

TASTE LIKE CULTURE

HOW STORYTELLING CAN FOSTER EMOTIONAL
ENGAGEMENT AND PERCEIVED AUTHENTICITY

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THE PROBLEM

AfroPop has built strong cultural connection.
But connection alone isn't enough.

The challenge:

- Low brand awareness in a saturated market
- Competing with brands that already dominate attention
- Storytelling that resonates... but doesn't convert

Consumers feel the brand — but don't buy it.

The gap is turning that feeling into action.

THE GOAL

To examine how AfroPop's culturally driven storytelling influences consumer perceptions of authenticity, emotional connection, and purchase intention.

This project aims to determine whether AfroPop's "sip the culture" positioning translates into meaningful brand engagement and drives consumer behavior in a competitive beverage market.

CLIENT OVERVIEW

AFROPOP



AfroPop is a culturally inspired sparkling beverage brand founded in 2024, blending authentic flavors with modern design and storytelling. Guided by a mission to celebrate joy, heritage, and community, the brand positions itself as more than a drink, but a cultural experience rooted in connection.

Through artist-designed packaging, vibrant visuals, and social-first storytelling, AfroPop celebrates Black culture in a way that feels lived-in, expressive, and real. By highlighting everyday moments and shared experiences, the brand invites consumers to not just drink the product, but connect with what it represents.

WHY AFROPOP

1

AfroPop's identity is rooted in **authentic cultural heritage**

2

Storytelling is **central** to its brand, not an add-on

3

Represents a growing category of **culturally inspired brands**

4

Ideal case to measure **authenticity** → **attitude** → **purchase intention**

REASONING OVERVIEW

BRAND FOUNDATION

AfroPop is rooted in culture, storytelling, and community, positioning itself as more than a beverage but a shared experience.

CONSUMER INSIGHT

Consumers value authenticity, but connection is strongest when brands reflect real-life moments, not staged or aspirational content.

STRATEGIC OPPORTUNITY

There is an opportunity to make AfroPop's storytelling more visible and grounded in everyday experiences to strengthen emotional connection and drive behavior.

COMPETITIVE ANALYSIS

MARKET LANDSCAPE

This target audience is increasingly **drawn to brands that reflect their identity and culture.**

This creates a gap: while many brands focus on function, **fewer offer meaningful, culturally driven experiences** that build emotional connection.





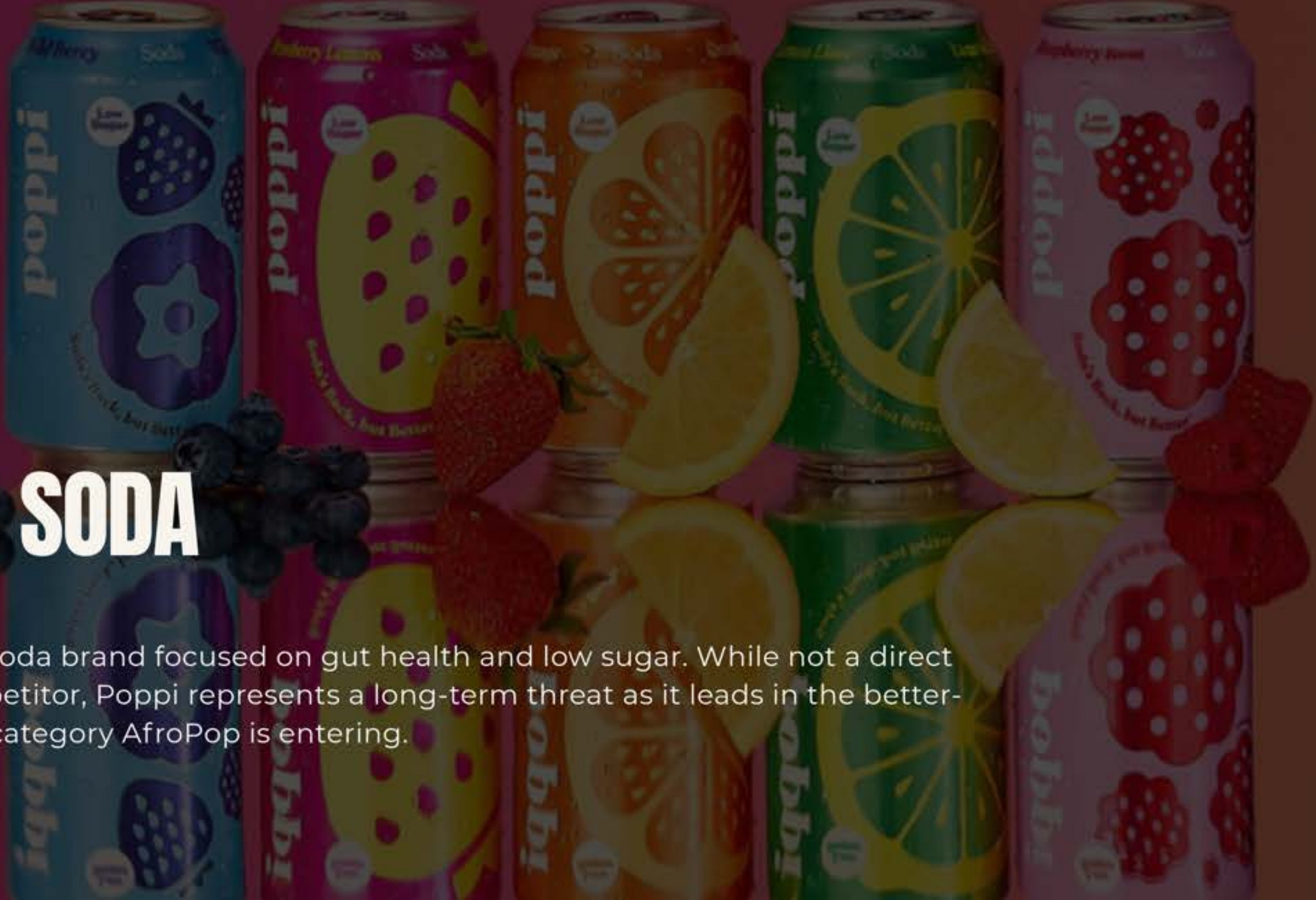
OKOLA-HOMA SODA CO.

A locally rooted craft soda brand that emphasizes nostalgia and regional identity. Oklahoma Soda Co. focuses on traditional soda experiences and small-batch appeal, with less emphasis on cultural storytelling or modern lifestyle positioning.



POPS 66 SODA RANCH

A destination-based soda brand known for its wide variety and roadside Americana experience. Pop's 66 leans into novelty, choice, and tourism appeal, creating a fun but product-driven experience rather than a culturally meaningful one.



POPPI SODA

A functional soda brand focused on gut health and low sugar. While not a direct cultural competitor, Poppi represents a long-term threat as it leads in the better-for-you soda category AfroPop is entering.

SWOT ANALYSIS

STRENGTHS

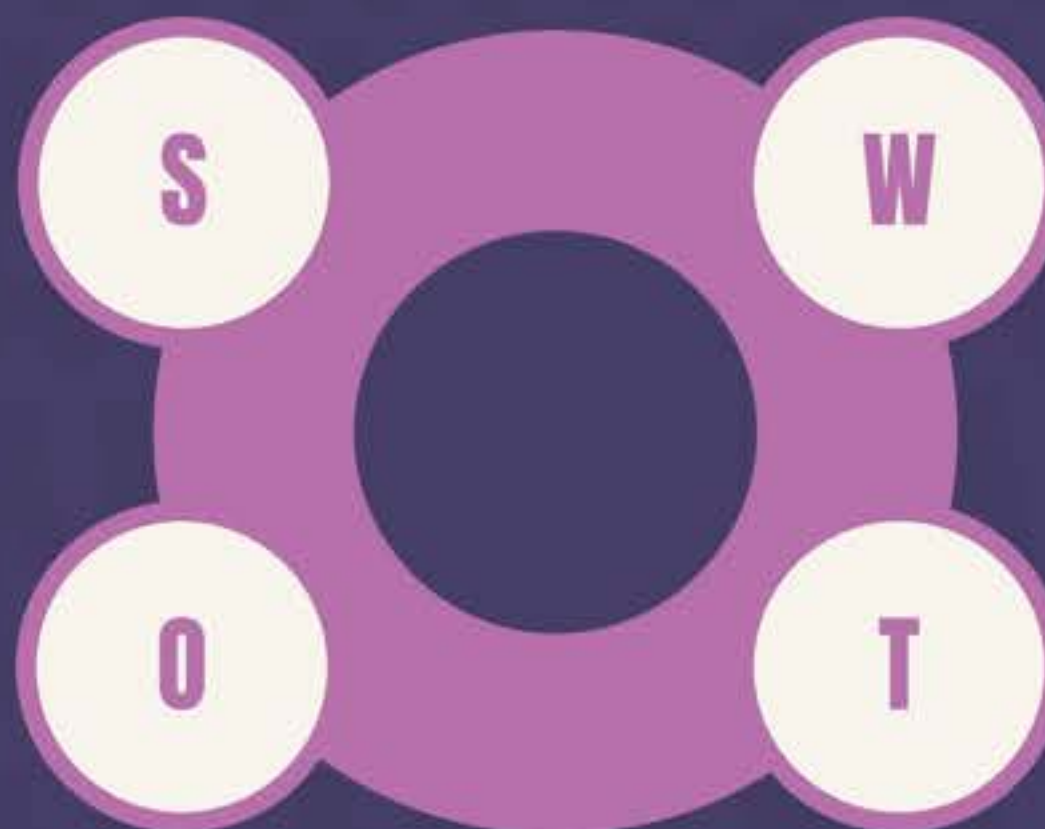
Authentic cultural storytelling

Emotional connection and community focus
Vibrant branding and social presence
Natural ingredients and transparency

WEAKNESSES

Limited brand recognition and distribution

Risk of cultural tokenism if mishandled
Cultural focus may not resonate with unfamiliar consumers



OPPORTUNITIES

Growth in culturally conscious consumerism
Digital engagement + experiential marketing
Sustainability storytelling potential
Expansion into new products + markets

THREATS

Market saturation
Trend shifts and authenticity fatigue
Larger competitors adopting similar narratives
Supply chain and cost challenges

LITERATURE REVIEW

AUTHENTIC STORYTELLING IN BRANDING

WHAT IS AUTHENTIC STORYTELLING?

Authentic storytelling refers to brand narratives that are credible, emotionally resonant, and consistent with a brand's true identity (Södergren, 2021). Rather than focusing on product features, it emphasizes emotion, heritage, and shared experience — allowing consumers to form personal connections with brands.

"Authenticity differentiates meaningful stories from marketing noise."



AUTHENTICITY AS A BRANDING CONSTRUCT

GENUINENESS

Staying true to values and origins

TRANSPARENCY

Openness and honesty in communication

CONSISTENCY

Alignment between what a brand says and does (Södergren, 2021)

Authenticity is not created through marketing alone — it must be experienced across every touchpoint (Moulard et al., 2016).

