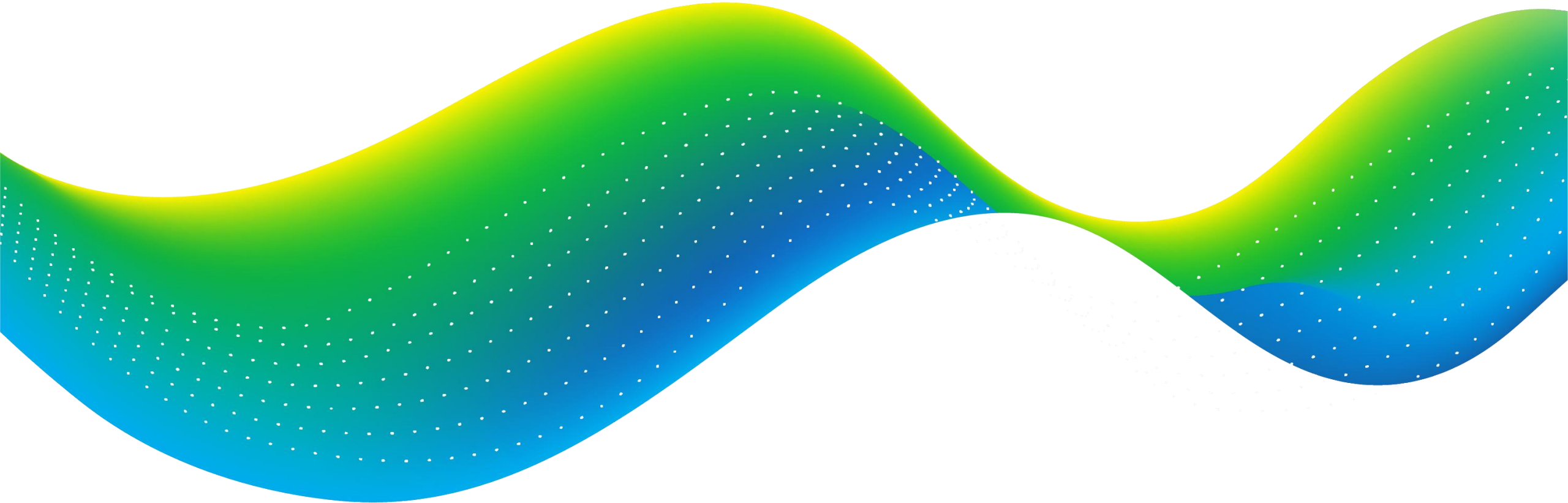


TATA x Fordham

Digital Advertising Analytical Project

FOR BETTER.



Schedule

- **About Tata Consumer Products**
- **Brand History for Eight O'clock Coffee**
- **Digital Marketing Strategy**
- **What are the current pain points**
- **Expected Objectives and goals**

Tata Consumer Products at a glance

Tata Consumer Products is a focused consumer products company uniting the food and beverage interests of the Tata Group under one umbrella. It is home to key brands such as Tata Tea, Tetley, Tata Salt and Tata Sampann. With a combined reach of over 200 million households in India, it has an unparalleled ability to leverage the Tata brand in consumer products.

In the Beverages business, Tata Consumer Products is the 2nd largest player in branded tea in the world with over 330 million servings everyday across the world. Our brands include Tata Tea, Tetley, Vitax, Eight O'Clock Coffee, Himalayan Natural Mineral Water, Tata Coffee Grand and Joekels.

Tata Consumer Products has grown through innovation, strategic alliances and acquisitions, and organic growth. The Company has a joint venture with Starbucks called Tata Starbucks Limited, to own and operate Starbucks cafés in India. Since the inauguration of the flagship store in Mumbai in October 2012, this 50:50 JV has expanded to 11 cities, with many more Starbucks stores planned across the country.

