

**POUR FLAVOR
SIP LIFE**

**THE ORIGINAL
OAT-
LY!**

**COCO XIONG, JANE HONG, KANO QI
STEPHANIE ZHONG, VICTORIA LI**

08/2025

MEET THE TEAM



COCO XIONG

I'M...

OATLY FULLFAT



VICTORIA LI

I'M...

OATLY UNSWEETENED



KANO QI

I'M...

OATLY ORIGINAL



JANE HONG

I'M...

OATLY HALF HALF



**STEPHANIE
ZHONG**

I'M...

OATLY BARISTA ED.

BRAND BACKGROUND

ENZYME TECHNOLOGY
**NUTRITION FROM
FOOD SCIENCE** MILK ALT.
the **OATLY** way

Oatly

**SWEDISH
ORIGINAL
1994**



who?

**STRONG MARKETING
PERSONALITY**



"It's like milk,
but made for humans."

MARKET LEADER
23.4%
IN US OAT MILK MKT



PREMIUM
ENTERED U.S. IN 2016
THROUGH **STARBUCKS**



*data collected in 2024 for the U.S. market only

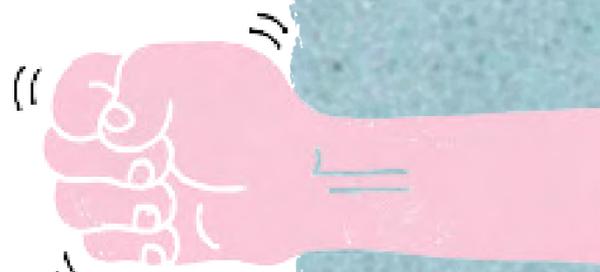


- **Taste**
- Science
- Expertise
- **Versatility**
- **Starbucks**
- Sustainability
- Humorous & Young

S

W

- **Premium pricing**
- **Direct messaging** on sustainability
- Supply chain
- Ingredient concern

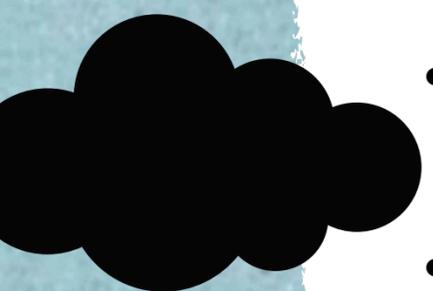


O

T

- Plant-based lifestyle
- Oat milk is the **#1** non-dairy coffee mate
- Only **40%** of plant-based milk drinkers tried Oatly

- **Price pressure**
- Intense competition
- Regulatory challenges



THEY'RE DRINKING OATLY:

20-34-year-olds

Urban & High-income

High education

Mostly female

Plant-based Lifestyle

Digital trend follower

Value Health & Nutrition

Environment Conscious



They're **OBSESSED** with Oatly because:

- Good taste (oaty aroma, creamy)
- Best in Coffee (froth well)
- Outstanding visual identity
- High-end, young lifestyle



Would be good if Oatly **improves on**:

- "Branding first"
- Direct messaging on sustainability
- Past ingredient concerns



“

**TO INSPIRE MORE PROGRESSIVE CONSUMERS
TO MEET OATLY BY POSITIONING IT AS THE
YUMMIEST & HEALTHIEST ALTERNATIVE AMONG THE
PLANT-BASED CATEGORY FOR THE NEXT
GENERATION OF FUN AND TREND.**

”

