



Of Tea, Bengali and Sugar

How ABP added a new recipe to the
Tea menu of the Bengalis



The Chinese may have discovered,
the Englishmen made it a habit
but a Bengali's* passion about tea
is unparalleled

*an inhabitant of the eastern Indian state of West Bengal
(henceforth referred to as Bengal) who speaks the Bengali language



A Bengali's quintessential adda*
would be incomplete without a storm
in the earthen tea cups served by the
neighbourhood Tea stall

*rendezvous



‘Chaayer Dokaan’

Kolkata, the capital of the Indian state of West Bengal is dotted with numerous ‘chaayer dokaan’ or the neighbourhood tea stalls where the citizens deliberate over everything from rising prices, to the crisis in national politics

*West Bengal is the eastern Indian state whose capital is Kolkata (erstwhile Calcutta)



‘Chaayer Dokaan’

These stalls often range from modest shacks to slightly bigger permanent shops which offer steaming hot cups of tea to customers through out the day



Tea is cooked not brewed

There are 3 types of Tea that a neighbourhood Tea stall serves

Tea with milk
and sugar

Tea without milk
and sugar

Tea with milk
and no sugar



However, a change in the Tea consumption pattern is evident

Sugar is the new Tobacco

Tea with milk
and sugar

Tea without milk
and sugar

Tea with milk
and no sugar

Sugar is the new Tobacco

Thanks to the consistent promotion by WHO to reduce sugar intake among adults and children, Bengalis have now started to consciously avoid having sugar in their Tea





And that's a compromise!

The deliciously sweet tea laced with
Indian spices suddenly lost its sheen.
The numerous rendezvous of the
Bengalis have suddenly become dull
and gloomy!

Our advertiser's problem was
not very different

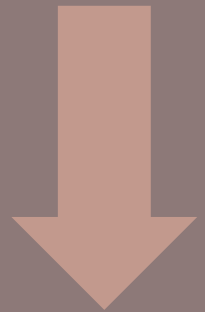


Sugarfree Natura is the largest
selling sugar substitute and is
considered generic to the category
with over 97% market share

Our advertiser's problem was
not very different



However in Bengal, they were
plagued with low penetration
numbers resulting in single
digit secondary growth
primarily due to
inadequate new
consumer acquisition



Our advertiser's problem was
not very different




In short, no body was trying them
out since most of their audience had
shifted to sugarless tea



ABP

Sugarfree approached Anandabazar Patrika* –
the largest read Bengali daily

*Anandabazar Patrika (henceforth referred to as ABP) is the largest Bengali newspaper with a total readership of more than 10 million

A vintage metal teapot with a dark, textured finish is shown pouring a stream of amber-colored liquid, likely tea, into a clear glass. The glass is partially filled with the same liquid and contains ice cubes. The background is a soft, out-of-focus grey. On the right side of the image, there is a vertical yellow bar with a thin blue line running alongside it.

At ABP, we re-articulated
the problem statements

Problem statement - 1



The Bengali Tea consumers
were opting to go
sugarless rather than
trying a sugar substitute

Problem statement - 2



The Bengali tea consumers
were reluctantly trying
develop a taste for tea
that wasn't sweet

Problem statement - 3



Consumer acquisition for the brand was suffering since Sugarfree was viewed as a means of treatment for the Diabetics amongst the TG

Our approach to the problems

At ABP we conducted a
study that indicated
Sugarfree as the highest
recalled (close to 82%)
brand amongst sugar
substitutes



Our approach to the problems



We realised that we needed to position Sugarfree as a preventive tool rather than a curative one; in short we needed to convert sugarless tea drinkers into sweet tea drinkers to acquire new consumers

Drop the sugar; stay with the Tea



We designed a new campaign for Sugarfree. We called it 'cha chaluk chini noy' meaning 'drop the sugar, stay with the Tea'

Drop the sugar; stay with the Tea



The new communication was aimed at driving trials for Sugarfree

A fresh item in the Menu Card

We added a 4th type of Tea to the neighbourhood Tea stall's Menu



Tea with milk
and sugar

Tea without milk
and sugar

Tea with milk
and no sugar

Sugarfree Tea



Suddenly the Tea stalls were abuzz



Over 150 Tea stalls across the nook and crannies of the city started selling Sugarfree Tea

Consumer education



We posted Sugarfree volunteers who spoke to the Tea drinkers and briefed them about the product

We kept popularising the campaign through our medium



Sugar Free

smartness, waali
sweetness

চা চলুক চিনি নয়

Sugar Free Maltosa

Contains 0 Calories

Sucralose
More than Sugar

চা ছাড়া জীবনটাই মিলে চলে যায় না। চা ছাড়া সকালের পরবর্তী কালটা পড়া যায় না। চা ছাড়া আনন্দ হয় না। চা ছাড়া কুটুমব মিষ্টি ভাঙে না।
কিছু চা-এর সাথে যদি চিনি থাকে, তাহলে হঠাৎ অসুখি শরীরের মত মিলে না কেন, ফিট থাকা কঠিন, ক্যাল ব্যাপকতা দিয়ে এক কাপ চা খানো
অসুখের শরীরে বেসে চলে যেতে পারে। তাই চিনি বদলে চা-এর স্বাদকে মিলে চলাই ফি-এর সাথে। স্বাস্থ্য চলুক, চা চলুক। চলাই ফি-এর সাথে।

* ১ চা-চলুক চিনি (১ গ্রাম) মাত্র ১২ ক্যালরি। অসুখের শরীরে মিলে চলে। ১ কাপ চা-এ ১ চা-চলুক চিনি।

SUGAR FREE NATURE

CONTAINS ARTIFICIAL SWEETENER AND FOR CALORIE CONSCIOUS.
CONTAINS SUCRALOSE, NOT RECOMMENDED FOR CHILDREN.