CONSUMER ATTITUDES & PURCHASE INTENTIONS

HOW STORYTELLING SHAPES BEHAVIOR

Perceived brand authenticity positively influences consumers' willingness to buy by enhancing emotional trust and cognitive evaluation (Papadopoulou et al., 2023). When storytelling evokes positive emotions and aligns with a consumer's values, it transforms brand perception into purchase behavior.

"Authenticity differentiates meaningful stories from marketing noise."



NARRATIVE TRANSPORTATION THEORY

(Green & Brock, 2000)

When consumers become mentally and emotionally immersed in a brand story, they temporarily suspend skepticism — increasing empathy, trust, and identification with the brand (Escalas, 2004).

AfroPop's cultural storytelling transforms passive viewers into active participants — which is exactly what your data measured.

Research Question:

How does authentic storytelling in branding influence consumer attitudes and purchase intentions?

TARGET AUDIENCE

BLACK ADULTS (18-45)

CULTURAL CONNECTORS

Black adults who prioritize cultural identity, community, and self-expression.

They respond to brands that demonstrate authenticity and reflect real-life experiences.

VALUES-DRIVEN & DIGITALLY NATIVE

Highly active on social platforms, this audience favors brands that emphasize representation, authenticity, and emotional resonance over traditional messaging.

JORDAN⁽²²⁾

College Student • Creative • Social

ABOUT

Jordan is a senior studying communications who spends time with friends, creating content, and staying tapped into culture online. They are always looking for brands that feel fresh, expressive, and culturally relevant.

MOTIVATIONS

Wants to feel represented and connected through the brands they engage with

BEHAVIORS

Active on Instagram and TikTok, shares everyday moments, influenced by visuals and storytelling

BARRIERS

Quick to disengage from brands that feel staged, forced, or inauthentic

(45) **MAYA**

Established Professional · Community-Oriented · Grounded

ABOUT

Maya is a professional who values stability, intention, and meaningful connection. She prioritizes brands that reflect her lived experiences and support her community. She is thoughtful in her purchasing decisions.

MOTIVATIONS

Values authenticity, quality, and cultural alignment in the brands she supports. Seeks products that feel intentional and worth investing in.

BEHAVIORS

Supports Black-owned businesses, shops with purpose, engages with storytelling content that reflects real experiences, and shares trusted brands within her network.

BARRIERS

Disengages from brands that feel performative, trend-driven, or disconnected from genuine cultural understanding.

PRIMARY RESEARCH

PRIMARY RESEARCH

Responses were analyzed to identify relationships between authenticity, emotional engagement, trust, and purchase intention. These insights informed the strategic and creative direction of the campaign.

METHODS

Quantitative Survey (Qualtrics)

n = 200 respondents

Distributed via Instagram +
Facebook + campus channels

RESEARCH DESIGN

30-question survey

4 structured sections:

- Brand familiarity (warm-up)
- Storytelling perception
- Attitudes + purchase intent
- Demographics / psychographics

KEY MEASURES

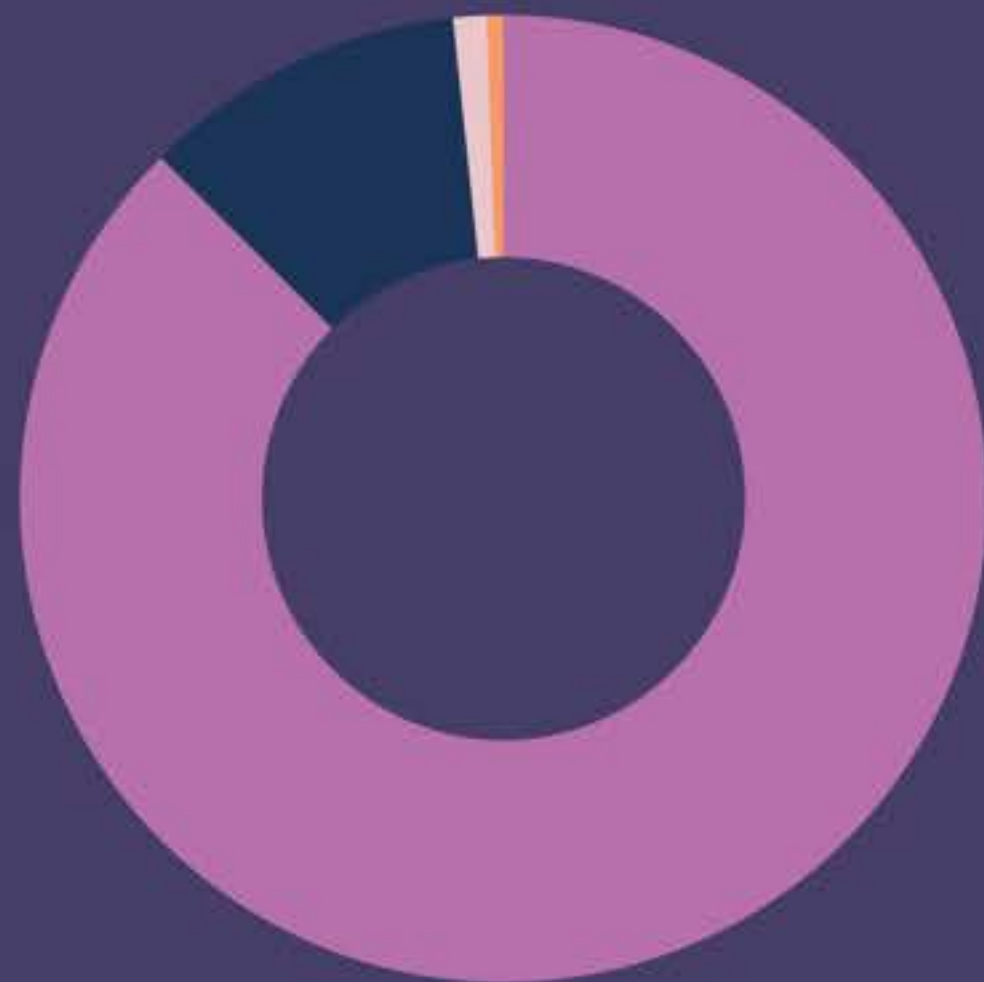
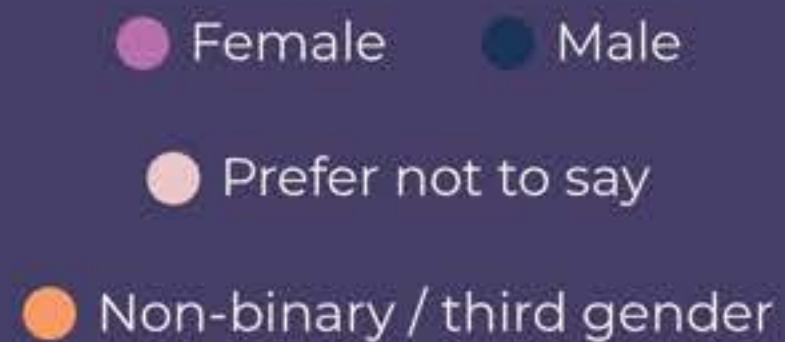
These are your core variables:

