

1. Tea and RTD Tea

- Tea nearly universally consumed
 - Evenly across demographics
 - Slight uptake in use, 25-34 year olds and Hispanic consumers, and parents
 - Less frequent include older consumers and the more affluent
 - strong frequency of consumption → transitioning infrequent user to frequent is critical for the market
- Tea characteristics exemplify market depth and breadth
 - Variety
 - Broad range of need states and occasions
 - health/wellness, functionality, or flavor
- Bottled, single-serve drive RTD's
 - Bottled - implied freshness and quality, yet single-serve has twice the reach = importance of versatile, portable packaging
- Sweet tea still popular, despite sugar revolt
- Daypart, season, and function influence tea choice
 - Hot tea: morning, evening, and at bedtime, during winter, when want to relax
 - Iced tea: afternoon and summer, trying to quench thirst
- Taste is primary appeal, drinkers are motivated by health and function
 - 1) Taste
 - 2) Refreshment and relaxation
 - 3) Antioxidants and nutrition
 - 4) Functional health attributes: energy, digestive aide, hunger satiation
- High sugar content, artificial ingredients plague RTDs
 - Tea with adaptogens offer market potential; 17% would pay more for tea with this attribute
- Promoting tea as part of functional self-care
 - Interest in self-care and preventative health at all-time rise
 - Actively monitoring physical as well as emotional wellbeing
 - Direct messaging that indicates specific benefits can break through clutter
- For taste: tea to satisfy treat mentality
 - Good taste is key driver
 - *Tazo Dessert Delights*: Vanilla Bean Macaron and Butterscotch Blondie → Glazed Lemon Loaf
 - Vanilla Bean Macaron Flavored Black Tea: notes of fragrant vanilla and a dash of cinnamon and has a two out of a possible five caffeine level. Kosher, homage to France's celebrated cookie. Delicate meringue, combines luscious flavor of vanilla and select black tea; GMO free.
- For energy: tea as the healthy energy drink
 - Healthy alternative to energy drinks

- Buddha Teas Matcha Now King Green Tea: antioxidant and digestive aid, “Healthy Focused Energy.” Fresh, organic matcha providing focused energy that also contains antioxidants, is detoxifying, strong caffeine level.
- For relaxation and stress relief... tea to help body and mind unwind
 - Nearly half say relaxation is a key reason for tea consumption
 - 42% drink tea to relax.
- Triple Leaf Relaxing Tea: naturally caffeine-free herbal tea; potent with delicious taste. Valerian, passionflower, skullcap, chamomile, catnip, help support body's ability to unwind and rejuvenate. Helps restful sleep and waking up feeling relaxed.
- Choice Organic Teas Wellness Teas Organic Body Stress Relief: USDA-organic, kosher-certified, naturally soothes body with rejuvenating effects, supports immune system, balances hormones. Free from GMO, gluten, and caffeine.
- Super Power Tea Bruce Tea Passion Guava Tea with Ginseng & Royal: ginseng, helps support mind, calm body of stress, naturally support energy levels. Royal jelly, support immune system and promote vitality.

Passport: Hain Celestial Group

- 2016 was strong for them, projected total net sales between 2,945 billion and 2,966 billion USD
 - Increase of 9-10% from the previous year
- Acquired Belvedere International Inc: leader in health and beauty care products including the Live Clean brand
- “Invest in concepts, products and technology, which focus on health and wellness”
- Competitive marketplace
 - The ten top companies in 2016 captures 26.7% of value sales with various new entrants and smaller players holding shares of 0.1% or less
- Rather than being an innovator, the company appears to be following the strategy of allowing another brand to take the risks and then seek to purchase it in order to enter an emerging category

Lipton Green Tea

- Similarly aligning their green tea with a healthy lifestyle
- Replaced Lipton ads on shopping carts at major grocery stores with fitness trackers to show shoppers steps/calories
 - Saw 10% growth in business after this campaign
- Targeted people who live in cities and promoted taking time to rest to highlight the relaxing powers of the tea
 - Mobile and targeted those who “did not put their phones away”

