

THAT'S THE TEA



RACHEL. MADISON. ALI. KADEN. KRISTIN





TEA TIME

The Universal Beverage
There's A Tea For That
A Better Beverage
Social Influence
Unplug and Unwind
Clean & Green
Drink Well
Pop Ups
Conclusion



THE UNIVERSAL BEVERAGE

contemporain
Contemporary

Japon
Japanese

Tea has a way of connecting people and bringing great pleasure to everyone who immerses themselves in it. This centuries old beverage has been consumed everywhere around the world and is still growing in popularity to this day. No matter where you are, you can share a cup with someone.

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ish 1930

Chine forme traditionnelle
Traditional Chinese

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Eng

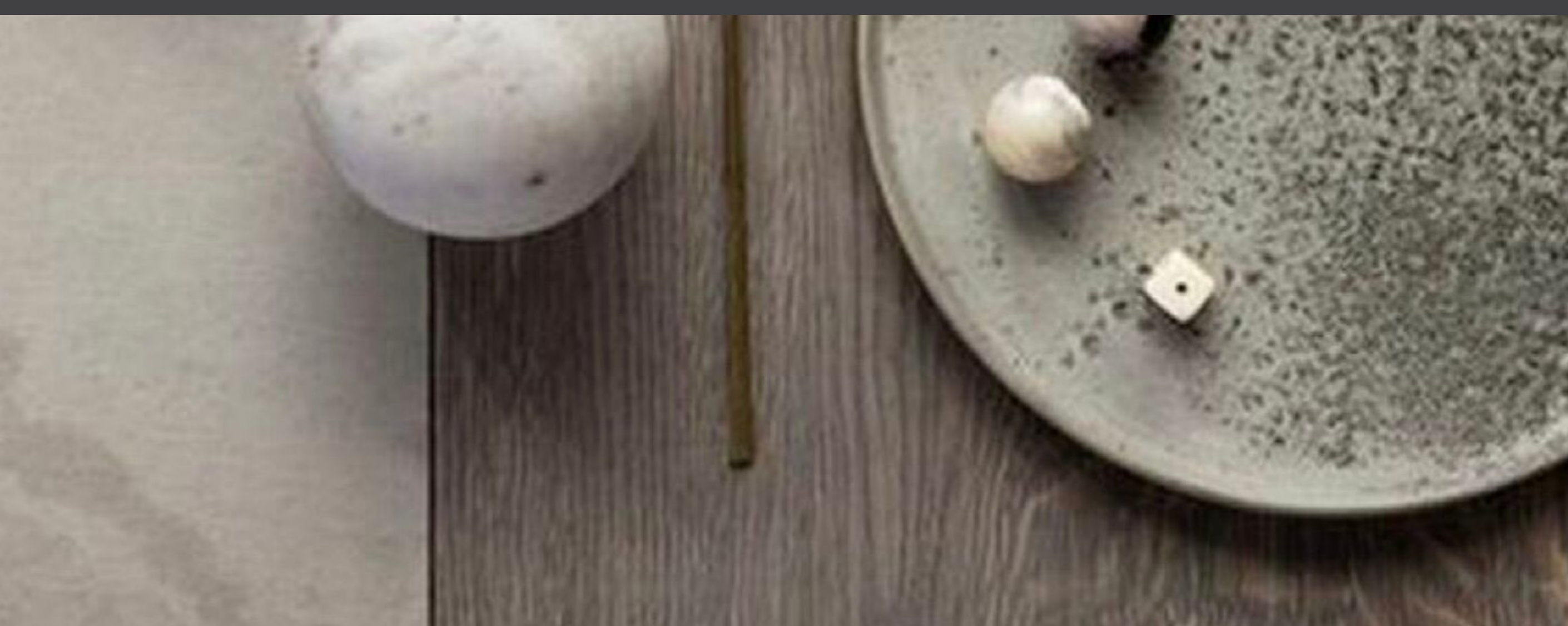
**GLOBAL TEA
CONSUMPTION IS
HIGHER THAN IT'S
EVER BEEN**

A cup of tea on a marble tray. The cup is white and filled with a golden-brown liquid. The tray is white with grey and black marbled patterns. The background is a light-colored wooden surface.

THERE'S A TEA FOR THAT

Need a little energy boost? Stress relief? Help falling asleep? Well, there's a tea for that! Tea has historically been known for having effects on a person's mood and performance, such as concentration, reduced fatigue, and relaxation.

