

Belli

Bronwyn Hyland

**COMPANY
FOUNDER**



Biography

My name is Bronwyn Hyland, I am a senior at the University of Miami studying Finance and Marketing. Growing up, my parents both worked in the advertising industry, it was pretty much set in stone that I would eventually follow suit. I am a driven, hard working blonde with big dreams and energy. Always showing up in style, ready to put my best foot forward with a purpose that will lead to success.

The Vision

As someone who has always struggled with gut health due to food allergies and insomnia, I've wished for a drink that could help me debloat, hydrate, and wind down — all in one. However the market is full of just Prebiotic soda and Kombucha, which don't particularly fit my needs. Most options out there are fizzy, overly sweet, or packed with ingredients that don't support long-term balance. I don't drink soda, and honestly, I've always felt there was a gap in the market for something gentle, clean and functional. That is why I am excited to introduce "Belli"— imagine an all in one drink for a healthy gut that promotes better digestion and relaxation.

Introducing

“Belli” your secret to a healthier gut



- A line of functional, non-alcoholic beverages that is designed to be gut friendly, allergy friendly, reduce bloat, and soothe the body.
- Each can is infused with clinical ingredients like prebiotics, magnesium, and chamomile to support both the body and mind — without the sugar, dairy, or gluten that often weigh you down.
- Flavor options include Lavender lemon, Cucumber Chamomile, Peach Ginger Turmeric, and Blackberry Vanilla Ashwagandha.



Belli

What's Inside (and Why)

Gut-Friendly Ingredients

- **Prebiotics** Feeds healthy gut bacteria for better digestion and less bloating
- **Ginger Root** Naturally soothes your stomach and supports digestion
- **Turmeric** Powerful anti-inflammatory to help reduce gut discomfort and support balance

Calm + Relaxation Support

- **Magnesium** Helps muscle tension and supports deeper, better sleep
- **L-theanine** Promotes a calm, clear mind—without drowsiness
- **Chamomile** Gentle herbal support to help you unwind
- **Ashwagandha** Balances stress hormones and helps the body adapt to daily stressors

Hydration Boosters

Made with natural botanicals and fruit extracts.
No artificial sweeteners. No preservatives.
Always gluten-free, dairy-free, and low sugar.

Gut-Friendly Ingredients

- Prebiotics which feed healthy gut bacteria for better digestion.
- Ginger Root which soothes your stomach.
- Turmeric, which acts as an anti-inflammatory to help reduce gut discomfort.

Relaxation Support

- Magnesium help supports deeper, better sleep.
- L-theanine which helps clear mind — without fatigue.
- Chamomille, which is an herbal support to help you unwind.
- Ashwagandha helps balance stress hormones.

Functional Benefits

Why it fits?



01

Gluten + Dairy Free

Belli is allergy friendly and offers clean ingredients which is important for those who suffer from food sensitivities.

02

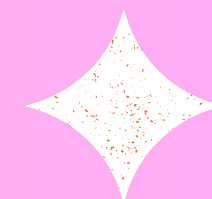
Gut Health

This is the WHOLE POINT! With probiotics within the drink, Belli helps to feed the good bacteria in your stomach to promote better stomach digestion.

