

Of Tea, Bengali and Sugar

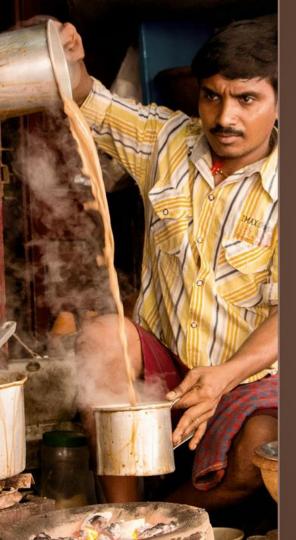
How ABP added a new recipe to the Tea menu of the Bengalis



The Chinese may have discovered, the Englishmen made it a habit but a Bengali's passion about tea is unparalleled



A Bengali's quintessential adda* would be incomplete without a storm in the earthen tea cups served by the neighbourhood Tea stall



'Chaayer Dokaan'

Kolkata, the capital of the Indian state of West Bengal is dotted with numerous 'chaayer dokaan' or the neighbourhood tea stalls where the citizens deliberate over everything from rising prices, to the crisis in national politics



'Chaayer Dokaan'

These stalls often range from modest shacks to slightly bigger permanent shops which offer steaming hot cups of tea to customers through out the day



Tea is cooked not brewed

There are 3 types of Tea that a neighbourhood Tea stall serves:

- Tea with milk and sugar
- Tea without milk and sugar
- Tea with milk and no sugar



However, a change in the Tea consumption pattern is evident

Sugar is the new Tobacco

- Tea without milk and sugar
- Tea with milk and no sugar



Sugar is the new Tobacco

Thanks to the consistent promotion by WHO to reduce sugar intake among adults and children, Bengalis have now started to consciously avoid having sugar in their Tea



And that's a compromise!

The deliciously sweet tea laced with Indian spices suddenly lost its sheen. The numerous rendezvous of the Bengalis have suddenly became dull and gloomy!



Our advertiser's problem was not very different

Sugarfree Natura is the largest selling sugar substitute and is considered generic to the category with over 97% market share.



Our advertiser's problem was not very different

However in Bengal, they were plagued with low penetration numbers resulting in single digit secondary growth primarily due to inadequate new consumer acquisition.



Our advertiser's problem was not very different

In short, no body was trying them out since most of their audience had shifted to sugarless tea





Sugarfree approached Anandabazar Patrika* – the largest read Bengali daily

*Anandabazar Patrika is the largest Bengali newspaper with a total readership of more than 1.25 Lac readers



Problem statement - 1



The Bengali Tea consumers were opting to go sugarless rather than trying a sugar substitute

Problem statement - 2



The Bengali Tea consumers were reluctantly trying to develop a taste for tea that wasn't sweet

Problem statement - 3



Consumer acquisition for the brand was suffering since Sugarfree was viewed as a means of treatment for the Diabetics amongst the TG



Our approach to the problems

We conducted a study that indicated Sugarfree as the highest recalled (close to 82%) brand amongst sugar substitutes

Our approach to the problems



We realised that we needed to position Sugarfree as a preventive tool rather than a curative one; in short we needed to convert sugarless tea drinkers into sweet tea drinkers to acquire new consumers

Drop the sugar, stay with the Tea



We activated a new campaign for Sugarfree. We called it 'cha chaluk chini noy' meaning 'drop the sugar, stay with the Tea'

Drop the sugar, stay with the Tea



The new communication was aimed at driving trials for Sugarfree

A fresh item in the Menu Card

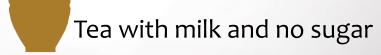
We added a 4th type of Tea in the neighbourhood Tea stall's Menu:







Tea without milk and sugar





Suddenly the Tea stalls were abuzz





Over 150 Tea stalls across the nook and crannies of the City started selling Sugarfree Tea

Consumer education





We posted Sugarfree volunteers who spoke to the Tea drinkers and briefed them about the Product

We kept popularising the campaign through our medium

Sugar

Sugarfree Sampling



We kept popularising the campaign through our medium



Campaign

Ads





We kept popularising the campaign through our medium

Driving education through branded content



Finally, Kolkata discovered 2 things





By the end of week 8, Tea drinkers across the city realised

That sugarless Tea could also be tasty

That Sugar = Sweetness but Sweetness ≠ Diabetes

A lot of the Tea drinkers took to liking the taste of Sugarfree Tea



Sugarfree's problem too was solved

The quarterly sales numbers* spoke

Growth vs same period LY	Q1'17	Q2'17	Q3'17	Q4'17	Q1'18	Q2'18	Q3'18
Primary	9%	-2%	9%	8%	3%	2%	8%
Secondary	7%	-4%	4%	8%	10%	5%	14%

The stagnating (single digit) secondary sales growth numbers jumped to 14%, the highest growth ever in the last 7 quarters.



And as they say...

"Because no matter how tough the world becomes, you must never run out of your sweetness"

Kathryn Bernardo