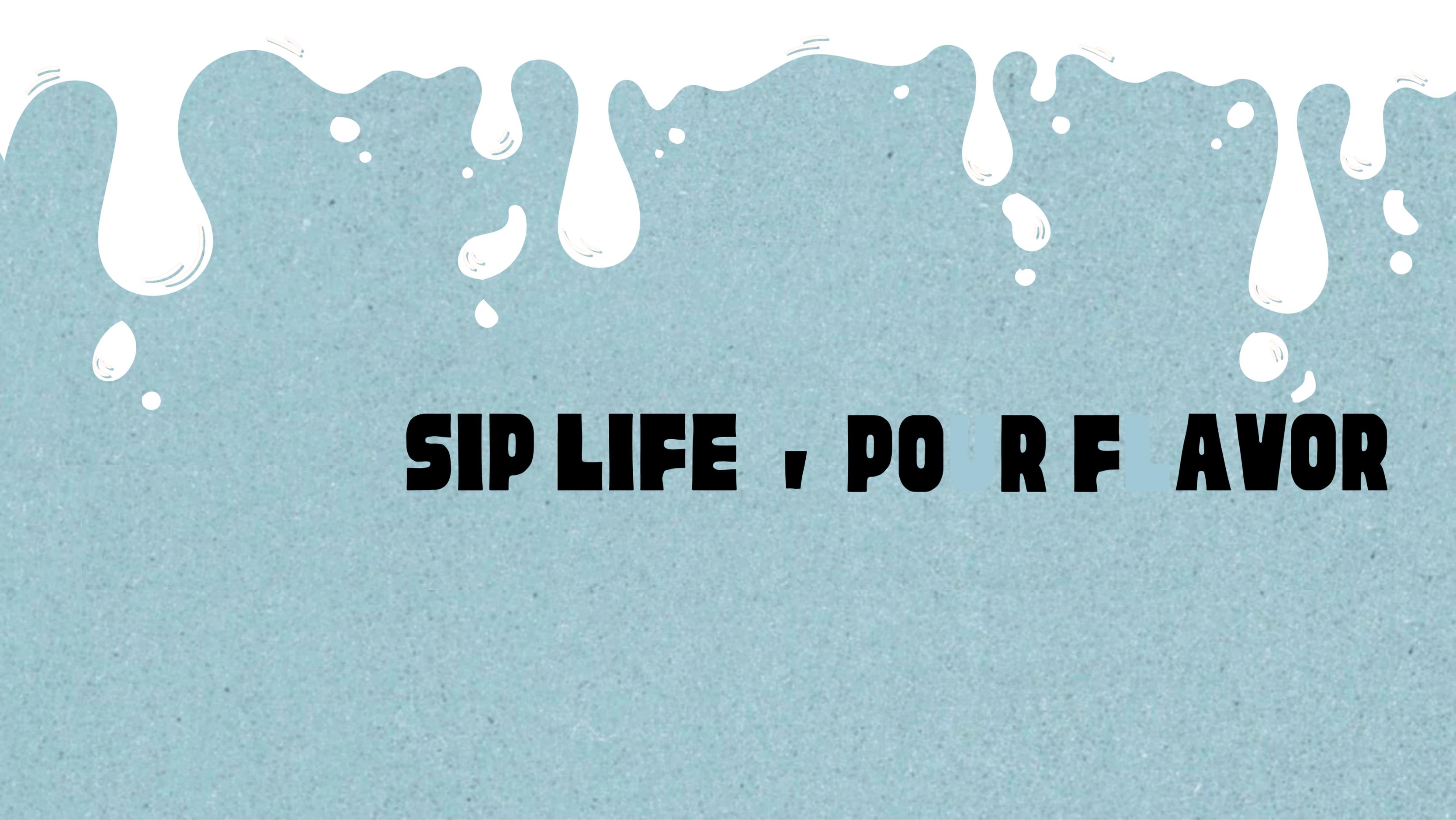


The background is a solid teal color. At the top, there are several large, white, irregular liquid splashes that look like they've been poured. These splashes have smaller white droplets and smaller splashes falling from them, creating a sense of movement and freshness. The overall aesthetic is clean and modern, typical of a beverage brand's branding.

POUR FLAVOR , SIP LIFE

The background is a solid teal color. At the top, there are several large, white, irregular liquid splashes that look like they've been poured. These splashes have smaller white droplets and splatters falling from them. The overall effect is that of a fresh, bubbly beverage.

