

Strategy And Content Presentation

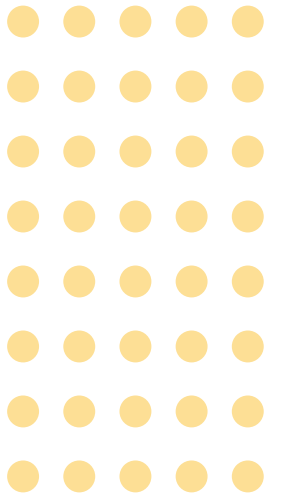


Agenda

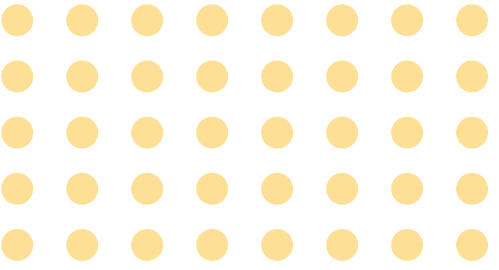
- Category Understanding
- Market Understanding
- Competition Analysis
- Consumer Understanding
- Brand Understanding
- Recommended Brand Zone
- Brand Campaign
- Content Strategy
- Platform Strategy



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Category Understanding



Global Tea Market

Global Tea Market

OPPORTUNITIES AND FORECAST,
2020-2027

Global Tea Market is expected to reach **\$68,950 million** by 2027.

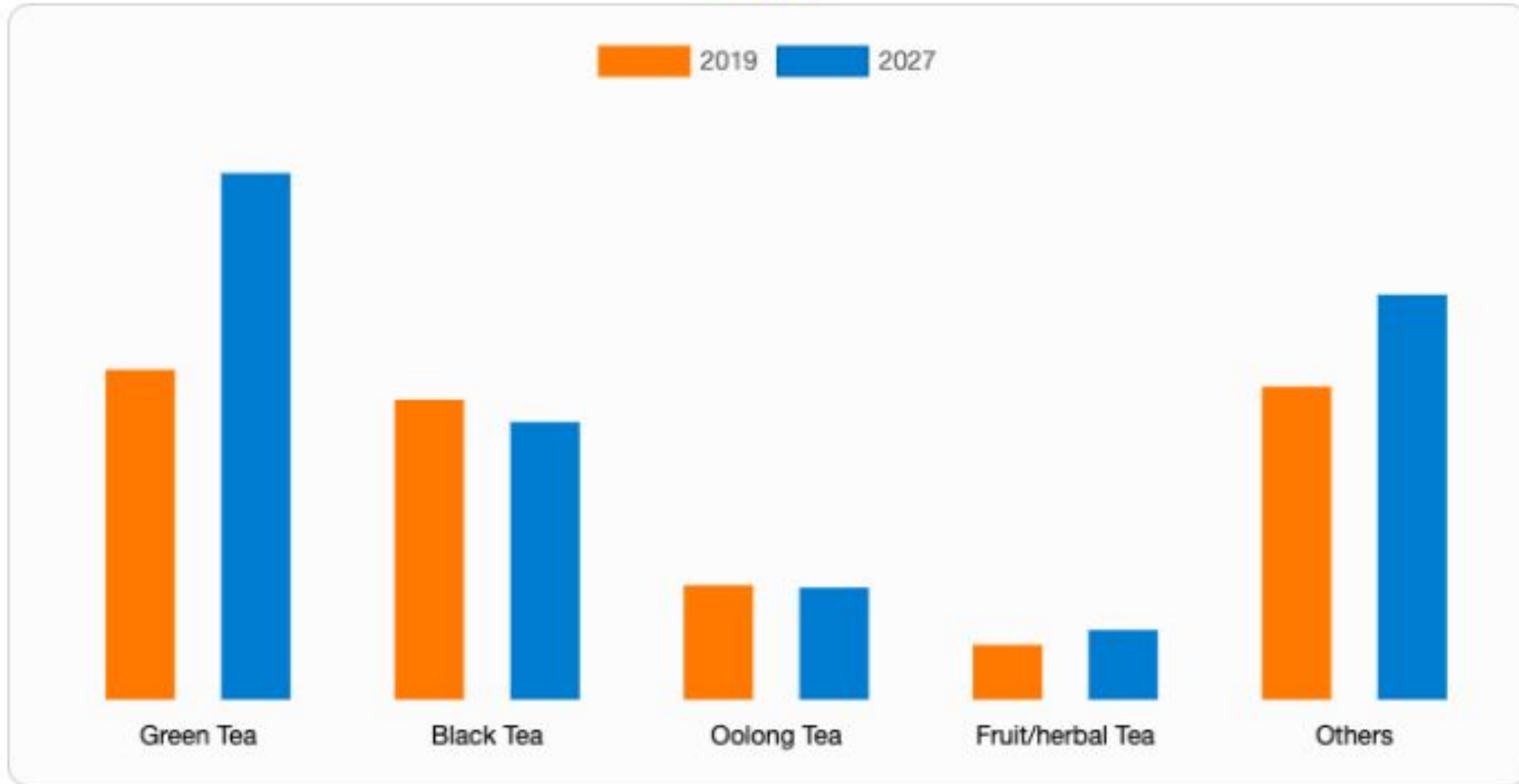
Growing at a **CAGR of 6.6%** (2020-2027)



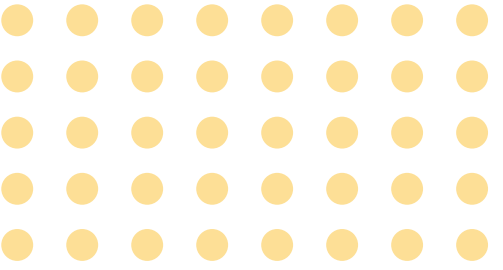
- Market size is projected to reach **\$68,950 million by 2027**, registering a **CAGR of 6.6%** from 2020 to 2027
- **Green tea segment was the highest contributor** and is estimated to reach \$26,110 million by 2027, at a CAGR of 9.8% during the forecast period.
- **Black tea and green tea are the most popular tea** while **herbal tea is gaining popularity**
- Although **green tea currently has a higher growth rate**, **black tea still dominates the global market**

Tea Market

By Type



The **Green Tea** segment would witness the fastest growth, registering a CAGR of 9.8% during the forecast.

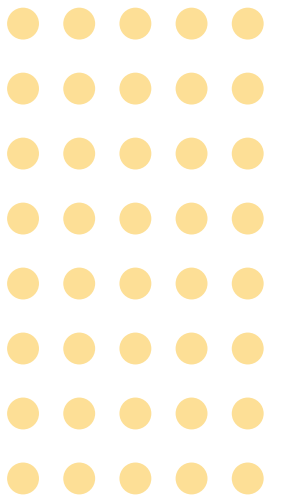


Growth Factors



- **Growth in health awareness and increase in the disposable income** has aided the tea market growth. Moreover, **introduction of additional healthy ingredients in tea** by different market players are some other factors **that drive the growth of the market**
- **Demand for herbal tea and introduction of new flavor & variety of tea** is anticipated to **provide growth opportunities for the tea market**
- **Versatile drink along with many varieties and almost infinite combination of ingredients** to create different flavors is further adding to the popularity of tea
- **Other factors such as Boost the immune system, help in reducing inflammation,** and others which makes it an extremely popular beverage.

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Market Understanding

Understanding Each Market



US

- Projected to register a **CAGR of 3.1% during the period (2021 - 2027)**
- **Herbal tea** segment is expected to pose **significant growth over the coming years**
- **Growth opportunities include increasing health awareness and introduction of new flavors, and the demand for convenience**



UK

- **Britain is a nation of tea lovers, Tea & Infusions Association** says that more than **100 million cups are drunk in the UK every single day/ almost 36 billion per year.**
- Has **strange drinking habits, preference for black small leaf tea bags, which accounts for 94% of all tea drinking**
- **Brits love green tea**



Canada

- **Aware of the health benefits associated with tea consumption and the wide variety of tea offerings, which drove the demand for tea during the forecast period.**
- **Consumers are looking for stronger flavours, hence there are spicier blends on the market.**
- **White Tea; being pomegranate and blueberry. Oolong tea is gaining popularity** and is a flavour in between green and black tea.

Understanding Market Nuances



US

- **Consumption is driven by search for new non-alcoholic beverages** over fruit juices and carbonated drinks.
- **Developing affinity for tea due to its bag version;** offers enhanced convenience, providing a suitable, convenient, and healthy alternative
- **Purchases continues to shift toward natural and specialty/wellness teas** embracing its health benefits and variety of offerings,
- **Wellness teas, loose green & white teas are bright spots within bagged & boxed teas**



UK

- **Runaway trend is hibiscus tea**
- **Traditional favourites Earl Grey and English Breakfast. Least favorite cranberry**



Canada

- **Millennials are responsible for the spiked interest in new tea flavours**
- In-home Tea consumption is decreasing overall, **however there is increasing in the evening consumption of herbal tea.**
- **Like to sample teas, trying new flavours before buying it.**
- Ensure that **they're getting the tea with the best value for their money**

Key Global Trends



01. **Fashionable products**
Eager not pay premium for speciality teas but are curious to know about the product they consume; Quality, origin and sustainability

02. **Lifestyle Integration**
Which now also includes gourmet quality tea, consuming tea in sophisticated environment of speciality tea shops

03. **Health-Conscious**
Awareness regarding benefits offered by consumption of tea is driving consumer and they Looking for healthier, more natural alternatives to beverages

04. **New Formats**
Tea bags and loose leaf blends are the typical formats, but start-ups are innovating the category with Waterdrop's 'microtea', a dissolvable cube that can be added straight to hot water.

05. **Fair Cuppa**
Climate and eco friendly process, Families of tea estate workers comforted and take care of

06. **Trading Up**
Consumers are trading up; sales of tea kit such as premium pots and infusers grew over the course of the pandemic.

Global Popularity of Tea Varieties



Green Tea

Fastest Growth- majorly owing to wide range of benefits associated with the consumption of green tea

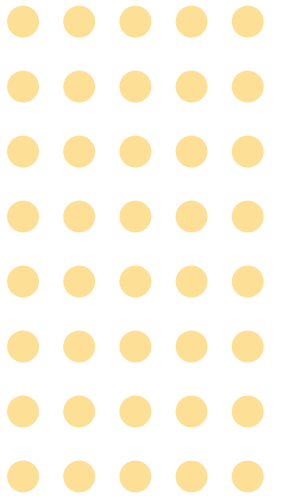


Black tea

Anticipated to have a dominant market share, Most popular consumed beverage across the world. attributed to a wide range health benefits



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Consumer Understanding

Type of Tea Consumers



Connoisseurs

Enjoy the ritual of pot on tray

How to reach out to them-

Remind them home-brewed tea tastes and the magic around the whole process



Alcohol Avoiders

tea-based innovations which are alcohol replacement. Making a no- and low-alcohol choice.

How to reach them-

New bold tea flavors such as Honey Flavoured Herbal Tea and Green Hills Rum are likely to delight health buffs



Immune boosters

Keen to stay healthy. Younger drinkers emphasising on purity of its ingredients.

How to reach them-

Have an anti-viral or immune boosting tea of the month.



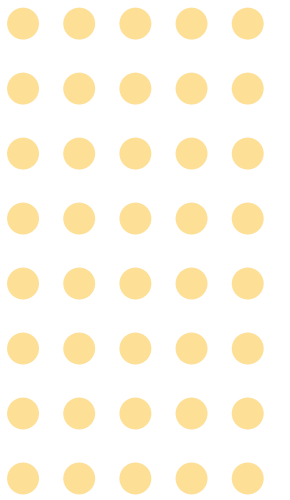
Adventurous gourmets

Consumers may start the day with Rooibos Earl Grey, move on to full-fat coffee, sip rose pouchong mid-afternoon and Tea of India's Masala Chai when it's raining.

How to reach them-

keep them interested

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Competition Analysis



Is your gut health dulling your skin?

5 SIGNS TO LOOK OUT FOR

+ Lackluster skin

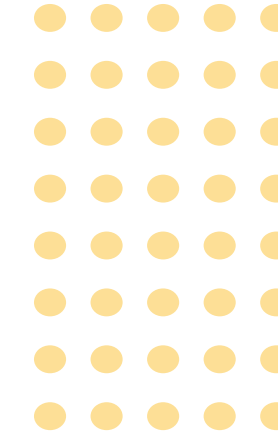
+ Premature aging

+ Frequent breakouts

+ Red, bumpy skin texture

+ Dry, flaking skin

Pique Tea



Brand Communication- Cutting edge formulation for healthier and beautiful You

Tonality- Educative, Informative and Simple

Content Buckets-

- Health benefits (Immune Support and Digestion) and skin benefits
- Influencer content (Health and Beauty)
- Customer testimonials
- Recipes
- Blogs
- Tasting
- Behind the Scenes (Tea farms and process)
- Topical and key occasions

Content Formats- Videos, GIFS, Static, Reels

Platform- Facebook, Instagram (More relevant and engaging) and Tiktok

Key Takeaway- Content is replicated across platforms



Ingredients in B•T Fountain for Radiant Skin

CERAMIDES

Visibly reduce fine lines and increase skin elasticity

HYALURONIC ACID

Increases skin moisture content for a youthful, dewy glow

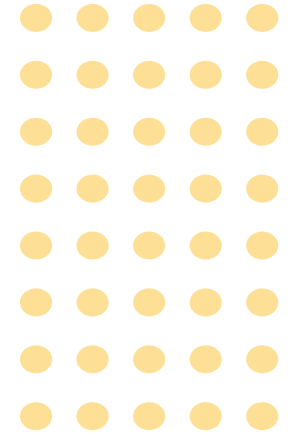
ELECTROLYTES

Provide deep cellular hydration

"I had looked at buying Pique for a while but couldn't justify the price. I recently have a health issue and wanted to heal my body and all I can say is these teas are well worth it. They make you feel amazing and you know you're putting something amazing in your body to help it."

- ADRIAN L.





David's Tea

Brand Communication- Its Healthy Delicious and Fun

Tonality- Relevant, Informative and Simple

Content Buckets-

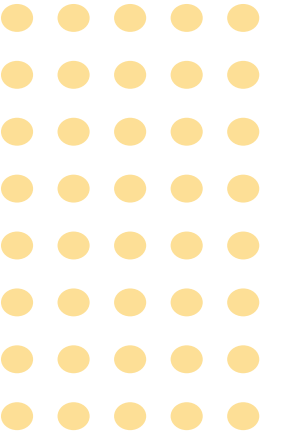
- How to content on tea and infusions (YouTube)
- Tea Pick of the month; tea community picks the best tea for the month
- Customer reviews and post- Stories
- Topical and key occasions
- Seasonal Product Content

Content Formats- Videos, GIFS, Static, Reels and Guides

Platform- Facebook, Instagram, Youtube and Tiktok

Key Takeaway- Content is replicated across platforms





Pukka Tea

Tagline- Feel Your Power

Current communication- Unwind with nature

Tonality- Functional and informative and Simple

Content Buckets-

- Sustainable and eco friendly sourcing
- How and do you know content
- Topical and key occasions
- Health (Digestion, Hormones) and Beauty
- Expert Content on health and hormones
- Behind the scenes of making the tea

Content Formats- Static, Vidoes, GIFs, Reels

Platform- Facebook, Instagram, Youtube Pinterest and Twitter

Key Takeaway- Content is replicated across platforms

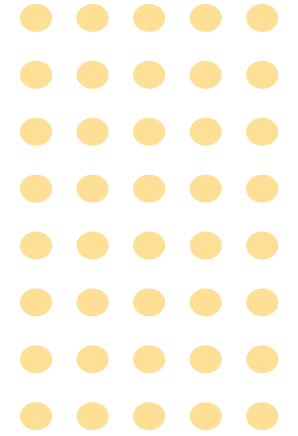
digestion tips
FOR THE DOSHAS

VATA	PITTA
focus on warm, cooked food to nourish and ground	make sure you schedule lunch on time or you may get 'hangry'
KAPHA	
include warming herbs to boost your metabolism	
@pukkaherbs	



PUKKA
HERBAL TEA TASTING WHEEL

@pukkaherbs



Ahmad's Tea

Brand Communication- The World of Tea

Tonality- Relevant, information and Functional

Content Buckets-

- Tea inspirations
- Ambassadors (Influencer content)
- Events
- Tea Mood
- Stores
- Tea blends, Tea knowledge and their Tea culture (Youtube)

Content Formats- Static, Videos, GIFs, Reels and Guides

Platform- Facebook, Instagram, Youtube and Twitter

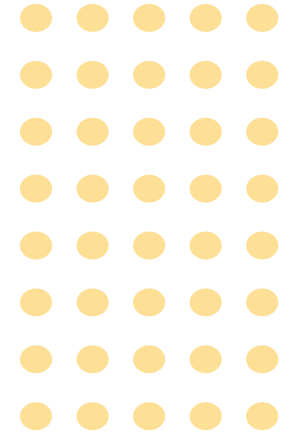
Note- Content is replicated across platforms



“I look after 11 countries, and I see it over and over again – Ahmad Tea is a passion and a way of life, way more than a job. I am inspired every day by the drive, resilience and ingenuity of our partners.”

