

TIER 1 CREATIVE: BRAND STORY

Flavored Water Category

bai Bai ✓
October 23 at 5:16pm · 🌐

Tropical flavor with no artificial sweeteners makes Bai the perfect sip for any season.



1.2K Views

Like Comment Share

Coconut Category

bai Bai ✓
October 24 at 12:22pm · 🌐

When the weather gets frightful, get tropically delightful—with just 1 gram of sugar and no artificial sweeteners.



3.5K Views

Like Comment Share

K-Cup Buyer Category

bai Bai ✓
October 23 at 5:35pm · 🌐

Leave artificial sweeteners out of your morning routine.



426 Views

Like Comment Share

TIER 2 CREATIVE: PRODUCT FORWARD

Flavored Water Category

bai Bai
October 23 at 5:36pm · 🌐

Tis' the season to be fruity with Costa Rica Clementine's 5-calorie fa-la-la flavor.



👍 Like 💬 Comment ➦ Share

Coconut Category

bai Bai
October 23 at 5:36pm · 🌐

Show up to the ugly sweater party with 5-calorie flavor, and a coconut pineapple pantsuit.



👍 Like 💬 Comment ➦ Share

K-Cup Buyer Category

bai Bai
October 23 at 5:36pm · 🌐

Exotic flavors with natural caffeine that kicks the tired pants off daylight savings.



👍 Like 💬 Comment ➦ Share

TIER 3 CREATIVE: ACTION/CONVERSION

(Recipe videos in feed)

Flavored Water Category

bai Bai ✓
October 23 at 5:59pm · 🌐

With 1 gram of sugar and no artificial sweeteners, this tropical clementine flavor will get you cozier than your favorite flannel.



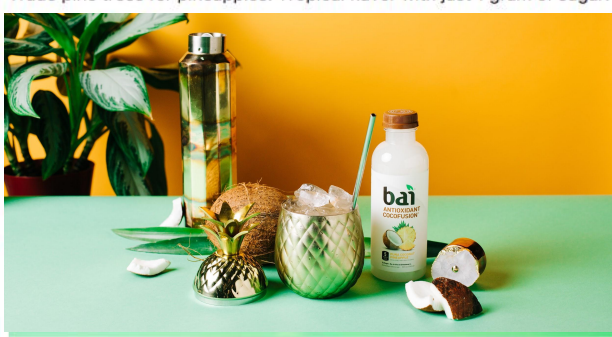
FLAVOR, SPICE, AND EVERYTHING NICE
Make sweater weather a little sweeter.

[Learn More](#)

Coconut Category

bai Bai ✓
October 23 at 5:59pm · 🌐

Trade pine trees for pineapples. Tropical flavor with just 1 gram of sugar.



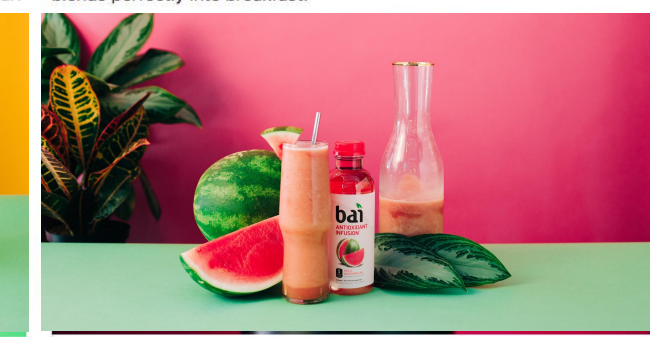
GET FROSTY WITH FLAVOR
Go from blizzard to beach day with one sip.

[Learn More](#)

K-Cup Buyer Category

bai Bai ✓
October 23 at 5:59pm · 🌐

With 5 calories, 1 gram of sugar, and a kick of natural caffeine, Bai blends perfectly into breakfast.



SHAKE UP YOUR WAKE UP
Start every day with tropical flavor.

[Learn More](#)

FULL FUNNEL EXAMPLE: COCONUT BUYER

Bai
October 24 at 12:22pm · 🌐

When the weather gets frightful, get tropically delightful—with just 1 gram of sugar and no artificial sweeteners.



3.5K Views

Like Comment Share

Bai
October 23 at 5:36pm · 🌐

Show up to the ugly sweater party with 5-calorie flavor, and a coconut pineapple pantsuit.



Like Comment Share

Bai
October 23 at 5:59pm · 🌐

Trade pine trees for pineapples. Tropical flavor with just 1 gram of sugar.



GET FROSTY WITH FLAVOR

Go from blizzard to beach day with one sip.

[Learn More](#)