

A horizontal bar at the top of the image composed of several colored segments: yellow, green, grey, red, pink, purple, light blue, and dark blue.

TAYLORS

OF HARROGATE • SINCE 1886



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Dunk it

Stir it

Rush it

A close-up photograph of a clear glass cup filled with a golden-brown liquid, likely tea. A stream of the same liquid is being poured into the cup from above, creating a dynamic splash. Wisps of white steam rise from the surface of the liquid. The cup sits on a matching glass saucer. In the foreground, several cinnamon sticks and slices of dried orange are scattered on a wooden surface, adding to the warm, aromatic theme. The background is dark and out of focus.

How we live

“ If we’re not even willing to wait for tea,
what else are we rushing past that’s
meant to be enjoyed? ”



Target audience

Women aged 25 to 35

Family-oriented

Rush through routines

They microwave water?





Worth The Wait



Knowledge

By the end of the campaign, 40% of women aged 25–35 know Taylors recommends a 5-minute brewing time.
35% of the target audience understands that 5 minutes improves tea quality.



Attitude

Within 6 months, shift 30% of the target group's view of waiting from 'a waste of time' to 'a moment for quality.'



Behaviour

By the end of the campaign, 15% of the target audience starts brewing tea for 5 minutes at home.
Generate 3,000 user-generated posts using #WorthTheWait, reflecting active participation.

Phasing



Spark the awareness 01

Creating awareness of a rushed lifestyle.



Experience the wait 02

Waiting improves everyday quality.



Celebrate the wait 03

Waiting is truly rewarding.

1 Spark the awareness

Confront their rush, right in the middle of it

Taylor's is still unknown

Cheeky, relatable, honest

Let it
take time

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Even our tea needs
5 minutes

Wait it out

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Even our tea needs
5 minutes

In a rush?

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Our tea isn't

Five minutes
isn't forever

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It's just how long
good tea takes



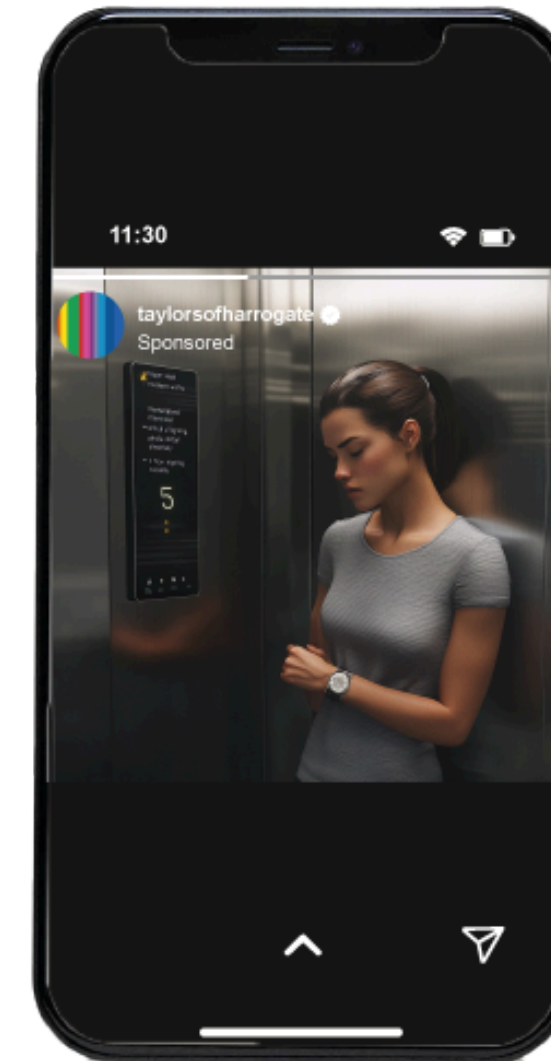
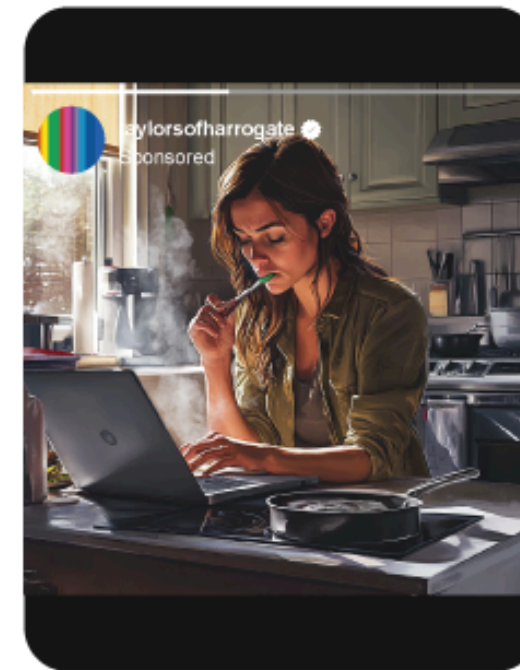




"Just 5 more minutes."