Bella Salpagarova, Key Account Manager

EMPLOYEE SPOTLIGHTS



Barry's Tea

Brand Communication- We make tea you make the moments

Tonality- Relevant, Relatable and Simple

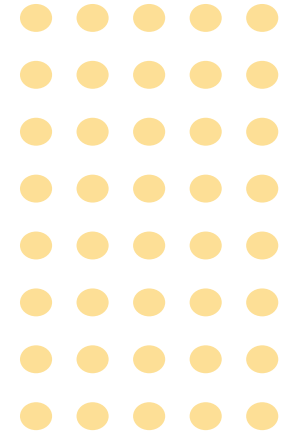
Content Buckets-

- Tea Recipes
- Healthy recipes
- Tea moments etc

Content Formats- GIFs, Videos, Static, Reels, Guides etc

Platform- Facebook, Instagram and Twitter

Key Takeaway- Content is replicated across platforms



The Republic of Tea

Brand Communication- Emphasizing a Sip by Sip Rather Than Gulp by Gulp lifestyle.

Tonality- Function and informative

Content Buckets-

- Teatime Tuesday- Educative Tea series
- Tea Recipes, DIY Gift ideas
- Events- Expo's
- Partnership and Associations (Movies)

Content Formats- Static, Videos, GIFS and Static

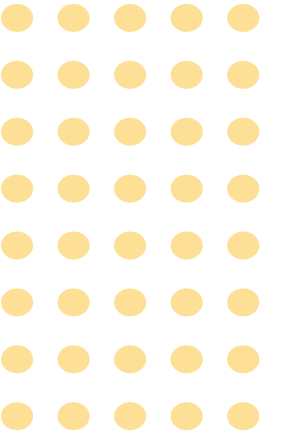
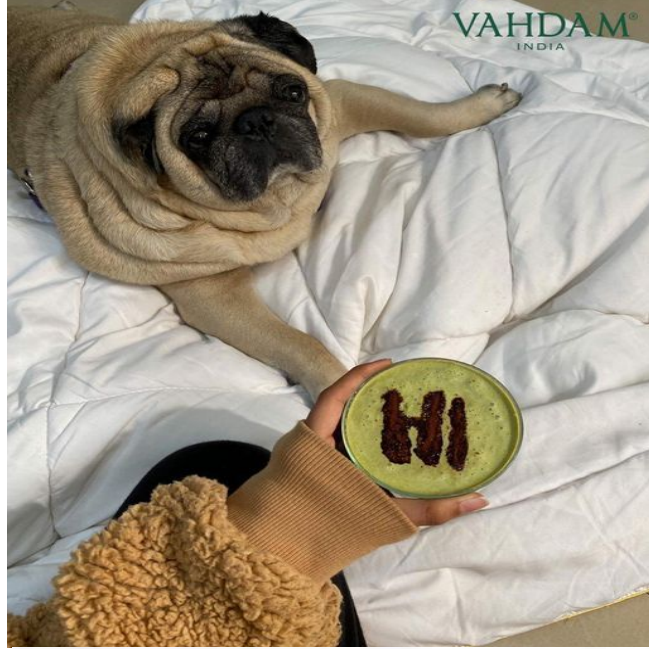
Platform- Facebook, Instagram, Pinterest and Twitter

Key Takeaway- Content is replicated across platforms

Key Observations

- **Health and Lifestyle** are key pegs to drive **conversation and consideration for brand**
- **Influencer content, recipes and Tea inspiration** are hygiene content in the category
- Each brand is trying to become **relevant to consumer tea rituals and establish their key propositions**
- **Facebook is primary platform followed by Instagram and Tik Tok to drive engagement and consideration**
- **Pinterest and Youtube are secondary platforms;**
Pinterest- primarily used to build aspiration and inspiration around tea and tea rituals. **Youtube;** Informational and education content





Vahdam Tea

Tonality- Relevant, Informative and Simple

Content Buckets-

- Health (Yoga) and wellness
- Topical and Key Occasions
- Ingredient Spotlight
- Customer Testimonial and Reviews- #VahdamTribe
- Recipes
- CSR- Teach me- 1% for Farmer's education
- Association and collaborations
- Events
- Estates

Content Formats- Static, GIF's Videos Reels and Guides

Platform- Facebook, Instagram, Twitter and Pinterest

Key Takeaway- Content is not replicated across platforms (Facebook and Instagram is almost similar)



Understanding the gap



Where are we

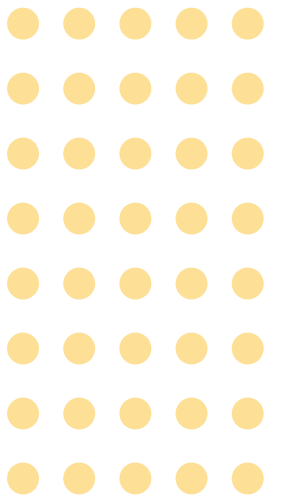
Communication narrative is in line with the consumer and category



Where we should be

Need a different narrative that truly brings alive the brand essence along

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Brand Understanding

Vahdam India- Our Understanding

**Wellness imagined for
global lifestyle**

Pitch the Indian Story

Creating the perfect Cuppa

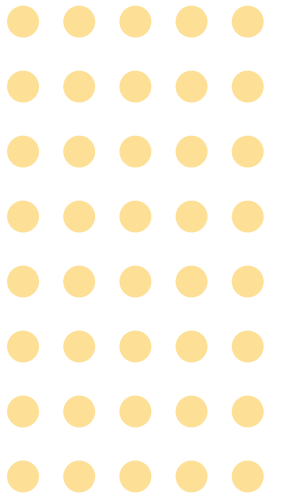
Freshness

**Experience
Exceptional tea**

Legacy

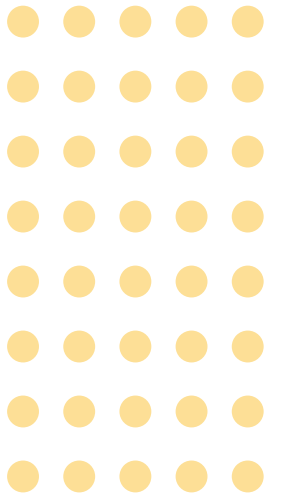
Brand promise 'Native Indian Wellness Wisdom'

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Starting Point

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Route One

Globally, Wellness is becoming a confluence of the best practices from across the world.

Whether it's the Danish concept of Happiness (Lykke) or Japanese (Ikigai), Indian (Yoga) or simply the pure science of Quantum Physics (mind over matter)

“My work has allowed me to talk to people from all four corners of the earth: from Copenhagen mayors to Mexican street food vendors, from Indian cab drivers to the Minister of Happiness in the United Arab Emirates.

It has taught me two things. First of all, that we may be Danish, Mexican, Indian, Emirati, or any other nationality, but we are first and foremost humans.

We are not as different from each other as we may think. The hopes of those in Copenhagen and Guadalajara and the dreams of those in New York, Delhi and Dubai all point towards the same beacon: happiness.

Lykke is the Danish word for ‘happiness’, but you might refer to it as felicidad if you are Spanish, or Glück or bonheur if you are German or French. No matter what you call it, story-time will light up smiles in classrooms in the same way wherever you are in the world.”

Book of Lykke



MÉDITATION

Mind over Matter, Mindfulness



FITNESS

The Yogi, Fortified Drinks and Nutrition



COMMUNI-TEA

Creating rituals of food and fire

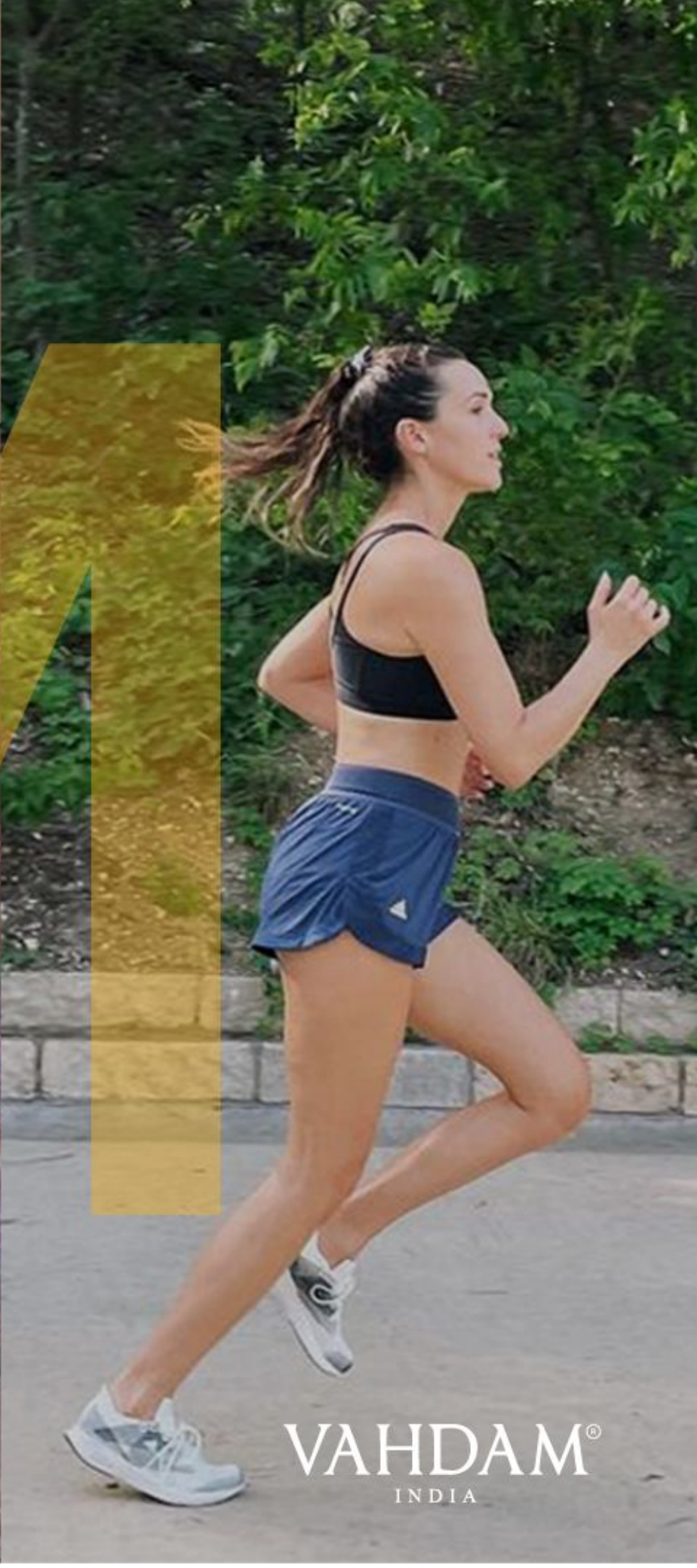
A close-up, profile view of a woman with voluminous, curly brown hair. She is smiling broadly, showing her teeth, and looking upwards and to the left. The background is a soft-focus green forest with sunlight filtering through the trees, creating a warm, golden glow. She is wearing a light-colored, textured knit top.

EUDAIMONIA

Ancient Greek word of happiness, Aristotle belief of happiness was that a good life is a meaningful and purposeful life

I Am (Who I Am)

Create A New Experience, A New Reality



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I am (Who I Am)

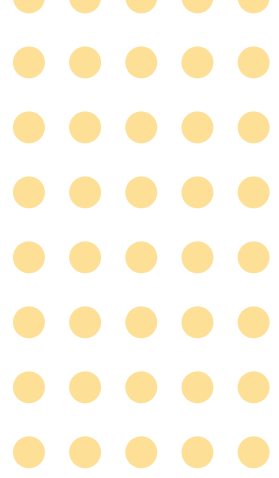
Create A New Experience, A New Reality

We're all different by nature, by feature and by design. Our cities are different, our roots are unique and our cultures, varied. Yet, it's our diversity that makes us one, because we give experiences to the world as much as we consume from it, and that's how we merge as one. We're influenced by confluence.

The confluence of our beliefs, ideas and concepts is forging a new reality offering enriching experiences. A reality where there's unanimity in seeking a blend in everything; including mind, body and soul. That, truly is the journey to wellness.

Vahdam Teas is brewed for the global consumer who seek newness in life.





Campaign Roll Out Strategy

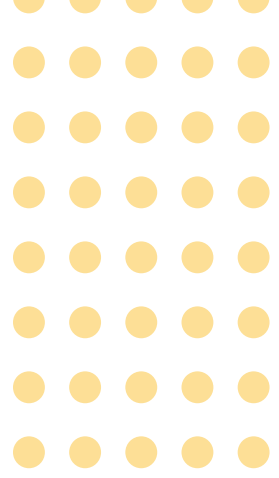
Define
THE BRAND

Reach- out
TO THE TG

Involve
THE AUDIENCE

Nurture
THE
COMMUNITY

Keep
CONTENT
FLOWING



Define
THE BRAND

Agenda

Establish the brand story and draw brand picture in TG's Mind

Objective-

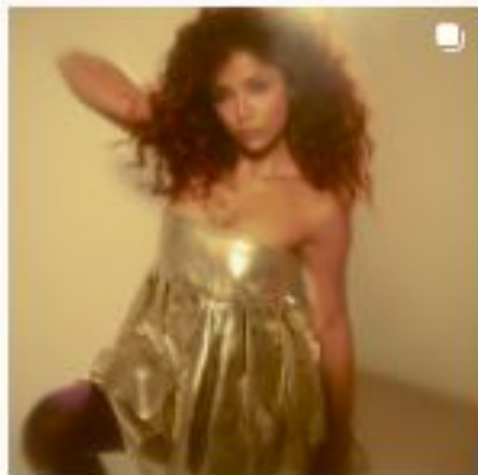
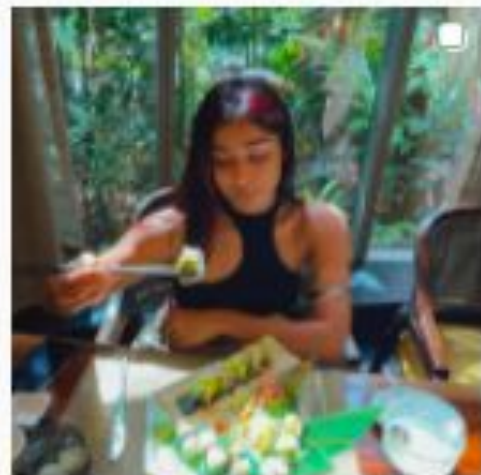
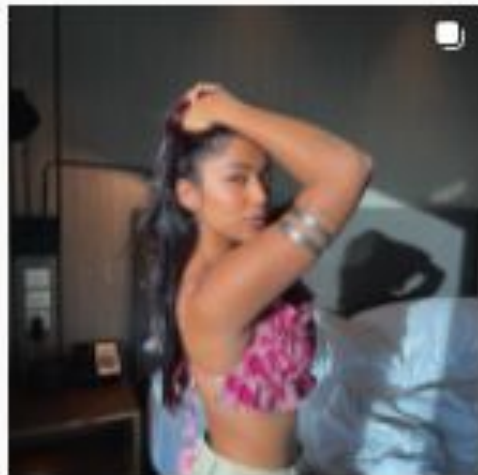
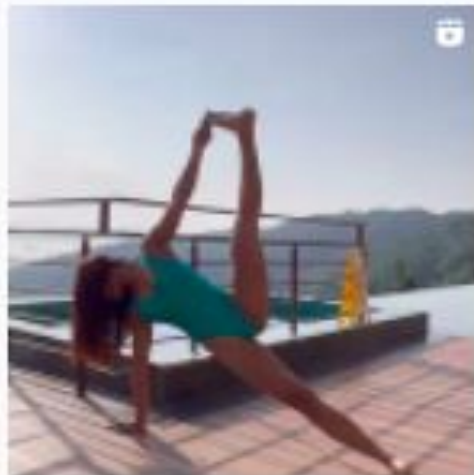
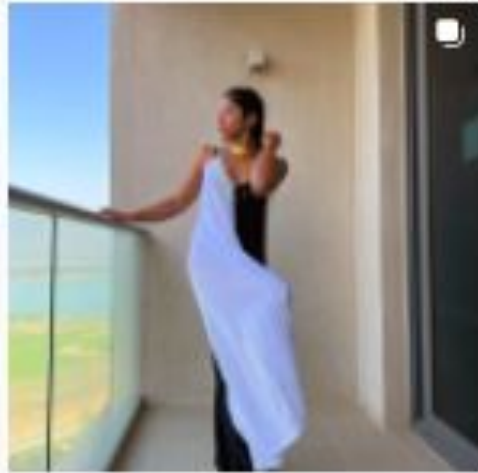
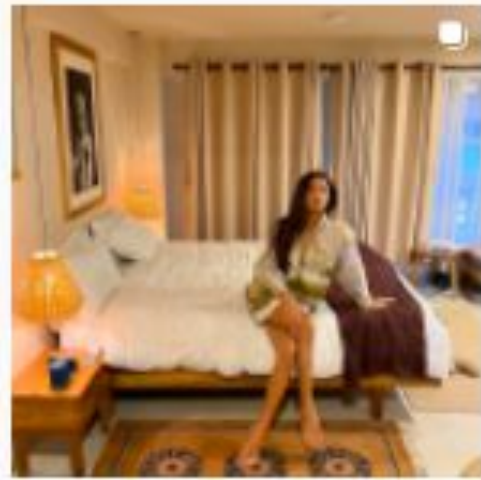
Create Brand awareness



