



T2 CREATIVE HANDBOOK

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T2

Strategic Communications 303-0

Professor Ilhem Allagui

Creative Handbook

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Campaign Objectives:

Main objective: To develop brand awareness by informing prospects and customers about the brand, and persuading them that the brand has equity in relation to competitors by 1st May 2022

Advertising: to increase brand awareness by 60% by 1st May 2022.

PR: To drive and influence good general public reviews of our brand by 80% by 1st May 2022

Digital: To establish an online identity and create positive brand perception by 1st May 2022 by:

- Increasing Instagram followers by 60% and increasing engagement of the demographic of 18-24-year-old males on Instagram by 50% by 1st May 2022
- Increasing TikTok views to 500 views per video by 1st May 2022
- Increase the click-through rate on online advertisements by 60% by 1st May 2022

IMC Strategies:

1. Advertising
2. PR
3. Digital

Advertising:

Objectives and Target Audience:

Our SMART objective is as follows: to increase brand awareness by 60% by 1st May 2022.

The target audience will be divided between traditional media and new media. Traditional media mostly comprises TV ads, radio ads, print advertising, mail, bill-boards and door to door sales. While news media mostly comprises social media marketing, email marketing, search engine optimization (SEO) and pay-per-click advertising. For our traditional media advertising strategies our main target audience will be 35-45 year old middle aged women who follow a healthy lifestyle. This is also our primary target audience. This is because according to a [survey](#) (Fig.1.1) conducted on the time spent viewing free-to-air television by age and gender, adults aged 35 years and above spend an average of one hour more watching television than young adults. Out of this women spend more time watching television than men. Thus, through the survey results we will target our traditional advertisements towards 35-45 year old middle aged women as they are the demographics that watch television.

| Age group | Evenings (6pm-midnight) (Average hrs:mins) | | Daily (2am-2am) (Average hrs:mins) | |
|------------------|---|-------------|------------------------------------|-------------|
| | Metro | Regional | Metro | Regional |
| 0-13 yrs | | | | |
| Male | 0:44 | 0:50 | 1:48 | 2:09 |
| Female | 0:47 | 0:49 | 1:54 | 2:04 |
| <i>Combined</i> | <i>0:46</i> | <i>0:50</i> | <i>1:51</i> | <i>2:07</i> |
| 14-17 yrs | | | | |
| Male | 0:47 | 0:42 | 1:09 | 1:13 |
| Female | 0:48 | 0:44 | 1:12 | 1:11 |
| <i>Combined</i> | <i>0:47</i> | <i>0:43</i> | <i>1:10</i> | <i>1:12</i> |
| 18-24 yrs | | | | |
| Male | 0:39 | 0:41 | 1:05 | 1:09 |
| Female | 0:47 | 0:55 | 1:13 | 1:31 |
| <i>Combined</i> | <i>0:43</i> | <i>0:48</i> | <i>1:09</i> | <i>1:20</i> |
| 25-34 yrs | | | | |
| Male | 1:03 | 1:05 | 1:42 | 1:51 |
| Female | 1:20 | 1:28 | 2:22 | 2:44 |
| <i>Combined</i> | <i>1:11</i> | <i>1:17</i> | <i>2:02</i> | <i>2:18</i> |
| 35-49 yrs | | | | |
| Male | 1:38 | 1:50 | 2:43 | 3:19 |
| Female | 1:47 | 1:55 | 3:00 | 3:22 |
| <i>Combined</i> | <i>1:43</i> | <i>1:52</i> | <i>2:52</i> | <i>3:21</i> |

Fig. 1.1: Time Spent Viewing Free-To-Air Television, By Age And Gender, 2008–2014

When it comes to new media, it will mostly be targeted towards 18-25 year olds, especially males. This is the target audience we concluded from our own research and survey. Young people are more inclined to watch social media advertisements than traditional advertisements. This conclusion can be taken from a survey done by [GWI](#)

[Core](#) (Fig 1.2) in 2020 which stated that Gen Zs (16-23 year olds) and millennials (24-37 year olds) make up two thirds of the market of people using the internet for product discovery. This result was not surprising as these age groups are also amongst the heaviest users of social media globally.

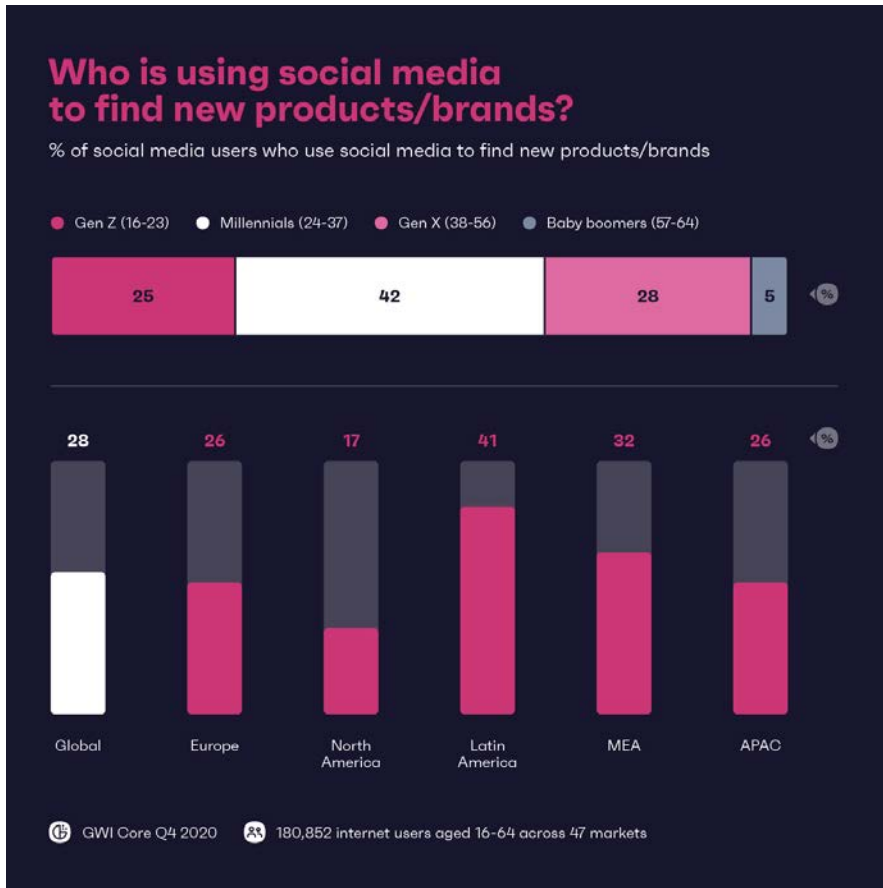


Fig 1.2:

Creative Brief:

The 'Unity In Diversity' Campaign

Tea Too (T2) is a company that specializes in the tea shop market with its first store opening in Melbourne, Australia in 1996. Multinational Unilever acquired the brand in 2013 and it now has operations in a number of countries including Singapore and the United Kingdom. The unique selling point of T2 is its wide variety of blends and the in store experience that displays the rituals of tea making. The products are packaged in a simple design with orange and black as the prominent colors used.

Now, the brand wishes to start operations in Qatar and the objective for this campaign is to introduce the local market to T2 and differentiate it from existing competition. The current obstacles that the campaign wishes to overcome are that T2 is a relatively unknown brand in the region and the market for tea is saturated with established brands like Lipton.

The target audience for this campaign is diverse but with some specific limitations. Geographically, this campaign will be limited to citizens in Doha with the possibility of spreading in other cities in Qatar through media sharing or word of mouth. The primary audience, as stated by T2's packaging design brief, will be majorly middle aged women who follow a healthy lifestyle (an estimation being 35-45 year olds). They can be both Qatari nationals or expats from other countries with an attitude of lavish spending on products of interest since T2 is expensive compared to other tea brands.

While the secondary target audience, according to our survey, will be 18-24 year old males.

People with a strong desire to try new products and those who enjoy diversity in purchase options will be particularly attracted. Audiences who like to give tea as a gift will also be inclined to try this new product as it will be positioned for a certain user class. Regular tea consumers will form the major part of the target audience as they will be the most invested in the products.

The competitive landscape is dominated by Lipton but there are other brands like Dilmah and Ahmed Tea House which have a strong standing in the Qatar market. They offer cheaper tea products which are more economical for consumers. The differentiation between these brands and T2 is that the brands have a lack of diverse tea blends while T2 has experimented more with its products. The key message in this campaign is that there is a unifying effect that T2 products have as they bring together people from different multicultural backgrounds with their extensive range of products.

The tone of this campaign will be direct and will elicit a call to action through emotional appeals to buy the product as a unifier of communities. T2 is a new player in the market and is currently unknown to the general public in Qatar. We will try to shape the perception of the consumer to hold T2 as the primary choice in cognition when it comes to purchasing tea.

Big Idea

Big Idea: Unity in diversity: something for everyone

This idea will capitalize on the fact that Qatar is a state with individuals from several different cultural backgrounds. The diversity of people in Qatar is aligned with the diversity of several different T2 tea flavors, so the idea is that the several flavours mean that there is something for everyone's tastes. Conclusively, T2 brings the diverse population of Qatar together and encapsulates values of community and unity in diversity.

