

The 5-day challenge

The brief from Unilever: Show us how digital could activate an underperforming brand.

The journey: From insight to experience

1) Insight

The process starts with high quality insight gleaned from research. For consumer brands this builds on market and brand planning.

2) Customer need

Next we frame the insight in terms of customer needs because we activate brands by by creating experiences that align with the customers needs and values.

3) Experience

The activating experience is where creative, business and technology come together to delight the customer.

Example: Nespresso

1) Insight

Nespresso is closest to you from the fruit on the branch to the cru in the cup. It's the deepest coffee experience.

2) Customer need

I want to feel unique. I want to walk into an establishment and be greeted by name and offered my usual. I want to be recognised.

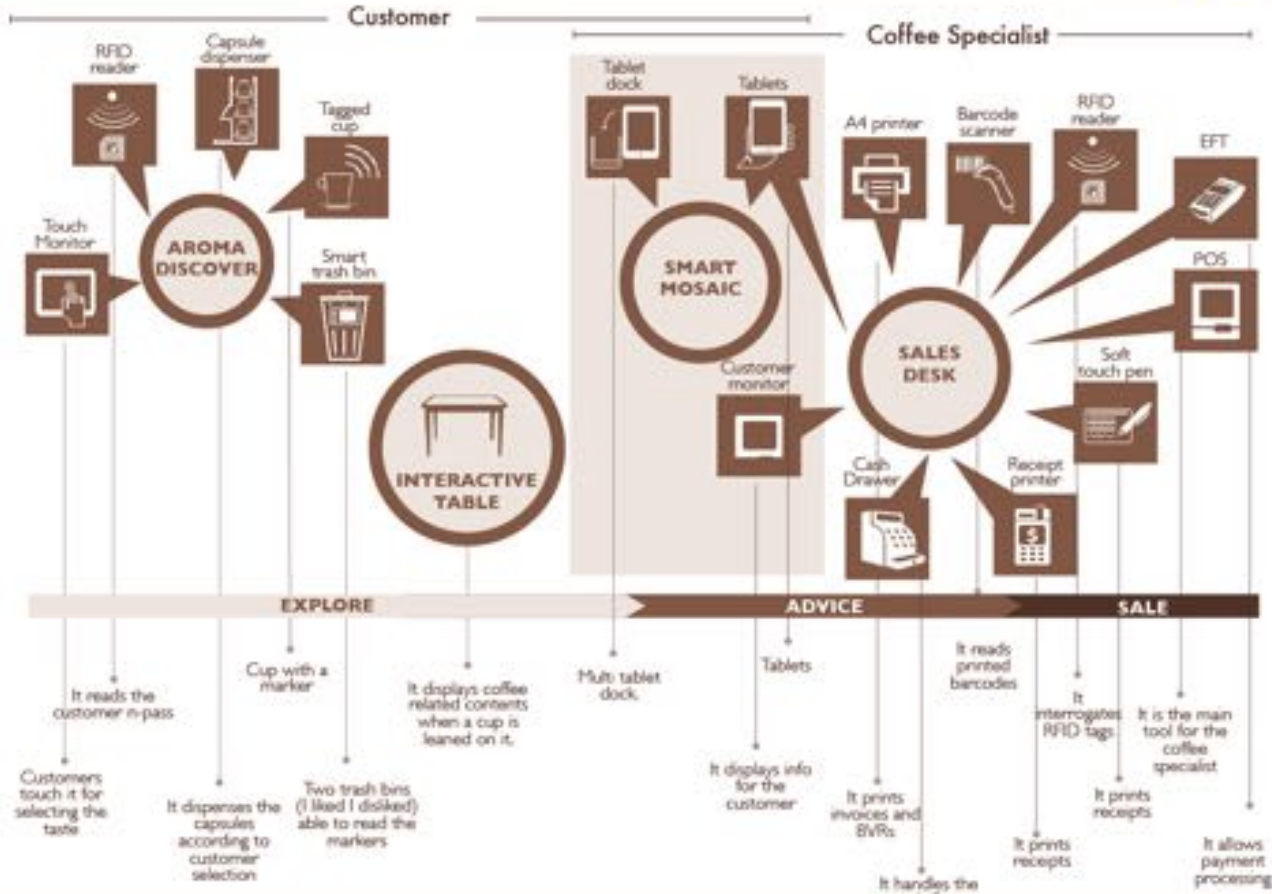
3) Experience

The 360 degree capsule

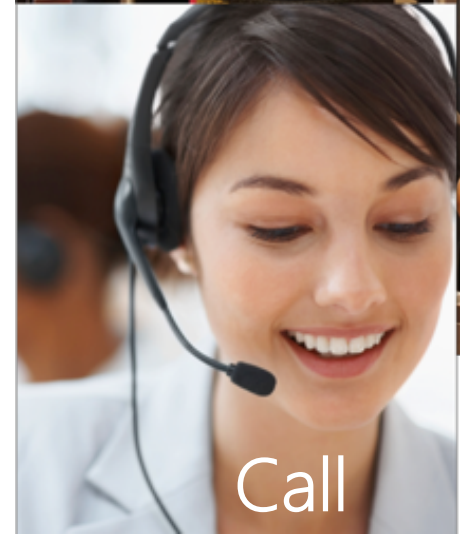




Customer – 360 Capsule



Boutiques



Call

Lipton thinking

Thoughts on activation strategy for Lipton

General hot tea insights and observations

Instore brand/ product & packaging insights:

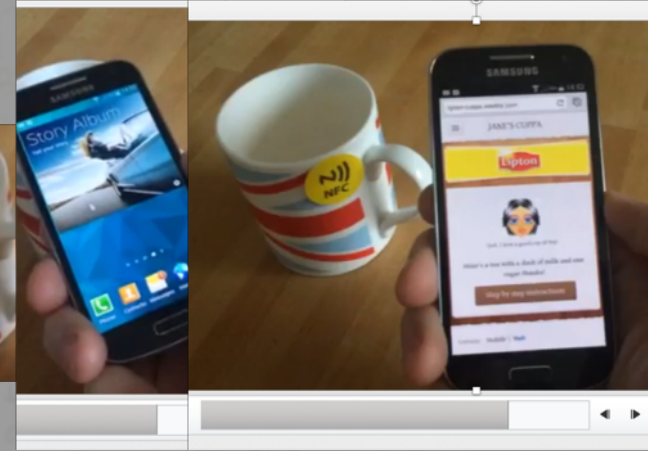
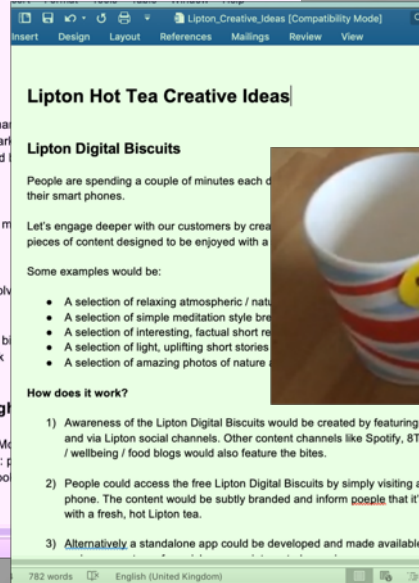
- Craft / Authentic tea is big;
