)
Vanilla - 12 (Pack of 18)

3. Soft Drinks

Mobile Accessibility

Olipop was very accessible. It included large images of the products and large fonts for any product descriptions or images.



Super Coffee (Retailer.com)



Difficulty Finding the Product on Amazon

This product was more difficult to find. It required going through multiple categories and pages to find it.



Grocery

Shop by Category



Breakfast



Snacks



Beverages



Coffee



Canned, Jarred & Packaged Foods



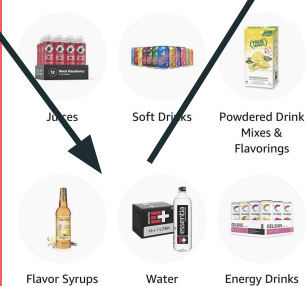
Baking



1. Grocery

2. Beverages

Featured categories



See more

Recommended for you



Iced Coffee & C...

Filters (1)



Black & Bold, Dairy Free, 8 Fl Oz Can (Pack of 12)
Black & Bold - 8 Fl Oz (Pack of 12)
★★★★★ 4,872
\$25.00 (\$0.26/Fl Oz)
SNAP EBT eligible

prime
FREE Shipping by Amazon
Usually ships within 1 to 2 months.



Sponsored
KITU SUPER COFFEE, Keto Protein Coffee (0g Added Sugar, 10g Protein, 70 Calories) [Vanilla] 12...
Vanilla - 12 Fl Oz (Pack of 12)
★★★★★ 5,992
\$33.95 (\$0.24/Fl Oz)
\$32.25 with Subscribe & Save discount
Save \$5.00 with coupon
Get it as soon as Tue, Jan 11
FREE Shipping



Sail Away Coffee Cold Brew Coffee Box Taps- Less Acidic Coffee Beverages | 120mg Caffeine,...
96 Fl Oz (Pack of 1)
★★★★★ 167
\$29.99 (\$0.31/Fl Oz)
\$28.99 with Subscribe & Save discount
prime Get it as soon as Sun, Jan 9
FREE Shipping by Amazon

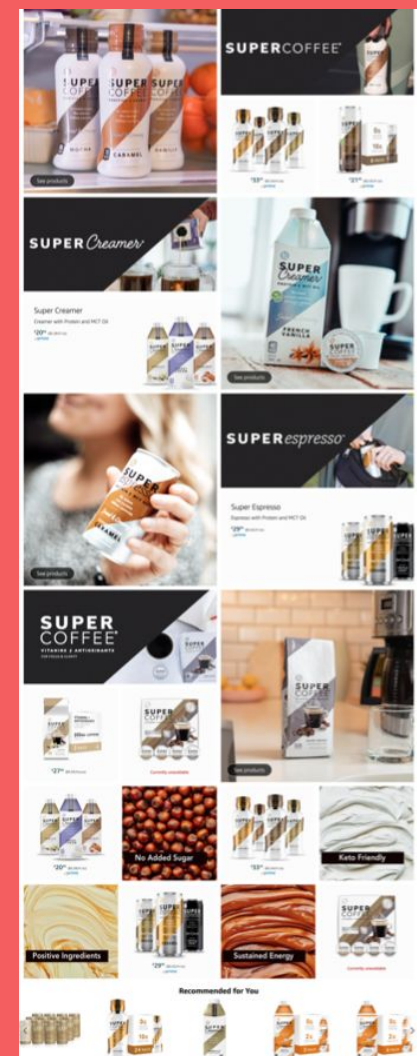
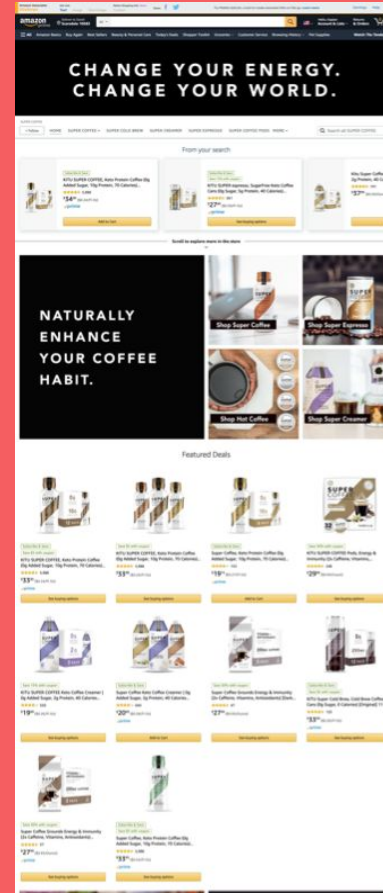


STOK Cold Brew Coffee Not Too Sweet, 46 oz, Pack of 2
48 Fl Oz (Pack of 2)
★★★★★ 107
\$24.99 (\$1.25/Fl Oz)

3. Coffee Drinks

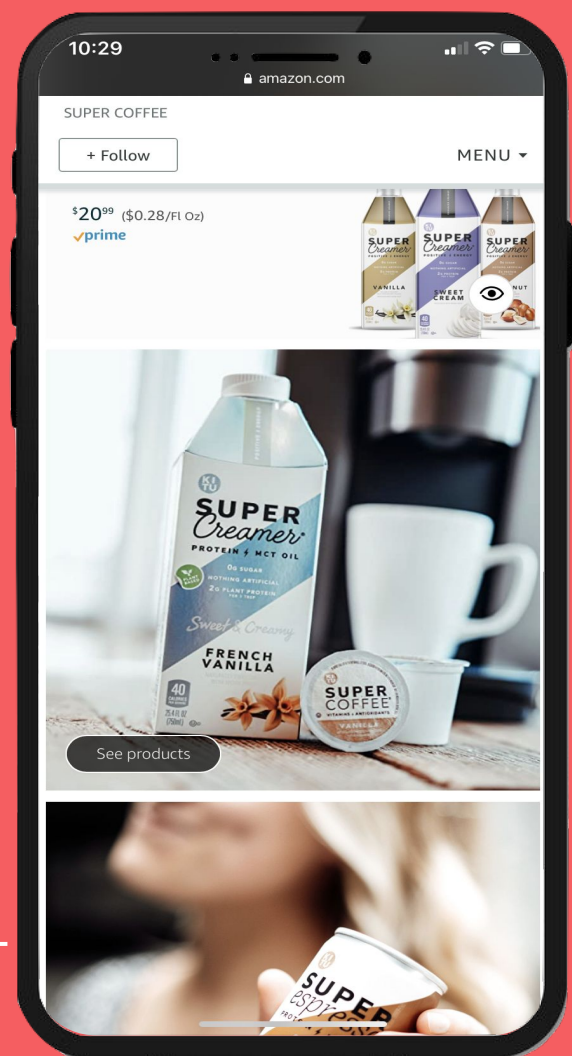
Looking at the Brand Store on Amazon

The brandstore included many pictures of the products along with picture of ingredients in the products. Overall there was variation in image but the store lacked more information on the product and the many small images felt distracting from the product.



Mobile Accessibility

This product was not so accessible with the writing on picture to be barely legible on a mobile device. However the flavor and type of product was still legible in the pictures.