Originality of the idea: The idea is original because no other tea brand has worked towards uniting people through tea. The competitor tea brands in Qatar are Tetley, Lipton, Ahmad Tea, Twinings and Brooke Bond. According to [Tetley's](#) website the big idea is that tea is as old as nature itself. [Lipton's](#) big idea is that its tea is refreshing, not just today but forever. [Ahmad Tea](#) focuses more on inspiring the love of tea within people. [Twinings](#) mostly refers to being an everyday tea brand and lastly [Brooke Bond's](#) big idea is the idea of compassion and how their tea brings people together. Therefore the idea that T2 tea unites people of different cultures as there is a flavor of tea that suits everyone does not exist and so the idea is original.

Extendibility:

A way T2 will show its extendability is through advertising its "Unity in diversity" idea by making adverts that represent the diversity of flavors in its tea and how it draws from different cultures and traditions to come up with a unique tea experience. The ads will be shared on different social media platforms with a focus on the most used

ones in Qatar. Instagram, Tiktok and Facebook are some of the most popular ones and could help the brand achieve the objective of raising brand awareness.

The advertisements could focus on the diversity of Qatar's population which consists of people from all over the world (South and East Asia, Africans and North Africans, Middle Easterners, Europeans, Americans, and more..) to convey the campaign's big idea.

Including people from all these different backgrounds with their diverse languages and ways of making tea could help bolster the campaign's big idea by showing how T2 caters to all and offers a product that can satisfy global palettes.

Media Channel Strategy:

Our media channel strategy will be used to feature our "Unity in Diversity" campaign. Although we will be advertising T2 on a variety of media including both traditional media and digital media, our message will be consistent throughout all media platforms. Since our specific target audience are middle-aged women interested in either following a healthy lifestyle or socialising and gifting tea, our media channel strategy will focus on media that women between the ages of 35-45 are most likely to consume.

We will allocate a budget Fig 2.1 to both social media and print media with a focus on the latter.

The budget would finance the social media ads which will help us reach a larger audience and the print media will similarly give more exposure and will create a sense of familiarity in the consumers when they see T2 tea products.

Within social media, our campaign will mostly feature on Facebook and Instagram as compared to Snapchat, which is more popular among today's youth as opposed to middle-aged women.

We chose Facebook as it organically offers a very good platform for advertising and Facebook is a particularly effective advertising channel that offers a lot of value to businesses who chose to advertise on the platform. According to [impact](#), customers who like a business on Facebook are 79% more likely to purchase its products. Similarly, Instagram offers a lot of opportunities for exposure and yield impressive results if used in the proper way through ads and collaborations with influencers (PR). As for Our posts on these platforms, we will include both images and short videos, which will center around our theme of unity in diversity. In order to reach out to our secondary audience, 18-24-year-old males, we will feature our campaign on Instagram and Tiktok.

Our media channel strategy will also harness the power of traditional print media by featuring our advertisements in famous newspapers. For Arabic-speaking audiences, we will feature our ads in Al-Raya and Al-Watan newspapers as well as in The Peninsula Qatar, The Qatar Tribune and Gulf Times for English-speaking audiences. We will place banner ads at famous routes in Doha, especially places frequented by our target audience; for example, in areas with lots of beauty salons or outside shopping malls.

We will also include our campaign on Arabic-language radio channels with high ratings such as Qatar Radio 90.8 FM, 96 FM, 104 FM which is part of a public service broadcasting network, as well as Al Rayyan Radio 102 FM, which provides musical

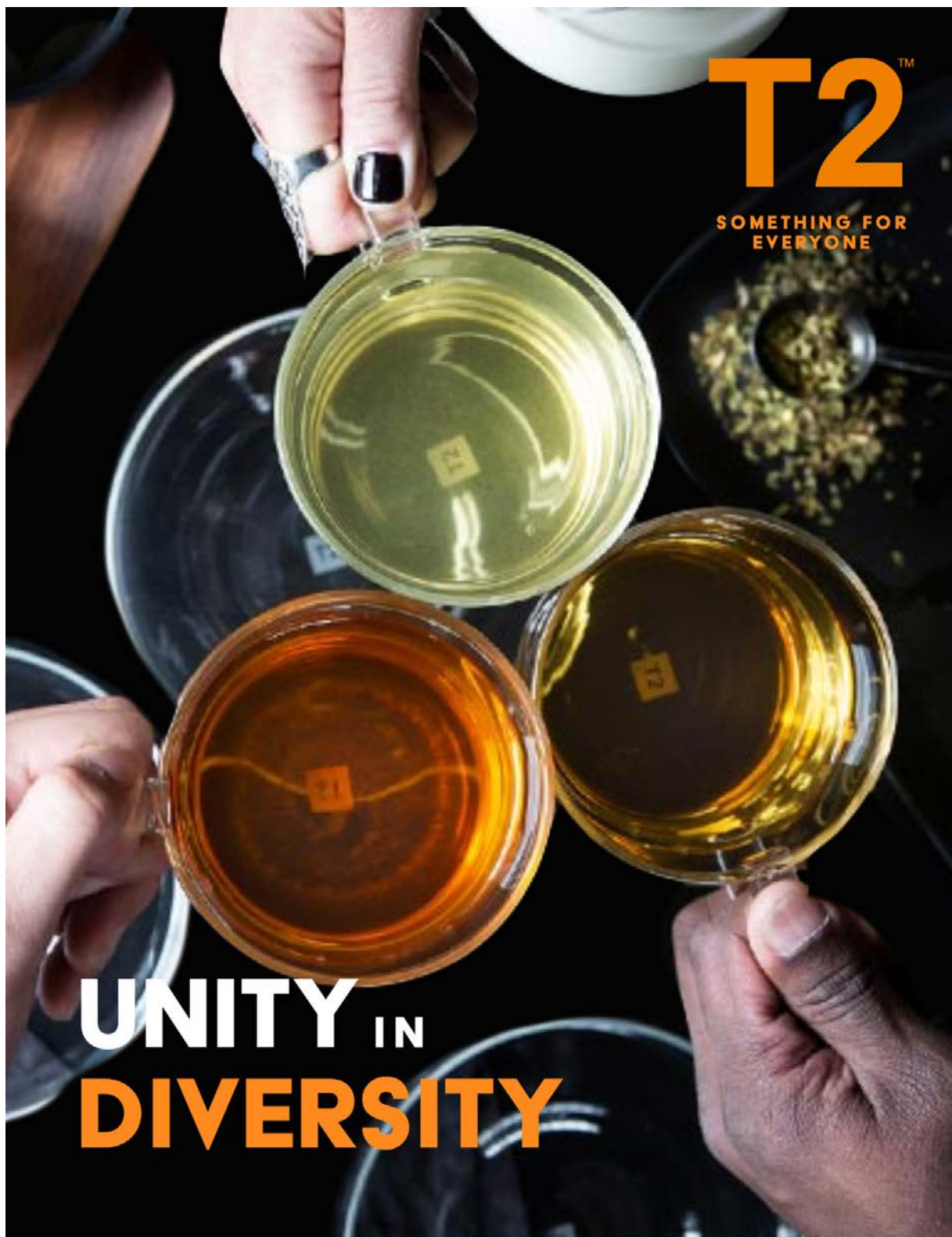
content to listeners. In order to further stress on our “Unity in Diversity” theme, our campaign will also be featured on radio channels in other languages such as the Urdu Radio 107 FM for Urdu-speaking audiences, Golfo Radio 98.3 FM for Portuguese and Spanish-speaking audiences, QFM 95.3 Bangla for the Bangladeshi expatriate community in Doha, Qabayan Radio 94.3 FM for the Filipinos living in Qatar, QFM Nepal for Nepali expats and Q Tamil radio for Tamil speakers in Doha. These media strategies will help us achieve our SMART objective of increasing brand awareness by 60% by 1st May 2022.

| INITIAL BUDGET | December | January | February | March | Apr | May |
|------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| Advertising | 70000 QAR | 30000 QAR | 40000 QAR | 20000 QAR | 20000 QAR | 30000 QAR |
| Television | 60000 QAR | 15400 QAR | 15400 QAR | 15400 QAR | 15400 QAR | 15400 QAR |
| Print | 2000 QAR | 1000 QAR | 2000 QAR | 1000 QAR | 2000 QAR | 1000 QAR |
| Radio | 1000 QAR | 1000 QAR | 1000 QAR | 1000 QAR | 1000 QAR | 1000 QAR |
| Pay-per click | 7000 QAR | 6000 QAR | 7000 QAR | 6000 QAR | 7000 QAR | 6000 QAR |
| Public Relations | 18000 QAR | 11000 QAR | 18000 QAR | 11000 QAR | 18000 QAR | 11000 QAR |
| Influencer | 6000 QAR | 4000 QAR | 6000 QAR | 4000 QAR | 6000 QAR | 3000 QAR |
| Press | 3100 QAR | 1730 QAR | 3094 QAR | 1730 QAR | 3094 QAR | 1730 QAR |
| Corporate blogs | 2000 QAR | 1100 QAR | 2000 QAR | 1100 QAR | 2000 QAR | 1100 QAR |
| Journalists | 5900 QAR | 4000 QAR | 5900 QAR | 4000 QAR | 5900 QAR | 4000 QAR |
| Digital | 20000 QAR | 10000 QAR | 20000 QAR | 10000 QAR | 20000 QAR | 10000 QAR |
| Facebook | 2000 QAR | 1000 QAR | 2000 QAR | 1000 QAR | 2000 QAR | 1000 QAR |
| Instagram | 2000 QAR | 1000 QAR | 2000 QAR | 1000 QAR | 2000 QAR | 1000 QAR |
| TikTok | 2000 QAR | 1000 QAR | 2000 QAR | 1000 QAR | 2000 QAR | 1000 QAR |