03

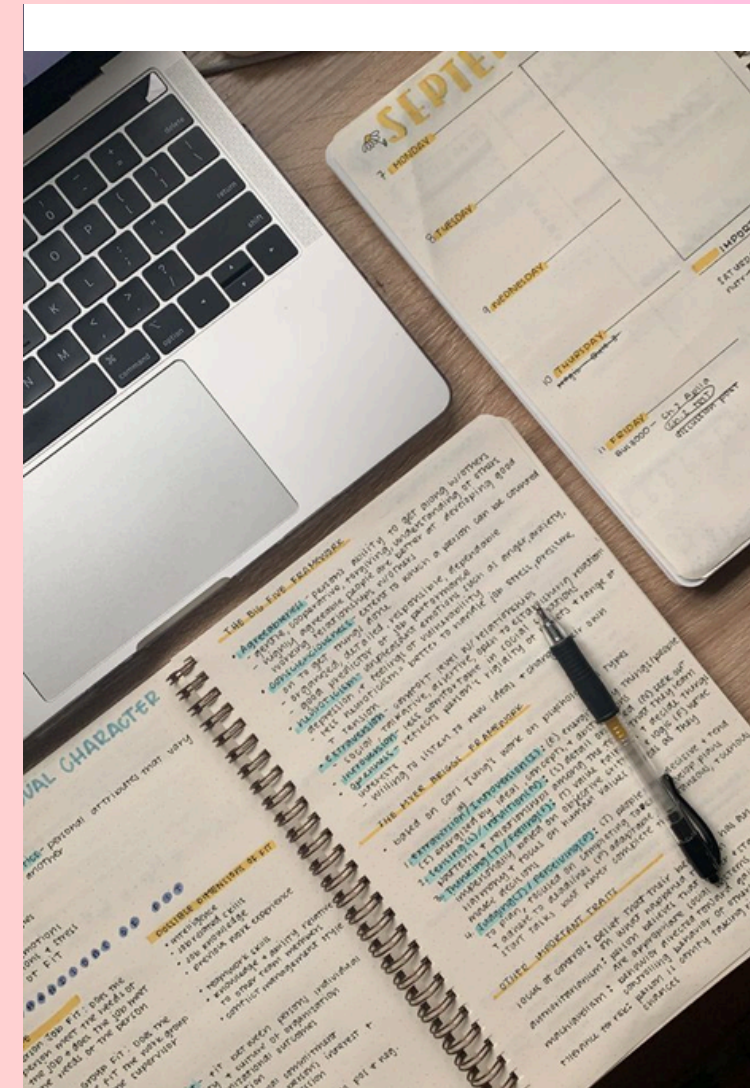
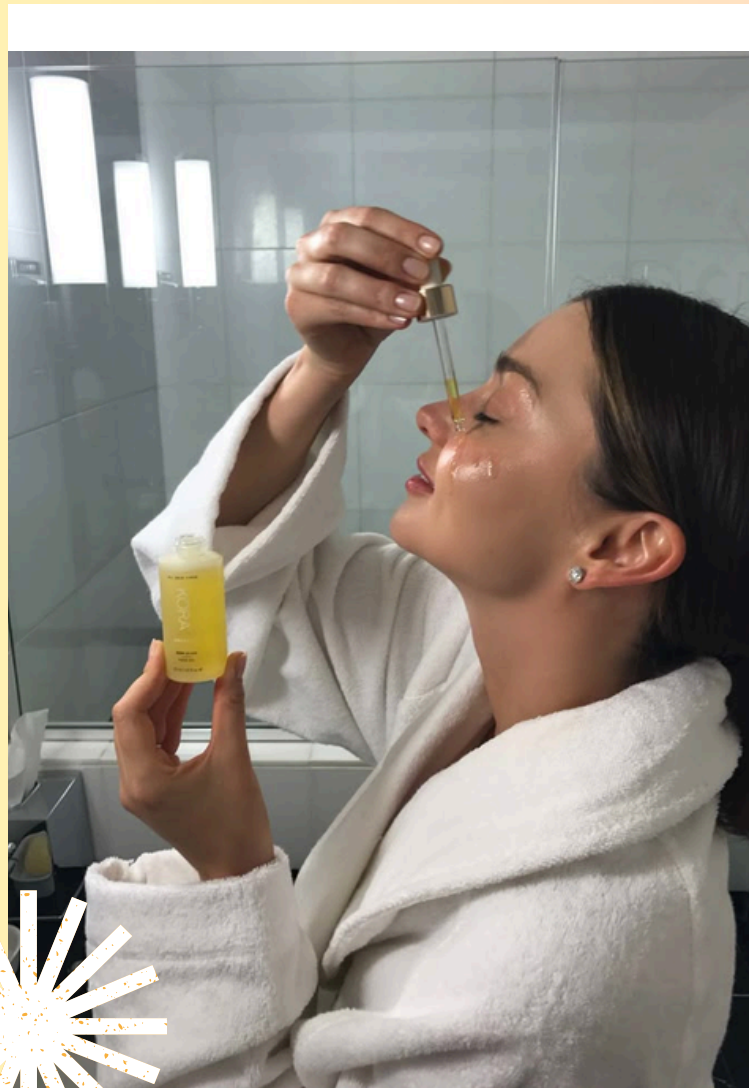
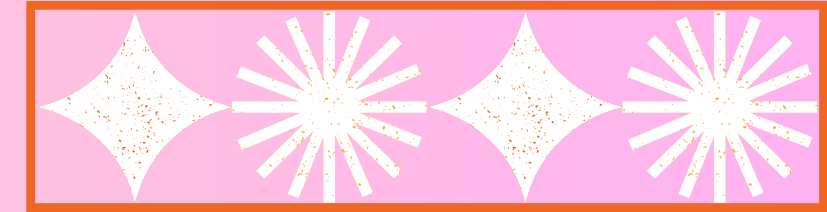
Sleep Solver

Key ingredients found in Belli such as magnesium and chamomile aid relaxation and helps calm the mind and the body.