Health- Ade (Retailer.com)



Difficulty Finding the Product on Amazon

This product was pretty easy to find only taking a few categories to find it.



Grocery

Shop by Category



Breakfast



Snacks



Beverages



Coffee



Canned, Jarred & Packaged Foods



Baking



1. Grocery

2. Beverages

Featured categories



Juices



Soft Drinks



Powdered Drink Mixes & Flavorings



Flavor Syrups



Water



Energy Drinks

See more

Recommended for you



Sparkling Juice

Climate Pledge Friendly

See 1 certification



Sponsored
Remedy Kombucha Tea Organic Drink - Sugar Free, Keto, Vegan & Gluten Free - Sparkling Live...
\$38.99 (\$0.19/FI Oz)
prime Get it as soon as Sun, Jan 9
FREE Shipping by Amazon



Health-Ade Kombucha Tea Organic Probiotic Drink, 12 Pack Case (16 Fl Oz Bottles), Fan...
16 Fl Oz (Pack of 12)
★★★★★ 1,295
\$44.00 (\$0.23/FI Oz)
Get it Thu, Jan 13 - Tue, Jan 18
FREE Shipping
Climate Pledge Friendly
See 1 certification



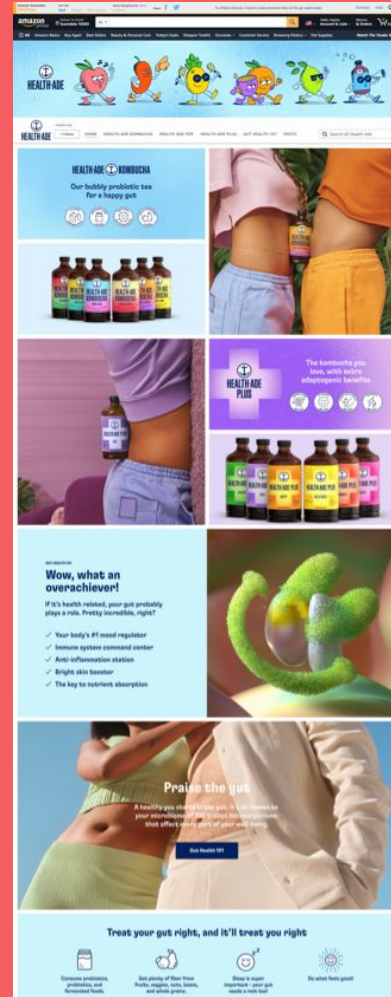
Health-Ade Kombucha Tea Organic Probiotic Drink, 12 Pack Case (16 Fl Oz Bottles), Paradise...
16 Fl Oz (Pack of 12)
★★★★★ 829
\$44.00 (\$0.23/FI Oz)
Get it Thu, Jan 13 - Tue, Jan 18
FREE Shipping
Climate Pledge Friendly
See 1 certification

Humm Probiotic Kombucha Zero Sugar Variety Pack - No Refrigeration Needed, Keto-...
Variety Pack - 11 Fl Oz (Pack of 16)

3. Sparkling Juices

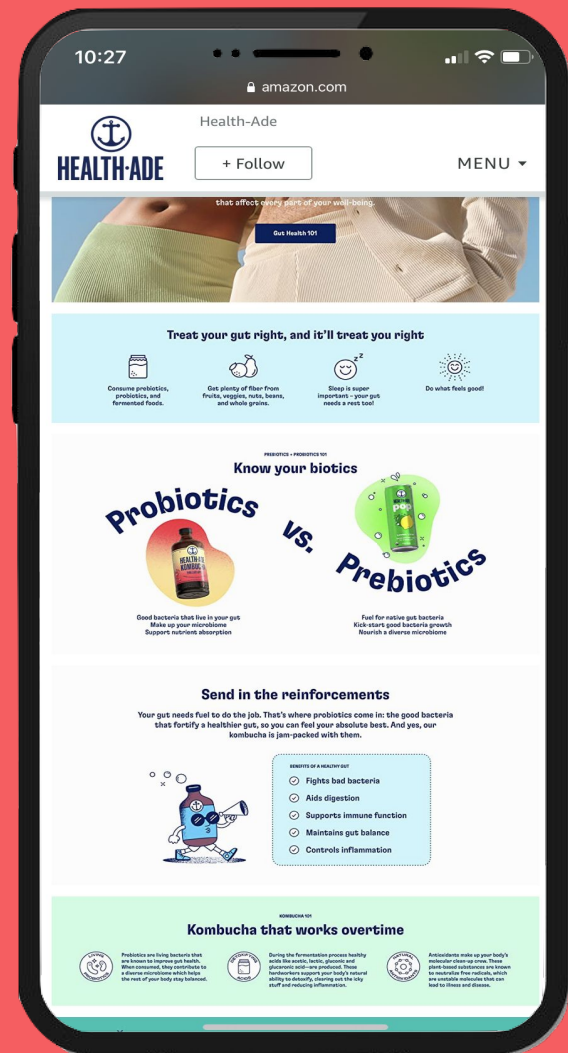
Looking at the Brand Store on Amazon

The brand store had variation of images and lots of information about the product and probiotics. Over the brand store was interesting and made the product easy to understand.



Mobile Accessibility

This product was not accessible mobility making with very small pictures and fonts that were illegible.



La Croix
(Retailer.com)



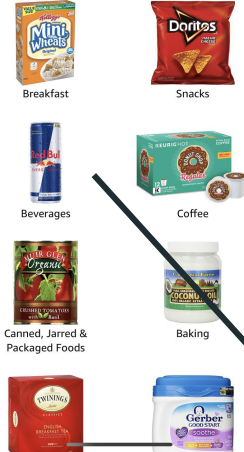
Difficulty Finding the Product on Amazon

This product was pretty easy to find only taking a few categories to find it.



