



DON'T JINX IT, DRINK
KARMA
PROBIOTIC WATER



WHAT IS KARMA?

Karma Water is a brand that produces water **infused** with **probiotics, vitamins, and antioxidants.**



“KARMA”

The brand is named after the concept of karma
(the law of cause and effect).

Karma provides a product with **positive effects**
from the added vitamins and antioxidants.



WHY KARMA?

Nutrients in premixed drinks and kombuchas **deteriorate over time.**

Karma's patented **cap technology** allows the ingredients to **stay fresh** until you're **ready to drink**, ensuring **maximum potency.**

WHAT ARE PEOPLE SAYING?



My go-to drink!

So refreshing! I'm hooked on Karma. I love that there are no fake ingredients either.



The best tasting flavored water I've ever had

I've been looking for a low-calorie, low-sugar flavored water for years and years and years. I've tried virtually all of them. This is the best. No fake sugar taste, no weird aftertaste. Very refreshing, and has probiotic benefits as well.



Daily Dose of Wellness!

Plain water gets so boring, love having my Karma Water daily. Not only does it taste good, but it's ACTUALLY good for you!



FLAVORS



COMPETITORS





STRENGTHS

- Innovative cap technology increases the product's **freshness** and **potency**
- **Tastes delicious!** It doesn't have that 'weird taste' that other health drinks have
- Diverse Product Offerings: Offering a **variety** of **flavors** and **formulations**, catering to different tastes and nutritional preferences



WEAKNESSES

- Poor **consumer awareness**
- Not as **accessible** compared to its competitors
- Probiotic stigma: some believe probiotics are a '**scam**' when it comes to their benefits



OPPORTUNITIES

- **Destigmatize** those probiotic haters! They are **proven good** for your gut
- Highlight **health benefits** and **natural ingredients**
- Show that it is **fresh** and **potent**
- Show how **convenient** Karma is

KARMA'S TARGET

- **Adults 20-25**
- Living in **urban areas**
- **Health-conscious** consumers who value beverages with added vitamins and antioxidants
- Looking for a **refreshing** and **nutrient-enriched hydration** option (cap technology offers a unique and **convenient packaging** solution)





DON'T JINX IT!

Drink Karma Probiotic Water



YOUR GUT & YOU

A healthy gut not only helps your digestion, it also **positively influences** nutrient absorption, mental well-being, and energy levels, which contributes to an **overall healthy lifestyle**

CAMPAIGN IDEA

Aims to **destigmatize** the embarrassment around **digestive issues**, and **everyday struggles**, and opens an honest discussion about health

Our goal is to show **unfiltered situations** in which **Karma can help** these issues

YOUTUBE

YouTube **target advertising** allows us to reach our specific **demographics**, their **interests**, and **behaviors**

YouTube is **easily accessible** across devices, especially on mobile, where a significant portion of users consume **content**



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