I am (Digital Video)

We bring onboard globally recognized influencers who come from different worlds and different walks of life, to create campaign that exhibits the beauty and importance of confluence, and how it is creating a new reality.

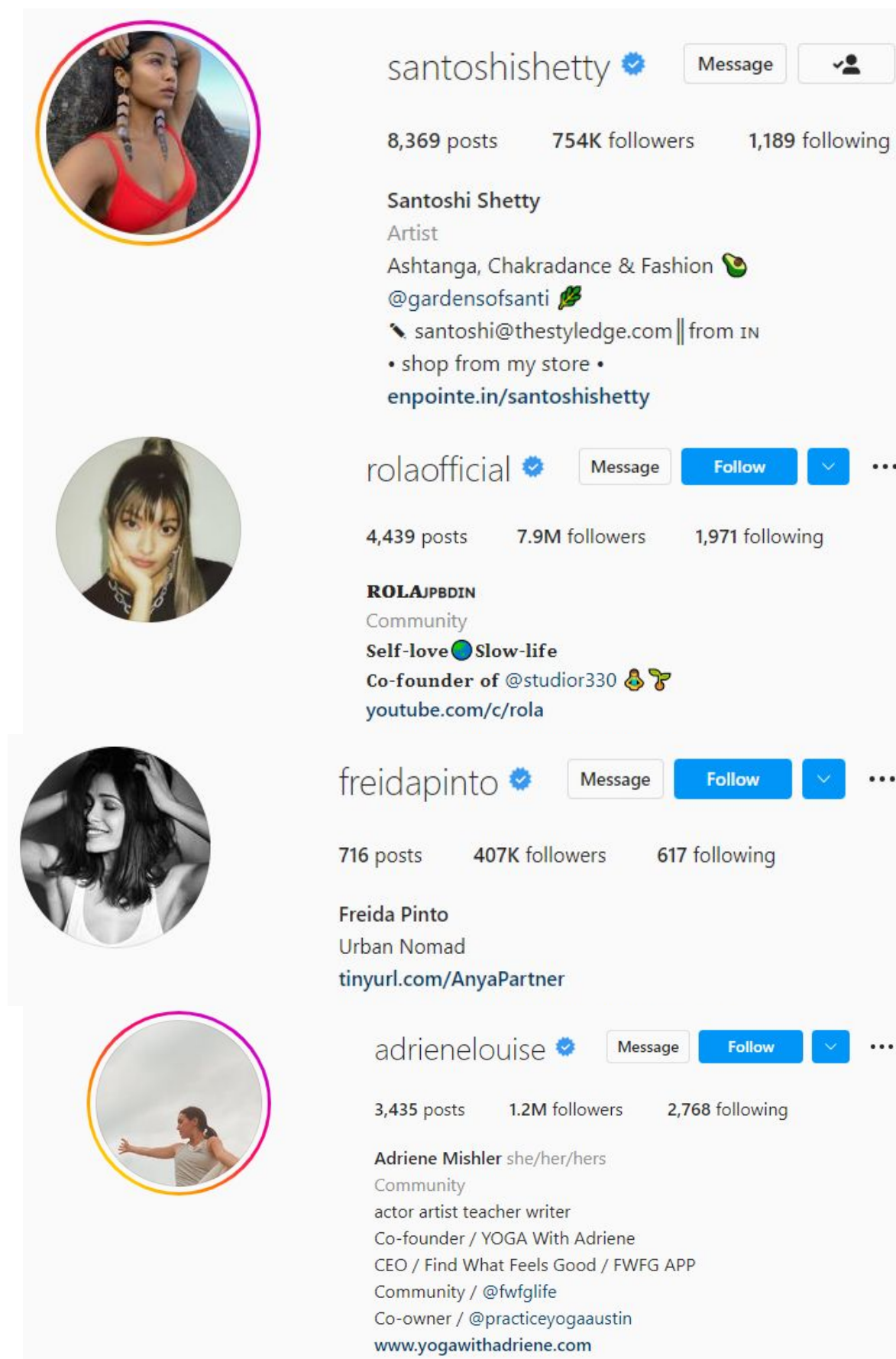
Each of the influencers narrate their tale; their truth and takes us through the influence of confluence in creating a new reality, on a global stage.



Santoshi Shetty

I Am- Global Influencers

- **Santoshi Shetty** (Indian Fashion Blogger who carved a niche for herself in fashion blogging, globally)
- **Rola** (Japanese Fashion model, advocate for healthy living, fitness and organic food - ambassador for high-end brands like YLSBeauty and Louis Vuitton)
- **Freida Pinto** (Indian actress, worked in American and British films -broke stereotypes and connected globally)
- **Adriene Mishler** (A yoga teacher and writer from Austin, Texas, whose workouts comprising meditative elements of yoga, have made her a global sensation)



The image shows a vertical scroll of four Instagram profiles. Each profile includes a circular profile picture, a verified badge, a 'Message' button, and a 'Follow' button. The profiles are: 1. santoshishetty: 8,369 posts, 754K followers, 1,189 following. Bio: Santoshi Shetty, Artist, Ashtanga, Chakradance & Fashion, @gardensofsanti, santoshi@thestyledge.com, shop from my store, endpointe.in/santoshishetty. 2. rolaofficial: 4,439 posts, 7.9M followers, 1,971 following. Bio: ROLAJPBDIN, Community, Self-love, Slow-life, Co-founder of @studior330, youtube.com/c/rola. 3. freidapinto: 716 posts, 407K followers, 617 following. Bio: Freida Pinto, Urban Nomad, tinyurl.com/AnyPartner. 4. adriene Louise: 3,435 posts, 1.2M followers, 2,768 following. Bio: Adriene Mishler she/her/hers, Community, actor artist teacher writer, Co-founder / YOGA With Adriene, CEO / Find What Feels Good / FWFG APP, Community / @fwfglife, Co-owner / @practiceyogaustin, www.yogawithadriene.com.

#Iam
with
SantoshiShetty

“I am.”

“I am who I am.”

“A believer. A travel enthusiast. A fashion blogger.”

“I am deeply rooted in values yet an ardent believer of my individual sense of style.”

“I believe, fashion is a concept that isn't limited to the fabric of one country, one culture or one value.”

“It, in fact, is the coming together of diverse ideas, giving it a global appeal”

“And the story is no different with travel .”

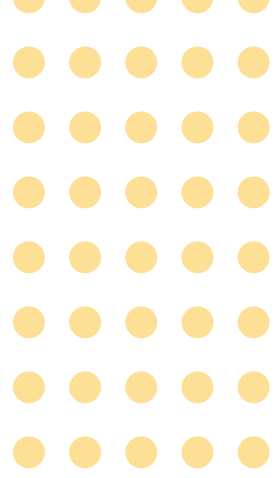
“Which is why my travel diaries aren’t only about my journeys; they’re an invitation into the world of values I bring, the concepts I chose and the ideas I create”

“They say, when you are true with self, rooted in your values and connect at a global level, the world embraces you.”

“I believe in being deeply rooted as an individual, and in creating a global appeal.”

“I am.” Santoshi Shetty.

Vahdam Teas - #BrewingPassion. .”



Reach- Out TO THE TG

Agenda:

Reach out to a relevant target audience on digital & social media

Objective:

Reach & frequency - Awareness - recall



Tea Bag In A Story

Create content that elevates the experience of sipping Vahdam Teas by establishing the uniqueness of the brand and its ethos through interesting buckets including “Ingredients in a cup”, “Nature in a tea bag” and “Mixology”, to name a few.



If you're feeling overwhelmed..

Mini Vlog

- Making a Matcha Drink



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INDIA'S ORIGINAL

VAHDAM®
INDIA



SWEET CINNAMON

VAHDAM®
INDIA

MATCHA GREEN TEA WITH TURMERIC



VAHDAM®
INDIA



VAHDAM®
INDIA

VAHDAM
HIBISCUS
ROSE BLEND

#1 HERBAL TEA

CAFFEINE FREE

HEALTHY SKIN GLOW

50 TEA BAGS



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CAFFEINE FREE

HEALTHY SKIN GLOW

50 TEA BAGS



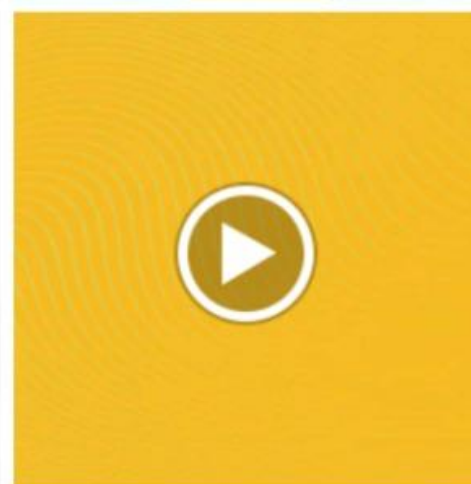


vahdamindia Message Follow

943 posts 99.4K followers 8 following

VAHDAM® India
Health & wellness website
Taking Indian wellness wisdom to the world
Tea | Spices | Superfoods
Use #VahdamTribe to get featured
linkin.bio/vahdamindia

- (Vahdam)R...
Limited Edi...
Recipes
Vahdam Tri...
Impact 201...
TEAch Me
Press





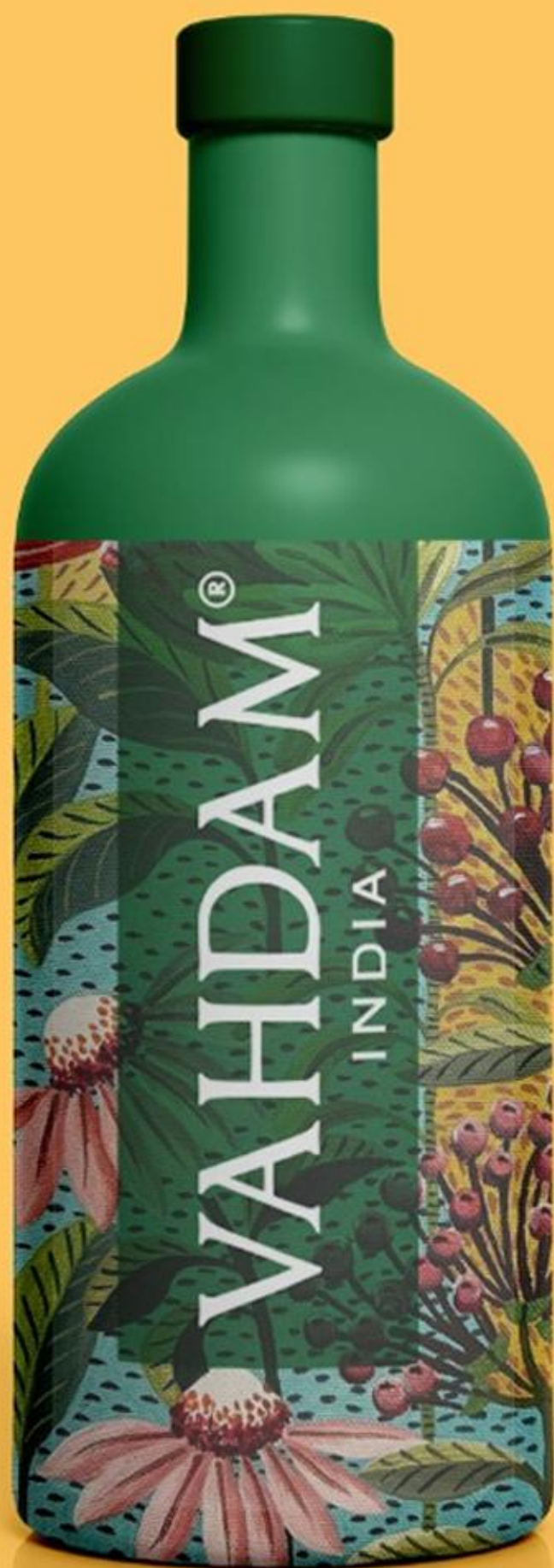
Tea Art

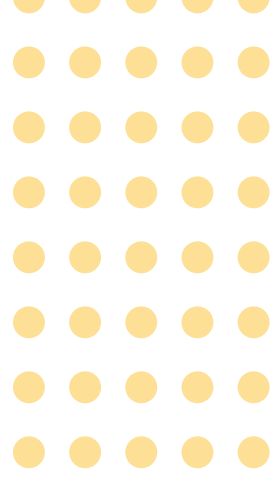
Tea-Art (Global Artist Collaboration), Tea-Vibe, Gen-Z

Build the concept of Tea Art through Artist Collabs and create an identity for Vahdam Teas.

Choose artists (Nidhi Jacob) who are able to align with the core values of the brand and the essence of it, and are able to inject a burst of new meaning to wellness through art.