Grocery

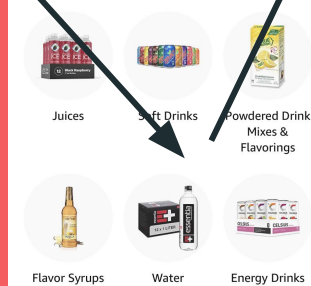
Shop by Category



1. Grocery

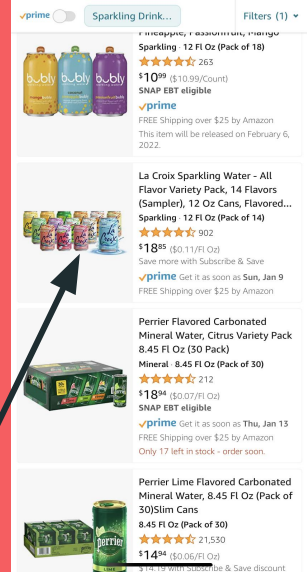
2. Beverages

Featured categories



See more

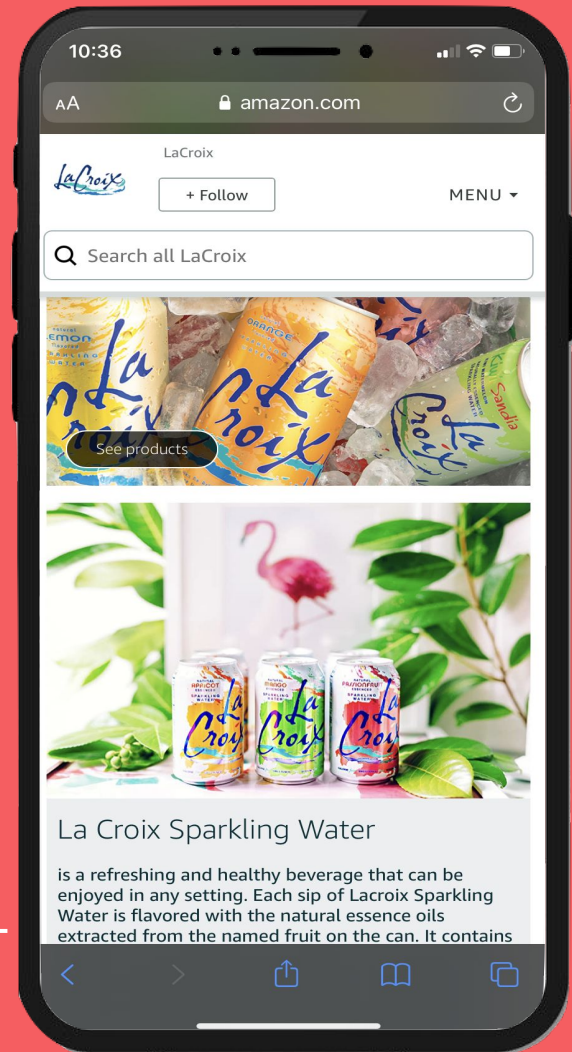
Recommended for you



3. Sparkling Water

Mobile Accessibility

This Product was mostly accessible. The font of the blurbs about the product and the pictures of the cans were easy to read, but a few words on the cans in some of pictures were a bit less legible.



Retailer.com Summary

Key Takeaways For Retailor.com

What some of the brands do well:

- Having mobile friendly images and fonts
- Variation in images on brand store
- An explanation of what the product is and why it is good for you on brand store
- Brands that make the products easier to find in the drink categories is good for introducing new consumers.

Key Takeaways For Retailor.com

What this means for Lemon Perfect

- How can the brand store better convey what is in the product and how it is good for you?
- What are some ways the product can be found more easily or made more recognizable?

Direct to Consumer

Hint Water (DTC)



How easy is it to understand the Product?

This product did a mediocre job at explaining the product. I feel there could have been a bit more information about what is in the product and why it is good for you.



water that makes you love water

Hint water is infused with delicious fruit essences without sugar, diet sweeteners, calories, or preservatives. Whether you choose still, sparkling or lightly caffeinated, all our waters are NON-GMO certified by NSF, vegan, and contains no MSG, nuts, soy, or gluten



0 calories.



0 sweeteners.







0 sugar.

Subscriptions

14% off every order and shipping on 3+ cases. This brand had lots of different choices with their subscription and benefits that come with it. There is a subscription tab shown on top of the page, it is also shown of the main page and when clicking on individual products.

Hint subscribers enjoy these benefits . . .

-  unlimited FREE shipping on 3+ cases
-  early access to new flavors
-  switch flavors or cancel anytime
-  save 14% on every order

★ MOST POPULAR

- deliver every 14 days
- deliver every 30 days
- deliver every 60 days

select your plan

- one time order: \$20.99
- subscribe to save \$17.99 save 14%
no commitment, cancel anytime

- 1 case +

buy now

Creating an account/rewards

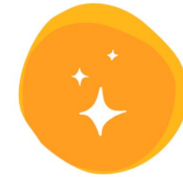
This brand had an interesting point system where a member could not only redeem points for discounts, but Hint merchandise as well. This included things like masks, pool floats and more with a hint bottle or logo.

how it works



Join

Create an account to get started.



Earn Points

Earn points every time you shop.



Redeem

Redeem points for discounts on purchases or hint products.

how to earn points

10 pts

Per \$1 Spent on Drinkhint.com
(includes subscriptions!)

100 pts

Create an account

100 pts

Share On Facebook

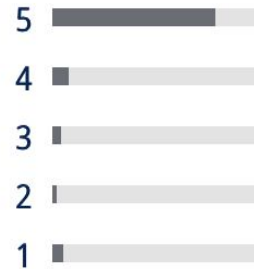
100 pts

Make 3 Purchases of \$50+

help

Reviews

The way hint represents their product reviews is very simple, with including a review section under each product.



Vita Coco (DTC)



How easy is it to understand the Product?

Vita Coco was very thorough with their product information. They described the benefits of the drink and much more including a page with even more in depth information expanding on what is on the main page of the site.



5.0

FULL OF GOOD STUFF

Coconut water contains naturally occurring electrolytes like Potassium and Magnesium, which help keep your body hydrated and functioning properly.

TAKES YOU TO THE TROPICS

Coconuts grow on coconut trees. Which grow in coconut groves. Which grow in tropical locations around the world. Which grow in...our daydreams?

MAKES TASTEBUDS HAPPY

Natural sugars and sweetness give you a boost, and make coconut water the perfect ingredient for whatever you're mixing up.

FEEL GOOD FUEL

Not only do coconuts make you feel good, their production has a positive impact on the communities where they grow.

Subscriptions

When subscribing to Vita Coco a consumer will save 10% on orders. This brand had their subscription less prominent than other brands, only showing it when adding an item to cart.

The image shows a product selection interface with the following elements:

- YOUR PICK**: A dropdown menu showing "The Original / 33.8oz (6pk)".
- YOUR WAY**: A section with two main options:
 - One-time Purchase: \$23.88
 - Subscribe & Save (10% off)**: \$21.49
- Under the "Subscribe & Save" option:
 - A dropdown menu: "Deliver every 2 weeks"
 - Checkmarks for "No commitment, cancel anytime" and "Free shipping in the US".
- A quantity selector showing "1" with minus and plus buttons.
- A blue button at the bottom: "ADD TO CART →".

Creating an account/rewards

When it comes to rewards with this brand, there are a lot of different benefits. By earning “cococoins” a consumer can get money off orders and as grove member earn other bonuses.

HOW IT WORKS

01

SIGN UP

Create an account and get 75 CocoCoins.

02

EARN COCOINS

Earn CocoCoins every time you shop.

03

REDEEM COCOINS

Redeem CocoCoins for exclusive discounts.

GROVE MEMBERS



SEEDLING

EARN 75 COCOINS

- ✓ Coins Multipliers = 1
- ✓ Free Standard Shipping
- ✓ Exclusive Offers



SPROUT

EARN 250 COCOINS

- ✓ Coins Multipliers = 1.25
- ✓ Free Standard Shipping
- ✓ Exclusive Offers



COCONUT

EARN 1000 COCOINS

- ✓ Coins Multipliers = 1.5
- ✓ Free Standard Shipping
- ✓ Exclusive Offers
- ✓ Free Merch Upon Tier Entry
- ✓ Crack a Coconut Committee (help us innovate!)