Fig: 2.1

Creative Advertising Strategy:

Print Ads:



T2TM
SOMETHING FOR
EVERYONE

UNITY IN
DIVERSITY

T2™

SOMETHING FOR EVERYONE

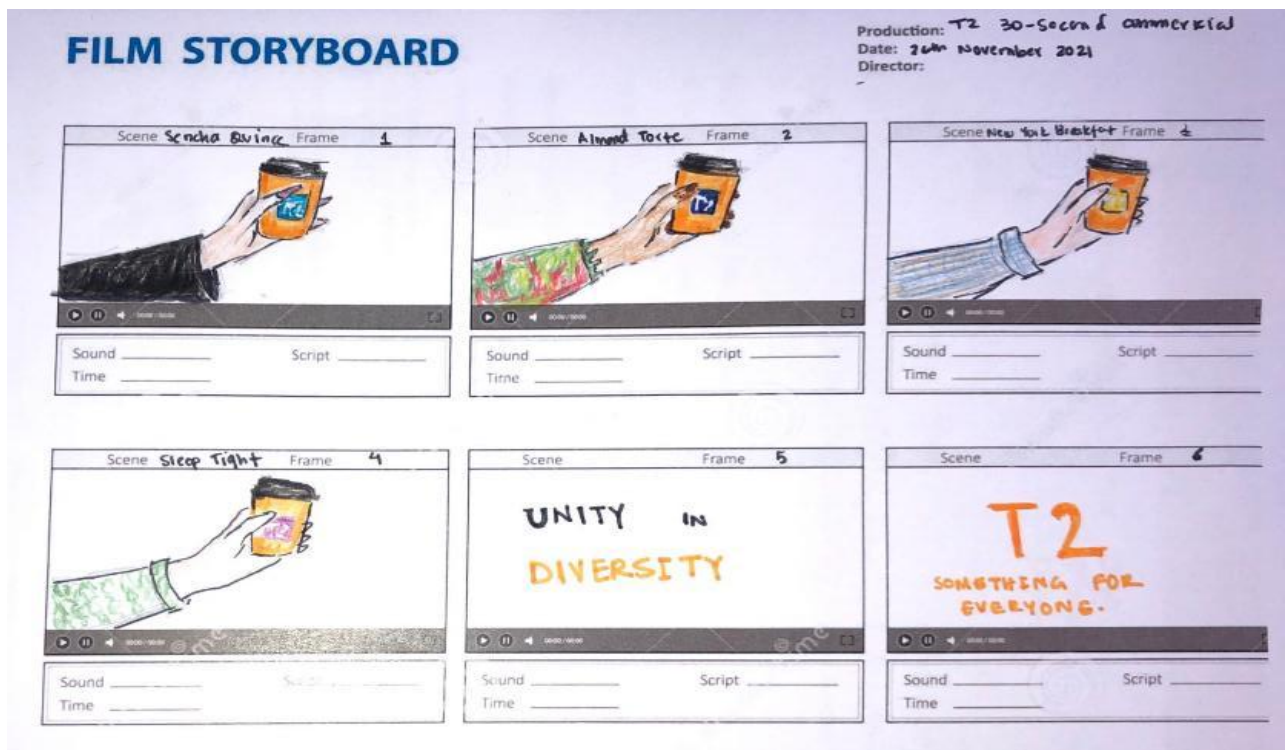
UNITY IN DIVERSITY



30 Second Commercial:

The commercial will have a minimalistic design approach where the focus is on hands and cups of T2 tea. The background will be white for this reason. The commercial will feature several different hands showing different skin tone, age, and jewellery to underscore a sense of diversity within the Qatari culture. Each hand will hold a cup of T2 tea, but with each hand, the flavour of the tea will change to a unique and different flavour to show the range of diverse flavours that T2 has. The flavours featured in the ad include Sencha Quince, Almond Torte, New York Breakfast, and Sleep Tight. The hands holding the tea will very rapidly change and graphically match with each other to symbolize the similarity between all the hands despite the differences - all the hands are lifting a cup of T2 tea. An [upbeat drum track](#) will play in the background to rhythmically sync with the switching of one hand and the next. The commercial will conclude with a reordered sequence of the same hands until the screen is empty with the text: #UnityinDiversity followed by “Something for Everyone” and T2’s logo.

Storyboard:



10 Second Video Commercials:

1. T2 will establish its presence on TikTok due to its rising use in Qatar. The target audience of 18-24 year old men is very easily reachable through this platform since the majority of TikTok users in Qatar fall under this category. (Look at the section on Influencer Program to see exact statistics of TikTok use in Qatar) The TikTok trend of “passing the phone” will be used where several different people of different communities and different clothing will “pass” a cup of T2 tea, each person holding a different flavour of tea. Conventional and trendy TikTok transition edits (match-cuts) can be employed. The end result will be similar to a [Pass it to Kevin](#) Challenge video (hyperlinked here). Viewers will be encouraged to recreate the TikTok with their friends and tag T2’s account on their videos. Consequently the viewers’ videos will be reposted on the T2 account. The rationale is that this idea is consistent with the 30-second-advertisement idea but is

catered for the TikTok audience with its editing and human-centered approach, while ensuring consistency in the message.

2. Our second advertisement will have an empty cafe counter. One at a time a cup will be placed on the counter. The first two cups would be any other color than orange (as orange is the color used by T2) and the last cup will be orange. When the orange cup is placed, the other two cups will disappear, which means that T2 tea is the only tea good enough for drinking. It is the superior tea. (This ad is in our presentation)

Web and Social Media Executions:

Instagram:



t2tea_qar 3 + ☰




24 Posts 46 Followers 59 Following

Bringing world class tea from Australia to your doorstep 
  

▾

Story Highlights ▾



Posts in detail:

FLAVOUR OF THE WEEK

SLEEP TIGHT: TO FEEL RELAXED
CALM AND COLLECTED



FROM THE HEART OF **AUSTRALIA**



TO YOUR **DOORSTEP**

T2TM
SOMETHING FOR
EVERYONE

**GIFT AN
EXPERIENCE**





HEALTH BENEFITS OF SLEEP TIGHT:

HELPS YOU SLEEP AT NIGHT
BY RELAXING YOUR NERVES

T2TM
SOMETHING FOR
EVERYONE

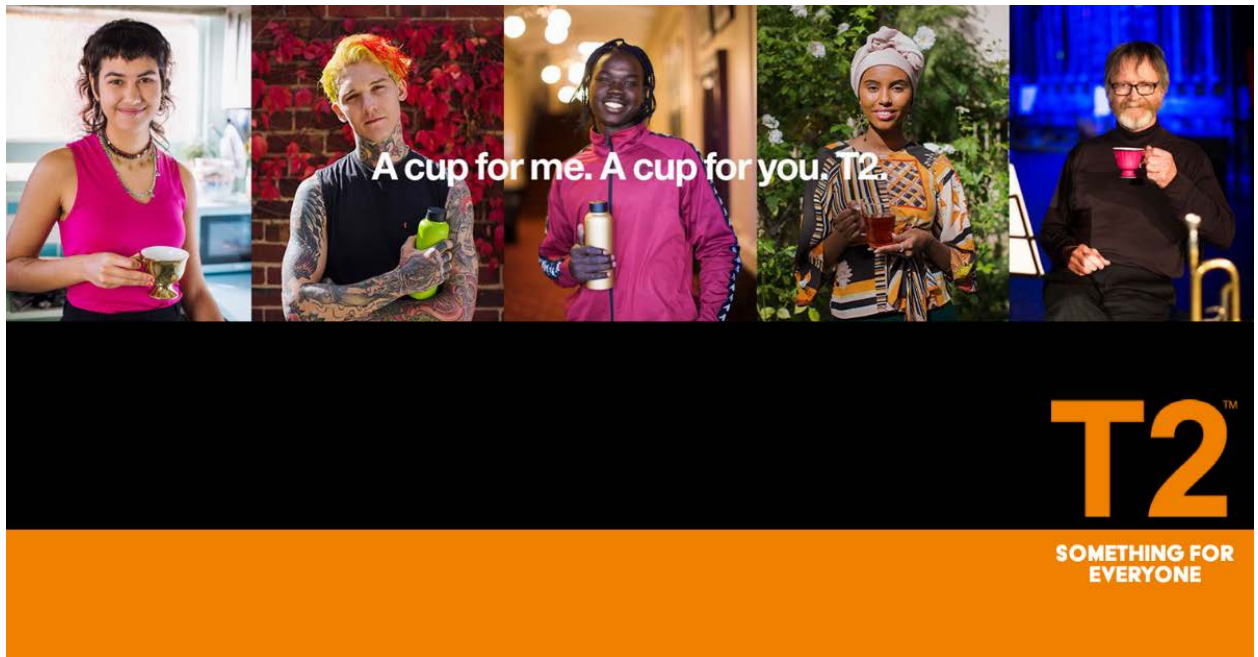
#SPILLTHETEA

IMPRESS YOUR FRIENDS.





