



**4'SIGHT** ×   
**TAYLORS**  
*of* HARROGATE

*Final stage*

# HELLO, HI, BONJOUR,



**Angela  
PAIN**



**Lou-Ann  
ALLARY**



**Mathilde  
BONNEFOY**



**Joséphine  
GROLIER**



**FOUNDED OVER 130 YEARS AGO,  
TAYLORS OF HARROGATE IS ALREADY A  
WELL-ESTABLISHED BRAND IN THE UK.**



**AS A NEWCOMER ON THE FRENCH  
MARKET, THE BRAND FACES MULTIPLE  
CHALLENGES: AS WELL AS HAVING TO  
COMMUNICATE ITS IDENTITY , IT HAS  
TO CREATE PREFERENCE .**



# TEA IS A **BOOMING** MARKET IN FRANCE.

**65%** of French  
people drink tea  
regularly.

**+50%**  
vs 2015

**10%** of French  
people consume  
it **daily**.

*Etude Business Coot, 2025*



Tea is no  
longer a  
niche: it is  
part of the  
consumption  
habits of the  
French,  
across all  
generations.



# BUT TAYLORS WILL ENTER A VERY **CHALLENGING AND COMPETITIVE ECOSYSTEM.**

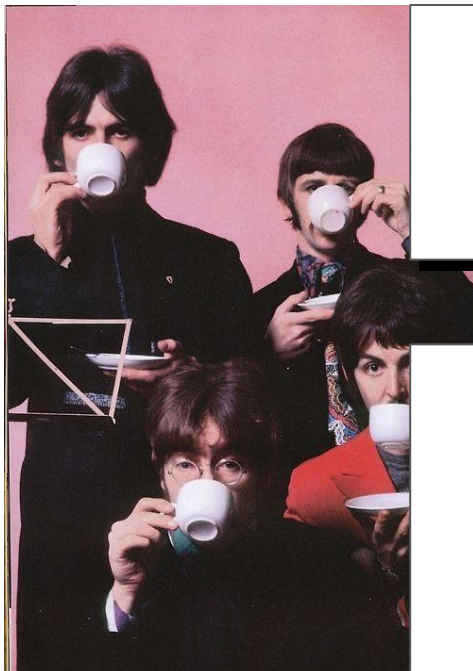




## THE CHALLENGE

**BUILD TAYLORS OF HARROGATE ITS OWN  
UNIVERSE THAT SPEAKS TO THE TARGET ON  
THE FRENCH MARKET.**

# YOUR CURRENT TARGET, THE 45+, IS AN INTERESTING TARGET TO AIM FOR.



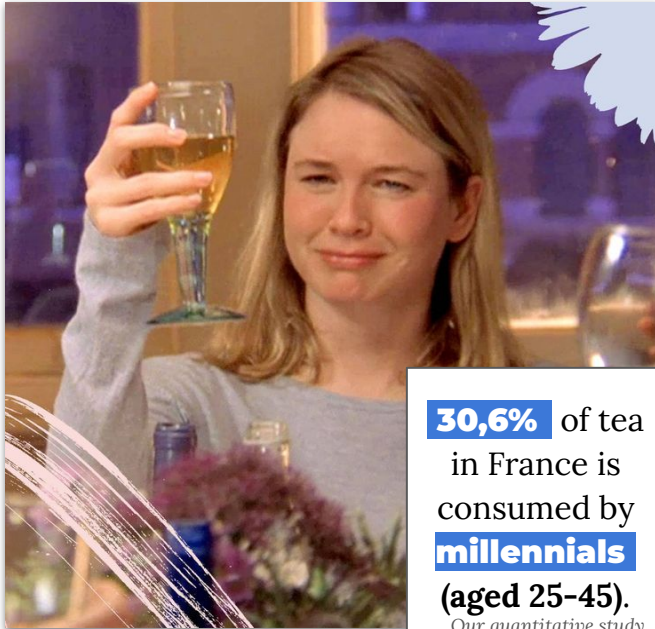
They are the **biggest consumers of tea.**

The 50+ represent **61%** of the hot beverage consumption. (Kantar, 2021)

They are **in line with your value proposition.**

**63%** of senior citizens prefer local products and short distribution channels in their food purchases. (Ipsos, 2024)

## BUT **MILLENNIALS** ALSO PRESENT AN OPPORTUNITY TO PENETRATE THE FRENCH MARKET.



**30,6%** of tea  
in France is  
consumed by  
**millennials**  
(aged 25-45).

*Our quantitative study*

They have **the  
greatest  
purchasing power**

**60%** of French  
workers will be  
millennials in 2024,  
rising  
to 75% in 2030.

They value product quality  
**as much as** their  
environmental credentials.

