

**IDEA
COLLE
CTIVE**

TEA GUYS

BRAND POSITIONING_V1

9.1.16

The purpose of this presentation is to provide a knowledge base and a common language for us to work with going forward. We have provided a snapshot of the market for teas and tea beverages as well some basic approaches and strategies we will be taking on with our creative in the coming weeks.

Consider these pages as prompts and questions, as we are eager to learn your perspective on these topics and concepts based on your years of experience in this market-place.

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INTRODUCTION

This presentation is the result of a series of creative and investigative studies intended to help our team better understand the marketplace and trends for sparkling tea beverages.

In our studies we explored an array of words, phrases and approaches to the marketplace which will become the foundation for our creative concepts to follow. This document contains a wide array of information that we hope will be useful as we move forward together on this new brand concept.



MARKET STUDY

Who's out there? What do they do?
What do they look like? What do they say?

WHO'S OUT THERE

EXPLORING THE MARKETPLACE

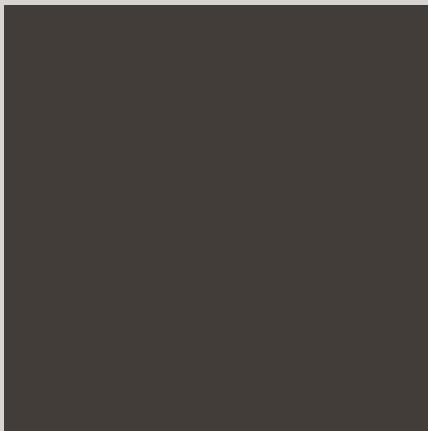
This section takes a high-level, un-biased look at the brands currently in the marketplace, regardless of their success or failure. It's an overview that helps us find creative ways to distinguish your new brand from those around it.



SPARKLING TEA



BOTTLED TEA



SPARKLING JUICE



TRENDS IN WORDS

EXPLORING TERMS AND PHRASES IN THE MARKETPLACE



juice
sparkling
fizzy fresh
organic natural
BLEND
non-gmo
zero calorie beverage
premium

IMAGE & STYLE

EXPLORING LOOK, FEEL AND STYLE

Our research shows that the overall trend in products is a combination of quality of product experience and unique package. New and creative packaging options emerge all the time to help usher products into consumer’s hands, and it appears this market responds well to creative packaging.

