
touchpoints

Client_
Teekanne Herbal Wellness Tea

Project_
North American Product Launch





overview

+ client_ TEEKANNE HERBAL WELLNESS TEA

When the world's #2 manufacturer of tea wanted to own the Herbal tea category in the US market, they trusted the experience of the **cinquino+co.** team to make it happen. With a robust portfolio including Salada and Red Rose tea, Teekanne saw an opportunity with today's active, healthy lifestyle sought by millions to create a series of 12 blends known as Teekanne Herbal Wellness Teas that would help them achieve this goal.



category challenge



The tea category is outpacing coffee nearly 3 to 1. And, it is going to explode within the next half decade into a multi-tens-a-billion dollar category. For a company that already has several successful brands in the US market place, how does Teekanne plan to compete with a new brand in an ultra saturated category like brewed tea? You start with creating a product that owns a niche within the category. And, you make certain to create distinction for the brand every step of the way. This is exactly what cinquino+co. helped Teekanne do. For the first time, there's a tea brand that brings flavor and function into harmony. Twelve blends are segmented into energizing, relaxing and soothing functions to support an active, healthy lifestyle. Every touchpoint created by cinquino+co., including the use of Teekanne's brand ambassador Steffi Graf, who connotes and represents the ideals of this lifestyle, help to position and connect the brand with this audience.

TEEKANNE would use the 2008 Fancy Food Show in New York City to make its first footprint in the United States quality tea market. cinquino+co. used seven very distinctive marketing approaches to generate the necessary buzz and awareness needed to develop brand trust and loyalty in the United States. Through cause-related consumer publicity, consumer in-store promotion, viral influencer blogging, direct mailing sampling, cross channel sampling and in-store sampling all lead to the successful landing of TEEKANNE Herbal Wellness Tea in many of the East Coast's largest grocery retail stores.

category challenge continued...



TEEKANNE's effort in owning the herbal tea market in the United States continued with securing West Coast distribution and a year two marketing communications campaign from cinquino+co. that was highlighted by a consumer promotion element in form of a nationwide sweepstakes call "Win a Wellness Weekend in Las Vegas". The added bonus of the consumer promotion was the use of TEEKANNE's brand ambassador, tennis legend Steffi Graf, as part of the prize package. The leveraging of the brand ambassador is different in year two because of the physical presence of Steffi Graf, whereas in year one she was presented to the target audiences only through collateral materials.

The sweepstakes was creatively designed and executed to entice product trial and to engage TEEKANNE's target audiences in entering the sweepstakes and opting to receive future communication from TEEKANNE. The consumer promotion was marketed through the following vehicles: TEEKANNE's website, press releases distributed through national media outlets, in-store shipper displays and direct mail. This effort yielded over 11,000 entries, national awareness amongst TEEKANNE's target audience, post event media coverage with supporting video footage to be used for internet and social media applications.

Today, cinquino+co. is in the process of working with TEEKANNE Herbal Wellness Tea in setting-up a product launch in Canada and designing a marketing communications plan for year three.

AGENCY ROLE:

- + Brand Development
- + Exhibit Design
- + Trade Advertising
- + Consumer Promotion
- + Trade Promotion

result



PRODUCT SHIPPER DISPLAY (TRADE SHOW + IN-STORE)

result



PRODUCT BROCHURE_PR KIT

result





STEFFI GRAF
TENNIS LEGEND, BRAND AMBASSADOR

TEEKANNE GETS INVOLVED
For a limited time, for every box of TEEKANNE Herbal Wellness Tea sold in the United States, TEEKANNE will donate \$1.05 to the Children for Tomorrow foundation.

"TEEKANNE... my favorite tea!"

Steffi Graf, one of the world's most renowned tennis players, is the TEEKANNE brand ambassador. The former top sportsman and now businesswoman and mother found out all about the raw ingredients and how they are processed at TEEKANNE before securing the brand. Her healthy lifestyle and efforts to combine her family and career, and yet still have time for herself, are why Steffi Graf and TEEKANNE go together.

CHILDREN FOR TOMORROW
Steffi Graf is Passion and Determination combined. As a former professional tennis player, she knows the value of supporting and caring for others. Her passion for children and her love for tea have become a source of inspiration and joy. TEEKANNE's commitment to health and wellness, as a result of their professional career, came from a place of love and care. Her love for tea and her love for her family and career, and yet still have time for herself, are why Steffi Graf and TEEKANNE go together.

PRODUCTS

Herbal Wellness Teas are 100% all-natural herbal tea blends developed to bring both FLAVOR & FUNCTION to a harmony. With no added sugars, artificial additives or preservatives, TEEKANNE Herbal is in line with your search for a healthy lifestyle. These premium blends deliver a wide variety of flavors bringing you new taste experiences that will energize, relax or soothe your mind more enjoyment and indulgence to your life.

BLENDS
We're bringing the Best of TEEKANNE Herbal Wellness Tea Emerging Blends. Three of the emerging line, naturally derived from Green Tea, a highly unique offering from an herbal tea.

CAFFEINATED CITRUS
Apples and oranges have long been thought to help improve memory, regulate blood sugar and aid in digestion. Warm and refreshing, this classic combination could help set your morning for something sweet and give you the extra boost you need!

CAFFEINATED PEACH
The lush taste of the peach is carefully blended with green tea, made and packed to provide refreshing refreshments and to promote healthy skin and aid in digestion. Best of all, it tastes great and gives you a nice natural lift any time.

RASPBERRY REFRESH
The sweet flavor of raspberries and exotic lemon green is a wonderful way to refresh your senses. Enjoy a refreshing cup any time of day!

INGREDIENTS
Herbal, Natural, Fragrance Free, Sweet, Mouthwatering

ONLINE PRESENCE + STEFFI GRAF_US OPEN PROMOTION


result

WIN 2 TICKETS
2008 US OPEN
ASK FOR DETAILS



TEEKANNE
HERBAL WELLNESS TEA
Bring more enjoyment and indulgence to your life.

Tea for Deuce



TEEKANNE
HERBAL WELLNESS TEA
Bring more enjoyment and indulgence to your life.

Introducing Europe's #1 tea brand to your home court.
Learn more about our wide variety of TEEKANNE Herbal Wellness Tea Blends
by visiting the TEEKANNE Booth #5214, at the Summer Fancy Food Show,
and be entered to win 2 Free Tickets to the 2008 US Open.

WIN 2 TICKETS
2008 US OPEN

US OPEN PROMOTIONAL MARKETING SUPPORT

result



TRADE SHOW DISPLAY



result



DIRECTMAIL

“cinquino+co. was on the mark every step of the way. The brand image they created is on strategy and the creative resonated with buyers and consumers alike.”

EVAN TETREAU, V.P. OF SALES & MARKETING 
TEEKANNE

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