

Unilever Tea in Asia

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Overview – Unilever Tea in Asia

- Tea category development in Asia
- Lipton as a global brand growing in Asia
- Building a local powerhouse with Brooke Bond
 - Brand development & Strategy
 - Translation in strong execution through operations
- Conclusions

Lipton



Our Mission

Be the preferred beverage of the 21st Century
for Vitality-thirsty consumers



Transform **Lipton** into **the** healthy beverage brand
- unique ability to combine 'goodness' with taste, enjoyment and excitement

Assert our leadership in **traditional tea world-wide**
- a focused brand portfolio in our key selected markets

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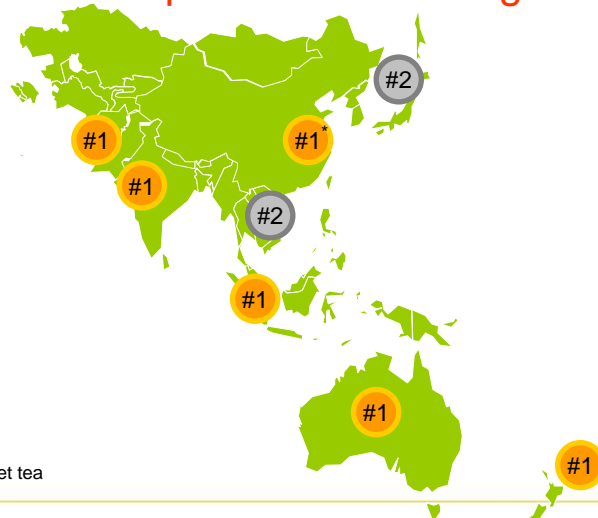
Deploying the mission



Unilever Tea in Asia



Strong #1 and #2 positions in the region

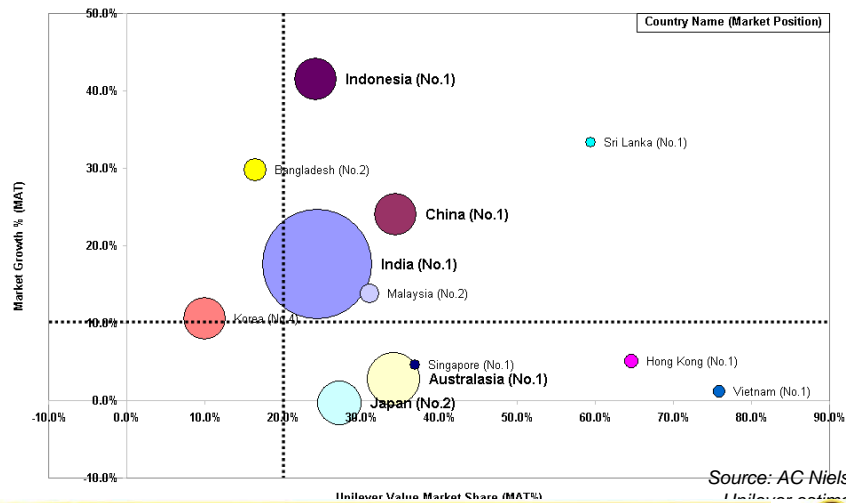


(* No 1 in teabag & packet tea)

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Brooke Bond
Choose Your Partner

Strong shares in growing markets



Source: AC Nielsen, Unilever estimates

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Brooke Bond
Choose Your Partner

Vitality – Growth reignited



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Lipton can capture the Vitality opportunity...

The Lipton brand

- Global leadership in leaf and RTD
- #1 in most markets where Lipton operates
- The only brand with strong Leaf and RTD pillars
- Global presence to roll out innovations

Our Unilever capabilities

- The largest buyer in the global leaf tea market
- Knowledge leadership in tea, tea chemistry and tea applications
- Unilever-wide knowledge base on health and nutrition

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TEA CAN DO THAT.



... and is #25 of Asia's top 1000 brands...



TEA CAN DO THAT.

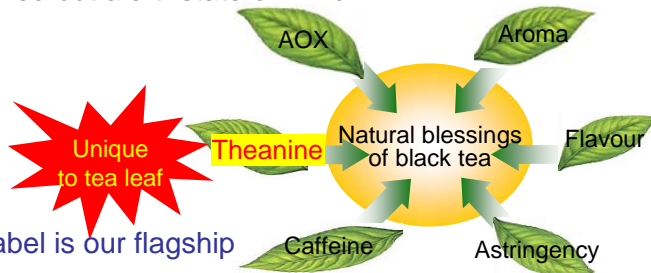


... because Lipton tea is a superfood

Various natural blessings contained in black tea

Tea goodness – Theanine, virtually unique to tea leaf can deliver “relaxed but alert” state of mind

We are the tea!



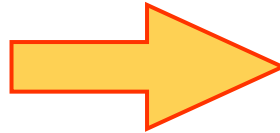
Lipton Yellow Label is our flagship



TEA CAN DO THAT.



... with scientific evidence that Lipton improves attention span.