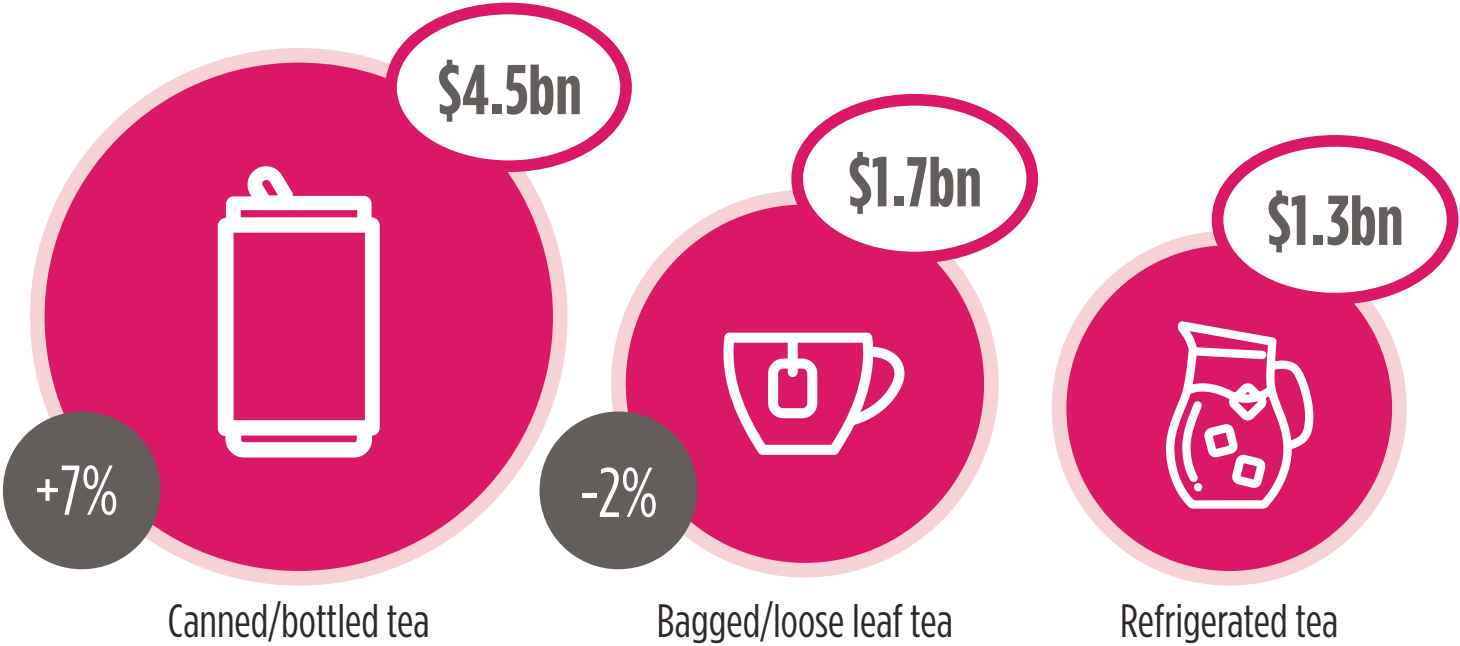


MARKET MOVES

What do consumers think?

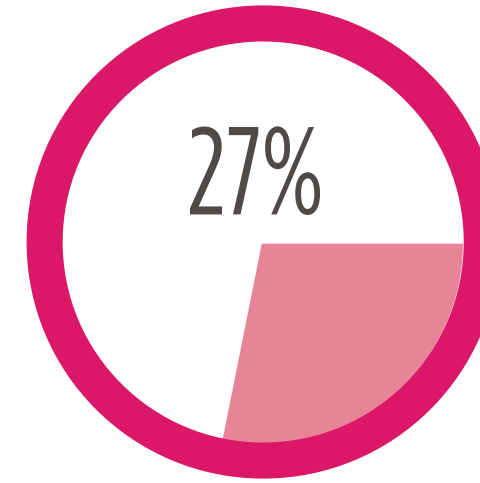
WHAT DO PEOPLE DRINK?

Research shows that while the bagged/loose tea market falls, strong growth is happening within the bottled and canned tea market--a key indicator that this is the right path for Tea Guys.

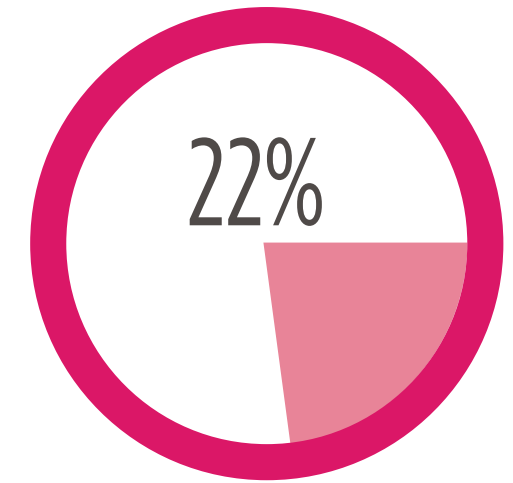


WHAT PEOPLE THINK.

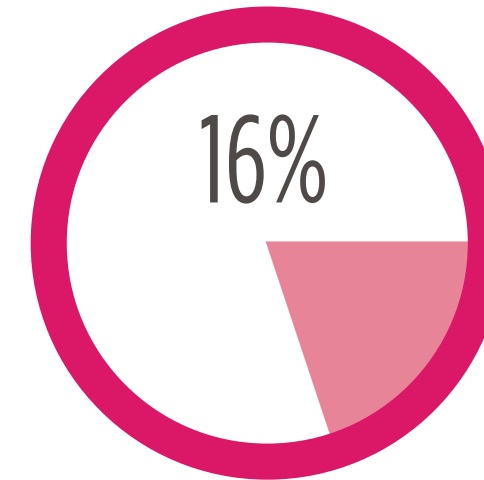
Here are a few key quotes from consumers that help shape the market.



