

# A New Franchising Tea Brand Launching Strategy

TEA를 활용한 프랜차이즈 브랜딩 런치 전략에 관한 연구

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## 1. Introduction

**TEA...it's a new lifestyle keyword** And there are so many things which could be developed from it. We would like to help the consumers to be able to get a better TEA with better quality by proposing a Strategy for launching a New Brand.

**A New Tea Branding and Franchising have been studied, and a strategic business model is presented.**

## 2. Background

**A new wind of the Tea market is arising** and people are searching for a healthier life which includes the activity such as 'Yoga', 'Wellbeing', and 'LOHAS' and so on. Customers now do not hesitate to invest their time, money and effort to live well during their lives.

Tea offers refreshment, a relaxing mind, health and other benefits as we know. However, this 'TEA' has now become a new source and product which has a new meaning, in this new era. **Tea will become a new culture in this new well-being lifestyle. The movements and approaches toward these items has become active and popularized.**

## 3. 4C Concept of Branding Strategy

### 3-1. Communication

#### 1) Interaction & Experience

The people nowadays have so many ways and tools to communicate. The aim of this concept is focused on the method to spread out this Tea Communicating. 'Drinking' is an everyday human action and natural process. If everybody starts to drink tea as much as they drink water, this will spread the experience through communication very naturally. *You can communicate with the tea itself and with others who could join your tea time.* And also the differences from where it has been grown and made could be shared with the experience. The 'Tea Drinker' will be able to communicate by experiencing and interacting, with the country, region, culture and nature of where it was from.

#### 2) Convenience

*Technology and systems have created this world a one-stop land.* People are much more busy and searching for a faster and easier way to use products and services. In contrast, when people think of tea, they think of the words

such as 'slow', 'old' and 'difficult procedures' in drinking. However, a place for people to enjoy Tea in a Fast and Easy way is desired. And this will be realized through this concept.

### 3-2. Culture

#### 1) Young

Tea has been well known as an 'OLD Culture.'It has a long history and a fixed idea that only Old people love to drink it. But it has changed. The society and the mind of people has changed and more young people are enjoying and interested. The young teens to adults are interested in various tea benefits. The concept is to change the beverage trend to Tea.

#### 2) FUN

There must be a FUN essential part in TEA. It's not something boredom, quiet and solitude associating ideas of a tea ceremony. This concept suggests to be more active, unique with a dynamic way.

### 3-3. Care

#### 1) Health

Through many scientific researches and experiments it has been proved that Tea is healthful to our human bodies. By introducing the benefits and facts of various Tea would be good information for the consumers to choose and believe in 'Tea'.

#### 2) Energy

Energy could be described in various ways. Here I would like to mention it as a 'TONIC TEA'. It could purify you and refresh your mind & body and stimulate your senses,

### 3-4.Comfort

#### 1) Peace

*The scent of a tea leaf can calm down and relax your stress.* And keep you in a peaceful moment.

#### 2) Composure

Your action in drinking a cup of tea will make you realize that you could enjoy composure with small effort.

## 4. Research & Analysis

### 4-1. What is tea?

The plant is an evergreen related to the camellia and indigenous to Assam (India) and probably to parts of China and Japan. In its

native state, it grows to a height of about 30 ft, but in cultivation it is pruned. The flavor of tea is due to volatile oils, its stimulating properties to caffeine, and its astringency to the tannin content (reduced in black teas by the fermentation process). In all parts of the world, tealike beverages are made from the leaves or flowers of a wide variety of other plants, often for their medicinal properties.

#### 4-2. What are the benefits of drinking Tea?

Tea has benefited in many ways for some three millennia. Its first benefit is the most obvious; it tastes good, it quenches the thirst, indeed it is so beloved that it's the most popular beverage on earth. Tea is also a positively healthy drink: it aids in the digestion of food; its enzymes break down fats thus aiding in both digestion and elimination, thus making diets more efficient. Tea lowers hypertension and calms the nerves. It's even good for your teeth! Tea is also loved for its psychological and spiritual benefits--as it relaxes you and calms the nerves, it brings out the true essence of wisdom and hospitality.

#### 4-3. Value Opportunities

Osuiloc Tea House		LOW	MED	HIGH
Emotions	Sense of Adventure			
	Feel of Independence			
Aesthetics	Visual			
	Tactile			
	Olfactory			
Ergonomics	Gustatory			
	Comfort			
Identify	Ease of use			
	Point in time			
Quality	Personality			
	Taste			
Impact	Ingredients			
	Social			
Core Technology	Environmental			
	Enabling			
	Reliable			
PROFIT IMPACT				
BRAND IMPACT				
EXTENDABLE				

  

New Take Out Brand		LOW	MED	HIGH
Emotions	Sense of Adventure			
	Feel of Independence			
Aesthetics	Visual			
	Tactile			
	Olfactory			
Ergonomics	Gustatory			
	Comfort			
Identify	Ease of use			
	Point in time			
Quality	Personality			
	Taste			
Impact	Ingredients			
	Social			
Core Technology	Environmental			
	Enabling			
	Reliable			
PROFIT IMPACT				
BRAND IMPACT				
EXTENDABLE				

Through this VOA Framework the New Tea Take-out Brand is shown to perceive the value mostly by the Design (Aesthetics). According to the seven categories each element will show the direction to lead the brand.

## 5. Branding Implementation

### 5-1. 5 Dimensional Branding

. Each sense is inherently interconnected with the others. We taste with our nose. We see with our fingers and hear with our eyes. However, just as we can identify a brand by a smashed bottle, so we can break down the senses to build up and generate positive synergies.

### 5-2. Branding Idea

**Vision:** To spread out the New Tea Culture to the masses and become a Leading brand in this industry. According to the revitalization of the 4C Concept, it offers various benefits to the Tea Drinkers.

### 5-3. Brand identity

**Slogan:** Everyday Everywhere Everybody it's easy.

## 6. Design Application

The Brand Logo, Naming and Packaging is designed through a process of research and surveys according to the concept of 'FUN & YOUNG'. There were a couple candidates of the naming and it will be developed further on. There will be a character standing for the brand and products so it could be well acquainted with the consumers.

## 7. Conclusion

The New Franchising Tea Branding Strategy is a guideline to help those who wish to Launch a New Tea Brand which business prospects are very encouraging. It will be actualized starting from a flagship shop and then spread out to Franchise. The hardware is standardized, but the software including the services will be developed in accordance to the regional position. The main aim was to spread out a better value of tea with this new brand and this has been presented through these frameworks, researches, and surveys. According to the VOA method it will be a Leading Brand offering the Tea Drinkers a higher value and quality by the Benefits and Design.

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