



EVERYTHING IS BETTER WHEN
TOGETHER

MINDSHARE



THE MISSION

CREATING MEANINGFUL CONNECTIONS

BY

- DEFENDING BRAND LOVE ON KEY TARGET
- BOOSTING TOMA IN A RELEVANT WAY
- CREATING STAND-OUT LIPTON ICE TEA PROOF CONTENT



THE CHALLENGE

FIERCE
COMPETITION

NEW
COMPETITOR:
FUZE TEA

MINDSHARE





BRANDS THAT HAVE A PURPOSE
ARE GROWING AT **2.5X** THE RATE
OF ENGAGEMENT VERSUS
BRANDS THAT DON'T

**CREATE AN
EMOTIONAL
BOND**

**INVOLVE YOUR
CUSTOMERS**

**LET THEM OWN
YOUR BRAND**



Source : Kantar 'Purpose Pays' - May 2018

MINDSHARE



WHAT DOES SUCCESS LOOKS LIKE ?

(RE)CONNECT WITH FRIENDS
AND FAMILY



MINDSHARE



THE SOLUTION



INSIGHT => LONELINESS



FIND RELEVANT
MOMENTS

TO

CREATE OPPORTUNITIES TO
(RE)CONNECT



MINDSHARE



THE SOLUTION



SEEDING INSIGHTS THROUGH PR & INFLUENCERS



HIJACKING ON THE GO MEDIA TO
START CONVERSATIONS



CREATING REAL OPPORTUNITIES TO
(RE)CONNECT & INSPIRE IN REAL LIFE



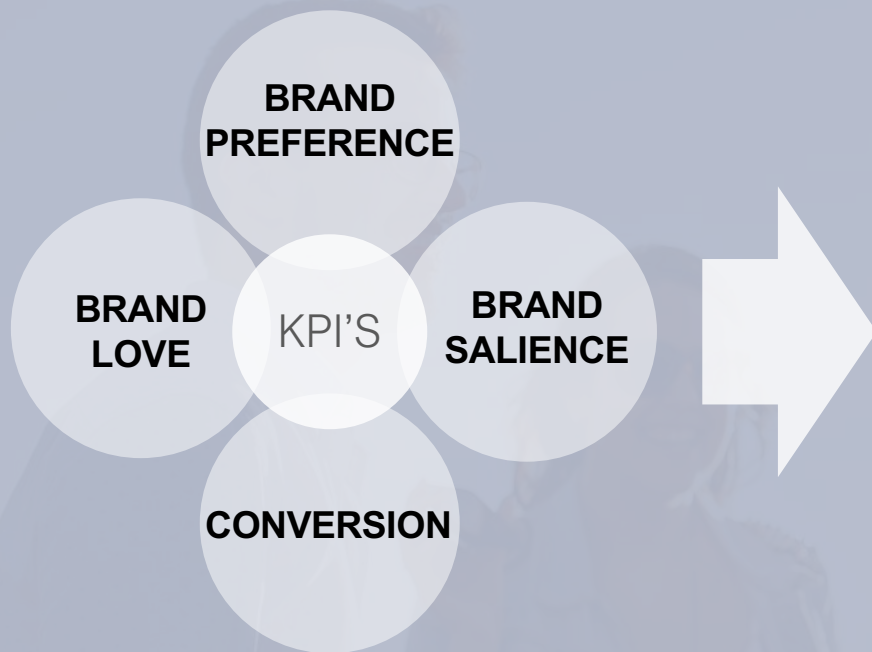
FOSTERING UNIQUE BONDING EXPERIENCES THROUGH
MULTISCREEN/PERSON MOBILE PHONE APPROACH



MINDSHARE



STRONG RESULTS



**BRAND BPS (Brand Power Score)
SIGNIFICANTLY INCREASED ON:**

**PRESENCE (+6 pts),
RELEVANCE (+4 pts)
AND PERFORMANCE (+2 pts)**

**INCREASED
PENETRATION
To 110 pts
-
127.000 NEW
CONSUMERS**

**OVERAL CLAIMED
CONSUMPTION REGULARITY
OF LIPTON ICE TEA IS
STABLE**

**SNAPCHAT LENS :
36 sec playtimes
(benchmark 10-15 sec)
27% share rate
(Benchmark 5-10%)**



Source : Kantar MilwardBrown yearly tracking

MINDSHARE





WHEN WAS THE LAST TIME YOU YOU
TRULY CONNECTED

Let's go

MINDSHARE