Facebook and Twitter Banner:



Tiktok:

Video advertisement is inserted in our presentation

Public Relations Strategy:

Objective and Target Audience:

Public Relations (PR) refers to the publicity and other communications with all of the groups that make contact with the company (Clow & Baack, 2017, p. 387).

Business to business strategies are an important part of public relations strategies as PR is a long term strategy and B2B can help businesses get referrals from other businesses.

T2 can start identifying businesses that have an influence in the industry and that could help them get more customers and increase their brand awareness. For instance, T2 can reach out to a company specialized in making tea mugs or other tea accessories to promote their product to the consumers of that particular brand. People interested in a company who sells tea accessories are also more likely to be interested in tea products and so this is a good target audience and B2B strategy for T2.

The SMART objective for the Public Relations strategy is to drive and influence good general public reviews of T2 by 80% by 1st May 2022.

The target audience for Public Relations is different from that of Marketing campaigns. The audience for the Public relations strategy is a lot more than just consumers, there are several stakeholders, or people or groups with vested interests in the company's activities (Clow & Baack, 2017, p. 370), that are the target audience in this case. Not only are potential customers based on survey results along with current customers of competitors is considered, but anyone who influences the customers and public is also considered ([Class: PR, 2021](#)). Based on the social media engagement of the competitors, the main target market of the competitors seemed to

be middle-aged women of South Asian or Arab origin, so this is also a demographic that falls within the target market of T2 (35-45 year-old women).

In line with T2's modern approach towards tea and remaining consistent with the big idea of community within diversity, T2 will employ the strategy of influencer PR. Influencer PR is similar to influencer marketing, however, instead of a marketing effort, influencers are engaged in a Public Relations effort where they are placed on a PR list and requested to provide honest reviews of the product. The PR package can explicitly be like a gift, motivating the message of promoting gifting. Hence, besides the demographic of 18-24 year-old males and 35-45 year old females, a primary target audience in the PR strategy will be influencers. This is because influencer PR tactics are used to create a sense of relatability and humanity to brands. The feeling that the big message hopes to instill is unity and community, and the impact of positive influencer reviews on customers is consistent with those feelings.

Media Relations:

Public relation employees observe stakeholders, and when appropriate, target them with communications. Stakeholders can be both external and internal. (Clow & Baack, 2017, p. 370). The external stakeholders include journalists as well. Media relations refer to the practice of building mutually beneficial relationships between public relation professionals and members of the press. However, media relations is distinct from public relations. PR uses multiple channels to generate publicity for the brand and the media is one of them. Similarly, while marketing and advertising offer direct channels

of communication for our brand, media relations bring the advantage of third party validation. It is a means of maximizing positive coverage without having to pay directly for advertising.

For media relations, our first task would be to compile a media list with all the names of media agencies we want to send press releases to. For this, we will have our public relations staff conduct extensive research on media agencies in Qatar and familiarize themselves with the agencies' specific beats and areas of interest. We will then reach out to specific outlets/ journalists and will write personalized emails for each. When journalists quote us online, they will include direct links to our website which will improve our search engine optimization by generating more traffic to our websites and improving our search rankings. All this will help us achieve our overall objective of increasing brand awareness.

In media relations, it is also important to maintain a consistent and ongoing relationship with the press. Hence, we will have our PR staff regularly keep us with magazines, newspapers, blogs, and journals.

Influencer Program:

The influencer program focuses on gaining good publicity from influencers and thus promoting T2 to the general public. The influencer program will largely focus on T2 being promoted by three macro level influencers and five micro level influencers. The influencers should focus on different aspects of life and be on different social media

platforms. Influencers with the following of different sizes and demographics should be picked in order to appeal to the aspect of diversity of the overarching campaign. So for example, under the category of food we would want to be endorsed by bloggers like @Eat.974 on TikTok, under health and lifestyle influencers our main target would be influencers like Fouz Alshatti (@Fouz_Alshatti) on Instagram and Dasha Tsaryk on TikTok and lastly through blogs we would like to target someone like @thefineprintofbeingamom.

The reason why we have selected these specific influencers is because they all target T2's target audience in addition to how they perform well on TikTok's algorithm and show up on the "For You" page of Qatari users. The influencer program will aim to not only increase brand awareness but also provide organic, good reviews to the public which will develop a good reputation of T2.

On Tiktok, we will target our 18-24 year old male target audience through influencers like Eat.974 who are food influencers with over 156.7K followers. The main demographics of TikTok in Qatar, according to [Start.io](#) (Fig. 3.1) shows that the most active users are between the age of 25-34 with 86.2% of them being males. Therefore, Eat.974 will target the 18-24 year olds male, which is the target audience identified from our survey demographic.

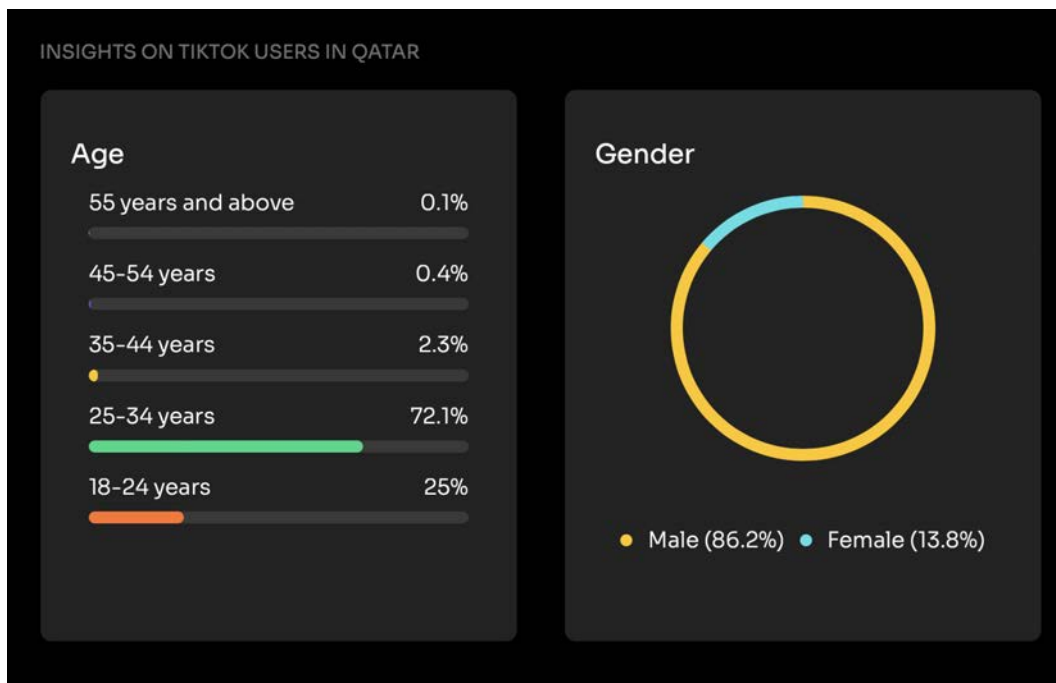


Fig. 3.2: Demographics of TikTok.

On Instagram, we will use health and lifestyle bloggers such as Fouz Alshatti to highlight the health benefits of T2. Our main target audience are 35-45 year old females who want a healthy lifestyle. Thus an influencer like Fouz Alshatti fits perfectly in influencing this target audience. This is because she too is a middle aged woman who is living a healthy lifestyle and thus her target audience is also very similar to her.

Lastly, bloggers such as @thefineprintofbeingamom also target the same demographic and thus will further reinforce T2 as a brand to our target audience. Our target audience, which mostly comprises 35-45 year old females would see the brand on two different platforms, being endorsed by two different influencers. This would help the

brand not only gain credibility but also make the audience more aware about it and help it establish a reputable brand image.

Thus, through this influencer program strategy, T2 will gain good publicity from influencers which will help promote it to the general public, especially our target audience of 35-45-year-old females and 18-24 year old males.

Content Strategy:

T2 promotes Unity in Diversity and that will be the guiding metric for the company's Public Relations strategy. We have three major objectives that we wish to meet. Firstly, we want to drive a buzz around the brand and promote the diverse range of products that T2 offers in an attempt to build brand awareness. This will feed into our second objective which is to retain customers and employees and support them through open communication channels. The final goal is to be a brand that is inclusive towards all customer needs and complaints. Since we are new to the market, we must develop a connection with our brand's consumers to build a loyal customer base.

While developing the content strategy it is extremely important to keep the target audience in mind. Our primary audience is middle aged (35-45 year old) women who follow a healthy lifestyle. While the secondary target audience, according to our survey, will be 18-24 year old males. They can be both Qatari nationals or expats from other countries with an attitude of lavish spending on products of interest since T2 is expensive compared to other tea brands.

