

Salada Tea Brand Positioning

Objective Determine the most powerful brand position

Data Source One on one interviews among tea drinkers

Question *“What’s your reaction to “Salada, The Coffee Drinker’s Tea?”*

ThoughtSCAN[®]

VERBATIMS

ThoughtScan Frequency

taste

52

rich

46

full

33

ThoughtTalk

*“It must have **full rich** flavor to appeal to coffee drinkers”*

*“Sounds good **tasting...full** flavor.”*

*“**Rich taste** with lots of **full** flavor.”*

Results

Salada Tea launched a new TV campaign, “The Coffee Drinker’s Tea.” Awareness levels increased almost immediately upon launch. When the tag line was printed on Salada boxes a significant increase in market share was experienced.

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