

Lipton: For the Future

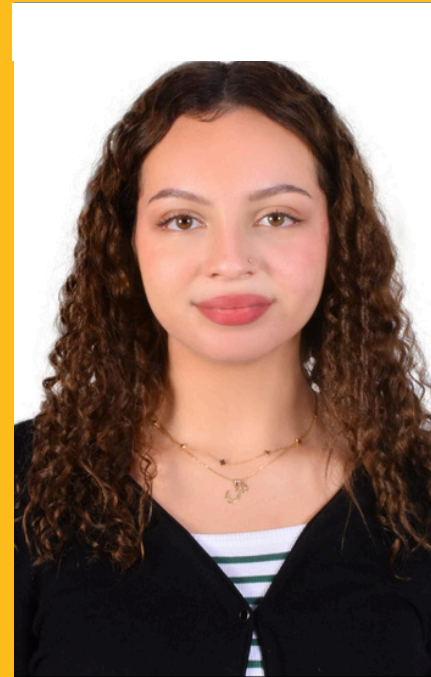


Meet the Team



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Current Offerings



Iced tea



Lipton Yellow label
& Herbal Teas

Target Audience

Ages: 18 - 45
Both Men & Women

Health-conscious
individuals, Busy
Professionals, Students

Middle-income level

Values: Hospitality, wellness,
convenience, family &
traditional

Urban and suburban areas
Strong presence in the GCC

Affordable, familiar, and
available everywhere



The background of the slide is a deep red color. It is decorated with several green tea leaves scattered around the edges. At the bottom, there is a dynamic splash of golden-brown tea liquid with many small droplets.

S

1. Global Brand Recognition & Equity
2. Affordability & Value Proposition
3. Diverse Product Portfolio
4. Extensive Distribution Network

W

1. Perception as a Mass-Market Brand
2. Reliance on Traditional Tea Segments
3. Aging Brand Image in Some Markets
4. Intense Competition in Every Segment

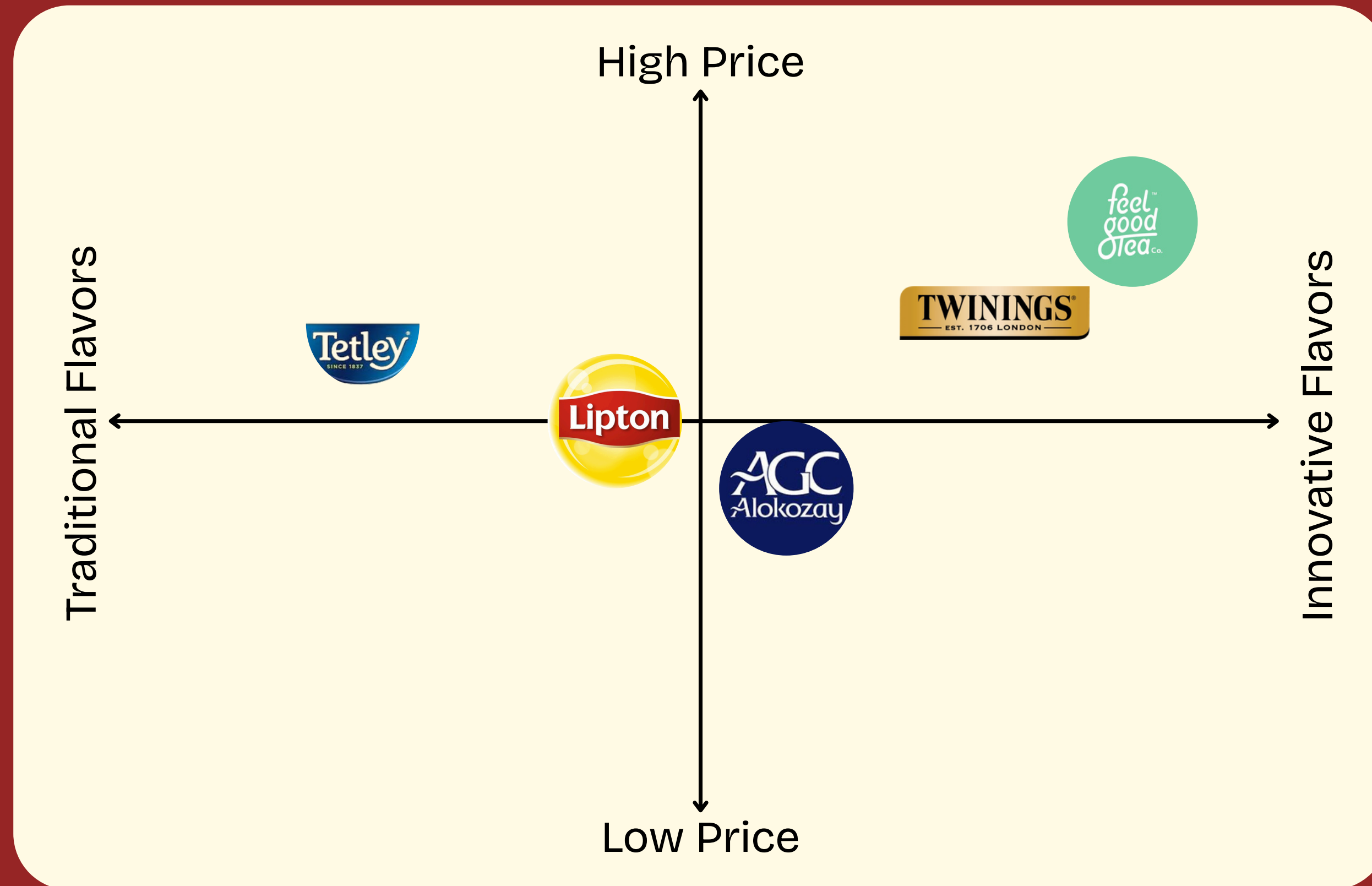
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1. Rising Demand for Traditional & Organic Teas
2. E-commerce and Digital Marketing Growth
3. Product Innovation & Customization
4. Strategic Partnerships

