



## PRESS RELEASE

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### **Lipton Green Tea offers a new shopping experience with TracyLocke**

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Lipton, world's no.1 tea has a range of teas that truly encompass the goodness of tea. It believes that it is important to be able to choose and then to choose the best.

Lipton wanted to drive the penetration of Lipton green tea bags amongst health conscious young men and women by positioning it as an additional beverage for consumption during the day and educating them on the benefits of Lipton green tea.

When TracyLocke conducted a survey, they found that the consumer is not sure where to buy and how to select on shelf when all tea products look the same. So the challenge lay in persuading shoppers on what benefits green tea offers them.

To convey the thought to the mass, TracyLocke took the route from mass i.e. TAPRI. They conducted a daylong session and shortlisted five concepts. Here the task was to capture attention, connect with the consumer's mindset and make it easy for them to commit to the brand. The team created FSUs, End Caps, shelf Strips, and parasite hangers depending on the insights from consumer's feedback.

The team then conducted an extensive lab research for three days in a leading shopper research facility at Unilever's premises. A combination of shopper observation and a post simulated purchase, in-depth interview was conducted that provided insights on the creative and the elements which the team had installed. Basis the findings, the team selected the winning route and created the final in-store elements. TracyLocke worked out the final creative elements which include Parasite hangers, Shelf cladding, End caps and Visicube.

Ashwath Srinivasan, Senior Brand Manager-Beverages at HUL said, "The green tea segment in India is the fastest growing segment within packaged tea. We believe that this is the right time to accelerate the development of green tea and become leading green tea brand by driving the penetration of Lipton green tea among health conscious young men and women. Research shows that while consumers know green tea is healthy they are not sure why exactly they should consume it and hence most shoppers tend to ignore it at the store. With the help of TracyLocke we were able to come up with a set of compelling in-store assets. In fact, we've used the in-store visual in other media too.

Mandeep Malhotra, President, DDB MudraMax quoted, "India is changing and so is the consumer behavior. Lipton is a very strong player in the tea segment and had to maintain the leadership stance. We were briefed on Green tea as a project and were up for using our proprietary tool's to make a difference in the market. The ability to

address the complete spectrum of consumer touch points with depth requires unique capabilities. We began with measuring and understanding the brand / the category and the environment. Layered with consumers' behavior and their selection or deselection process on shelf space at the marketplace, we designed the key elements for visual relationship with healthier choice. A great execution and deployment role out of designs were proposed. Lot of research and testing on the work ensured that we come up with a shopper marketing campaign duly supported by media placement was rolled out. We are super happy with the work and results. We are glad that our contribution on making Lipton green tea a popular choice for a healthier India is a great case study for shopper marketing in India.”

#### Credit list

Unit: TracyLocke

President, DDB MudraMax: Mandeep Malhotra

Head of Ideas, DDB MudraMax: Aneil Deepak

Group Account Director: Prashant Oka

Business and Operations Head: Sameer Mehta

Regional Retail head – Aditi Sethi

Creative head – Gaurav Kamath

#### About TracyLocke

Founded in 1913, TracyLocke is the world's largest and most awarded shopper marketing and retail solutions agency. Our work influences behavioral change at the point of Buying with the sole purpose of enabling people to buy and to act. TracyLocke India offers a gamut of services like Shopper Consultants, Retail Audit, Merchandising Solutions, Store Identity Programs, Navigation Solutions, Shopper Engagement Programs, Modern Trade Activation, Digital and Technology Solutions and Specialist Solutions.

Since its launch in India in February 2012, the agency's client roster already includes renowned brands in India including Hindustan Unilever, Diageo, Adidas, ITC, Sharp, Panasonic, Smobility, Kansai Nerolac, Amazon, Lenovo, Canon, GE India, Logitech, Richo Hewlett Packard, IFB, Luxor, Samsung, Carrier Midea, TTK, Usha International, Asian Paints, L & T and Castrol among others.

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