‘Branding and Marketing of Tea for the 21st Century customers including Millennials’

By Dick Waswa
What Is a Brand?

*Let us start by dispelling the myths*
A brand is not a logo
A brand is not an Identity

Logo Improper Use

We encourage you to become familiar with the correct uses of the primary WPS logo and WPS watermark. The integrity of the logo must be respected at all times. Don’t stretch, condense or otherwise alter or manipulate it. Any modification of the logo confuses its meaning and diminishes its impact.

1. Do not re-create or re-size the logo.
2. Do not stretch or alter our logo in any way.
3. Do not change our logo color.
4. Do not use graphic effects or outlines on our logo.
5. Do not place our logo in a shape.
6. Do not use our logo as a fill.
7. Do not print our logo in reverse or other graphics or text on photography.
8. Do not screen the logo. It should always print at 100% ink density.
9. Do not reverse logo out of a color.
10. Do not add a crop around the sign.
11. Do not use the primary WPS logo with the WPS watermark.
12. Do not angle the WPS watermark. Always use it vertically, resting upward.
13. Do not rearrange the type, or change the size of “We Proudly Serve” proportion to the Starbucks wordmark.

For questions regarding logo usage, please contact Foodservice Marketing Service Tart Marketing@Starbucks.com or FoodServiceMarketing@Starbucks.com.

ADVICE

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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?

$T = r + d$

TRUST  RELIABILITY  DELIGHT

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?

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
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 throughout 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
• 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

- Big players are moving into tea-based food service – beginning of a global tea-themed restaurant space

- 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?
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

[Images of retail stores with product displays and customer interactions]
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

Lipton Chai Tea

Black tea with real spices

Spiced Cinnamon Chai flavor with other natural flavor

18 Pyramid Tea Bags

Net Wt: 1.3 oz (35.8g)
Innovative Designs- Lipton Lemon
Ensure your brands hang together
Innovations
Innovations

Teaware & Gadgets

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
Introduce your brand-Media

- And a plan for engaging your target audience
  - Communication materials & communication plan
    - POS, TV, Radio, Print & OOH, Social interactions, experiential activities etc
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, everywhere 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
FEEL LIGHT. FEEL ACTIVE.
Impulse Zone - POS Executions

- **SMILE WITH YOUR MOUTH FULL**
- **Happy Couple**
- **aehh, togetherness**
- **noodles with a side of smiles**
Transition Zone - Product Merchandiser
Impulse Zone - Static Cling
Impulse Zone - Aisle Violator

your secret recipe, our secret formula

your secret recipe, our secret formula
Even the OOH maintains a playful nature
Cinema Campaign

“WAKE UP AND SMELL THE TEA”
#BEMORETEA
醇享奶茶 世界风味

Lipton TEA CAN DO THAT

Lipton
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
Context & Premise – Brand Exists, Right Packaging and designs, Distribution to Market & POS, Consumer understanding through Market Research
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 outlook
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 Millennials?

- 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 Millennials
Artcaffe is 😊 drinking hot coffee.

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
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 Millenial Tea Experience
Collaboration / Tea Outlets

- Big players are moving into tea-based food service – beginning of a global tea-themed restaurant space.
- Starbucks has expressed plans to transform its Teavana acquisition into a global tea-based beverage chain out of Asia are slowly spreading their influence throughout the world.
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
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
7. Indulge
8. 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