

'Branding and Marketing of Tea for the 21st Century customers including Millenials'



By Dick Waswa



What Is a Brand?

*Let us start by dispelling
the myths*

FIRST

A brand is not a logo



FINALLY

*A brand is not a
product*



So **What exactly**
is a brand?



A brand is a person's gut feeling about a product, service, or organization



*It's a gut feeling because people are emotional,
intuitive beings*

In other words...

A BRAND IS NOT WHAT
YOU SAY ABOUT IT IS

IT IS WHAT **THEY** SAY IT
IS





Your brand is who other people think you are
(when they're not looking)

Why care?



#1. People have too many choices and too little time

ref: picture of tea shelves at Manor Metro-shopping - Geneva

#2. Most offerings are similar in quantities and features



#3. We tend to base our buying choices on trust



What is trust?



Trust comes from meeting and beating consumer's expectations

Trust leads to brand loyalty

Brand loyalty-
The degree of consumer attachment to a brand



Recognition

Awareness of name,
benefit and package



Preference

It is useful. The consumer
will buy it if available



Insistence

The consumer will
Search for it, must
have it!



What is brand promise?

A brand promise is the marketer's vision of what the brand must be and do for consumers



Good Brands create an 'Experience'
(Emotional connection with consumers)

Product

Price

Promotion

Place



CREATING YOUR

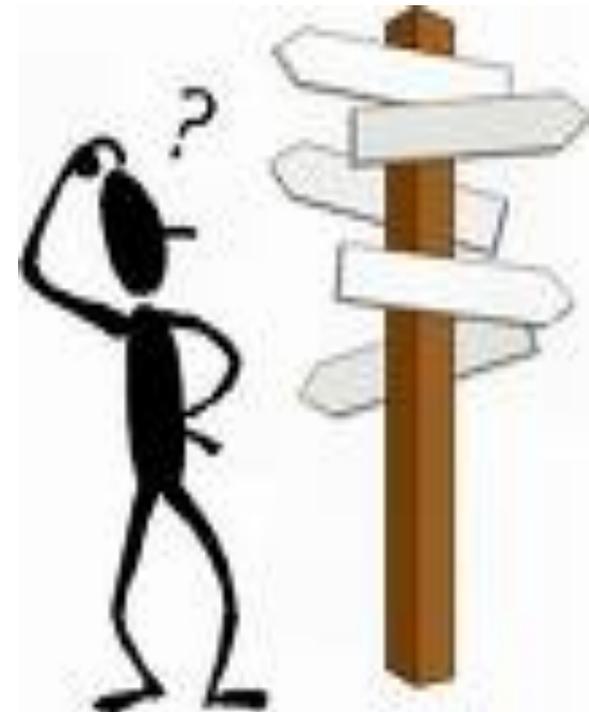
BRAND

Tell Your Story

Usual Format – Write a brief

- What do you want to sell? Who else is in the market? (competition)
- Who are you targeting? Why should they buy you? What is your brand Promise?
- Do you have anything unique about your product? Why do you think it will sell
- What is your vision. Do you have a passion for it?

No Brief = Indecision to Waste



Because only you can drive it till it succeeds

Case Study

Lipton



Lipton Story

- Started in UK by Sir Thomas Lipton in late 1800's



Lipton Story

- Sir Lipton has a great passion for tea and he began a journey for Lipton as a premium quality tea that has pioneered innovation in the category.
 - *First pre-packaged tea*



Lipton Story

– First Marketing Activation (Parade)



Lipton Story

– Best Tea sourced from Ceylon



LIPTON'S TEAS

Direct from the Garden to the Tea Pot.
No Millinery's Profit in Tea.
RICH, PURE, & FRAGRANT.
1/- and 1/4 per lb.
THE FINEST TEA THE WORLD HAS PRODUCED.
1/7 per lb.
THE GARDEN TEA.
WITH ONE MILLION PACKETS SOLD WORLD-WIDE.
LIPTON'S TEAS ARE THE MOST POPULAR IN THE WORLD.
LIPTON,
Tea & Coffee Factor, CEYLON.
General Office: 54 FLEET ST., LONDON, E.C. 4.
LONDON BRANCHES.