“Premium teas are worth the extra cost”



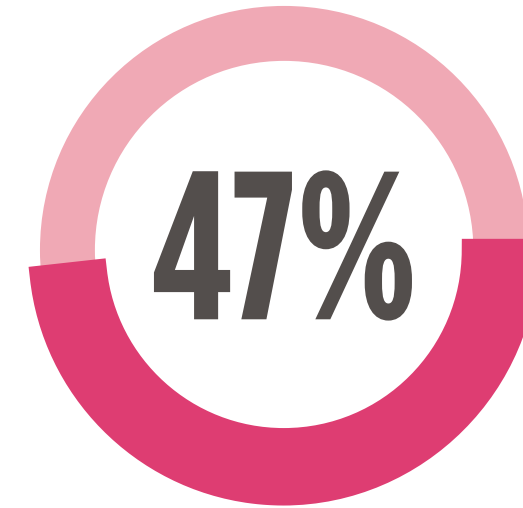
“I am interested in bagged/loose leaf teams for cold brew preperation”



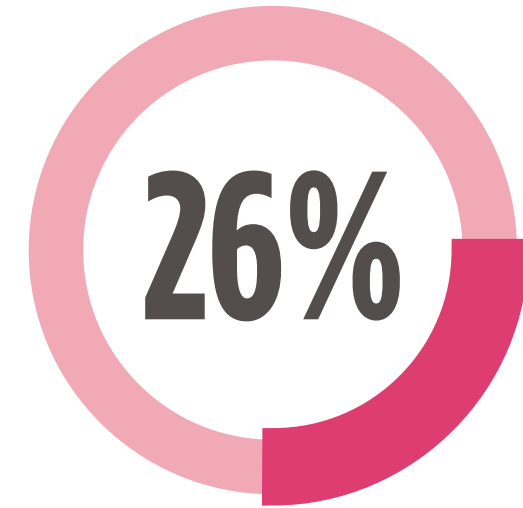
“The packaging/container influenced my purchase decision”

WHAT PEOPLE WANT.

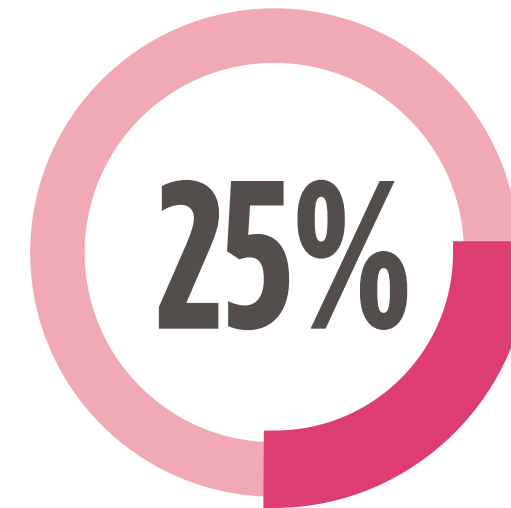
These are some of the key things that consumers are looking for in a sparkling beverage.



