

LIPTON TEA

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Introduction/Brand personality

Lipton Tea Background:

- Founded in 1890 by Sir Thomas Lipton – made tea affordable & accessible.
- Operates in 100+ countries under Ekaterra (since 2021).
- Known for heritage, consistency, & affordability.
- In the UAE, it's a household name, but seen as traditional.
- Gen Z prefers brands that are authentic, eco-friendly, and expressive.
- Lipton aims to refresh its brand to connect with Gen Z.
- Lipton's Brand personality is founded on retro values of trustworthiness, warmth, and authenticity.



Situational Analysis

(SWOT Analysis)

Strenghts

- Strong Brand Recognition
- Wide Product Line

Weaknesses

- Pricing compared to competitor
- Perception of Lipton

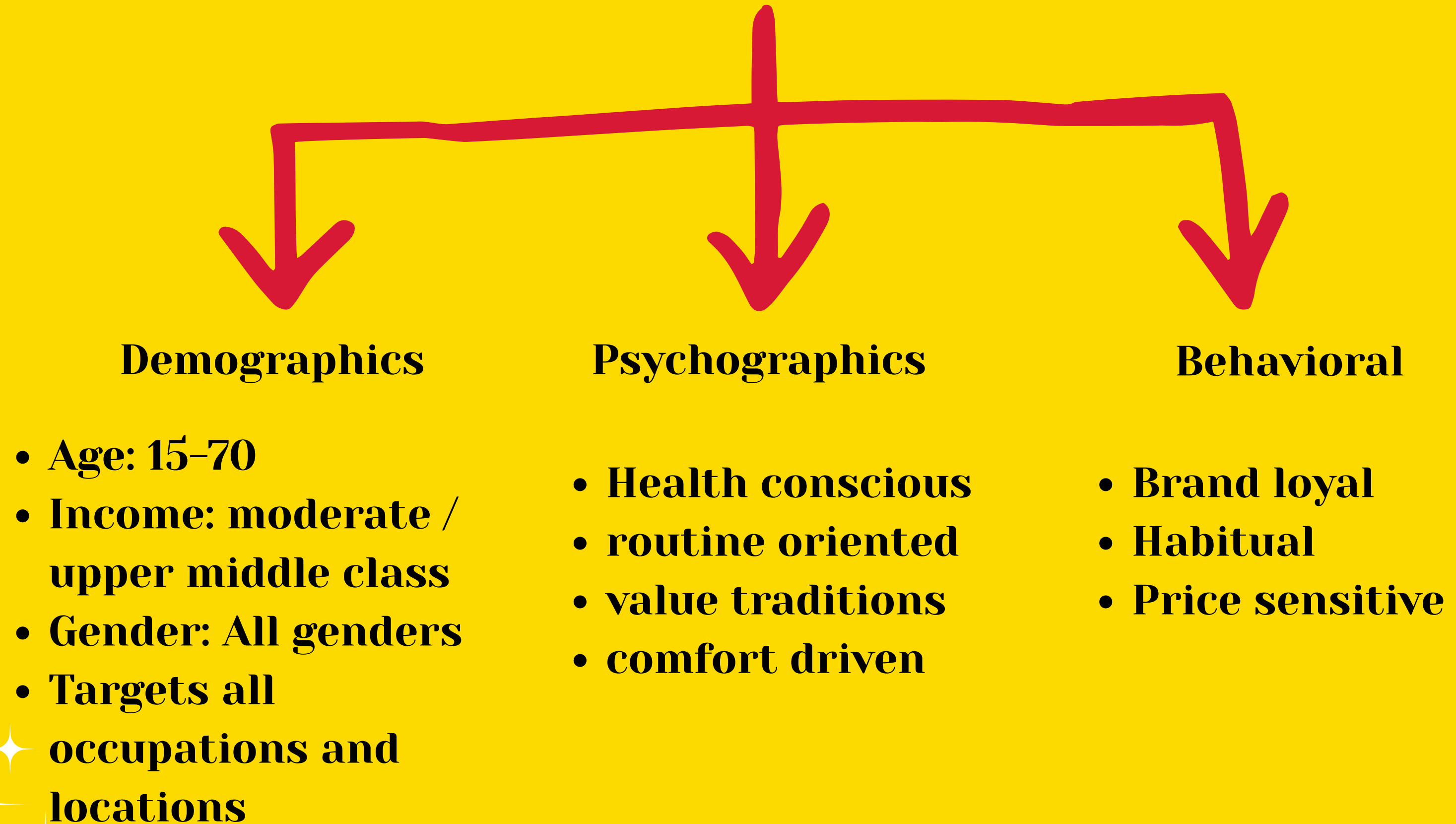
Opportunities

- Fast Delivey Service
- Health Awareness

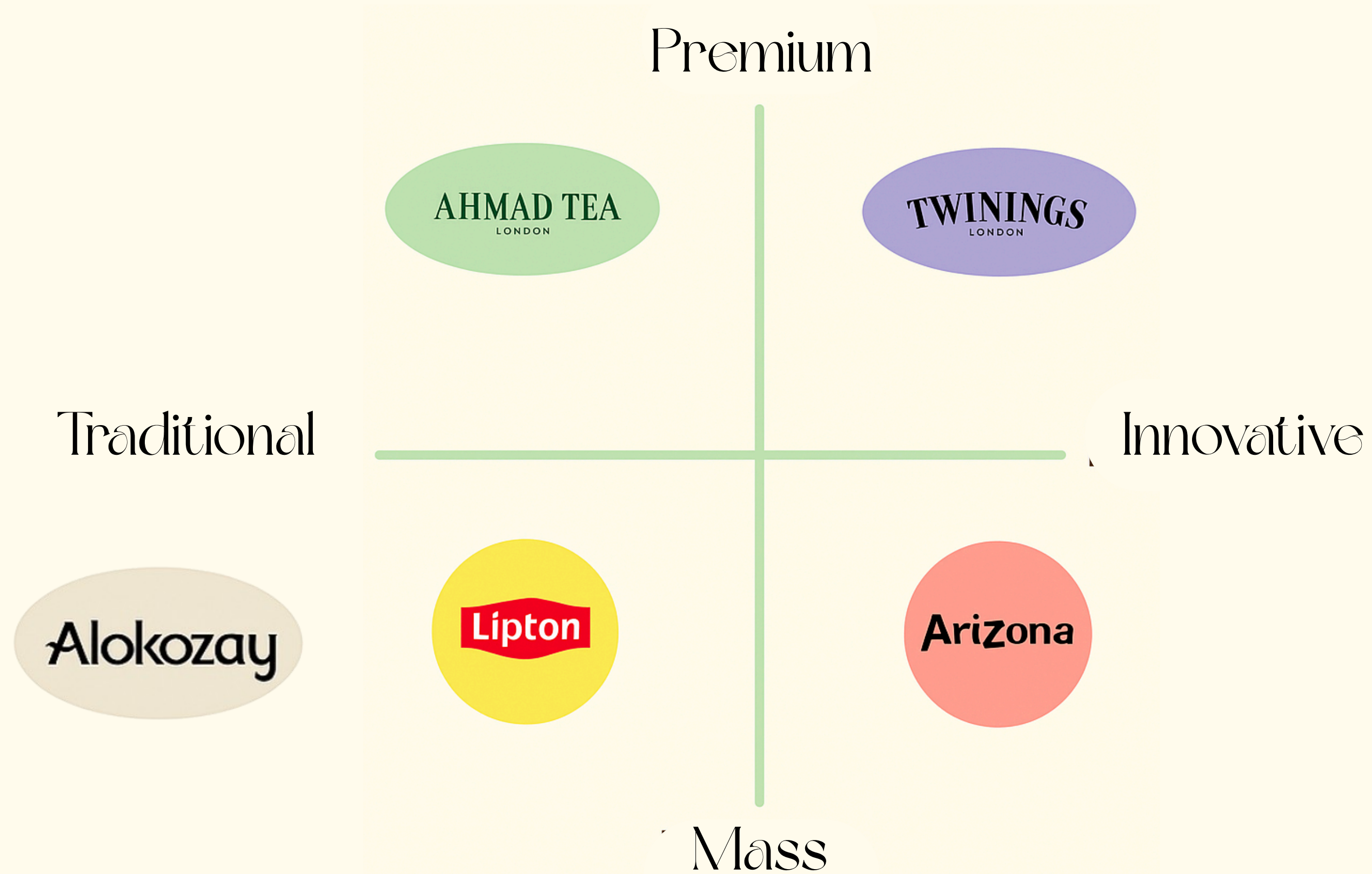
Threats

- Preference of Coffee over Tea
- Intense Competition

Current target market



Perception Map



Proposed Target Market

Primary Target Market: GENZ (12-26)

Demographic:

- Ages 12-26
- Students/ young professionals
- Urban, digitally connected

Psychographic:

- Values sustainability, authentic self expression
- Health conscious

Behavior:

- Daily rituals (study sessions, morning boost, etc)
- Engages with UGC/ influencer content

Secondary Target Market: Favorable Brand Switchers

Demographic:

- Ages 18-35 (Gen Z and Millennials)
- Current users of rival tea brands (Twining's, Alokozay, etc.)

Psychographic:

- Open to trendy alternatives
- Low brand loyalty

Behavior:

- Impulsive buying habits (exclusives, limited editions)
- Compares brands online before purchasing

Proposed Marketing strategy

Marketing Objectives:

- Increase brand awareness by 25% in 12 months.
- Improve brand image as youthful & eco-friendly.
- Reach 20,000+ monthly digital interactions.
- Boost trial & purchase intent by 15%.
- Build loyalty via engaging reward programs.