- Perceived Authenticity
- Emotional Engagement
- Trust
- Purchase Intention

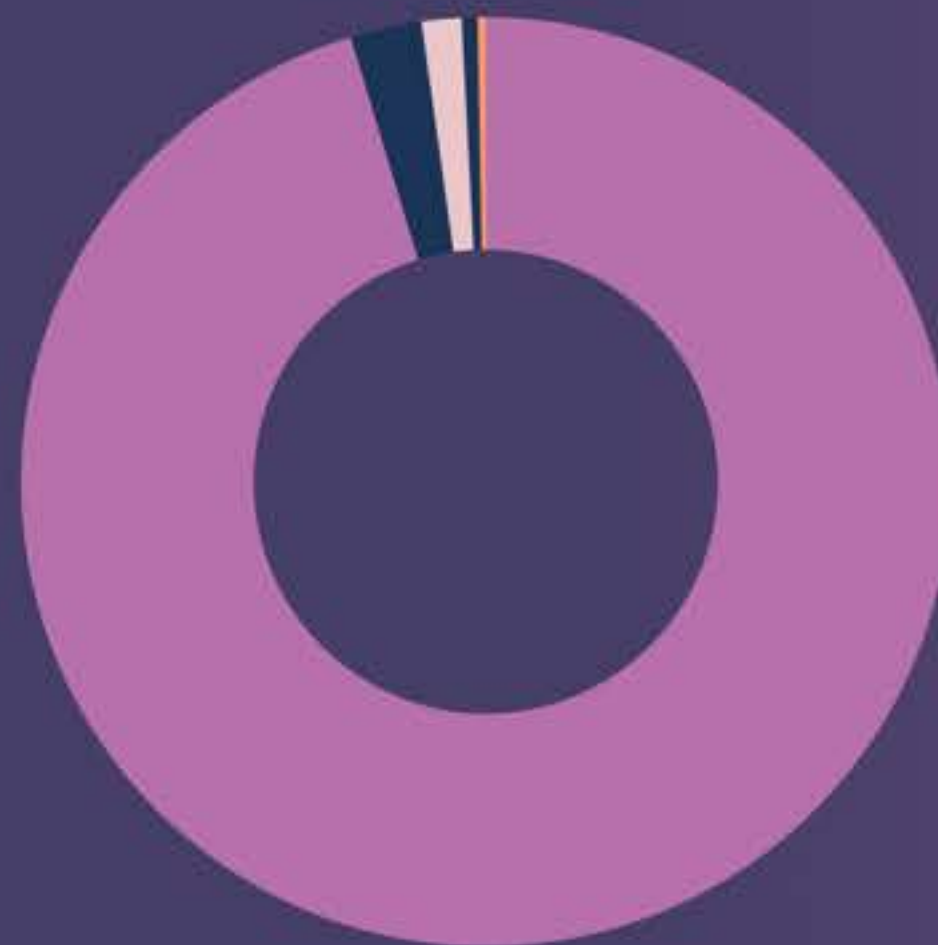
WHO WE REACHED

Survey Total = 364 responses

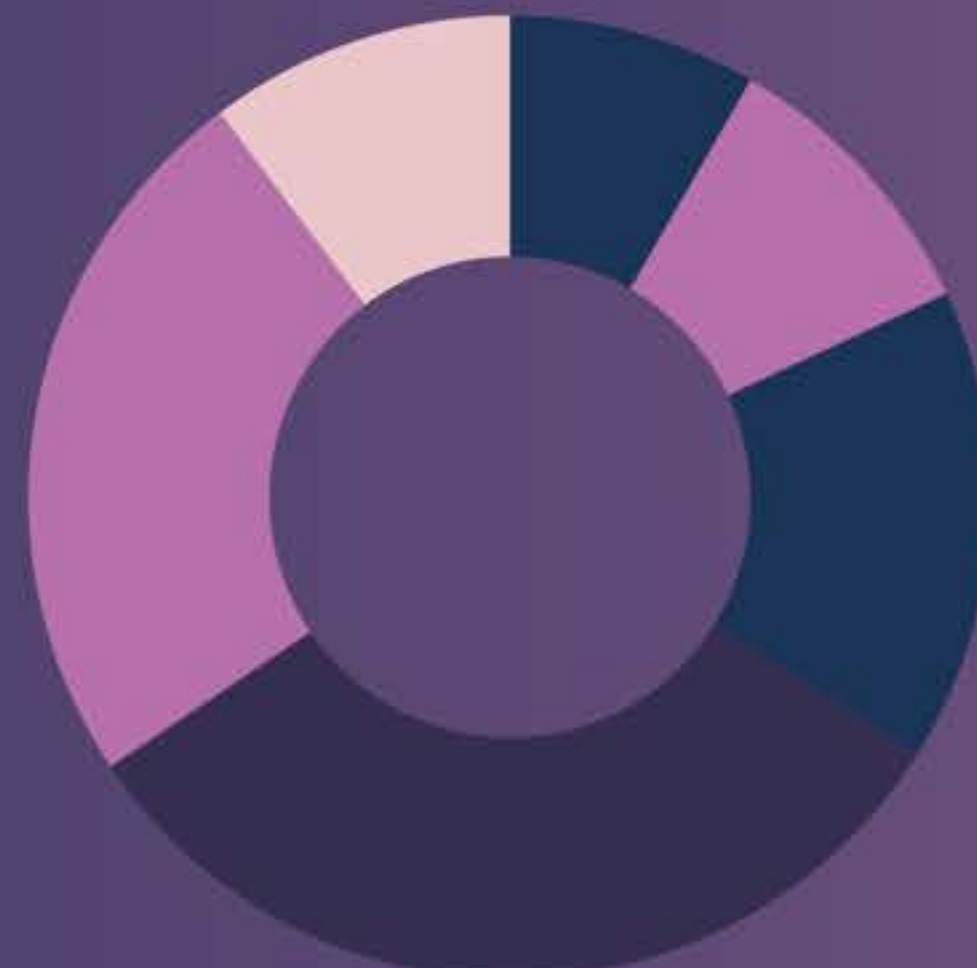
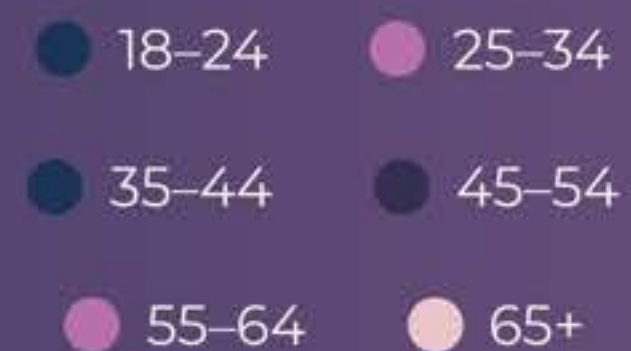
Gender



Race



Age

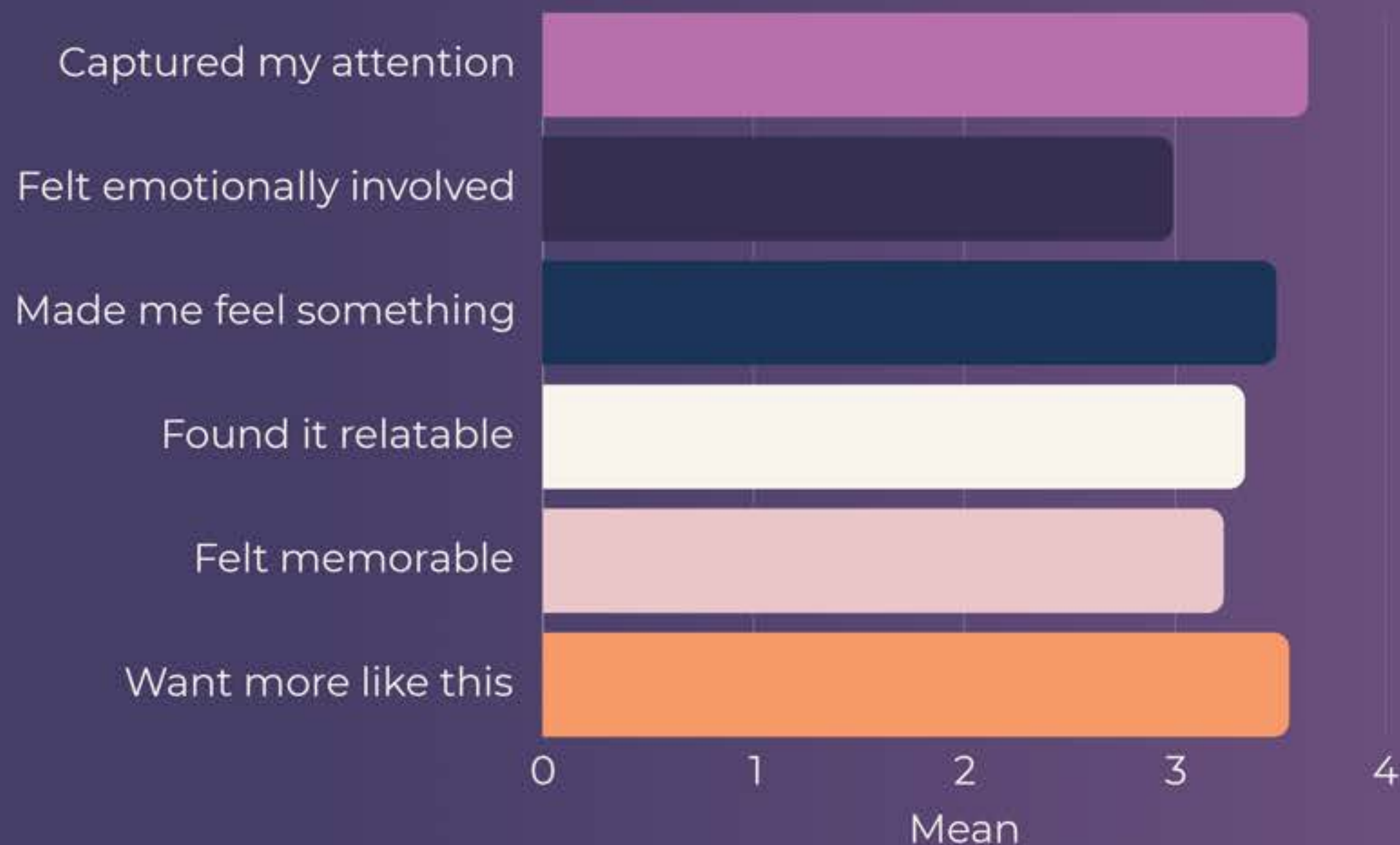


EMOTIONAL ENGAGEMENT RECEIVED

Key takeaway: "Content connects, but doesn't fully immerse"

OBSERVATIONS

- "Captured my attention" is the strongest item ($M = 3.63$), suggesting the content is visually or contextually arresting
- "Felt emotionally involved" is the weakest by a notable margin ($M = 2.99$). This is only item that dips below the midpoint of 3.

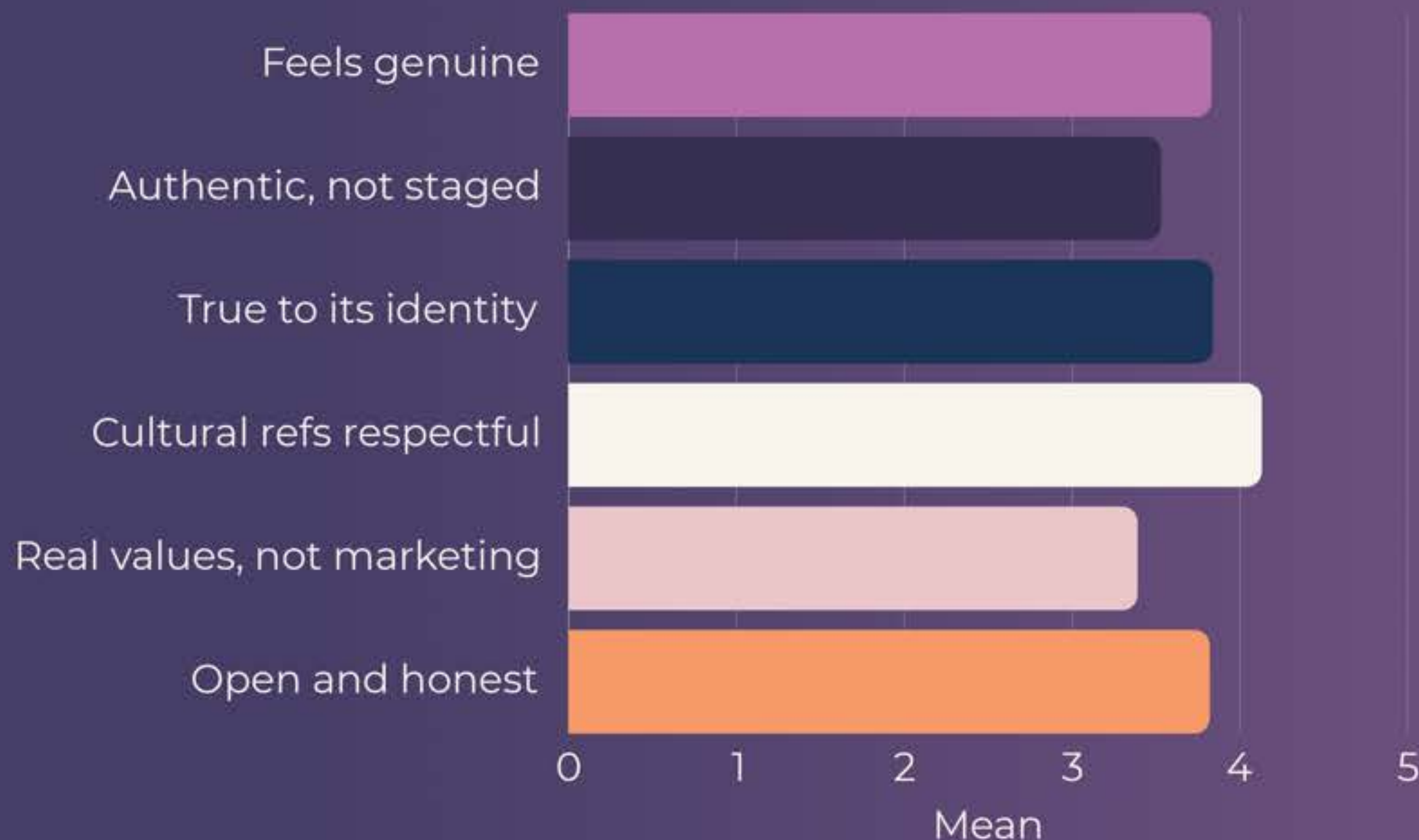


AUTHENTICITY IS THE STRENGTH

Key takeaway: "AfroPop feels real and culturally grounded"

