



Tea Council of the USA IndividualiTEA Social Promotion Results
Prepared By Pollock Communications
February 2021

National Hot Tea Day and National Hot Tea Month 2021

To create social buzz and excitement around tea, we engaged millennials on Instagram and Twitter timed to **National Hot Tea Month** and the **Sixth Annual National Hot Tea Day**.

This year, we encouraged consumers and influencers to **celebrate National Hot Tea Day and their IndividualiTEA in comfort**. While tea drives comfort and relaxation year-round, January is the perfect time to toast to its goodness.

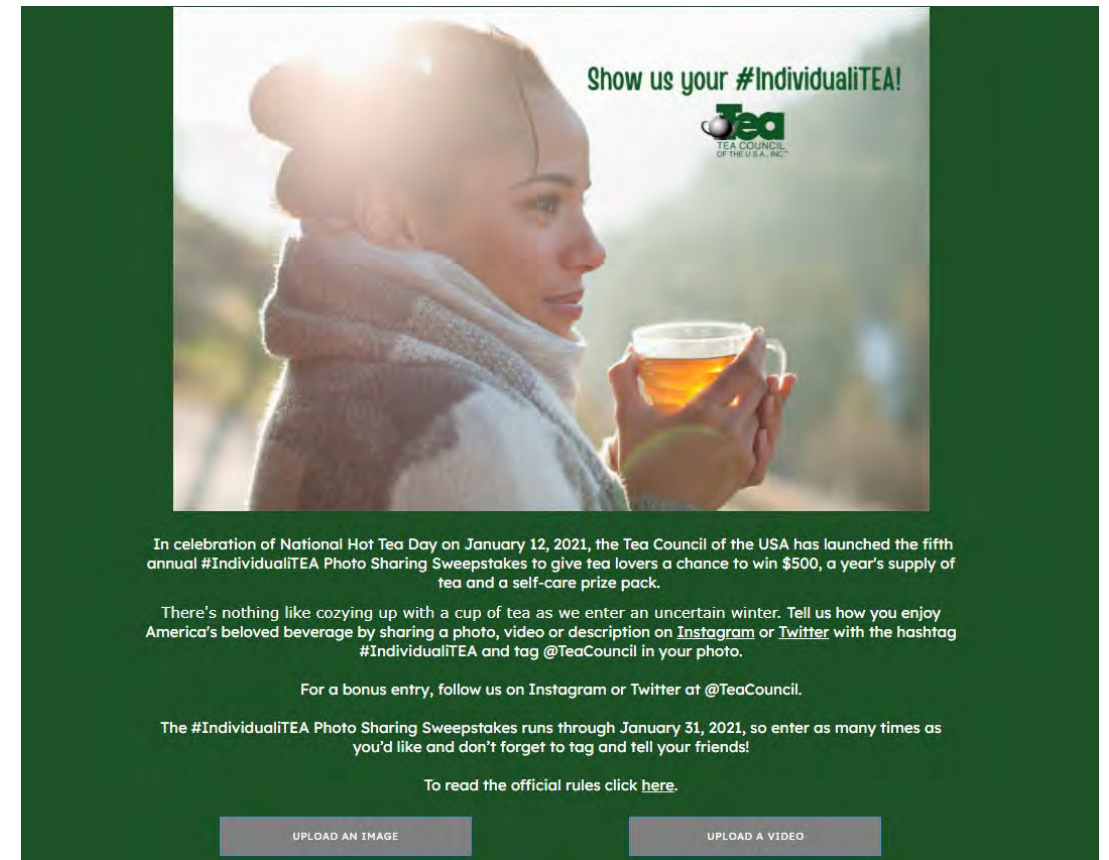
- ✓ Millennials are the perfect target for tea – 87% of millennials drink tea
- ✓ Comfort foods have made a comeback in the coronavirus age
- ✓ 31% of Americans are paying more attention to the healthfulness of the foods they eat as a result of the pandemic
- ✓ Sweepstakes capitalizes on increased social media usage



Launching the IndividualiTEA Photo Sharing Sweepstakes

To launch the sweepstakes, we....