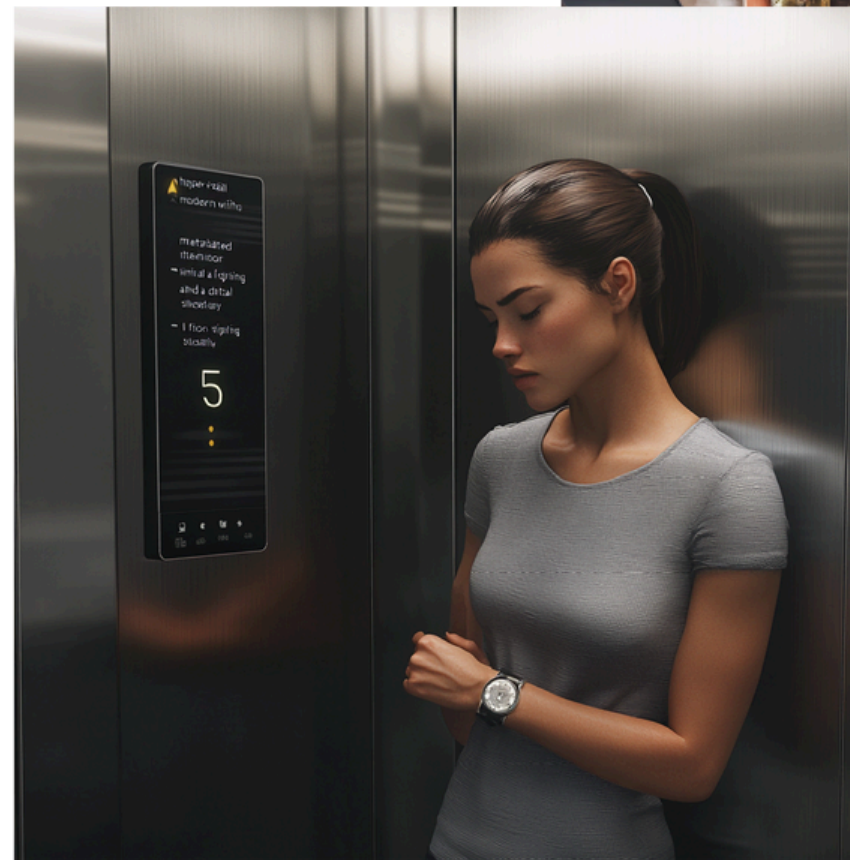


"Wonder how it'd go without all the rushing?"