Refreshing



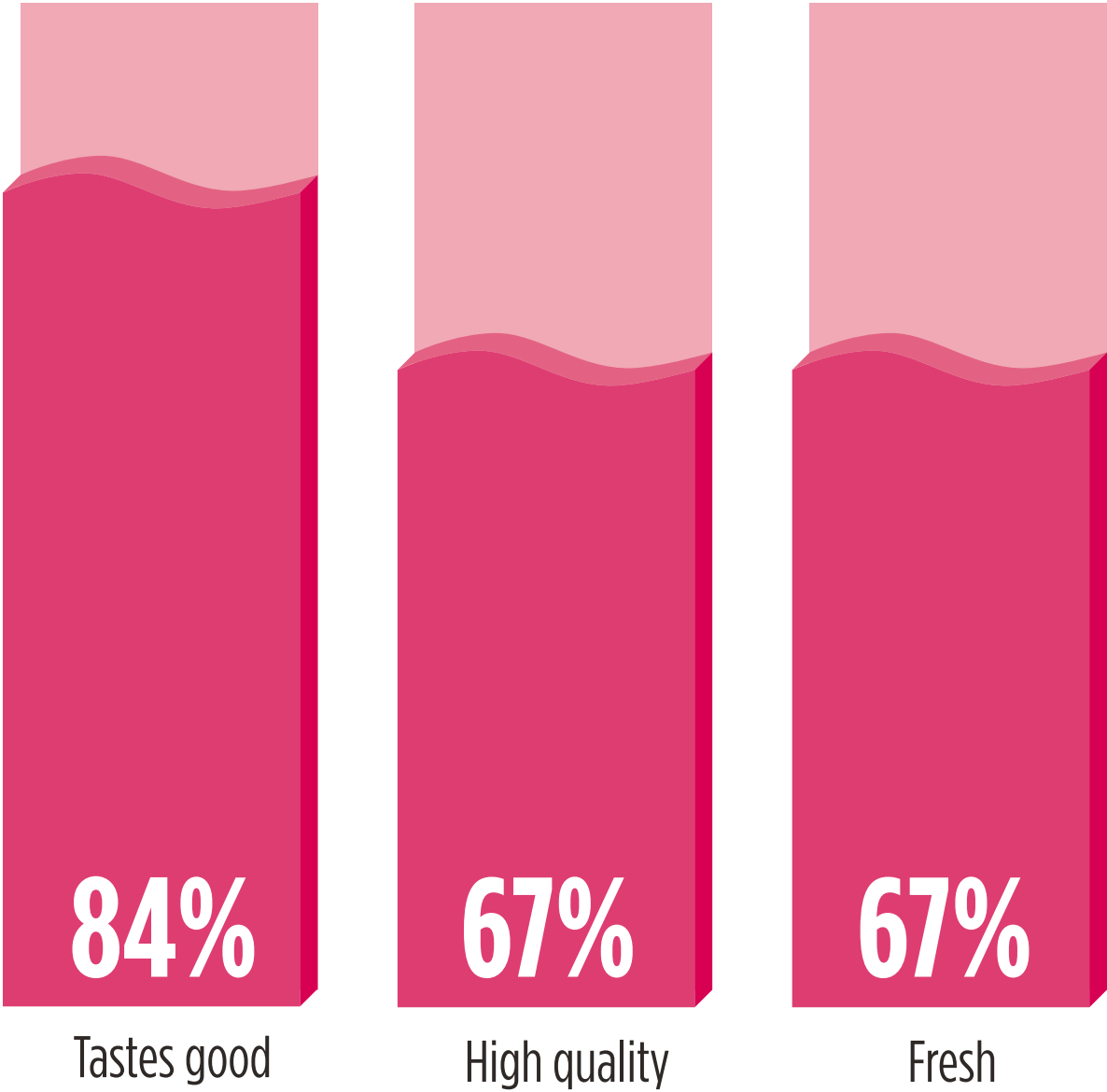
Relaxing



Healthy

WHAT DEFINES QUALITY?

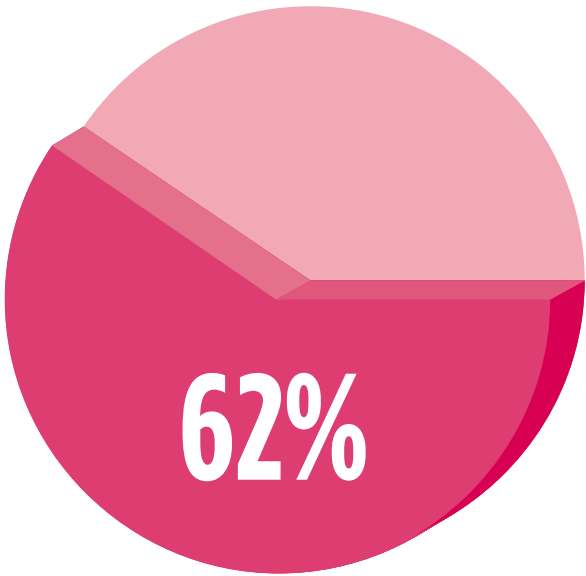
This graph demonstrates what consumers think are the important attributes to a carbonated beverage.