The illustration shows a woman with long, wavy hair, wearing a headscarf and large earrings. She is holding a small white cup with the words "LIPTON'S TEA" printed on it. The background is a simple, light-colored gradient.

The Lipton Environmental concern



- Black & Natural Teas
- Flavoured Black Teas
- K-Cup Range
- Iced Tea Liquids
- Tea & Honey To Go Range
- Green Teas
- White & Red Teas
- Herbal Teas
- Iced Teas
- Fresh Brew Iced Teas
- Iced Tea Mixes



At Lipton Kenya Tea Estate

Lipton Story

- First printed Tags
- First Iced Tea
- First double chamber tea bag
- & first pyramid tea bag



Key Lessons from Lipton

- **Brand Identity & Consistency** : Ensure this is not lost through out the range.
- **Balance** : The portfolio needs to hang well together
- **Differentiation** : Each range is clearly differentiated and can stand on its own
- **Capture emerging trends**
- **Catering to consumer needs-Consumer in mind**
- **Innovative packaging formats and designs**
- **Variants clearly articulated – don't leave consumer guessing**

THE CREATIVE PROCESS

BY KARL GURE
©2011

RIDICULOUS
DUMB, USELESS
IDEAS



Involve the experts!



SWEET SPOT!
WOW!
IDEAS!



NOTHING
GETS DONE
HERE
ZZZZZZZZZZ

ALL BORING,
PREDICTABLE

- Give your brief to the experts or tell them your story, vision, dream if you are not able to put it into a brief. They will help you to crystallize your ideas/dreams into a brief
 - Brand Strategists & Creatives

Any brand can be
charismatic



How?

Master the Five Disciplines of
Brand-Building



Discipline 1: Differentiate

Differentiate-Instore & Online platforms



Discipline 2: Collaborate

Teavana Fine Tea + Tea Bar



Founded: 1997 | **366 Stores** | U.S., Canada and Mexico

This is a bold and inviting modern vision of tea retail.

Success rests on three consumer desires:

- A desire for a “third place” away from home and office that evokes conversation and calm — a **respite** amid urban congestion.
- A desire to learn more about tea, its history and **health** benefits.
- A desire to sample and explore tea beverages in a setting that encourages experiment, **customization** and service.



Starbucks CEO Howard Shultz promised “to bring **breakthrough innovation** to the tea category in the U.S. and Canada.”

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- Starbucks has expressed plans to transform its Teavana acquisition into a global tea-based beverage chains out of Asia are slowly spreading their influence throughout the world

Discipline 3: Innovate

Creativity is what gives brands traction in the market place.

It makes the brand stand out.



Discipline 3: Innovate

To innovate, one needs a stand-out name

- Distinctive
- Brevity
- Appropriateness
- Easy Spelling and Pronunciation
- Likability
- Extendibility
- Protectability



Discipline 4: Validate

Can you tell which brand is talking when the logo is covered?



**You have 206 bones in your body.
Surely, one of them is creative.**

It doesn't take a lot of effort to enjoy digital music and movies—just the new iPod and a little creativity.

With Apple's award-winning iTunes software you can be your own DJ. iTunes makes it so easy to "rip" your CDs and put your entire music collection right on your iPod. Just drag and drop to make playlists of your favorite songs. Listen to them on your iPod, or push your button to burn your own custom CDs that you can play in your car or portable CD player.

Or for the ultimate in portability get yourself an iPod. Just plug it into your iPod, and iTunes automatically downloads all your songs and playlists into that cutting-edge speed (an entire CD in a few seconds). Then just choose a pocket and take your entire music collection with you wherever you go.