Involve
THE AUDIENCE

Agenda:

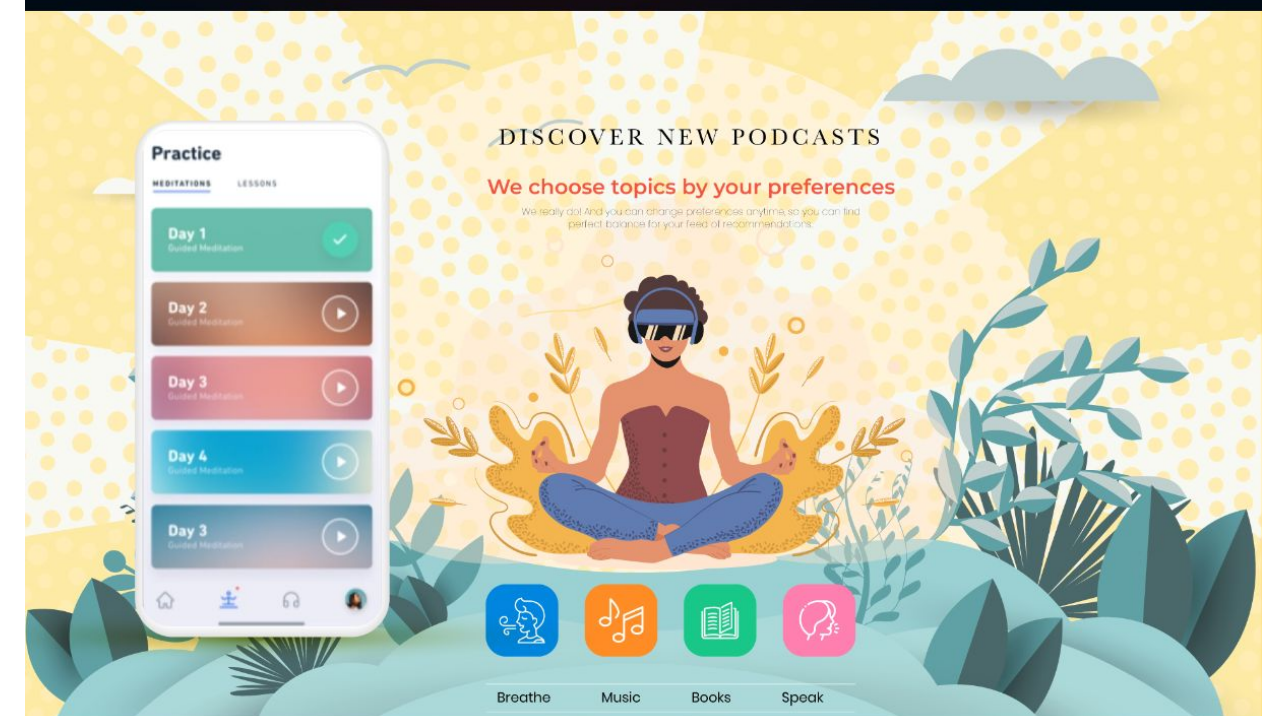
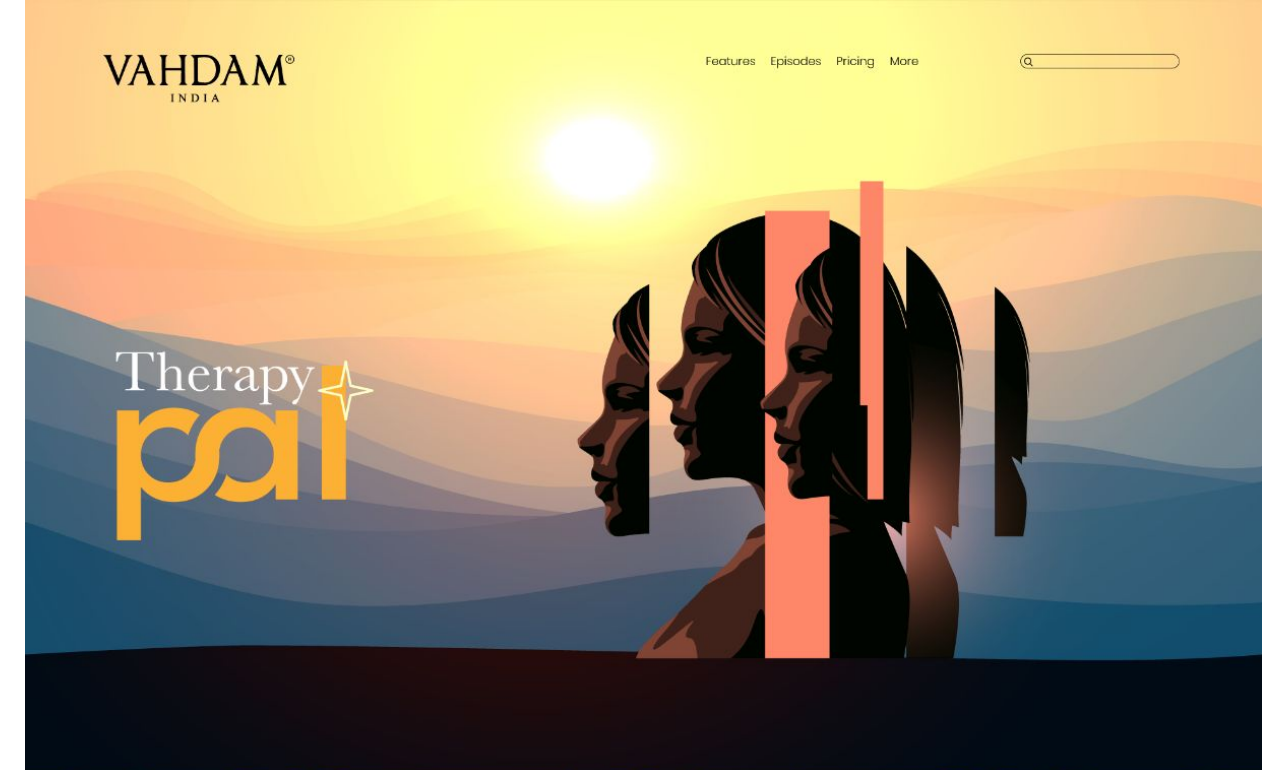
Create engagement for brand on social media

Objective:

Generate brand salience and recall

Tea - Therapy: #BrewingMindfulness

- **Meditation music playlist** for different times of the day
- **Podcast/ Youtube Shows** with some of the finest people on wellness hosted by a Mcee, 4 shows every month: Fitness, Yoga, Wellness Food, Meditation
- **Metaverse VR Guided meditation tour** for beginners to advanced
- UGC Stories, Posts, Reels and Talks on Wellness
- Collaboration with other Podcast/ Youtube shows
- **Tea Mixology** with Great Thoughts/ Book Excerpts





Tea Tales:

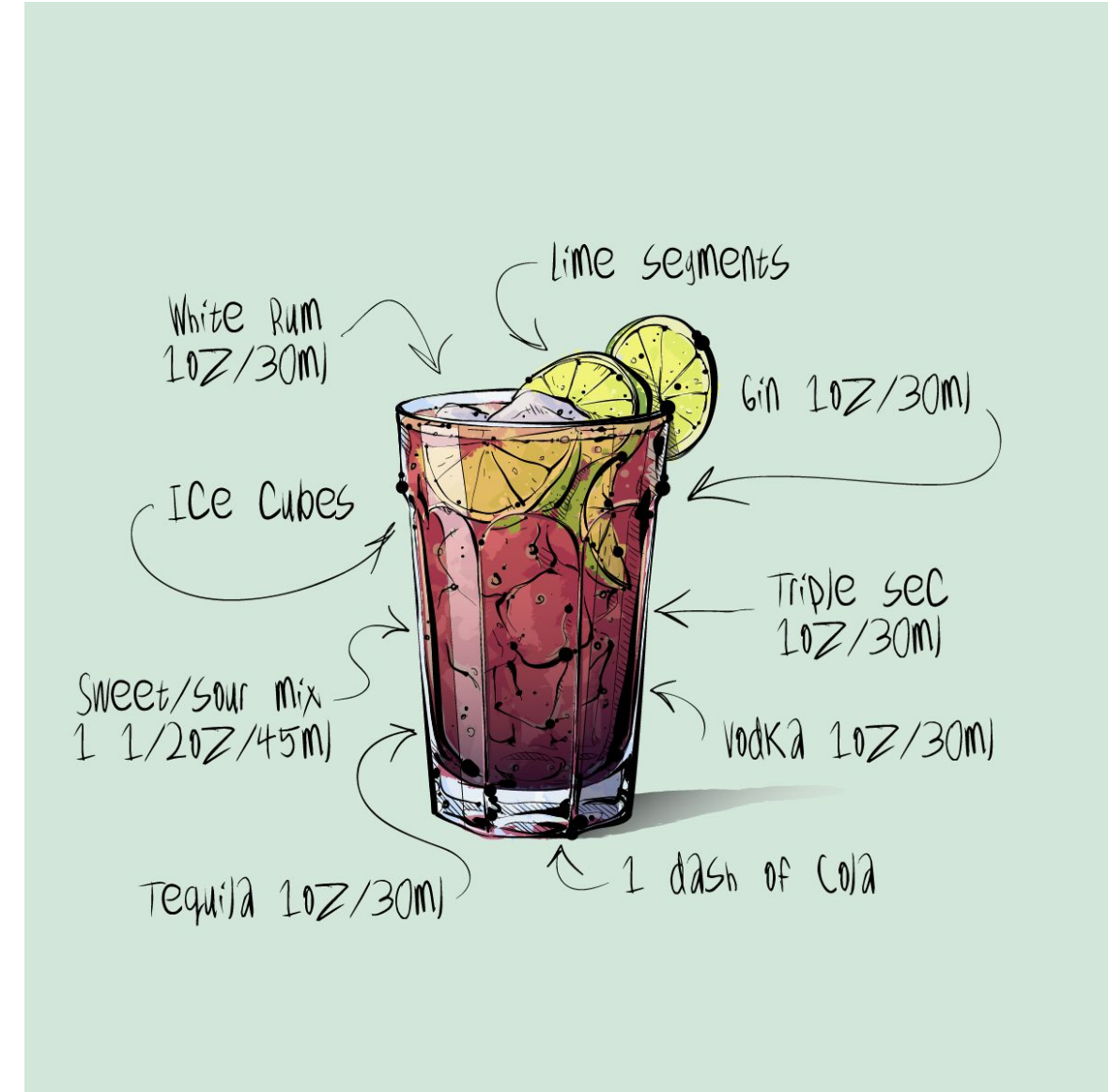
Tea Travel, Truly Global Experience

Share and invite experiences globally which tell the tea tale. Get people to share their experiences of different blends, stories, secrets, discovered in different culture and how travelling and tea can bring the world together.

tea-tales









vahdamindia

Message Follow

939 posts 99.4K followers 8 following

VAHDAM® India
Health & wellness website
Taking Indian wellness wisdom to the world
Tea | Spices | Superfoods
Use #VahdamTribe to get featured
linkin.bio/vahdamindia





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linkin.bio/vahdamindia



Book Reading- Vahdam Way

- Drawing an interesting connect between books and tea drinking. Suggest books that should be read during tea-time and how that helps in the balance of mind and body.
- Sharing interesting quotes on various topics and connect tea-drinking and book reading.

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INDIA

The Five Laws of Stratospheric Success

THE LAW OF VALUE Your true worth is determined by how much more you give in value than you take in payment.

THE LAW OF COMPENSATION Your income is determined by how many people you serve and how well you serve them.

THE LAW OF INFLUENCE Your influence is determined by how abundantly you place other people's interests first.

THE LAW OF AUTHENTICITY The most valuable gift you have to offer is yourself.

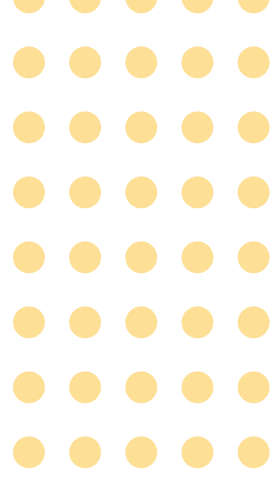
THE LAW OF RECEPTIVITY The key to effective giving is to stay open to receiving.



Exhibit- Tea: #BrewingJoy #Aananda

- A cup of tea or a Iced tea formulation is a blend of perfect ingredients coming together to build that flavour, aroma and taste which sets the finest tea brands apart from the rest
- Creation of the Vahdam Lounge, Vahdam Afternoons which will be all about that Finest experience of Aananda in every sip
- Tea mixology session
- Wellness experts sessions
- Wellness Transformation





Nurture
THE COMMUNITY

Agenda:

Create a community of brand loyalist

Objective:

Generate brand advocacy and leverage the same for content



Communi- Tea

Build a series of stories around varied elements including food, fire and togetherness rituals, thereby paving the way for a 'Vahdam' community in the making. But, ofcourse, at the heart of the community is 'Tea' - an element that goes well with every story.

#BrewingTheBestBlend

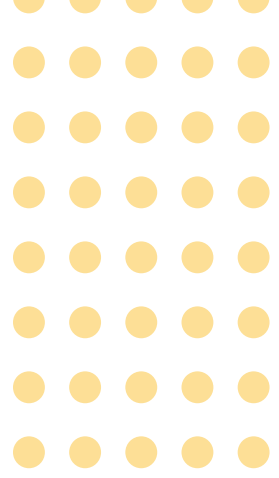
Sponsoring

- 1000 Guided Meditation classes
- 1000 Fitness sessions
- 1000 Therapy Counselling
- 1000 Giving Opportunities

Research has shown that creativity and great thoughts come from a state of relaxed mind, body and soul. To truly reach our best potential we need to be in a comfortable, peaceful state where we are not chasing something or something is chasing us. Follow your Heart. To build the best version of you.







Keep
CONTENT FLOWING

Agenda:

Keep regular content on for hygiene

Objective:

Brand recall & salience

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INDIA

Inhale **goodness.**
Taste **freshness.**

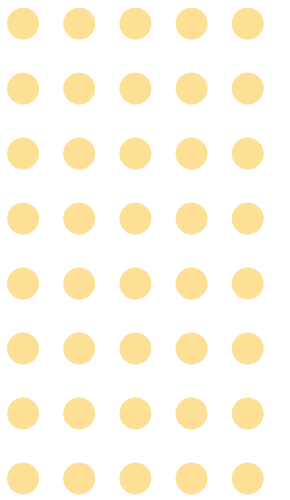


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INDIA

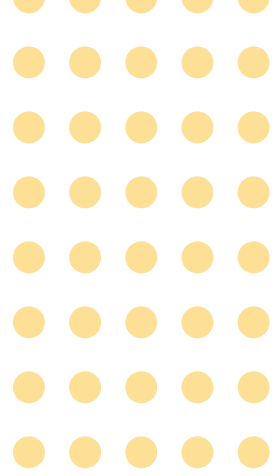
Curated by
ancient wisdom.



VAHDAM®
TEAS



Route Two



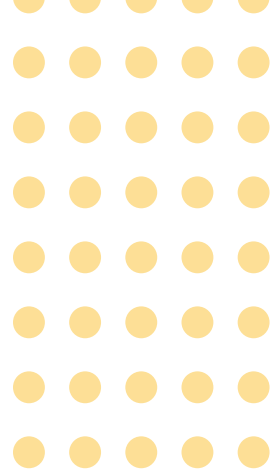
Tea today is not about finding the Perfect Cuppa

It's about **finding the right balance** with

our own selves (Mind and Body),

friends, family and those small rituals that add meaning and essence to our life

Tea today **is a lifestyle that denotes good Health (Skin and detox) and Wellness (Peace of mind, sleep, calmness)**



Consumers today are looking to strike the **right chord between**

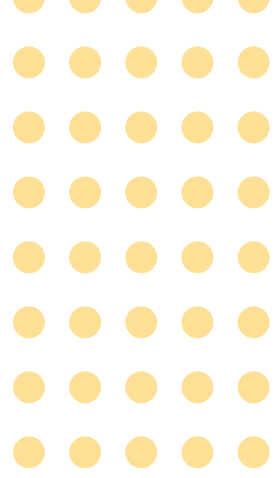
Lifestyle- Health

Fitness- Wellness

Hussle- Peace of mind

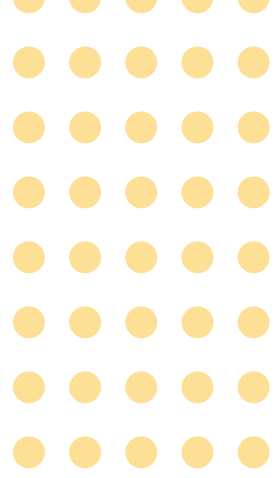
Mind- Body

Fragrance- Freshness



Vahdam Tea with its Culture and wisdom, elevates the daily health and wellness routine of people globally.