T

(Global Organic Tea Market Size Analysis Report, 2020-2027 n.d.)

Perceptual Map





Primary Competitor

- Appeals to families and habitual tea drinkers.
- Emphasizes comfort, familiarity, and tradition.
- Known for strong, aromatic blends like cardamom and saffron.
- Positioned as affordable and dependable.
- Fits into daily routines without needing to feel trendy or premium.

ALOKOZAY

Secondary Competitor

- Targets adults aged 30+, mid-to-high income earners.
- Appeals to urban, wellness-conscious consumers.
- Focuses on heritage, ethical sourcing, and refinement.
- Offers a premium, sophisticated tea experience.
- Known for specialty blends and elegant branding.

TWININGS®
— EST. 1706 LONDON —



Current Communication Strategies



- Active on TikTok and Instagram, using AI content and fan-made videos.
- Creates buzz through pop-up events, “Squid Game”-inspired setups, and Ramadan activations.
- Uses QR code coupons and app notifications for engagement.
- Shares sustainability stories to build emotional connection.
- Offers live sampling with friendly brand reps.



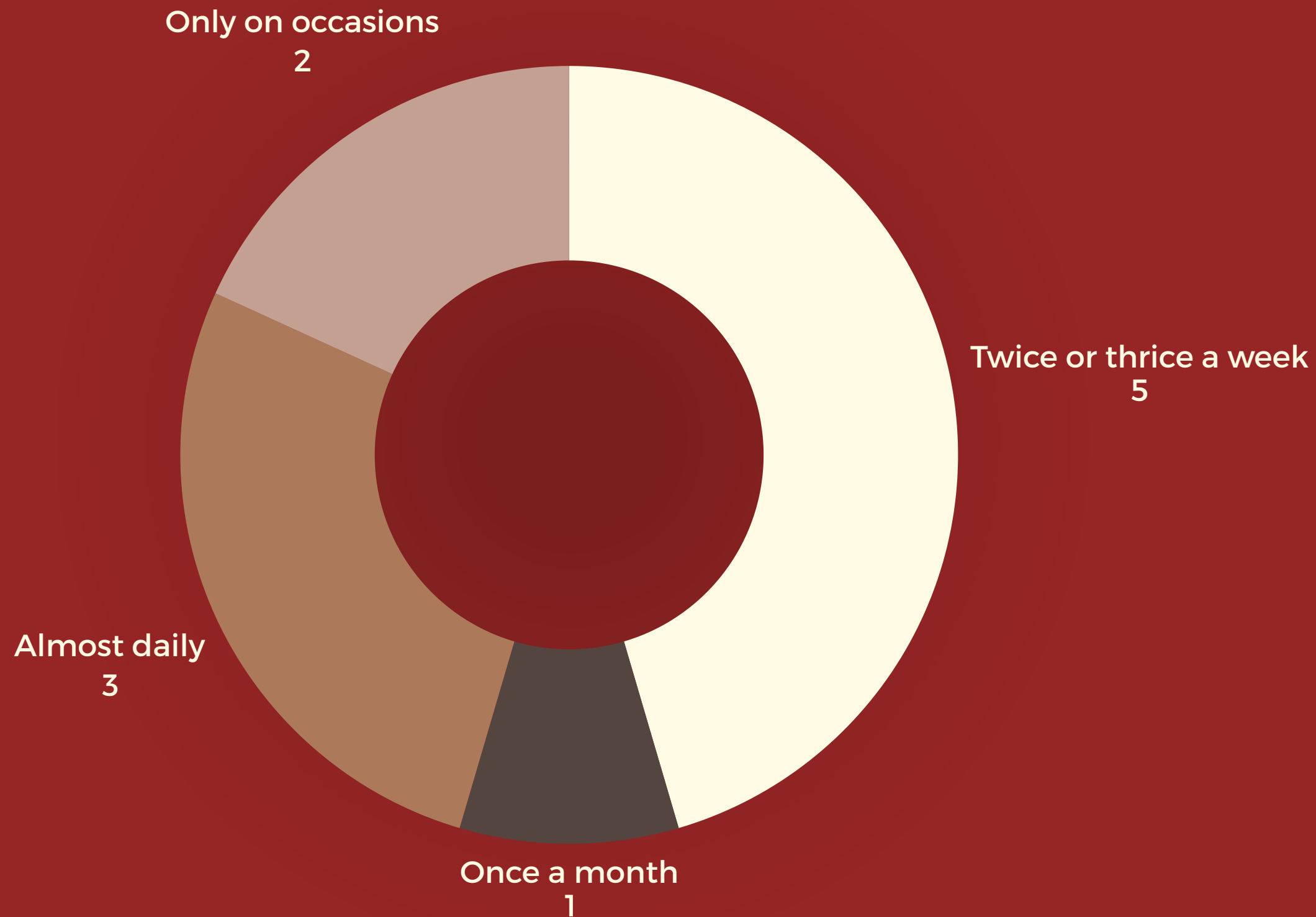
- Focuses on premium, elegant branding and heritage storytelling.
- Advertises in lifestyle magazines and wellness media.
- Promotes ethical sourcing and transparency.
- Hosts expert-led tastings and sends wellness-focused emails.
- In-store, trained staff offer personalised advice and recommendations.

Primary Research Insights - Survey

- 100% top of mind awareness
- 5 of 11 participants identified black tea when asked what comes to mind when you hear the name Lipton? The rest mentioned iced tea
- 1 of 11 participants were concerned with health & wellbeing while the rest were impartial or not interested
- Participants had mixed feelings on how traditional lipton is perceived to be
- .2 of 11 participants wish there were more zero-calorie versions of iced teas other than Peach iced tea another suggested a wider more regional range of tea flavours. These are available but clearly lack awareness.
- Introduce existing Lipton products to the UAE., and tune into consumer psychology



Consumption frequency



Do you buy Lipton products yourself or do you use them after someone else buys them?





Same Sip
GenZ Approved

Marketing Objectives

Improve Sustainability perception

Gain a 30% boost in brand sustainability through storytelling marketing

(Rainforest Alliance sourcing, recyclable packaging, local community benefits)

Increase online sales

Grow Gen Z-led product sales by 25% within 9 months via partnerships with Noon, Amazon, Careem Dine, and promotions

Boost engagement on Gen Z platforms

Boost Lipton's TikTok & Instagram Reels engagement rate by 20% within 6 months through influencer content & UGC

Key messages

**SPILL THE TEA. OWN
THE SIP.**

POUR SOME SASS.