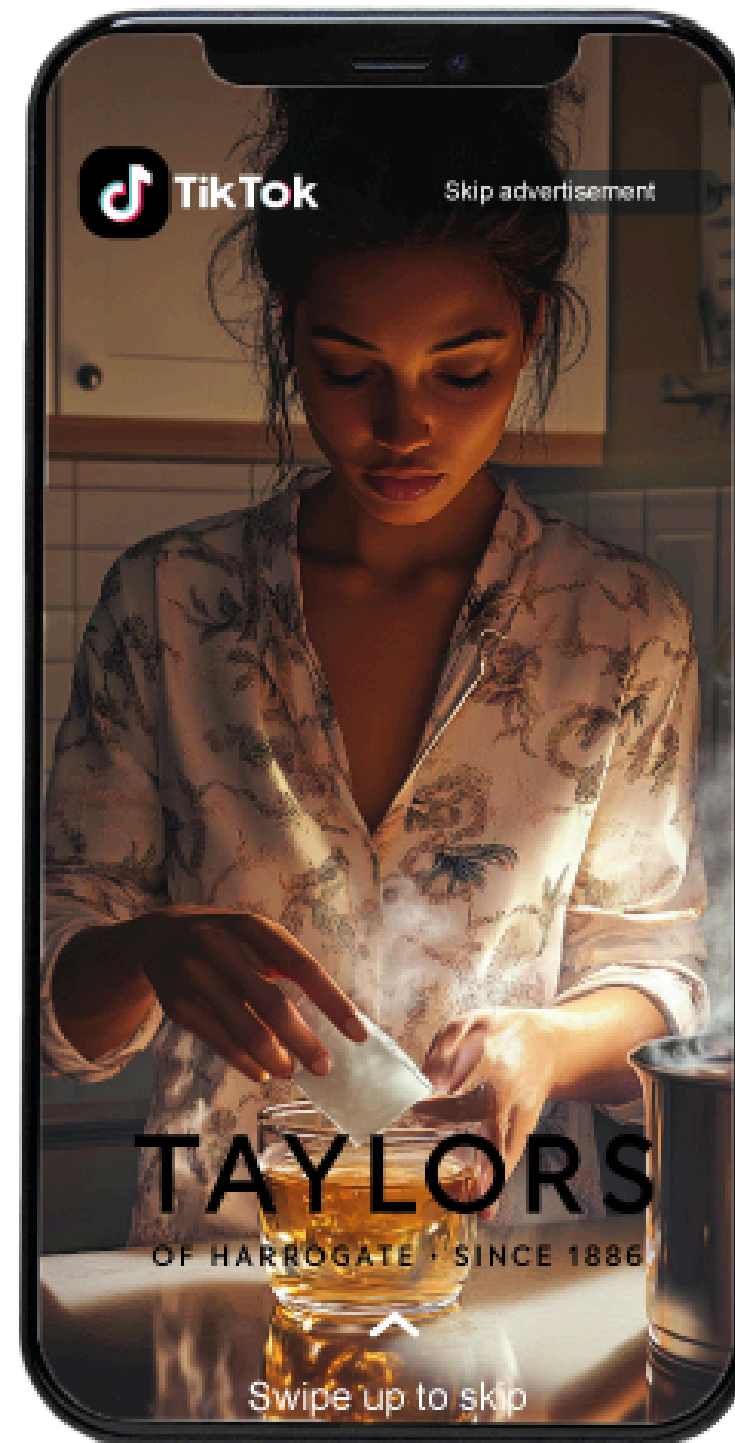
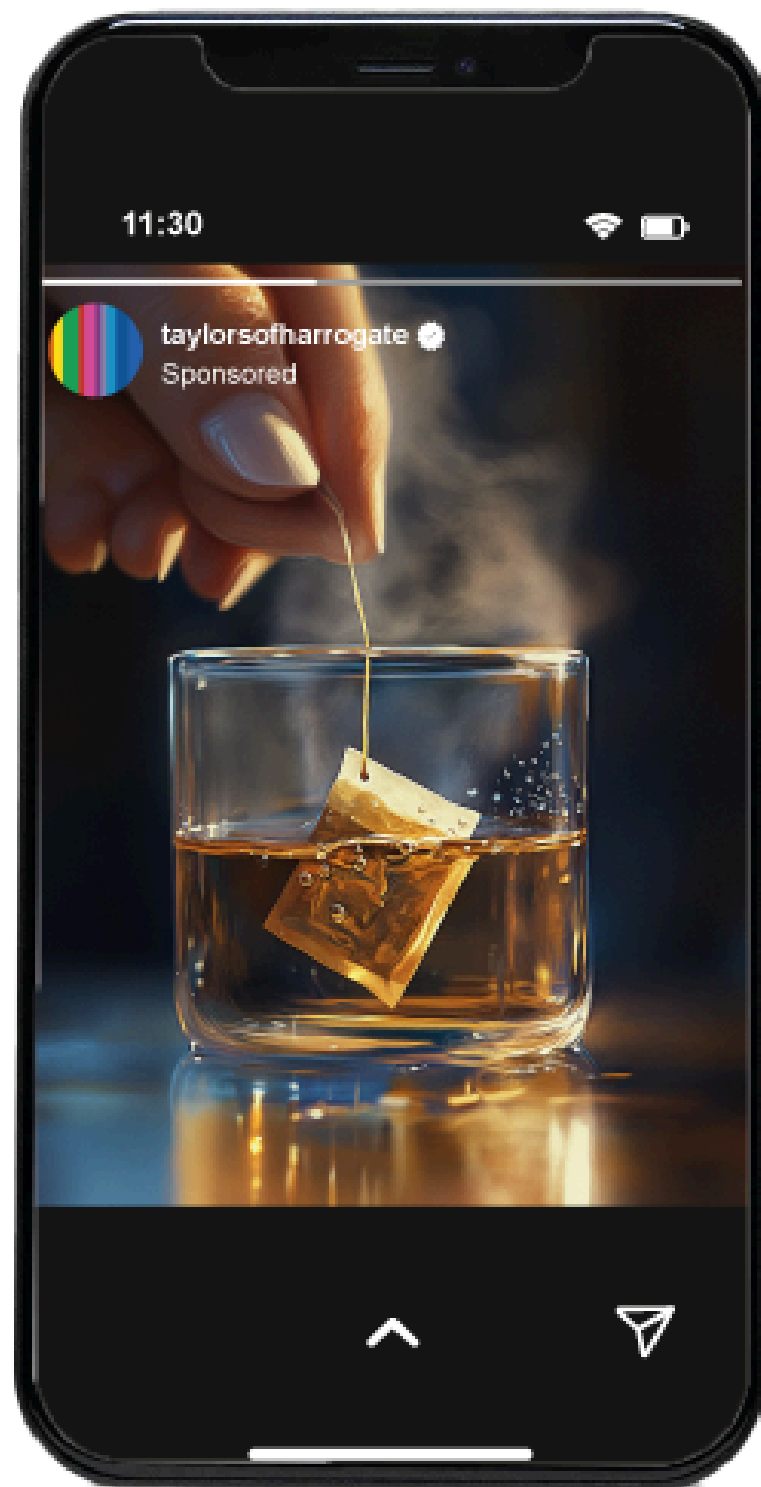