OBSERVATIONS

- "Cultural references feel respectful" is the standout item ($M = 4.13$) well above everything else, which is meaningful for a project centered on Black audiences
- "Real values, not marketing" is the weakest ($M = 3.39$), suggesting respondents appreciate the brand's tone but are still a bit skeptical of its motives

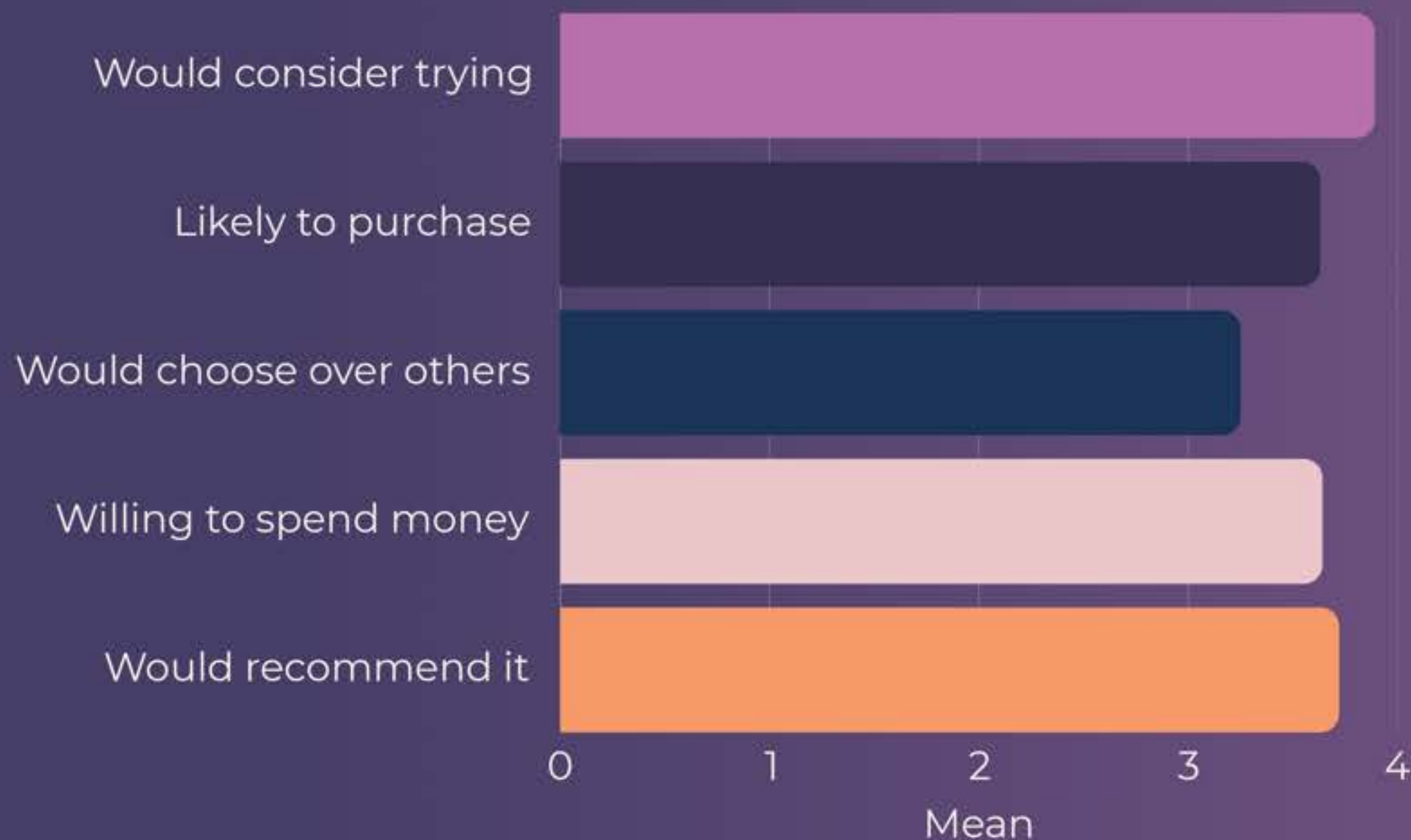


INTENT DOESN'T FULLY CONVERT

Key takeaway: "Authenticity alone isn't driving action"

OBSERVATIONS

- "Would consider trying" leads the scale ($M = 3.89$) meaning respondents are open to the product, suggesting the posts generate interest
- "Would choose over similar beverages" is the weakest ($M = 3.25$) meaning the only item below the midpoint zone, which makes sense as switching behavior is harder to move than general interest

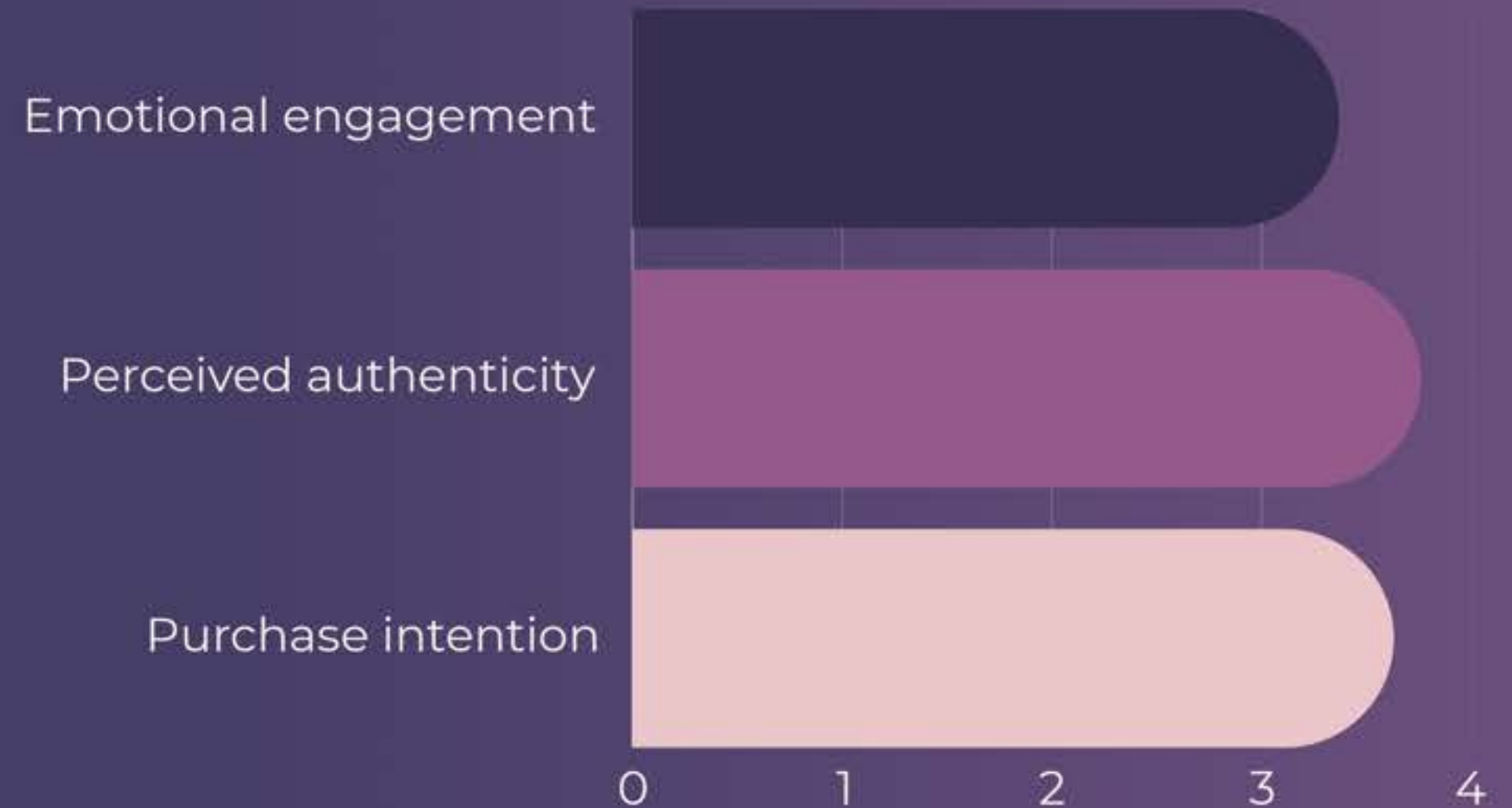


WHERE THE GAP EXISTS

Perceived authenticity was highest ($M = 3.76$), but did not translate into action.

Emotional engagement ($M = 3.37$) and purchase intention ($M = 3.63$) lagged behind.

Consumers believe the story, but aren't moved to act.



GOALS, OBJECTIVES, & STRATEGIES

KEY INSIGHTS

Campaign Goal

Encourage consumers to see AfroPop as an authentic part of meaningful cultural moments and increase their intention to purchase during the summer season.

OBJECTIVE 1	Increase emotional engagement and purchase intention during the campaign period.
STRATEGY 1	Develop static and short-form video content that captures memory-driven summer moments, allowing audiences to see themselves and their communities reflected in the campaign.
STRATEGY 2	Incorporate subtle but clear calls-to-action that encourage consumers to try AfroPop as part of their own gatherings, routines, and summer rituals.

KEY INSIGHTS

Campaign Goal

Encourage consumers to see AfroPop as an authentic part of meaningful cultural moments and increase their intention to purchase during the summer season.

OBJECTIVE 2	Increase perceived authenticity of AfroPop among target audiences during the 6-week campaign period.
STRATEGY 1	Create documentary-style social content that places AfroPop within familiar, culturally resonant moments such as cookouts, front porch gatherings, family time, and everyday celebrations
STRATEGY 2	Use storytelling-led captions and supporting copy to reinforce AfroPop's connection to heritage, community, and joy without making the content feel overly branded or staged.

CREATIVE BRIEF

CREATIVE BRIEF

CREATIVE OPPORTUNITY

AfroPop's greatest strength is its cultural authenticity, but it must be expressed in a way that feels lived-in rather than performative. The opportunity is to move beyond product-focused advertising and show AfroPop within the real moments audiences already value.

KEY INSIGHT

"I connect with brands that feel like they understand my world, my people, and the moments that matter to me."

STRATEGY

Position AfroPop as a culturally grounded beverage that belongs inside real, memory-making moments rather than outside them as a traditional advertisement.

MAIN MESSAGE

AfroPop is for the moments that already mean something.

TONE, LOOK, & FEEL

Warm, nostalgic, and culturally grounded. Documentary-style photography and video, natural lighting, lived-in environments, and scenes that feel intimate rather than staged — joyful, familiar, and emotionally resonant.

