



Creative Branding New Product Ad

Campaign

November 1, 2016

Alexander Heap

For Iryna Molodecky

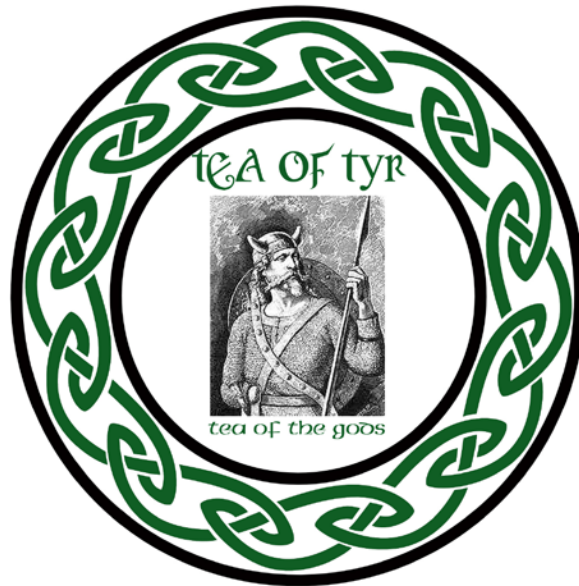


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Creative Rationale for New Product Ad Campaign

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Category: Tea

Name of New Product Line: Tea of Tyr

Slogan: Tea of The Gods.

Varities: "Great ol' Green" Irish Green Tea

"Greybeard's Delight" Earl Grey Tea

"Black Irish" Black Chai Tea

Source Country: Ireland/Scotland

Target: Men 18-35, 60,000k+ HHI. "Intelligent", "Strong and Silent", "Hip", "Cool", "Aware", and "Spiritual" are example words that associate with this target.

Example of Target: Greg is 33 years old and lives in an urban area. He bikes to work and is environmentally conscious. He is very interested in his success and has a very busy, stressful lifestyle. He works as an industrial engineer and has a master's degree in mechanical engineering. Greg would love to have more time to socialize but rarely can really get away. His inspiration is his father who taught him to work hard and keep his head down.

Idea: Tea of Tyr is a tea designed for masculine men. Men that have worked hard and conquer any battle life throws at them. That's the idea behind Tea of Tyr. Tyr is a somewhat known Norse God that was praised for hundreds of years within Norse culture (Ireland, Welsh, Scottish and a few others.) But Tyr was the Norse God of war and was extremely popular during the Great Battles of Ireland. The idea is to create an entire line and brand of teas around Tyr the God of War and show off strong and powerful brand and qualities alike.

Rationale: The men in our target like to associate themselves with strong and powerful things like power tools, trucks and heavy machinery. Why would it be any different when it came to their beverage of choice? What better way of conveying masculinity than drinking the Tea of Tyr, a God of War. While browsing the tea market, very rarely do you see tea designed, formulated and marketed to men. Our goal is to create a product, brand and logo that will redefine the way "masculine men" and everyone views tea. Tea tends to be associated with fragility or femininity especially when it comes to advertising. How many men want to drink a lavender, chamomile tea? It just doesn't appeal to the target we attempting to penetrate. Each variety of tea in the Tea of Tyr line-up will have its own unique back story describing the methods in which Tyr used the tea to become and stay so strong and mighty. Also, the packaging itself will include the back story of Tyr, so that all those unaware of his existence can realize his ultimate power and come to the inevitable conclusion that they too need this power. It's a unique and fun way to add a brand experience for the consumer and especially to those within our specific target.

Slogan Rationale: Anyone saying they wouldn't enjoy being a God, at least for day would be lying. Escapism is real and very prevalent in our society and Tea of Tyr wants is consumers to feel like a God, even if just for a brief moment. They escape a stressful working world to a simpler one, where they are the ones in control. The idea behind the slogan is really bring the perceiving target consumer into a fanatical world of ancient teas, Gods and traditions

Online Ad Rationale: The basic idea behind the online approach is to programmatically target our demographics through online advertising. Our banner ads will specifically pinpoint our target through services like Google DoubleClick. Our ads will only appear with relevant content and will not be spammed or over pitched. The banner ad design uses elements of simplicity and Celtic culture. It is designed to capture the spirit and story behind Tea of Tyr.

Print Ad and In Store Poster Rationale: Very simply these traditional advertisements were developed to intrigue and educate our target consumer about the new brand: Tea of Tyr. Choosing effective creative, visuals and fonts were crucial to fulfill the promise of Celtic culture and truly captivate our audience into curiosity, then to awareness.

**Bold, Like the day He was
Born.**

**Nothing this good has Ever
Come out of a Bag.**



**"Great
ol'
Green"
Classic
Irish
Green
Tea**

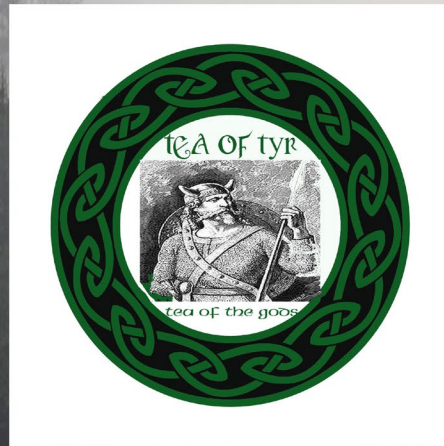


**"Greybeards
Delight"
Earl Grey
Tea**



**"Black
Irish" Black
Chai Irish
Tea**

TEA OF tyr



tea of the gods

In-Store Poster

Exclusively At
Loblaws

TEA OF TYR
Tea of The Gods

wiseGEEK

click NOW

Bold, Like The Day He Was Born.
Drink the Tea of The Gods.

Online Banner Ad 720x300 Pixels

TEA OF tyr



tea of the gods

Tea has never been this strong. Tea of Tyr is a line up of ageless blends of tea. The Tea of Tyr. Tyr was a God Of War and his tea was told to be the source of his power. His handmade, legendary blends were picked by Him to ensure teas that are known to induce courage, strength and leadership. Grab yours today. Exclusively at Loblaws.

 **Loblaws**

**He'll Box the Life outta
you. Just for some of his
Tea.**



TEA OF tyr



tea of the gods

**He Doesn't Need a logo.
He made Us make one.
Adhere to Tyr.**

