

Creative Brief

Company: Celestial Seasonings

Brand: Authentic Green Tea

Product Category: Hot Tea

Creative Strategy Statement: To convince young professional 20 somethings that Celestial Seasonings Authentic Green Tea will provide an escape from daily stress because it serves as a reminder to make time for themselves.

1. Target:

- **Persona:** Talia is a hispanic, 28 year old living in Seattle. She works for a marketing firm that specializes in insurance. Her apartment is small and she shares it with a roommate. She doesn't have money to splurge very often, but when she does she goes out drinking with her friends at a bar two blocks away.
- **Demographic:** She falls in the "City Startup" category, she is in her twenties. Talia is hispanic and just recently moved to a new city from her college, University of Pennsylvania. She is in a starting position for a marketing firm which she soon hopes to get a raise in.
- **Geographic:** Talia recently moved to the city of Seattle for her job. She has lots of new payments but she's trying to get by while still enjoying herself and her new city.
- **Psychographics:** Talia is college educated. She has made a lot of friends since moving and loves to go out to bars and walk around the city. She takes the bus as often as she can to help save money. She is concerned about her health and works out often. Talia drinks tea to relax and destress. It is a part of her daily routine.

2. Current mindset: The target has many hot tea packet options available. They tend to purchase the cheapest tea or the package that catches their attention the most. They don't put much thought into picking out the most healthful tea for them.

3. Desired Mindset: Celestial Seasonings wants the target to know that Authentic Green Tea will provide an escape from stress throughout the day. The target should also know that the Authentic Green Tea is a better alternative than other beverages, such as wine or coffee, due to its added health benefits. Lastly, Celestial Seasonings wants the target to remember to take time for themselves, by reminding them to add me-time to their checklist. Even with dozens of tea brands on the shelves, the target should feel that their Celestial Seasonings Authentic Green Tea is a quality purchase.

4. Competitors and their mindset: There are many brands making tea such as Red Label, Lipton, Bigelow, and Twinings. Red Label tries to break down social barriers by encouraging consumers to share a cup of tea with another person. Both Lipton and Bigelow emphasize the natural composition of their products. Twinning uses its long heritage as a form of credibility within the high end tea market. Private label brands attract customers by having the lowest prices.

5. Creative Strategy Statement/ Big Idea/ Consumer Promise: To convince young professional 20 somethings that Celestial Seasonings Authentic Green Tea will provide an escape from daily stress because it serves as a reminder to make time for themselves.

6. Evidence:

- All tea leaves naturally contain flavonoids, thought by many to help counter the harmful effects of free radicals in your body. Green tea is frequently cited as the best source of flavonoids due to the minimal processing involved.
- Green tea will make the consumer less jittery because of the lack of caffeine than most black teas and far less than the average cup of coffee.
- Antioxidant Vitamin C has been added to the pure green leaf to support everyday wellness.

- Due to the ever faster pace of life and “always on” mentality of young women, they tend to have higher levels of stress and anxiety. Green tea and its strong calming effects is an effective way to end the day.

7. Tone:

- Witty
- Personal
- Conversational

Inside Transit Copy

Running late? Check.

Broken Snapchat streak? Check.

Five missed calls from Mom? Check.

Feed the dog? Check.

Paid rent? Check.

Me-time?

All day with Celestial Seasonings Authentic Green Tea.

Get me-time. Get sipping.

Outside Transit Copy

Running late? Check.

Feed the dog? Check.

Missed the bus? Check.

Meeting prep? Check.

Small talk with co-workers? Check.

Me-time?

Start your day with Authentic Green Tea.

Laundry? Check.

Paid rent? Check.

Broken Snapchat streak? Check.

Five missed calls from Mom? Check.

Dirty dishes? Check.

Me-time?

Finish your day with Authentic Green Tea.

All day with Celestial Seasonings.

Get me-time. Get sipping

Direct Mail & Coupon Copy

Front Copy: Hey honey, how was your day?

Back Copy: I bet you could probably use some nice, relaxing me-time. Well, you're in luck. Open up and unwind with a nice Authentic Green Tea sample from Celestial Seasonings.

Inside Flap Copy: Get me-time. Get sipping.

Coupon Front: USE THIS COUPON TO BREW THE PERFECT CUP OF TEA WHILE SAVING ONE DOLLAR OFF YOUR CELESTIAL SEASONINGS PURCHASE OF AUTHENTIC GREEN TEA

HEAT: Heat water until very hot but not boiling. (Green tea tastes best with slightly cooler water.)

STEEP: Pour 1 cup of water over a tea bag in a cup. Steep 2 minutes and remove tea bag.

ENJOY: If you want to add sweetener, add now. Lay back and relax, enjoy.

FOR HOT SUMMER DAYS: Pour 2 cups very hot water over 4 tea bags in a heat-resistant pitcher. Prepare as above, then add 2 cups cold water. Serve over ice. Makes one quart.

Back Copy of Coupon: To find the store nearest you, visit www.celestialseasonings.com

***Expires April 2019. Copies not accepted. Limit one coupon. Coupon valid for one use only. Any return of purchase will reduce your savings proportionately. Valid in the U.S only.

Blog Copy

Top Five Ways To De-stress with Celestial Seasonings Authentic Green Tea:

Celestial Seasonings Authentic Green Tea is the perfect tea for relaxing and feeling great. We've made a list of reasons why green tea is one of the best beverage to drink throughout the day, as if the taste wasn't enough.

1. Having a busy day? Drinking tea can help you push through your to-do list so you can make time for yourself. Grab a cup of our Authentic Green Tea.
2. Say no to that cup of Joe! Green tea has less caffeine than the average cup of coffee. Making the switch from coffee to tea won't leave you feeling jittery and anxious throughout your day.
3. Instead of reaching for a glass of wine at the end of a stressful day, try pouring a cup of Authentic Green Tea to do the trick. Green tea won't leave you feeling groggy the next morning. (Or for those nights you do decide to take the edge off with a glass of wine... or a few, green tea can help with those pesky headaches).
4. If your boss keeps piling on those assignments, drinking green tea will improve brain functions, keep you sharp, focused, and ready to tackle whatever life throws at you.
5. At the end of the day when all you want is a nice bubble bath, grab a mug and leave your stress at the door.

No matter when you drink it, Celestial Seasonings Authentic Green Tea is just what you need for the days that you can't seem to get through.

Get me-time. Get sipping.