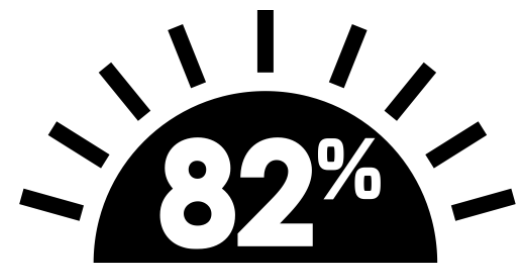


Brand History for Eight O'clock Coffee

**AMERICA'S
ORIGINAL
GOURMET
COFFEE
SINCE 1859**

**EIGHT
O'CLOCK®**

AS COFFEE
CONTINUES
TO GROW,
EIGHT
O'CLOCK IS
POSITIONED
FOR
SUCCESS



82%
CONSUMPTION
DURING BREAKFAST
AT HOME

3/4
OF CONSUMERS
DRINK COFFEE TO
WAKE UP
WARM UP
— OR GET AN —
ENERGY
BOOST

#1 LEADING
BEVERAGE
CHOICE
WELL AHEAD OF BOTTLED
WATER, TEA, OR SOFT DRINKS

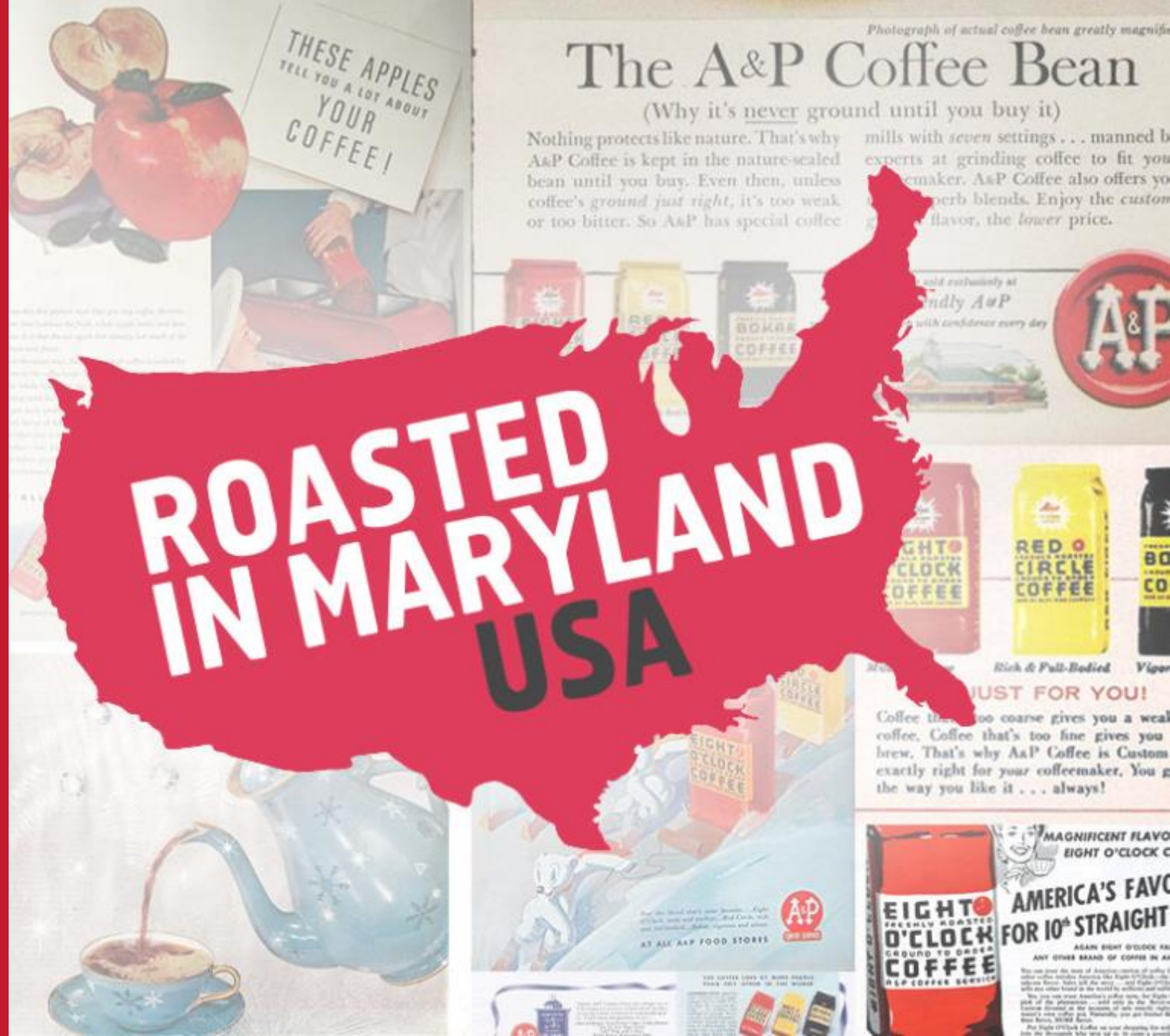
FLAVOR
PREFERENCE



YOUR TRUSTED PARTNER

Eight O'Clock Coffee has been selecting and roasting **high quality** 100% Arabica coffee at a **great value** for **over 160 years**.

But quality isn't our only story. Our **warm** and **approachable** personality is what keeps us in cabinets, cups and hearts, year after year.

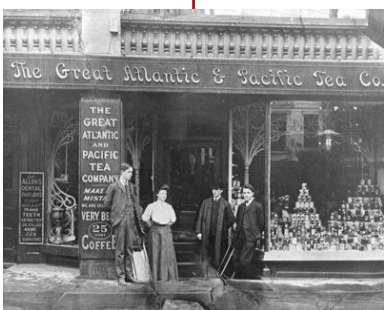


History: Eight O'Clock Coffee



1859

