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Fitter, healthier, happier? How wellness drinks took over Instagram

Companies like LaCroix, Dirty Lemon, and Recess have boomed on the platform. Their sales pitch is less about a flavor and more about something stronger: a feeling.

lacroixwater
159.5k followers



[By Rina Raphael](#)

Earlier this month, *Good Place* star and body positivity activist Jameela Jamil took on an ambitious target: celebrities who endorse “skinny tea” brands on Instagram. She called out the paid content of Iggy Azalea, among other influencers, for what she described as a “betrayal to women.” She even went so far as to film [a less-than-polite parody video](#). The internet quickly applauded the actress’ efforts.

That’s because everyone, at one point or another, has been subject to some celebrity—most recently Cardi B—hawking the dubious diet beverage product in their Instagram feed. Kylie Jenner pushed [Teami](#) to “get rid of tummy bloat,” [Britney Spears swears](#) MateFit keeps her energized, while Kim Kardashian claims [FitTea](#) “tastes amazing.”

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That’s why mid-range beverage companies such as [LaCroix opt for Instagram campaigns](#) instead of TV or traditional advertising. They have a better chance engaging its target audience: The PEW Research Center found that 55% of 18-29 year olds and 28 percent of adults use Instagram. And it requires far less advertising dollars. Instagram’s audience [of 1 billion](#) is less than half of Facebook, but it boasts far more engagement, which is “pure gold for these young brands who are trying to build up a following and might have limited resources to dedicate advertising,” explains Crawford. “And then the consumers are doing the heavy by lifting and sharing the post and creating buzz around live feeds.”

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