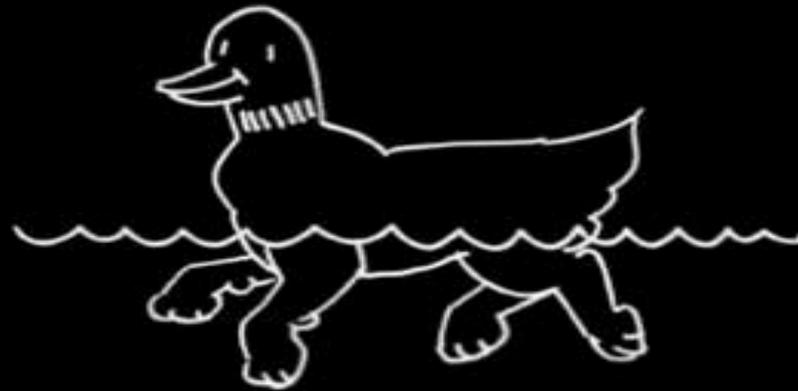
For making movies, Apple's award-winning iMovie software lets you be the director. Plug your digital camcorder into iMovie for iMovie just and transfer your video to produce digital quality. Use iMovie's intuitive drag-and-drop interface to cut out the boring parts, add Hollywood-style effects—the cross dissolves and swirling titles—and lay in a soundtrack from your favorite CD. Then share your movies with friends and family by making a custom DVD using our Apple iMovie SuperDisc and remarkable iDVD software. You'll be amazed at how professional your movies and DVDs look and how easy it is to create them.

With the new iPod, an entire of music fits in a very long way.

iPod. The first MP3 player to play a variety of formats. 128Kbps AAC or MP3. 1GB hard drive. Available in black or silver. © 2005 Apple Computer, Inc. All rights reserved. Learn more at apple.com/ipod.

iMovie. iMovie and iDVD are the most powerful and easiest-to-use software for creating custom DVDs. © 2005 Apple Computer, Inc. All rights reserved. Learn more at apple.com/imovie.

IF A BRAND LOOKS LIKE A DUCK AND SWIMS
LIKE A DOG, PEOPLE WILL DISTRUST IT.



