

 **From Noise to...**
NOTICED



Eve Rodway,
Brand Manager at Hip
Pop

⚡ Energy over noise

“A fizz for feeling alive”

X

REAL FRUIT • NO SWEETENERS

X





Real Ideas. Real Reactions.



THE PUMPKIN SPICE YOU DIDN'T SEE COMING.

Playful courage beats perfect

creativity

💡 **What every brand can steal from challengers**

- Create energy, not just awareness
- Be human
- Make it live



✨ **When everyone's shouting, be
alive**



Thanks for
listening!