*Statista 2024*



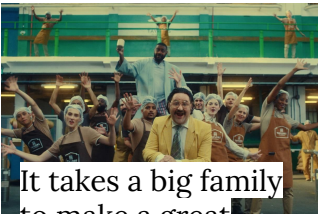
LET'S BROADEN YOUR TARGET  
**WITH THE MILLENNIALS!**

# ON THE UK MARKET, YOUR COMMUNICATION PERFECTLY ADDRESSES YOUR “CLASSIC WITH A TWIST” POSITIONING

## OFFBEAT COMMERCIALS COMBINED WITH TRADITIONAL GRAPHIC CODES



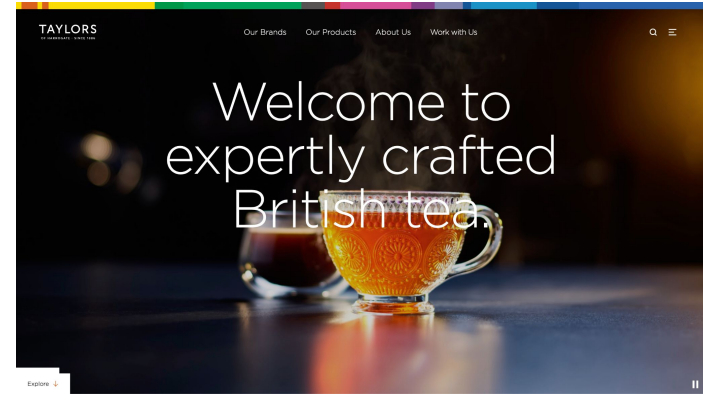
Great coffee, made simple. (2021)



It takes a big family to make a great coffee (2023)



Why didn't we think of them before ? (2019)





**SO HOW TO MAKE CLASSIC WITH A  
TWIST **RESONATE WITH OUR TARGET** ,  
WHILE PRESERVING YOUR **BRAND  
DNA?****



# A DNA THAT MAKES TAYLORS OF HARROGATE...

## LEGITIMATE

The heritage of a  
British family



# A DNA THAT MAKES TAYLORS OF HARROGATE...

**SINGULAR**

The sense of detail



# A DNA THAT MAKES TAYLORS OF HARROGATE...

**DESIRABLE**

A progressive mindset



# KEY MESSAGES THAT WILL BE PRIORITIZED ACCORDING TO TARGET AUDIENCE.

## LEGITIMATE

The heritage of a  
British family



## SINGULAR

The sense of detail



## DESIRABLE

A progressive mindset



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WHAT WILL REASSURE THEM

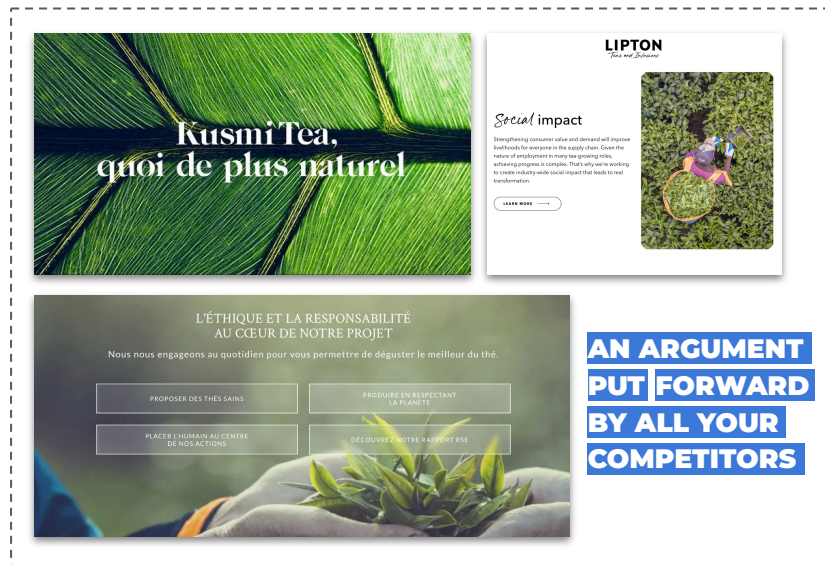


# ETHIC IS NOT A “NICE TO HAVE”, BUT A “MUST HAVE”

Despite their strong awareness of the issues, only **24%** of consumers take them into account when choosing one brand over another.

*Kantar 2024*

Although consumers are sensitive to sustainable practices, this criterion **does not trigger a purchase if it is not coupled** with elements such as taste, quality or price.



**We are therefore convinced that a strategy based  
only on progressivism will not be relevant .**

# KEY MESSAGES **THAT WILL BE PRIORITIZED** ACCORDING TO TARGET AUDIENCE.

## LEGITIMATE

The heritage of a  
British family



## SINGULAR

The sense of detail



## DESIRABLE

A progressive mindset



**WHAT WILL HELP THEM  
IDENTIFY THE BRAND**

**WHAT WILL REASSURE THEM**

# THE CENTRAL PLACE YOU GIVE TO DETAILS CHARACTERIZES YOU

Detail has been at the heart of your expertise since your inception.



