

Clipper Teas launches green tea sampling drive

Clipper Teas' new sampling campaign launches this week, positioning the brand as the "Queen of Greens."

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SUMMARY

A summer sampling campaign from Fairtrade tea brand Clipper aims to champion the delicious, natural taste of green tea.

Clipper Teas, the Fairtrade tea brand from Wessanen UK, this week launches a three-tiered summer sampling campaign for its green tea range, designed to position the brand as the "Queen of Greens".

The Fairtrade brand, which currently produces more than 15 green tea variants, will distribute over 250,000 samples of its flagship Pure Green Tea throughout July. The campaign will feature a mixture of face to face hit squads, office-based sampling and free samples in ASOS mail deliveries.

Because Experiential Marketing has been hired to mastermind the live hit squad aspect of the campaign. An all-female 'Clipper Crew' of green tea 'queens' in flower-chain crowns, will tour high footfall outdoor areas within the M25 over 9 days of live activity, distributing samples from bicycles and trailers with simple, rustic charm. Public spaces around Wimbledon Park showing the tennis championships on giant screens will be amongst the areas targeted.

To support the hit squad activity, Clipper has engaged GemsAtWork to manage an office-based sampling campaign, whilst Response One has been tasked with coordinating free samples in all mail order deliveries from online fashion retailer ASOS throughout July.

The new campaign aims to champion the delicious, natural taste of Clipper's Green Tea range as well the health benefits of green tea, and the company's ethical heritage. It builds on the brand's quirky [Truthful Green Tea Shop](#) pop-up activation earlier this year, which took a humorous hidden camera approach to highlight the difference between Clipper's green teas and those produced by many other manufacturers.

Gill Green, Marketing Director at Wessanen UK, comments:

"Demand for green tea continues to boom, yet within this highly-competitive marketplace we believe our green tea reigns supreme. This concerted sampling drive will allow us to directly reach potential customers that may not have experienced our great-tasting tea before, and to introduce them to our

range of delicious, all natural flavours. It is also an opportunity to chat with consumers about the difference they can make to the lives of tea workers and their families, just by drinking a cup of Fairtrade tea from Clipper.”



RELEVANT LINKS

 <http://wessanenuk.com/>

 <https://www.clipper-teas.com/>

QUOTES

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— Gill Green, Marketing Director at Wessanen UK

IMAGES





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ABOUT WESSANEN UK

About Wessanen UK – www.wessanenuk.com

Wessanen UK is a natural and organic food company, with pioneering, healthy brands in expanding market segments: **Clipper Teas** produces a wide range of hot drinks including the #1 organic and white tea brands, and the first Fairtrade-accredited tea; **Kallo** makes market-leading, organic rice cakes, as well as other savoury snacks, stocks, gravies and cereals; **Whole Earth**, best known for its peanut butter, manufactures organic spreads, cereals and drinks; and **Almond Breeze**, the increasingly popular, healthy milk alternative.

Wessanen UK employs around 130 people in Camberley and Beaminster, and in 2014 its turnover grew to £57m. Wessanen UK is CarbonNeutral certified and, either directly or through its subsidiaries, accredited by or a member of a range of industry bodies and associations including; the Fairtrade Foundation; the Soil Association; the UK Tea & Infusions Association, and the Organic Trade Board.



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