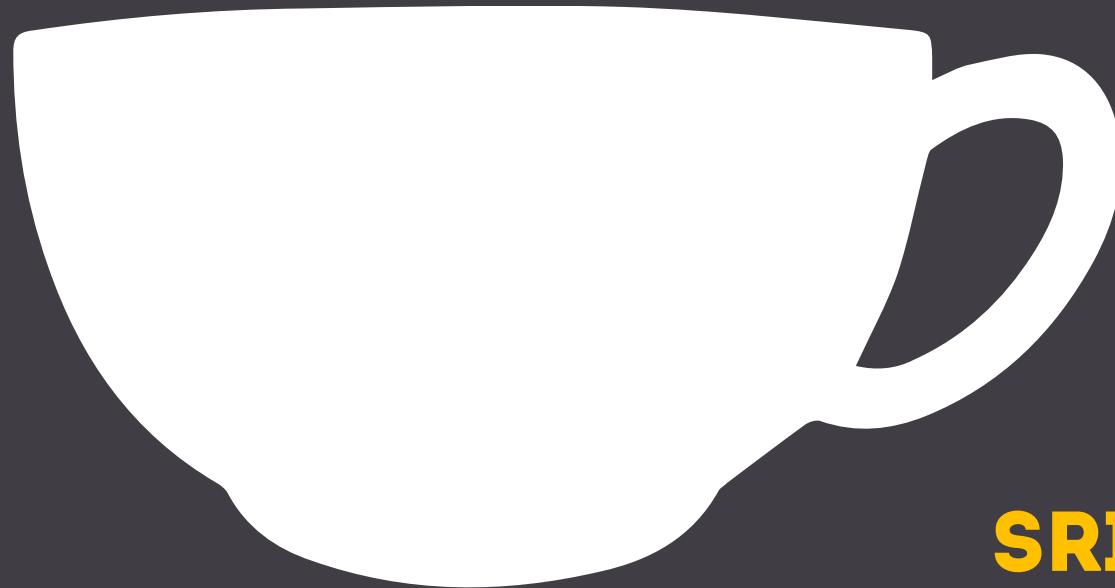


# BE AWAKE TO WHAT REALLY MATTERS



What matters is you.





- People need self-reflection
- One of the most unique things about tea is that tea matches personalities.
- What makes a good cup of tea is the context in which it is enjoyed.

# INSIGHTS

# INSPIRED BY

- A brand that sells the experience and not the product
- A brand that stays on top of trends
- A brand that customized their product experience which became a massive hit,



Share a **Coke** with...





# STRATEGY

- Make Lipton Tea about you.
- Allow Lipton to make a personal connection with you
- You are unique. So should your tea be generic?
- Your favourite tea can tell a lot about you. Why not use this fact to bring people closer together?
- What's your blend?





# THE CAMPAIGN

- Use machine learning algorithms to find people with similar personalities, likes and interests.
- Target and invite people active on social media to meet people just like them, over a cup of tea, and enjoy an activity planned specially for them.
- Give them a taste of their personality. Literally create a special blend of tea for them.
- Allow people to create lasting memories with people they met over a pot of their own Lipton tea.
- Show people that Lipton tea is about them and that Lipton adds that personal touch.



# GET A TASTE OF YOUR PERSONALITY

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You are outgoing, friendly, and accepting. Exuberant lover of life, people, and material comforts. Enjoy working with others to make things happen. There are 39 others like you. Would you like to meet them over a cup of tea?

Come to the Postman's park near St. Paul's Cathedral on 05th of May at 7.00 pm. We'll have a pot of a special blend of tea made specially for you, as well as a nice evening planned just for you.



# WHY?

- Increase engagements with the brand and let people make positive memories associated with Lipton.
- Allow people to create lasting connections with the people they met over a pot of Lipton tea.
- Give people the opportunity to reflect on themselves and their personalities.





# PERSONALISED BLENDS

- Flavour Ambassadors
- Co-created Flavours
- Blends and Packaging Inspired by People
- Let people #bemoretea, and let Lipton tea #bemorepeople



**THANK YOU**

