

1. **Weekly Headline:** [Poppi Dominates Coachella with Lemon-Lime Launch and Influencer Hype](#)
2. Audience Profile:
 - a. Sub-Segment 2: Collegiate Studyders
 - i. Description: This group consists of college students, aged between 18-22, who enjoy listening to music while they study, but don't want to put the effort into curating their study music playlist. They value Spotify's solutions for easy, effortless listening.
 - ii. Target: The target audience is college students, aged between 18-22, who use Spotify for music discovery and effortless listening during study sessions.
 - iii. Positioning: Emphasize "Easy Study Music Curation" in which Spotify's AI DJ uses advanced algorithms to explore hidden gems and lesser-known artists within users' preferred genres. This feeds users a wide range of consistently playing music, curated at the click of a button.
3. Facts from the narrative from the news story:
 - a. Poppi partnered with social media influencer Alix Earle as their primary brand ambassador for Coachella.
 - b. Poppi created the "Poppi House," a fully branded and immersive experience highlighting their new Lemon Lime flavor.
 - c. Alix Earle's promotion of Poppi on social media, including coining the term "Coachearlea," generated significant buzz.
 - d. Poppi reported a 200% sales spike during Coachella weekend.
 - e. The new Lemon Lime flavor was a major hit, selling out at festival activations and local retailers.
4. "Please create a narrative about this successful Poppi presence at Coachella 2024 that would engage the audience profile I've detailed."

a. Initial AI Output:

At Coachella 2024, amidst the vibrant array of music, art, and culture, there was a standout presence that captured the attention of the collegiate crowd - Poppi, the refreshing beverage brand, made waves with its innovative approach to engaging young festival-goers.

As the sun beat down on the festival grounds, Poppi unveiled its immersive oasis: the "Poppi House." Nestled among the palm trees and colorful installations, the Poppi House beckoned with its refreshing Lemon Lime flavor and lively atmosphere. Inside, festival attendees were greeted by the energetic beats of up-and-coming artists, creating an ambiance that resonated with the spirit of Coachella.

At the heart of the Poppi House experience was social media influencer Alix Earle, whose infectious energy and passion for the brand ignited a frenzy among her followers. As the primary brand ambassador for Poppi, Alix Earle was more

than just a face; she embodied the essence of effortless cool that resonated deeply with the collegiate demographic.

Alix's promotion of Poppi on social media was nothing short of electrifying. With her witty charm and infectious enthusiasm, she coined the term "Coachearla," a playful nod to her partnership with Poppi and the Coachella experience. Her posts and stories flooded timelines, sparking conversations and creating a buzz that reverberated throughout the festival grounds and beyond.

But it wasn't just the online hype that propelled Poppi to the forefront of Coachella; it was the seamless integration of music discovery and effortless enjoyment that resonated with the collegiate audience. As college students swayed to the rhythm of the music, they sipped on their Poppi, enjoying the refreshing burst of Lemon Lime flavor with every sip.

The success of Poppi's presence at Coachella was evident in the numbers. With a 200% sales spike during Coachella weekend, it was clear that the brand had struck a chord with festival-goers. The new Lemon Lime flavor flew off the shelves, selling out at festival activations and local retailers alike, leaving a lasting impression on the taste buds and memories of those who experienced the Poppi House firsthand.

For the collegiate studyders, who value effortless listening and easy enjoyment, Poppi's presence at Coachella offered more than just a refreshing beverage; it was a curated experience that seamlessly blended music, culture, and taste, leaving them craving more long after the festival had ended.

b. Final AI Output:

At Coachella 2024, amidst the pulsating beats and vibrant energy, Poppi emerged as the go-to oasis for collegiate studyders seeking effortless enjoyment. Nestled within the festival grounds, the Poppi House beckoned with its refreshing Lemon Lime flavor and laid-back vibes.

As college students wandered through the festival, their desire for easy music listening led them straight to the Poppi House. Here, they found a haven where they could relax, sip on their favorite Poppi flavor, and effortlessly discover new music. With Poppi's curated playlists, studyders could enjoy a seamless stream of tunes without the hassle of curation.

But it wasn't just about the music; it was about the experience. Social media influencer Alix Earle, known for her effortless cool, was the face of Poppi at Coachella. Her laid-back promotion of Poppi, coined as "Coachearla," resonated deeply with the collegiate crowd, sparking conversations and creating a buzz that rippled through the festival.

As studyers lounged in the Poppi House, basking in the sun and soaking in the sounds, they found themselves immersed in a world where enjoyment required minimal effort. With Poppi as their companion, they could sip, sway, and study to the rhythm of Coachella, knowing that their refreshment needs were effortlessly taken care of.

With a 200% sales spike during Coachella weekend, Poppi's presence at the festival was a resounding success, leaving studyers craving more of its refreshing flavors and laid-back ambiance long after the music had faded. For the collegiate crowd, Poppi wasn't just a beverage; it was a symbol of easy enjoyment and effortless living, perfectly suited to their laid-back attitude towards music and life.

c. Insights:

- i. Because the audience profile was geared towards music listening and less generalized about a certain group of people, it was difficult to seamlessly pitch the Poppi Coachella experience to the "Collegiate Studyers."
- ii. However, ChatGPT was good at shifting the language slightly to emphasize what I asked for (to cater more to the audience's desire for ease of experience).