POUR FLAVOR , SIP LIFE



SIP LIFE , POUR FLAVOR



SIP LIFE, POR FAVOR

BOOST THE TASTE OF YOUR BEVERAGE AND LIFESTYLE



TARGET AUDIENCE

- 20-34 years old
- Urban
- High income & education
- Plant-based lifestyle
- Oatly first-timer
- Taste-driven
- Social media enthusiastic
- Match with Oatly's witty & humorous personality

Thanks
milk 

CAMPAIGN STRATEGY OVERVIEW

MEDIA

PAID

NETFLIX Video ads, Mr. Beast show, dating show

YouTube KOL Oatly recipe, Video ads

DIGITAL

Instagram KOL, personality test UGC, #simplifeporfavor, e-commerce ads

TikTok Tiktok challenge, face filters **VIRAL**

Pinterest UGC aesthetic album sharing - latte art, oatly in life

PARTNERSHIP

TASTE

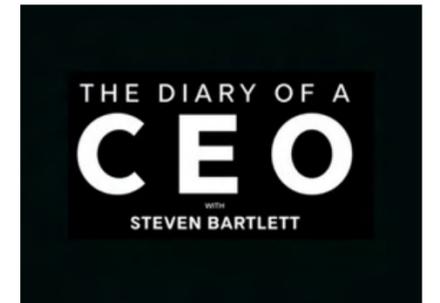


LIFESTYLE



COLOURPOP

PR



The New York Times



FOOD & WINE

delish FoodBusiness news

TRADITIONAL MEDIA

NETFLIX SHOW (FT. MR. BEAST)



CONTENT

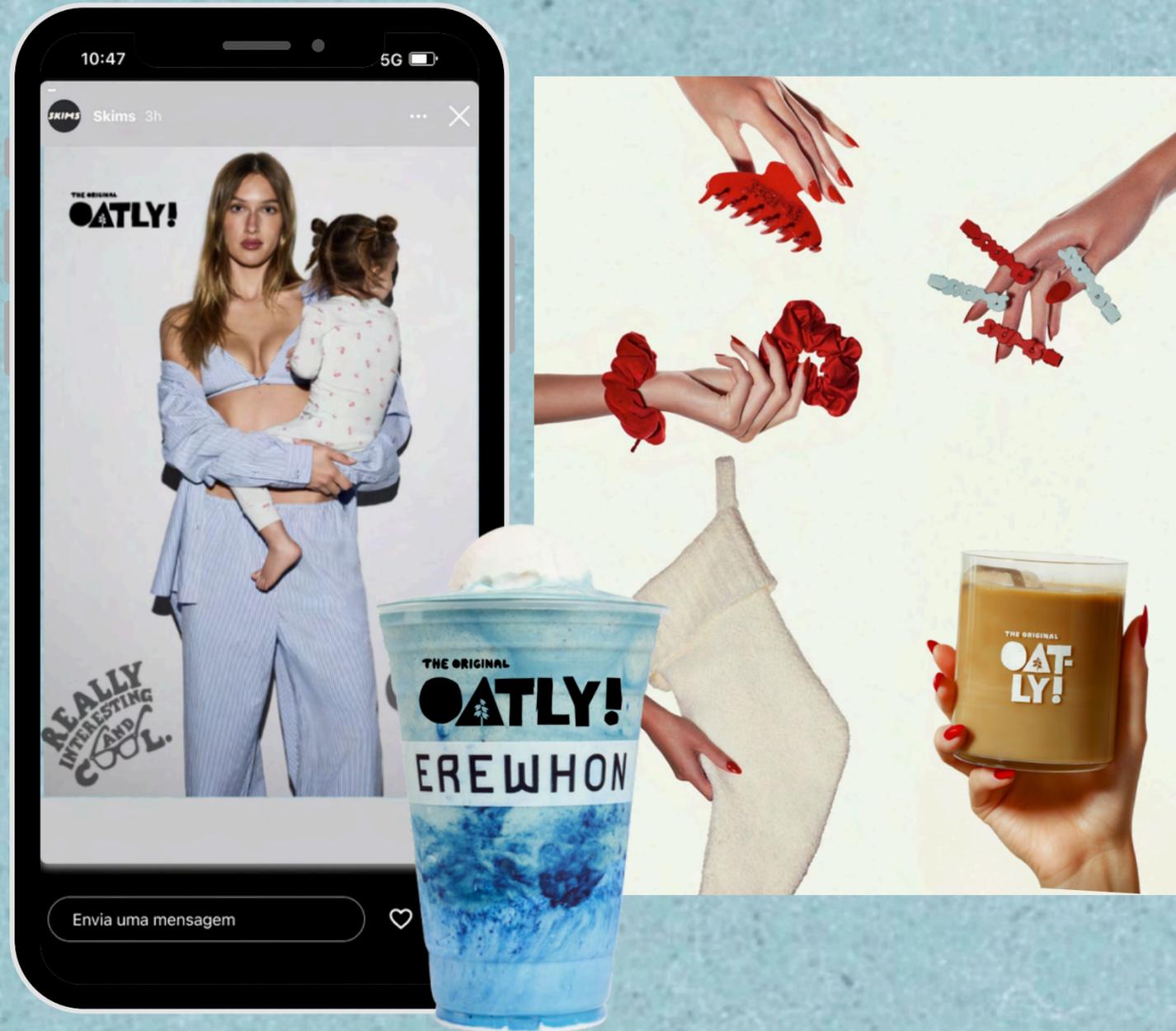
- Netflix cooking show
 - A "blind box cooking challenge"
- Mr. Beast and celebrities, celebrity chefs (Nick DiGiovanni, Gordon Ramsay, etc.)
- 3-course-meals challenge using "Mysterious ingredients" (oatly products)