- ✓ Created a microsite showcasing the gallery of entries
- ✓ Encouraged consumers to share their #IndividualiTEA on Instagram and Twitter to enter – through a photo, short description or video
- ✓ Allowed bonus entries for those who followed @TeaCouncil
- ✓ Publicized sweepstakes and National Hot Tea Month through two national press releases and media outreach
- ✓ Partnered with social media influencers
- ✓ Designed Instagram, Twitter and Facebook ads to reach more consumers and drive entries



Overall Campaign Results

2018

Generated **360,923,314**
impressions in
traditional and social
media

Garnered **1.3MM**
impressions in social
media

Received **1,876 entries**

Cost per thousand
impressions (CPM)*:
\$0.12

2019

Generated **539,378,861**
impressions in
traditional and social
media

Garnered **3.8MM**
impressions in social
media

Received **2,771 entries**

Cost per thousand
impressions (CPM)*:
\$0.07

2020

Generated **709,921,466**
impressions in
traditional and social
media

Garnered **4.7MM**
impressions in social
media

Received **3,201 entries**

Cost per thousand
impressions (CPM)*:
\$0.05

2021

Generated **1,051,147,096**
impressions in
traditional and social
media

Garnered **7.6MM**
impressions in social
media

Received **3,524 entries**

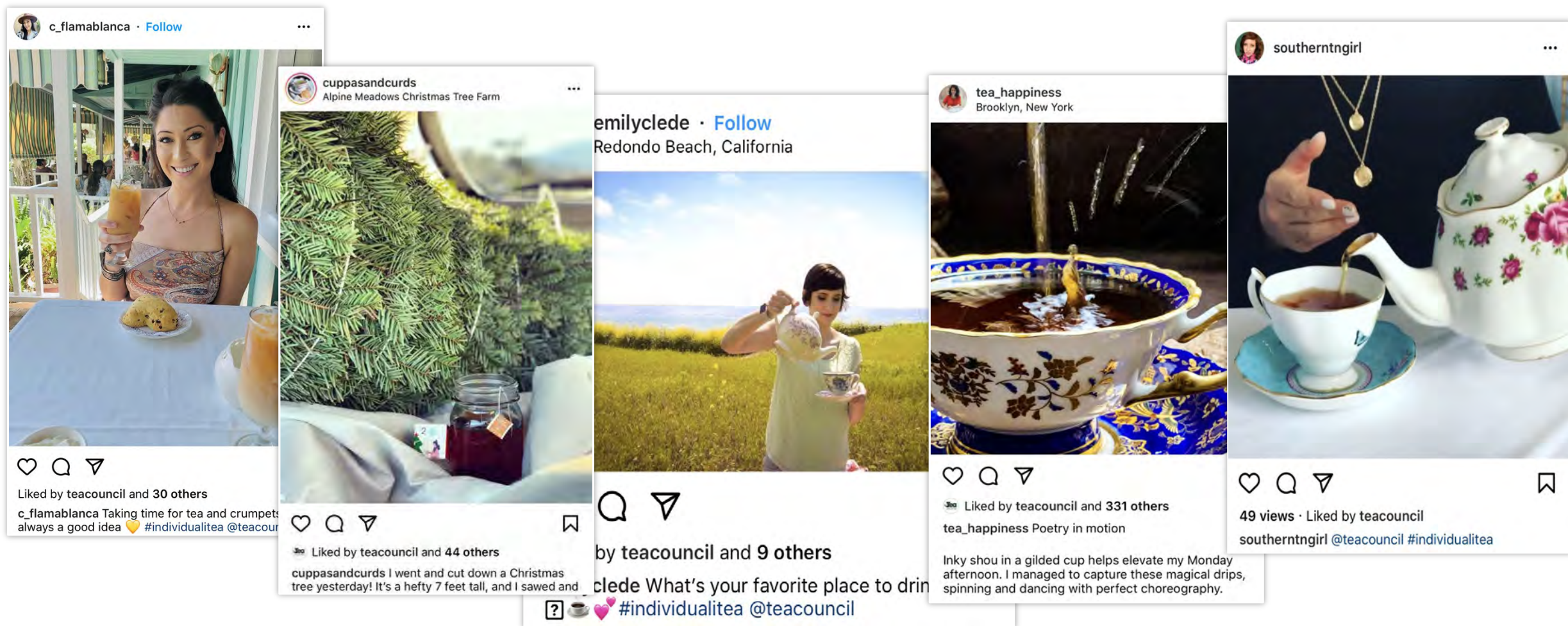
Cost per thousand
impressions (CPM)*:
\$0.03

*CPM, or the cost to reach 1,000 consumers, is a metric used to measure campaign success and efficiency.
A range of \$5 - \$10 is considered a successful CPM by the PR industry.

A Sampling of 3,524 IndividualiTEA Entries!



A Sampling of 3,524 IndividualiTEA Entries!