AFRO POP

FOR OUR MOMENTS

AfroPop is more than a beverage. It's part of the laughter, gathering, rhythm, and memory that shape everyday life

Heritage

Rooted in Black culture and tradition

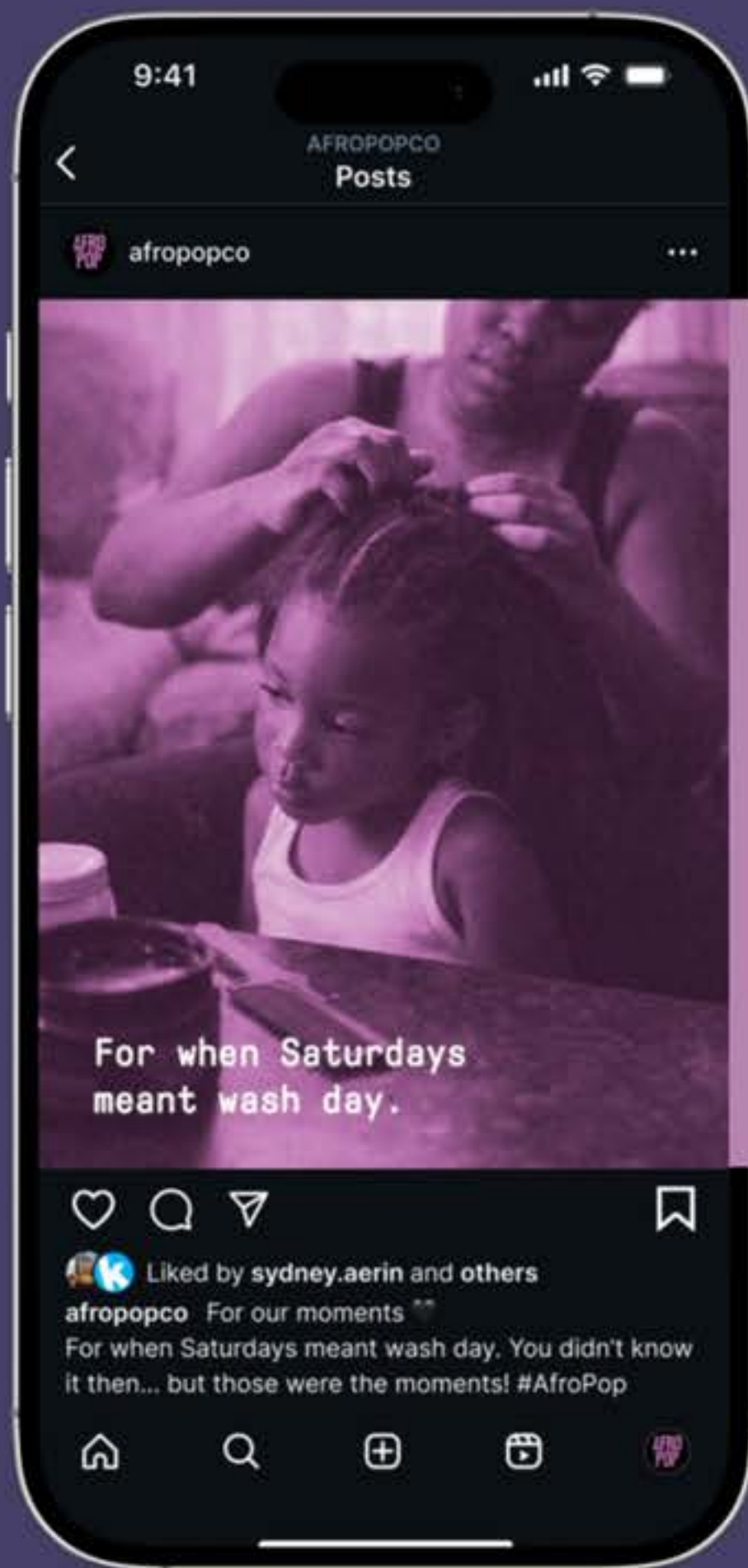
Celebration

The joy and energy of shared experience

Community

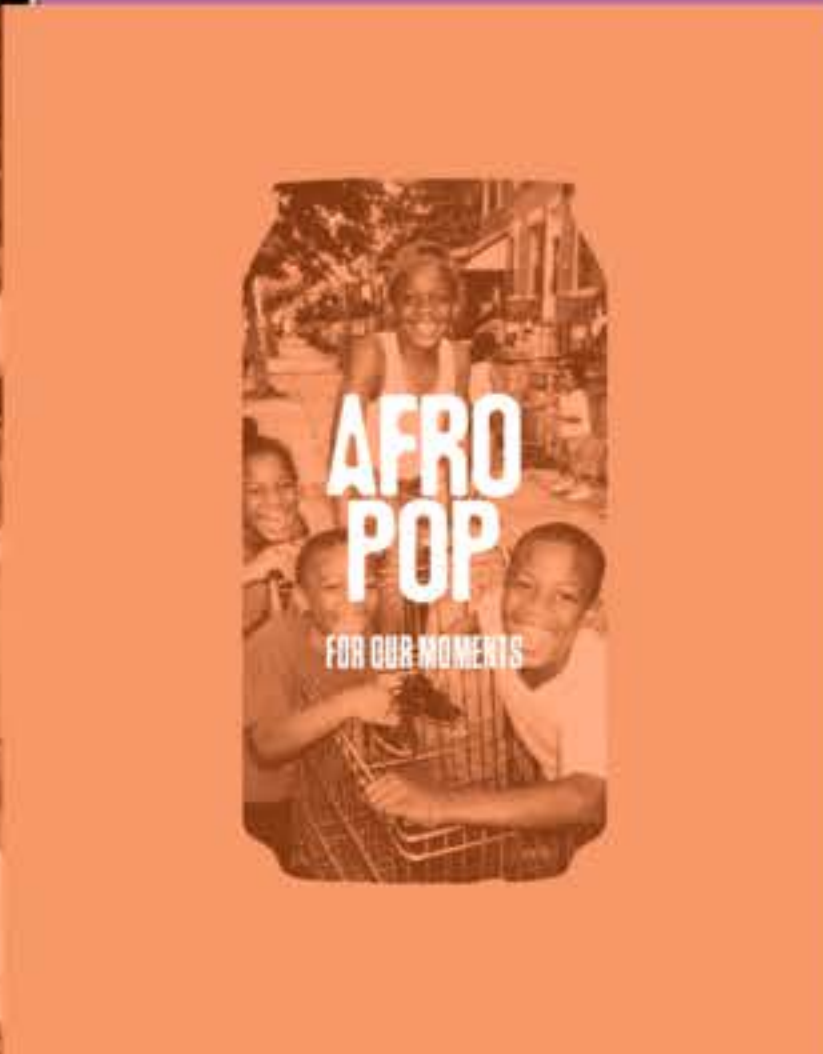
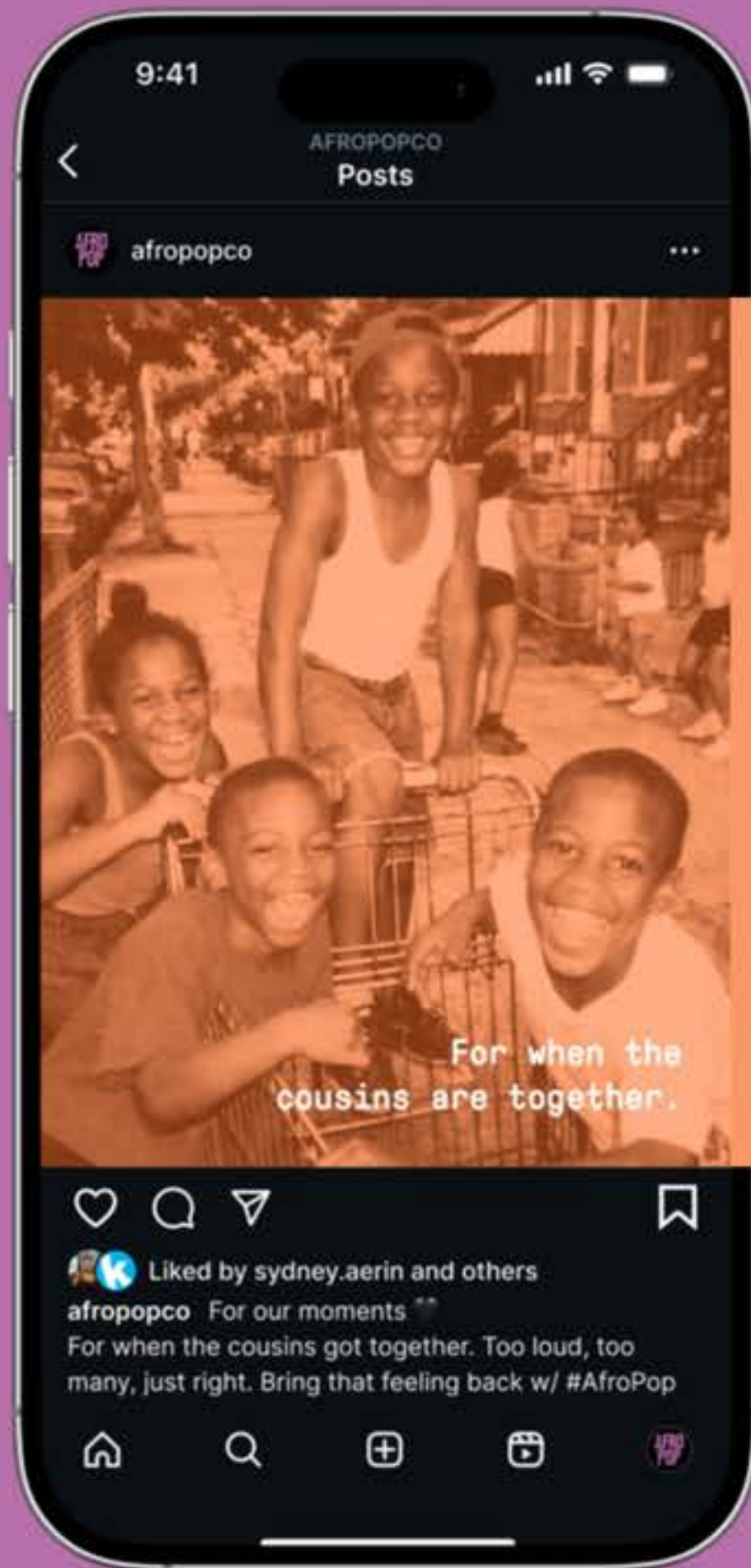
Inviting audiences into a collective narrative

By placing the brand inside real summer moments, the campaign transforms AfroPop from something consumers simply see into something they can feel, remember, and bring into their own lives.