Redeeming your CocoCoins is easy! Click Redeem My Coins and copy & paste your code at checkout.

100 COCOINS EQUALS \$5.00

\$5 OFF

100 COINS

\$10 OFF

200 COINS

Reviews

Vita Coco included showed their reviews in many different ways. They included reviews from media, some hand picked customers reviews, and reviews from customer reviews under each product.

"VITA COCO CEO MICHAEL KIRBAN CHALLENGES BRANDS TO DONATE THEIR COVID PROFITS TO GOOD"

Forbes

BEVNET

E

yahoo!



★★★★★☆ 4.6

440 Reviews

2 Questions \ 2 Answers



[Reviews \(440\)](#) [Questions \(2\)](#)

Olipop (DTC)



How easy is it to understand the Product?

Overall Olipop does a good job of explaining what the product is and its benefits. However, there could have been a bit more information about what probiotics and and how they help a person's health.



4.0

Backed by research.

Our Ingredients

Our co-founder and formulator, Ben, has spent years researching for ingredients that are backed by research and have beneficial evidence in aiding to feed our microbes and improve our digestive health. Take a peek inside the can.

Supports Digestive Health

Our natural ingredients work together to promote healthy digestion by feeding the microbiome that exists within all of us. A combination of plant fiber, prebiotics and botanicals create a sweet and healthy taste that even a sugar loaded soda can't compete with.

| Other soda: | | OLIPO ₂ | |
|--------------|---------------|--------------------|----------------|
| 39g of Sugar | 0g of Fiber | 2-5g of Sugar | 9g of Fiber |
| 153 Calories | 39g Nat Carbs | 45 Calories | 6-7g Nat Carbs |

*Based on the nutritional content of a 12oz can of soda.

Supports Digestive Health

No artificial sweeteners

32% of your daily fiber

OLIPO₂

Classic Root Beer

Sparkling Tonic

12 fl oz (355ml)

Subscriptions

This brand offers 15% off and free shipping on every order with a subscription. There is a subscription tab on the top of the page and it is also offered when clicking on individual products.



Save 15% on every order!



Cancel at any time!



Manage orders via text message

Have it your way

★ ★ ★ ★ ☆ (1053)

The Sampler



Select Frequency

Subscribe & Save

\$30.59

Save 15%

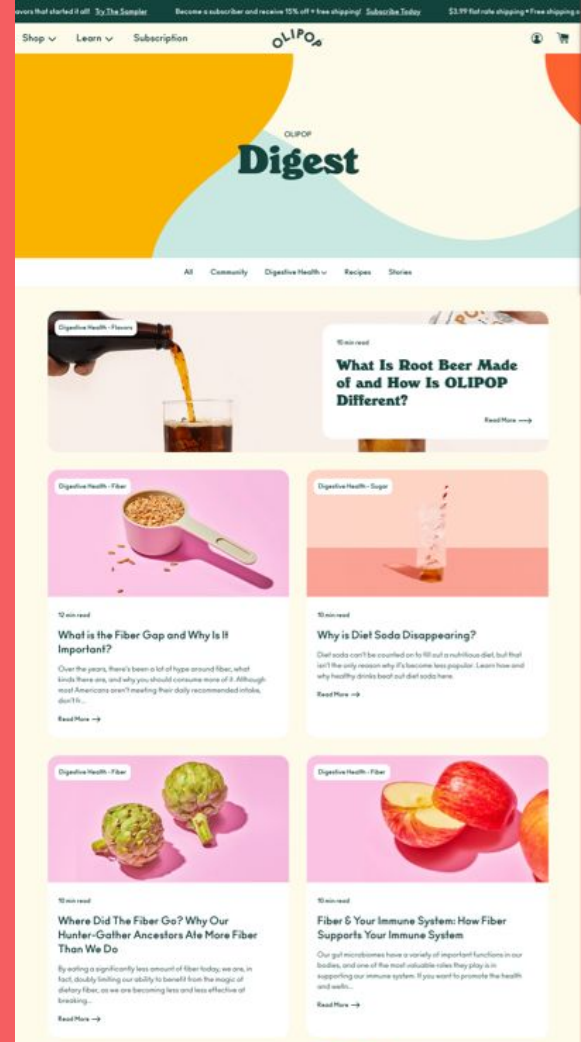
Every 2 weeks - Most Popular



- ✓ No commitment, cancel anytime
- ✓ Free shipping in the contiguous US

Olipop Digest

An interesting feature include on Olipop's website is a blog type set up including articles on ingredients used in their products. Digest also includes updates in research.



Reviews

This brand included reviews for individual products, as well as review from media like forbes, buzzfeed and more.

Ratings & Reviews



Write A Review

Sort by
Most recent

“

It's gently sweet and creamy, and almost drinks like a dessert.

Forbes

— — — —

Super Coffee (DTC)



How easy is it to understand the Product?

Super coffee does not do a thorough job of giving details about what's in the product. There is very little about the ingredients and what they do. The sites does include some broad information about the products benefits.



It takes the best to fuel your best.

We only use ingredients that are great-tasting, great-for you, and sustain you for the long haul. Nothing shady. No added sugar. Only positives.

Subscriptions

Super Coffee offers 30% off the first order, 15% off every order after that, and free shipping. Their subscription is controlled via text message. There is a subscription tab on the top of the site.

You're always in control.

Adjust, pause, or cancel your subscription anytime - no big deal.

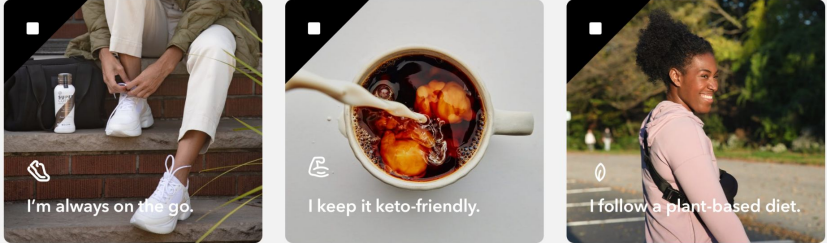
We're just a text away.

Easily manage your subscription settings by texting our team.

Needs Assessment

An interesting feature on Super Coffee's site is a needs based assessment This includes a quiz like setup just on the main page that recommends products based on the choices a person picks.

LIFESTYLE NEEDS? WE GOT YOU.
Select any that apply



The image shows three lifestyle-based assessment options, each with a small square icon in the top left corner and a hand icon in the bottom left corner. The first option shows a person sitting on steps with a water bottle and the text "I'm always on the go." The second option shows a cup of coffee with fruit and the text "I keep it keto-friendly." The third option shows a person running and the text "I follow a plant-based diet."

- I'm always on the go.
- I keep it keto-friendly.
- I follow a plant-based diet.

Numbers

An interesting feature included on the site is some product statistics. These number go up while on site showing, but they lack mentioning the time frame of these numbers.



Reviews

Customer reviews were included on the main pages of the site as well as under each individual product. Media reviews were also included on the main page.


THEY'RE FEELING IT.