Brand Proposition

Belli is the clean-girl alternative to sugary drinks- made for young women who want something that will support gut health, calm the body and leave you feeling balanced and energized.



Brand Archetypes



The Innocent

CLEAN AND PURE INGREDIENTS.



The Regular Girl

THIS DRINK ISN'T JUST FOR LIFESTYLE GURUS, IT CAN BENEFIT EVERYONE!

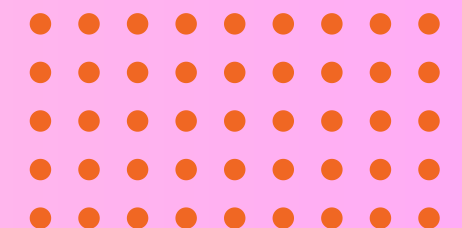


The Caregiver

NURTURING, WELLNESS SOOTHING.
LOOKING TO BENEFIT OVERALL GUT HEALTH.



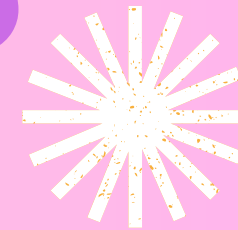
Brand Wheel



Best Seller



FACTS & SYMBOLS



- Logo: Belli
- Color Scheme: Pastel colors evoke calm, peace and simplicity.
- The color scheme and logo aligns with the trending “clean-girl aesthetic”, through the feminine colors and simple cans that promote clean ingredients.
- Differentiated logo from competitors, for instance, Kombucha and Poppi take a bold approach to stand out, whereas Belli stands out through its’ gentle and feminine logo.

Brand Personality



1. **Calm:** Soothing tone, design and ingredients.
2. **Clean:** Capitalizes on using gentle and nourishing ingredients.
3. **Modern:** Aligns with lifestyle trends of today such as the “clean-girl” lifestyle.
4. **Chic:** A curated, elegant drink that avoids aggressive terms such as “burn fat quickly.”



How Consumers Describe Us

“

I've tried every gut health drink out there, but Belli is the only one that actually feels gentle and leaves me less bloated.

”

“

The ingredients are actually clean, no weird aftertaste, and I love that it supports sleep and digestion.

”

“

Belli makes me feel like I actually have my life together — it's the one part of my routine that's calming, clean, and actually does something for my body.

”

Consumer Benefits



01

Reduces Bloating & Inflammation

Anti-inflammatory ingredients such as turmeric helps the body recover and soothes headaches, bloating, puffiness.

02

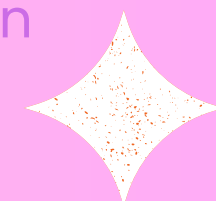
Improved Gut Health

Ginger, Cucumber, Ashawagandha improves stomach discomfort and helps clean out the gut.

03

Promotes Better Sleep

Drinking Belli before bed can improve sleep because of the natural ingredients such as magnesium that helps the brain transition into sleep mode.



**HOW WILL
BELLI MAKE
YOU LOOK?**

Physical Benefits

- The relaxation benefits help you look more rested and less fatigue.
- Turmeric and ashwagandha reduce inflammation caused by stress or a poor diet.
- A healthy gut= happy skin, clearing the body from the inside out that results in brighter, better skin.

Emotional Benefits

01

Makes you feel like yourself again

Restoring your gut is the first step to getting back to your best self.

02

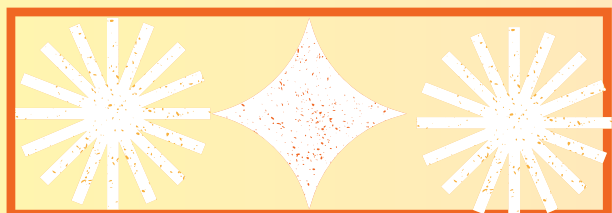
Makes you feel like your living a balanced lifestyle

Belli allows you to take care of yourself with just a simple drink. Wellness doesn't have to be all or nothing. Even just one drink a day will allow you to be in control without being time consuming.

