

ASIA

## Tata Tea Awakens Indians to Climate Change with a Striking Interactive Experience



Solution  
Engaging with Customers

### About Tata Tea

Tata Tea is an iconic packaged tea brand operating under Tata Consumer Products. It has been in the market for 35 years, and today, one in three Indian households wakes up to a cup of Tata Tea.

### The Highlights

**1.9x**

Higher CTR

**32.33%**

Interactions

**10,000**

Pledges in 5 days



“We have always endeavored to create a deep connection with our consumers by inspiring and awakening them to bring their attention to critical social issues. With Glance’s wide reach and immersive features, we were able to do this at scale in a personalized way. We drove a meaningful interaction in a stunning, eye-catching manner.”



Taranjeet Kaur  
Head of Media and Digital Marketing, Tata Consumer Products

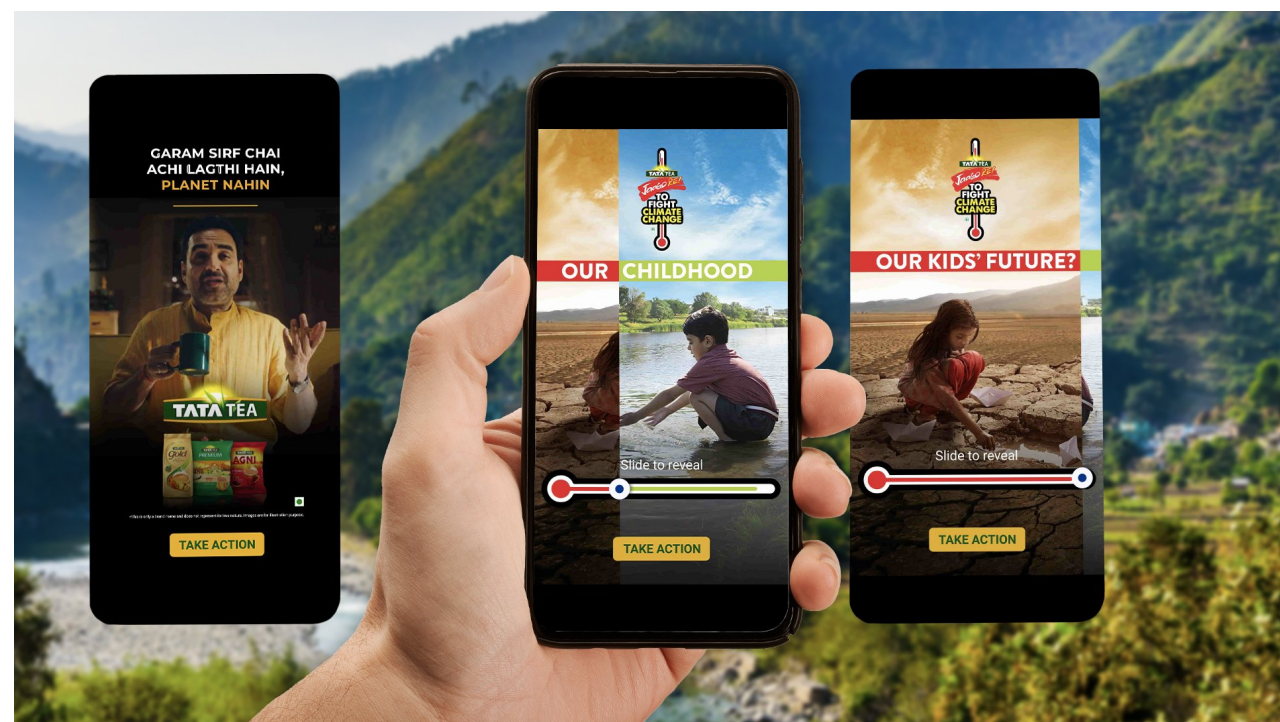
### The Brand Objective

In 2007, the brand launched its landmark initiative “Jaago Re” (Wake Up). With this initiative, Tata Tea began touching the hearts of Indian consumers and inspiring them to awaken to issues of social importance. The brand is known to do this in a distinct voice – with intelligent and compelling messaging rather than being preachy. Taking this initiative forward around World Environment Day, the brand aimed to raise awareness around climate change and spur people to take action towards protecting planet earth.