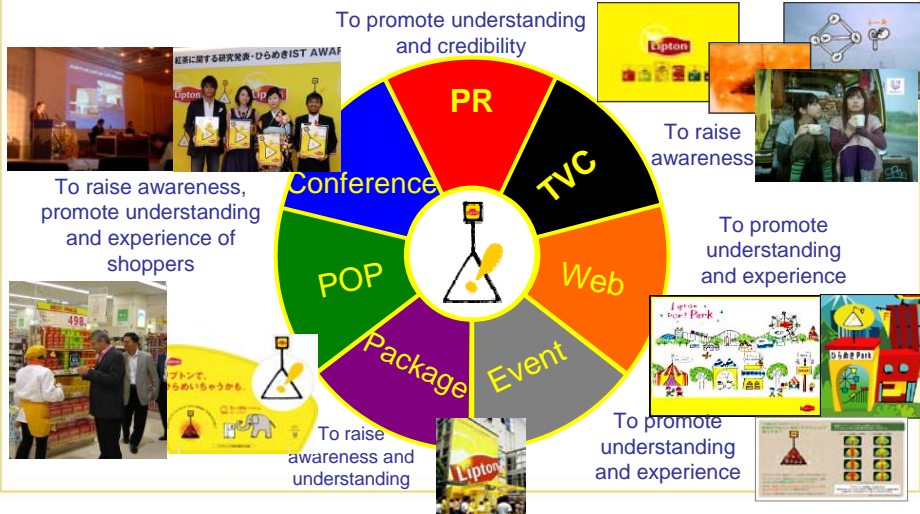


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TEA CAN DO THAT.



Brought to life in an emotionally engaging way



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TEA CAN DO THAT.



Capturing the opportunity with Lipton Milk Tea...

From

Grey mood



The holistic milk tea experience



To

RAINBOW

Good mood

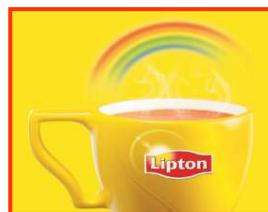


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TEA CAN DO THAT.



Creating 'Gestalt' through favorites and iconic branding....



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TEA CAN DO THAT.



.... and identity without being identical...



... with innovation based on Asian insight...

立顿

立顿 Q果趣
Q 出新乐趣

四种奶茶口味 新鲜上市

Lipton

TEA CAN DO THAT.

Brooke Bond South Asia : Building a cohesive portfolio

A premium
experience


Taj Mahal



A family care
foundation


Red Label



A refreshment
to upgrade to


Taaza



Portfolio strategy

- Grow the core
 - Accelerate growth of the margin attractive mid and upper tier
- Upgrade
 - Grow value share of throat to match volume share
- Increase usage occasions
 - Grow no. of occasions in India to match Asia
- Rethink the drink
 - Accelerate category growth to match beverages

Grow the core



Best in class blends



Connect with consumers



Tailored blend
Local packs

New geographies

Upgrade



Low unit price packs



Tea bag conversion

Value added formats



Connoisseur blends

Increase usage occasions



Positioned as an everyday treat

Superior sensorial benefits

Unique pack design



Instant tea

Re-think the drink



Vitality for the family

Proven to enhance immunity

Contains trusted natural ingredients (ayurveda)

Patented technology

Unique chamfered carton : 5th panel to detail ingredients



Vitality benefits

Executing the strategy

Key Strategic Thrusts

Grow the Core

Upgrade Consumers

Increase Usage Occasions

Rethink the Drink

Key Execution Drivers

Drive Equity
Through Deep
Engagement
Grow Low Share
Pockets

Grow with
Modern Trade
Continue To
Lead OOH
Rolling Out
Innovation

Moving From Communication To Engagement



Awakening Consumers



Inspiring Consumers



Provoking Consumers



Engaging Consumers

Taaza cup of
inspiration

Winning low share pockets: Micro-marketing

Leveraging Hindustan Unilever's reach in every pocket

Leverage Scale At POP

Playing the appropriate price piano

New products for local needs

Unilever #1
Unilever #2

Unilever leads with 25% Value MS but 12% Vol MS

Modern Trade – A big opportunity

Month	MT (%)	GT (%)
Jan	45	23
Feb	42	24
Mar	48	24
Apr	47	24
May	46	24
Jun	44	24
Jul	45	25

Modern trade share = Twice General Trade

Year	% Tea in Modern Trade
2007	4
2008	7
2009	9
2010	23

Partnership modern trade with Category Management

Differential activation through experience

Rolling out innovation with passion

Consumer experience in Modern Trade **spencers**

Print and outdoor



Wet Sampling at key touchpoints

- Malls
- Lakme salons
- Walls parlours
- Kaya skin clinics
- Corporate cafeterias

Innovative print with advertorials



The magic ends with the last sip



Dry Sampling with Core Taj

www.pamperurself.in



Barcoded coupons in Modern Trade



PR in key media [electronic & print]

Fantastic visibility at POS



Vision OOH: To be the dominant purveyor of branded ready-to-serve products in India

Appropriate customer/ consumer solutions to unlock value

Segment	Solution	Products
Top end		Connoisseur Tea Bags, Turbo Tea
Masstige		Freshly brewed coffee, Ice Tea & Cold coffee
Penetration		Cardamom Tea, Bru Coffee, Tea Bag Tea

Leverage key partnerships for accelerated growth



Vision: Triple business by 2010

Conclusion

- Unilever has strong positions in Tea in Asia.
- Since 2005 growth has been reignited.
- Vitality is driving our growth.
- Growth is coming both from our Global brand Lipton as well as strong local brands (Brooke Bond).
- Strong headspace for growth.

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Unilever Tea in Asia

Mumbai November 2007

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