



UPTON TEA IMPORTS
PRINT AND RADIO CAMPAIGN
Proposal

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Ad Copy

Group 4

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Headline:

Upton Tea Imports: Your one-stop shop for tea.

Subhead:

The best way to start and end your day from anywhere in the world.

Body:

You wake up.
You drink the same old tea.
The same old grocery store tea as yesterday.
How about something new?
Step up your tea game tomorrow.
Matcha from Japan.
Apricot Honey Rooibos Tea from Africa.
Assam Gfop Tea from India.
Now we're talking.
Start your day with something different.
Choose a free sample of any tea with your order.

Slogan:

Upton Tea Imports: Consistently Inconsistent

Mandatories: *Upton Tea Imports*

Find us at UptonTea.com
800-234-8327



UPTON TEA IMPORTS

Experts of Loose Leaf Tea Since 1989

FINAL RADIO SPOTS

Upton Tea Imports

By: August Harr, Sarah Eccleston, Meredith Orne, and Carson Fox

Strategy Descriptions and Rationales

Spot #1 Boston Tea Party: Consumer-Focused (Benefit Strategy) and Storytelling

The Boston Tea Party spot is oriented toward setting the scene in the audience's mind. By using the environmental and period-based sound effects, the setting is immediately clear. People listening to the ad will, ideally, pay more attention because of the spot's unique nature. The brand image of Upton Tea Imports is raised to a higher esteem and differentiated from the competition when the characters only keep our client's barrels. After capturing the audience's attention with the unusual setting, the narrator gives the last reminder of the brand and the call to action statement. The selling points emphasize variety and reliability as benefits to the consumer. Wordplay like "revolutionary" simultaneously promotes the brand and ties back into the theme. Calling back to the setting leaves audiences with a qualifying statement and a reminder of what they just heard.

Spot #2 Upton Tea Imports Experience: Product-Focused (Feature Strategy)

As a product-focused ad, Upton Tea Imports Experience spot highlights specific blends that are offered by Upton Tea Imports. The targets of the ad, millennials, are around the age of having children and young kids mean busy schedules. Starting the ad with a scene of a weekday routine helps to relate to the parents of younger kids. We help the audience visualize Upton Tea Imports as a helpful product that adds some energy and relaxation into their day. When they drink the tea they are not surrounded by the hectic environment of their daily life but fully immersed in the peaceful setting of a new country. The child has to snap their parent back to reality because of how authentic the tea blend is. By creating this detached setting, the audience is supposed to understand that Upton Tea Imports has a variety of high quality teas from all over the world.

Product/Brand/Sponsor - Upton Tea Imports

Date - 3/29/2022

seconds - 30 secs

Title of spot - Boston Tea Party

<u>MUSIC</u>	<u>COLONIAL MUSIC, EXAMPLE - PAN FLUTE OR FIFE</u> <u>(FIRST 3 SECS)</u>
<u>SFX</u>	<u>SEAGULLS, WATER STIRRING, AND SHUFFLING OF FEET</u> <u>(FIRST 3 SECS)</u>
PATRIOT 1:	All the tea in the harbor, boys!
<u>SFX</u>	<u>BARRELS SPLASHING INTO WATER (2 SECS)</u>
PATRIOT 2:	Wait, don't throw that one! That's from Upton Tea Imports.
<u>SFX</u>	<u>BARRELS STOP BEING THROWN INTO WATER</u>
PATRIOT 3:	He's right, don't do it! There are no better tea blends than Upton Tea Imports.
PATRIOT 2:	With options for any occasion it's perfect to pair with anything from throwing tea into the harbor to breakfast the next morning. My favorite is the Organic English Breakfast Blend.
NARRATOR:	Dependably different — Rely on Upton Tea Imports no matter what life throws in your harbor. Go to UptonTea.com to get a revolutionary selection of tea delivered to your door.

Product/Brand/Sponsor - Upton Tea Imports

Date - 3/29/2022

seconds - 30 secs

Title of spot - Upton Tea Imports Experience

<u>SFX:</u>	<u>QUICK FOOTSTEPS, CHILDREN CHATTERING, AND</u> <u>WATER IS POURED. AS WATER IS POURING THE OTHER</u> <u>SOUNDS FADE TO SILENT. BREEZE PLAYING, BREATH</u> <u>BREATH IN, CONTINUES</u> <u>(FIRST 3 SECS)</u>
<u>MUSIC:</u>	<u>GENTLE HARP (AT SAME TIME AS THE SFX)</u> <u>(FIRST 3 SECS THEN GETS QUIETER)</u>
NARRATOR:	With Upton Tea Imports, a cup of tea can take you to anywhere in the world. Start your morning South of the equator with our Colombian Breakfast Blend. Or, take a trip East, our organic lemon-ginger tea will bring you to China with a single sip. Don't even worry about leaving the breakfast table.
<u>SFX:</u>	<u>DEEP BREATH OUT, CAR HORN HONKS, MUSIC STOPS,</u> <u>CHILD'S FOOTSTEPS INTO THE ROOM,</u> <u>(3 SECS)</u>
CHILD:	Mom! We're gonna be late for the bus!
NARRATOR:	You worry about where you need to be, we'll take you where you want to be. Find our entire selection at UptonTea.com . Upton Tea Imports, dependably different.