

TWININGS

TWININGS GREEN TEA

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OBJECTIVE

Storm was tasked with generating awareness of Twinings Green Tea in the consumer media during the two key 'detox seasons', New Year and summer, and drive trial of the product.

SOLUTION

Storm teamed up with leading gym LA Fitness, to encourage health conscious 18–34 year old women – Twinings Green Tea's core audience – to sample Green Tea in all its different variations. In addition to handing sample packs of tea to all LA Fitness well-being class attendees, a 10-point health plan compiled by leading nutritionist, Fiona Hunter was handed out to encourage gym members to align green tea with a healthy lifestyle. Twinings Green Tea posters were placed inside locker doors and on the doors of the well-being classes, and product information was also included on all class timetables and the LA Fitness website.

A full media relations programme complemented this direct activity, with range and product reviews, and taste comparisons all taking advantage of the media's increased seasonal interest in healthy eating and well-being. Part of this activity also saw Storm issue the 10-point plan to the consumer news and on-line media, which handbag.com carried on their website in January and then again in June. ▶



▶ RESULTS

Twinings Green Tea was sampled to 35,000 health enthusiasts throughout LA Fitness' gyms, resulting in very positive feedback, while more than 250,000 LA Fitness members experienced the Twinings Green Tea branding in the gyms.

In addition to this, Storm generated coverage with an EAV value of more than £60,000 in the consumer media, including a three-minute feature on Meridian TV News. In total, Storm delivered a 3.5 times ROI on the total media relations PR budget.

celebs
TRIED & TESTED GREEN TEA

Twinings Pure Green Tea (50g, 20 bags, £1.23)
This is the best of the bunch – a very fresh aroma with no bitter aftertaste. It's exceptionally light and mild. It's also the greenest in colour of all the teas, too, which means it contains less tannin and has a smoother taste.

10/10

THREE OF THE BEST... GREEN TEAS

Refresh your system with a healthy cup of green tea

- 1 Green Tea & Peppermint, £2.49 for 20 bags. St James's Tea From the Green range by St James's Tea. Nana Mint has a distinctive aroma and taste, and will appeal to those looking for a new, healthy drink experience. The gorgeous box will look fabulous on your shelf. too.
- 2 Smooth & Soothing, £1.99 for 20 bags, Dragonfly Tea. This is a calming Wu Xin tea with a soft feel and a full flavour. The range promises to renew your mind, body and spirit.
- 3 Pineapple & Grapefruit, £1.19 for 20 bags. Twinings An exotic and mouth-watering alternative to the traditional green tea, this has a tangy pineapple flavour with the citrus zing of grapefruit.

R E A L

handbag

Get active

Also to do 20 minutes of exercise of least five times a week. Exercise releases endorphins to the brain, so it'll be happy as well as fit.

handbag

THE TIMES MAGAZINE

TASTE TEST... GREEN TEA



Drink Your Way To Health

Brewing up your favourite "cuppa" can not only leave you refreshed, but may even alleviate some of your most common ailments – head on to discover the reputed health-boosting properties of tea.

Try these teas:
Twinings "Green Tea Selections"

Twinings "infusions" range of herbal teas
Redbush tea

Six of the best green teas

TRIED & TESTED

A favourite Chinese drink since ancient times, it contains very little caffeine to help to inhibit the growth of cancer and an acquired taste, so we sampled it.

GoodFood

BEST FRUIT-FLAVOURED

Twinings Green Tea Orange & Lotus Flower £1.20/20 teabags

Fruit and green tea complement each other – this mellow combination is fragrant and subtle with no harsh overtones. 'Lovely, heady aromatic bouquet and a real taste of the exotic. A tea you could drink any time.' Available from Tesco. ☎0845 601 9612 www.twinings.co.uk

★ ★ ★ Twinings Jasmine Green Tea, 50g, £1.19

You can certainly taste the jasmine, but it's a blend that works quite well. There's enough green-tea flavour, and none of that unappetising "grassiness" you sometimes get.

My Weekly



NEW! The positive approach to losing weight!

Boost!

VOID WEIGHT LOSS

GREEN GO

It's not tea make a refreshing change from your regular hot drinks and there are three inspired new green teas from Twinings to help you on your way to a healthier 2006. Twinings Green Tea Pear & Apple, Pineapple & Grapefruit (both £1.19 for 20 tea bags) and zesty Decaffeinated Green Tea Citrus (£1.39) are a natural source of antioxidants – just the ticket to help you relax at any time of the day. Available in all the major supermarkets.

Pure temptation

Twinings makes that healthy New Year resolution easier with three delicious new Green Teas. Twinings Green Tea Pear & Apple and Twinings Green Tea Pineapple & Grapefruit combine the subtle taste of green tea with a twist of fruit flavours to really give your tastebuds a treat.

The new Twinings Decaffeinated Green Tea Citrus is a great tasting and healthy alternative to regular tea with its zesty tang of lemon, lime and orange, ensuring that this is the one good intention that you'll want to keep all year round as part of a balanced lifestyle.

Expertly Blended by Twinings and full of antioxidants the new Green Teas are available in all major supermarkets. Decaffeinated Green Tea Citrus is priced at £1.39 for 20 tea bags, while Green Tea Pear & Apple and Green Tea Pineapple & Grapefruit are priced at £1.19 for 20 tea bags.

Tastetest

SAID TO HAVE 100 TIMES THE PUNCH OF VITAMIN C, GREEN TEA IS A STAPLE BEVERAGE IN ASIAN SOCIETY, BUT WHICH VARIETY WILL WE CHOOSE TO FILL OUR CADDIES?

green party green light robinson green green at the g

Twinings Pure Green Tea, £1.19, 20 tea bags

Tip 1: Blended to produce a light, refreshing tasting tea and reputed to aid digestion, Pure Green Tea is ideal after meals but can be enjoyed for its fresh taste at any time of day. Note, over-brewing may cause some bitterness. Pure Green Tea is ideal after any meal but can also be enjoyed for its fresh taste at any time of day.

Tip 2: A mature tea with quite a robust taste that reminds us of conventional black tea.

www.twinings.co.uk

AS SEEN ON CHANNEL 4

you are what you eat