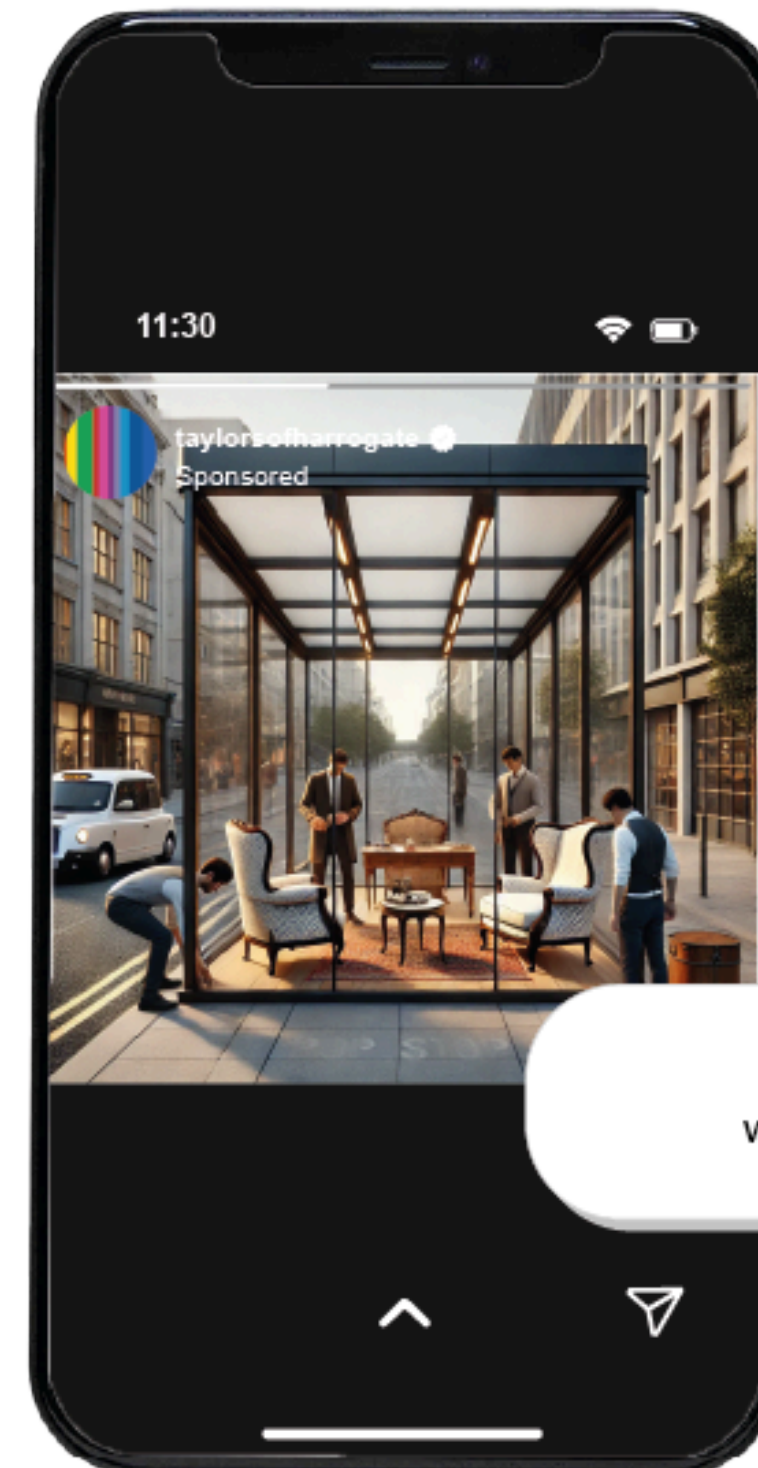
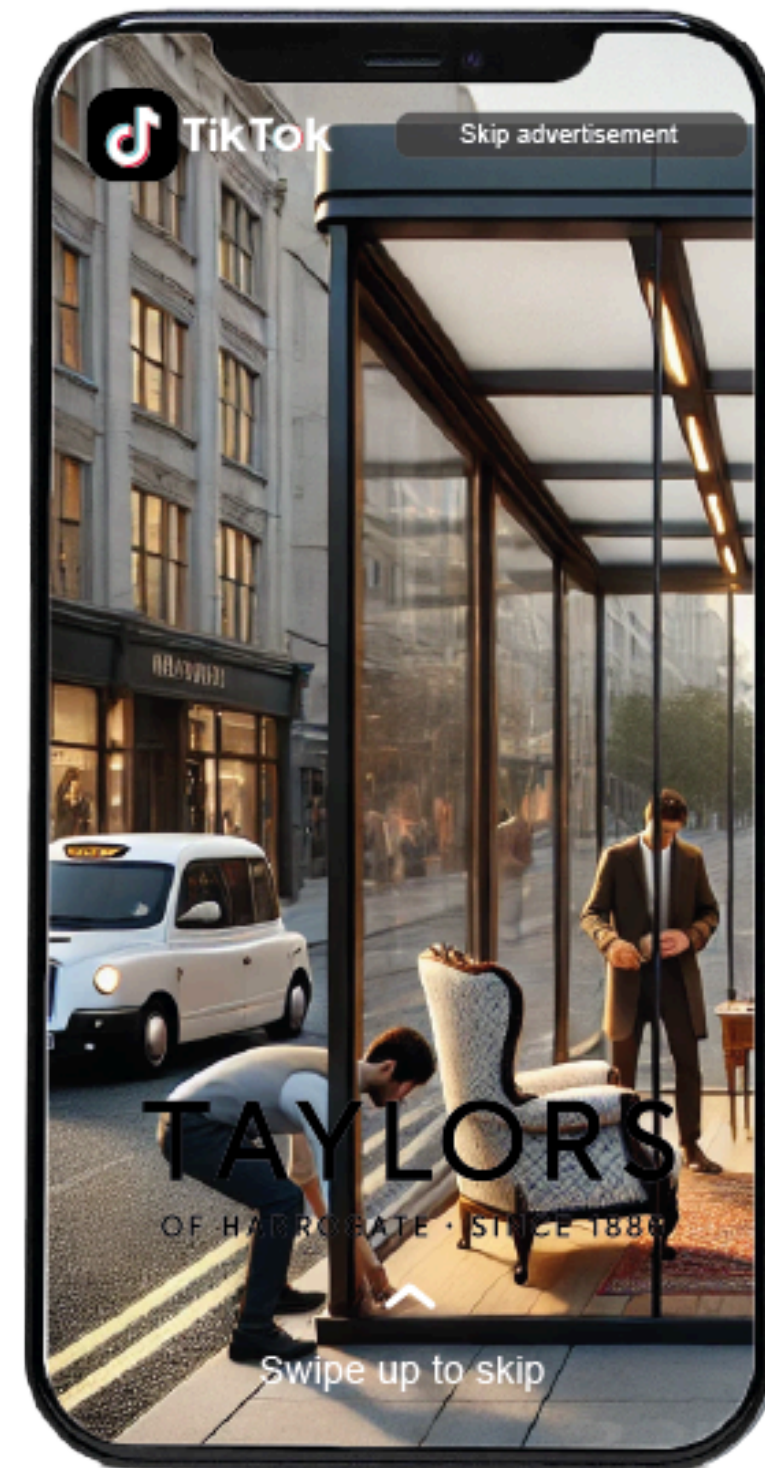
"Just 5 more minutes."