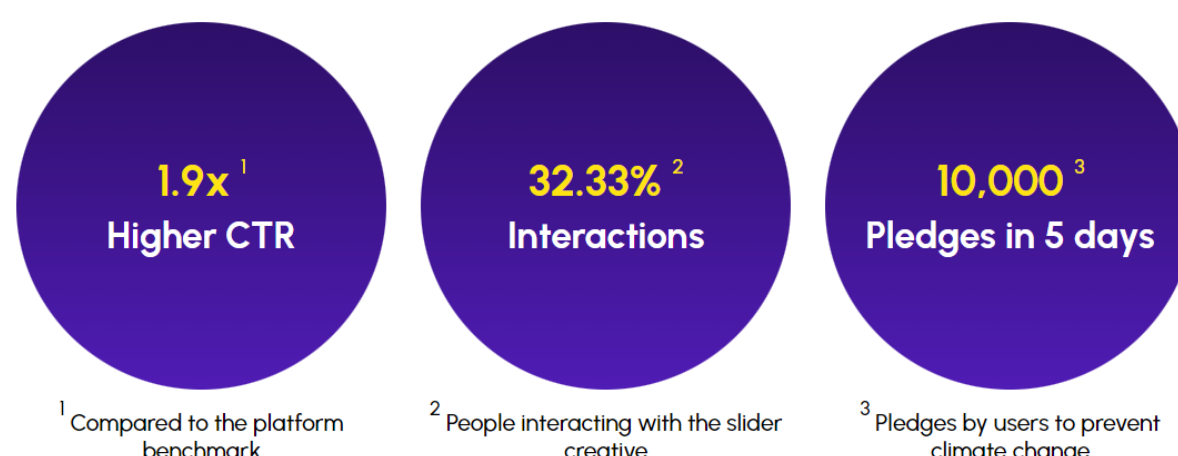
### The Solution

The brand partnered with Glance and Mindshare to bring this vision to life. Glance, India’s lock screen content platform with its exclusive reach, enabled Tata Tea to connect with millions of Indians and catch the eye in a fleeting moment. With striking visuals, compelling messaging and Glance’s unique interactive features, Tata Tea captured its audience’s attention and drove impact. 1. Grabbing eyeballs in a glance – With powerful visuals on the lock screen: Before people unlocked their phones, they saw a creative with a child playing in a picturesque place by a stream. It then invited them to explore and see the future. This led the user to a slider showing the child playing by the gushing stream, with the message “Our childhood”, asking people to slide to reveal the future. As the viewer interacted with the slider and moved it, the visual changed to show a child on barren land, with the message “Our kids’ future?”, which implied a bleak future for the generations to come. This then compelled the viewers to take action. 2. Warming them up to act – With witty messaging: After interacting with the slider, the viewer was led to a creative featuring popular Hindi actor Pankaj Tripathi with the intelligent, meaningful message, “Only tea feels good when it’s hot, not the planet”. The CTA, “Take action”, took them to the “Jaago Re” landing page, where people could take a pledge to save the environment.



### The Results

With striking visuals, impactful messaging, unique technology and a fresh approach coming together to provide an interactive experience, Tata Tea provoked and inspired a wave of action in just five days. By engaging with its consumers on issues that matter while striking a chord with the subject of future generations, the brand not only stayed relevant to its consumers but also strengthened its bond with them more than ever before. This led to spectacular results.



<sup>1</sup> Compared to the platform benchmark

<sup>2</sup> People interacting with the slider creative

<sup>3</sup> Pledges by users to prevent climate change