We will gather insights from our sales team on the media platforms most used by our target audience and finalize the delivery channels thereafter. From a preliminary evaluation, we will be using Instagram as the primary social media platform with endorsements from influencers like “Fouz Alshatti”. Print advertisements will be used on banners which line the streets in the metropolis (Doha) especially in places like The Pearl, Msherib and Lusail. In this case, we will obtain permits from the Municipal Control Department of Doha. Our search engine optimization (SEO) experts (people who work to increase website visibility when people search for the product in search engines like Google) will help us determine the extent of our paid search which will be undertaken with Google Analytics by May 2022.

The evaluation of our PR strategy will be done using three main metrics. The first will be to monitor the total number of visits to the T2 website through online analytics. For social media, total number of new followers, total number of views, likes and shares will be monitored to ensure an increase in engagement and brand awareness. Reduction in support calls and increase in customer service ratings would be a positive indicator for our first objective. Finally, a general increase in sales from retailers would indicate an increase in brand awareness. We will calculate this increase from December 2021 to May 2022.

For community engagement purposes we will have press releases to clarify T2’s commitment to sustainable environmental policies. Our media outreach team will be

focusing on fostering relationships with freelance journalists and media organizations like Doha News, ILoveQatar and the Gulf Times. This will make an avenue for us to have sponsored advertisements. We will be making use of corporate blogs on the T2 website which will post updates on the company's future endeavours.

Digital:

Mobile Strategy:

According to [statistics](#) by the Qatari Ministry of Transport, smartphone usage in Qatar has reached 75%. The majority of users fall into the age category of 15-34 years old which also matches the age group that filled our survey.

Since the rate of mobile phone usage is high in Qatar, mobile marketing is another digital strategy T2 tea can capitalize on to reach more consumers.

In fact mobile marketing offers new opportunities for marketers to engage with consumers since people use their phones more frequently to access the internet in our digital and fast paced world.

One thing T2 will consider when developing its mobile marketing strategy is to create engaging content with visuals that catch user's attention, since the majority of users would be more likely to consume video and picture content on their phones.

The brand T2 can also make the shopping experience for consumers more easy and accessible on the phone by developing an app. Developing an app would encourage more users to interact with the brand and would make ordering items online more convenient since they can do it through the phone.

The performance and quality of the app also matters a lot in this case since "70% of consumers say that the performance of an app influences their perception of a brand."(Clow, K. E. (2013). Integrated advertising, promotion and marketing communications, 4/e. Pearson Education India.

It is crucial, thus, that T2 develops an app that provides a great and streamlined buying experience to encourage consumers to use and download the app. This will help T2 engage with its consumers and streamline the buying process.

QR codes are also another effective mobile strategy since it also offers a convenient way for consumers to access the brand's website by simply scanning and without having to physically search for it. This means that consumers will be more likely to browse through T2's website if they can just do so by scanning a QR code.

QR code can also be used to engage with consumers through adding QR codes for the brand on magazines or stands and then redirecting the consumers to a page with T2 recipes or other fun content that users will be interested in seeing.

Overall mobile marketing strategies can help T2 engage with consumers and build a two communication between the brand and the consumers. Mobile marketing also helps with streamlining the buying process and would help T2 get more reach since more people use their phones nowadays.

Social Media Strategy and Execution:

For its social media strategy, T2 will tap into the statistics of demographics in Qatar including what age and ethnicity groups are more likely to use a specific social media channel. Then, T2 will mould their approach and tone in accordance with each channel, ensuring that the content it releases performs well on every individual algorithm and appeals to audiences. All of this will be done while remaining consistent with the big idea of unity in diversity and how there is something for everyone with T2.

For the execution of this strategy, T2 can have a social media calendar where posts of specific style are created and released at specific intervals of time. For example, every week, T2 can post a visual about a new unique flavour and attribute personality traits to the flavour. For Herbal Tea and Floral Tisane, it can be said that it is a refreshing, calm, collected, caffeine free blend for enthusiasts of natural flavours such as fruits and herbs. It is for the meditators, the free spirited, and the bullet journalers. In the caption, the followers will be encouraged to tag a friend who would enjoy this blend. Remaining consistent with the concept of humanizing tea flavours, more lighthearted posts of “Tag Yourself: T2 Tea Addition” can also be created where similar personality attributes are listed underneath several tea flavours and followers are encouraged to tag themselves. The rationale behind this is that the “Tag Yourself” format is very popular on Instagram and performs well on the algorithm, and it guarantees customer engagement online, enabling T2 to fulfil its goal of brand awareness.

Social media is one of the most powerful tools that a business can use to boast its online presence and achieve its growth objectives. Nowadays, social media is becoming more influential and has been growing exponentially as more consumers get their information online. This can be both an opportunity for brands who capitalize on social media platforms and effectively use it to raise brand awareness and a threat for brands who are still not on social media and who are thus missing out on key business opportunities. In this changing marketing ecosystem, it is thus essential for brands to define a digital strategy and plan of execution that will help the brand achieve its sales objectives.

In the case of T2, the digital strategy will help the brand achieve the following objectives:

- Fostering brand loyalty and building a brand identity that promotes T2 as an inclusive brand that supports diversity
- Engagement with consumers to grow an audience on different social media platforms
- Reach more consumers and increase the number of sales through social media promotion

Most consumers have now switched to online and social media, thus this is an opportunity for T2 to capitalize on this and design a strategy to reach more consumers.

To achieve the aforementioned objectives, T2 needs a clear social media strategy that yields strong results when executed.

T2 can use interactive marketing to engage consumers through using interactive content that aligns with the brand values and desired image they want the consumer to have about the brand.

T2 should focus on making compelling visuals and ads that don't disrupt consumers but rather get their attention. This could be done if the ads are creative and have a message that appeals to consumers' specific desires and needs.

Social media engagement could be bolstered by T2 through different social media platforms, with a suggested focus on Instagram and Facebook.

Facebook is largely used in Qatar and is a very powerful advertising platform that can help T2 target consumers and raise awareness about the brand through the use of paid facebook ads.

Instagram, on the other hand, offers more opportunities to engage consumers with visually aesthetic content and can help T2 attain a larger audience through increased numbers of followers. T2 can also harness the power of social media to do PR through paid partnerships with influencers with large followings and whose audience would most likely be interested in purchasing T2 tea.

T2 can use interactive marketing to communicate a clear brand purpose and message, in this case T2's commitment to diversity and inclusion.

Moreover T2 should make sure all its posts and videos on social media platforms communicate the same message and values of unity in diversity. This will ensure the campaign is integrated and cohesive and will help T2 build a distinctive brand identity that consumers will be able to recognize across different social media platforms.

Increased engagement on social media also offers an opportunity for T2 to increase traffic to its websites and boost sales. This could be achieved through stronger marketing of the brand as an inclusive quality tea brand that caters to all tastes.

Consumers who would identify with the message of unity in diversity that T2 is promoting would develop an interest in the brand and visit the website which will help T2 improve traffic to their website and increase sales.

Another way this could be done is through producing content that will guide consumers towards the website by including links, while making sure the website is streamlined and user friendly.

Conclusion:

Message evaluation techniques examine the messaging and the physical design of the advertisement among other elements and strategies of the campaign (Clow & Baack, 2017, p. 422). For this campaign, it is important to evaluate the cognitive factors of the campaign, including the extent of name recognition for T2 in Qatari prospects, and the association of the brand with its equity or unique attribute, bringing unity within diversity.

We will achieve this objective through multiple methods such as measuring web traffic, launching a brand awareness survey, tracking our social media engagement, tracking our brand search volume, and finally tracking our content performance.

We will measure web traffic through different software like Google Analytics. We can track the number of people who landed on our website by directly typing our URL in the address bar and we will get the number of people who landed on our website through direct-traffic and net new traffic by finding out the number of people who landed on our website by clicking on an email link or document link.

Another way to see if our objective is achieved is through launching a brand awareness survey. This would be a way for us to see how our target audience reacted to our product and if it is a part of their cognitive recall. To measure the success of the Advertising campaign, the Key Performance Indicators (KPI) could be baseline and endline surveys inquiring the customer's feelings and knowledge about T2 in terms of

price, quality, packaging, and the cognitive association of the product with the notion of community and unity in diversity.

Similar to Advertising, the KPI to see if the Public Relations objectives were successful can be baseline and endline surveys conducted before and after the PR campaign to see its impact on general public reviews.

The baseline survey could be like the survey we created and collected responses for. Meanwhile, the endline survey could be sent to customers who make a purchase. The survey will involve questions about the price, flavour, quality, emotional significance, and packaging of T2 in particular. There could also be questions asking where the customers first learned about T2, where they can either answer by saying they saw a television ad, digital ad, print ad, or say that they learned about it from T2's social media, or that they learned about it from an influencer and include the influencer's name.

This will enable us to find correlations between customers who rated the product high in terms of its attributes such as price, flavour, quality, or emotional significance, with the specific media channel or influencer they learned about T2 from.

Online evaluation metrics will be used to examine online digital and social media campaigns (Clow & Baack, 2017, p. 422). The KPI to see if the digital campaign, particularly social media, was successful, insight tools on business accounts of social media can be used.