Discipline 5: Cultivate

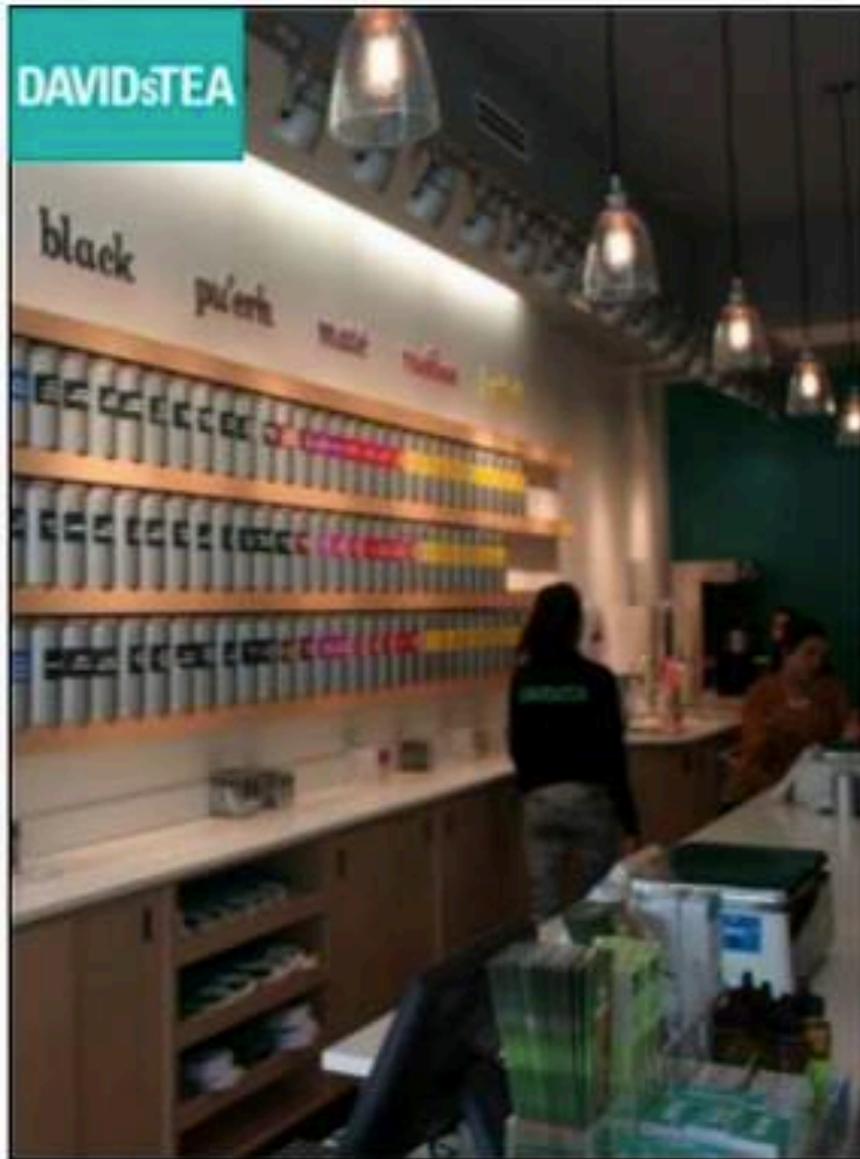
A living brand is a pattern of behavior

Brands are like people, they have a look, feel and voice

Packaging can evolve but the key elements
e.g. logo is Consistent



Innovation in Retail Concepts



Ex .Packaging Innovation

Consistent Identity



Notice the consistent colour code branding (Yellow and Red) and product placement, no matter the role or type of media used.

Package Design



Package Design



Package Design



Innovative Designs- Lipton Lemon



Ensure your brands hang together



Innovations



Innovations

Teaware & Gadgets

talking tea
2th Global Dubai Tea Forum 2014



High tech



Compartment travelers (GER)



Disposable Filters (Japan)



Updated enamel



Innovative design (Luyu Tea)



Tasting cups (US-UK)

Note: Download 24 examples of tea innovation at www.dmcc.ae

Involve the experts!

- The experts then use the brief to come up with a...



Big Idea encompasses Brand Name (if not yet done), Brand Identity (Logos, colours, pack design, slogans, brand personality). This is where the brand history starts from.

Introduce your brand

- The “Experts” then help you to develop the final “look & feel” of the product and a plan to introduce it to the market
 - The product must be as good as the pack promises and appeal to your target



Media – Why is it important

- You must be where your target audience is
- You must speak to them in the language they understand
- You must tell them over and over again what you are about until it sticks – every time, every where at all touch points
- Make it easy for your audience to give you feedback



Communicate everywhere, in as many ways, all the time & keep refreshing it





Lipton

clear Green



إحساس رائع بالخفة والحيوية
FEEL LIGHT. FEEL ACTIVE.

