



Brewing Tetley's next big infusion in herbal tea

A opportunity area has been established in herbal tea

Tetley needed a plan to win back share and develop something new, but still Tetley.

A collaborative approach to the brief.

A full day workshop session with the internal team, focus groups and individual ethnographic interviews, and thorough category research informed the process.

A new strategy for the Tetley tea brand within the world of fruit and herbal teas in order to carve out an ownable and motivating unique selling point.

Ideas which are in process, and ready for shelf, proven by consumers and internal capabilities alike.



"You have structured a well developed branding workshop, consumer research, and clear debrief, which is thought-provoking and action orientated. Ready for us to internally move forward with clear direction."

Sarah King, Director of Marketing