A&P store launched and whole bean coffee is a signature product



2003

EOC sold from A&P and launches ground coffee

1919

The Eight O'Clock brand name was created following a survey which indicated 8:00 AM/PM were the most popular times to drink coffee



2006

Eight O'Clock coffee becomes part of the TATA family of brands



2012

EOC entered the Keurig platform as a licensed brand.



2019

EOC launches new sub brands: Early Riser, Barista Blends and Flavors of America

2013

EOC brand refresh provides updated look and new varieties



2020

Launched FOA All American S'mores LTO

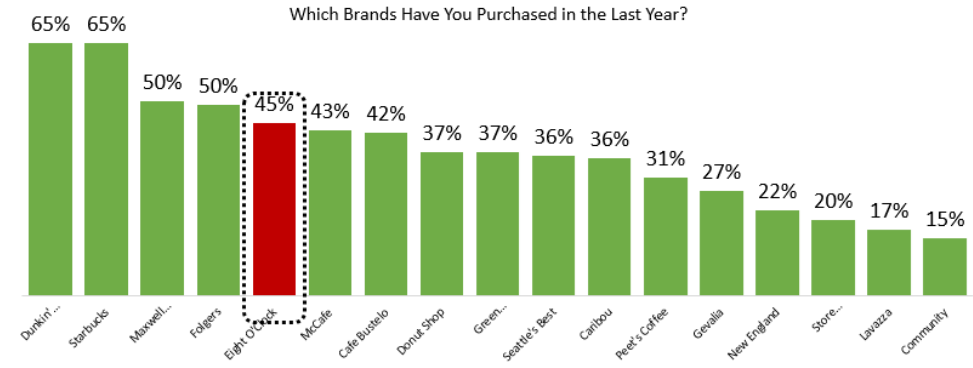


EIGHT O'CLOCK COFFEE is a \$200M NATIONAL BRAND

Eight O'Clock Coffee is sold in over **24,000 stores** nationwide.



Eight O'Clock ranks **5th** among all **Packaged Coffee** brands purchased in the past year



INNOVATION
TO MEET
EVOLVING
CONSUMER
TASTES AND
EMERGING
MARKET
DYNAMICS.