Impulse Zone - POS Executions



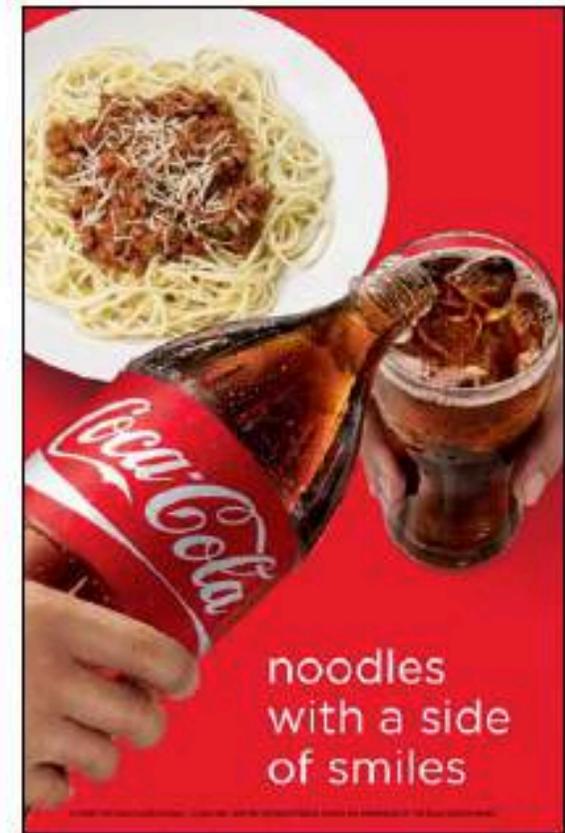
Half Posters



Headers



Banners



Static Clings

Transition Zone - Product Merchandiser



Impulse Zone - Static Cling



Impulse Zone - Aisle Violator



Even the
OOH
maintains
a playful
nature



Cinema Campaign



Print Ad

英式皇家风味

国际巨星 金城武

醇享奶茶 世界风味

LIPTON TEA CAN DO THAT

Identity - bus shelter

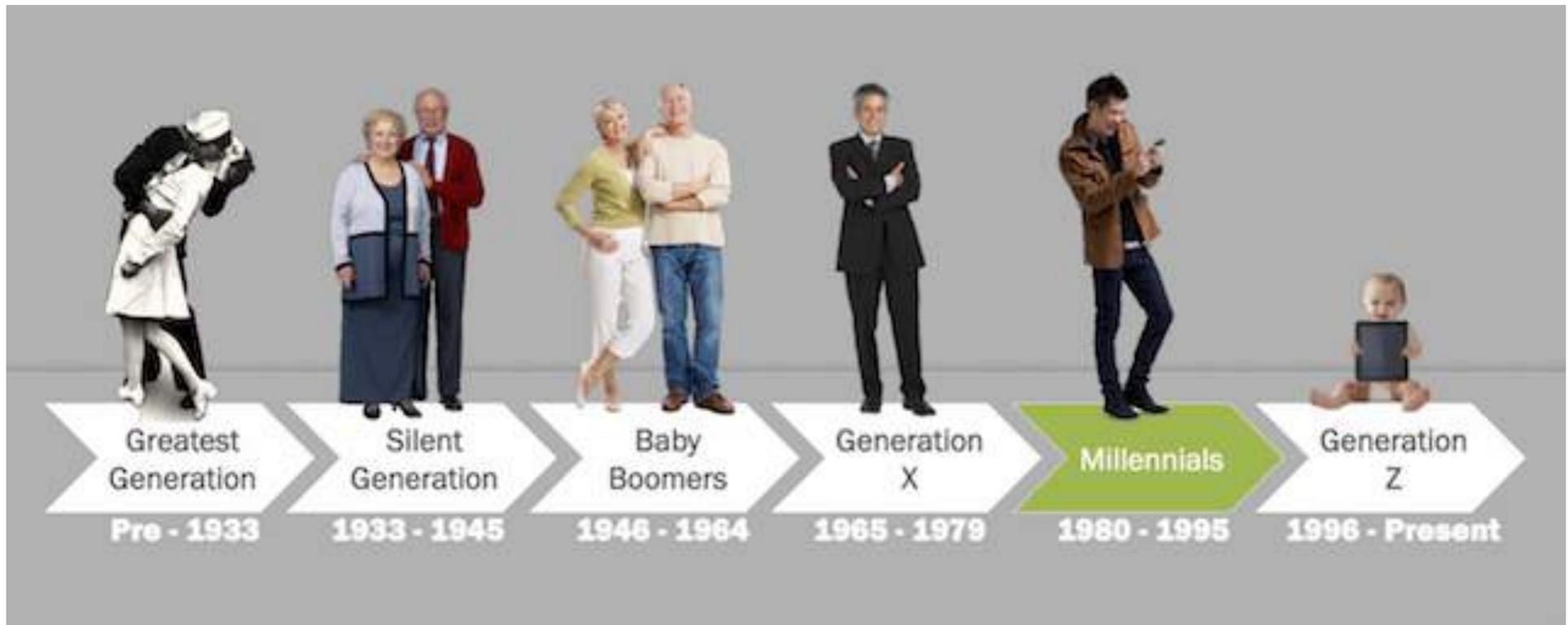


Why it is hard to build brands

- Pressure to compete on Price
- Proliferation of competitors
- Fragmenting Markets & Media plus Globalization
- Complex Brand Strategies and Relationships
- Bias towards changing strategies
- Bias against innovation
- Pressure to invest everywhere
- Short-term pressure
- And sometimes lack of skills & competencies