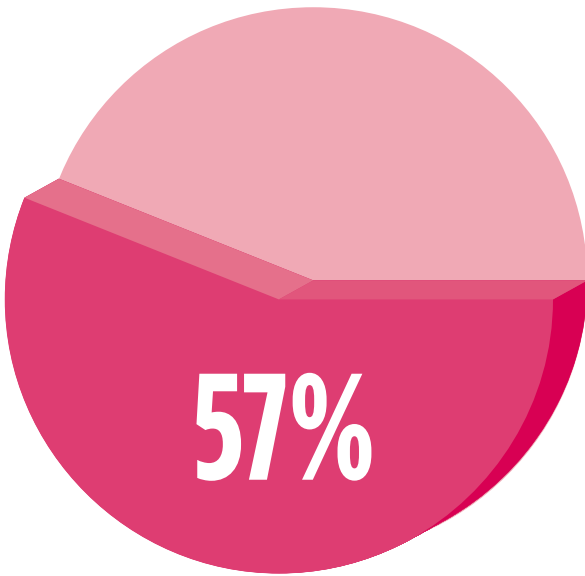
Source: Lightspeed GMI/Mintel | Base: 1,887 internet users aged 18+ who purchased non-alcoholic beverages in the past 30 days

PACKAGE MATTERS.

Most people make decisions about their beverage choice based on package format and label design.



Packaging
formatting*

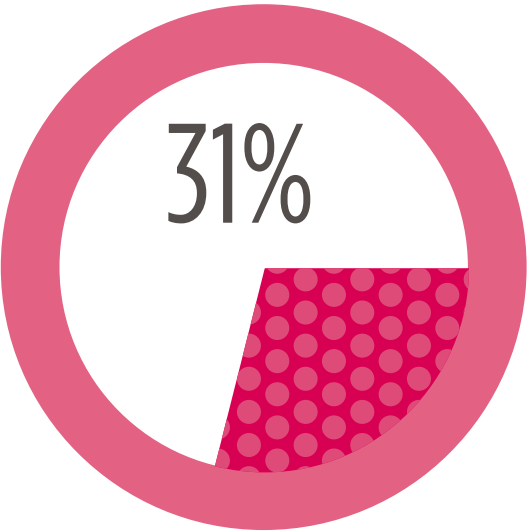


Packaging
label design**

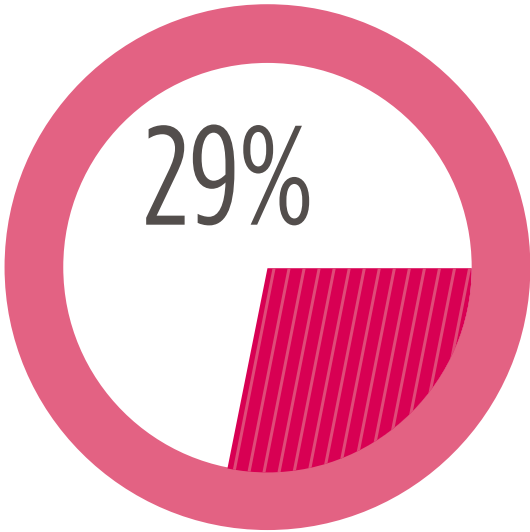
Source: Lightspeed GMI/Mintel | Base: 1,887 internet users aged 18+ who purchased non-alcoholic beverages in the past 30 days | *Material/shape | **Artwork

PACKAGE DETAILS

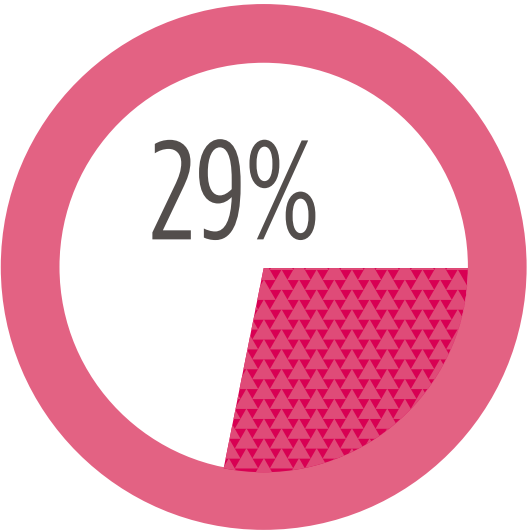
These are the elements of the product and method of sales that are signatures of the strongest growing products. Tea Guys has three of the four.