Barista Blends



Flavors of America



Indulgent Blends



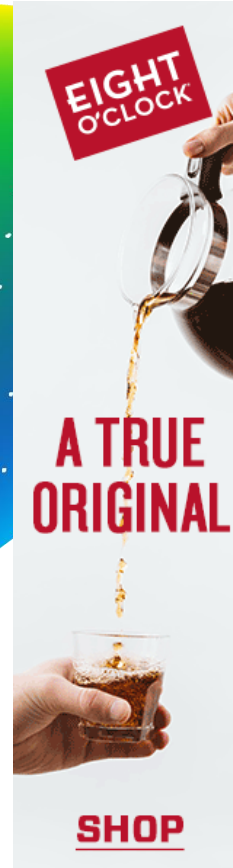
Early Riser/Café Arriba

Digital Marketing Strategy

HOW WE KEEP THE CONVERSATION GOING...

DIGITAL AND MOBILE

FOR BETTER.



EIGHT O'CLOCK

A TRUE ORIGINAL

SHOP

"Rich and aromatic. What a great way to start the day!" -Paula

★★★★★ VERIFIED BY 



EOC

MOCHA MACCHIATO

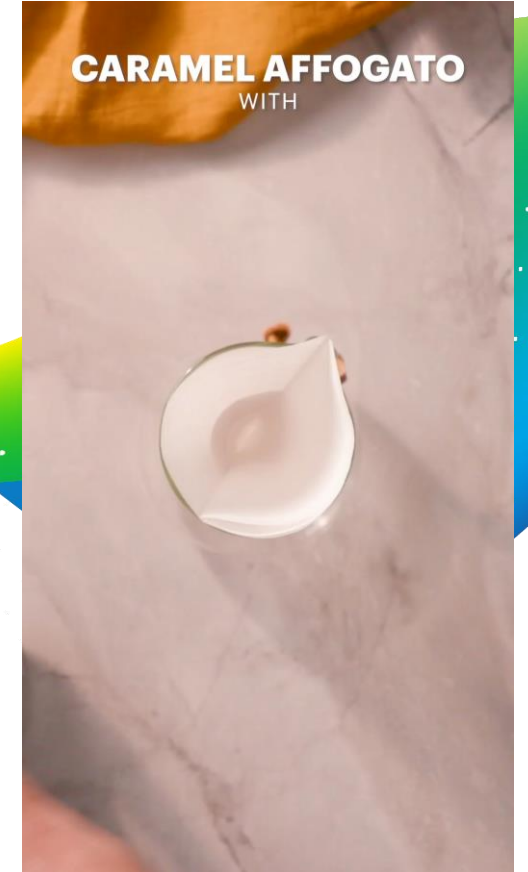
ARTIFICIALLY FLAVORED MEDIUM ROAST COFFEE