Marketing Strategies:

- Cooler packaging (artistic, QR codes).
- Available in university cafés and gyms.
- Use flash sales, student promos, and influencers.
- Mobile app with gamified rewards and personalized DMs.
- Run sustainability campaigns like “1 tea = 1 tree.”

Marketing Communication objectives:

- Shift brand image to be fun, bold & Gen Z-focused
- Drive TikTok & IG engagement with challenges
- Educate through wellness content
- Make Lipton part of daily Gen Z routines (e.g., study time, chill moments)

Proposed Marketing strategy

● Product Strategy

Align products with Gen Z's lifestyle and wellness interests through:

- Limited-edition, Instagrammable packaging
- Health-focused variants (sugar-free, detox, functional teas)
- Highlighting natural ingredients and eco-friendly production

● Distribution Strategy

Expand presence in Gen Z hotspots and digital platforms by:

- Stocking in campus shops, youth cafés, gyms, and event venues
- Partnering with food delivery apps (Talabat, Instashop, Noon)
- Co-branding with local cafés and co-working spaces

● Sales Strategy

Create urgency and exclusivity to drive trial and loyalty via:

- Flash sales, student promos, and limited-time bundles
- Delivery app promotions and event sampling
- Influencer-led POS marketing and QR code campaigns

● CRM Strategy

Mobile-first, personalized, gamified customer engagement using:

- Loyalty app with digital badges, points, and rewards
- Push notifications, social DMs, and chatbot interactions
- Emotional loyalty through content recognition and rewards





Creatives – Product Line





Creatives



Lipton Wellness App



Bus Stand



Transit Branding - RTA Bus



Creative Media



Social Media Poster



Lipton Lift Advertisement

Creatives – Point of purchase



Point of Purchase



Giveaways, offers & direct selling through sales personnel in stores

Implementation Plan/Media Plan (Jan-Jun 2025)

Month	Key Activities	Details	Media Tools/Ideas
January	Product Finalization	Finalize tea variants & packaging aligned with Gen Z preferences.	- Google Ads to recruit Gen Z focus group - Packaging testing via Google Forms - Product name polls on Instagram Stories
February	Teaser Campaign	Teaser Launch using precision audience targeting.	- Teaser email: “Something’s Brewing...” - Instagram Story Ads with countdown timer - TikTok Top View Ads for teaser boost
March	Official Launch	Promote trial of “Lipton Lift” with targeted social ads.	- Lipton website hero banner with “Try Now” CTA - YouTube Non-Skippable Ads - Press/blogger mentions via PR kits to lifestyle editors
April	Influencer Partnerships	Use AI platforms to identify authentic influencers and other partnership details.	- AI software for influencer matching - Lipton Lift Starter Packs - TikTok POV/Routine videos by influencers - YouTube Shorts – unboxing experience
May	Pop-up Activations	Wellness-themed events + college campus activations	- Branded sampling booths at campuses/malls - QR code surveys for instant feedback - Spin-the-Wheel offers (tablet-based) - Giving Merch as reward
June	UGC Campaign	Hashtag #BrewYourMood , tracked via social media analytics tools.	- UGC contest with prize incentives - AR filter/lens on Instagram & TikTok

Sustaining Engagement & Control Measures (Jul-Dec 2025)

Ongoing Customer Engagement

- Campaigns:
 - Seasonal promotions
 - Targeted digital ads
 - Wellness content series on social media
- CRM Automation:
 - AI-powered CRM (e.g., HubSpot)
 - Personalized messaging based on behavior & purchase history

Performance Monitoring

- KPIs Tracked Monthly/Quarterly:
 - Sales performance
 - Social media engagement
 - Customer satisfaction ratings - Surveys
 - Influencer campaign ROI
 - UGC participation rates (#BrewYourMood)
 - Brand recall from surveys

Contingency Planning

- Backup list of vetted influencers
- Flexible budgeting to adapt to:
 - Market shifts
 - Real-time campaign data

Budget Allocation

MEDIA CHANNEL	ALLOCATION (%)	PURPOSE	KPIs
TTL (Digital)	40%	Paid ads (TikTok, Meta, YouTube), creator collabs, RTD product promos	Impressions, CTR, ROAS, Conversion Rate
BTL (Engagement)	30%	Pop-ups at malls/universities, sampling stations, interactive experiences	Sampling Conversions, Footfall, Social Shares
ATL (Awareness)	20%	Billboards near campuses, cinema screens, branded fridges in stores	Brand Recall, Reach, Media Frequency
PR (Credibility)	10%	Gen Z-targeted media (Lovin Dubai, Khaleej Times Youth), micro-PR kits	Mentions, Earned Media, Sentiment Analysis

Conclusion

**To stay relevant with Gen Z in the UAE,
Lipton needs to evolve.**

We're not abandoning tradition—
we're building on it.

By going digital, staying authentic,
and offering wellness-focused ready-to-drink teas,
Lipton becomes a brand Gen Z relates to.

This isn't just about tea.
It's about identity, community, and showing up.
Lipton is ready for that next steep.

THANK YOU