A New Franchising Tea Brand Launching Strategy

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Key words: Tea Branding, Take out tea, TEA

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, tealeaf 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

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<tr>
<th>Category</th>
<th>Value Opportunities</th>
<th>Low</th>
<th>Med</th>
<th>High</th>
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<tr>
<td>Ecstasy</td>
<td>Sense of Accomplishment</td>
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<td>Aesthetics</td>
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<td>Ergonomics</td>
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<td>Identity</td>
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<td>Quality</td>
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<td>Core Technology</td>
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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.

Reference Books
- W.Chan Kim, Renee Mauborgne,'Blue Ocean Strategy', Harvard
  Business School Press, 2005
- Martin Lindstrom, 'BRAND sense', Free Press,2005
- www.sevencups.com

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.