

COFFEE, ITS
NOT THE BEAN
IT'S THE SHOP



INSIGHTS

- What makes a good cup of tea or coffee is the context in which it is drunk
- Its not the coffee that millennials find cool. It's the cute Instagramable coffee shop that is cool.
- Coffee shops outnumber tea shops even in tea cultures like Sri Lanka.





THE STRATEGY

- Why should you be constrained by the walls of the coffee shop?
- Allow people to have the coffee shop experience anywhere. Take the Lipton Circle to places a coffee shop can never go.
- Flood the world with hangout spots that serve tea. Allow millennials to hang out everywhere.

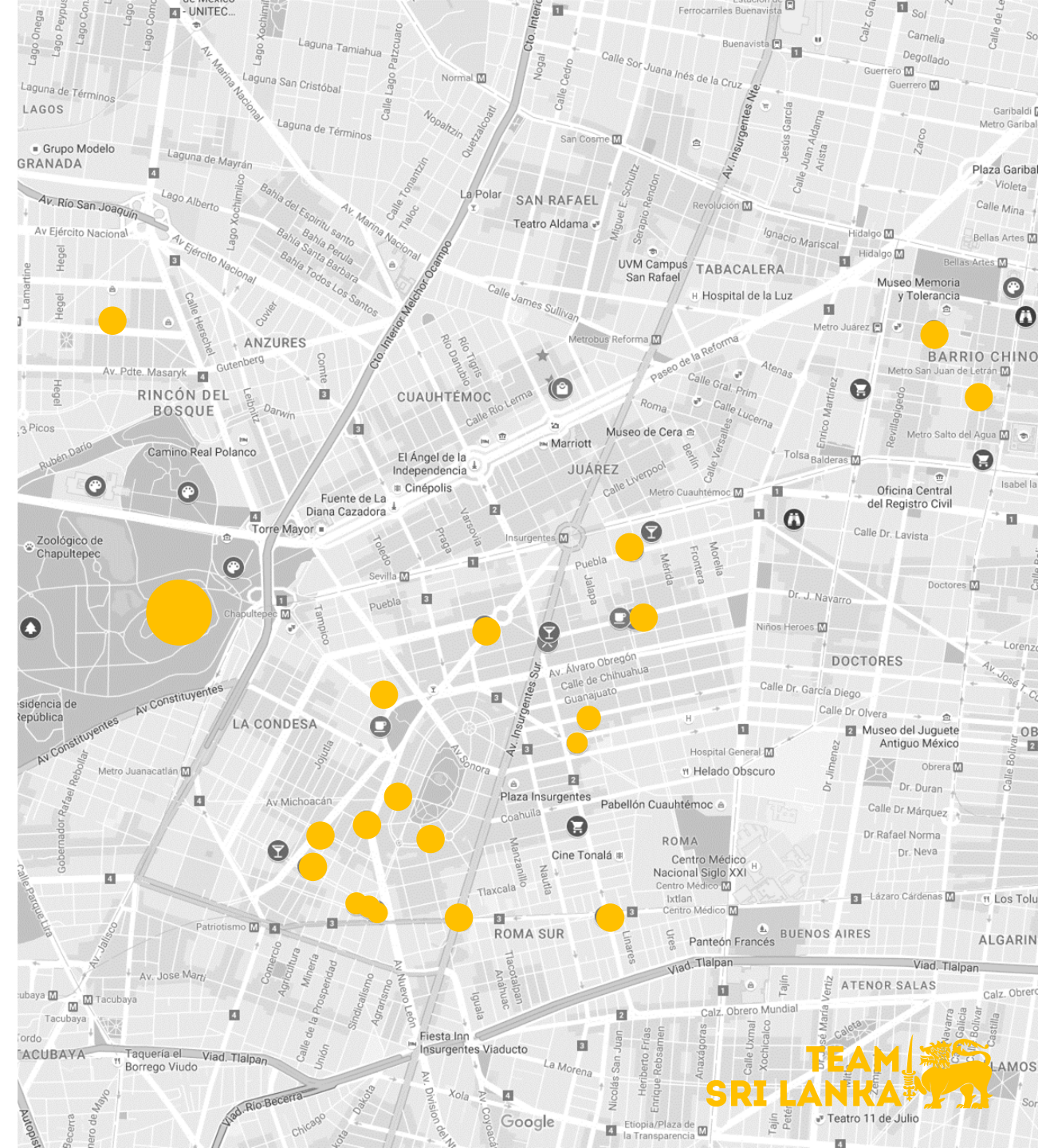


THE LIPTON CIRCLE

Lipton

LIPTON CIRCLES

- Hang out spots centred around tea.
- Convert public places to places millennials will like to meetup or work from with the Core
- Assist people to put up food stalls in the Circle and create a unique community.
- Lipton Circles can now easily outnumber coffee shops



"THE CORE"



A multi functional tea vending machine at the center of every Lipton Circle that:

- Dispenses different flavours of tea.
- Creates a free Wi-Fi area (the Lipton circle)
- Plays music an has an amplifier for street performers
- Allows you to stream your performance live or jam with other artists in Lipton Circles
- Recommends tea you would like when you approach it (depending on your "tea profile".)
- Solar Powered.

BENEFITS OF THE CORE

- The Core can be placed anywhere, even where a coffee shop can never go.
- The Core collects consumer data for Unilever (Lipton)
- Interconnected Circles show that Lipton is a global brand.
- The machines makes people aware to the range of tea.(especially in tea cultures)
- Increase the value per cup of tea.
- Part of the proceeds go towards helping develop the public places they're located in.



THE FUTURE OF COFFEE SHOP IS THE TEA HOUSE

- People will start working from home (millennials in particular crave “work-life balance” and flexibility). But will need places for collaborative work and to socialize.
- The number of millennials owning houses will decrease. People having houses will try to make money out of them.
- Millennials support small scale producers and despise big corporations. Home-baked goods, organic produce





- Provide the resources for people to convert their living rooms to tea houses.
- The Core can be rented out to individuals looking to start their own business.
- Lipton can do to coffee shops what Airbnb did to hotels or Uber did to taxis.



THE TEA HOUSE BY LIPTON

THANK YOU