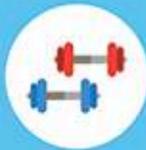


Generations



GENERATION X

1960s to 1980s



MILLENNIALS/ GENERATION Y

1980s to 1990s



Context & Premise – Brand Exists , Right Packaging and designs , Distribution to /Market & POS, Consumer understanding through Market Research



Exito

Tea Vs other Beverages -Issues

- Tea is not considered 'cool' experience compared to coffee
- Convenience – Ready to Drink –RTD's & Fizzy drinks
- Ritual to prepare tea not fitting in modern lifestyle
- Time Compression and Peer pressure
- Tea drinkers mainly elderly with health issues
- Marketed as a functional instead of an experience (Emotional)

Tea Insights

Opportunities

- Tea Stores and Outlets
- Increased demand for health conscious beverages
- Negative publicity of soft drinks as unhealthy drink choice

Threats

- Fast Food & On the Go Retailers that accommodate the lifestyles of consumers
- Increasing popularity of smoothies ,energy drinks and shots



Demystify Millennials



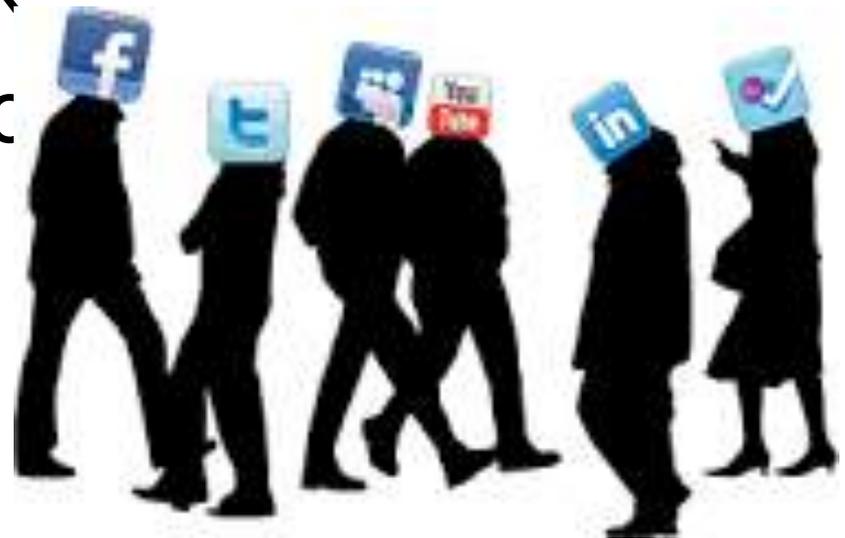
- Typically below 35 Years –
- Tech Savvy and obsession with gadgets –digital natives
- Addicted to design –Good design that simplifies things
- Know what they want Millennials & are doing things differently from their parents
- Millennials will pay top dollar if you can convince them it matters
- They dismiss things they don't like, but worship the ones they do
- They like being engaged in product development

Idealism of Millennials

- Instant Gratification with fortunes made overnight like Mark Zuckerberg /Facebook
- Fight status quo & Make world a better place
- Own social media –online platform

Why Millennials

- Digital “Natives” 2.5 Bn Worldwide
- Millennials are Curious- Addiction to digital content ,smartphones, tablets and laptops
- Love being engaged and 2 way communication /Feedback
- Trendy and Global in outlc



Millennials as Tea customers

- Economic Survey & Demographics Youth are 70% of the National population
- Exert Influence on parents /Guardians and Care givers
- Command purchasing power and future of brands – a community or movement
- Also exist in various LSM's 1-4
- Future decision makers

What do Millennials want in Tea “Convenience”

- Convenient Packaging in Cans
 - Iced Tea
 - Ready to Drink
 - Infusions
- Tea Outlets to enhance cool and sexy outlook
- Offer Tea Range and variety (options)
- Make Tea Look cool and fit into Millennials lifestyles
- Messaging -Health Benefits touching on Weight Loss