ALL NATURAL COFFEE BEANS FROM KEURIC

"Really great mocha flavor. One of my favorites." -SARAH

★★★★★ VERIFIED BY 

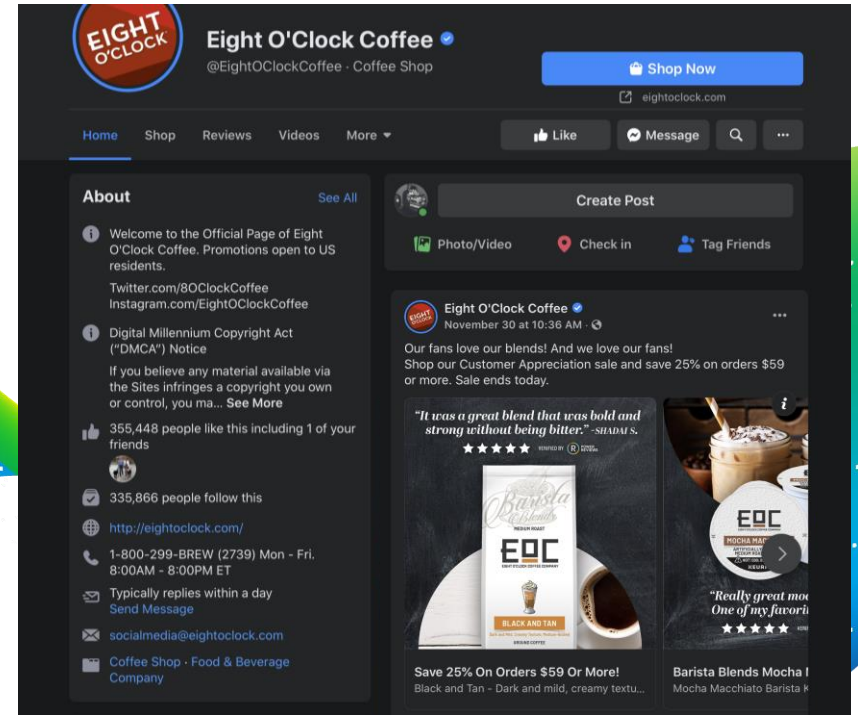
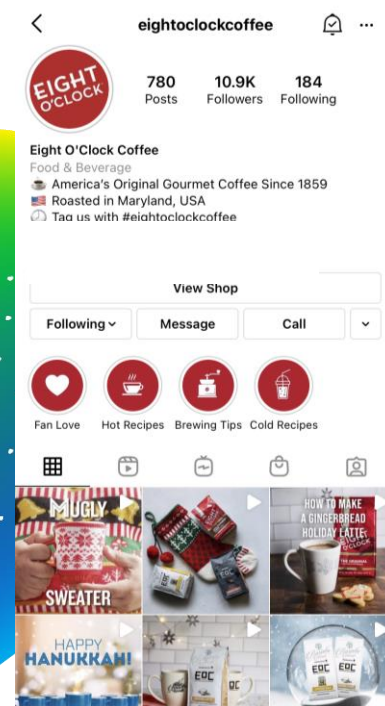
CARAMEL AFFOGATO
WITH



HOW WE KEEP THE CONVERSATION GOING...

SOCIAL

FOR BETTER.



eightclockcoffee · Following

eightclockcoffee This year, teachers of all kinds deserve some extra coffee... so we're giving coffee to 8 TEACHERS EVERY DAY (9/14-9/30)! 8 teachers will also be randomly selected to win a \$100 VISA GIFT CARD!

If you're a teacher, comment below with #TeacherHero - THANK YOU FOR ALL YOU'RE DOING! 🙌

Note: Eight people will be randomly selected each day 9/14-9/30 to receive a coupon for a free bag of Eight O'Clock Coffee and eight people will be randomly selected between 9/14-9/30 to receive a \$100 Visa gift card. Must be 18+ and a US resident to enter.

Liked by 1,952 at SEPTEMBER 14



eightclockcoffee · Following

eightclockcoffee Tag a few friends you'd like to roast s'mores with and follow us at @eightclockcoffee for a chance to win a \$200 Visa GC. Use it to buy a fire pit, graham crackers, and all the marshmallows you want this summer. We'll throw in a bag of our Eight O'Clock All American S'mores Coffee. #smores #smorescoffee

8 winning fans will randomly be selected over the next 8 days. NOTE: Must be 18+ and a US resident to enter.

From now until Labor Day, we'll donate \$1 for each bag of our full line of Flavors of America coffee sold to @feedingamerica. Check out the link in our bio to shop now. #smoreforamerica

100,450 views JULY 2

MEET ALLISON

A REALISTIC Connoisseur

Approachable and dependable, Allison is the friend that loves to explore and try new things, but always stays grounded. She keeps connected via social media and works hard not only for her family, but for a better tomorrow.

Coffee is crucial to her day, both lifting her up and helping her refocus and unwind. The brands she trusts are as reliable and authentic as she is, giving her a sense of security and comfort.