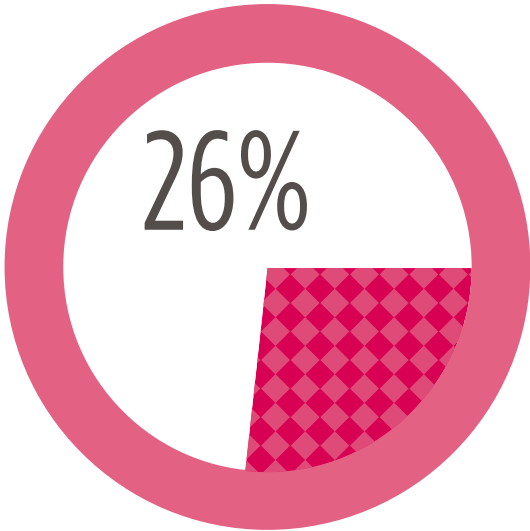
Sold Chilled



Glass Container



Resealable



Clear Container

MARKET INFLUENCE

MARKET INFLUENCERS

In this section we explore specific market influencers who had a strong impact on their market by providing a unique twist on a specific product. These products changed their market in a way that I think Tea Guys is capable of doing with the right strategy.



BLEND

ICE CREAM INFLUENCERS

There was a time when the most complex ice cream available at the supermarket was Neapolitan-vanilla, chocolate and strawberry, side by side. The advent of the creative blend in a mass produced context had a drastic impact on the market to the point of changing a consumers expectations for ice cream overall.

The blend is a key ingredient to the success of the Tea Guys beverage company.



FLAVOR EXPERIENCE

SELTZER INFLUENCERS

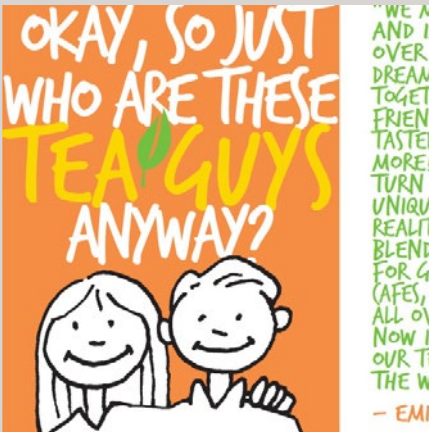
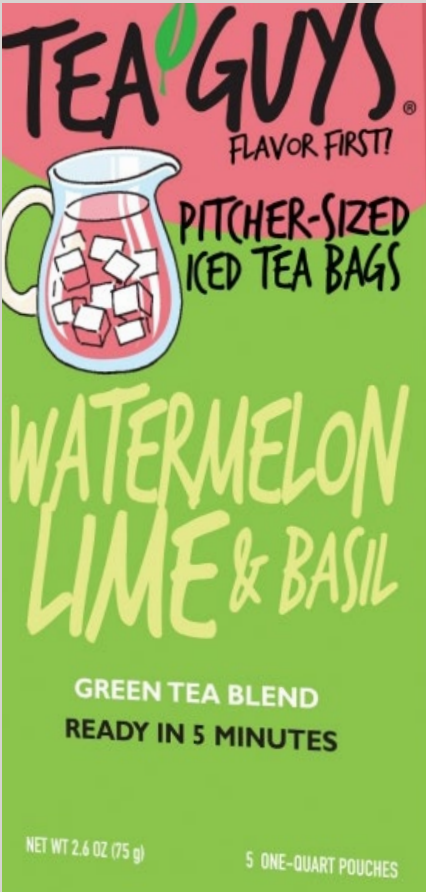
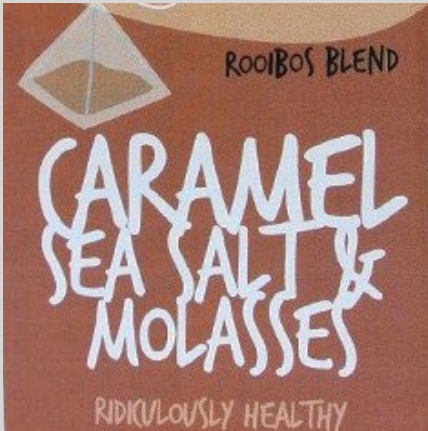
Take a simple clear beverage and enhance it with a diverse set of flavors and aromas--the key to success. From the first flavors of lemon and lime, this market has exploded with flavor options as wide as orange-vanilla and margarita.