Filter by: **TASTE** ENERGY KETO

★★★★ 5 241 🐾

"I'm a big fan of the creamer and thought I'd give the coffee a try. Very good flavor. It's smooth and not bitter. Love it!"


Carrie S.
Dark Roast Super Coffee
Ground



★★★★ 5 74 🐾

"I thought I loved Super Coffee and then they came out with their vegan formulation....so stinking good. Love it."


Melony P.
Coconut Mocha Super
Coffee



★★★★ 5 43 🐾

"I love it! Please keep this forever!!"

Rachel R.
French Vanilla Super
Creamer





"Delivers on the taste factor."

BuzzFeed

SHARK
TANK

Forbes

BUSINESS
INSIDER

Health- Ade (DTC)



How easy is it to understand the Product?

Health-Ade did a great job at including information about the products and how the ingredients are good for health.

There was specifically an abundance of information about probiotics and gut health.



5.0



Four icons with corresponding text:

- Consume prebiotics, probiotics, and fermented foods.
- Get plenty of fiber from fruits, veggies, nuts, beans, and whole grains
- Sleep is super important – your gut needs a rest too!
- Do what feels good!

KOMBUCHA 101

Kombucha that works overtime

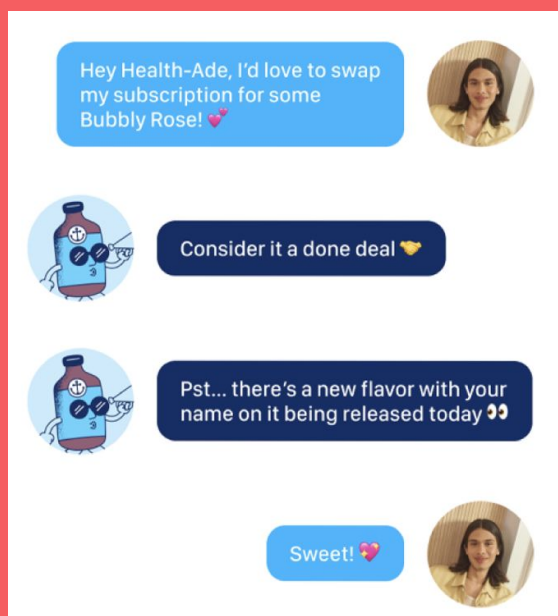
Probiotics are living bacteria that are known to improve gut health. When consumed, they contribute to a diverse microbiome which helps the rest of your body stay balanced.

During the fermentation process healthy acids like acetic, lactic, gluconic and glucaronic acid—are produced. These hard-workers support your body's natural ability to detoxify, clearing out the icky stuff and reducing inflammation.

Antioxidants make up your body's molecular clean-up crew. These plant-based substances are known to neutralize free radicals, which are unstable molecules that can lead to illness and disease.

Subscriptions

Health-Ade offers 15% off on orders with subscriptions. The subscriptions can be changed by text and there are multiple benefits that come with it. There is a subscription tab on the top of the site. It is also mentioned on the main page and under each individual products.



Talk about benefits



What a steal

Save 15% on every order



Skip the line

Get early access to new flavors



It's all textable

Change anything in your subscription via SMS



Cancel whenever

No commitments, no hard feelings

Creating an account/rewards

The brand offers a points system that can be redeemed for discounts. If a VIP, there are more rewards and benefits.

How It Works

1

Join

Join and start earning rewards today.

2

Earn Points

Earn points every time you shop.

3

Redeem Points

Redeem points for exclusive rewards.

VIP's earn even more

BUBBLY

Spend \$0 - \$99

- 1x Point Multiplier
- Free Standard Shipping

BUBBLIER

Spend \$100 - \$299

- 1.25x Points Multipliers
- Free Standard Shipping
- Early Access to Sales
- Early Access to New Products

BUBBLIEST

Spend \$300+

- 1.5x Points Multipliers
- Free Standard Shipping
- Early Access to Sales
- Early Access to New Products
- Exclusive Offers

Redeem for Discounts

Redeeming your points is easy!
Simply apply your points for a discount at checkout!

Every 100 points = \$5

\$5

100 Points

\$10

200 Points

\$15

300 Points

\$20

400 Points

\$25

500 Points

Redeem My Points

Blog

An interesting feature included on the site is “The Digest”. This is a blog that answers general question about kombucha and has fun posts and recipes.

The Digest

An educated gut is a happy gut.

HEALTH AND WELLNESS April 20, 2021

How To Include Probiotics In Your Diet

So, you've heard all the buzz about probiotics and are ready to prioritize your gut health. Now, ...

[READ MORE](#)

KOMBUCHA 101 April 20, 2021

Is It Possible To Drink Too Much Kombucha?

You might be ready to guzzle down a bottle of Health-Ade with every meal. We know it's tempting, ...

[READ MORE](#)

HEALTH AND WELLNESS April 20, 2021

Prebiotics vs. Probiotics

We all have microscopic, invisible friends working in our gut and throughout our entire body. Mee...

[READ MORE](#)

[All](#) [health and wellness](#) [kombucha 101](#) [other](#) [recipes](#)

HEALTH AND WELLNESS December 28, 2021

IS ALCOHOL BAD FOR YOUR GUT?

Today's blog written by our very own Daina Trout, MS, RD. Daina is our new...

[READ MORE](#)

HEALTH AND WELLNESS December 21, 2021

WHAT IS THE MICROBIOME AND WHY IT'S IMPORTANT - PART 3

We've been digging deep into what the microbiome does, and last week we covered 2 of the 4 main r...

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HEALTH AND WELLNESS December 16, 2021

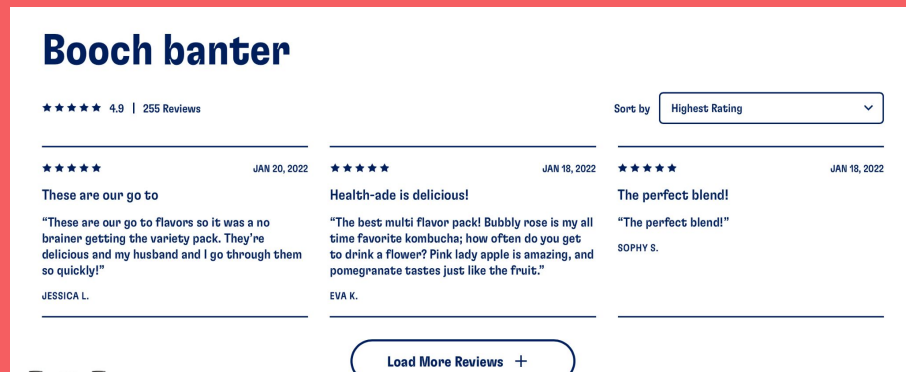
WHAT IS THE MICROBIOME AND WHY IT'S IMPORTANT - PART 2

Last week I introduced you to the microbiome. We learned that it is the friendly community of bac...

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Reviews

The site includes customer reviews under each product and media reviews on the main page such as Business Insider, Food Network, and more.



La Croix (DTC)



How easy is it to understand the Product?

LaCroix does very little when it comes to explaining the product and its ingredients. The only information about the product was on an FAQ page.