A visionary, Charle Taylors understands that **to make a good coffee or tea, every detail counts**, including the water.

This **meticulous expertise** is reflected in your testing and tasting rituals, whether in the use of **hard water** to remove the tannins of the tea or brewing for precisely **5 and a half minutes**.



it for  
five and a half

World in 80 Teas - English Breakfast Tea

king Tea  
nes

S'abonner

11

Partager

...

Video from the UK Talking Tea channel with Katie Kippax, Tea Buyer for Taylors.

IT ILLUSTRATES HOW DETAILS DEFINE YOUR  
SINGULARITY



# KEY MESSAGES THAT WILL BE PRIORITIZED ACCORDING TO TARGET AUDIENCE.

## LEGITIMATE

The heritage of a  
British family



WHAT WILL ATTRACT THEM

## SINGULAR

The sense of detail



WHAT WILL HELP THEM  
IDENTIFY THE BRAND

## DESIRABLE

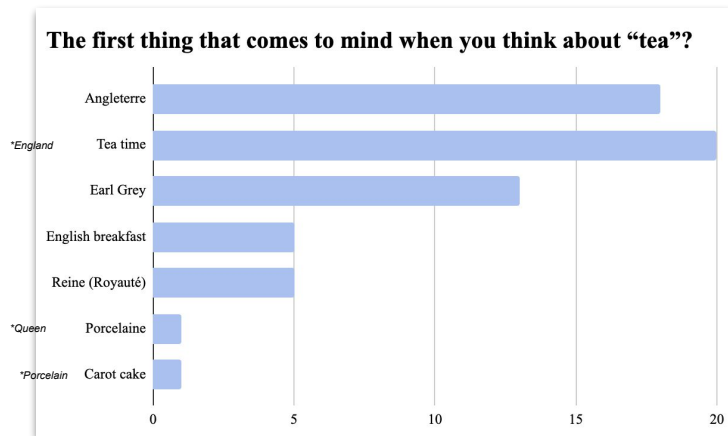
A progressive mindset



WHAT WILL REASSURE THEM

# WHY HIGHLIGHT YOUR ENGLISH ORIGINS ON THE FRENCH MARKET?

## 1. Because it's a selling point.



**Tea is deeply linked to the imagery of England.**

Qualitative study, 2025

A cool and at the same time elegant image conveyed by many brands.

