



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



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



‘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 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 is the largest Bengali newspaper with a total readership of more than 1.25 Lac readers



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 to 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



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 activated 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

Sugar Free

smartness waali
sweetness

CHA CHOLUK CHINI NOY

Sugar Free
Natura

Contains 0 Calories

Sucralose
Made from Sugar

TABLE TOP SWEETENER

Every day starts with a cup of tea. Be it reading the morning newspaper. Or an adda session. Or debating about who is the best footballer in the world. But if you add sugar to your cup of tea, no matter how much you take care of your health, it's difficult to stay fit. Because your favourite cup of tea with sugar contains 40* calories. Now enjoy your cup of tea with Sugar Free. Let the adda roll with cups of tea. With Sugar Free.

*1 teaspoon of sugar (5g) is equivalent to 20 calories. Assumption basis 2 teaspoons of sugar per cup of tea.

SUGAR FREE NATURA

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

Zyflus
Wellness

The new communication was aimed at driving trials for Sugarfree

A fresh item in the Menu Card

We added a 4th type of Tea in 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

Sugarfree Sampling

গাঢ় চোঁটের ইশারা

স্মার্টনেস্স, বাস্তব স্বাদ! স্মিটনেস্স

দাঁড়ান!

আজই আগনার চা-এর কাপে সুগার ফ্রি মেশান

40* ক্যালরি এখনই দূরে সরান!

সুগার ফ্রি চা-এর স্বাদকে ভুলিয়ে ফেলুন। সুগার ফ্রি চা-এর স্বাদকে ভুলিয়ে ফেলুন। সুগার ফ্রি চা-এর স্বাদকে ভুলিয়ে ফেলুন।

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The Telegraph

HUES

17 Essential Activities

FOCAL POINT

ARE WE OBSESSED?

As the virtual world is increasingly becoming more relevant than the real one, Srijayee Biswas can't help but wonder is our obsession with our online presence taking over our real life?

স্মার্টনেস্স, বাস্তব স্বাদ! স্মিটনেস্স

STOP!

REPLACE SUGAR WITH SUGAR FREE IN YOUR CUP OF TEA TODAY

SAVE 40 CALORIES RIGHT AWAY!

40 CALORIES SAVED!

40 CALORIES SAVED!

SUGAR FREE TEA NOW AVAILABLE AT A HOT TEA STALL NEAR YOU.

CHA CHOLUK CHINI NOY

We kept popularising the campaign through our medium

Driving education through branded content

SUGAR IS THE NEW TOBAC

Saltiate your sweet tooth without worrying about calories; Nutritionist *Hena Nafis* offers healthier alternatives to sugar.

Can sugar be as addictive as cigarettes? Well, the answer is yes, according to some researchers. Sugar is being tested as the new tobacco. So much so, that some proponents 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 35 million deaths worldwide each year, from diseases like diabetes, heart disease and cancer. Moreover, it's toxic 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 expected 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's a lot of sugar in our Bengali food as well, we should minimize 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 maximum push for hedonistic 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 option that such product provides may be especially helpful in the management of weight goals or diabetes mellitus. It should not be confused as an alternative, just for diabetics. Anyone who wants to lead a healthy life can consume it. The most commonly used sugar substitutes are aspartame, sucralose and stevia.

Sucralose is a derivative of sucrose (table sugar). It is 600 times sweeter than sugar. It provides zero calories. Sucralose is very versatile due to its heat stable 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 Acceptable Daily Intake (ADI) of one of the leading brands in the sugar substitute category is 50 pellets a day which translates to sweetness equivalence of 58 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 rigorously tested food ingredients and it is

so safe that even pregnant women and children can use it. ADI of one of the leading brands in the sugar substitute category is 155 pellets a day which is again much higher than the average consumption for a person.

Stevia is a substitute 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 five artificial sweeteners.

Moreover, the FDA has also established Acceptable 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 fair amount of evidence to confirm the safety of sweeteners at levels consumed within the Acceptable Daily Intake level. Moreover, it has been estimated that the daily intake of sugar substitutes is generally far below their ADI's and in rare probability would exceed the ADI.

THEY DON'T HARM YOU, all they do is, add guilt-free sweetness and happiness to your lives. They can provide the sweetness of sugar without the calories. Replace sugar with sugar substitutes in your everyday tea. They have few or no calories, compared with about 20 calories in 1 teaspoon (4.5 grams) of sugar. It can help you reduce 1000 calories every week, which can make you lose up to 7 lbs a year. Smart steps. Big Change! If getting healthier and fitter is a goal for you, take the small yet significant step of replacing sugar with sugar substitutes in your everyday tea, Cha Chulka, Chem Noy.

Add sweetness in your life, without adding the calories of sugar – use Sugar Substitutes. These sweeteners mimic the taste of sugar and don't have any calories. And they are completely safe! Go ahead, add guilt free sweetness and happiness to your life!

Sugar Free tea is available at tea stalls near you

Finally, Kolkata discovered 2 things



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

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.



And as they say...

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

Kathryn Bernardo