- Transparent packaging
- Natural
- Visible ingredients
- Small batch
- 'Premium' tea is big
- Next to the tea in the supermarket
- Tetley has %80 of the tea market
- Instore is a very cluttered and

Behaviour / cultural insights:

- People enjoy tea in between meals
- To relax
- In their downtime
- To socialise
- It's at the heart of problem solving
- Diffusing situations
- To switch off
- People are enjoying tea with breakfast
- People do tea rounds at work

Lipton Brand Specific Insights

- Current brand tagline is: Be More
- Brand values/pillars promote: peace, health, and happiness
- 6 Million followers on Facebook



Rapid guerrilla research.

No time for formal recruitment so we did observation in supermarkets and informal research with contacts.

We developed the insight into ideas. We worked quickly to produce a set of speculative concepts. Normally, these would be worked up and tested.

We hacked a (very) quick-and-dirty prototype of one concept driven by the need to have EXACTLY the right amount of milk in my tea. NFC to the rescue.

The digital biscuit

Lipton takes a leaf from Heston B

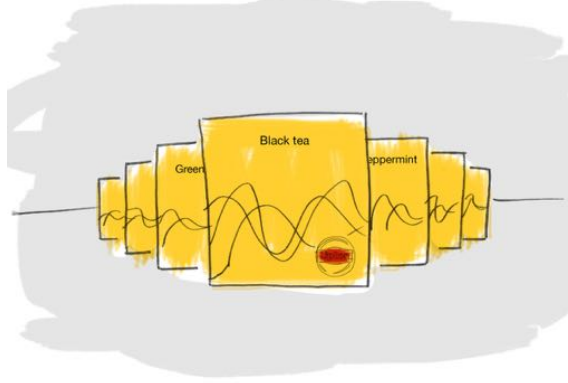
Insight

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

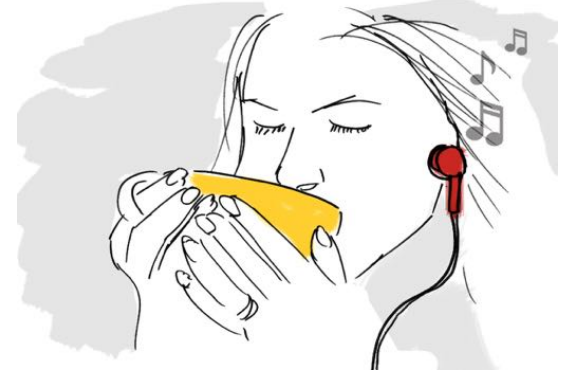
<http://condimentjunkie.co.uk/blog/2014/6/20/bittersweet-symphony>



