

ASSIGNMENT-2

1. What six to eight marketing Tactics, would you recommend to make "The Cutting Edge of Tea" more successful?

Digital marketing Campaigns.

Launch targeted digital ads across social media platforms and Google Ads to reach tea enthusiasts and health-conscious consumers.

Influencer partnerships

Collaborate with influencers in the health and wellness space or lifestyle bloggers who resonate with your target audience to promote Kirin's Cutting-Edge tea.

Content marketing

Develop a content strategy focused on educational content about the benefits of Kirin's Tea ingredients, such as

antioxidants and unique flavour profiles

This could include blogs, videos and infographics.

Sampling programs.

Distribute sample of Kirin's Cutting edge tea at health food stores and wellness event to allow consumers to experience the product firsthand.

Packaging Innovation:

Enhance the packaging design to reflect the premium and cutting-edge nature of Kirin's tea. Clear, informative labeling about the health benefits and unique qualities can attract consumers.

Community Engagement

Sponsor or participate in community events focused on health and wellness. This could include sponsoring local yoga classes, running events or wellness workshops.

2. What message do you want to communicate?

Where flavours come together and memories are made!

The art of mixology, the joy of sharing!

A fusion of flavours, a blast of fun!

Shake things up with a delicious twist!

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