Passport: Young Women’s Health: Global Attitudes Towards Health, Fitness and Wellbeing Among the Under 30s and Market Impact - Executive Briefing (Sept. 2015)

- Women inspired by media to get fit, celebrity
- Media emphasis on health/nutrition: health foods and weight loss products
- 63% of women workout regularly
- 71% of women take health supplements or vitamins
- Relaxation (spas, beauty parlours) have gone up by 7% in revenues since 2009
- Increase in activewear and wearable tech/fitness apps
- 40% of women monitor their eating to some extent
- Losing weight by monitoring their diets ... fit in with diet
- New natural products are joining the market
 - Vitamins, dietary supplements, female-friendly supplements, oils
- “Growing preference for meal replacement slimming products” ie. Herbalife
- Food labels: 40% without artificial ingredients, 37% all natural, 35% added sugar, 26% corn syrup, 42% vitamins
- Fortified and functional & organic products perform better than better for you products
- Elimination of artificial colors
- “There has also been a strong trend and towards healthier drinks....green tea....”
- “Need for total nutrition”
- Women continuing to embrace the fitness trend

AD STRATEGY

Consumer focused: Uniqueness strategy, shows what's different about this product

OR

Brand-centric strategy, focuses on the brand/its features/how it works in the consumers' lives

And

Social networking strat

Competition:

Yogi Herbal Tea

Twinings

Mighty Leaf

Lipton

Teavana

Matcha LOVE

What's Working in Hot Drinks Packet

- Hot beverage brands are launching products directly targeting millennials
- Innovative media activations are driving sampling and demand
- Tea brands are using social activism in emerging markets to drive brand awareness
- Targeting Millennials
 - Cafe Royal Launch strategy:
 - **Celebrity Ambassador-** Robbie Williams
 - Gained 10% market share in 2 yrs
 - Built strong brand awareness for product launch

- Williams portrayed as British secret agent in the “service of good taste” w/ long-term, integrated social media optimized storytelling format, leveraging engagement from his followers
 - **Quick community building**
 - Ensured future contact with target aud.
 - Matcha LOVE launch: (green tea brand)
 - **Programmatic** strategy builds awareness for product launch
 - Found there’s an unmet need among active women in their 20’s for nutrient-rich, natural, sustained energy drink
 - **Promoted relevant recipes** using Matcha LOVE powder
 - **Partnered with trendsetting influencers** to create cooking, baking, and gifting content, featuring brand
 - 3745% increase in site traffic first campaign quarter
 - 29% increase in online sales
 - 90% positive sentiment in Nescafe branded content
 - Programmatic strat can seed campaign among relevant audiences BEFORE bigger launches
 - To ensure reach, implement a cross-device solution to direct targeting of impressions
 - Nescafe radio sponsorship:
 - Focused on young people in India by sponsoring a radio show
 - Tea was an “engrained cultural habit” but they attempted to persuade millennials to drink coffee in the morning (whose beverage habits are not yet formed)
 - Media “dayparting” strategy can be effective to target
 - 7.5% increase in per capita consumption
 - 3million campaign vid views
- **Innovative uses of media**
 - Wonda Coffee branded event: (Malaysia)
 - Strong retail partner tie-ins build reach and awareness
 - International Coffee Day event
 - 92% of consumers purchased coffee brands out of **pure habit** than conscious choice
 - Retail partners on annual International Coffee Day offer promotions (builds sales and sampling opportunities among consumers)
 - Nescafe digital targeting
 - Sampling based on social data built sales
 - #turnyourhomeintoacafe campaign, partnered with Swarm and Foursquare
 - Used check-in data and address info hand-deliver its cafe products
 - 120% growth following product launch