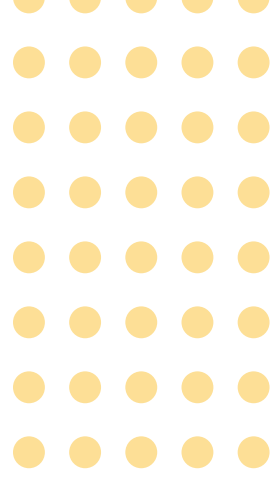
With its collection of teas and superfoods, offers a perfect balance of quality, taste and wellness



Wellness isn't ***one single idea or one simple act.***

It isn't about **one ritual or and is never a one-time process**

Wellness is about being able to **achieve all of it and finding the right balance of mind,
body and soul.**



#FindYourBalance



Sages travelled
far to discover it.

IT'S TIME TO FIND IT.





Kings and queens
searched for it.

IT'S TIME TO FIND IT.





The royals
went looking for it.

IT'S TIME TO FIND IT.



find your

BALANCE

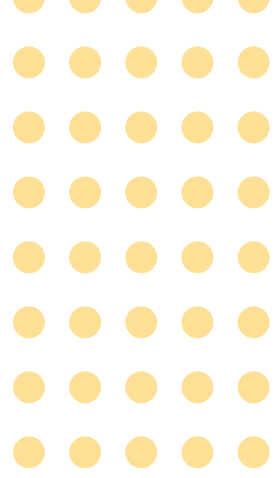


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INDIA

find your

BALANCE

VAHDAM[®]
INDIA



Campaign Roll Out Strategy

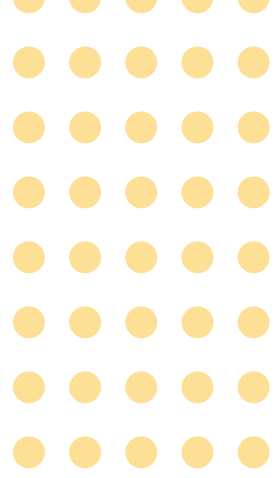
Define
THE BRAND

Reach- out
TO THE TG

Involve
THE AUDIENCE

Nurture
THE
COMMUNITY

KeeP
CONTENT
FLOWING



Define
THE BRAND

Agenda

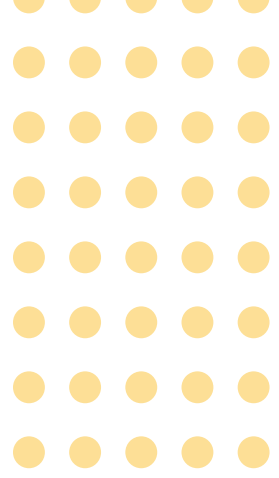
Establish the brand story and draw brand picture in TG's Mind

Objective-

Create Brand awareness

Brand Video





Reach- Out TO THE TG

Agenda:

Reach out to a relevant target audience on digital & social media

Objective:

Reach & frequency - Awareness - recall



Finding the Right Balance for Consumers

Find Your Peace

(Yoga & Guided meditation + Spa retreats)

Find Your Love

(Pottery, Farming, Art, Healthy Cooking)

Find Yourself

(One With Nature + Reconnect with yourself)

find your

PEACE



VAHDAM®
INDIA

find your
LOVE

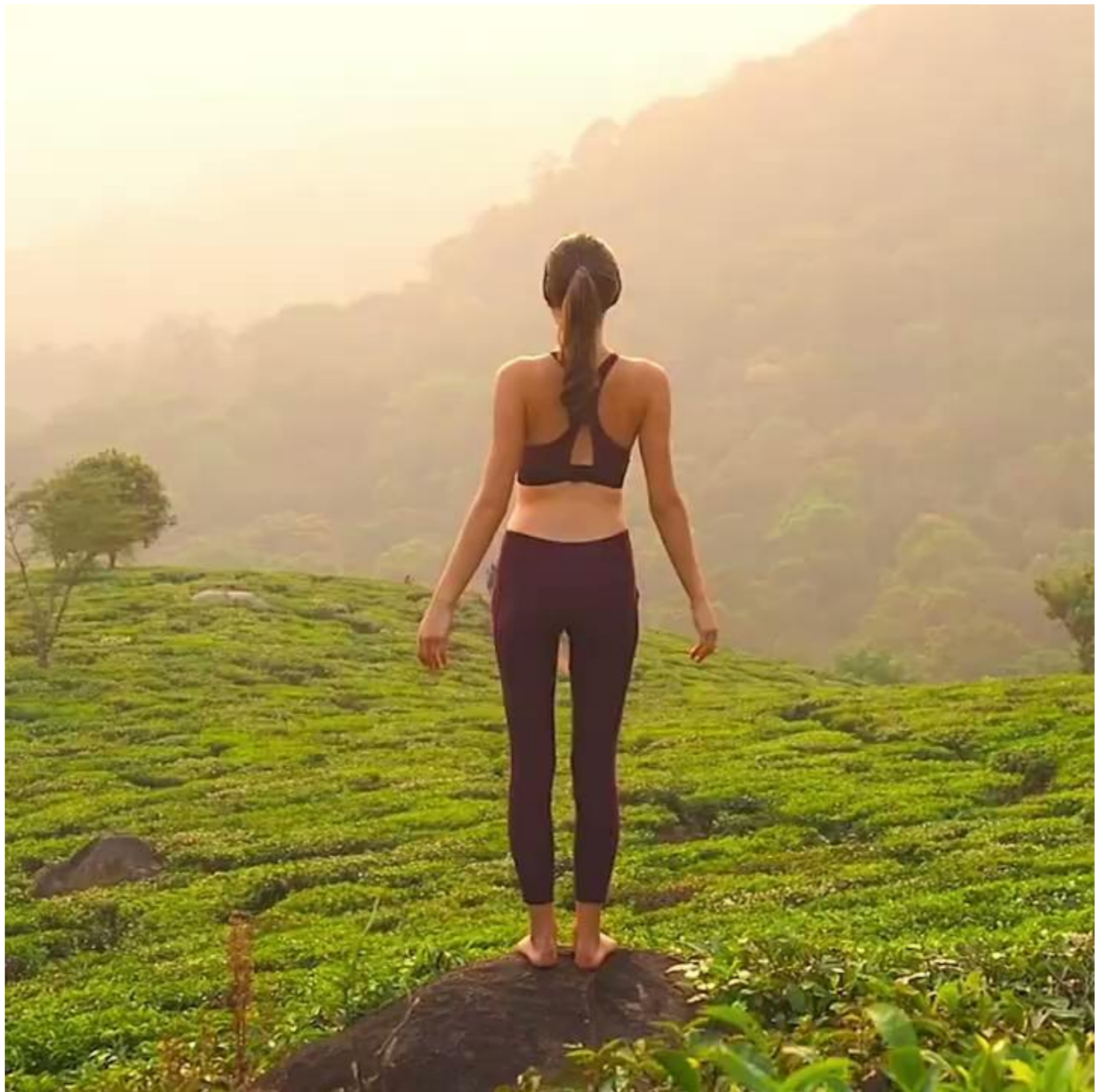
VAHDAM[®]
INDIA

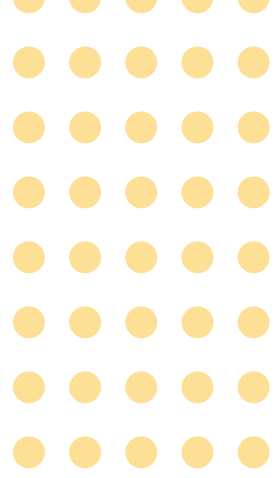
find
YOURSELF



VAHDAM[®]
INDIA

Copy :
The right balance
just like our Turmeric Spiced Herbal
Tea





Involve
THE AUDIENCE

Agenda:

Create engagement for brand on social media

Objective:

Generate brand salience and recall



#VahdamKnowYourTea

Discuss about the ingredients in the tea, how a specific ingredient is making a tea special, and how a specific blend will helps you relax.

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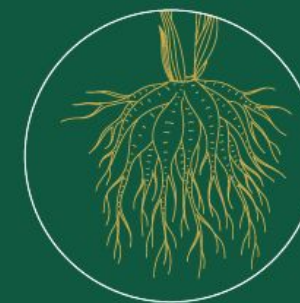


HOW

Vahdam sleep support tea works like a lullaby



Lavender
Soothes
menstrual cramps



Indian Valerian root
Good for
Insomnia

VAHDAM®
INDIA
Sleep Support Tea



Chamomile
Reduce
blood sugar levels



Ashwagandha
Reduce
cortisol levels



Rose



Vahdamindia



999 like





#VahdamHerbs

We bring alive various herbs used in Vahdam blends. Through various contents we let our customers familiarise themselves with herbs that makes perfect cuppa

VAHDAM®
INDIA

Indian Valerian

Indian Valerian root inhibits unwanted nervous system activity.
Which helps you to sleep better and sound.



#VahdamRecipes

Showcasing consumers how to their right cuppa with Vahdam with engaging videos and authentic content from our plantations-

- **Videos:** How to make videos: showing how to brew the perfect cup of tea
- **Process** shots from the various tea plantations and the packaging facilities



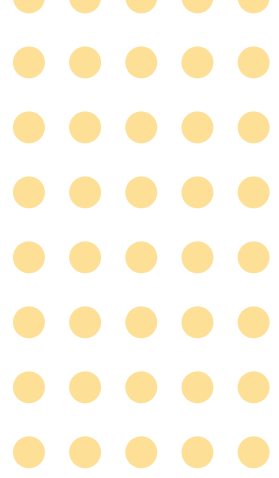
#FindYourBalance- Healthy Snack

Showcasing consumers to find the right tea balance for all their healthy munching and eating habits

Format video:

Recipe videos of healthy and easy snacks which we can pair up with our collection of tea.





Nurture
THE COMMUNITY

Agenda:

Create a community of brand loyalist

Objective:

Generate brand advocacy and leverage the same for content



#What'sYourBalance

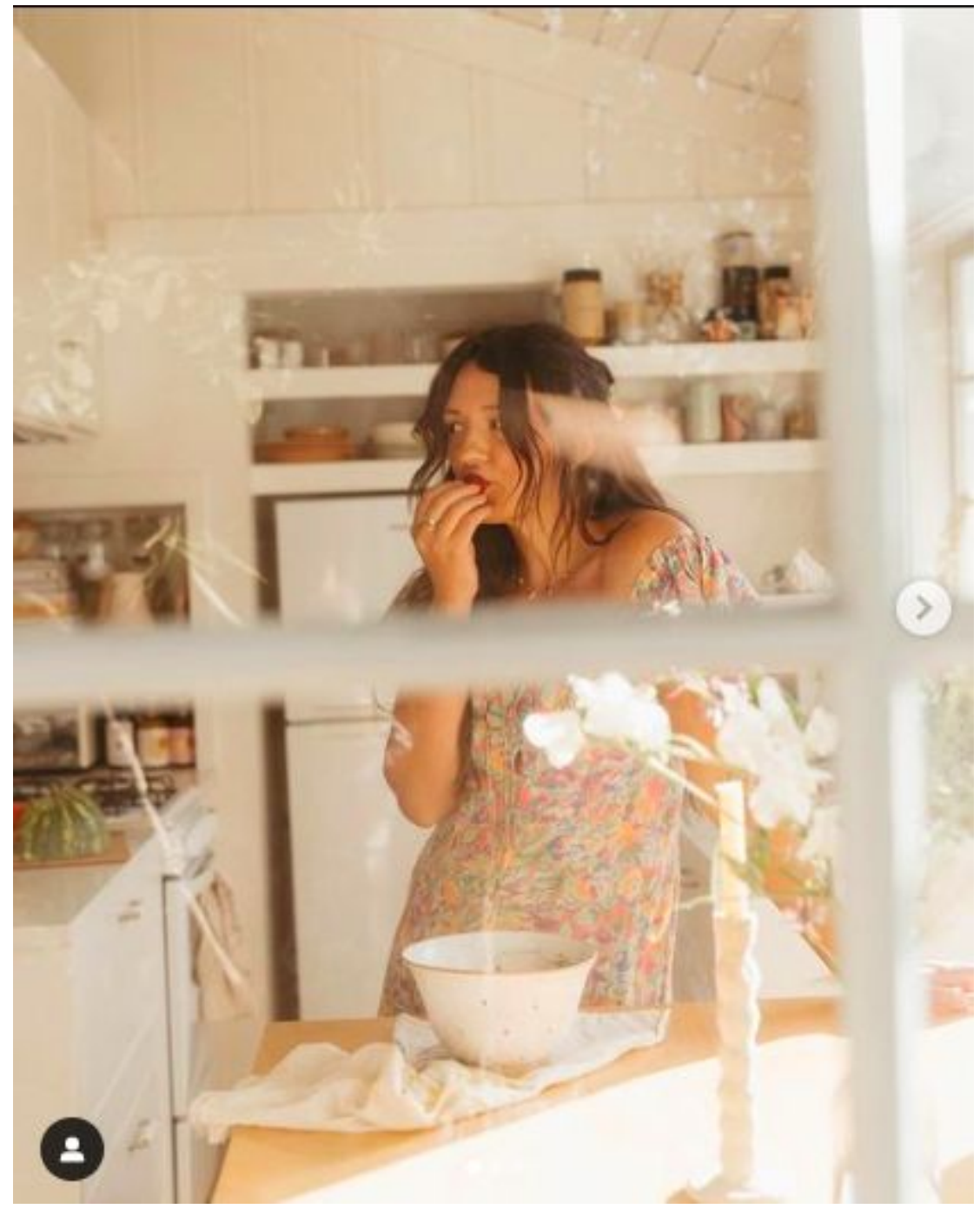
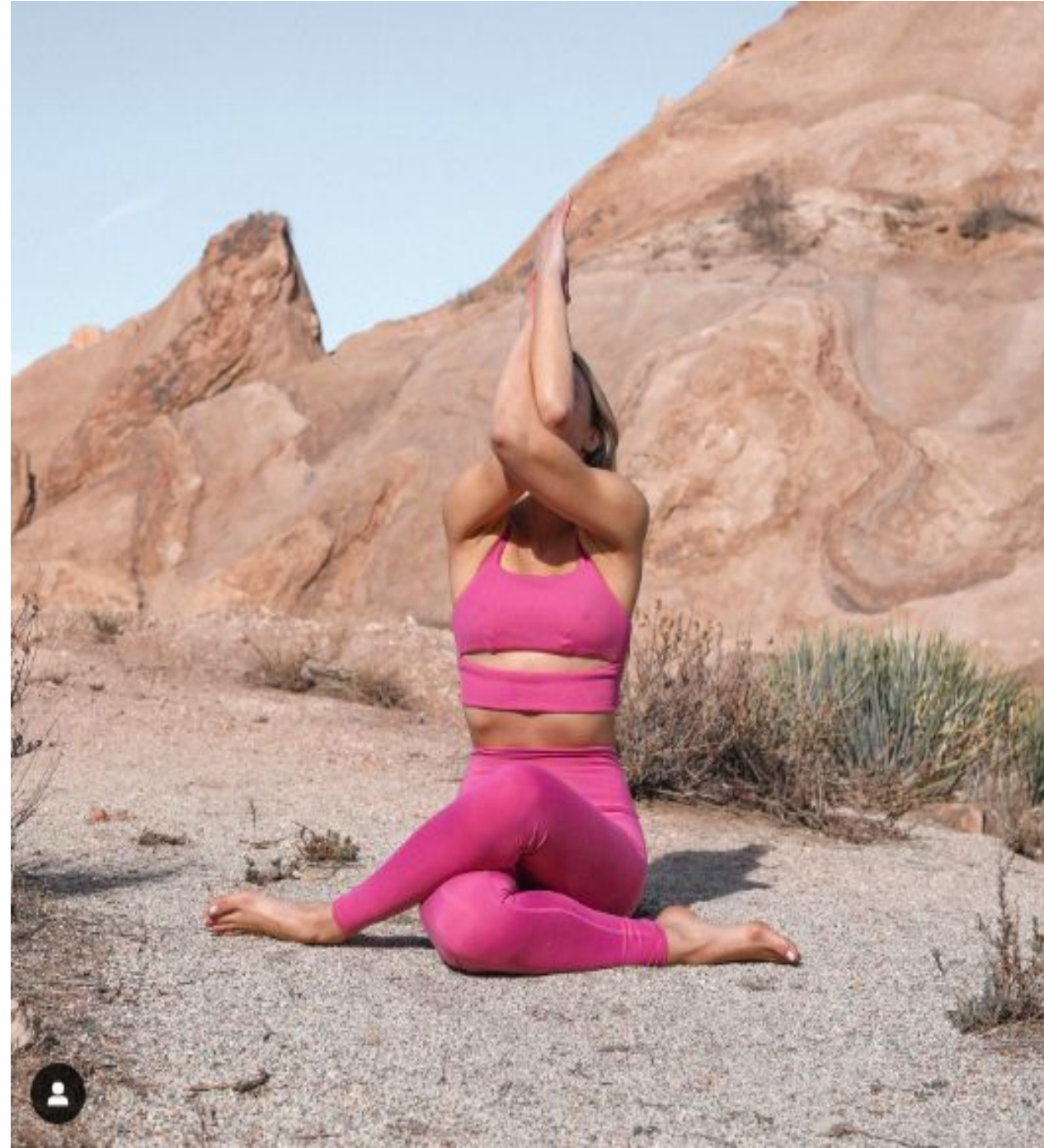
Getting renowned people from various walks of life to showcase how they find their right balance with Vahdam Tea

These influencers will take consumers through their specific Vahdam blends, while they are seen making the tea and striking the right balance

@shaylaquinn- 44.6 k followers, Laguna beach CA. Personality- Wellness, lifestyle

@allegroaroseb- 53.7 k followers, Yoga instructor, based in New York city. Personality : wellness, healthy living

@theluxilook- 53.6 k followers, Laguna beach CA. Personality: wellness, healthy living.