IMPACT

- "Cook Oatly"
- Awareness, interest (Mr. Beast: 424M, Nick: 28M)
- Action: 50%+ audience purchase food/tools after watching cooking shows (NIH Data)
- Fun, inviting, engaging
- Same categories of our target audience

Digital

OATLY X KIM KARDASHIAN X SKIMS



CONTENT

- Kim's Oatshake At Erewhon
- Skims Series "Oatly's Color Palette"
- "Spice Up, Stay Cool" - Skims's "Yummy" Valentine's Day series X Call Her Daddy

IMPACT

- "Dress oatly"
- Awareness, interest
- Past successful examples with other celebrities (Travis Scott, Khloe Kardashian)
- Fun, inviting, engaging, "spicy" content
- Same categories of our target audience

partnership



DAVE'S HOT CHICKEN



CONTENT

- "Come for the hot, stay for the cool"
- Oatly extra healthy meal
 - The Oat-licious combo
- Milk <-> Oat milk
 - Ease down the spiciness

*Inspired by Chipotle x Wonderskin "Lipotle"

IMPACT

- "Eat oatly"
 - healthy, yummy
- Matching rebellious brand vibe
- Consumer base expansion - 5M+ diners
 - Younger, 19-34
 - Diverse income
 - Urban & suburban
 - Flavor-forward food

Chamberlain
Coffee

Partnership

OREO



CONTENT

- Canned Oatmilk Latte
- Birthday Merch

IMPACT

- "Drink oatly"
- Emma Chamberlain (12M fans on YouTube)
- Personal lifestyle appeals to GenZ
- ~\$33M revenue

A NEW DIPPING ERA

CONTENT

- Introducing new way of dipping Oreo
- New Oreo packaging

IMPACT

- "Play oatly"
- Cultural icon, nostalgic pairing
- Niche → mass



PARTNERSHIP



CONTENT

- Oatly energy station at ski areas
- Oatly snowboard & jackets

IMPACT

- "Sport oatly"
- Male, young, active outdoor crowd

COACHELLA

COACHELLA VALLEY MUSIC AND ARTS FESTIVAL



CONTENT

- The Rose Garden's "Outstanding In The Field" / Craft Beer Barn
 - Oat milk cocktails (i.e. Oat-tini)