- 177% rise in SM posts about the campaign vs. previous campaign
 - Product samples can be more effective when targeted and delivered in an unusual context
- Nescafe coffee culture
 - Unique brand platform to increase youth product affinity
 - Used aspirational messaging strategy to sell coffee to millennials in India (beverage habits are not fully formed)
 - Cafes are making coffee an OOH social experience, interfering with in-home consumption habits
 - “Nestle Labs” youths use creative talents to share, create, collab, and learn
 - 27% increase in brand affinity
 - 60million impressions
 - 115million FB fans
 - Engaged youths in their creative passions in a non-intrusive way
- Cultural Relevance
 - Tata Tea cultural strat
 - Social activism builds brand awareness
 - Supported young customers’ activism
 - “Pre-activism”- recognise warning signs of neg cultural shifts and act before they happen to prevent issues
 - New “moral platform”, commercials, twitter campaign, suicide awareness
 - 49% engagement on twitter
 - 67million views
 - 1.15million digital impressions
 - 144 million unique visitors?
 - Addressing social issues with the youth can build strong brand affinity and engagement
 - Red Label cause marketing
 - Purpose-driven campaign brand reappraisal
 - Used disruptive social experiment to get attention
 - “Hospitality that melts hostility” campaign focused on sharing a “cuppa” tea and taking on societal differences, used transgender band
 - 8% increase in penetration (already lead with 15% mkt share)
 - 12% sales growth in 2 yrs
 - 7.9 million views
 - Built brand equity
 - Unconventional or provocative brand messaging can be a strong tool for brand recall
- Website
 - Corporate identity/story

- founded more than 40 years ago with one goal: to provide delicious, high quality teas that are good for our customers and good for the world.
-
- stands up as leaders on important topics such as GMO labeling, sodium and sugar intake and animal welfare.
- We select only the highest quality herbs, teas and botanicals that have been grown according to Earth-friendly practices.
- Our farming partners meet strict standards for purity, quality and consistency by using sustainable agricultural practices that are better for the land, produce better ingredients and result in better teas.
- All our teas are blended in our hometown of Boulder, Colorado but we source our 100+ botanicals from more than 35 different countries around the world, with 70% of those ingredients purchased directly from the farmers and local communities.

Our commitment to ensuring that our teas are Blended With Care: From Seed to Sip means:

- Confidence in where and how our teas were grown and manufactured.
- Consistency in quality and flavor in each cup of our tea.
- Commitment to sustainable practices supported with every tea purchase.
- Care for the health of our people and our planet in each and every sip.
- In 1969, one of Celestial Seasonings founders, Mo Siegel, handpicked wild herbs from the Rocky Mountains in Colorado and used them to make our first tea. In the following years, he sold Mo's 36 and 24 Herb Teas to health food stores, eventually selling them in hand-sewn muslin bags.
- Today, Celestial Seasonings serves more than 1.6 billion cups of tea a year. Our product base expanded to include lines for green tea, chai tea, rooibos tea, wellness tea and Cool Brew iced tea, and the ingredients, over 100 of them, are sourced from over 35 countries.
 - Website for them to find out where can purchase
- **Design**
 - Can say the general design (background, shape of coupon, etc.)

Creative brief, what strategy we will use. Copy for outside transit, copy of inside transit, and ~300 words for the blog which will help the viewer understand the brand better. It will arrive in the mail in an envelope (front half blank) = have back, inside flap; front and back of inside coupon.

****headline and tagline****

THAT'S THE TEA SIS

- QR code on the coupon/mail

- Transparent tea cup on envelope to show tea bag inside (more design, wouldn't need to include if there's no copy on it)
- Kermit sipping tea
- "And that's the tea"
- #CSTea
- #andthatsthegreentea
- Have you heard? (insert tea fact) And that's the tea.
 - Green Tea Increases Fat Burning and Improves Physical Performance

That's the ^green tea

Strategy

- Brand-centric
- Product-centric
- Pop-culture

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12/11/2018

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Company: Celestial Seasonings

Brand: Authentic Green Tea

Product Category: Hot Beverages

Creative strategy statement: To convince independent 20-somethings starting out in the workforce that Celestial Seasonings Authentic Green Tea is worth buying over other tea brands due to health benefits, trendiness of advertisements, and flavor.

