

case study

Green is the new black

clipper

PR campaign to promote
Clipper's fairtrade & organic
credentials across the UK

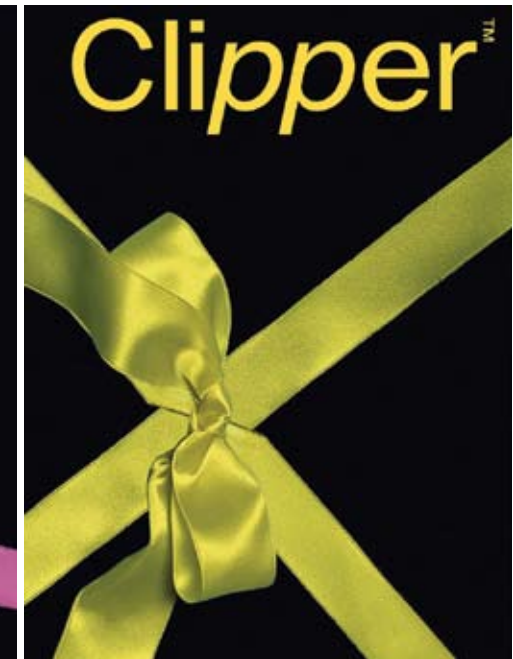


Deliciously Natural

Swap ordinary tea for Clipper Organic Teas and discover the great taste that comes from the natural, organic, premium tea that delivers a full fresh flavour. Even our teabags are unbleached to keep the flavour pure. Normal or decaf - it's a delicious tasting tea - naturally.

clipper the brief

To increase consumer awareness of the Clipper brand & gain trial amongst a wider audience of 20-44 year olds.



Clipper brews up oats for breakfast

Clipper, the Fairtrade and organic tea manufacturer, is looking to capitalise on the popularity of oats by bringing out an organic oat and malt breakfast drink.

Clipper plans to promote the benefits of the slow-acting energy release of oats with its instant Organic Oat Cup beverage, which is enhanced with flavours of cinnamon and apple, and is positioned as an ideal addition at breakfast time.

Marketing manager for Clipper, Julie Rideout, is confident the new product will match the company's success with organic and Fairtrade tea. "Organic Oat Cup is utterly delicious and filling. It's like a meal in a cup and is not only the perfect drink for first thing in the morning but it will keep you fully fuelled and ready for action until lunchtime."

"At Clipper we pride ourselves on bringing the highest quality, most delicious, organic and Fairtrade hot beverages to the market," she said.

The drink, rrp £2.99 for a 400g jar, is currently listed in health food stores throughout the UK.



Organic Oat Cup: slow-acting energy release of oats



clipper the solution

Gaining editorial for Clipper – key publications. Focus on products (green tea, etc) where Clipper has credentials with journalists. Need to show sector growth and Clipper positioned as spokesperson for sector. Show Clipper as a brand and enforce it with Key Opinion Leaders.

the result

Increased coverage amongst key publications. Clipper No 1 for Green Tea – August 2007.