"Wonder how it'd go
without all the rushing?"







2 Experience the wait

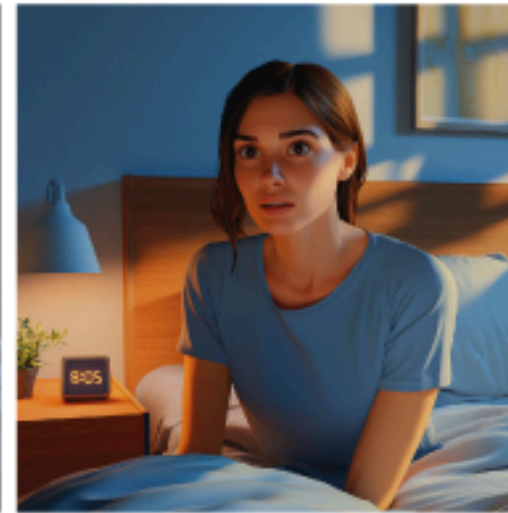
Let them feel and taste the
difference

5 proper minutes of waiting

Start letting them experience it



"Just 5 more minutes."



"Wait for the 'tea'..."



*Countdown from 5 to 0 minutes with visuals of the tea brewing



"Some things shouldn't be rushed. Our tea's one of them."



"Taylors of Herrogate is worth the wait."



"Just 5 more minutes."