After water, tea is the most popular beverage worldwide. Similar to coffee, it can be consumed to boost alertness yet with less caffeine and with a number of other mood related benefits. Tea's molecular makeup makes it the perfect biohack for regulating your modern day performance.


A top-down view of a tea ceremony setup on a wooden table. It includes a white ceramic teapot, a white ceramic cup, a small white ceramic bowl, and a small white ceramic square object. A wooden tray is also visible.





A BETTER BEVERAGE

Are you a coffee lover? Or a caffeine enthusiast? There are many liquid swaps for coffee, and you'll find that most of them will not only energize you, but they also carry along some amazing health benefits, with tea being one of the biggest categories of doing so. Many people are slowly realizing that tea can be a great source of caffeine for your daily busy lifestyle. Between Chai tea, Dandelion tea, Ginseng tea, or even Green tea there is a perfect one for you.








SOCIAL INFLUENCE

Research shows that only 1% of millennials trust advertisements, whereas 33% of them trust blog posts and influencers. 40% of people say they have bought a product after seeing it used by an influencer on social media.

Influencer marketing is rapidly growing with more tea companies using influencers as their marketing strategy. Along with influencer marketing growing, tea companies can now target specific groups of people by using influencers as their form of advertising.





19.3k likes

geo_antoinette I've recently d
down on my coffee consumptio
pre-work was black coffee but
getting tired of the comedown
Luckily I found that tea is a clea
healthier source. So my new pr
is my @teamiblends tea. This te
boost metabolism, raise energy
surpass cravings.
Use code GEO10 to save some
your order 🙏

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1%
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TRUST
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kyliejenner #ad using @fittea before my
shoots is my favorite 🍵

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hala_aldisi @shahdoo16 انااا 🍵

_maittha @fares_12314 🍵

noahgalloway1983 Write this on 7 posts or
your mom will die tomorrow.

noahgalloway1983 This is not fake write
this in 15 pictures and you will be missed
tomorrow. Break this chain and you will see
a demon in 53 minutes

kumru_xxix @halawiteten

sydneyjordan24 If you stop reading this
you might die my name is Teresa fildago if
you don't post this on 20 photos I will sleep
with you forever one girl ignored this and
29 days later her mom died don't believe
this Google it

33%
**OF THEM TRUST
BLOG POST AND
INFLUENCERS**

A close-up photograph of several white roses in a vase, with soft lighting and a shallow depth of field.

UNPLUG & UNWIND

Tea is beneficial in its effectiveness to calm us down, relieve stress, disconnect, unplug, and escape. Slowly savoring a hot tea as you reflect on the day allows yourself to destress and decompress. Many of us live in a state of constant stress interrupted by bouts of acute but fleeting ease of mind, when it should be the other way around (constant ease of mind interrupted by bouts of acute but fleeting stress), and the variety of hot teas and their ingredients claim to help you correct the imbalance.





CLEAN & GREEN

Organic is everything. Consumers now care about where their food comes from, how it's made, and what impact it has on the environment. Tea manufacturers are following suit selling certified organic products absent of pesticides that are harmful to people and the environment. Many are also sourcing their product from smaller, more sustainable farms and making their customers aware of that fact. People want to buy tea that's good for them and good for everyone.







DRINK WELL

With ever rising obesity rates, consumers are now more than ever looking for products to supplement a healthier lifestyle. Many teas contain a wealth of antioxidants that protect against cell damage and help maintain long term health. Several studies show that tea can also help reduce the risk of heart disease, stroke, and even cancer. Teas can lead to lower blood pressure, lower cholesterol, and lower body fat; the benefits are endless. However, manufactures should be weary of selling “miracle cures” and should clarify that their tea is a supplement to regular diet and exercise.