This focus on the flavor experience, though through a more rich and diverse body of ingredients, is a unique focus for this next iteration of Tea Guys products.



BRAND HEIRARCHY

EXISTING BRAND



BRAND ORGANIZATION

Tea Guys is complex operation from product suppliers, B2B to consumer. The diagram at right demonstrates our recommended brand strategy and heirarchy. It assumes the clarification of a parent umbrella brand with both B2B and consumer faces that will share common brand elements but appear to the markets in different manners.



BRAND RECOMMENDATIONS

At right are two options for structuring the Tea Guys brand model. Each is structured to build strong brand recognition in their individual marketplace while building brand equity for the overall parent brand.

OPTION 1: PRIMARY + 3 SUB BRANDS



OPTION 2: PRIMARY + 2 SUB BRANDS



BRAND TIMELINE TO MARKET

This diagram outlines the order of development and influence in our brand development. We hope to build a fully operational Beverage brand that will drive the direction of the overall umbrella brand. From there, the umbrella brand and beverage brands will frame and inform our development of the rest of the company’s product lines.



PRODUCT BRAND STRATEGY

This section provides a basic conceptual strategy for the naming, brand and packaging for Tea Guys beverage products. We provide a few basic recommendations and possible naming strategies for discussion as the foundation for visual work to follow.

WHO WE ARE **NOT**?

ORIGIN STORIES

ANCIENT/ANTIQUITY

HEALTH BENEFITS

TRENDY INGREDIENT

WHO WE ARE?

BLEND

FLAVOR

EXPERIENCE

CRAFTED/HANDMADE

SPARKLING BLENDED TEA BEVERAGES

Our research and workshops demonstrate that we should focus our efforts on placing the principle of “Blending” at the fore-front of the brand (top to bottom) and that a creative look at packaging would give this product a unique draw.



BRAND POSITION

all about the blend

Tea Guys have been focusing on the blend for years, and now its time to place it at the top of the brand. Constructing unique, artistic and hand-crafted flavor combinations to inspire and challenge people's senses is the grand and powerful message. Its a message that will drive this product off the shelves.

The following exploratory naming concepts demonstrate--through only words--how embodying the act of blending can lead a creative strategy.



APPROACH-A WORDBLEND

Be whimsical and just blend words.

CONCEPTUAL EXAMPLES

strawipple

STRAWBERRY +
KIWI + APPLE

poperinger

POMEGRANATE +
PEAR + GINGER

APPROACH-B DO THE MATH

The sum of the flavors is greater than its parts... but the combination is still critical.

CONCEPTUAL EXAMPLES

s+a

STRAWBERRY + APPLE
with Kiwi and Herbs

p+g

POMEGRANATE + GINGER
with Pear and Spices

APPROACH-C EMOTIONS

What goes great with strawberries? Smiles. What else can we bottle?

CONCEPTUAL EXAMPLES

**strawberry &
apple & smiles**

**pomegranate &
ginger & surprise**

APPROACH-D CHARACTER

Can a beverage blend define you? Can it express your character? Let's find out.

CONCEPTUAL EXAMPLES

old faithful

STRAWBERRY +
KIWI + APPLE

vivacious

POMEGRANATE +
PEAR + GINGER

recap

As a recap, we want to remind you that the information in this document is meant to foster discussion and debate. It is important to consider each page an evolving idea for us to collectively react to. We hope we have provided you plenty to think about. Now the real work begins.

TO DO's

- + Comments on market evaluation
- + Provide feedback on brand heirarchy recommendations
- + Provide feedback on product naming strategies

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