IMPACT

- "Vibe oatly"
- 650+ visitors, \$908M media impact value

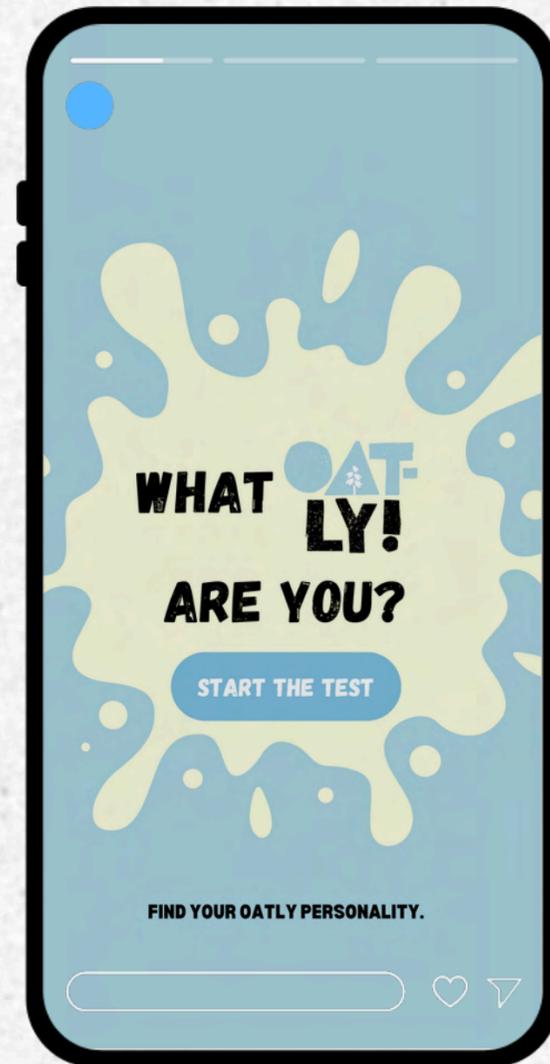
SOCIAL MEDIA

E-COMMERCE/VIRAL

OATLY PERSONALITY QUIZ: "I LIVE OATLY AS..."

IMPACT

- "I live Oatly"
- UGC Interaction & Engagement (viral scale)
- Seamless E-Commerce Integration



TV AD: WHO AM I?



CONTENT

First-person daily routine, ending as "I" revealing my identity - Oatly.

IMPACT

- Defining what "living Oatly" looks like
- Paid ads awareness reach

KOLS' INVITATION



CONTENT

Top KOLs using Oatly products in their routine with the "I live Oatly because" theme

IMPACT

- Awareness
- Generate topics
- #siplifeorfavor
- Normalizes oat milk as a staple

Baking

Coffee

Humor

Fashionable

PARTNERSHIP

KEURIG: THE OATTE ERA



CONTENT

Oatly-infused "K-cup" coffee pods, leading the OATTE routine

IMPACT

- International Day
- Coffee drinkers (66% Americans are daily drinker)
- Revolutionizing coffee routine

