

The Cup that cheers

Typhoo India recently re-launched its Spring of Life campaign. The initial campaign centered around the product range and was conducted for



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over one and half years. This year, Typhoo changed its communication and visuals and brought the focus on the consumer.

Typhoo Spring of Life conveys its youthful feel and exuberance akin to Moods of Spring. Vibrant hues of orange, red, green, yellow and purple spring up as Typhoo tea bags are dipped into cups, says Sukanta Samal, Marketing Manager at Typhoo India. The campaign aims to bring to the fore the vibrant, pulsating appearance of the tea, and its rejuvenating properties, he adds.

Retail stores have enhanced consumer awareness about new offerings through mailers. The effort from the brand and retailer end has helped popularise the campaign. Looking back, Typhoo teas were introduced to the Indian tea connoisseur in 2008 by the Apeejay Tea Group. Typhoo, an iconic British tea, has built its community of loyalists through retail outlets. Customer engagement at retail stores and out-of-the-pot journeys outside stores are important features for Typhoo's brand promotion, and together these have led to enhanced brand experience and brand loyalty, shares Samal.

Last year, the brand was reinforced through gourmet food shows and lucky draw schemes. Brand visibility happened when customer engagement activities introduced innovative point-of-sale items at retail shops. Displays are offered to Typhoo on the best visible spots inside retail spaces. These arrangements are closed for quarterly/half year agreement between the store and Typhoo. The Typhoo team customises visibility with these arrangements, adds Samal.

Besides brand promos, Typhoo has cashed in on special events such as Republic Day, festive season and Independence Day. Typhoo sales definitely go up by at least 50 percent during the campaign period across all the retail stores where its available, he reveals. According to him, sales-driven activities impact shows up right away, while brand-driven activities are mostly based on demand creation models like trial generation, visibility through innovative POSM, and retail/customer engagement programmes.

Given the fact that Typhoo tea is premium, the company counts on modern trade as a preferred channel. In modern trade, customers have option to choose or enjoy a shelf shopping experience as it exposes

them to multiple brands. Customers are perceptive and do their own research before buying a product. In traditional stores, customers rely on the retailers recommendations and dont get the opportunity to explore, explains Samal.

For 2014, the company has planned specialised events that will become a platform to interact and engage consumers through trials, thereby strengthening the brand and improving sales.