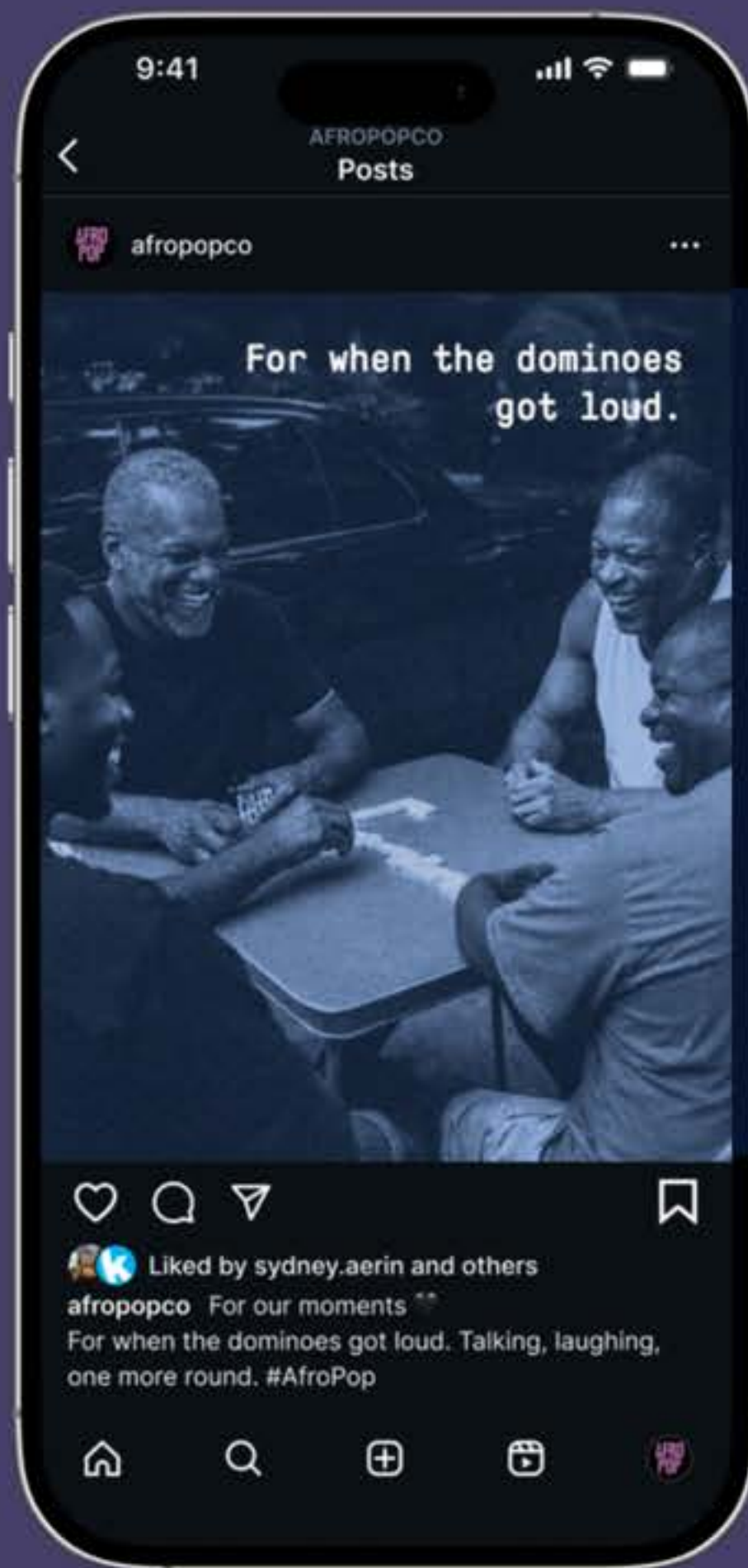
VISUAL LANGUAGE: MOOD & COLOR

A deep, warm color palette was chosen to reflect the emotional tone of the campaign—grounded, nostalgic, and intimate. Each color pairing mirrors the feeling of the moment rather than the product itself, reinforcing storytelling over selling.



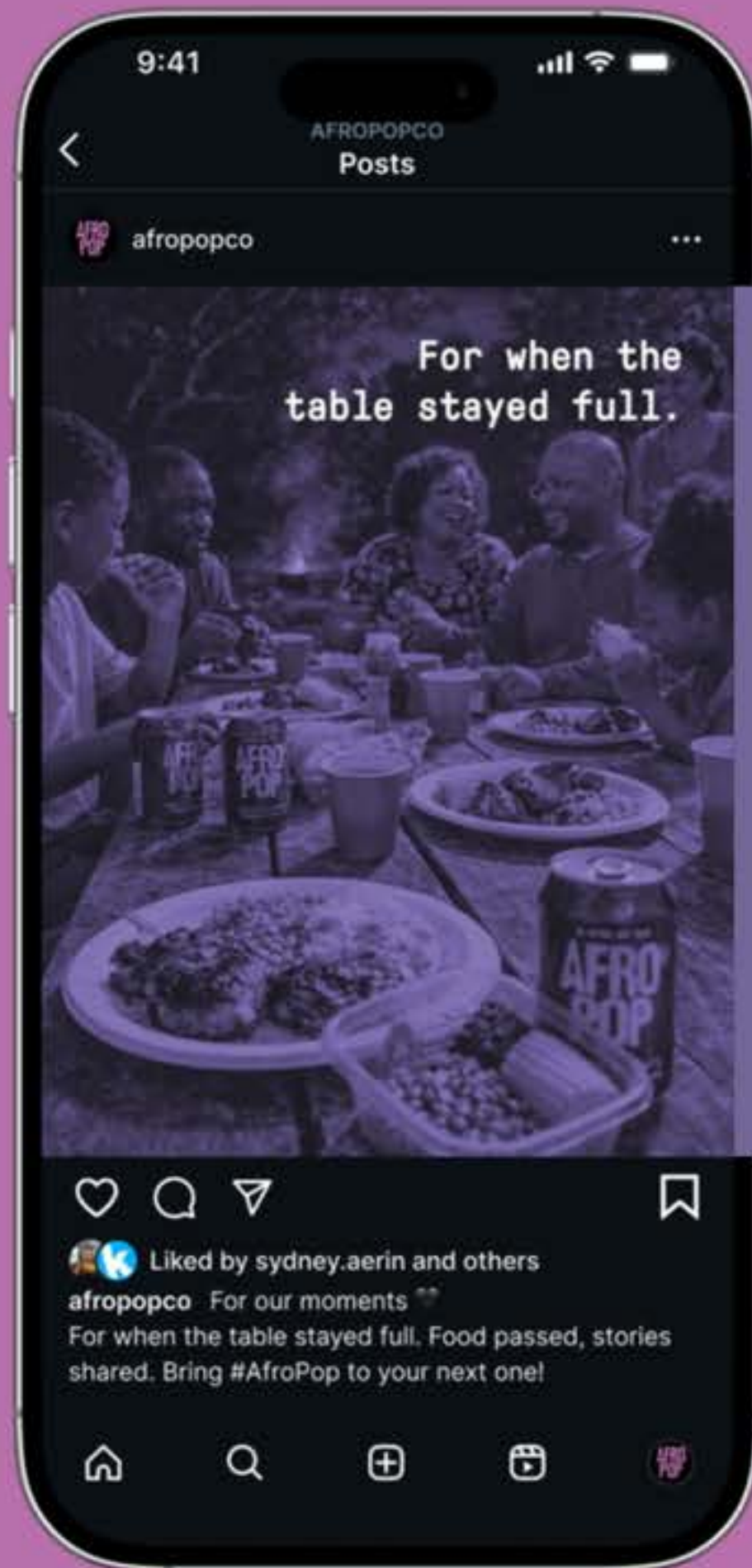
DESIGNING FOR NOSTALGIA

Soft overlays and warm hues were used to evoke memory and familiarity. This visual treatment supports the idea that AfroPop exists within real, lived moments—not staged or overly polished ones.



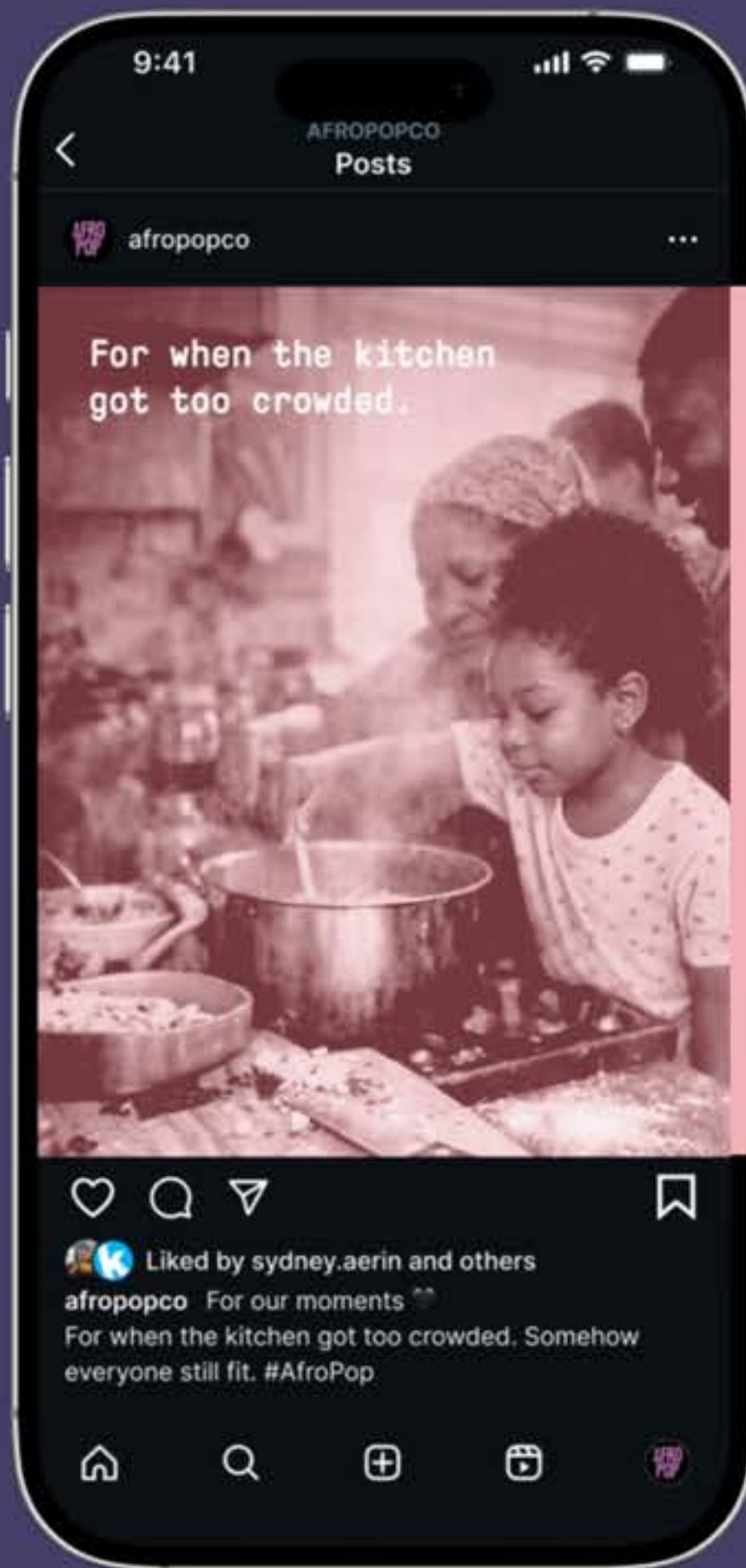
MINIMAL, INTENTIONAL DESIGN

Simple layouts and restrained typography allow the imagery to lead. This choice ensures the focus remains on the story and emotion of the moment, rather than overwhelming the viewer with information.