PARTNERSHIP



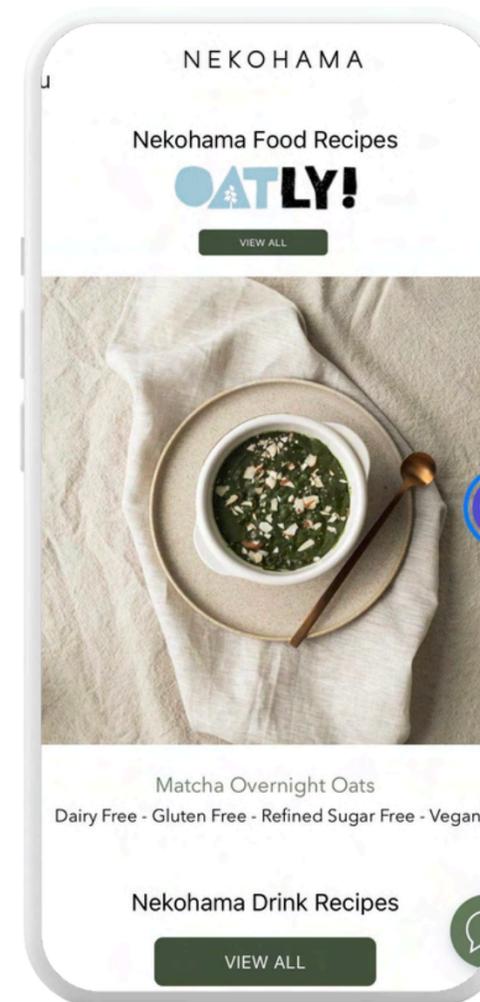
NEKOHAMA

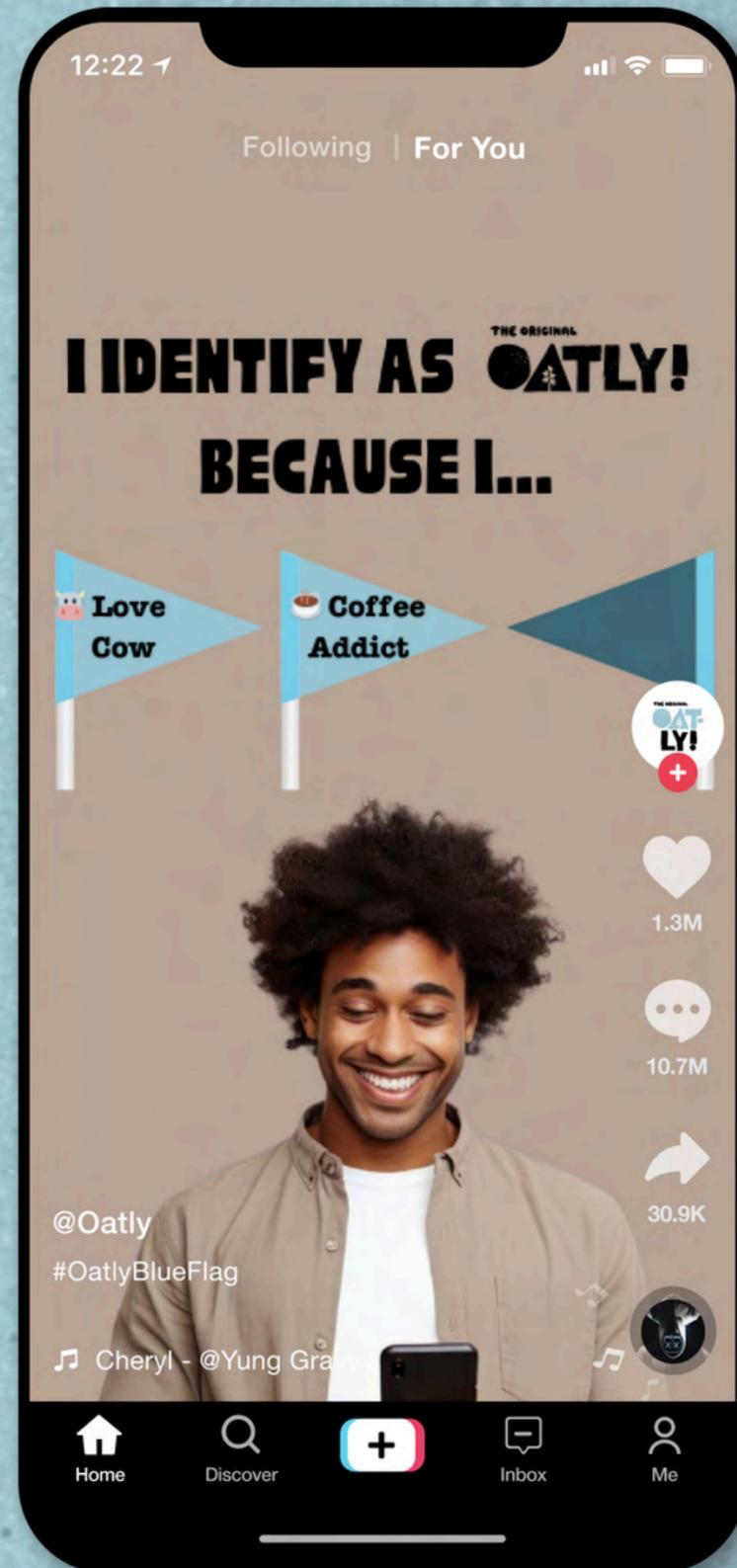
CONTENT

- Canned Oatmilk Matcha Latte
- Website Recipe
- IG Reels/YouTube Vlog

IMPACT

- Premium Brand Image
- Expand Consuming Scenarios
- Potential partnership w. Sanne Vloet