Enlisted Mid-Tier Influencers to Celebrate in Comfort



Gal Shua-Haim, Something Nutritious
Registered Dietitian



Carolyn Pascual, The Social Sipper
Cocktail Creator



Emily Le, Emily in Color
Lifestyle Blogger



Stacie Zollars, SugarfaceBakes
Healthy Recipe Developer



Jamie Vespa, Dishing Out Health
Registered Dietitian



Megha Patel, Chocolate & Cheese Please
Recipe Developer



Andy Mathis, Beautiful Eats
Registered Dietitian

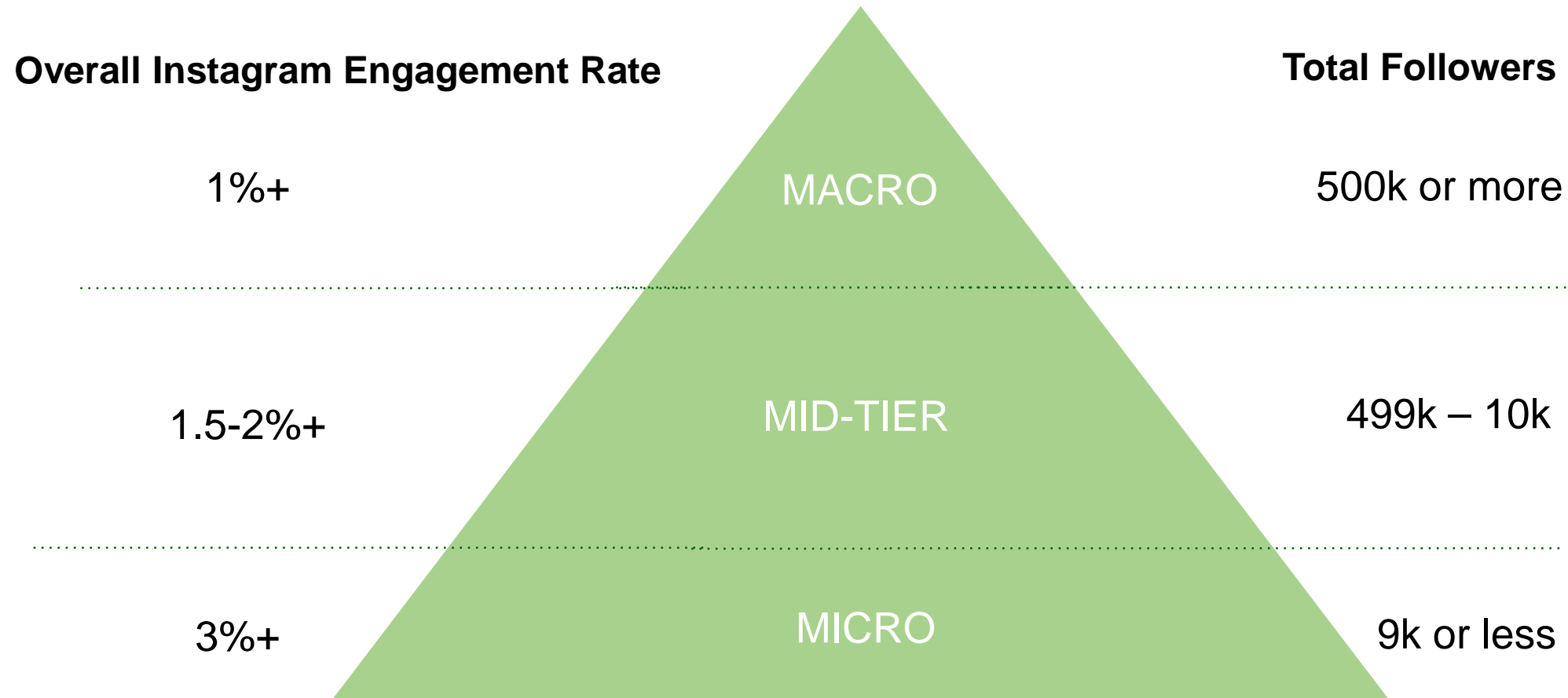


Alyssa Amoroso, Publyssity
Lifestyle Blogger

Garnered 7.6MM Impressions

Measuring Influencer Outreach Success

While we classify influencers by category based on industry standards and number of followers, we also implement the below engagement criteria when identifying influencers to partner with for successful campaigns.