Nutritional Facts & FAQ

MOST POPULAR QUESTIONS

How is 'LaCroix' pronounced?

La-CROY. It rhymes with 'enjoy'.

Is LaCroix Gluten-Free and Vegetarian?

Yes! All flavors are Gluten-Free, Vegetarian, and Kosher!

What do you mean LaCroix is "innocent"?

LaCroix is innocent or free of sugars, calories, sodium, and artificial ingredients.

Is LaCroix Non-GMO?

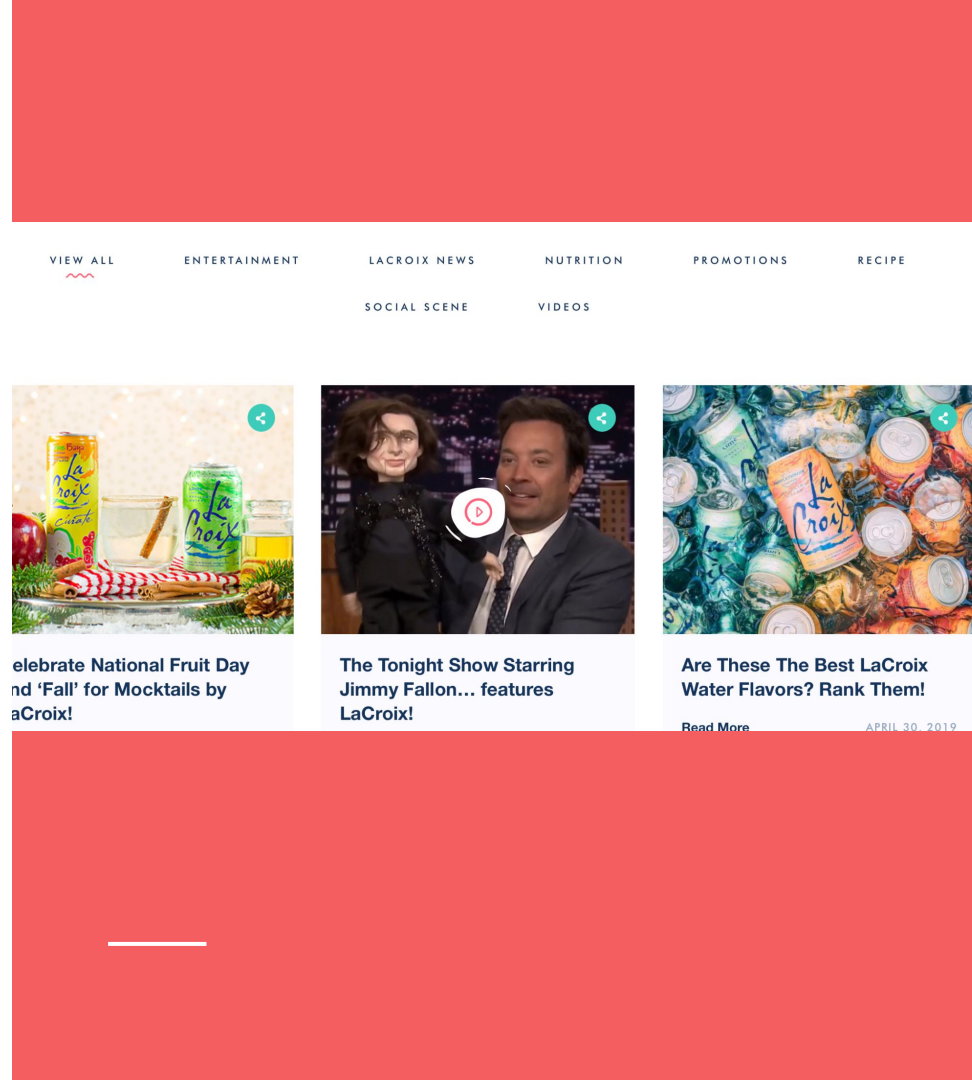
LaCroix does not contain any genetically modified organisms (GMO) therefore LaCroix is Non-GMO.

Grapefruit Reaction to Medication

The natural grapefruit flavor is derived from pure grapefruit oil. There are no sugars or artificial ingredients contained in, nor added, to these extracted flavors. Always consult a physician regarding concerns with any medications.

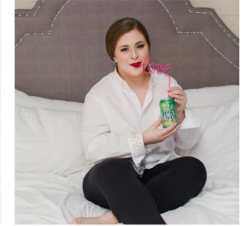
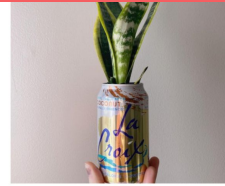
Blog

An interesting feature on the site is the blog. This includes posts with recipes, fun interactions like ranking flavours and places the products are being featured.



Live Lacroix

An interesting feature on the site is Live Lacroix. This feature allows people to send in images of the product to be uploaded to site.



Share How You [#LiveLaCroix](#)

LIVE LACROIX

Select Your Content

UPLOAD

INSTAGRAM

FACEBOOK



Drag & Drop

[your content](#) or [browse files](#)

Edit Content

No content selected.
Add content to continue.

NEXT

Direct to Consumer Summary

Key Takeaways For Direct to Consumer

What some of the brands do well:

- Talking about what's in the products and how it is healthy.
- Having a variety of different interactions involving the products makes the sites more interesting(blogs, posting pictures, needs assessments, etc).
- Subscriptions being easy and accessible through text is making them a more compelling option.

Key Takeaways For Direct to Consumer

What this means for Lemon Perfect

- How can more interactions be added to LP's DTC site?
What type of interactions can expose customers to the products more?
- How can the the things that are more important to a brand like subscriptions be more emphasized?

Social Media

Follower Counts



Hint Water



Vita Coco



Olipop



Super
Coffee



Health-Ade



La Croix

Instagram:

284k

66.9k

121k

98.6k

156k

189k

Tiktok:

149.8k

11k

6.3k

30k

931

4.1k

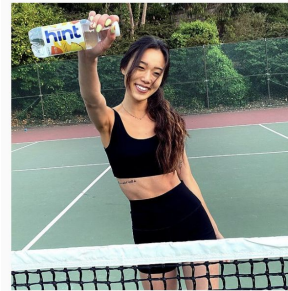
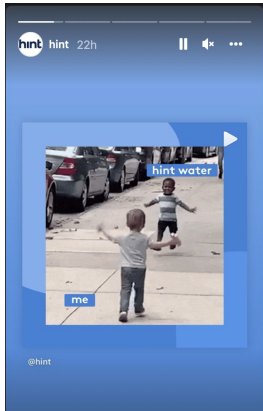
Hint Water (Social)



Type of content on Instagram

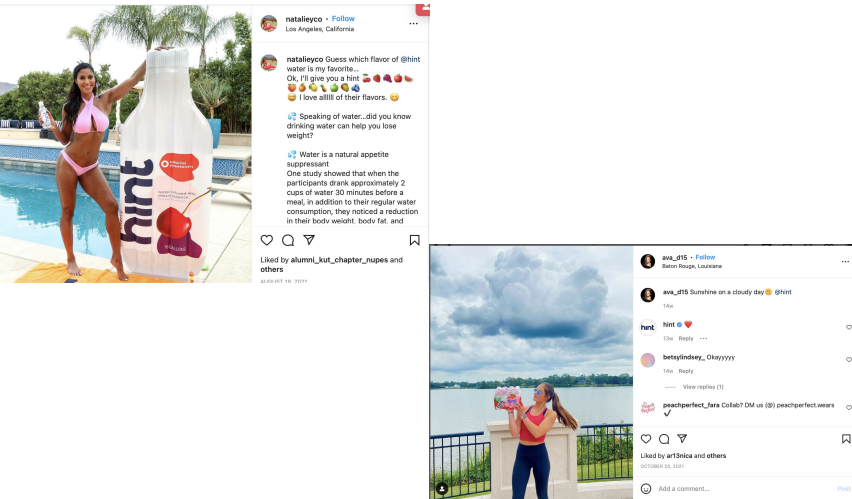
Stories/highlights: Hint had only had one highlight which was a way to quickly shop the product. The content on their story includes memes about the product and reposts of others with the product.