BLUE FLAG CHALLENGE



THE CONTENT

- Prediction Filter
- Utilizing big data to estimate/predict people's lifestyle
- Using humorous keywords

IMPACT

- Interactive fun
- UGC
- Enhance engagement and build connection



Partnership

MENU 

OATLY! Birthday Week Feb 10-17

New! Oatly's Iconic Chocolate

New! Oat milk Tres Leches Cake

T Oatmilk Cookie & Cream



CONTENT

Celebrate the fusion of Oatly's iconic oatmilk with Crumbl's creative cookie flavors for Oatly's Birthday

IMPACT

- Mutual Target Audience, Brand Tone, Social-First Strategy (~10M+ social followers & weekly hype)
- Buzz and Curiosity into dessert-category mindshare

COLOURPOP X OATLY OATSTANDING



CONTENT

- Launch collaboration contour palette
- Shades named by Oatly products

IMPACT

- Highlight coffee pairing feature & self-expression among ~12M+ fans

NETFLIX COOKING SERIES



CULINARY CLASS WARS

THE GREAT BRITISH BAKE OFF

CONTENT

- Soft placement in cooking shows
- Recipes using Oatly

IMPACT

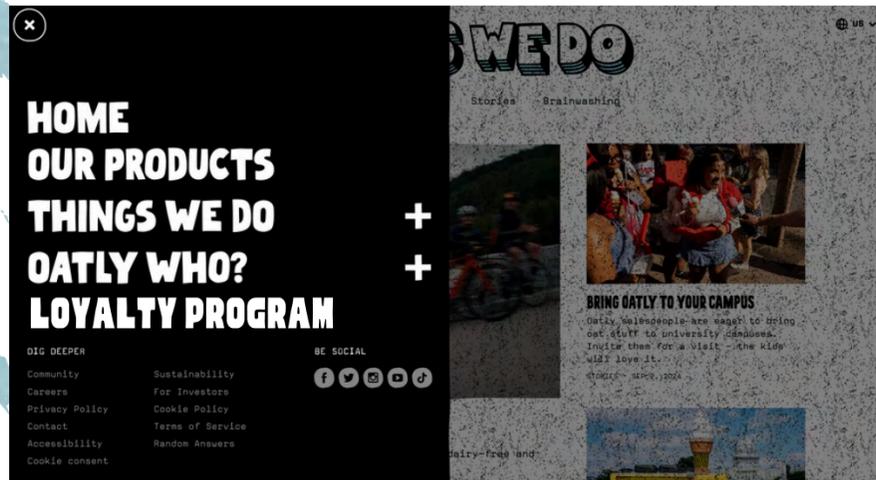
- 100M+ households for popular series
- establish authority in food culture

TRADITIONAL



OOH

TRADITIONAL



LOYALTY PROGRAM

CONTENT

- Mirror
- See yourself in Oatly—your taste, your lifestyle and your way

IMPACT-OOH

- Increase brand visibility in high-traffic area
- Engagement and action

BENEFIT-LOYALTY PROGRAM

- Encourage repeat purchases
- Loyalty and brand advocacy
- Sustainability

PUBLIC RELATIONS

TRADITIONAL MEDIA

THE DIARY OF A CEO

CONTENT

- Business, Formal
- Talk about Oatly's story

IMPACT

- One of the world's most popular podcasts, 50 million listeners globally
- Audience: 18-34, equally gender balanced