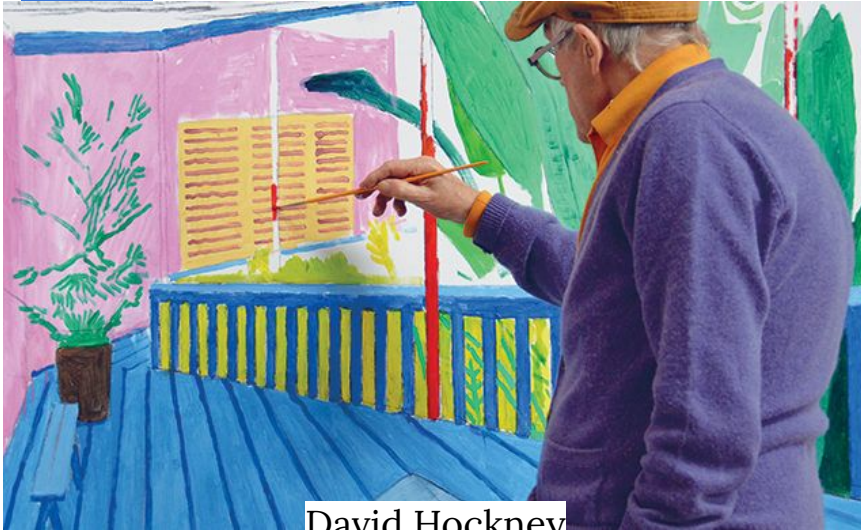


BURBERRY



# WHY HIGHLIGHT YOUR ENGLISH ORIGINS ON THE FRENCH MARKET?

2. Because it allows to give a premium image while adding a twist.



David Hockney



Martin Parr

# WHY HIGHLIGHT YOUR ENGLISH ORIGINS ON THE FRENCH MARKET?

## 3. Because our target is receptive to humour, which is part of english culture.

**69%** of millennials say they are more likely to trust a brand that uses humor intelligently.

*Kantar 2024*

**91%** say they're open to humor in ads, if it's subtle, authentic or well-targeted.

*Kantar 2024*





**HERE'S WHAT CLASSIC WITH A  
TWIST MEANS FOR TOMORROW'S  
AUDIENCES ON THE FRENCH  
MARKET!**



## **YOUR BRAND PERSONALITY AND BEHAVIOURS**



**YOUR BRAND PERSONALITY AND BEHAVIOURS**

**A PASSION FOR  
EXCELLENCE**



## **YOUR BRAND PERSONALITY AND BEHAVIOURS**

**A PASSION FOR  
EXCELLENCE**

**THE CULTURE OF  
ECCENTRICITY**





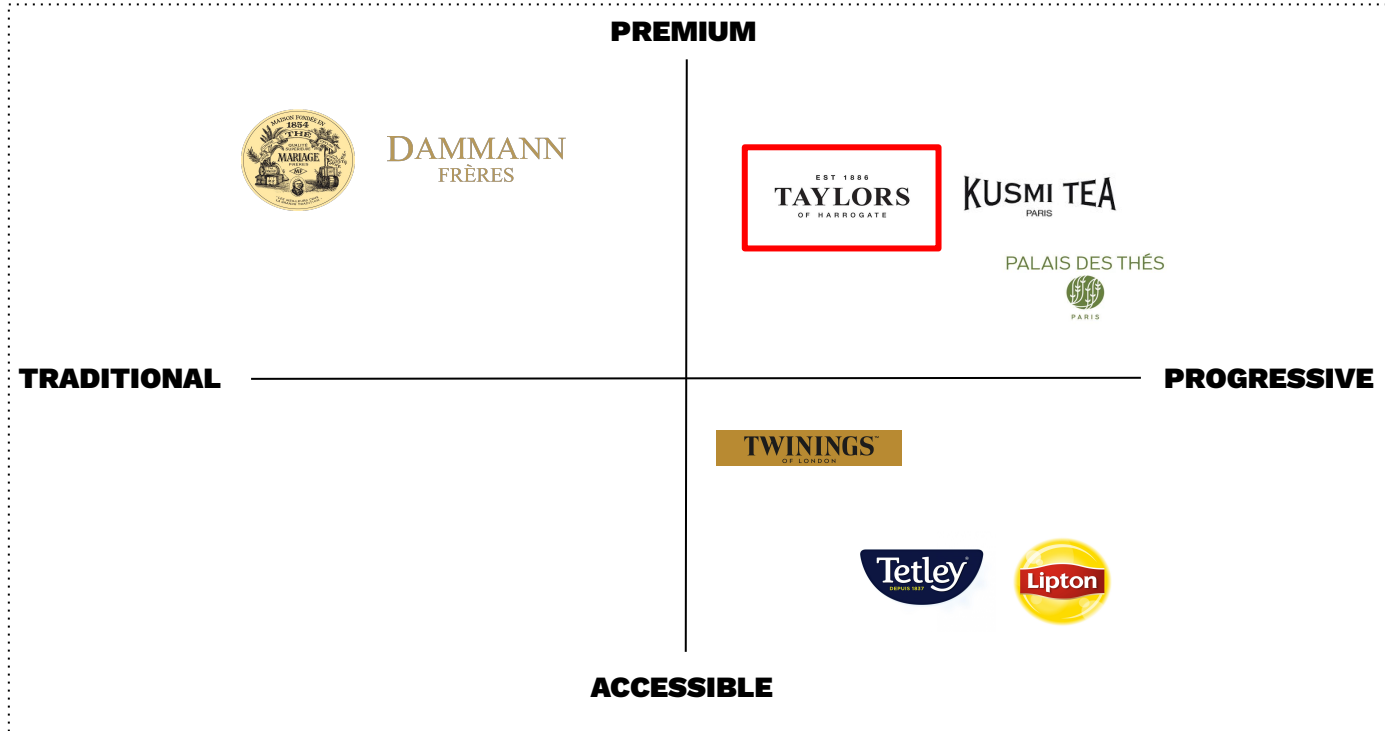
## **YOUR BRAND PERSONALITY AND BEHAVIOURS**