Enlisted Mid-Tier Influencers to Celebrate in Comfort

Earl Grey Latte
by Andy Mathis, RD



Followers: 112,000
Engagement Rate: 1.5%

Green Tea Sake Cocktail
by Carolyn White



Followers: 19,700
Engagement Rate: 2.3%

White Chocolate Matcha
by Jamie Vespa



Followers: 81,700
Engagement Rate: 1.4%

Chai Tea Biscotti + Black Tea
by Gal Shua-Haim, RD



Followers: 125,000
Engagement Rate: 1.7%

Enlisted Mid-Tier Influencers to Celebrate in Comfort

Chai Matcha Latte
by Megha Patel



Followers: 19,600
Engagement Rate: 2.1%

Black Tea Ice Cream
by Stacie Zollar



Followers: 15,200
Engagement Rate: 3.1%

Black Tea to Start the Day
by Alyssa Amoroso



Followers: 141,000
Engagement Rate: 1.5%

Green Tea with Ginger
by Emily Le



Followers: 14,300
Engagement Rate: 3.6%

Assembled Mailers to Build Buzz and Publicize Participating Members



Followers: 112,000



Followers: 112,000



Followers: 125,000



Followers: 19,700

Communicated Key Health Messages Timed to National Hot Tea Month

Key Messages highlighted in media pitches and press releases:

- All true teas come from the same plant, *Camellia sinensis*, and there are five main types to consume: black, green, white, dark and oolong
- The benefits of all true teas are backed by science and research
- According to a 2020 survey of 395 Americans conducted by Seton Hall University and commissioned by the Tea Council of the USA, consumers are choosing tea not only for cardiovascular health and immune-supporting benefits, but for improvement of mood, too.
- Studies investigating L-theanine and caffeine – the components of true teas originating from the *Camellia sinensis* plant – have found that L-theanine is associated with **improved relaxation, tension and calmness.**
- A systematic review of research on tea has shown green tea supports anxiety reduction, cognition and brain function. The benefits of black tea are bountiful too, with a separate study demonstrating when subjects consumed 2 cups per day, they demonstrated greater levels of attention.

Take Comfort in Tea's Calming Properties on National Hot Tea Day

Reach for Tea to Feel Good About Your Daily Sip and for a Chance to Win Big



Garnered Media Coverage for National Hot Tea Month

REAL SIMPLE

This Type of Tea Lowers Stress, Fights Inflammation, and Keeps Your Immune System Intact

"But to best understand oolong tea, you first must know a little bit more about green and black tea," says Peter Goggi, president of the [Tea Council of the USA](#). "All come from the leaves of the tea plant—*Camellia sinensis*—and are known as true teas. Green tea is not oxidized, meaning it is not exposed to oxygen for any extended period during its manufacture. It remains green in color and has a grassy, hay-like flavor. Black tea, on the other hand, is fully oxidized—it gets exposed to air for an extended period so that the natural chemical reaction taking place in the leaf is complete before it is dried. Black tea is darker in color, provides a reddish hue in cup, and has a stronger body."

Picked Up By: **yahoo!**
lifestyle

LA WEEKLY

IT'S NATIONAL HOT TEA MONTH AND WE'VE GOT SEVEN SOOTHING WAYS FOR YOU TO CHILL OUT

January is National Hot Tea Month and according to a 2020 survey of 395 Americans conducted by Seton Hall University and commissioned by the [Tea Council of the USA](#), consumers are choosing tea not only for cardiovascular health and immune-supporting benefits, but for improvement of mood, too.

Ninety-three percent of respondents felt calm while drinking tea, while 84 percent felt centered. Green tea was most associated with emotional and mental health, with black tea was thought of as a pick-me-up.

According to the Tea Council, studies investigating L-theanine and caffeine – the components of true teas originating from the *Camellia sinensis* plant – have found that L-theanine is associated with improved relaxation, tension and calmness. L-theanine is said to encourage relaxation by reducing the stimulation caused by caffeine.



Eat This, Not That!

13 Healthy Foods That Boost Your Memory, According to Nutritionists

"There is a wealth of research which supports the positive contribution of tea drinking to cognitive function," adds registered dietitian [Samina Kalloo, RDN, CDN](#). "One 2019 study in the journal [Aging](#) offered the first evidence suggesting that habitual tea drinking has a protective effect on age-related cognitive decline and brain organization. Another study, published in the [American Journal of Geriatric Psychiatry](#) concluded that frequent green tea consumption (of 5 cups of green tea daily) was associated with a lower risk for incident dementia. [Research](#) has also revealed that green tea improves all-around brain health and specifically influences cognition (benefits in memory and attention), psychopathological symptoms (reduction of anxiety), and brain function (activation of working memory seen in functional MRI)."