**IT'S NOT YOUR
PARENT'S LIPTON
ANYMORE.**

**SUSTAINABLY SIPPED.
GEN Z APPROVED.**



Marketing Strategies


CRM Strategy

- Develop a personalized CRM program linked to QR codes on cans leading to digital games, rewards, and surveys
- Keep engagement two way to build ongoing conversation with customers
- Offer loyalty programs with rewards such as “build your own Lipton box” or early access to limited-edition flavors

Distribution Strategy

- Make Lipton available at convenience points frequented by Gen Z, such as university campuses, concert venues, pop-up stalls, and Instagrammable cafés
- Expand vending machine placements in trendy locations
- Enhance online delivery through partnerships with apps like Talabat and Deliveroo

Product Strategy

- Introduce revamped packaging that’s visually striking and eco-friendly
 - Use paper-based holders
 - Include textured 3D cup graphics
 - Incorporate modern design elements that stand out on shelves and in Instagram stories
 - Ensure the product’s look matches the lifestyle Gen Z wants to live: fresh, aesthetic, and sustainable
- 

What makes this different?

- Gen Z wants fun, bold, and authentic brands
- Lipton needs to feel modern and relatable
- Mall activations + guerrilla tactics = instant attention
- Games, QR codes, and pop-ups = real engagement
- Music, TikTok, and influencers = viral shareability
- Sustainability = speaks to Gen Z values
- Helps Lipton become part of Gen Z's lifestyle

Psychological aspects integrated into marketing i.e. social proof, elements of scarcity and gamification, and conditioning (Cialdini, 2001; Loewenstein, 1994)

Marketing Communication Objectives

Brand Awareness

Brand attitude

Brand perception

Packaging Revamp



- Gen Z prefers bold, minimalist, and sustainable packaging that aligns with their values (Wibowo, M. C., & Zainudin, A. (2024).
- Clean and modern design enhances visual appeal and social media shareability.
- Packaging that reflects authenticity and environmental responsibility resonates strongly with Gen Z (Mitchell, B. (2019).
- Updating Lipton's packaging signals a brand evolution that connects with Gen Z's lifestyle and preferences.

VIDEO ADVERTISMENT AND MYSTERY PR PACKS



Lipton Jingle – Short Version 🎵
(Catchy, upbeat rhythm)
Sip the vibe, feel alive,
Lipton cool, Gen Z style.
Pop it, pour it, taste that zing
Lipton's got that Dubai summer bling!

MALL ACTIVATION & GUERILLA MARKETING (MASCOT / CHARACTER)



SOCIAL MEDIA POSTS - A PLAY ON NOSTALGIA



Media Schedule Timeline

June 2025 - June 2026



Budget Allocation

Media Channel / Activity	Percentage Allocation	Justification
Digital & Social Media Marketing	30%	Core Gen Z channel includes TikTok, Instagram Reels, and influencer content.
Guerrilla + Mall Activations	20%	High-engagement experience memorable and UGC-driven.
Pop-Up Vending & University Events	15%	Targeting Gen Z in their real-life spaces builds brand immersion.
Influencer Mystery Drops	20%	Supports brand recall through visibility in key urban zones.
CRM & QR Code Engagement	5%	Supports loyalty and repeat engagement digitally.
Sponsorships (Events & Festivals)	5%	Aligns Lipton with youth culture and lifestyle trends.
PR	5%	Media coverage, press releases, and sustainability messaging.