03

You feel in control

Drinking Belli allows you to be in charge of everything from your mood to your digestion to your sleep.



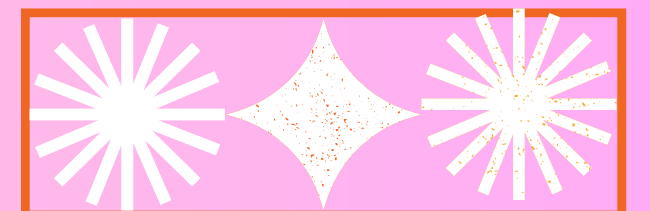
Marketing Strategy

TARGET



AUDIENCE

- Target Audience is focused specifically on women between the age of 18–34 who care about gut health, sleep and clean ingredients.
- These women typically are quick to follow trends and find most of their tips for gut health from TikTok and online research.
- Psychographics: Follows wellness creators and reads ingredient labels. Tracks cycle, sleep, and skincare.
- Behavior: Buys based on aesthetic + function, prioritizes clean labels, low sugar, and gut-friendly claims.



JULIETTE MURER



NAME Julietter Murer

AGE 25

LOCATION Miami FL

OCCUPATION Pilates Instructor

MARITAL STATUS	Single
KIDS	No
ANNUAL INCOME	\$70.000
OCCUPATION	Pilates Instructor

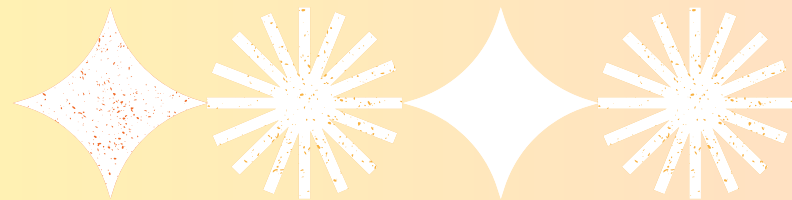
MOTIVATION	Cares more about self care than anything. Juliette wants to look and feel her best. She takes supplements to ensure she is getting all her nutrients. Wants to feel good in her body — less bloated, more rested
FRUSTRATION	Messy application navigation. Can't decide on the plan.
SOURCES OF INFO	Social media, news channels, online news platforms, word of mouth.

VALUES	Wellness, healthy foods, protien, balance and nnsel self care.
CHALLENGES	Can't find time for personal life. Working six days a week and constantly on the run, Juliette sometimes has to eat fast food which affects her stomach and gut health. Struggles with bloating, gut sensitivity, and caffeine crashes
BUYING HABITS	Typically shops at Whole Foods and Trader Joes. She is willing to try new products that she thinks will be beneficial.
GOALS	Wants to find an easy product to use that helps with gut sensitivity but does not require additional time. Wants to accomplish many personal and professional goals while also feeling good about herself and knowing that she is taking the steps to improve overall health.

Beverage Industry

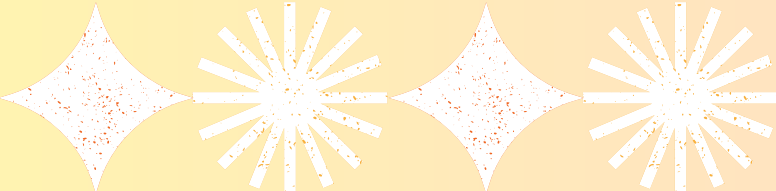
CATEGORY

Belli falls under the food and beverage category, specifically as a wellness drink. Unlike other drinks, Belli offers gut health benefits such as digestive support. Within the wellness drink category, there are many key competitors such as Prebiotic soda brands like Olipop and Poppi as well as Kombucha.



According to statistics, 75% of Gen Z and Millennials say they want food & drinks that improve gut health.

KEY COMPETITORS



POPPI



Poppi is positioned as “Be Gut Happy. Be Gut Healthy.” It contains apple cider vinegar for a digestive boost and healthier skin.