The Instagram insight section can help decipher new followers and reach, dividing them based on demographics such as age, gender, and location. This will help not only understand the increase in followers, but the increase in reach from 18-24 year-old men in particular as well. Tracking social media engagement is also a way to see if brand awareness has increased. Through comments we can see organic reactions and reviews to our brand, through the number of likes and shares we can see if our brand is becoming more popular within the public.

The same goes with Tiktok, where an increase in followers by 1st May, 2022, can be compared with a baseline value recorded at the beginning of T2's launch in Qatar. Besides this, the click-through rate, representing the number of people who clicked on the 30-second commercial and were redirected to the T2 website from host websites (such as, the commercial placed between YouTube videos) can be used to measure consumer engagement with the commercial on digital platforms.

The same goes for our brand search volume. If people use organic branded key terms to reach our website instead of the URL that means our brand search volume has increased. This is a great way to measure brand awareness as it proves that these customers know what our brand stands for. This can be done through tools like Google Adwords, Keyword Planner and Google Trends to check the brand volume.

The last way to track brand awareness is through tracking our content performance. This is done through analyzing the brands content performance on social media posts and its performance amongst our target audience.

Through these different strategies, we can accurately check by how much our brand awareness has increased and if we were able to achieve our SMART objective.

References:

Clow, K. E., & Baack, D. (2017). *Integrated Advertising, promotion, and Marketing Communications*. Pearson.

Target audience: Identify yours to improve PR and marketing. Class. (2021, November 18).

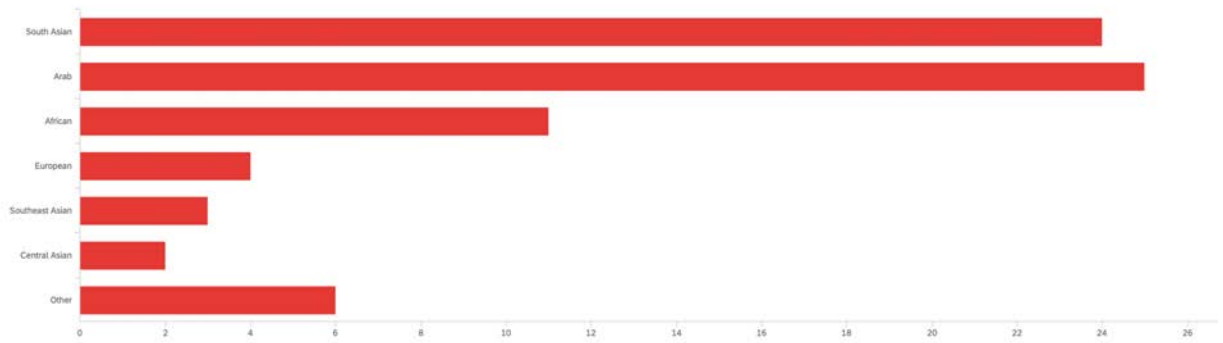
Retrieved November 24, 2021, from <https://class-pr.com/blog/target-audience/>.

Appendix:

Survey Results:

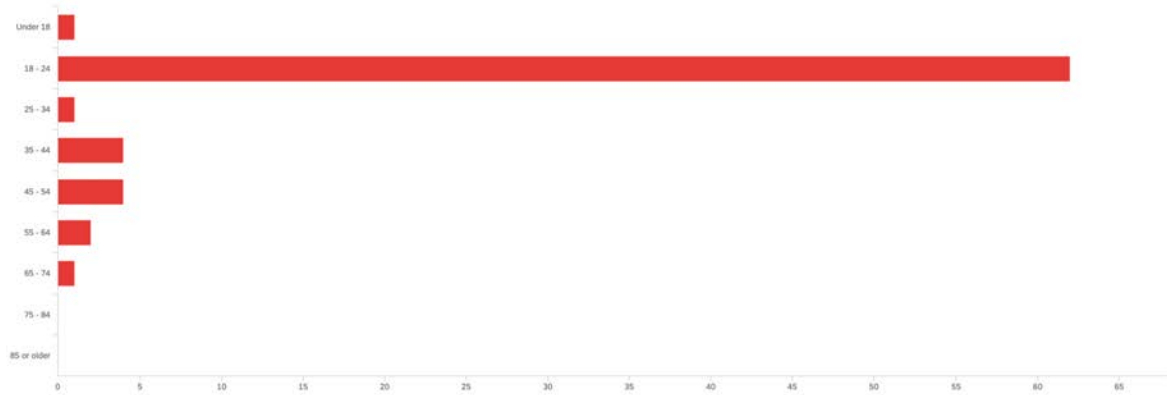
Q1 - What ethnic group do you belong to?

Page 0



Q2 - How old are you?

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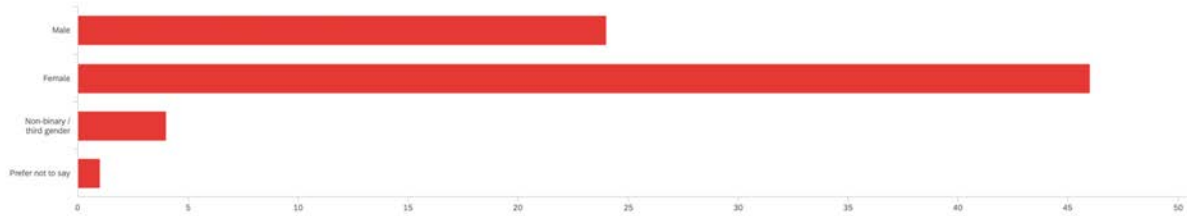


| # | Field | Choice Count |
|---|-------------|--------------|
| 1 | Under 18 | 1.33% 1 |
| 2 | 18 - 24 | 82.67% 62 |
| 3 | 25 - 34 | 1.33% 1 |
| 4 | 35 - 44 | 5.33% 4 |
| 5 | 45 - 54 | 5.33% 4 |
| 6 | 55 - 64 | 2.67% 2 |
| 7 | 65 - 74 | 1.33% 1 |
| 8 | 75 - 84 | 0.00% 0 |
| 9 | 85 or older | 0.00% 0 |
| | | 75 |

Q3 - What is your gender?

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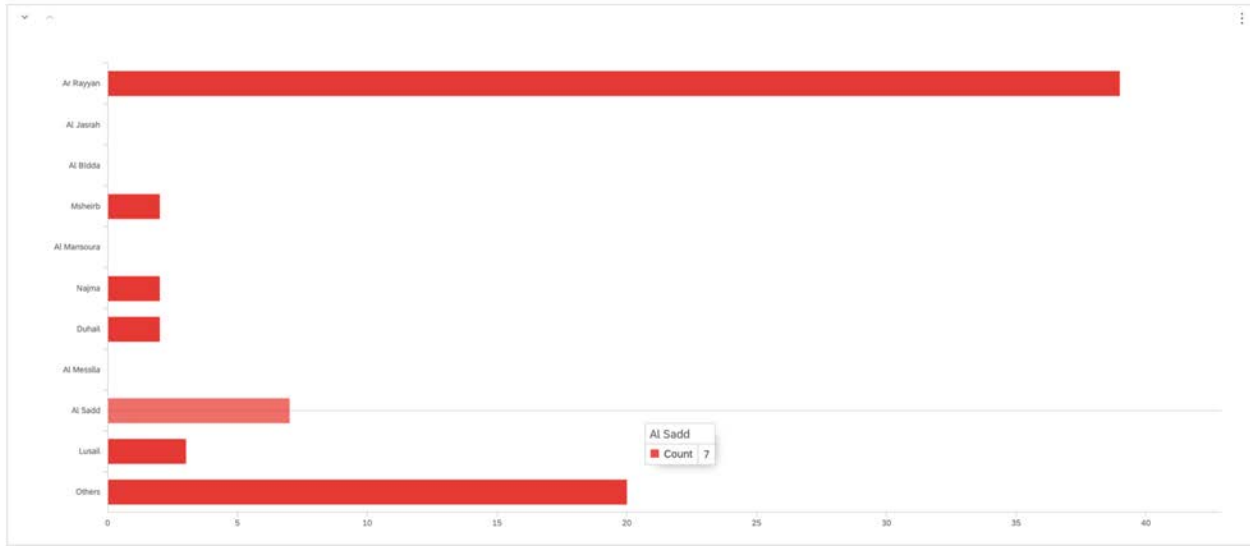


| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|----------------------|---------|---------|------|---------------|----------|-------|
| 1 | What is your gender? | 1.00 | 4.00 | 1.76 | 0.61 | 0.37 | 75 |

| # | Field | Choice Count |
|---|---------------------------|--------------|
| 1 | Male | 32.00% 24 |
| 2 | Female | 61.33% 46 |
| 3 | Non-binary / third gender | 5.33% 4 |
| 4 | Prefer not to say | 1.33% 1 |

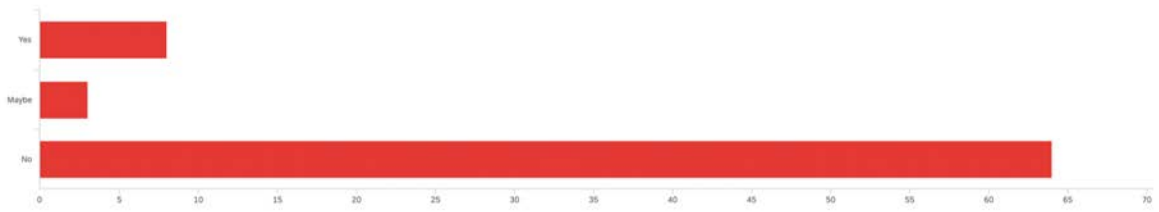
Q4 - What region in Qatar do you reside in?