Aged 30+

A few jobs into their career

Living on their own / Settling Down

72% consume coffee at home

61% drink gourmet coffee beverages routinely – 45% in the past day

Value Conscious – but willing to spend for “affordable luxury”

Eco Conscious

Digital natives – fueling advanced beverage expectations



1 NEW BRAND POSITIONING

A new Brand Identity Model (BIM) will celebrate our heritage of 'great value and quality' in a relevant modern way

Brand Inspirations

True category disruptors with a brand equity built on authenticity, a quality product, and a fun advertising and promotion strategy.



Now everyone can fly

WARBY PARKER



HARRY'S

WE THOUGHT QUALITY
RAZORS WERE EXPENSIVE
TO MAKE TOO...
UNTIL WE MADE THEM



New Brand Identity Model

HOW DOES EOC OVERDELIVER ON GREAT COFFEE...
"By truly punching above its weight"
"It tastes like it should cost more"

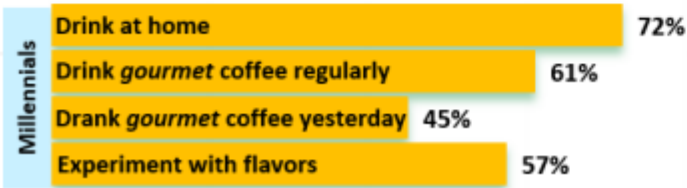
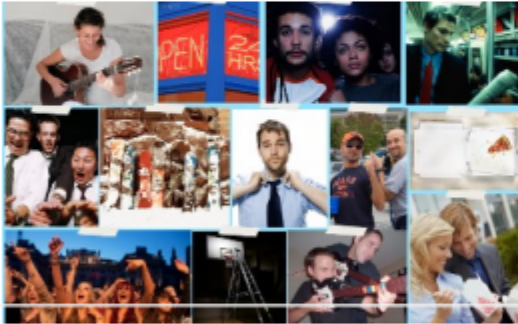
Brand Purpose: EOC exists to make sure nobody has to go without great coffee.	
Brand Positioning: For discerning consumers who want more than they pay for, EOC has been overdelivering since 1859.	
Consumer Insight: Mature Millennials appreciate great coffee – especially when they don't have to overpay for it.	
Core Target Profile: <i>The Realistic Connoisseur</i> Living in the suburbs of up-and-coming cities, the educated and upwardly mobile Realistic Connoisseur developed a taste for – and expectation of – great coffee. Now a homeowner with a new family, coffee shop visits happen less because every dollar matters more. These women and men are open to finding a grocery store coffee option that satisfies without sacrifice.	RTB – Emotional: <ul style="list-style-type: none"> EOC's over-the-top dedication to coffee leads to a cup that is unfairly delicious RTB - Rational: <ul style="list-style-type: none"> EOC is the original grocery gourmet coffee, delivering great coffee at a great value for over 150 years.
Brand Essence: Overdelivering since 1859	
Brand Differentiation: EOC punches above its weight – it tastes like it should cost more.	
Brand Personality: <ul style="list-style-type: none"> Real: trusted, kind, reassuring Candid: practical, observational, down-to-earth Fun: lively, never dull, sense of humor with an edge Smart: expert, aware, inventive Family Oriented: high standards, warm, helpful 	Brand Values: <ul style="list-style-type: none"> Trust: 150+ years of trusted relationships with consumers Perspective: Understanding what really matters in life Uncompromising: Committed to quality that satisfies

1 NEW BRAND POSITIONING

Bringing the new positioning to life with a new tagline, a new younger consumer target and new ways of reaching them

New Consumer Target - Millennials

Millennials have unique coffee preferences and consumption behaviors that align well with our Barista Blends offerings.