Insights on Millennials

- Millennials aren't interested in advertisements that pretend they're something else.
- They are suspicious of paid blogs and detest invasive banner ads and pop-ups.
- They spend a [great deal of time on their mobile devices](#), which are awkward for reading long, involved articles; they will happily watch a twenty-minute video, however, and share it with their friends.
- Millennials want you to be upfront about what you're selling. They want to know why they should care about your product, right away, so that they know whether or not you deserve their attention
- Want to hear about Impact of product or solution .
- Look for reviews before spending especially from their peers
- Avoid boring content



Connecting with Millennials

- Use of influencers key -Successful campaigns incorporate music and concerts , show biz and peers they look up to
- Digital platforms for Content
- Experiential marketing



Where are Millenials ?

- Google-Search Engine for information
- Internet /--Email -wifi in coffee shops/Malls
- SMS
- **Twitter**
- **Instagram page**
- **Linkedin**
- **Facebook**
- **You Tube**
- Whatsapp
- **Online shopping** platforms –jumia, Masoko , Amazon, E Bay
-



Route to Market of Millennials



Social Media Strategy to Millennials

- Start with Consumer in mind
- Context –marketing segment
- Content- Creative message
- Convergence –all platforms together
 - FB – Stories /Health Benefits
 - Mobile /SMS Marketing
- Commerce –ability to sell
- Community – build one, tag one
- Tell a **beautiful story** that touches hearts and minds – Pictures/ Blogs – Create an Experience

Marketing Platforms for Tea to Millenials





Artcaffé is ☕ drinking hot coffee. Sponsored



It's a TLC kind of day. We're extending our coffee+pastry for Ksh350 all day today. Pop in to any outlet for a little rain pick-me-up #ArtTLC



122 12 comments 8 shares 10.3K views

Like Comment Share



www.eabl.com | 18+

SMOOTHNESS IN ITS OWN CLASS



DO NOT FORWARD TO PERSONS UNDER THE AGE OF 18 YEARS EXCESSIVE ALCOHOL CONSUMPTION IS HARMFUL TO YOUR HEALTH STRICTLY NOT FOR SALE TO PERSONS UNDER THE AGE OF 18 YEARS

4 6 49

Video Marketing- You Tube

- Videos embedded into your website
- Host on a channel such as YouTube for more organic visibility.
- Post Recipes and Range of Teas
- Tell a story –Create an experience
- Pictures on Instagram for sharing with friends

Leverage Technology- Playful Apps & Scanning Codes –QR



Creating a Millennial Tea Experience

Collaboration /Tea Outlets

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Convenience

America is a land where **convenience counts**.

Making tea is messy, requires some precision and takes time to steep. This is why RTD teas make up nearly 75% of the entire U.S. tea market.

- RTD tea sales grew to **\$5.1 billion** in 2013, up from \$4.8 billion in 2012. Convenience outlets sold 1.2 billion RTD tea units earning **\$1.23 billion**.
- Consumption has risen to 5 gallons per year for everyone over 18.
- Premium **bottled brewed teas** and specialty showed the greatest growth. **Unsweetened** iced tea in 2012 grew more than 16% in dollar sales.



Sources: CSP 2013 Beverage Report SymphonyIRI Group
Soft Drinks in the US, Euromonitor International, July 2013
AC Nielsen, 2012. Adult population: 240 million (2012)
Thanks Colleen Norwine, BW Coopers.



Flavored Black Teas- "Variety"



Range has 6 variants

1. Bavarian Wild Berry
2. Black Pearl
3. Vanilla caramel
4. Spiced cinnamon Chai
5. Earl Grey
6. English Breakfast

Iced Tea K-Cup Range



Range has 8 variants

1. Classic
2. Refresh
3. Iced Tea
Lemonade
4. Delight Chai
5. Natural Energy
6. Soothe
- Indulge
- Berry

Lipton Iced Tea Liquids



Range has 6 variants

1. Summer Peach
2. Lemon
3. Tropical Mango
4. Raspberry
5. Strawberry
6. Black Cherry
Dragonfruit

Lipton Tea & Honey Range

Iced Black & Green Tea To Go Packets



Range has 8 variants

1. Lemon Iced Black Tea
2. Mango Pineapple Iced Green Tea
3. Blackberry Pomegranate
4. Strawberry Acai Iced Green Tea
5. Mango Pineapple Iced Green Tea Pitcher
6. Black Pomegranate Iced Green Tea
7. Dragon Fruit Peach Iced Green Tea
8. Coconut Passion Fruit Iced Green Tea
9. Decaf Half Berry Lemonade & Half Iced Tea