MEDIA SCHEDULE (6 MONTHS)

IMC and Media Channels

Teaser Launch Jan 2026 -

Influencer mystery box campaign

- Public Relations
- Social Media Marketing
- Direct, Interactive Marketing

Big Reveal Feb-March 2026 Music video (jingle) launch

- Advertising
- Social Media Marketing
- Direct/Interactive Marketing

Immersive IRL March 2026

Guerrilla + mall activations

- Sales Promotion
- Personal Selling
- Social Media Marketing

Pop-Up Culture April 2026

- Sales Promotion
- Personal Selling
- Digital/Interactive Marketing
- Social Media Marketing

- **ATL Push May 2026-** OOH (Metro, Billboards),
- Advertising
- Digital Marketing
- PR



KEY PERFORMANCE INDICATORS

- 30% INCREASE IN POSITIVE SENTIMENT AROUND SUSTAINABILITY TOPICS
- 25% INCREASE IN TEA PRODUCT SALES WITHIN 9 MONTHS
- 20% INCREASE IN SOCIAL MEDIA ENGAGEMENT RATES WITHIN 6 MONTHS
- 15,000+ PARTICIPANTS ACROSS UNIVERSITY & MALL ACTIVATIONS
- REACH 70% OF GEN Z IN THE UAE ON TIKTOK, INSTAGRAM, AND YOUTUBE
- 25% INCREASE IN EMOTIONAL CONNECTION (VIA BRAND TRACKING SURVEYS)

SMART GOALS

- ACHIEVE A 30% INCREASE IN POSITIVE BRAND SENTIMENT AROUND SUSTAINABILITY AMONG GEN Z BY JUNE 2026 THROUGH STORYTELLING CAMPAIGNS.
- INCREASE GEN Z-LED ONLINE TEA SALES IN THE UAE BY 25% IN 9 MONTHS THROUGH PARTNERSHIPS AND STUDENT DISCOUNTS.
- INCREASE ENGAGEMENT RATE BY 20% IN 6 MONTHS USING INFLUENCER CONTENT AND UGC.
- IMPROVE GEN Z'S AWARENESS OF LIPTON'S FULL PRODUCT RANGE BY 40% IN 12 MONTHS.
- INCREASE EMOTIONAL CONNECTION BY 25% THROUGH WELLNESS, IDENTITY, AND SUSTAINABILITY CONTENT BY JUNE 2026.
- REACH AT LEAST 15,000 GEN Z PARTICIPANTS VIA EVENTS FROM SEP 2025 TO APR 2026.
- LAUNCH TIKTOK AND REVAMP INSTAGRAM TO HIT 50,000 FOLLOWERS AND 100,000 VIDEO VIEWS BY MARCH 2026.

AI IMAGE PROMPTS

Image Generation Prompt:

Create a vibrant, colorful booth setup for Lipton Ice Tea at Dubai Mall. The booth features the Lipton logo prominently at the top. Display all Lipton ice tea flavors in large transparent containers or dispensers, each filled with iced tea in the color representing that flavor (e.g., lemon-yellow, peach-orange, berry-red, green-mint, etc.). Show matching tea bags next to each flavor. Include playful signage for a “Guess the Flavor” game inviting visitors to taste and guess the tea flavor. The booth is busy with excited visitors tasting and guessing, with Dubai Mall signage or recognizable mall interior in the background. The overall vibe is fresh, fun, and colorful, highlighting summer refreshment with a screen and QR code.

Image Generation Prompt:

"Create a fun and vibrant mascot inspired by Lipton Peach Iced Tea. The mascot should be in the form of a peach-colored Lipton Iced Tea can (not an actual peach fruit). The can should prominently feature the official Lipton logo in the center. On top of the can, add curly hair to give it personality, and place stylish headphones over the hair to create a youthful, cool vibe. The overall look should be cheerful and energetic, reflecting the refreshing nature of iced tea."

Image Generation Prompt:

A stylish mini tote bag made of off-white canvas, standing upright on a clean, minimal surface. The Lipton logo is printed small and positioned at the top center of the bag. In the center of the tote, bold and playful text reads: “Pour Some Saas” in a modern, eye-catching font. The overall design is clean and trendy, ideal for a branded giveaway. The lighting is soft, with slight shadows to highlight the texture of the canvas and the print. The background is neutral and elegant

Image Generation Prompt:

A sleek mystery unboxing package for influencer . The box is sealed with subtle Lipton branding (yellow and red), and labeled “Something’s Brewing for 2026.” The contents are hidden, with faint product silhouettes hinting at bottles or tea bags. It's surrounded by phones or cameras ready to film the reveal. The vibe is modern, suspenseful, and social media-ready or the frame of instagram.

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Thank You