New Brand Tagline

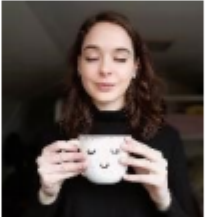
Category Insight:

The world has changed & because of that so have coffee rituals. It is now harder to 'get together around Eight O'clock coffee'



Consumer Insight:

Millennials are poised to become the dominant US consumer group and already consume more coffee than all other groups.



Product Truth:

Eight O'clock coffee punches above its weight – it overdelivers with every cup because it tastes like it should cost more.



Old Tagline:

'Get Together Around Eight O'Clock'

New Tagline:

"Overdelivery in every cup"

New Ways of Outreach

Fun, Authentic, Targeted Messaging



In development for full consumer launch Q2, 2021

ATTENTION

There has been a recent rise in **FAKE BRAND ACCOUNTS** on social media. Eight O'Clock Coffee would never ask for credit card information or any form of payment to claim a prize. **Please report any "brand" messages that ask for this information.**




OVERDELIVERY TIP #218
STEAM YOUR MILK.




DO GOOD BREW GOOD



AHHH...
AROMA-THERAPY





ROASTED IN THE USA



FEBRUARY IS FOR
COFFEE LOVERS





DON'T JUST DRIP KINDNESS
POUR IT ON



OVER DELIVERY IN EVERY CUP





OVERDELIVERY TIP #163
DUNK THE EARS.



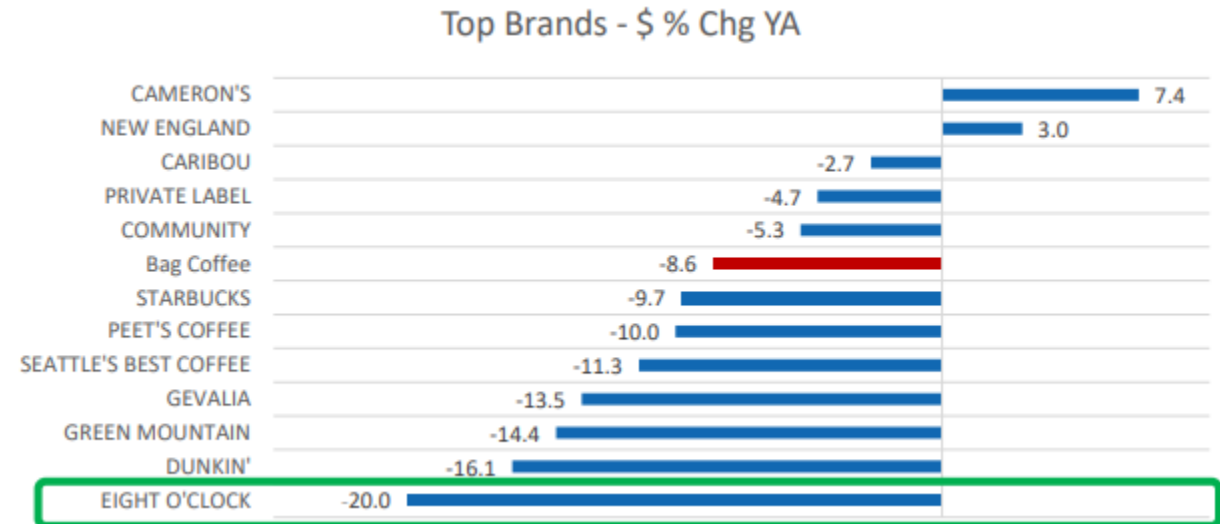
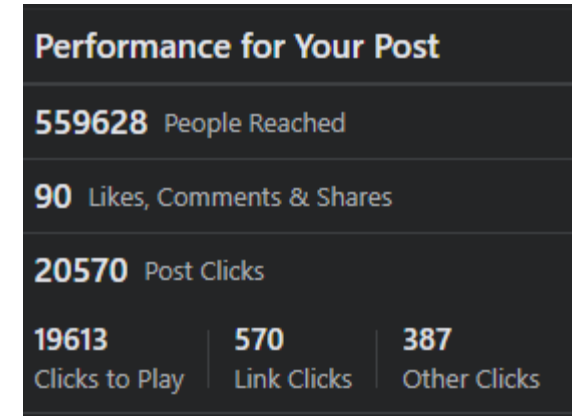
OVERDELIVERY TRUTH #8
EIGHT-O-VATION