PODCAST

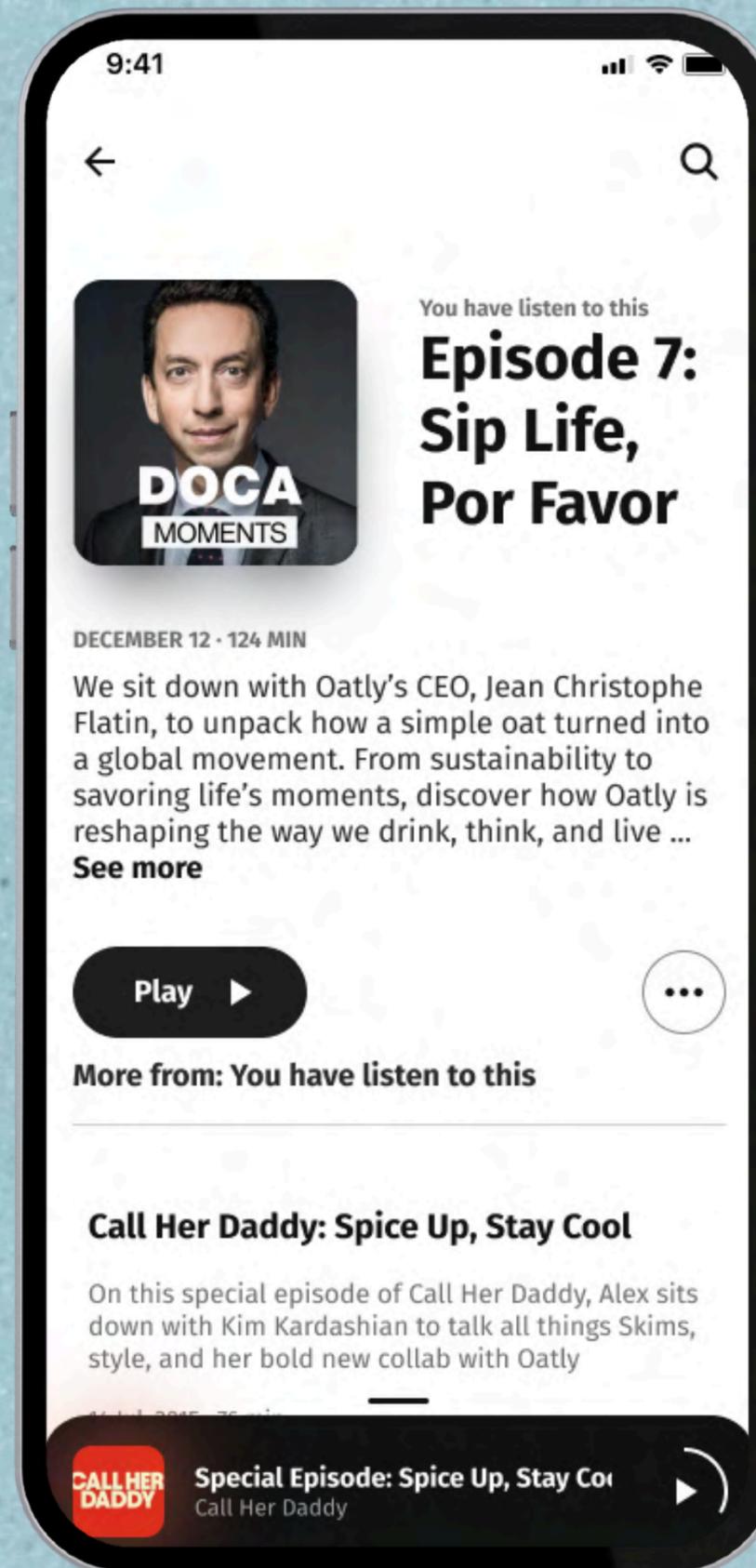
CALL HER DADDY

CONTENT

- Pop culture & Celebrity
- E.g. BTS story, daily routine

IMPACT

- Over 5 million listeners per episode
- Audience: 62% of the US audiences are Gen Z and Millennial, 76% being under the age of 35



THE ORIGINAL

**OAT
LY!**

OAT YEAH!

**COCO XIONG, JANE HONG, KANO QI
STEPHANIE ZHONG, VICTORIA LI**

08/2025