Posts: Hint had a wide variety of posts. They had some lifestyle posts, beauty images of the products, recipes, rankings, and more. This overall made the page interesting to look at, along with the colorful aesthetic.

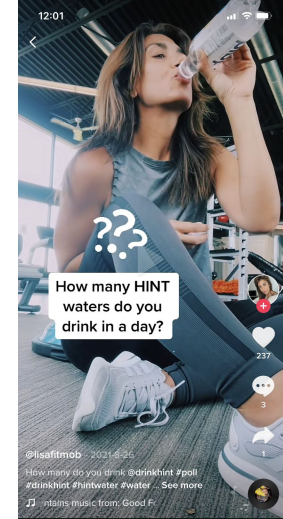
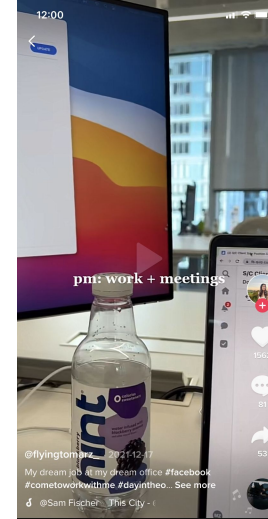


Use of influencers across platforms

Instagram: On Hint's instagram it was difficult to find their influencers. Using their hashtags and tagged images I able to find some micro influencers.



Tiktok: There were not many posts relating to Hint but I was able to locate a few people that were working with the brand.



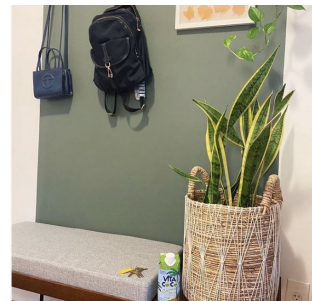
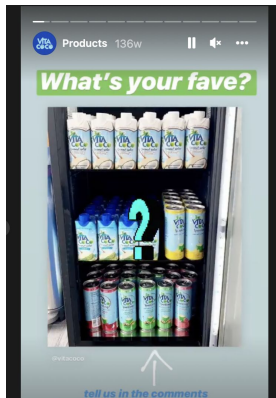
Vita Coco (Social)



Type of content on Instagram

Stories/Highlights: Vita Coco had a large variety of highlights including recipes, news, mission, and more. The story had some reposts of the people with the product and a picture of the product with a link to buy.

Posts: Most of the posts wear lifestyle with a few product posts. The overall aesthetic was light and relaxed. The main colors of the page matched the products and made the page very appealing to look at.

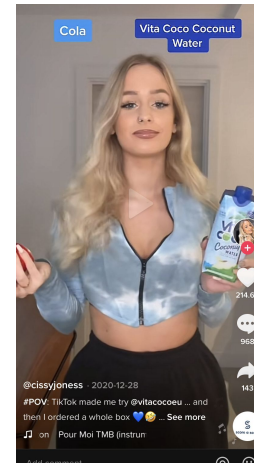
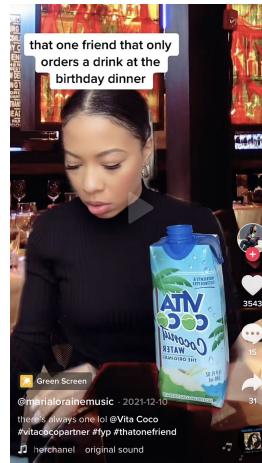


Use of influencers across platforms

Instagram: It was easy to find the influencers for Vita Coco. Some bigger ones were posted on highlights and smaller ones were found under tagged images.



TikTok: It was easy to find the influencers for Vita Coco, just by searching them up. They were mostly larger influencers.



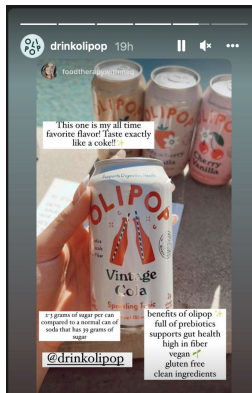
Olipop (Social)



Type of content on Instagram

Stories/highlights: Olipop had a wide variety of highlights including information, flavors, quizzes, and more. I felt there were too many specific on information and that it was too much content for Instagram.

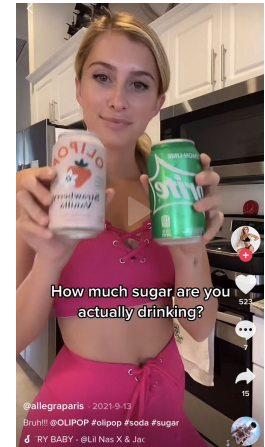
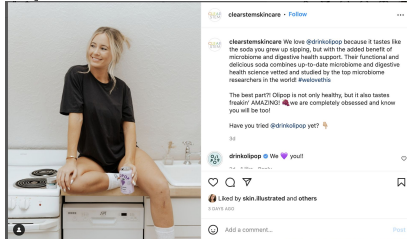
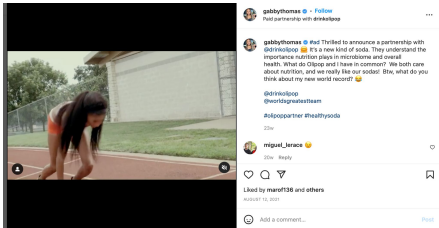
Posts: Olipop's posts are mainly informational, product posts, or other things such as tweets or recipes. Overall they had a vintage pastel aesthetic.



Use of influencers across platforms

Instagram: Olipop had mostly accounts with smaller followings posting and few bigger ones. The posts were harder to find and required digging through their tagged images.

Tiktok: There were a few influencers who posted some more successful than others. The posts were easy to find by just searching up the brand's name.