**A PASSION FOR  
EXCELLENCE**

**THE CULTURE OF  
ECCENTRICITY**

**A VISIONARY  
MINDSET**

# WHERE **WE AIM TO POSITION** TAYLORS OF HARROGATE ON THE FRENCH MARKET.



Le Tea Time

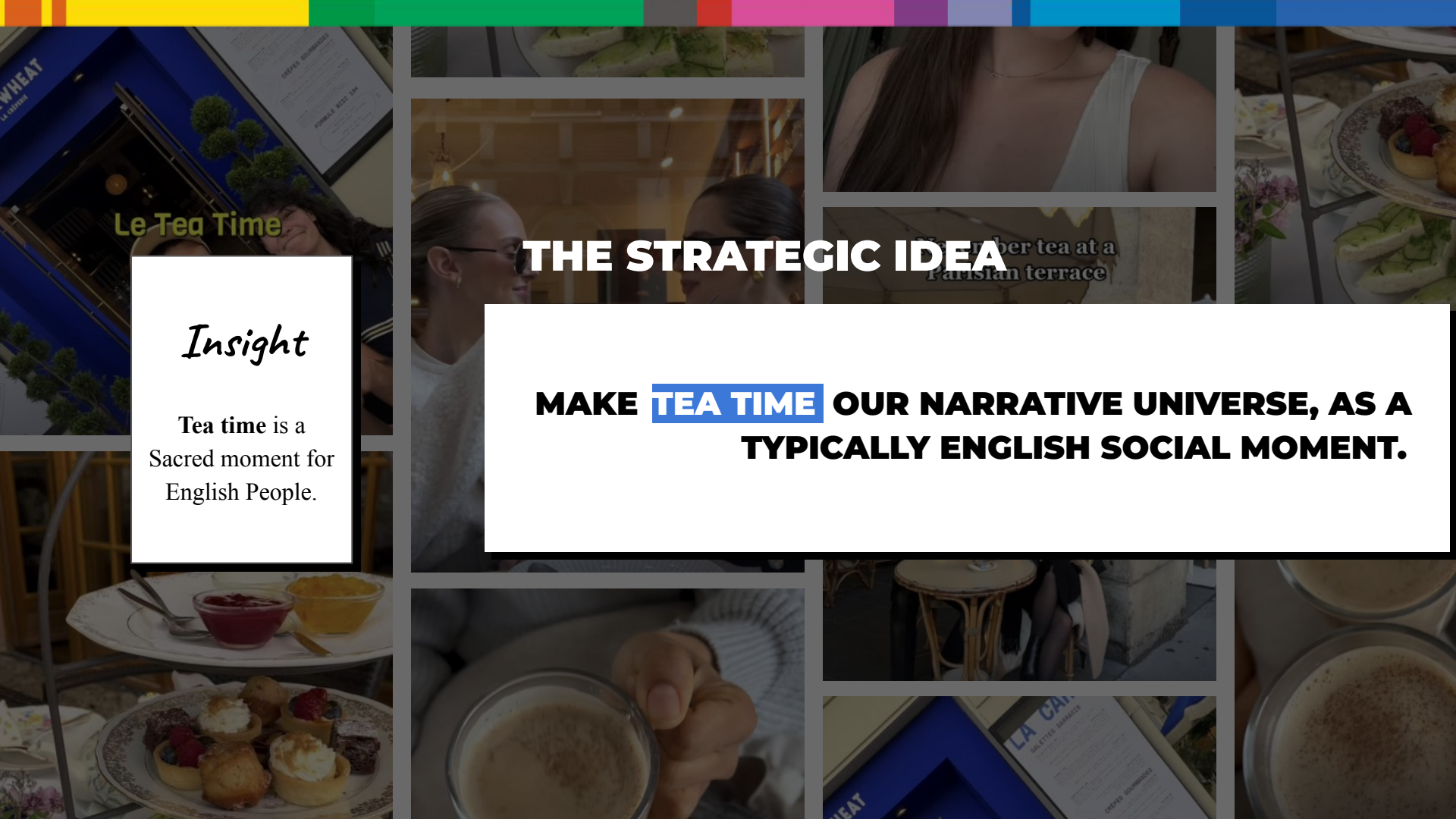
## *Insight*

Tea time is a  
Sacred moment for  
English People.

tea time on a crisp fall day  
with your bestie

November tea at a  
Parisian terrace

LA CAPE  
WATERS BARBERS



Le Tea Time

## *Insight*

Tea time is a  
Sacred moment for  
English People.

## THE STRATEGIC IDEA

**MAKE TEA TIME OUR NARRATIVE UNIVERSE, AS A  
TYPICALLY ENGLISH SOCIAL MOMENT.**

## THE CREATIVE IDEA

A TEA SO QUALITATIVE AND  
PRECISE IN ITS CONSUMPTION  
THAT IT IS OBVIOUSLY A BRITISH  
TEA.



**TAYLORS**  
*of* HARROGATE



**TAYLORS**

*of* HARROGATE

*Obviously British.*

## CREATIVE STANCES

### The Offbeat & Absurd

Stand out from competitors by modernizing classic English codes and clichés, not being afraid of absurdism.

### The Detail

Subtle graphic measurement elements to showcase a keen eye for precision.

### A Colorful & Unconventional Universe

A bold and distinctive visual identity, with three main characters (a granny, a punk and a gentleman), who are linked to the imagination of England.





TAYLORS  
of HARROGATE

*Obviously British.*

$$(x, y) = (\cos \theta, \sin \theta)$$

92,3° degrés  
d'inclinaison  
pour un thé  
parfait.





TAYLORS

of HARROGATE

*Obviously British.*



4:27

5.46 minutes  
d'infusion  
pour un thé  
parfait.



18,2cl  
d'eau  
pour un  
thé parfait.