Lipton Green Teas



Largest range with 16 variants

1. Pure Green Tea
2. Decaf Green Tea
3. Orange Passionfruit Jasmine Green Tea
4. Purple Acai Blueberry Green Tea
5. Lemon ginseng Green Tea
6. Cranberry Pomegranate Green Tea
7. Red Goji Raspberry Green Tea
8. Acai Dragonfruit Melon Green Tea
9. Decaf Blackberry Pomegranate Green Tea
10. Decaf Honey Lemon Green Tea
11. Decaf Jasmine & Passionfruit with Lemon Green Tea
12. Mixed Berry Green Tea
13. White Mangosteen Peach Green Tea
14. Honey Green tea
15. Passionfruit Coconut Green Tea
16. Mandarin Orange Green Tea

Lipton White & Red Teas



Currently has 2 variants: Peach Mango & Blueberry Pomegranate

Lipton Herbal Teas



Range has 5 variants:

1. Peppermint
2. Bedtime story
3. Pineapple Chamomile
4. Orange Blossom
5. Blackberry Vanilla

Lipton Iced Teas

Sparkling & Still



Range has 11 variants

1. Sparkling Iced Tea Raspberry
2. Sparkling Iced Tea Peach
3. Sparkling Iced Tea Lemonade
4. Half & Half
5. Sweet Tea
6. Citrus Green Tea
7. Lemon Iced Tea
8. Peach Iced Tea
9. White Tea with Raspberry Flavour
10. Diet mixed Berry Green Tea
11. Diet White Tea with Raspberry Flavour

Lipton Fresh Brew Iced Teas



Range has 5 variants

1. Cold Brew
2. Cold Brew Family Size
3. Decaf Cold Brew Family Size
4. Iced Black Tea Family Size
5. Decaf Iced Black Tea Family Size

Lipton Iced Tea Mixes



Range has 12 variants:

1. Lemon Iced Tea mix
2. Decaf Lemon Iced Tea Mix
3. Half & Half Iced tea Mix
4. Raspberry Iced Tea Mix
5. Peach Iced Tea Mix
6. Mango Iced Tea Mix
7. Diet Lemon Iced Tea Mix
8. Decaf Diet Lemon Iced Tea Mix
9. Diet Raspberry Iced Tea Mix
10. Diet Peach Iced Tea Mix
11. Unsweetened Iced Tea Mix
12. Unsweetened decaf Iced tea Mix

How do you Measure an Effective Digital Media Strategy

- Online Tools
 - Google Analytics Reports
 - Facebook Analytics
 - Twitter Analytics
 - Alexa Ranking – visitors on Website through search engine
 - Consumer interaction on websites
 - Trending on Twitter
 - Conversions

Tea Innovations for Millennials

- Packaging for convenience
- Branding with consistency & bright colors
- Infusions –Gin, Vodka, Rum , Tequila and Whisky –ABC
- Tea Menu & Selections in Outlets with cake

Tea Culture Suggestions

- Annual Tea Week –drive consumption of Tea with community events eg Athletics on Tea Farms
- Tea Tasting activities : Ex Sustainable harvest Rwanda – increase visibility and consumption of coffee in Rwanda with home roasting program for farmers
- Customer touch points at Impression Age –Teenage
- Tea tasting events & Promotions
- Tea education on You Tube –Benefits
- Tea Experience outlets
- New product development with Market Research insights
- Tea culinary competitions

Future Customers

<https://www.youtube.com/watch?v=aXV-yaFmQNk>

Thank you