OLIPOP



OliPop is positioned as a “New Kind of Soda”, that contains prebiotics and plant fibers that support gut health.

Trends

Gut Health is Viral

TikTok is the current hub for gut health tips. Influencers are positioning themselves on this platform showing their hacks on how to improve gut health.



Mindful Drinking

Current health trends are influencing younger generations to take control of their drinking habits and focus on healthy, moderate drinking.



Wellness Culture

Consumers now care about what they are putting into their bodies and they prioritize clean ingredients.



Pricing

- Belli is positioned as a premium, yet affordable digestive beverage.

\$3.99 – \$4.49 per 12 oz can

\$14.99 – \$17.99 per 4-pack

- Because the primary target audience is Gen Z and Millennial females, it's important that Belli positions itself to be affordable especially among competitors. Belli is priced higher than OliPop and Poppi due to the premium ingredients found in Belli.



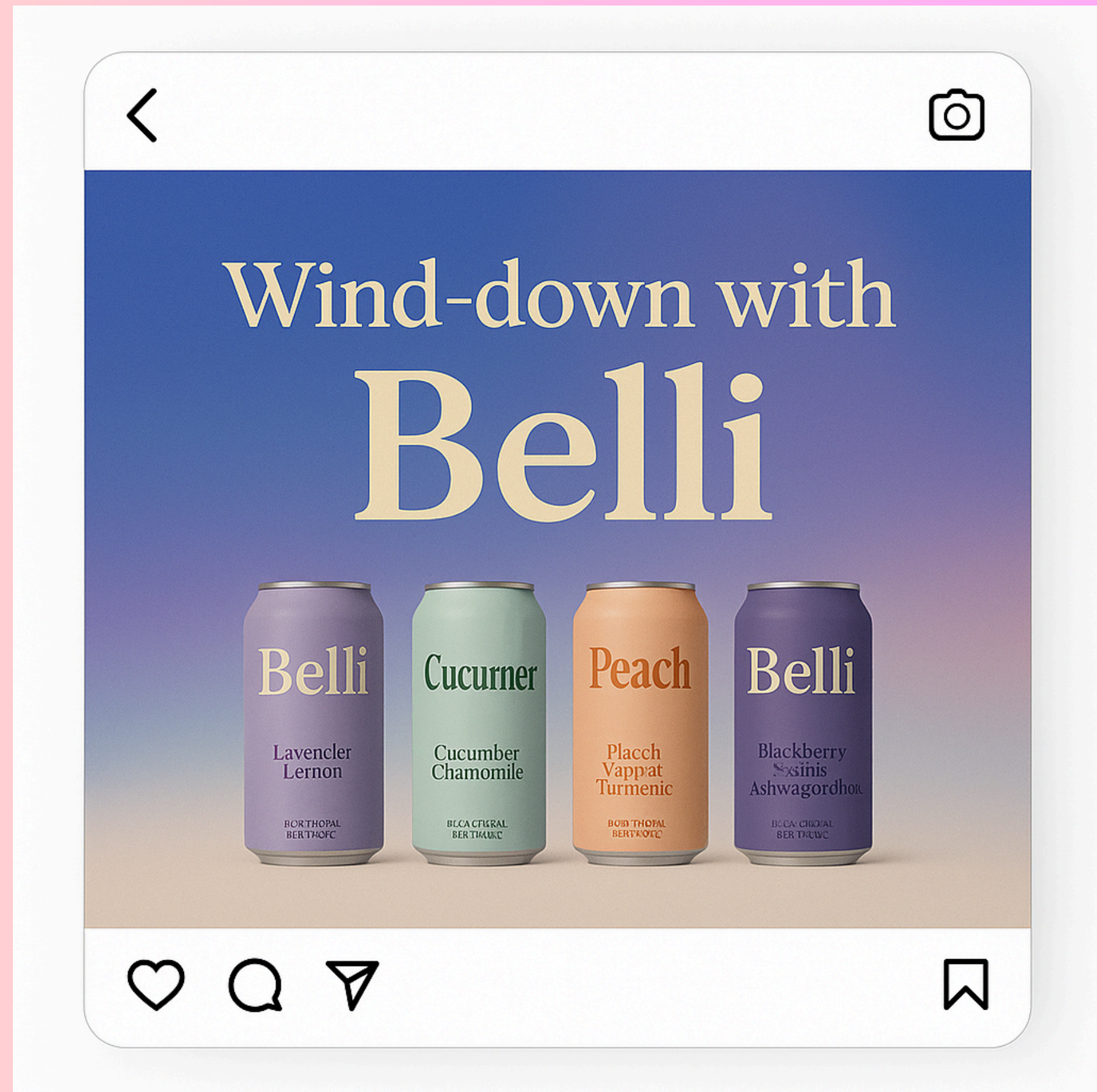
Media Strategy

DIGITAL MEDIA

- Our audience lives on social media, therefore launching campaigns on TikTok and Instagram are key to success. Beginning with making reels with the campaign “Wind-down with Belli” that showcases how Belli can be integrated into a night routine.

OUT OF HOME MEDIA

- Another way to target our audience would be with a billboard campaign that will allow us to place our advertisements in strategic places and support retail. The campaign we will launch is called “Debloat and Unwind with Belli”, this turns a universal feeling into a conversation. The advertisement would be minimalistic but still eye catching.



Partnerships?



Wellness & Fitness Studios

- Our primary target audience LIVES at fitness studios, therefore a great way to get visibility is by going to spaces that attract health-conscious, ritual-driven women.
- Partnering with brands such as Alo, Lululemon, Solidcore and Corepower.

How to get the product moving

Chill with Belli

“Chill with Belli” is a PR stunt that will leave Belli top of mind among consumers in the wellness beverage industry. We will send out Belli branded mini fridges to influencers that will contain a box of Belli drinks, skincare and other wellness vitamins. These fridges will then be shared by influencers online, projecting Belli as more than just a drink, but as an essential to gut health.

Erewhon Drink Collab

