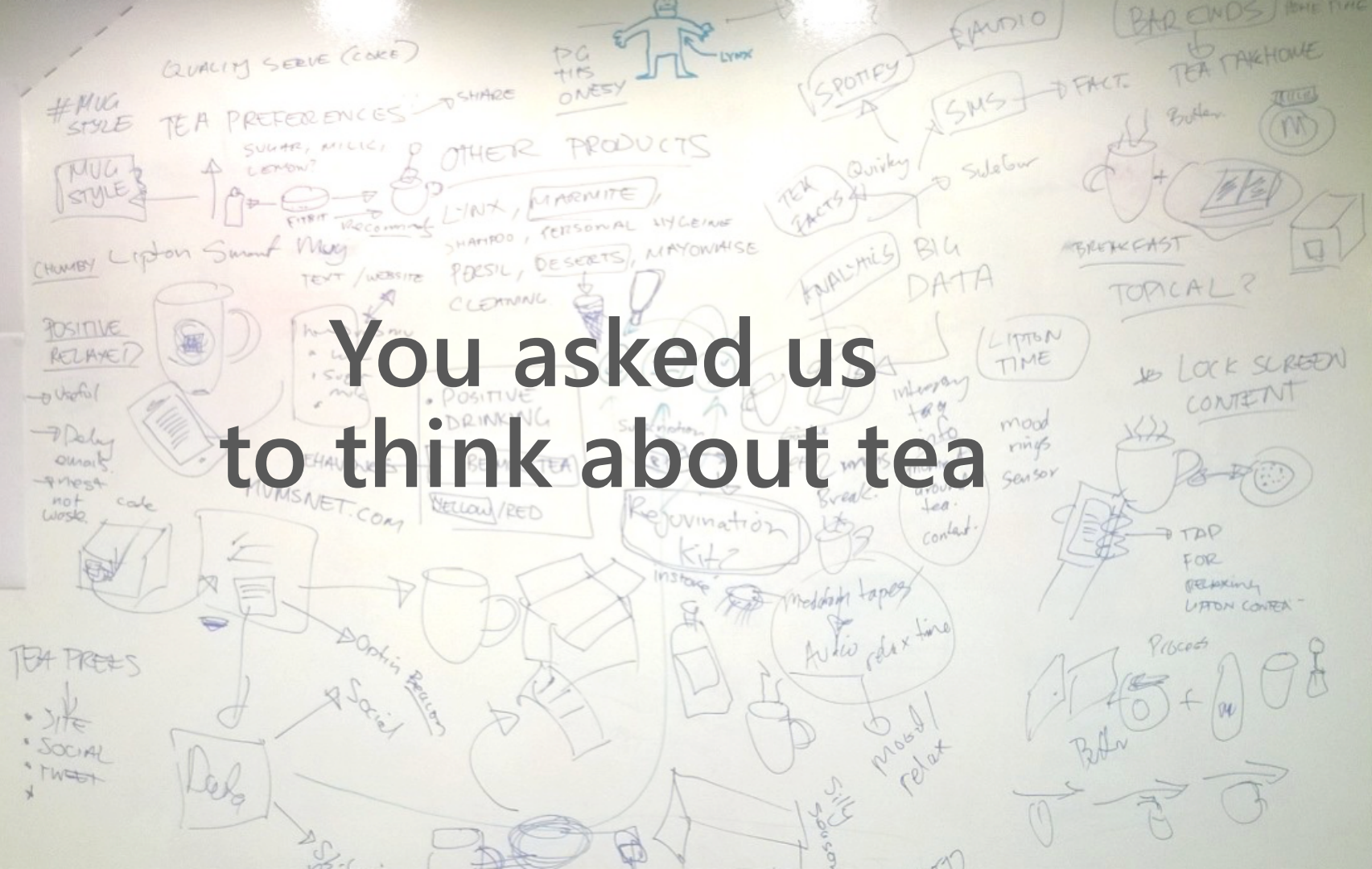


# Lipton thinking

Thoughts on activation for Lipton

# You asked us to think about tea



# The digital biscuit

Lipton takes a leaf from Heston B

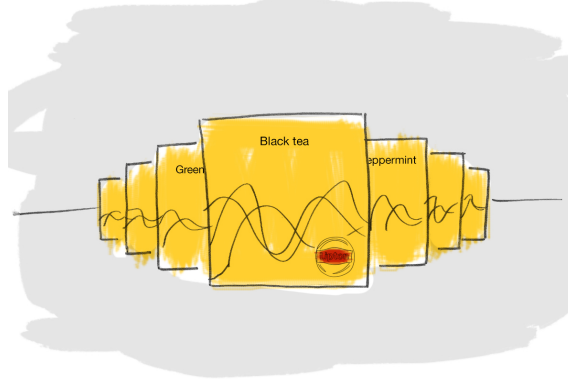
# Insight

- A cuppa is a two minute break from the rush
- Tea is about defusing and recharging
- Tea tastes even better with the right sounds

<http://condimentjunkie.co.uk/blog/2014/6/20/bittersweet-symphony>



**Mary taps on the biscuit icon on the lock-screen**  
she has chosen the Liptons Spotify sound experience



**For each blend of tea**  
Heston Blumenthal has created a taste-stimulating coordinated soundscape.  
Mary taps on "green tea"



**The digital biscuit: 2 minutes of relaxing micro-content perfection**  
Mary can close her eyes and enjoy the soothing feelings of happiness

