

TWININGS

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OBJECTIVE

Generate awareness of Twinings Infusions ranges including Well-Being Blends, Blended For You, Fruit Bliss Infusions and Classic Herbal Infusions in the consumer media throughout the year. The campaign focused on seasonal activity and launches of new Infusions or limited edition flavours and blends.

SOLUTION

Storm launched a pro-active media relations programme, which concentrated on placing the teas on food and drink news pages, in taste tests, on health and lifestyle pages, and in appropriate healthy eating features.

To kick start the campaign, Storm arranged a media tasting event at a leading London health spa. Run over two days, the journalists were invited for a private Twinings tasting and a complementary treatment to highlight the well-being of the teas. This was instrumental in introducing the wide range of Infusions to the media and helped launch the new Blended For You range.

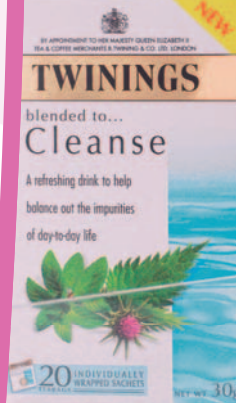
To maintain this momentum through the year, Storm issued a calendar of seasonal press releases highlighting the most appropriate Infusions at key times, such as the detox season or a boost for winter. In addition, personal product drops by the Storm team ensured that



- ▶ the teas stayed top of mind with all the key journalists, and feature opportunities were discussed face-to-face with products samples and information being supplied for inclusion.

RESULTS

The campaign successfully introduced several new ranges that were not featured in Twinings' advertising campaign, such as Blended For You, while also supporting the existing core range of Infusions products. Through editorial routes alone, Storm reached an audience of more than 27 million target consumers, and delivered a campaign with an EAV of nearly £100,000. This represented an ROI of four-times the total PR budget for the Twinings Infusions range.



InStyle



3. **Lemon & Ginger Wellbeing Blends; and Pure Peppermint Classic Herbal Infusions**, 92p each for 20 sachets, both by Twinings (0845 601 9612) ▶



Blissful tea
Twinings have just added new limited edition fruit tea to their tasty collection. The mouth-watering Cherry and Cinnamon Fruit Bliss is perfect for warming you up on wintery day

handbag

FIVE OF THE BEST – ENERGY BOOSTERS

Flagging a bit? Try one of these pick-me-ups...

Twinings Blended To Revitalise Tea.

£1.49. An energising mix of cinnamon and ginger blended with a herbal infusion to give you a lift at any time of the day



Energys Energy Gel.

£13.90 for 30ml. With plant extracts to revive and uplift. Buy from www.highernature.com

Boots Re-Energise Effervescent Peach And Passionfruit.

£5.39 for 20 sachets



Multibionta Activate.

£11.69 for 60 tablets. A multivitamin with a probiotic to help support the digestive system, plus ginseng and CoQ10 which work together to unlock energy.



Botanics Time To Revive Pulse Point

£4.75 for 10ml. Benefit from the reviving properties of cedarwood, peppermint and



PRIDE

Buy it

A Helping Hand

Whether you are in need of a pick-me-up or just want a herbal tea to help you unwind, there's the new Twinings Blended For You range to choose from. The first release in the range – Cherry, Digestif, Tranquillity and Revitalise – are expertly blended with a full of natural herbal goodness to give you a lift at any time of the day. All the new Blended For You teas are made from 100% natural ingredients. Available from Tesco and Waitrose independently, and from Sainsbury's from the end of January. Price: £1.49 for 20 tea bags.



best

TEA? Time for a change!

Fed up with your usual 4 o'clock cuppa? Then stock up on Twinings Limited Edition Fruit Bliss Raspberry & Rose tea – it's caffeine-free and contains no added sugar, so it's a refreshing pick-me-up for any time of the day.

A pack of 20 bags is 89p and is available from supermarkets until June.



3 of the best... Teas

Qi Inspiration tea

£1.39 for 25 bags. This green tea has added ginkgo biloba and panax ginseng, said to improve blood flow to the brain which, in turn, improves attentiveness. Available at supermarkets.



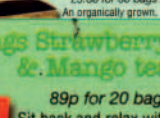
Twinings Strawberry & Mango tea

89p for 20 bags



Luaka Ceylon tea

£3.88 for 80 bags. An organically grown.



Twinings Strawberry & Mango tea

89p for 20 bags. Sit back and relax with this fruity tea, a totally refreshing drink that's great chilled and poured over ice. Available at supermarkets.



Reveal



ONE FOR YOUR TROLLEY, DOLLY!

If regular herbal teas seem a bit flaky, try Twinings Wellbeing teas for flavour with punch. Blends such as Raspberry with Echinacea, Ginger, Orange & Honey, and Blackcurrant, Ginseng and Vanilla, also help keep you cold-free. £1.39 for 20 bags, from supermarkets.

fresh

Twinings Blended to... Cleanse

Available from Sainsbury's and Waitrose, £1.49. This is a lovely light tea that will help you to unwind whilst cleansing your body after any overindulgence over the festive period. Each teabag comes individually wrapped so you can easily carry them to work or elsewhere with you in your bag - so there's no excuse for not detoxing. It's also a great choice if you are just looking for a refreshing cup of tea



Weight Watchers*

Calming influence

Twinings Infusions are sure to have the right tea for you at any time of day. Tranquillity is a blend of orange flower and chamomile to relax you. Digestif's mix of peppermint, spearmint and fennel is great if you're feeling full. Revitalise's combination of cinnamon, ginger and guarana gives a boost of energy. With Cleanse's spearmint, nettle, dandelion root and milk thistle you can help cleanse your system. Twinings Infusions, £1.49 for 20 tea bags, are available in Tesco, Sainsbury's and Waitrose.



TOP Sante



BEAT THE BLOAT
Twinings Cleanse Tea, £1.49, Sainsbury's. Ditch the builders' tea, have one of these instead. The spearmint aids digestion and nettle is a diuretic that'll help blitz water retention.

THE Sun



PEPPERMINT: Made from dried peppermint leaves, it contains the essential oils menthol and methone which trials show relieve gas and aid digestion. Dietician Lyndel Constain says: "I recommend peppermint tea for patients with irritable bowel syndrome as it helps preventing muscle spasms. Even if you don't have IBS, it acts as a good digestive aid after a rich meal." Try Twinings Peppermint Tea, 99p for 20 bags. You can serve it hot or chilled.