PRODUCT IN CONTEXT

The product is intentionally not the focal point. Instead, it exists naturally within the scene—supporting authenticity and aligning with research that shows storytelling drives stronger emotional connection than product-forward messaging.



BUILDING A COHESIVE STORY

Each post functions as a different moment within the same world. Together, they create a consistent narrative that reflects community, joy, and shared experience—core to AfroPop's brand identity.



PURPOSE OF STATIC POSTS

These static posts serve as the foundation of the campaign's storytelling system. Each one captures a distinct, relatable moment—family, friends, music, and everyday connection—where AfroPop naturally belongs.

Rather than pushing product features, these visuals are designed to build emotional resonance and perceived authenticity, reinforcing the idea that AfroPop is part of real cultural experiences.

Together, they create a narrative that encourages audiences to see themselves in the brand, ultimately bridging the gap between feeling connected and choosing to purchase.



INSTAGRAM STORIES STRATEGY

Extends storytelling through interaction

Uses polls, sliders, and music to build engagement

Reinforces cultural familiarity and shared experiences

Introduces soft calls-to-action to drive behavior

**VO:**

"Some nights just feel different."

FX:

Ambient outdoor sounds.
Distant chatter. The soft crack
of a can opening.

**VO:**

"It starts with a song."

FX:

Music fades in low — warm,
Black-influenced. The kind of
song that makes you nod
before you realize it.

**VO:**

"And suddenly, everybody's
home."

FX:

Music swells. Laughter
underneath. Feet shifting on
grass.

**VO:**

"This is what it feels like to be
free."

FX:

Music peaks. No voiceover. Let
the moment breathe.

**VO:**

"These are our moments."

FX:

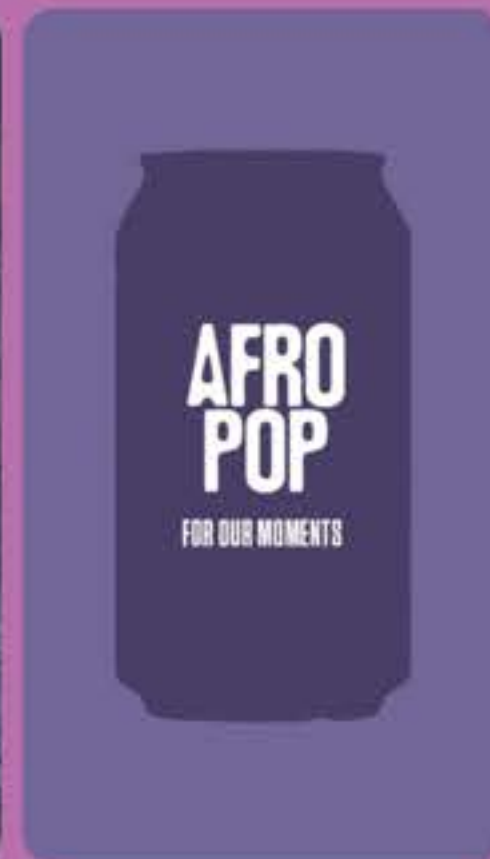
Music pulls back slightly.
Laughter stays front. Someone
says something, you can't quite
hear it, but everyone reacts.

**VO:**

"The ones we'll talk about for
years."

FX:

Music softens to almost
nothing. Crickets. The quiet
after a perfect night.

**VO:**

"AfroPop. For our moments."

FX:

Silence. Then one clean, warm
music note holds under the
voiceover.

TIKTOK STORYBOARD #1

TRACK: "BEFORE I LET GO" — START AT RECOGNIZABLE GROOVE / CHORUS BUILD

- KEY MOMENT: WHEN PEOPLE IMMEDIATELY KNOW THE SONG





VO:
"It always starts at the table."
FX:
Kids laughing in the background. Sizzling. The sounds of a cookout coming alive.



VO:
"Where the kids run free."
FX:
Music fades in warm and easy. Footsteps on grass. Screaming and giggling.



VO:
"And the elders watch and smile."
FX:
Music settles into a groove. Soft conversation underneath.



VO:
"Because they've seen this before."
FX:
Music swells gently. Wind through trees. The golden hour hum of a perfect evening.



VO:
"This is what we protect. What we pass down."
FX:
Music softens. Ambient warmth. The quiet satisfaction of a full table.



VO:
"These are the moments that made us."
FX:
Music fades to almost nothing. Stillness.



VO:
"AfroPop. For our moments."
FX:
Silence. One warm note holds.

TIKTOK STORYBOARD #2

TRACK: "POISON" — START AT ICONIC OPENING BEAT / GROOVE DROP

- KEY MOMENT: WHEN PEOPLE IMMEDIATELY RECOGNIZE THE SONG AND START MOVING



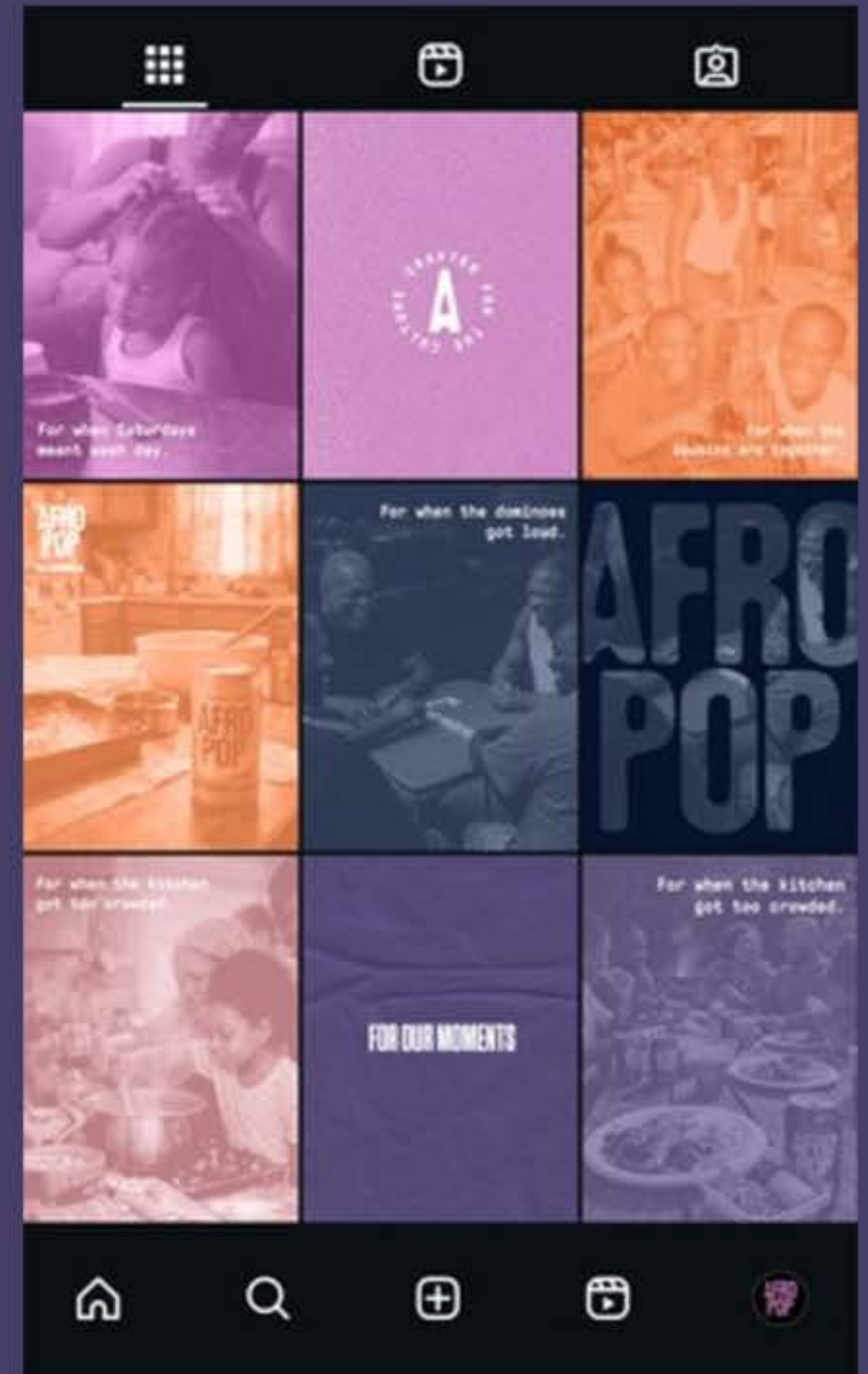
A COHESIVE STORY SYSTEM

Designed to increase perceived authenticity, emotional engagement, and purchase intention.

This profile is designed to feel like a continuous story rather than a collection of posts. Each piece works together to build a world rooted in culture, memory, and shared experience.

By balancing moment-driven imagery with intentional brand touchpoints, the feed reinforces authenticity while maintaining a strong, recognizable identity.

This approach allows AfroPop to live within everyday moments—strengthening emotional connection and encouraging consumers to see the brand as part of their own experiences.



AUGUST '26



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						01
02	03 INSTA STORIES	04	05 INSTA STATIC	06	07	08
09	10 INSTA STORIES	11	12 INSTA CAROUSEL	13	14	15 30 SEC TIKTOK
16	17 INSTA STORIES	18	19 INSTA STATIC	20	21	22
23	24 INSTA STORIES	25	26 INSTA CAROUSEL	27	28	29
30	31 INSTA STORIES					

SEPTEMBER '26

- 30 SEC TIKTOK
- INSTA CAROUSEL
- INSTA STORIES
- INSTA STATIC

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		01	02 INSTA STATIC	03	04	05 30 SEC TIKTOK
06	07 INSTA STORIES	08	09 INSTA CAROUSEL	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

KEYWORDS

These will guide the tone and language of the campaign content:

- **Authenticity**
- **Heritage**
- **Joy**
- **Community**
- **Belonging**
- **Memory**

These keywords were drawn from survey findings showing that Black consumers respond most strongly to culturally grounded storytelling rooted in genuine identity, shared experience, and celebration.

AFRO POP

FOR OUR MOMENTS

HASTAGS

Suggested hashtags to support the campaign include:

- **#ForOurMoments**
- **#SipTheCulture**
- **#PopOfJoy**
- **#AfroPop**
- **#TastesLikeCulture**

These hashtags create consistency across platforms, increase discoverability, and invite Black consumers to share their own cultural moments — turning the campaign into a community conversation, not just an advertisement.