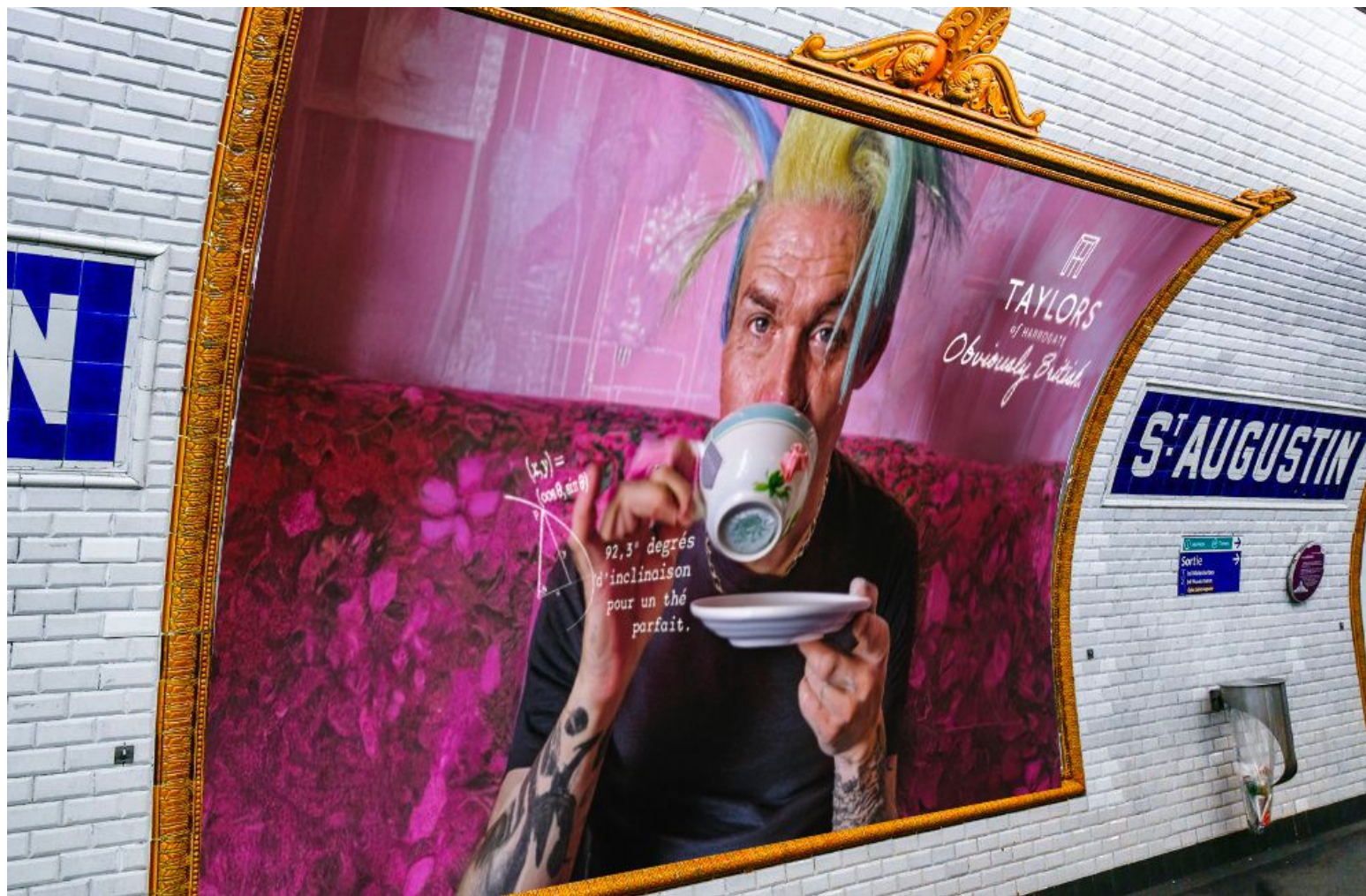
  
**TAYLORS**  
of HARROGATE  
*Obviously British.*

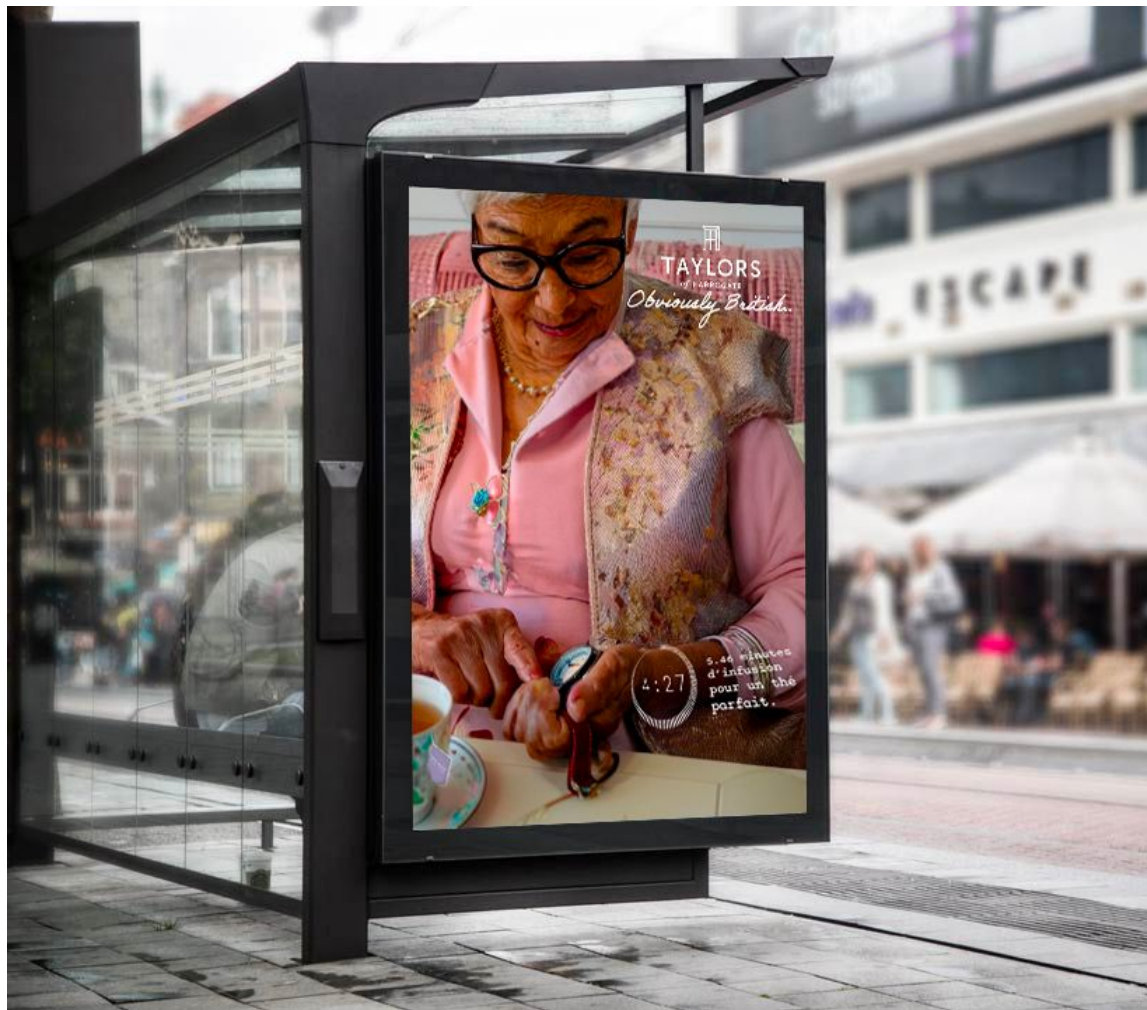




TAYLORS  
of HARROGATE  
*Obviously British.*







TAYLORS  
OF HARROGATE

*Obviously British.*

4:27

5.44 minutes  
d'infusion  
pour un thé  
parfait.





**TO VERIFY THE RECEPTION OF OUR CAMPAIGN, WE  
TESTED SOME CONSUMERS .**



Mathieu, 46 years old





**BUT HOW TO BE SURE TO REACH  
OUR TARGET?**

## WITH A “PHYGITAL” MEDIA STRATEGY

**3h30  
daily**

are spent on  
social media by  
millennials on  
average

MEDIAMETRIE, 2024



**74% of millennials** consider digital out-of-home (DOOH) advertising to be the most effective and favorable format. Additionally, 50% of them took action after seeing a DOOH ad.

JC DECAUX, 2024

Facebook is the most used social network by people aged 45+ (Kantar, 2023).

**Digital & Out-of-Home Synergy :** While digital dominates, **Millennials and 45+ still engage with high-impact outdoor ads**, especially in **transit hubs (metros, city centers)**, but also with activations.

## CAMPAIGN

# “TEA TIME INTERVENTIONS” HAPPENINGS



At exactly 4:00 PM, a soft chime echoes in a public space. Within 2 minutes, a whimsical tea scene appears: tablecloth, tea, soft music, and lace-draped biscuits. Silently and precisely choreographed, it lasts 7 minutes — then vanishes.

### **The goal?**

To turn Tea Time into a cult moment — untouchable, sacred... and irresistibly viral on social media.