Grew Tea Council's Instagram Audience

Ad #1 Results

- [Ad #1](#) | Total Spend: \$420
 - **Total Reach:** 63,353 people
 - **Total Impressions:** 84,117
 - **Post Engagement Rate:** 36.2%
 - Visit Website (*Wyng*): 353
 - Visit Profile: 94
 - Follows: 13
 - Audience Demographics:
 - 55% women, 45% men
 - 49% - 18-24 year olds
 - 26% - 25-34 year olds

Ad #2 Results

- [Ad #2](#) | Total Spend: \$225
 - **Total Reach:** 102,443 people
 - **Total Impressions:** 134,993
 - **Post Engagement Rate:** 7.7%
 - Visit Website (*Wyng*): 426
 - Visit Profile: 59
 - Follows: 8
 - Audience Demographics:
 - 68% women, 32% men
 - 48% - 18-24 year olds
 - 35% - 25-34 year olds

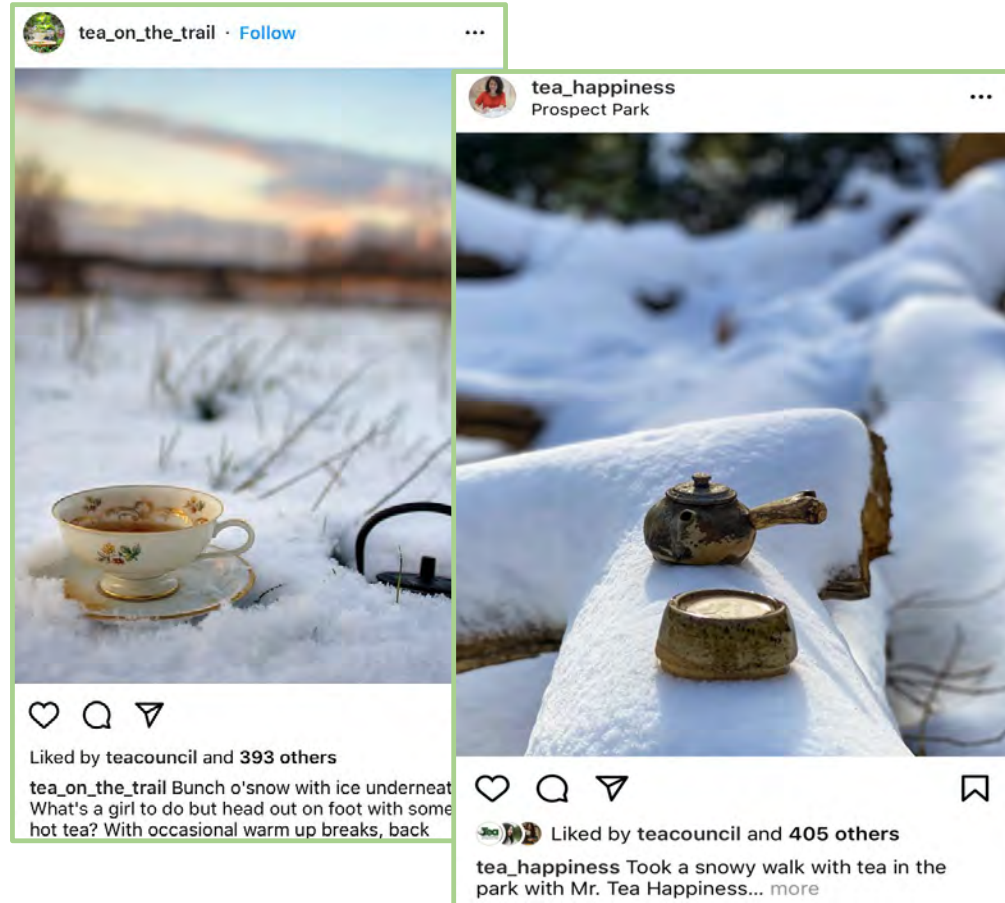
Overall Growth

- Starting # of followers: 1,420
- January 12 follower check in: 1,585
- **Final post-IndividualiTEA followers:** 1,687
 - **Percentage increase:** 18.5% increase



IndividualiTEA Sweepstakes Runner-Ups

Runner-Ups:



Prizes Featured on Social:



IndividualiTEA Sweepstakes Winner



What's Next?



1

Sort entries and create gallery of quali-tea user-generated posts from sweepstakes

2

Continue to strengthen Tea Council presence by leveraging content from entries to be used throughout the year on Tea Council's social media platforms

3

Continue to nurture influencer relationships for National Iced Tea Month activations and beyond