AFRO POP

FOR OUR MOMENTS

DISCUSSION

DESIGNATE A SOCIAL MEDIA LEAD OR INTERN

Oversee content scheduling, posting, and daily engagement across platforms. This role ensures consistency in tone, timing, and interaction with the audience.

PROVIDE STAFF OVERSIGHT & DIRECTION

Establish clear creative guidelines for visuals, captions, and messaging to maintain alignment with brand storytelling. Regular check-ins ensure content stays intentional and on-strategy.

MAINTAINING CONSISTENCY

Consistency in storytelling, tone, and visual identity is key to building authenticity and recognition. A structured content calendar and defined brand guidelines ensure every post contributes to the larger narrative.

Consistency reinforces authenticity, which directly influences consumer trust and purchase intention.

THANK YOU!

APPENDIX

SURVEY QUESTIONS

INTRODUCTION



Introduction Block

I am a graduate student in the Gaylord College of Journalism and Mass Communication at the University of Oklahoma. You are invited to take part in a research study about social media advertising.

This survey is part of my master's capstone project and focuses on how people respond to social media ads for a beverage brand. You will view one social media post and answer questions about your impressions, including authenticity, emotional response, trust, and purchase interest. The survey will take about 8-10 minutes to complete.

As a thank you for participating, everyone who completes the survey will be entered into a raffle for a **\$50 gift card**. To enter the raffle, you will be asked to provide your name and student information at the end of the survey so the winner can be contacted.

Your participation is **voluntary**, and you may stop at any time. Your responses will be used only for academic purposes.

If you have questions about this study, you may contact the researcher, **Sydney Simpson**, at SydneyAerin.Simpson-1@ou.edu or the faculty advisor, **Ray Claxton**, at Cray@ou.edu.

By entering your name below, you confirm that you are **18 years or older** and agree to participate in this survey.

About Block

About the Brand

AfroPop is a sparkling beverage brand inspired by African and Black diasporic culture. The brand uses culturally influenced visuals, language, and storytelling in its social media content. AfroPop products are non-alcoholic beverages and are marketed primarily through social media platforms.

On the next screen, you will view a social media post for a beverage brand. Please take a moment to carefully view the post, as you will be asked questions about your impressions afterward.

SURVEY QUESTIONS

SHOWN 3 CURRENT INSTAGRAM POSTS

bipoccp and afropopco

The Hit Crew - Do For Love (Instrumental)

30

61

Liked by eliashernandez876 and others

bipoccp @afropopco is building the next great soda company, right in the heart of Oklahoma, a state with an extensive history of battling against discrimination in support of cultivating thriving Black economies.

Their products are rooted in culture, from the product names to the artwork. And every can has just 7 grams of sugar.

#soda #blackowned #coke #oklahoma #bipoc #brands #beverages #cpg

December 30, 2025

afropopco

orion sun · Mirage

5

Liked by noturaveragenat and others

afropopco Have you had a can of Afropop lately? 🍷💜

afropopco

Oklahoma City, Oklahoma

1

10

Liked by awesometexas512 and others

October 20, 2025

SURVEY QUESTIONS

ATTENTION CHECK AND EMOTIONAL ENGAGEMENT QUESTIONS

Attention Check

What product category was the post advertising?

- ☐ Soda
- ☐ Shoes
- ☐ Laptop
- ☐ Skincare

Emotional Engagement

The post captured my attention.

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

I felt emotionally involved while viewing the post.

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

The post made me feel something such as excitement, curiosity, or inspiration.

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

I found the post relatable.

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

The content felt memorable to me.

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

I would be interested in seeing more content like this from the brand.

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

SURVEY QUESTIONS

PERCIVED AUTHENTICITY QUESTIONS

Perceived Authenticity

The brand presented in the post feels genuine.

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

The message in the post feels authentic rather than staged.

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

The brand appears true to its identity.

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

The cultural references used in the post feel respectful.

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

The post reflects real values rather than just marketing tactics.

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

Overall, the brand comes across as open and honest.

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

SURVEY QUESTIONS

TRUST QUESTIONS

Trust

I trust this brand.

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

The brand seems honest.

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

The brand appears reliable.

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

I believe the brand would deliver what it promises.

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

The brand feels open and inviting.

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

I would feel comfortable purchasing products from this brand.

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

SURVEY QUESTIONS

PURCHASE INTENTION QUESTIONS

Purchase Intention

I would consider trying this product.

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

I am likely to purchase this product if I saw it available.

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

I would choose this product over similar beverages.

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

I would be willing to spend money on this product.

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

I would recommend this product to someone who might like it.

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

SURVEY QUESTIONS

AFROPOP KNOWLEDGE,
DEMOGRAPHICS, GIFT CARD
ENTRY QUESTIONS

AfroPop Knowledge

Before this survey, had you heard of AfroPop?

- ☐ Yes
- ☐ No
- ☐ Not sure

Demographics

How old are you?

- ☐ 18-24 years old
- ☐ 25-34 years old
- ☐ 35-44 years old
- ☐ 45-54 years old
- ☐ 55-64 years old
- ☐ 65+ years old

What is your gender identity?

- ☐ Male
- ☐ Female
- ☐ Non-binary / third gender
- ☐ Prefer not to say

What is your race or ethnicity?

- ☐ White
- ☐ Black or African American
- ☐ American Indian or Alaska Native
- ☐ Asian
- ☐ Native Hawaiian or Pacific Islander
- ☐ Other
- ☐ Prefer not to say

What is your current level of education?

- ☐ Undergraduate student
- ☐ Graduate student
- ☐ Other

Gift Card Raffle Entry

To be entered into the \$50 gift card raffle, please provide the information below. One participant will be randomly selected and contacted after data collection is complete.

Full Name:

Phone Number:

Email Address:

CREATIVE BRAINSTORMING

notes from armand:

north star manifesto

pride legacy stillness ← core values

vibrancy +
accessibility

the blacker the berry = the better

↳ self-love & pride

grandma's house = the table

↳ remembrance + ritual

summer night = all time

↳ story came late

oklahoma
soda company
de la calle!

constant strategy

★ art on the
shelf & need to stand
out

• culture first brand

• not political

• collaborations to be present

• real made in long term pieces

that can be broken down later

• if it grows keep it local

mission

★ worth better ingredients.
with the passion.
deserved flavor

escape

breathe

find peace

black excellence

celebrating black joy + community through everything we do

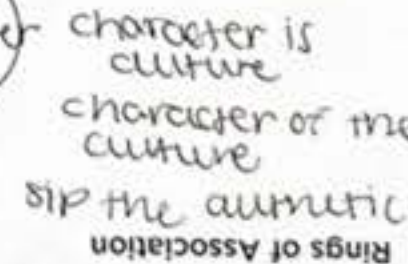
flavor + better ingredients + cultural pull = afropop

immediate goal

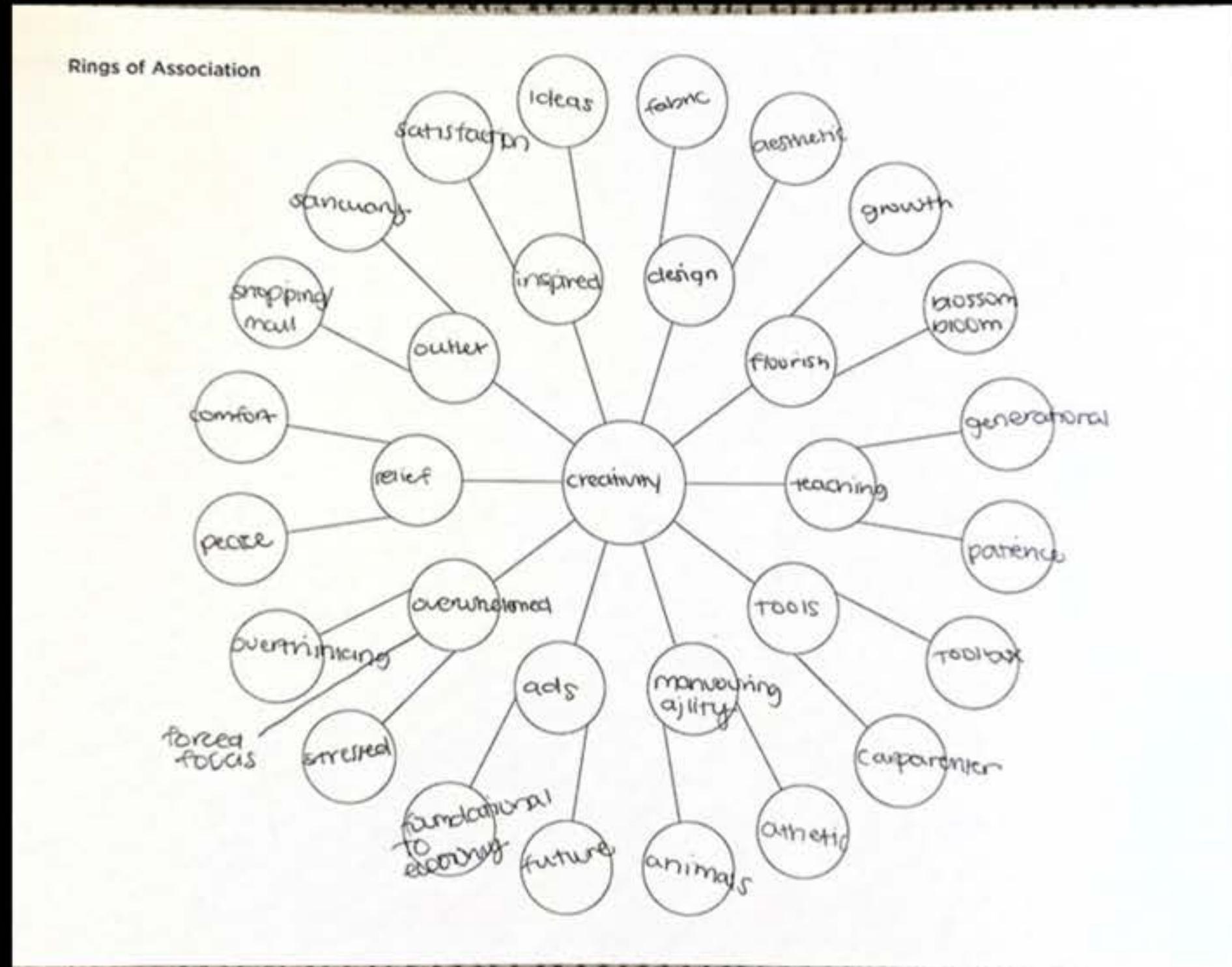
potential goal

symbolize something more than just taste

everything should be done w/ context



RINGS OF ASSOCIATION (2 OF 3)



RINGS OF ASSOSICATION (3 OF 3)