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

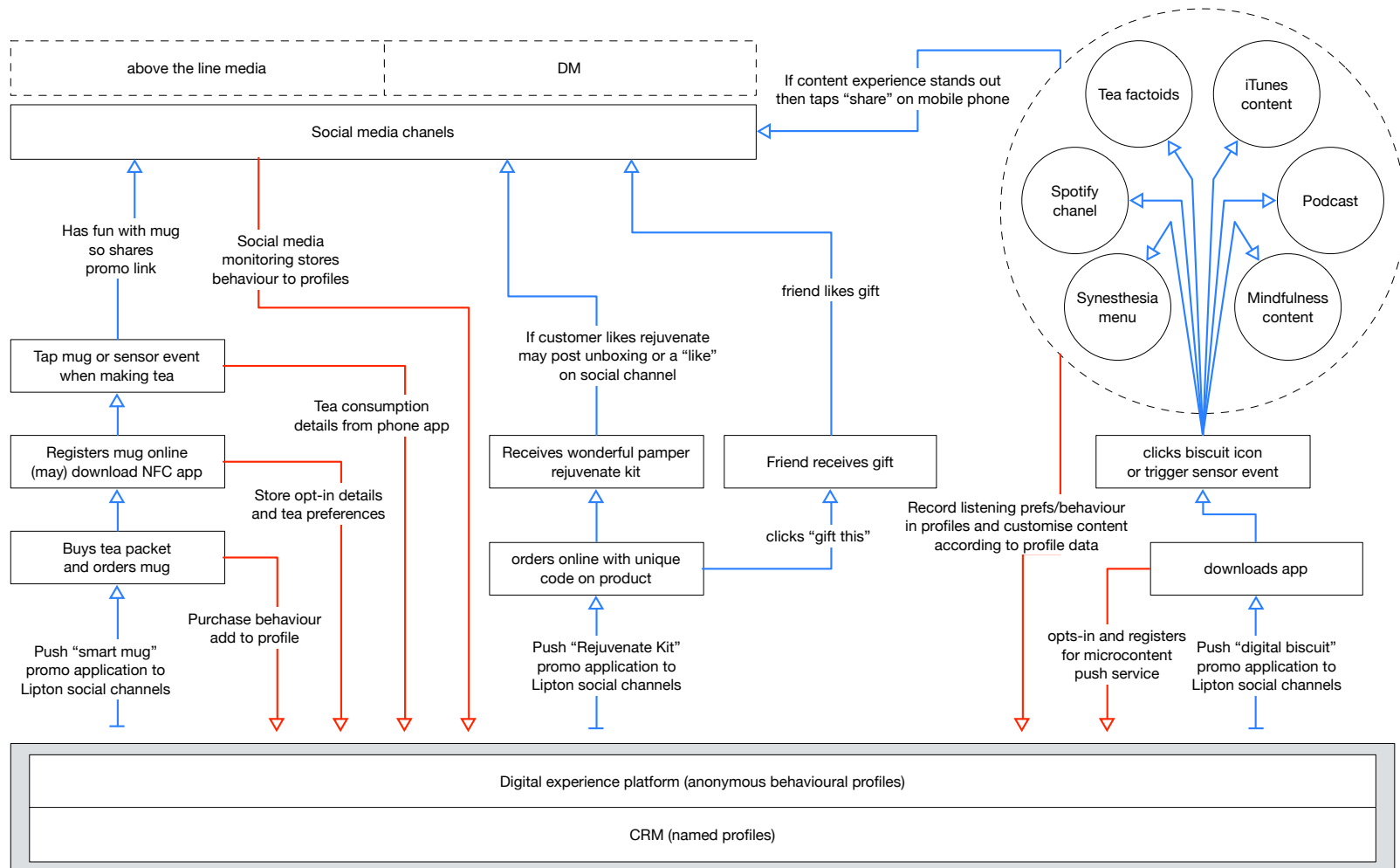


John notices promo on pack of Lipton. It's an offer of a magic smart mug that stores the details of how you like your tea. It's free and it sounds like fun. When the mug arrives, John registers it online and sets his tea preferences



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:-)