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## Lipton

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# Lipton Stops the World

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## OVERVIEW

Lipton is one of the most well-known tea companies in America, yet 84% of people surveyed had never heard of its wellness line. While its green tea remains unmatched, Lipton's wellness tea, available since 2017, has yet to make a dent in the market. Our research shows that this unmet potential is caused by a lack of awareness, not a lack of interest. Competitors like Pure Leaf and Tazo have proven the potential for tea in the wellness community, and our research shows that consumers are willing to try Lipton's product if only they were aware of it.

## Company Insights

- Strengths: Brand loyalty, Customer satisfaction
- Weaknesses: Low product awareness, Lack of social media presence
- Opportunities: Use of influencer marketing, Promoting health benefits of the product
- Threats: Competitors, Personal preference for other drinks

## GOALS

1. Help increase brand awareness by 8% by the end of Q3
2. Change consumers perception of Lipton as a brand by the end of Q4
3. Help increase sales by 5% by the end of Q3

## Target Audience

Our target audience consists of health-conscious men and women between the age of 25-30. A large part of this audience will be new mothers looking for quick, easy and effective ways to manage their health. This audience already drinks tea for wellness purposes, but lack awareness about Lipton's options. As young millennials, this audience enjoys financially attainable products. Moreover, they are highly active on social media and care about the opinions of influencers. While this audience cares about their health, the average person only takes 1-5 hrs per week for self-care.

## **Campaign Theme**

Stop and take care of yourself with a cup of Lipton's wellness tea. This theme addresses the consumer insight of caring about their health, but not practicing enough self-care.

## **Strategy**

1. Catch media's attention to increase brand awareness
2. Have consumers try a wellness tea to change their perception of Lipton as only a green tea to a wellness option
3. Create social media buzz that encourages consumers to purchase the product

## **Tactics**

- Send media embargo to prepare news stations for Lipton Stops the World
- On April 25, position influencers and Lipton tea carts on busy street corners for Lipton Stops the World
- Open Lipton Rest Stations offering sample and product purchase in fitness hubs
- Have influencers post using #TheWorldStopsforLipton
- Partner with brands to host fitness events

## **Why This Will Work**

This campaign will raise awareness by generating both social and traditional media buzz nationwide. Our use of celebrities and the one-time-only nature of the event will make Lipton Stops the World newsworthy. Once it has been on the news, consumers will be encouraged to interact with the Lipton Rest Stations in their local communities. Samples offered at the rest stations will change consumer perception of the brand and encourage product purchases. The use of influencer marketing will allow this campaign to reach consumers in a more personal manner. Further, the use of fitness hubs and wellness influencers will allow Lipton to tap into a new market.