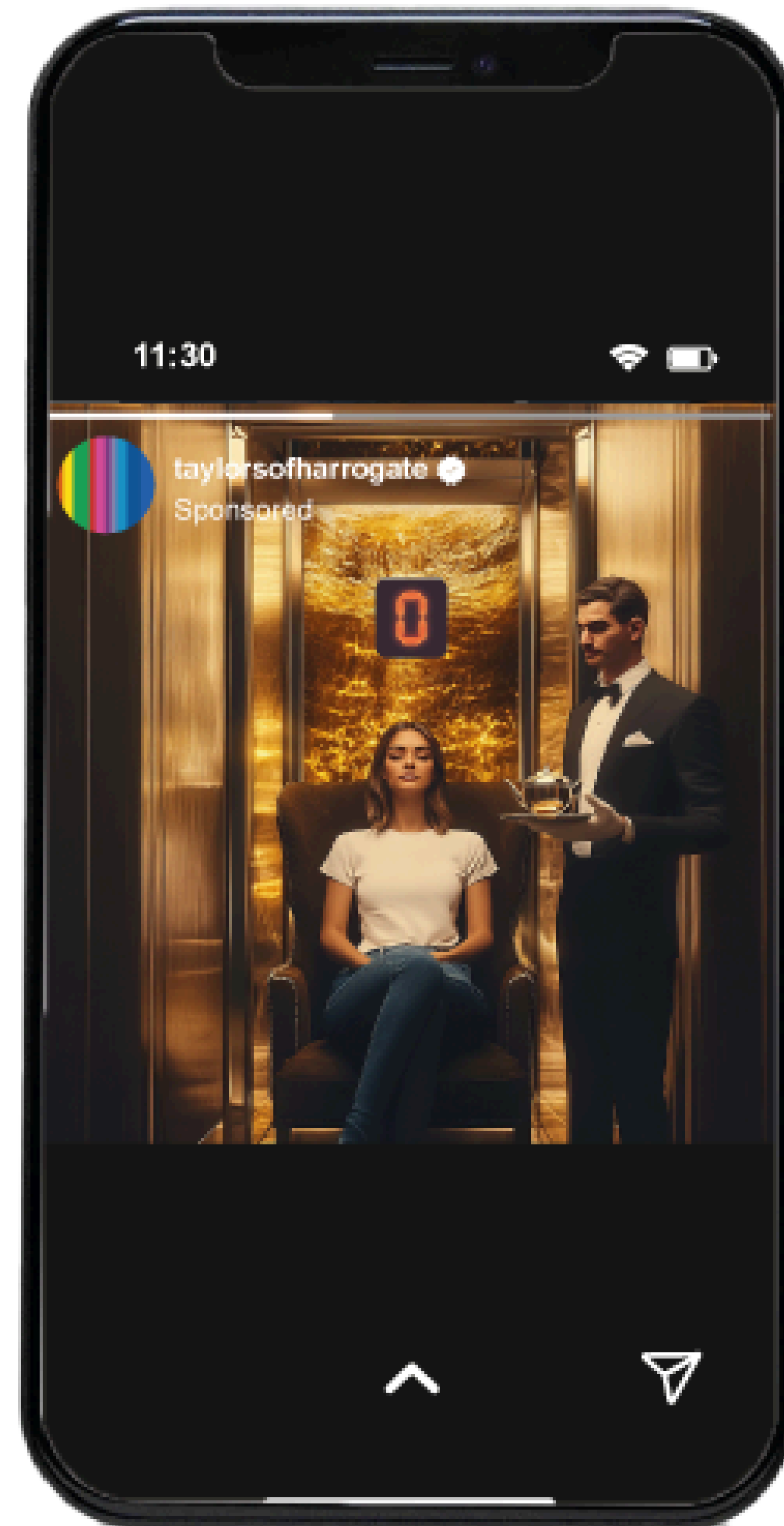
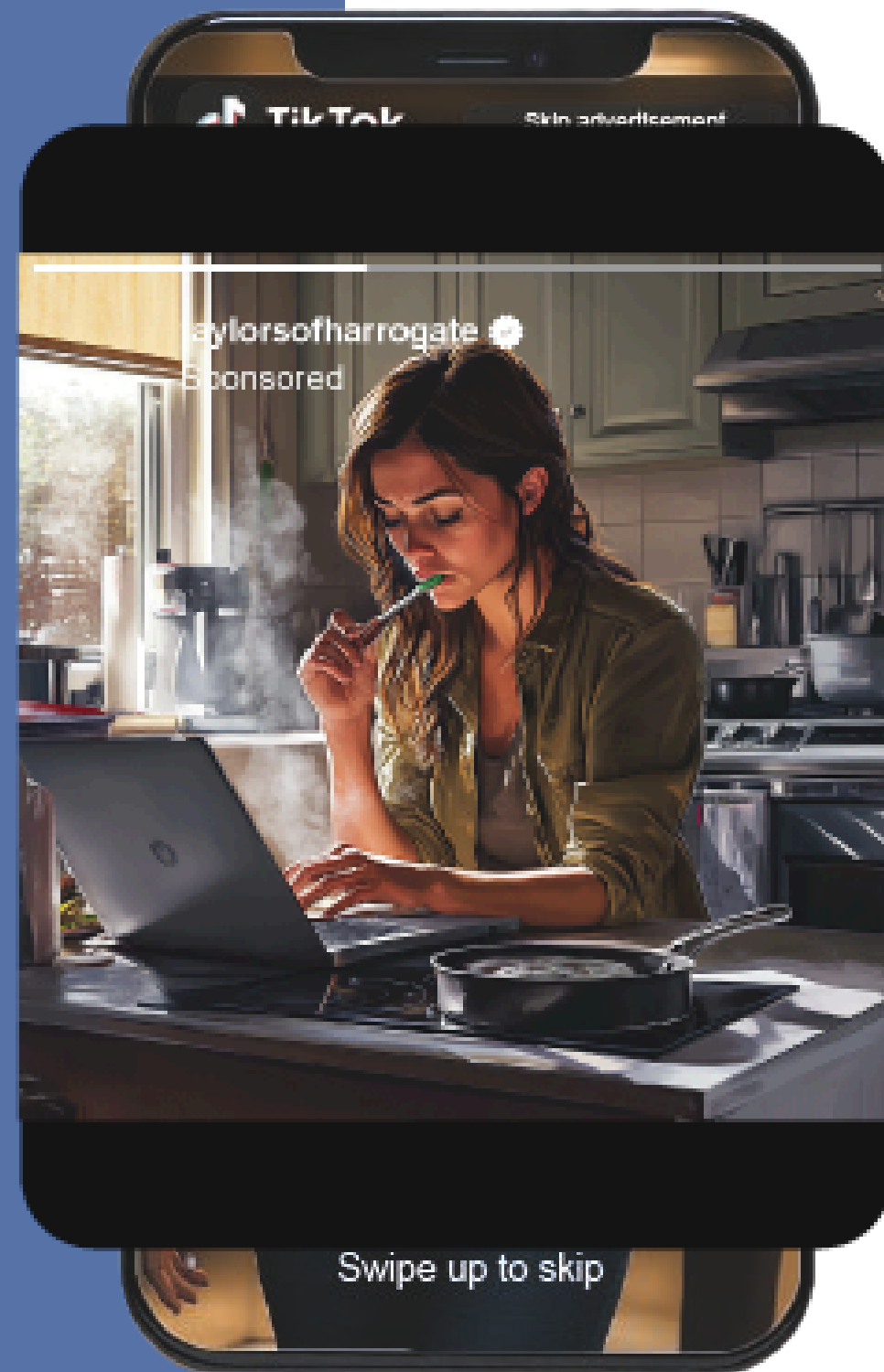


"Wait for the 'tea'..."