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Q5 - Have you heard about T2 tea before?

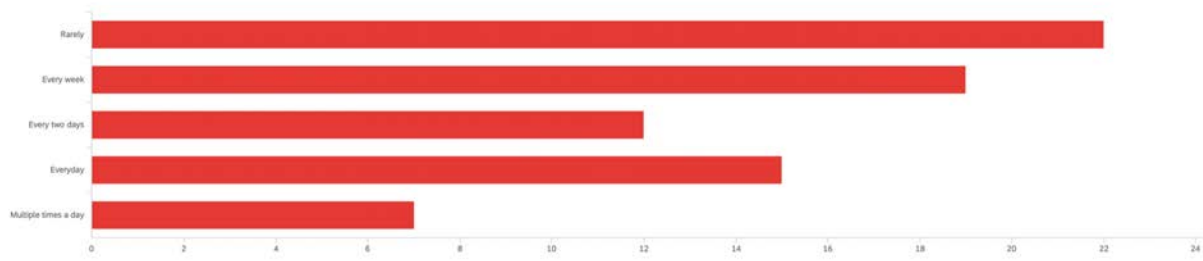
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| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|-------------------------------------|---------|---------|------|---------------|----------|-------|
| 1 | Have you heard about T2 tea before? | 1.00 | 3.00 | 2.75 | 0.63 | 0.40 | 75 |

Q6 - How often do you drink tea?

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| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|-----------------------------|---------|---------|------|---------------|----------|-------|
| 1 | How often do you drink tea? | 1.00 | 5.00 | 2.55 | 1.34 | 1.79 | 75 |

Q7 - On a scale of 1 to 5 (1 being the least and 5 being the most), How important is tea in your everyday diet?

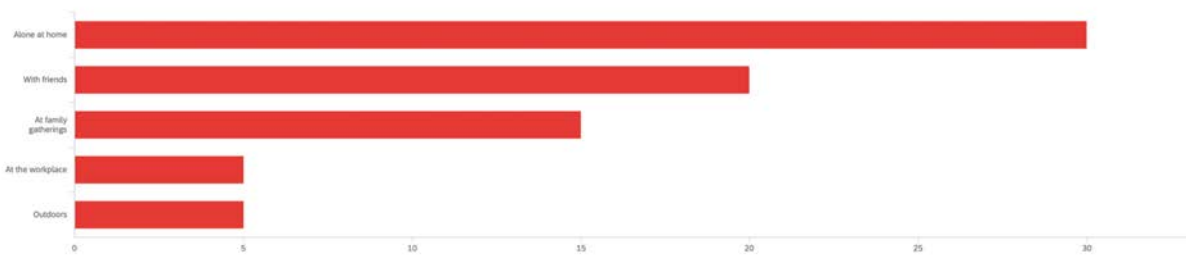
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| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|-------------------------|---------|---------|------|---------------|----------|-------|
| 1 | Click to write Choice 1 | 1.00 | 5.00 | 2.79 | 1.29 | 1.66 | 75 |

[+ Add Note](#) [+ Add Visualization](#)

Q8 - In what settings do you usually drink tea?

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| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|--|---------|---------|------|---------------|----------|-------|
| 1 | In what settings do you usually drink tea? | 1.00 | 5.00 | 2.13 | 1.20 | 1.45 | 75 |

Q9 - How much money do you spend on tea?

Page Options

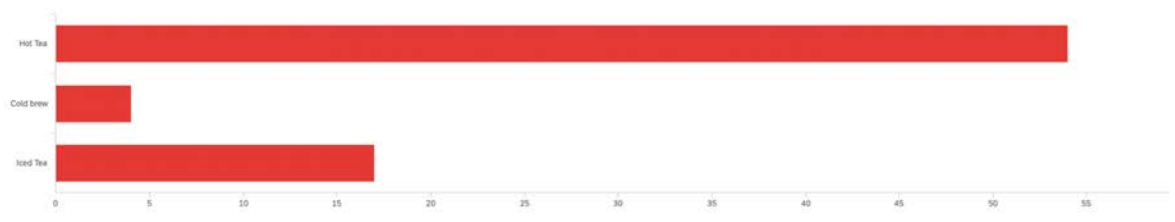
| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|-------------------------------------|---------|---------|------|---------------|----------|-------|
| 1 | How much money do you spend on tea? | 1.00 | 4.00 | 1.59 | 0.91 | 0.83 | 75 |

| # | Field | Choice Count |
|---|--------------------|--------------|
| 1 | 15 Riyals or under | 64.00% 48 |
| 2 | 15-25 Riyals | 20.00% 15 |
| 3 | 25-40 Riyals | 9.33% 7 |
| 4 | 40+ Riyals | 6.67% 5 |

Showing rows 1 - 5 of 5

Q10 - What type of tea do you usually go for?

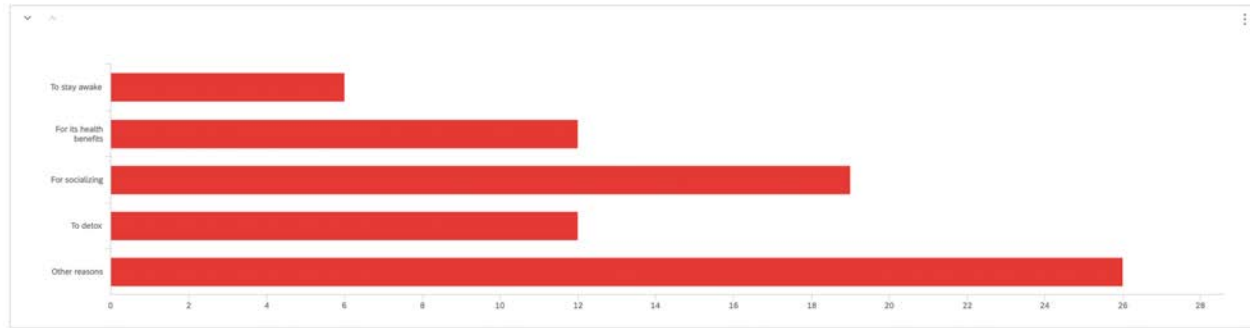
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| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---|---------|---------|------|---------------|----------|-------|
| 1 | What type of tea do you usually go for? | 1.00 | 3.00 | 1.51 | 0.84 | 0.70 | 75 |

Q11 - Why do you drink tea?

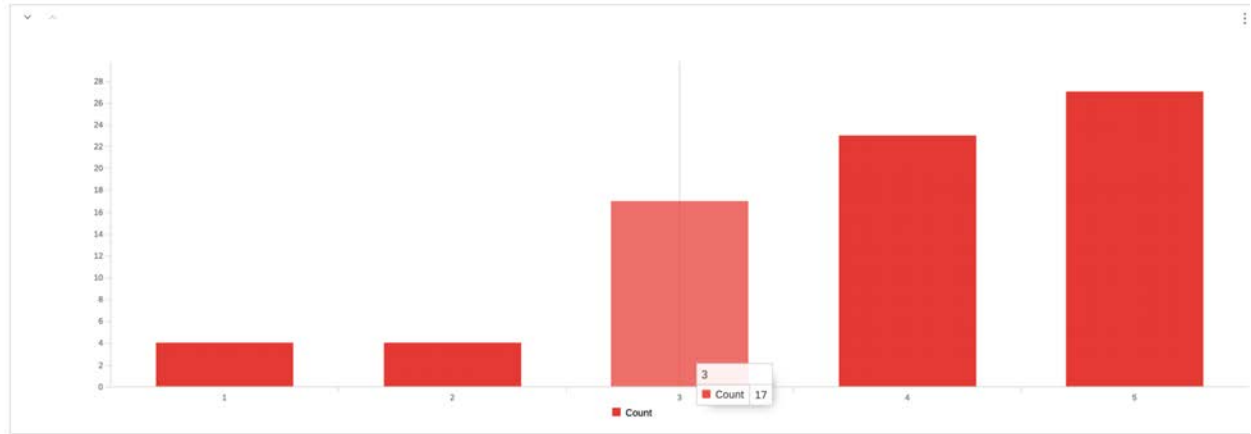
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| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|-----------------------|---------|---------|------|---------------|----------|-------|
| 1 | Why do you drink tea? | 1.00 | 5.00 | 3.53 | 1.32 | 1.74 | 75 |

Q12 - On a scale of 1 to 5 (1 being the least and 5 being the most), how important is the flavor of tea to you?