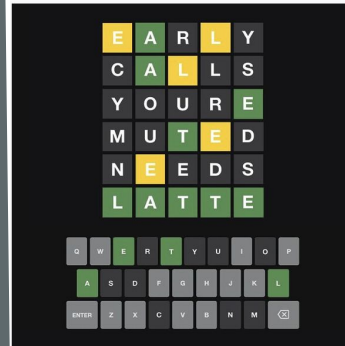
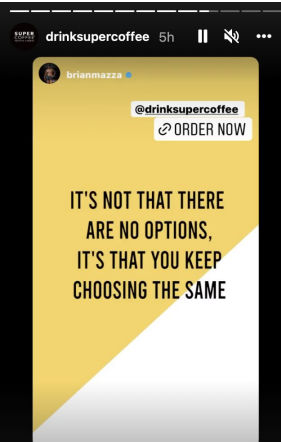
Super Coffee (Social)



Type of content on Instagram

Stories/highlights: On the story there were a lot of reposts of the product. The highlights included the products, recipes, challenges, and info on the products/brand.

Posts: Super Coffee's posts included a lot of trends, memes, and lifestyle posts. The page was very entertaining to look at the different jokes made in the posts.



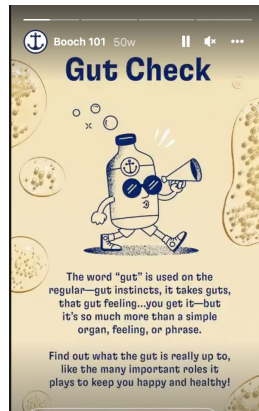
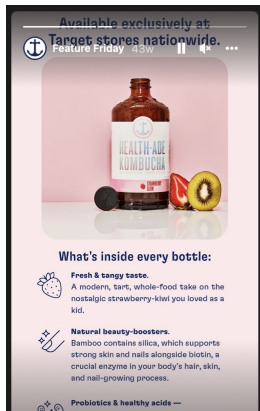
Health- Ade (Social)



Type of content on Instagram

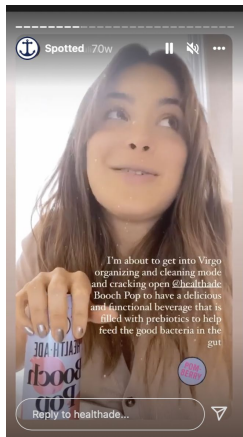
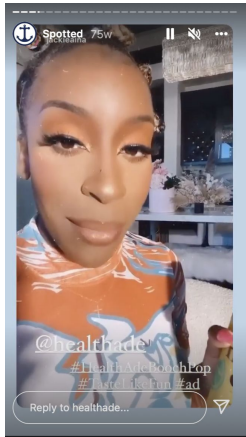
Stories/highlights: The story had nothing currently on it. There were a few highlights with recently tagged, information, and press. The stories were simple and easy to take in while looking at them.

Posts: Health-Ade had a large variety of posts. The had a vibrant colors and also utilized memes/ pop culture references to make the page more appealing.

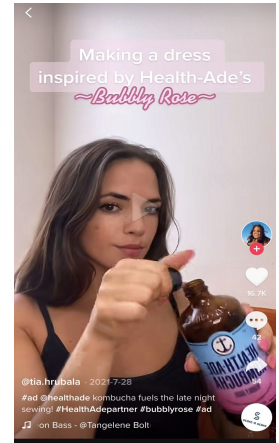
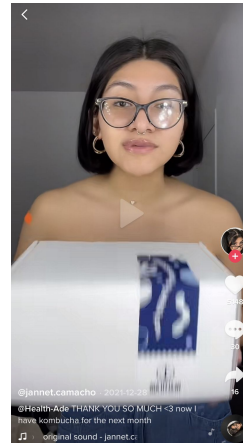


Use of influencers across platforms

Instagram: Health-Ade had many larger influencers posting. It was easy to find these posts through highlights on the Health-Ade instagram page.



Tiktok: There were quite a bit of influencer posts from with many being smaller accounts. Overall it was easy to find these posts by searching the brands name.



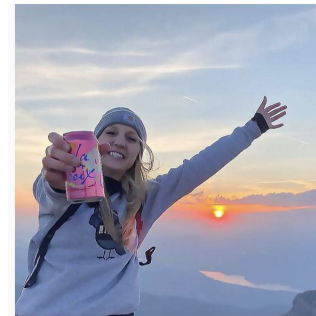
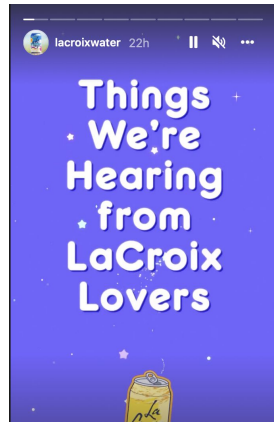
La Croix (Social)



Type of content on Instagram

Stories/highlights: La Croix had an abundance of highlights with almost all being reposts relating to the product. Some with animals, some fan made art, and more. This lack of variety made the stories a bit unappealing

Posts: Most of the posts are the product with people and some were just beauty shots of the products. This made the page less interesting than others. Overall the page had a colorful and energetic aesthetic.

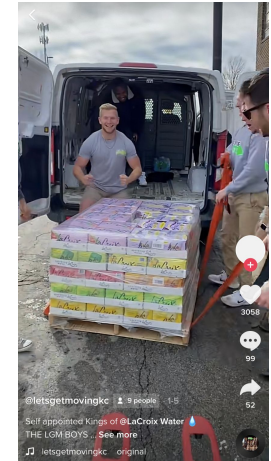


Use of influencers across platforms

Instagram: La Croix seemed to be most focused on using micro influencers. Reposting pictures that people had posted with the products.



TikTok: Lacroix did not have many influencers posts, but there ones I found were of smaller accounts. The content was about product people were sent from the brand.



Social Media Summary

Key Takeaways For Social Media

What some of the brands do well:

- Simple highlights or fewer highlights are more impactful for showing key things for the brand. Too many get distracting.
- A variety in post types and posts that involving trends were the most engaging pages to look at.
- Making influencers/ people who the brand partners with more clear is helpful when looking at the brand.

Key Takeaways For Social Media

What this means for Lemon Perfect

- How can the instagram page be more interesting? Including more humor or trends?
- How can partners/influencers be made easier to locate and look at?

Final Summary

6. La Croix

Overall La Croix was the least successful brand in each area. Across all areas, there was a lack of information about the product and a lack of variety of images and interactions with the brand.



5. Hint

Overall Hint's platforms had a variety of content. However the brand fell short when it came to locating their influencers, utilization of instagram highlights, and an overall uninteresting DTC page.



4. Olipop

Overall Olipop was very mobile accessible on Retailer.com, and did a great job with influencers across platforms. However, their instagram page and DTC site lacked variety and weren't very engaging.



3. Super Coffee

Overall Super Coffee had a very engaging instagram page and excelled at provided interesting interactions on their DTC page.

However they fell short with Retailer.com, being difficult to find and not very mobily accessible.



2. Health-Ade

Overall Health-Ade had an engaging instagram and DTC site. They excelled at sharing information about the products and whats in them. However they fell short when it came to mobile accessibility.



1. Vita Coco

Overall Vita Coco was the most successful brand. They constantly provided information on the product. They made things easier to find. This includes influencers/partners and the actual products on retailer.com.

They made their platforms engaging through a variety of posts and interactions.

