



Yogi[®]

CREATIVE BRIEF

CREATIVE STRATEGY & EXECUTION I

COMM. 353

PROFESSOR ROBERT MEEDS

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BACKGROUND:

The world was introduced to Yogi tea in 1984 after the students of yoga instructor and holistic wisdom teacher, Yogi Bhanan, discovered a passion for the carefully crafted blends of chai spice tea Yogi shared with them. The brand centers itself on a guiding principle to "feel good, be good, do good," a philosophy influenced by the values of Ayurveda, "the knowledge of life."

KEY FACTS:

- Tea is the second most consumed beverage in the world
- The United States is the world's third largest importer of tea
- Yogi Tea is organic or USDA Certified Organic and non-GMO, with teabags made from hemp and wood pulp fibers
- Each teabag has a tag with words of wisdom written by founder Yogi Bhanan
- Company is based in Eugene, Oregon
- Main Competitors: Lipton, Bigelow, Celestial Seasonings, Twinings of London, Kanuka, Teavana
- Available in natural, grocery, and supermarket stores

BRAND PROMISE:

Yogi tea is known for being made with organic ingredients, with most blends completely Certified USDA Organic or USDA Made with Organic, as well as non-GMO. The teabags are manufactured from sustainable materials in sustainable methods. The tea in Yogi's collection are beneficial for a variety of purposes, including Sleep & Stress Relief, Energy, Wellness, DeTox, and Digestion. Yogi tea's blends use natural products for healing and remedy. Yogi is known for the words of wisdom that are written on the tag of the teabag, each the words of the inspirational founder, Yogi Bhanan.

OBJECTIVE:

This campaign will focus on raising awareness and interest in the product, and its positive impact on society. The body, mind, and soul will be soothed, as will the state of the environment that is affected by the consumption of Yogi tea ingredients. Reinforcing the brand's principle to "feel good, be good, do good," highlights of the positive consequences of drinking Yogi will reveal. Yogi tea is to stand out from its competitors because of the benefits for the tea-drinker, as well as, environment.

AUDIENCE:

Tea is the second most consumed beverage in the world and 4 out of 5 consumers drink the beverage. The market is currently comprised largely of

Millennials, whom 87% of which drink tea. The United States is the third largest importer of tea in the world, following behind Russia and Pakistan. Yogi's audience Yogi tea speaks to the consumer who is health and environmentally conscious. Many Yogi tea consumers are women with balanced and active lifestyles.

CONSUMER INSIGHT:

Yogi tea-drinkers want to enjoy a product that is health-conscious, environmentally friendly, and unique from the competitors. Buying Yogi tea is contributing to the benefits to oneself, as well as the global population and environment. Our female consumers are searching for a tea that is socially-justifiable, so they will feel better about themselves when buying it. Just as Yogi's background strives for positivity, each teabag has a quote on the tag to inspire and motivate the drinker as they take their first sips.

CONSUMER BARRIERS:

There are many competitors in the rapidly growing tea industry and consumers are overwhelmed when selecting a box of tea. The small rectangular boxes stack from the floor up to the top of shelves, and consumers do not know which to choose. Yogi has many varieties that are less known than the larger brands, and thus needs the attention of new drinkers.

STONE/CHARACTER STATEMENT:

Yogi cares about finding peace through positive efforts to better oneself and the environment, deepening one's moral and social responsibility. Advertising for Yogi should represent a knowingness in the positive qualities of the brand. Tones should be intellectual, wise, upbeat, and unique.

SUPPORT STATEMENT:

Yogi gives back to the communities and regions where their ingredients are from. Efforts have been made in partnerships in local communities in the United States, and internationally, in Honduras villages, the renovation of a hospital in India, orphanages in Nepal, the promotion of self-help, -love, and -wisdom for children in these communities. Through partnerships, Yogi has purchased parts of Madagascan forests, to develop stronger, complex agroforestry, and maintain plentiful supply of sourced ingredients and products.

APPENDIX

SWOT ANALYSIS

The only SWOT I found was created by Janice Nason, a User Experience Designer, with a background in business development, marketing, and brand management. Nason understands from experience the ins and outs of the digital marketing, public relations, the pharmaceutical industry.

Strengths: Grocery store ubiquity, yoga healthy lifestyle tie-in, eastern ethos

Weaknesses: Non-responsive website, teabags only (no loose-leaf)

Opportunities: Lifestyle integration, yoga/health expo sponsorships, celebrity brand ambassador possibilities for exposure

Threats: Lifestyle fad, lack of advertising

<https://janicenason.com/wanderlusttea-case-study/#ecommerce-design>

PAST ADVERTISING

Past advertising for Yogi tea has been covered by agencies Maxwell PR, who created a campaign that let people send samples of Yogi to their friends, which ran on Facebook and showed huge success, and more recently, Opinionated, who launched a campaign featuring women in complex yoga poses holding up a cup of tea with their feet.

<http://www.maxwellpr.com/well-wishes-inspires-online-engagement-in-home-sampling>

<https://www.adweek.com/creativity/the-most-bendable-yogis-are-a-mesmerizing-way-to-sell-this-wellness-tea/>

MARKET SHARE AND COMPETITORS

Statista has information on more than 1 million statistics about more than 20,000 companies, 80,000 topics, and 170 industries. Their report on "The Market share of bagged/loose leaf tea brands in the United States in 2018, based on sales," cited that Lipton had a market share of 19.4%, Bigelow had 13.6%, Celestial Seasonings had 7.1%, Twinings of London had 6.6%, and Yogi came in at market share of 5.2%.

Nielsen's rating on the Tops of 2018 Non-Alcoholic Beverage Innovations, tea was the third highest.

<https://www.statista.com/statistics/251965/market-share-of-bagged-loose-leaf-tea-in-the-us-by-leading-brand/>

<https://www.nielsen.com/us/en/insights/news/2018/tops-of-2018-non-alcoholic-beverage-innovation.html>

BRAND IDENTITY

Yogi is loyal to the principles and values of the holistic yoga teacher who influenced his students into creating the brand Yogi tea is today. The brand is environmentally-friendly, health-conscious, and inspiring. Various measures have been taken to maximize the greater good in communities worldwide. The brand focuses on the power of the self to create these great accomplishments.

<https://yogiproducts.com>