*Countdown from 5 to 0 minutes
with visuals of the tea brewing

"Some things shouldn't be
rushed. Our tea's one of them."

"Taylors of Herrogate is worth the wait."







Turn waiting into winning!

You've mastered the art of waiting at the pop-up, now it's time to turn it into something unforgettable.

Share a video of your favorite moment at our pop-up on Instagram with [#WorthTheWait](#), and you could win a free weekend for two in Yorkshire, England. Think rolling hills, cozy vibes, and high tea at the iconic Bettys Café Tea Rooms. Ready to make it worth the wait?

[Click to share your moment](#)

While you wait,
see why Yorkshire's worth it.



While you wait,
see why Yorkshire's worth it.



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OF HARROGATE



"Let us surprise you with how great waiting can taste. Taylors of Herrogate is worth the wait."



"Let us surprise you with how great waiting can taste. Taylors of Herrogate is worth the wait."

WELCOME

to
While You Wait

Five minutes for your tea.
Five words for someone who's worth it.

You've joined While You Wait, where quality tea meets quality time. Each week, you'll get a reminder to send five words to someone who's worth it, plus a playlist to steep to and the most replayed song of the week. Because the best things take time.

Send your message >

BREW WITH A BEAT

Brewed on repeat



Home
Edward Sharpe & The Magnetic Zeros



Go to the playlist >

www.taylorsofharrogate.com

Happy new year!

Sent your 5 words yet?

Thank someone who got you through
the year!

While You Wait

Send your message >

BREW WITH A BEAT

Brewed on repeat



Home
Edward Sharpe & The Magnetic Zeros



Go to the playlist >

www.taylorsofharrogate.com

It's mothers day!

Already made someone's day?

Send 5 words to the person who
deserves tea brought to them for once.

While You Wait

Send your message >

BREW WITH A BEAT

Brewed on repeat

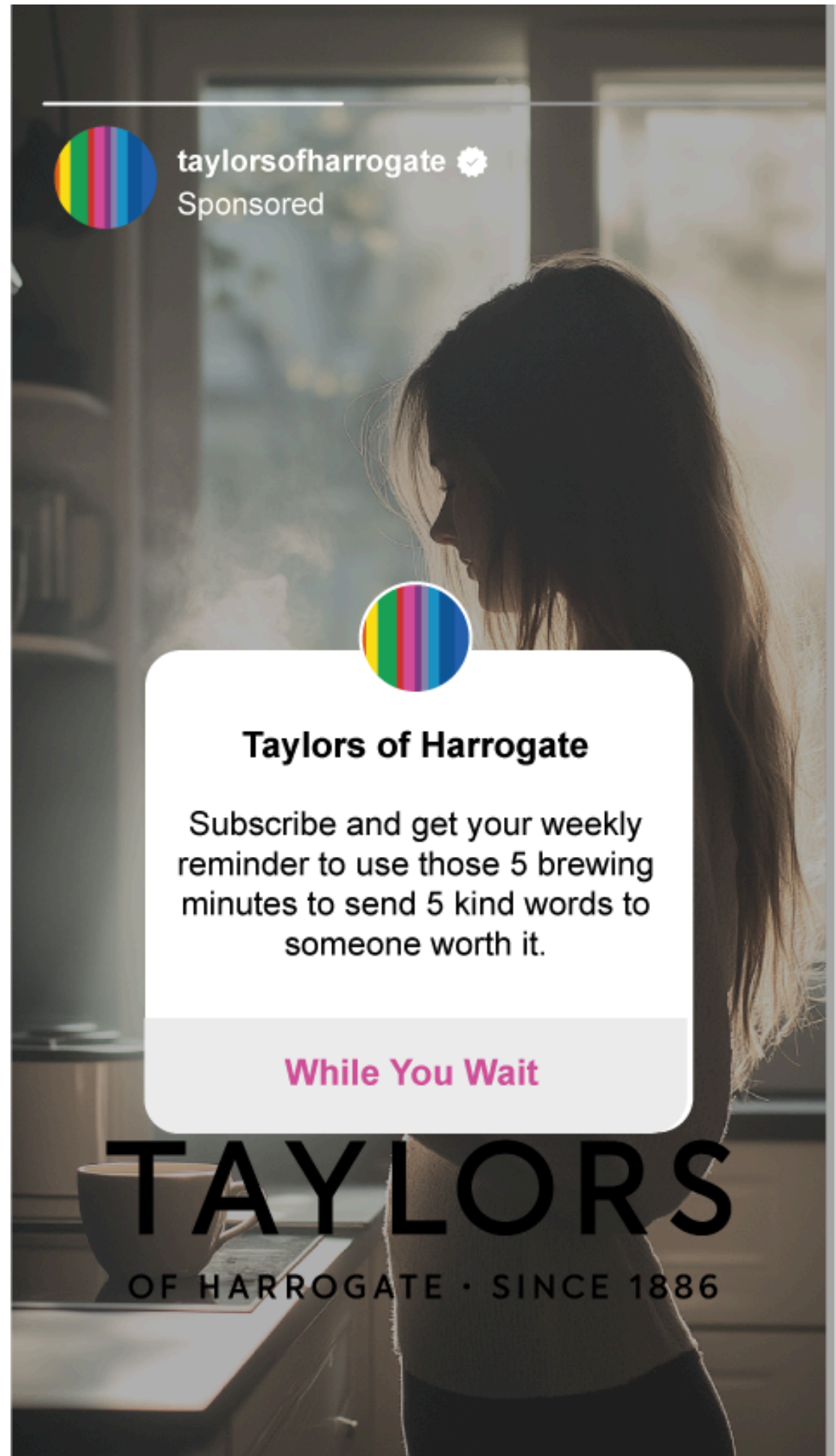
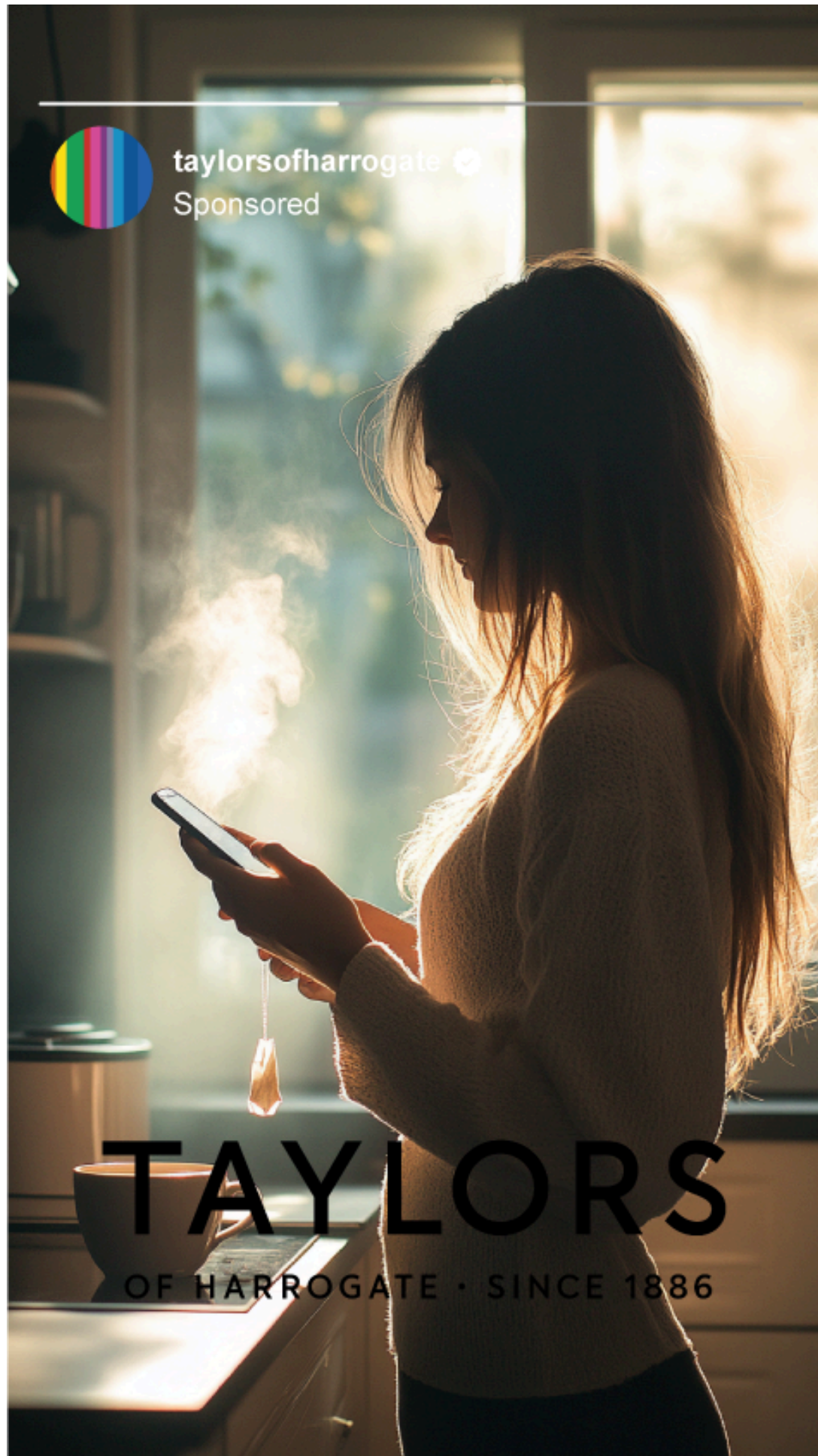