Its important that Belli reaches the every-day consumers, therefore partnering with Erewhon is key. Erewhon attracts health conscious consumers that are likely to purchase Belli. One way to promote this is by making a custom meal, “the Belli meal” which offers fresh avocado toast and a free Belli can.

The Belli Bar

Finally, the Belli Bar is a special spot that will help our target wind down after a long day. The goal is to invite Influencers to a special event where they can try mixed Belli mocktails that will help them unwind. Whats great about this is visibility and creativity. This will allow the influencers to share content and customize their Belli Mixers.



Lavender Lemon Chill Spritz



Ingredients

1 can Belli
Lavender Lemon

1 oz lemon juice

Splash of sparkling water

Lavender sprig

Directions

1. Fill a glass with ice.
2. Add the lemon juice and Belli.
3. Top with sparkling water and garnish with a sprig of lavender.



Belli

Below the Line

RECIPE CARD

For our in-store activations, we will feature recipe cards at our displays that showcase Belli as the main ingredient. These cards will showcase easy ways to personalize and elevate the Belli experience and make Belli a part of their daily wellness ritual.



Gain Visibility

- Aside from traditional retail, it's important that Belli focuses on specialty retail.
- At hotels and resorts, Belli can still be a part of the experience through in-room fridges for wellness packages and being sold pool-side.
- Pop-ups in beauty and wellness stores such as Ulta and Sephora. Match a skincare line with the flavors of Belli.

Belli Visual World

“Sip with Belli”, a video campaign that showcases influencer, Alix Earle sipping on Belli drinks throughout her daily routines. This will show consumers how Belli can be incorporated into your daily life. Daily vlogs help get Belli to create thought leadership through content creators.



4 P's

Product

Belli is a gut friendly alternative to your everyday sodas and ice tea pick me ups. This product is made for young men and women who struggle with gut health and are constantly on the go.

Price

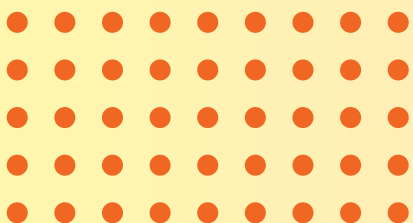
Belli is priced at a premium, yet affordable price of around \$3.99 per can.

Place

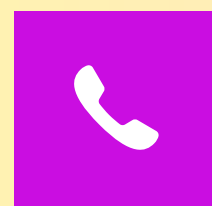
Belli will be sold at Trader Joe's, Whole Foods, local grocery stores, amazon and on our website.

Promotion

Subscription plans, out-of-home marketing, and paid-influencer promotions.



CONTACT US



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Belli