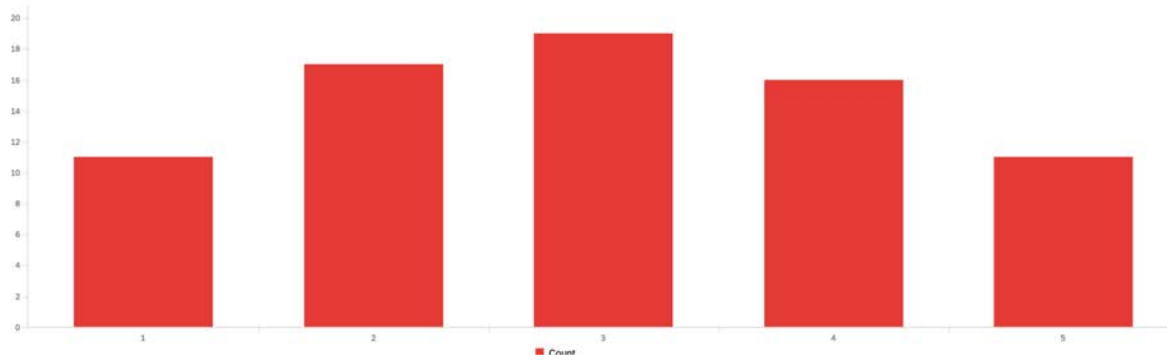
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Q13 - On a scale of 1 to 5 (1 being the least and 5 being the most), how important are health benefits to you when it comes to drinking tea?

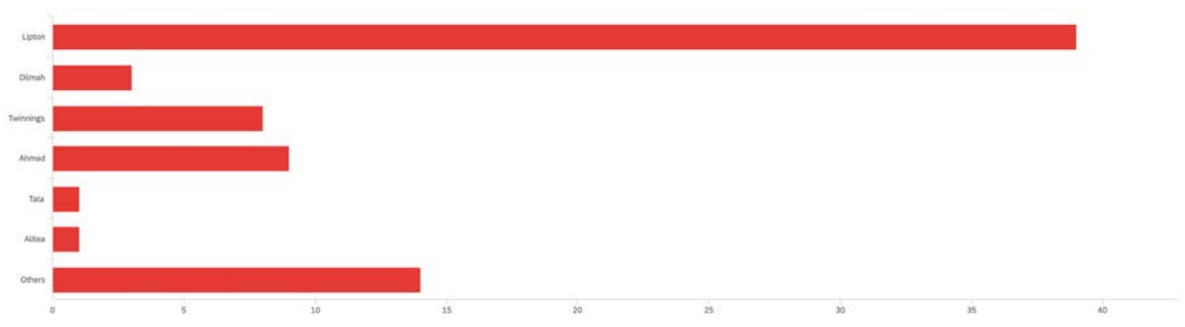
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| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|-------------------------|---------|---------|------|---------------|----------|-------|
| 1 | Click to write Choice 1 | 1.00 | 5.00 | 2.99 | 1.28 | 1.63 | 74 |



Q15 - What brand of tea do you usually purchase?

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| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|--|---------|---------|------|---------------|----------|-------|
| 1 | What brand of tea do you usually purchase? | 1.00 | 7.00 | 2.85 | 2.32 | 5.38 | 75 |

Q16 - On a scale of 1 to 5 (1 being the least, 5 being the most), How satisfied are you with your current tea brand?

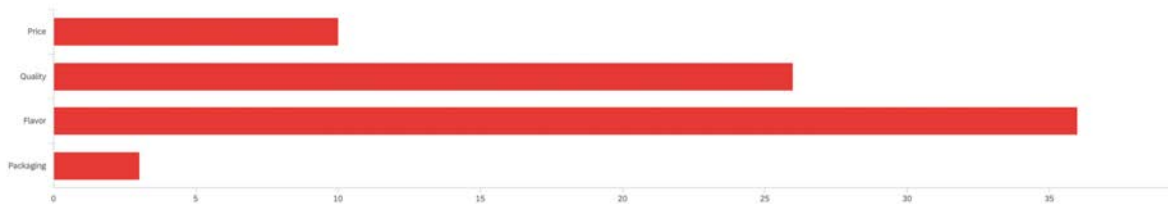
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| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|-------------------------|---------|---------|------|---------------|----------|-------|
| 1 | Click to write Choice 1 | 1.00 | 5.00 | 3.75 | 1.02 | 1.04 | 75 |

+ Add Note + Add Visualization

Q17 - What do you like about the brand of tea you currently consume?

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Q25 - What do you dislike about the brand of tea you currently consume?

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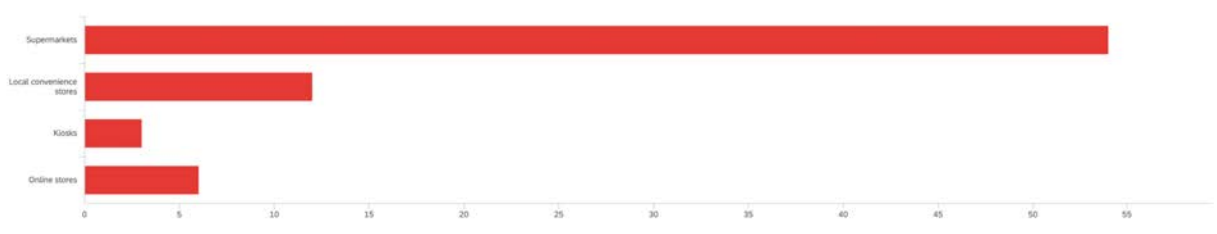
| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---|---------|---------|------|---------------|----------|-------|
| 1 | What do you dislike about the brand of tea you currently consume? | 1.00 | 4.00 | 2.44 | 1.32 | 1.74 | 75 |

| # | Field | Choice Count |
|---|-----------|--------------|
| 1 | Price | 38.67% 29 |
| 2 | Quality | 14.67% 11 |
| 3 | Flavor | 10.67% 8 |
| 4 | Packaging | 36.00% 27 |

Q18 - Where do you usually purchase your tea?

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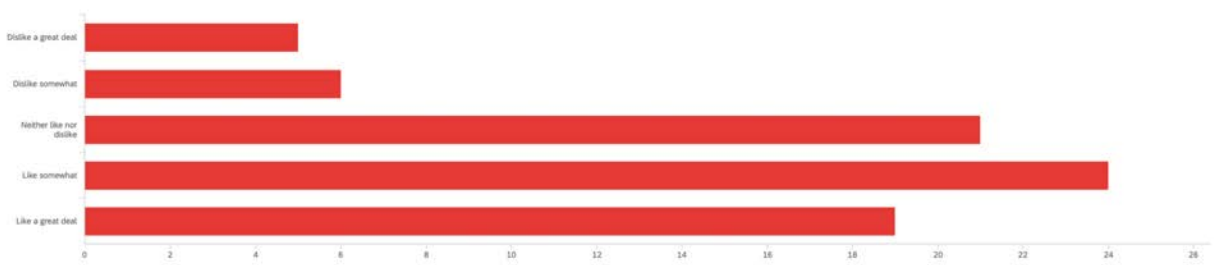
| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---|---------|---------|------|---------------|----------|-------|
| 1 | Where do you usually purchase your tea? | 1.00 | 4.00 | 1.48 | 0.90 | 0.81 | 75 |

| # | Field | Choice Count |
|---|--------------------------|--------------|
| 1 | Supermarkets | 72.00% 54 |
| 2 | Local convenience stores | 16.00% 12 |
| 3 | Kiosks | 4.00% 3 |
| 4 | Online stores | 8.00% 6 |

Q19 - Would you like to receive tea as a gift?

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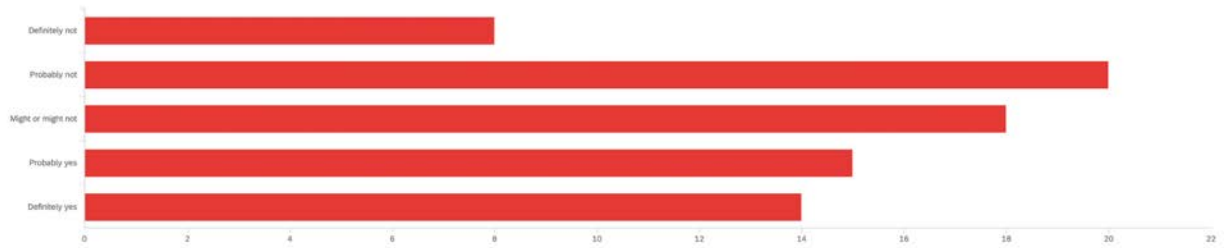
| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|--|---------|---------|------|---------------|----------|-------|
| 1 | Would you like to receive tea as a gift? | 1.00 | 5.00 | 3.61 | 1.14 | 1.30 | 75 |

| # | Field | Choice Count |
|---|--------------------------|--------------|
| 1 | Dislike a great deal | 6.67% 5 |
| 2 | Dislike somewhat | 8.00% 6 |
| 3 | Neither like nor dislike | 28.00% 21 |
| 4 | Like somewhat | 32.00% 24 |

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Q20 - Would you gift tea to friends and family?

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| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---|---------|---------|------|---------------|----------|-------|
| 1 | Would you gift tea to friends and family? | 1.00 | 5.00 | 3.09 | 1.28 | 1.63 | 75 |

| # | Field | Choice Count |
|---|--------------------|--------------|
| 1 | Definitely not | 10.67% 8 |
| 2 | Probably not | 26.67% 20 |
| 3 | Might or might not | 24.00% 18 |
| 4 | Probably yes | 20.00% 15 |