Zyklus
Wellness

[illegible]

We kept popularising the campaign through our medium

KNOX THE TELEGRAPH FRIDAY 10 AUGUST 2016 **t2** 5

TT Connect Initiative

SUGAR IS THE NEW TOBACCO

Satisfy your sweet tooth without worrying about calories. Nutritional **Hera Noffs** offers healthier alternatives to sugar.

Can sugar be as addictive as "cigarettes"? Well, the answer is yes, according to some researchers. Sugar is being treated as the new tobacco. So much so, that some governments want it to be regulated like tobacco and alcohol. They argue that the ill-effects of high sugar intake is not just confined to consuming empty calories leading to obesity. It contributes to 17 million deaths worldwide each year, from diseases like diabetes, heart disease and cancer. Moreover, it's a blow to the body, increases blood pressure, damages the liver and impacts hormones adversely.

It is recommended that women have no more than six teaspoons of sugar a day, and men stick to nine teaspoons. It's argued that since Indians have a greater predisposition towards sugar intolerance and diabetes, we should stick to no more than five teaspoons of sugar per day. Given that there is a lot of sugar in our Druggo food anyway, we should minimise the amount of added sugar in things like tea and coffee. Preference for sweet taste is innate but for some of us, it provides the motivation push for bad habits and tendencies. If you find yourself frequently looking for a sugar fix, you need to find an alternative to satisfy your cravings.

To add sweetness to your lives without sugar, there are great alternatives available in the form of "Sugar Substitutes". They are sweeteners which is a food additive, which mimics the effect of sugar on taste. Therefore, they are called sugar substitutes. They typically provide very little to no calories. The dietary opinion that such product provides may be especially helpful in the management of weight goals or diabetes control. It should not be confused as an alternative, just for diabetes. Anyone who wants to lead a healthy life can consume it. The most commonly used sugar substitutes are aspartame, sucralose and acesulfame.

Sucralose is a derivative of sucrose (table sugar). It is 600 times sweeter than sugar. It provides zero calories. Sucralose is very compatible due to its heat stability property. It can be used as a replacement for sugar in cooking and baking or used instead of sugar in recipes. It is safe for kids too. The Aspartame Daily Intake (ADI) of one of the leading brands in the sugar substitute category is 18 pellets a day which translates to maximum intake of 18 teaspoons of sugar, which is much higher than the average consumption of any person.

Aspartame has been found to be safe for human consumption. It is one of the most vigorously tested food ingredients and it is as safe as most pregnant women and children can use it. ADI of one of the leading brands in the sugar substitute category is 175 pellets a day which is again much higher than the average consumption for a person.

Sucralose is a substance of choice for people who have a preference for organic and natural stuff. It is obtained from the leaves of stevia plant, which are very sweet and have become a GRAS under the FDA.

However, a frequent public concern is expressed over many "artificial" food additives, including sugar substitutes. There is no sound scientific evidence to incriminate any of the artificial sweeteners approved for use, to cause any health problems. Numerous research studies confirm that artificial sweeteners are generally safe in limited quantities, even for pregnant women and children.

You would be happy to learn that they are safe and approved by the WHO and USFDA (US Food and Drug Administration). USFDA has given the label "Generally Recognized as Safe" (GRAS) to this artificial sweetener.

Moreover, The FDA has also concluded Aspartame Daily Intake (ADI) levels for the approved sugar substitutes. The ADI is the maximum amount of a food additive that can be safely consumed on a daily basis over a person's lifetime without any adverse effects. The bottom line is that there is a lot amount of evidence to confirm the safety of sweeteners at levels consumed within the Aspartame Daily Intake level. Moreover, it has been estimated that the daily intake of sugar substitutes is generally far below their ADI and in no probability would exceed the ADI.

THEY DON'T DEBARK YOU, all they do is, add quick-fix sweetness and happiness to your lives. They can provide the sweetness of sugar without the calories. Replace sugar with sugar substitutes in your diet. They have less or no calories, compared with about 20 calories in 1 teaspoon (4-7 grams) of sugar. It can help you reduce 1900 calories every week, which can make you lose up to 7 kgs a year. Shed wraps, Big Change! If getting healthier and Slim Star is your aim, take the most significant step of replacing all sugar with sugar substitutes in your everyday tea. The Chukka, Chukka Tea.

Sugar Free tea is available at tea stalls near you

CHA CHOLUK CHINI NOY

1 CUP OF TEA WITH 2 TEASPOONS OF SUGAR

40 CALORIES

Sugar Free

Smartness, with SUGAR-FREENESS

NOT sweetened in any way, without adding the calories of sugar - and Sugar Substitutes. These sweeteners mimic the taste of sugar and don't have any calories, and they are completely safer. No phlegm, and quit the sweetness and happiness to your life.

Finally, Kolkata discovered 2 things



By the end of week 8, Tea drinkers across the city realised the following

That sugarless Tea could also be tasty

That Sugar = Sweetness but
Sweetness \neq Diabetes



A lot of the Tea drinkers took to liking the taste of Sugarfree Tea



Sugarfree's problem too
was solved

The quarterly sales numbers* spoke

Growth vs same period LY	Q1'17	Q2'17	Q3'17	Q4'17	Q1'18	Q2'18	Q3'18
Primary	9%	-2%	9%	8%	3%	2%	8%
Secondary	7%	-4%	4%	8%	10%	5%	14%

The stagnating (single digit) secondary sales growth numbers jumped to 14%, the highest growth ever in the last 7 quarters.

Source : (a) Internal Sales Data Zydus India (b) Nielsen

And as they say...

“Because no matter how tough the world becomes, you must never run out of your sweetness”

Kathryn Bernardo

