

## CASE STUDY

# B2C Marketing for Organic Tea Brand

## THE COMPANY

The industry's leading CBD tea brand and supplier of certified organic green tea, traditional black tea, premium herbal blends and single herb teas.

## ORIGINAL CONTENT

Secured 150+ influencer and UGC videos and photos with full digital rights

Secured key product images with full print and digital rights

## THE CHALLENGE

Stand out in the crowded functional tea marketplace amongst competitors with sophisticated strategy and large budgets. Communicate the brand's superior ingredient quality and formulation to consumers across digital channels.

## THE SOLUTION

Position company as a trusted guide to empower consumers in search of wellness through quality content, strategic paid social, brand partnerships and influencer marketing.

## THE RESULTS



### SOCIAL

25% audience growth  
782% increase in impressions  
307% increase in engagements  
1,200% increase in post clicks  
8,705% increase in video views



### EMAIL

13,850 new email subscribers



### INFLUENCERS

1,897,000+ reach  
59,000+ engagements



### BRAND PARTNERSHIPS

50+ brand partnerships secured  
42,800 landing page views  
30,000+ contest entries



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