

rationale



At the request of Ms. Ozlanski, an advertising campaign was developed for Lipton Tea. This campaign includes a magazine ad (4C), newspaper ad (BW), an on-line ad and a POS shelf taker.

The targeted audience for this campaign is the Gen X'ers. This generation had very little or no exposure to the Lipton Tea advertising of the 1970's and 1980's. This audience is targeted primarily through to the use inclusive imagery. The goal is to remove the paradigm

that Lipton Tea is restricted to making iced tea or for 'little old ladies'.

The campaign may easily be expanded to showcase consumers in a variety of common and exocotic locations. Beyond the print media, the campaign could also be expanded to include on-line games, travel trivia questions and travel contests. All focusing on the foundation of escaping the daily stress with a cup of Lipton tea. Take a Lipton Moment.