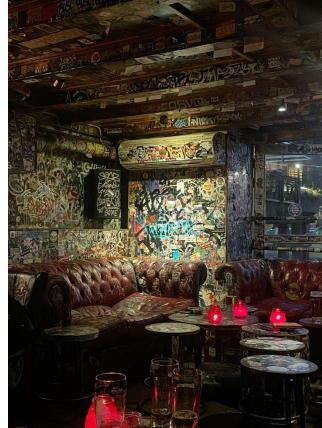
# CAMPAIGN ACTIVATIONS



1- The Gentleman



2- The Posh Granny



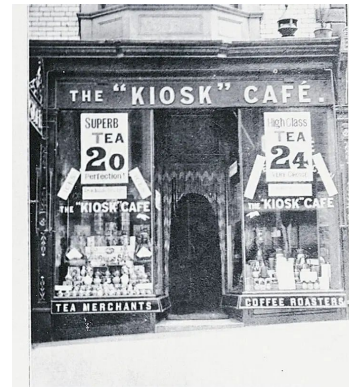
3- The Punk

A **travelling pop-up store** throughout chosen cities in France would allow to **promote the brand** and create a **phenomenon** around it. The chosen city will receive 3 stores, each one of them echoing the identity of our campaign's characters.

## WHY?

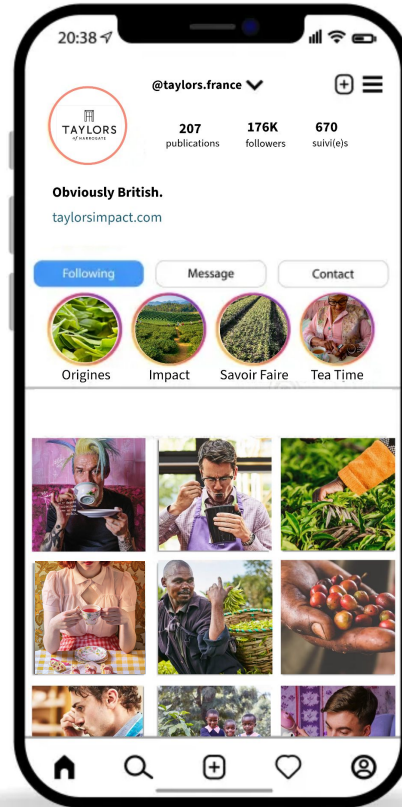
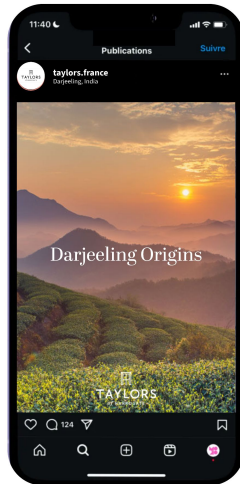
To embrace Taylors' identity by recalling the idea of Charles Taylor and his tea and coffee kiosks, where customers could choose the best tea for their local water.

In our pop-ups, they could get advices to choose the best tea for them according to their needs and tastes and share a convivial moment.



# SOCIAL MEDIA STRATEGY

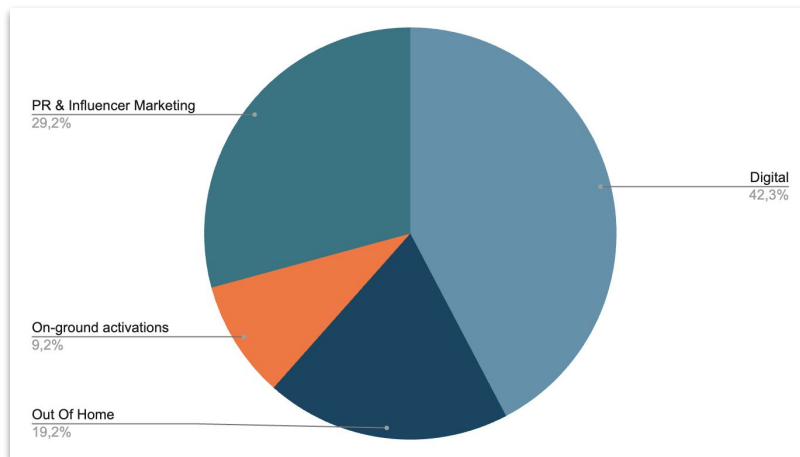
The **progressive** aspect of your identity will be highlighted on your social medias.



A **colorful aesthetic around the tea time moment** will be deployed, especially on TikTok and Facebook.



# A DIGITAL-FIRST, IMPACTFUL MEDIA PLAN



**TOTAL BUDGET**  
**300,000 €**

Media Channel	Budget (€)	Details
Digital	165,000	Social media ads, TikTok influencers, YouTube pre-rolls, Google Display
Out-of-Home (OOH)	75,000	Digital out-of-home ads in metro/train stations and street visuals
On-ground Activations	50,000	Pop-up stores in 3 cities and 'Tea Time Interventions'
PR & Influencer Marketing	10,000	Press kits and sponsored content



**MERCI,  
THANK YOU.**