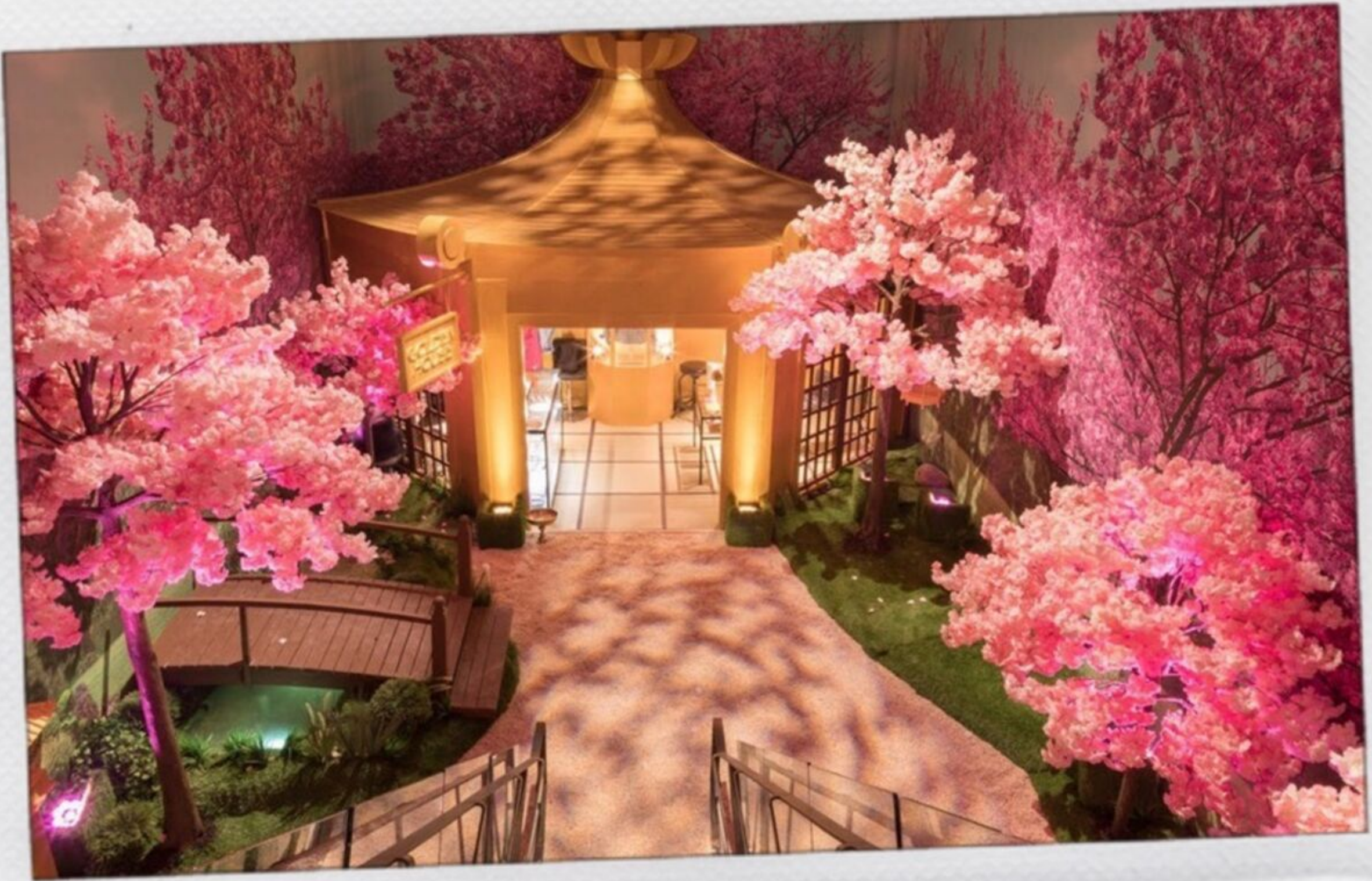




POP UPS

Tea companies can now market offline by having pop up locations. Pop up locations allow brands to be able to engage with consumers in a creative way and interact with their consumers in person. By interacting with consumers in person, tea companies are able to show their authenticity by not just being a random brand online, but also being relevant in the everyday lives of consumers. With pop up locations, tea companies can also now try out new products with a niche group of people before going global with it. Pop up locations are becoming more popular in big cities and are expected to grow in the future.





A top-down view of a tea set on a dark, textured surface. The set includes a white teacup and saucer with a floral pattern, a silver spoon, and a teapot. The scene is decorated with autumn leaves in shades of red, orange, and yellow, and small red berries. A dark grey rectangular box is overlaid in the upper center, containing the word 'CONCLUSION' in white, serif, all-caps font.

CONCLUSION

As for the future, we believe more and more people will make the switch from coffee to tea. We think that more tea will increasingly be sold in pop-up retail stores. Tea companies will be able to create an immersive experience for their consumers, allowing them to see what customers like and dislike prior to producing globally. Consumers care about where their product is coming from. Being able to see it first hand in a retail store will help them become loyal users of the product. People drink tea for the experience because tea can calm you down and aid you in escaping from your busy life, even if it is just for a few moments.