#FindYourBalance-Tea Music

Associating with a renowned music artist to create the most soothing and peaceful tea music which captures the overall tea making ritual

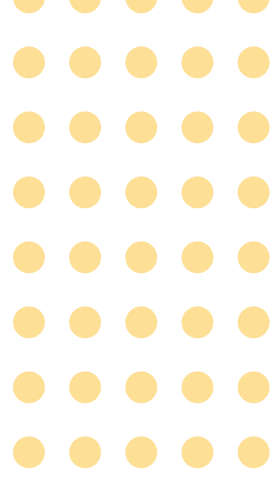
We can create the Tea music with various tea rituals and uploaded as
#VahdamMedidationMusic



#FindYourBalance- Tea Taste Session

- Associate with a famous yoga studio, a chain or an individual yoga studios in the major cities to conduct Tea tasting sessions and letting people find their right balance of freshness, rejuvenation
- Associate with luxury resorts and spa and conduct tea-taste sessions
- Tea tasting session at elite book readings





Keep
CONTENT FLOWING

Agenda:

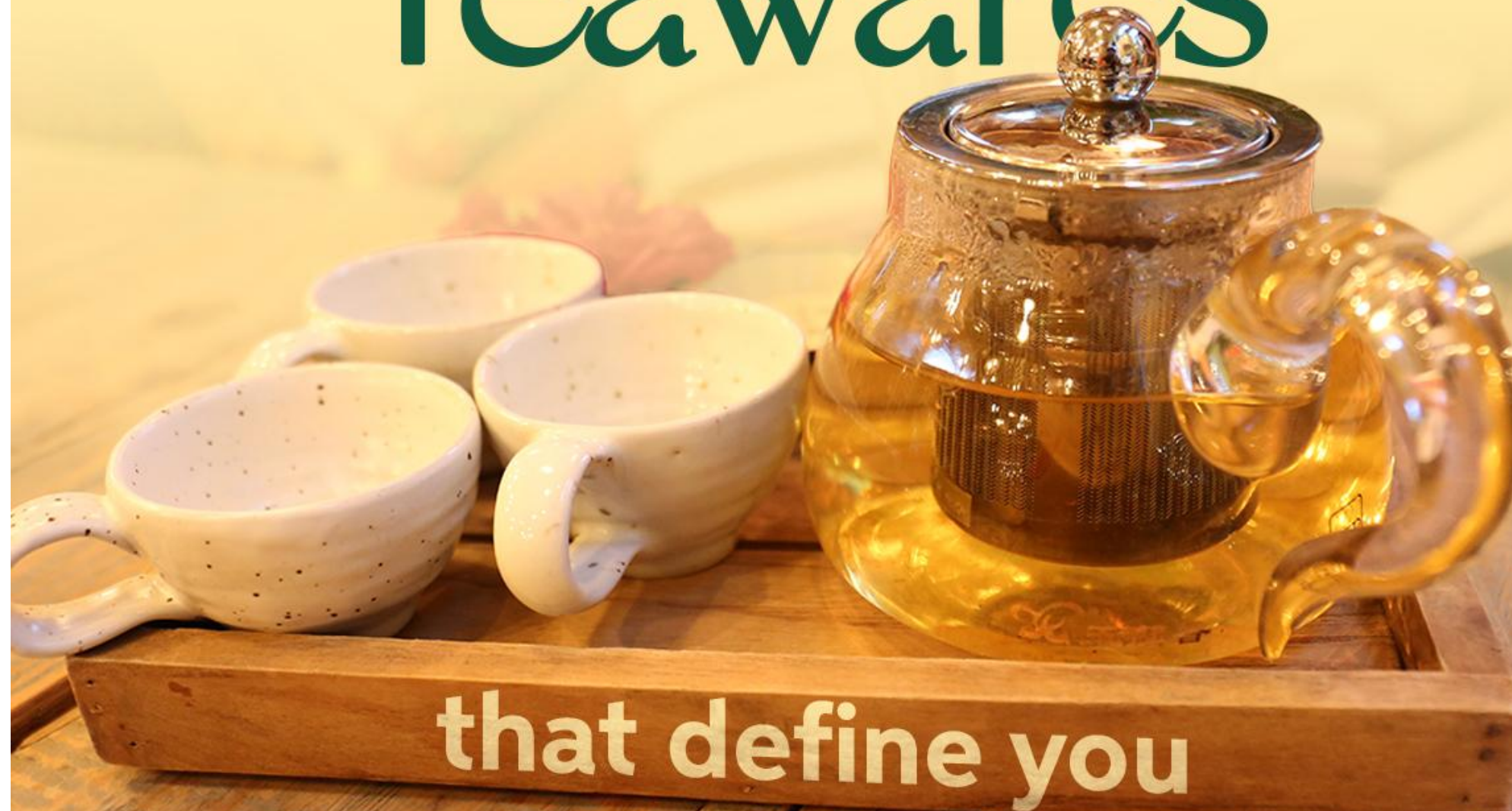
Keep regular content on for hygiene

Objective:

Brand recall & salience

VAHDAM®
INDIA

Teawares



that define you

VAHDAM®
INDIA

15%^{off*} on Teawares



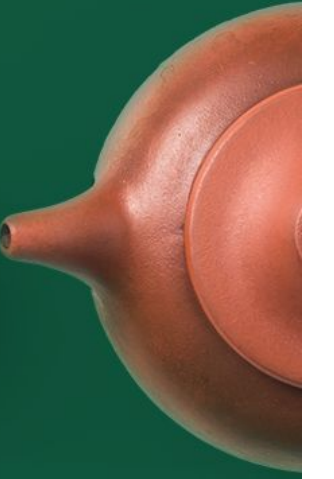
VAHDAM®
INDIA

Rs.

9

9

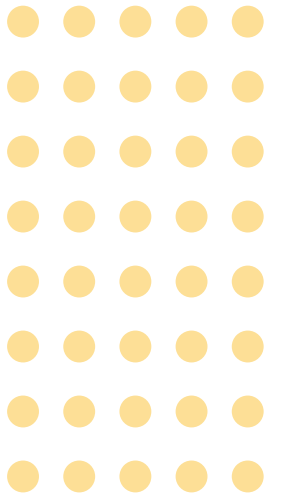
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~~Rs. 1,199~~

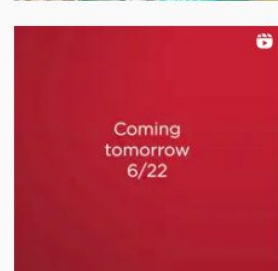
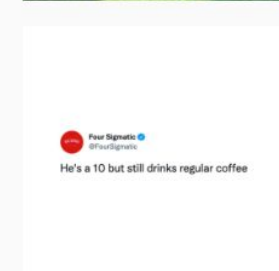
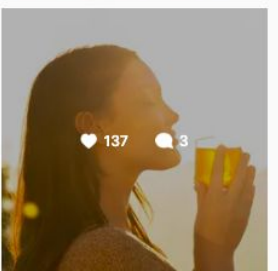
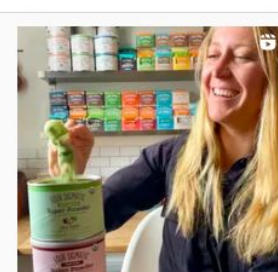
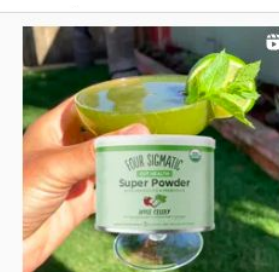
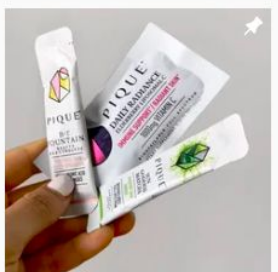
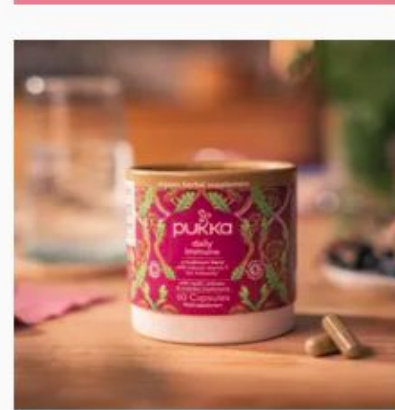
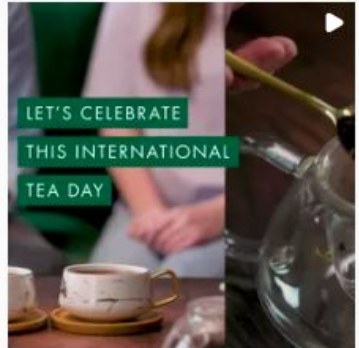
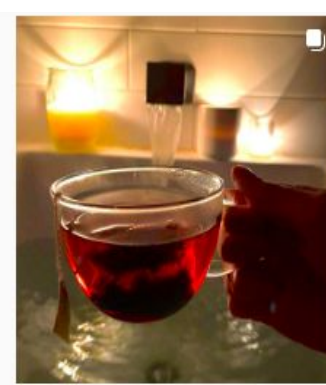
16% OFF

VAHDAM®
TEAS



Route Three





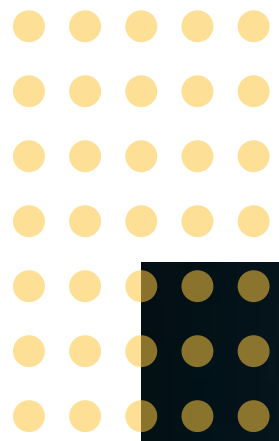


Need of the
hour

No sustainable differentiation apart from colors as all have almost same offerings

Hence strong need to create unique brand story that people register





Problem Statement

NEED A DIFFERENT NARRATIVE



Vahdam India- Brand Truth

All About Tea

Wellness

Indian Origin

Global Footprint

I'm in love, I'm in love, I'm in love, I'm in love,
I'm in love with a wonderful chai!
Or three, to be exact: spiced oolong, ginger,
and sweet cinnamon, shipped directly from India.

Oprah

OPRAH'S FAVORITE THINGS 2018





Way Forward

We can either combine all key messages or choose one of them to create the differentiation

We can go with Tea and Wellness, but then we will be taking a route that everyone is talking about

At Vahdam India, Product is at heart of everything we do

And hence WE RECOMMEND to STRENGTHEN THE INDIA STORY on the GLOBAL PLATFORM

Blend of **Authenticity, Premiumness and Wellness.**

Bring alive the essence of a **country that is spiritual home for Global Wellness movement**

Vahdam India is perfect cuppa that rejuvenates the body, mind and soul, helps you to have a proactive approach towards life

Sip of India that is perfect cuppa of wellness; New dietitian with new approach to energise the body with both Feel Good (Skin) and meaning to life and respect individual bodies

Through fitness, Meditation, Yoga (Hatha Yoga Kundalini Yoga, Ashtanga Vinyasa Yoga)

Panchakarma, Siddha and Immunity

Creating value for consumers in terms of Holistic health and wellness

VAHDAM teas welcome the world to experience the goodness and richness of Indian wellness.

Try a cup to experience for yourself how VAHDAM

#EvokesIndiaInEverySip.

Visit the land of
age-old secrets.

#EvokesIndia

Get closer to a
world of wisdom.



#EvokesIndia

Be transported to the
hub of wellness



#EvokesIndia



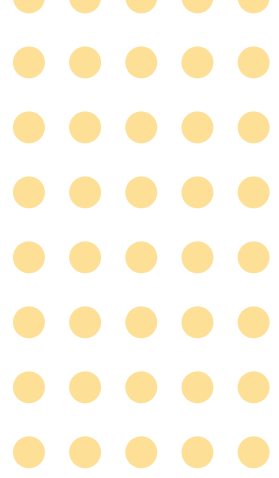
#EvokesIndia
IN EVERY SIP



#EvokesIndia
IN EVERY SIP



#EvokesIndia
IN EVERY SIP



Campaign Roll Out Strategy

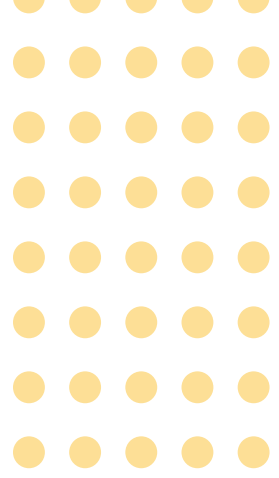
Define
THE BRAND

Reach- out
TO THE TG

Involve
THE AUDIENCE

Nurture
THE
COMMUNITY

Keep
CONTENT
FLOWING



Define
THE BRAND

Agenda

Establish the brand story and draw brand picture in TG's Mind

Objective-

Create Brand awareness

People across the globe putting a kettle of water to boil, choose their favourite Vahdam tea and brew it. As soon as one person sips his Vahdam cup, flowers drop from the top, he's sprayed upon by a mist of rose water, while a woman dressed in a sari stands in front of him with folded hands gesturing Namaste. The second person sees a Kathakali dancer appear when he takes a sip , while the third person finds himself looking at a person doing Yoga after a gulp. With the final message,
#EvokesIndiaInEverySip.