WE'RE THE ORIGINAL
(and what's next)
OUR COFFEE-DRINKING TEAM TIRELESSLY PURSUES NEW WAYS TO SATISFY




What are the current pain points

- Low interaction with target audience
- Losing shares on the overall category
- Low brand awareness for younger consumers
- Heavily focused on promotion to drive the sales on brand store



Expected Objectives and goals

Internally

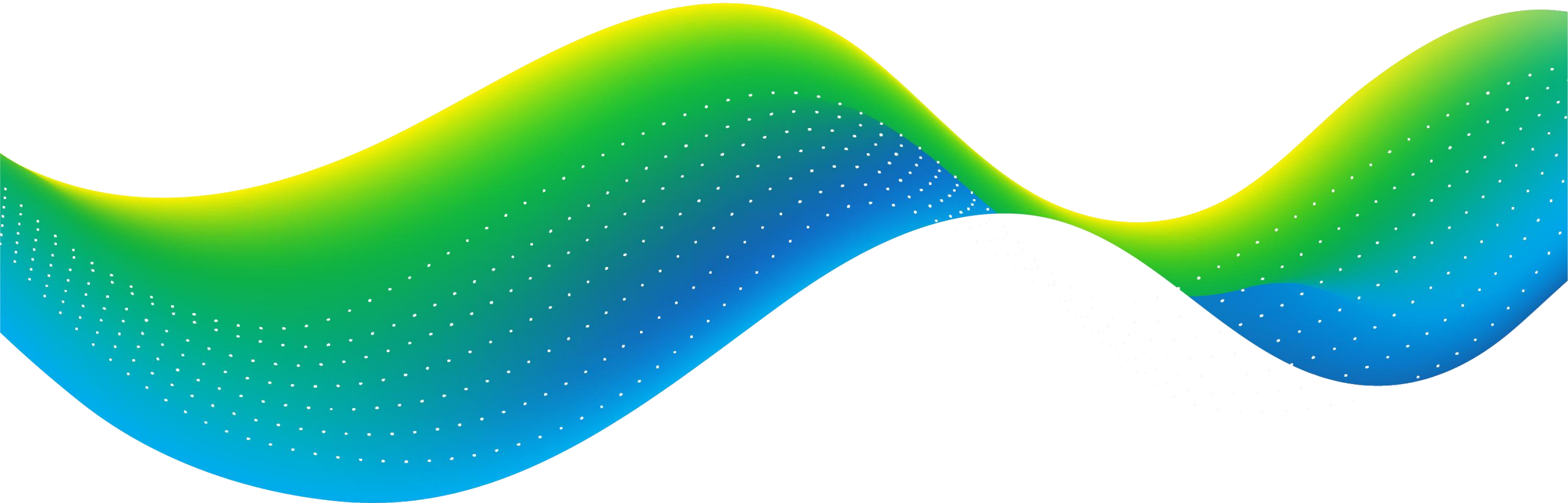
- Analyze the data across all digital campaign platform for the past three years to identify the geographic and demographic changes of our audience and see if we are effectively acquiring the new customers / younger generations
- Review Nielsen scanned data to analyze pricing for different pack sizes (promo groups) for EOC, and key competitive brands by customer & channel. And provide analysis and insights on where gaps are large and recommendations for optimization

Externally

- Analyze overall category performance to identify the shift of the purchasing behavior between online and instore for the post COVID era
- Identify the potential channels / platforms for us to buildup the brand awareness strategy and acquire new customers
- Analyze digital marketing strategy for the top 3 category leaders to identify useful / effective tactics on engaging new customers as well as sales conversion

Q&A

FOR BETTER.



TATA CONSUMER PRODUCTS