Target:

- Pop culture strategy- lets brand reflect a cultural behavior or create a popular phrase
 - Persona 1: Brittany
 - Demographics: 24-years-old, Caucasian
 - Geographic: Arlington, Va
 - Psychographics: JMU graduate, SoulCycler, vegetarian, works at Deloitte, has two roommates, looking for a natural and healthy way to destress
 - Persona 2: Brian
 - Demographics: 23-years-old, Indian-American
 - Geographic: New York, NY

- Psychographics: Wisconsin alumni, starting a new job far from home, has four roommates, trying to move toward a healthier lifestyle

Current Mindset: May or may not currently drink green tea, likely do not have a brand preference and rather purchase based on price. May be unaware of the health benefits the tea provides.

Desired Mindset: They learn about the good qualities of Celestial Seasonings Authentic Green Tea and choose it over other brands. Consumers will develop brand loyalty for Celestial Seasonings because of its strong presence and relatability.

Competitors and their Mindset:

- Triple Leaf Relaxing Tea: naturally caffeine-free herbal tea; potent with delicious taste. Valerian, passionflower, skullcap, chamomile, catnip, help support body's ability to unwind and rejuvenate. Helps restful sleep and waking up feeling relaxed.
- Choice Organic Teas Wellness Teas Organic Body Stress Relief: USDA-organic, kosher-certified, naturally soothes body with rejuvenating effects, supports immune system, balances hormones. Free from GMO, gluten, and caffeine.
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Creative strategy statement/Big idea/Consumer promise:

To convince independent 20-somethings starting out in the workforce that Celestial Seasonings Authentic Green Tea is worth buying over other tea brands due to health benefits, trendiness of advertisements, and flavor.

Evidence:

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Tone: Sassy, vivacious

Direct Mail Copy:

- **Coupon:**

- **Front:** \$1 off Celestial Seasonings Authentic Green Tea. You don't wanna spill *this* tea.

Find a retailer near you at celestialseasonings.com. (QR code)

Limited to one use. Expires April 2019.

- **Back:** Our Authentic Green tea is infused with Bai Mu Dan white tea for a smooth finish.

We've packed plenty of antioxidant Vitamin C in each bag to support your everyday

wellness. All you have to do is brew, steep and enjoy. It's just that easy.

- **Envelope Front:** Have you heard the tea? Authentic Green Tea. (Celestial Seasonings Tea logo)
- **Envelope Back:** Steamy. Hot. Sweet. And that's the ^green tea. Find out more. (QR code)
- **Inside Envelope Opening:** Sip me ;)

Inside transit: Psst...Did you hear? Our green tea is low-calorie and a perfect addition to your day. And that's the ^green tea. Celestial Seasonings Authentic Green Tea. (QR code)

Outside transit: Psst...Have you heard? Our green tea has added antioxidant Vitamin C to support your everyday wellness. And that's the ^green tea. Celestial Seasonings Authentic Green Tea. (QR code)

Blog post: Have your tea and get the tea too. *Celestial Seasonings* Authentic Green Tea is changing the way you get your tea. With delicious flavors and plenty of Vitamin C, this low-calorie tea is a taste of realness and a perfect addition to your day. Wait for the bus while listening to the person next to you fight with her boyfriend over the phone. Maybe bring her a cup of tea tomorrow - things aren't looking good for them. Sitting in the break room during lunch? Eavesdrop on the work drama between your boss, Brian, and the new hire, Kelsey, while sipping on a hot cup of tea. Are you watching *The Bachelor*

tonight? Might want to brew a fresh cup... things are getting *steamy*. Start and end your day with the hottest tea out there.

And that's the ^vgreen tea.