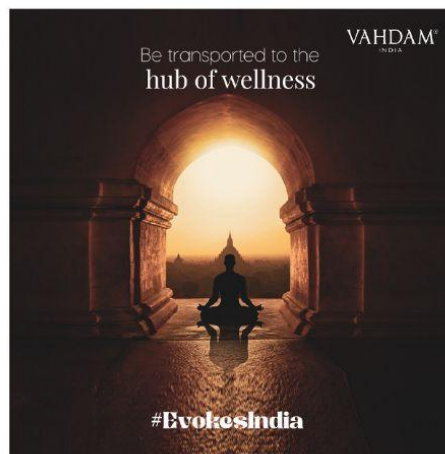
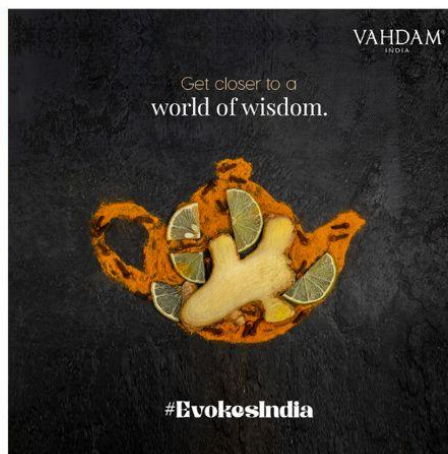
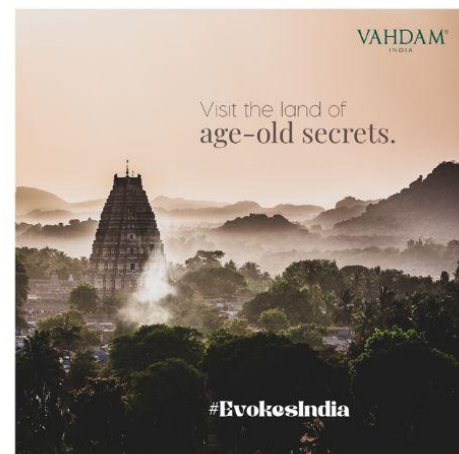
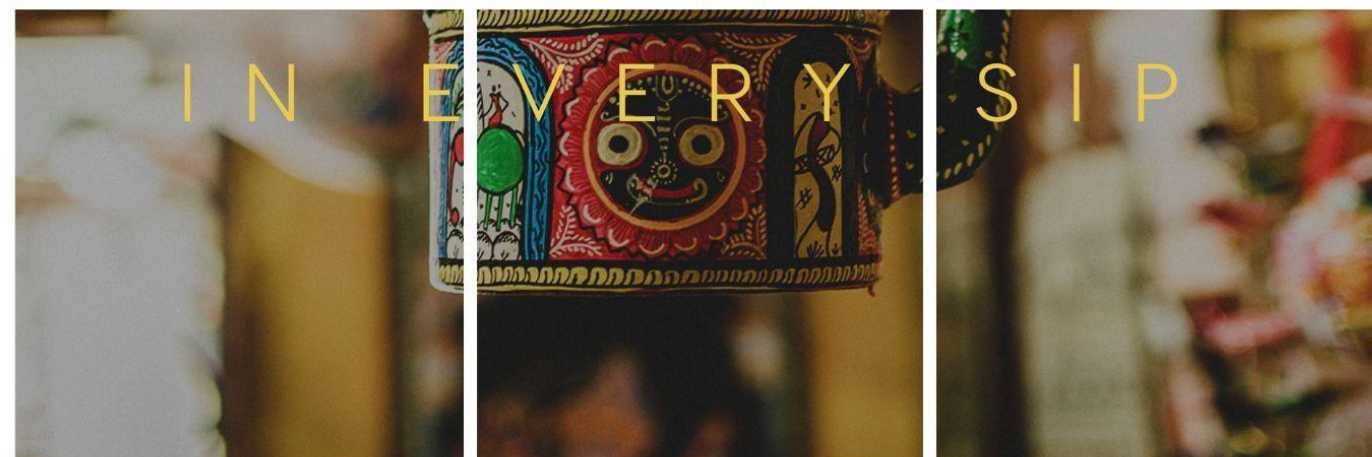
vahdamindia Message Follow

939 posts 99.4K followers 8 following

VAHDAM® India
Health & wellness website
Taking Indian wellness wisdom to the world
Tea | Spices | Superfoods
Use #VahdamTribe to get featured
linkin.bio/vahdamindia



POSTS GUIDES REELS VIDEOS TAGGED





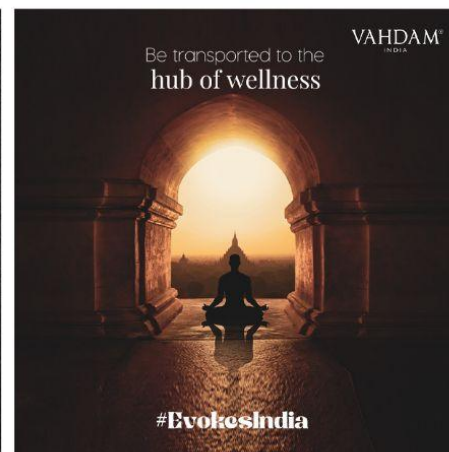
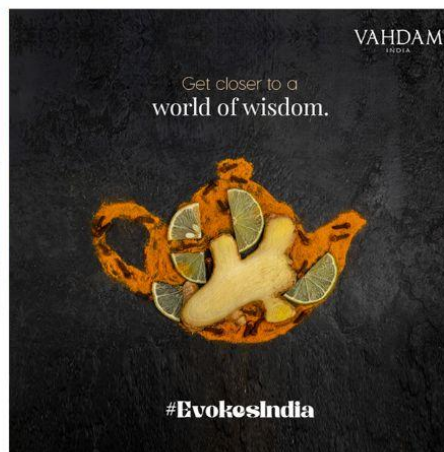
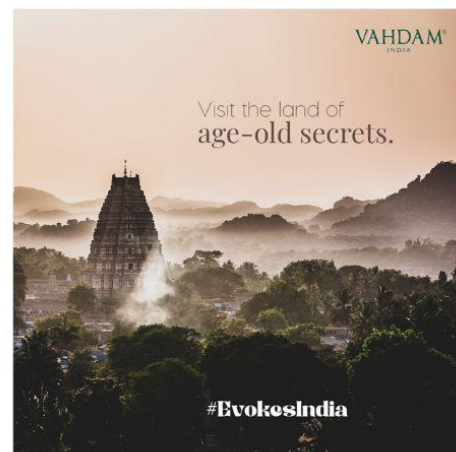
vahdamindia Message Follow ...

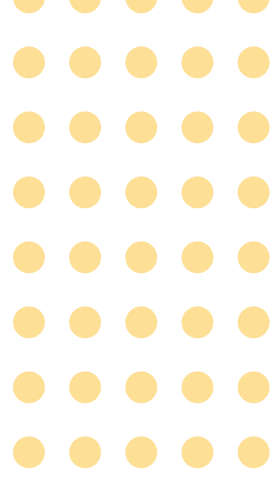
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VAHDAM® India
Health & wellness website
Taking Indian wellness wisdom to the world 🌍
Tea | Spices | Superfoods
Use #VahdamTribe to get featured
linkin.bio/vahdamindia

- (Vahdam)R...
Limited Edi...
Recipes
Vahdam Tri...
Impact 201...
TEAch Me
Press

POSTS GUIDES REELS VIDEOS TAGGED





Reach- Out TO THE TG

Agenda:

Reach out to a relevant target audience on digital & social media

Objective:

Reach & frequency - Awareness - recall

Tete- a Tea

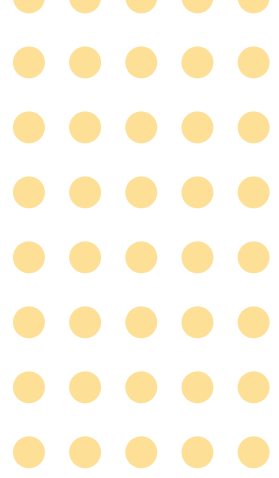
A tea chat show, which features an expert tea sommelier who'll invite 5 celebrities to his abode for a tête-à-tête & treats them to a tea masterclass with their favourite Vahdam teas.



#ExploreVahdam

Products- Vahdam products to have AR feature which allows the customer to interact with the product. The AR will show how to make the perfect cuppa with that tea. Can start with limited range and extend to more varieties.





Involve
THE AUDIENCE

Agenda:

Create engagement for brand on social media

Objective:

Generate brand salience and recall

#ExploreVahdam

Tea Estate VR Experience -

Travel to the tea garden's of India and experience the entire tea journey with your friends. Plucking, withering, rolling and all the nitty gritty's of the process. Later get the chance to grow and manage your own plantation.

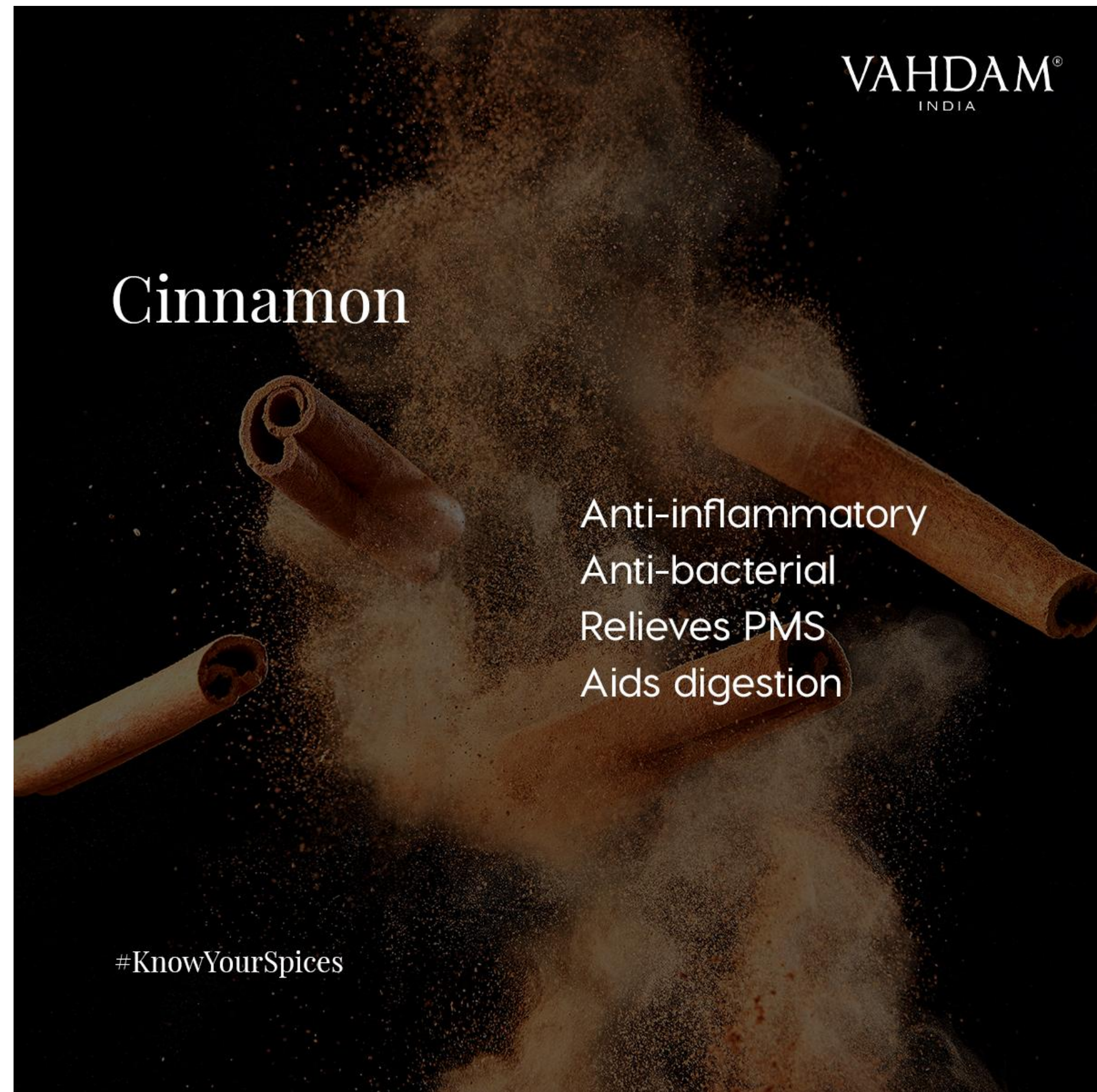


#KnowYourSpices

Do You Know static content series

Cinnamon

Anti-inflammatory
Anti-bacterial
Relieves PMS
Aids digestion



Carrier 22:33 80%
It's a Match!



Jessy



Matcha tea

Matcha tea Benefits



Burns belly fat
Immunity boost

Detoxifier
Healthy skin

#VahdamTeaMoods

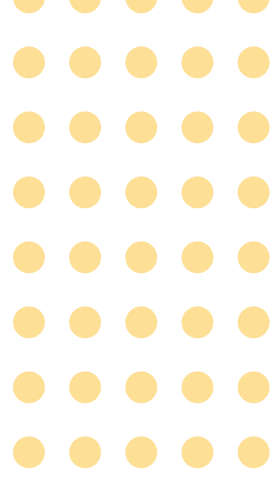
Idea is to Showcase the range of Vahdam tea for each mood

Idea: With every snap, the tea cup changes (Reel)

Image copy:

Earl grey, Matcha, Masala chai & late night (hibiscus)





Nurture
THE COMMUNITY

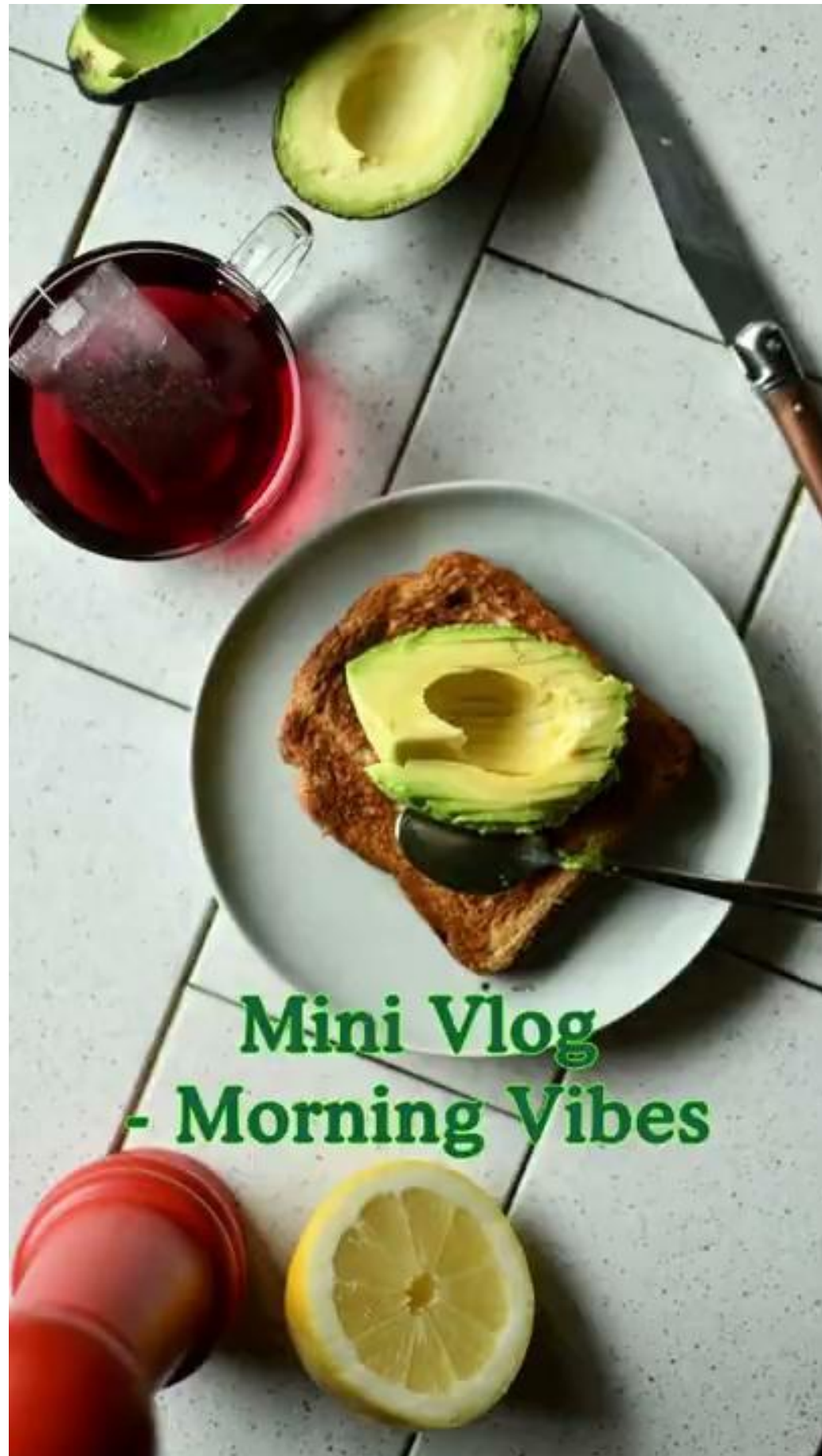
Agenda:

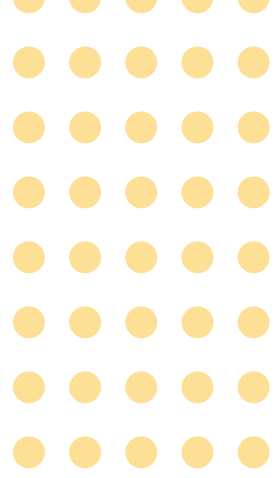
Create a community of brand loyalist

Objective:

Generate brand advocacy and leverage the same for content

#VahdamMorningRitual/ Tea Mornings





Keep
CONTENT FLOWING

Agenda:

Keep regular content on for hygiene

Objective:

Brand recall & salience

VAHDAM®
INDIA

 Ginger

Amla 

 Tulsi

 Pepper

Turmeric 



VAHDAM®
INDIA

The **health-boosting** elixir





Caper Tumbler

VAHDAM®
INDIA





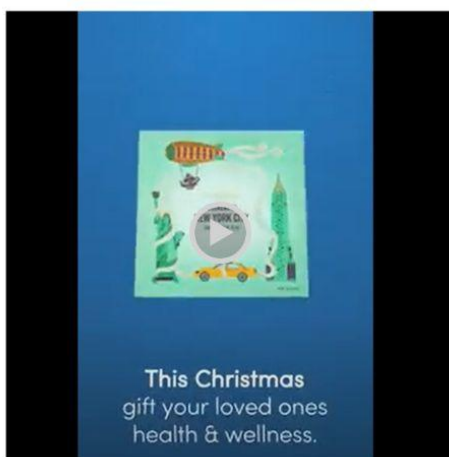
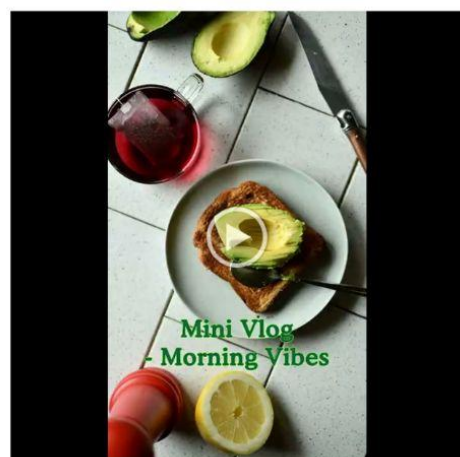
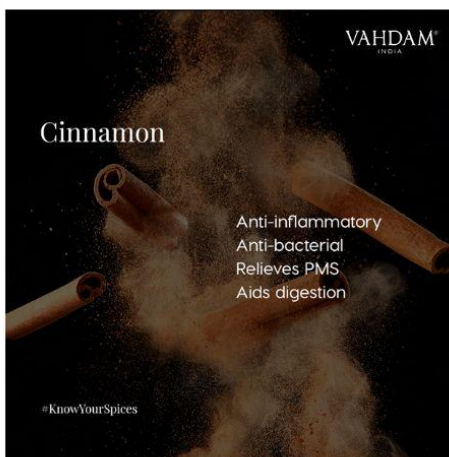
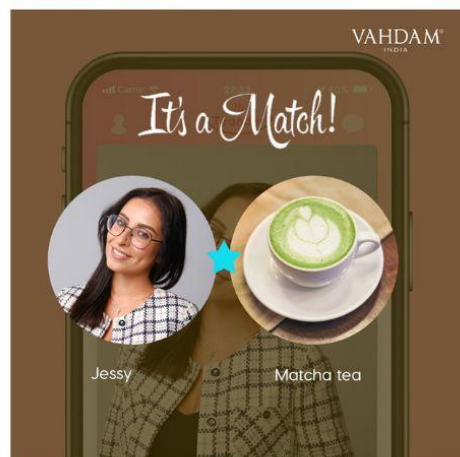
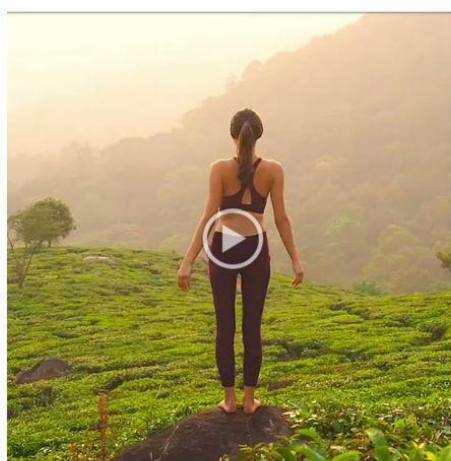
vahtamindia Message Follow

939 posts 99.4K followers 8 following

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POSTS GUIDES REELS VIDEOS TAGGED





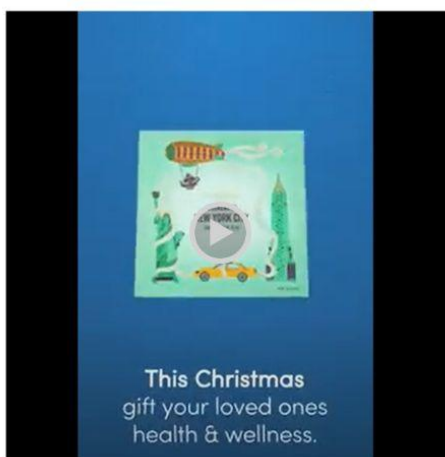
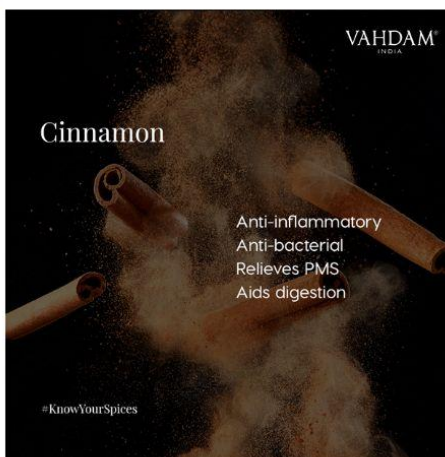
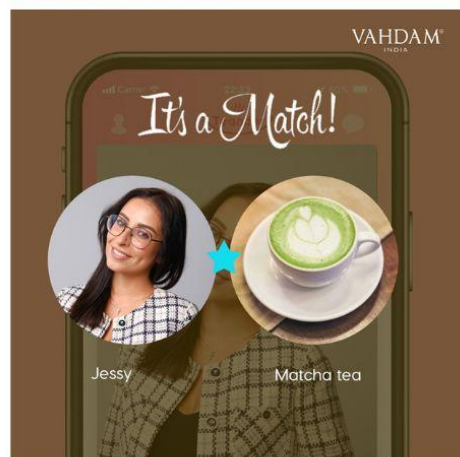
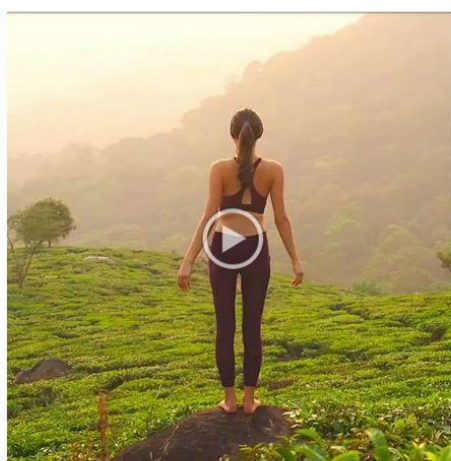
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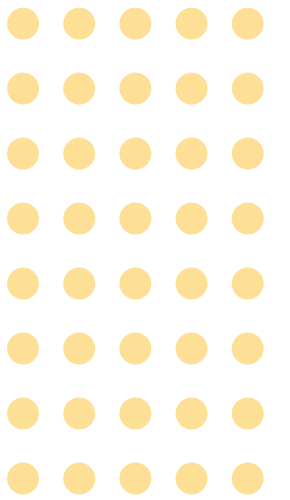
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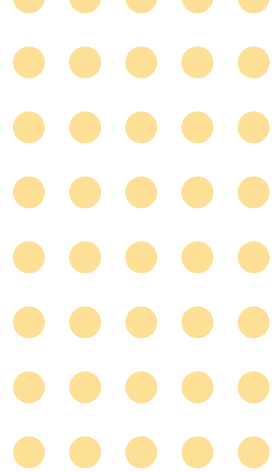
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Summarising Content Roll Out Strategy



Summary

DEFINE

- Key Visuals
- Launch DVC

REACH

Supporting social formats

- Types of media formats:
 - Interest based
 - Contextual
 - Time-based

INVOLVE

- Contests / UGC
- Partnership and association
- Reels and Shorts

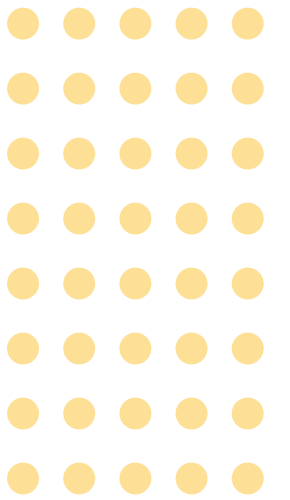
NURTURE

- Club
- Influencer Outreach
- Online (FB Live / Instagram Live)
- Tea Tasting sessions

KEEP

- Topical Posts
- Product Posts
- Shareable / Tag a friend Posts

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Social Media Strategy

Social Media Strategy

Content

- Video-first approach and format mix
- Stories bringing alive the true brand essence
- Branded and co-created content on **Confluence, Global Culture, Authenticity, Premiumness and Wellness.**

Community

- Nurture already existing community and getting more people to be a part of Vahdam India community
- Influencers and UCG content around **Authenticity, Premiumness and Wellness.**

Commerce

- Content to commerce
- Offers and promotion
- Insta shop- Shop carousel , E-Commerce Promotions
- Shop Offers and Promotion- Staying-in collection and offers

Content Mix

Influencer Content

- Wellness and Authenticity
- Tea Rituals
- Indian Essence

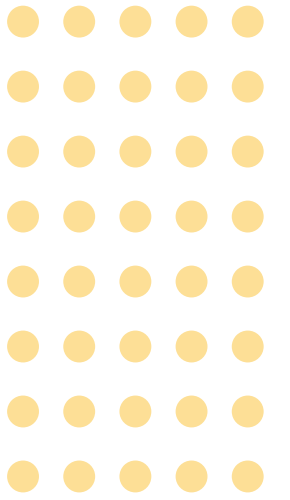
UGC

- **Unboxing**
- **Three reasons why-** Purchase, Use and USP
- **Tik tok question bubble-** New format for reviews and Customer issues
- **Things tik tok/instagram made me Buy-** New age review and testimonials.

Long format Content- Videos, Blogs, Syndicate articles PR Stories

- Native Indian Wellness
- Authenticity and Premiumness
- Process; climate and eco friendly
- CSR

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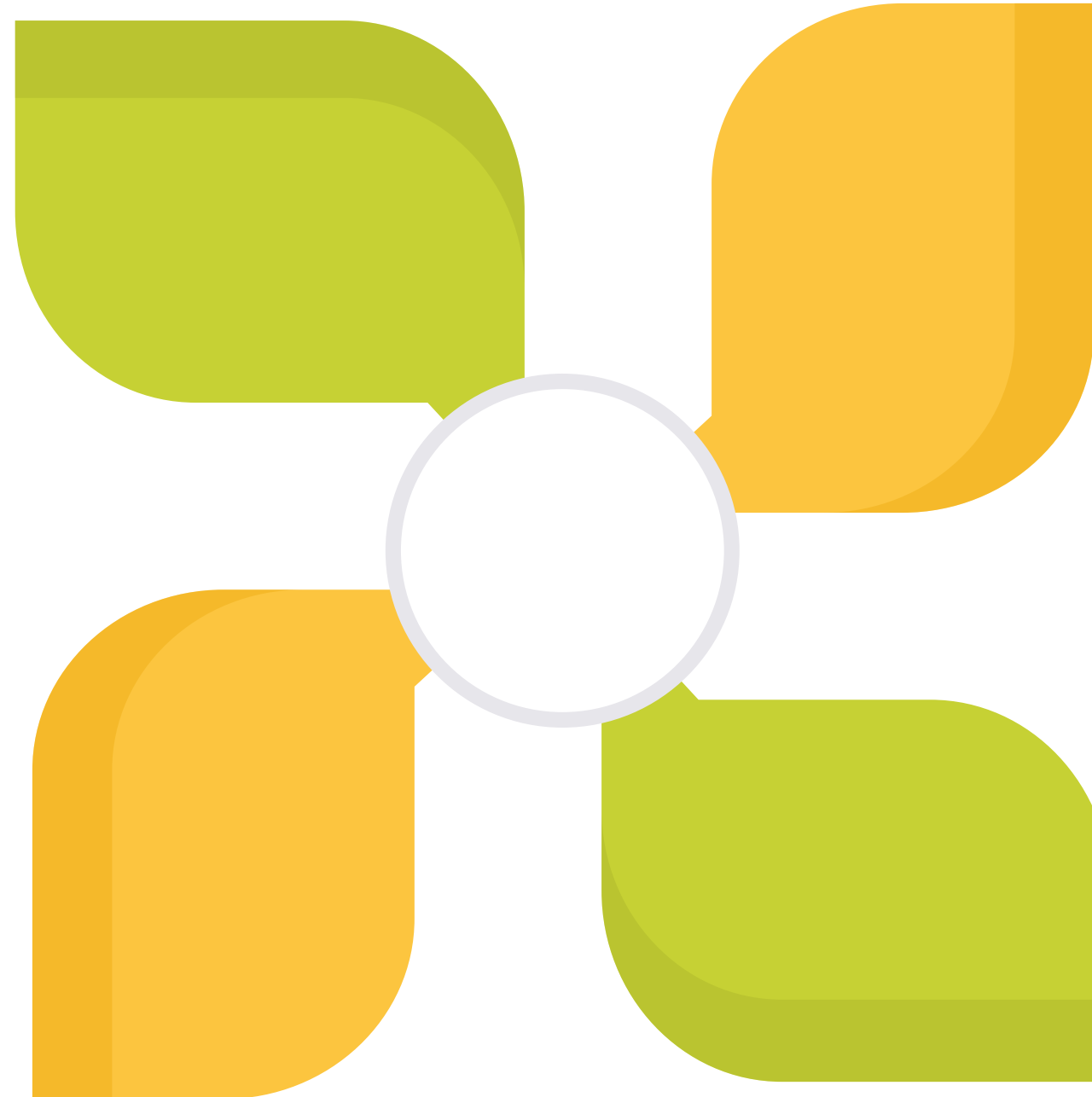


Platform Strategy

Primary Platform

Facebook

Awareness and Reach



Tiktok

Relevance and
Consideration

Instagram

Engagement and
Reach

Pinterest

Inspiration and
Aspirational

Primary Platform

Facebook

- Establish Vahdam as blend Authenticity and Wellness
- Build relevance basis trends, lifestyle and needs
- Get the brand to become a part of regular and relevant customer conversation

Instagram

- Engage the various consumer types
- UCG
- Building Community
- Influencer Content on various brand aspects
- Contest and other engagement
- Live events and seminars
- Recipes, Wellness rituals
- Associations and collaboration

Tik Tok

- Relevant and relatable rituals and wellness activity
- Reviews and customer testimonials
- Q&A and Best buys-
- Video content
- Influencer content
- Trends

Pinterest

- DIY
- Recipes
- Morning rituals
- Inspiring aesthetic and content

Secondary Platform

Youtube

Awareness and
education



Twitter

Conversation and trends

Secondary Platform

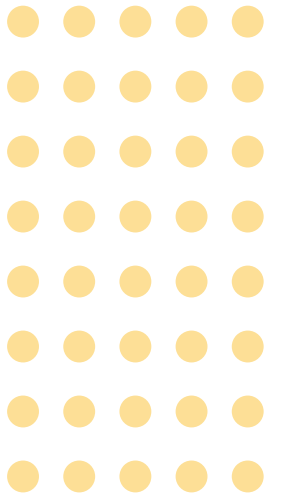
YouTube

- Shorts- Rituals, recipes and Wellness motivation
- Brand promise stories
- Process and CSR
- Behind the scenes- Tea estate and people
- Indian Wellness culture

Twitter

- Keep in touch with trends, Topics and relevant conversations
- conversation with consumers
- Key updates/Launches
- Polls, Q&A and other engaging interactions

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Let's Discuss