# The rejuvenate kit

Better inside and out across categories

# Insight

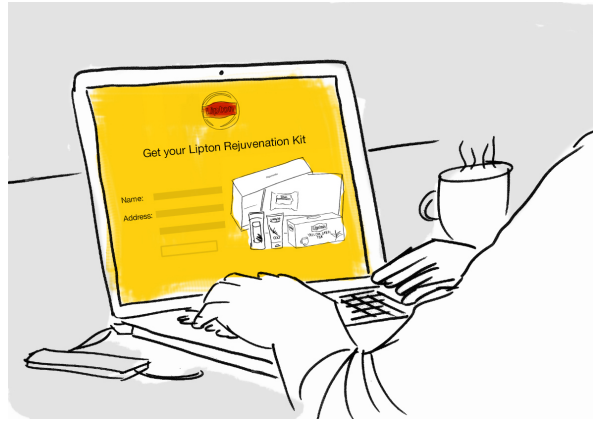
- Tea makes you young again
- Tea defuses conflict and restores the soul
- We all seek recharging experiences
- Products in the personal care category deliver similar promises



**Mary follows Simple skincare on Facebook** and Jaskinder follows Lipton on Twitter. They both spot an interesting offer centring on rejuvenation. The offer describes a free pack of goodies where tea and calming skin balms are packaged together.

**Jaskinder looks for the display in store** and buys a pack of tea (Mary might buy the simple cleanser with the same promo)





**Jas sends away for the free offer** and opts in to relaxing content offers

**The pack arrives** and Jas enjoys the rejuvenating experiences. She tells her friends about it on Facebook, closing the loop



**The smart mug™**

Data-capture never tasted this right

# Insight

- I am unique and important
- Respect me respect my choices
- I like my tea EXACTLY like this

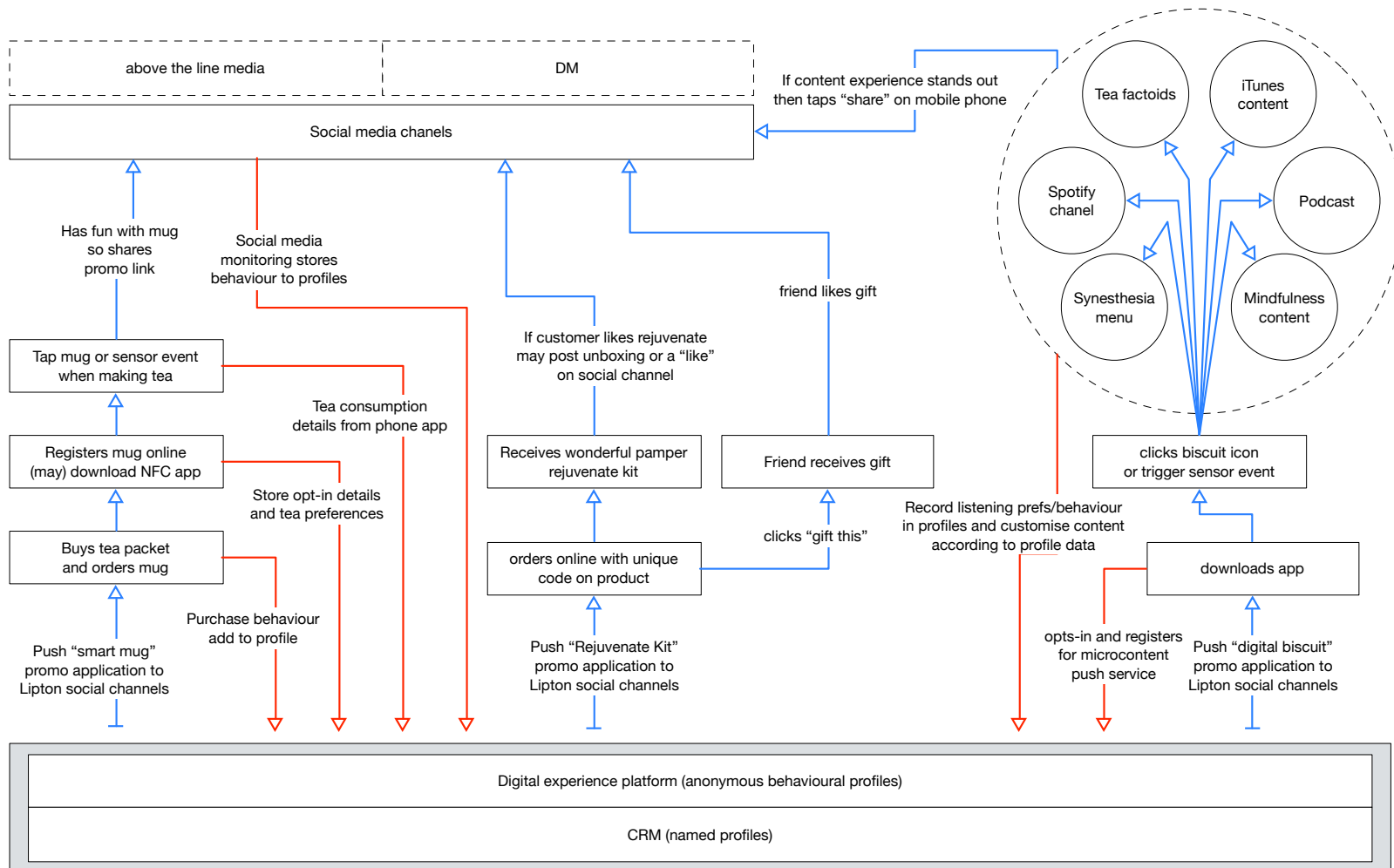


**John notices promo on pack of Lipton.** It's an offer of a magic smart mug that stores the details of how you like your tea. It's free and it sounds like fun. When the mug arrives, John registers it online and sets his tea preferences



**When John's work colleagues make him a cuppa his mug tells them how.** Tap the mug with a smartphone and the cup identifies its owner and precise tea preferences:-)





Thanks:-)