Home
Edward Sharpe & The Magnetic Zeros




Go to the playlist >


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"Your tea's brewing. Your phone's in your hand.
You could scroll... or you could send 5 words that make
someone's day. Doesn't have to be deep. Just honest."



Taylor's of Harrogate

Subscribe and get your weekly
reminder to use those 5 brewing
minutes to send 5 kind words to
someone worth it.

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Me: "I don't do feelings."

Taylors of Harrogate

Subscribe to get a reminder to use your tea time to send 5 kind words.

Ad

While You Wait



Also me during the tea timer:

"You're still my favourite human."

Taylors of Harrogate

Subscribe to get a reminder to use your tea time to send 5 kind words.

Ad

While You Wait

While You Wait

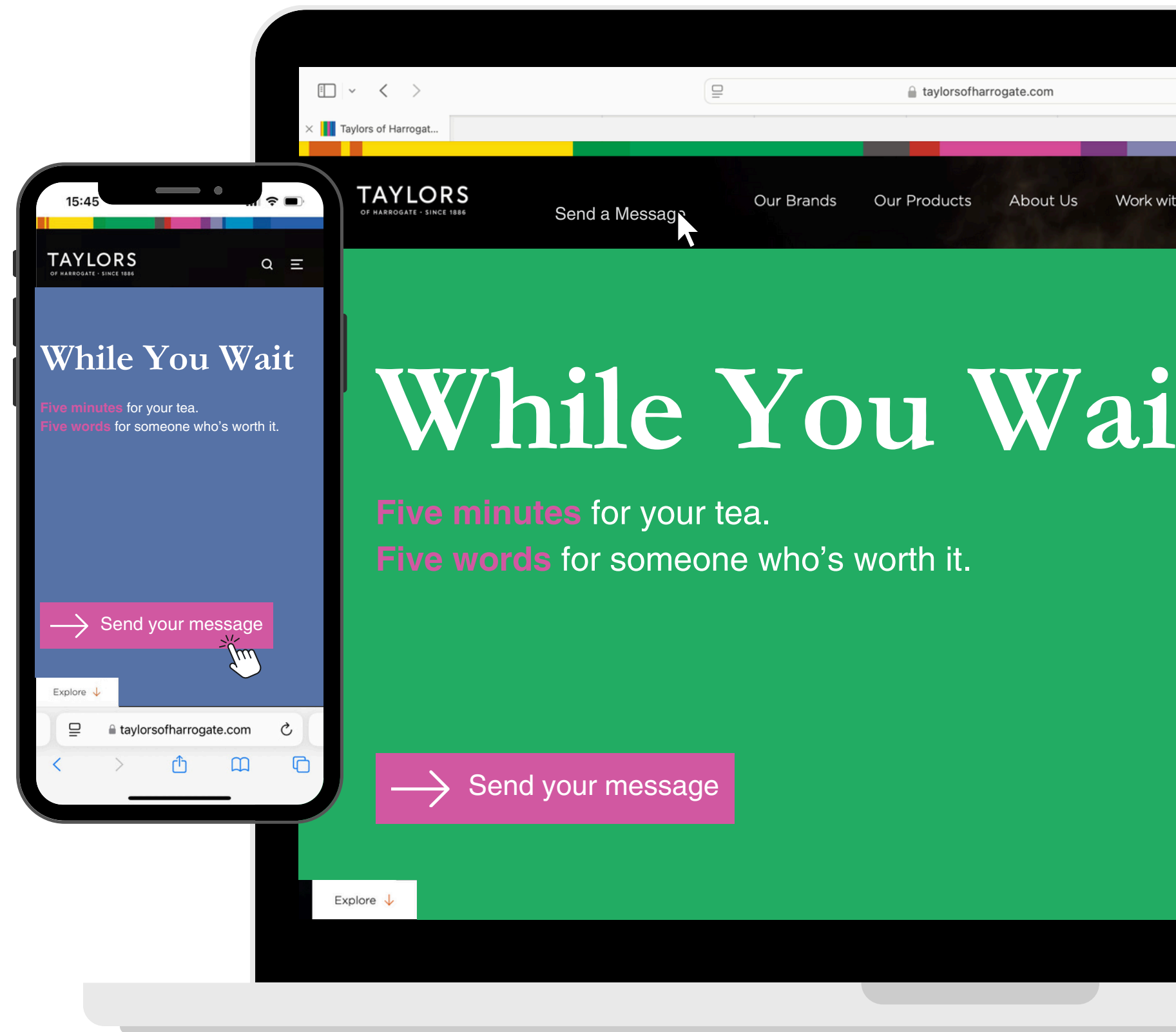
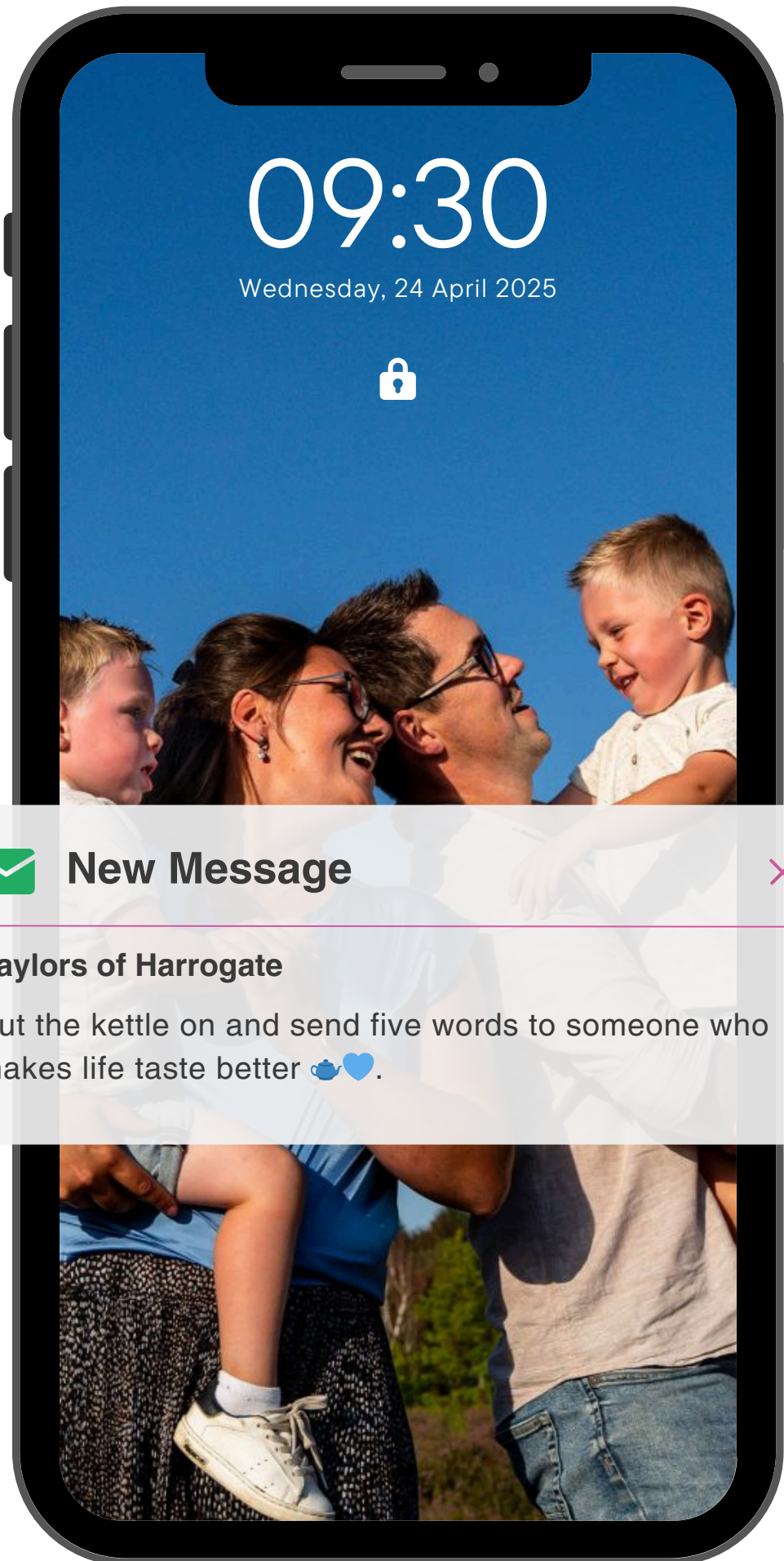
Five minutes for your tea.
Five words for someone who's worth it.

→ Send your message

While You Wait

Five minutes for your tea.
Five words for someone who's worth it.

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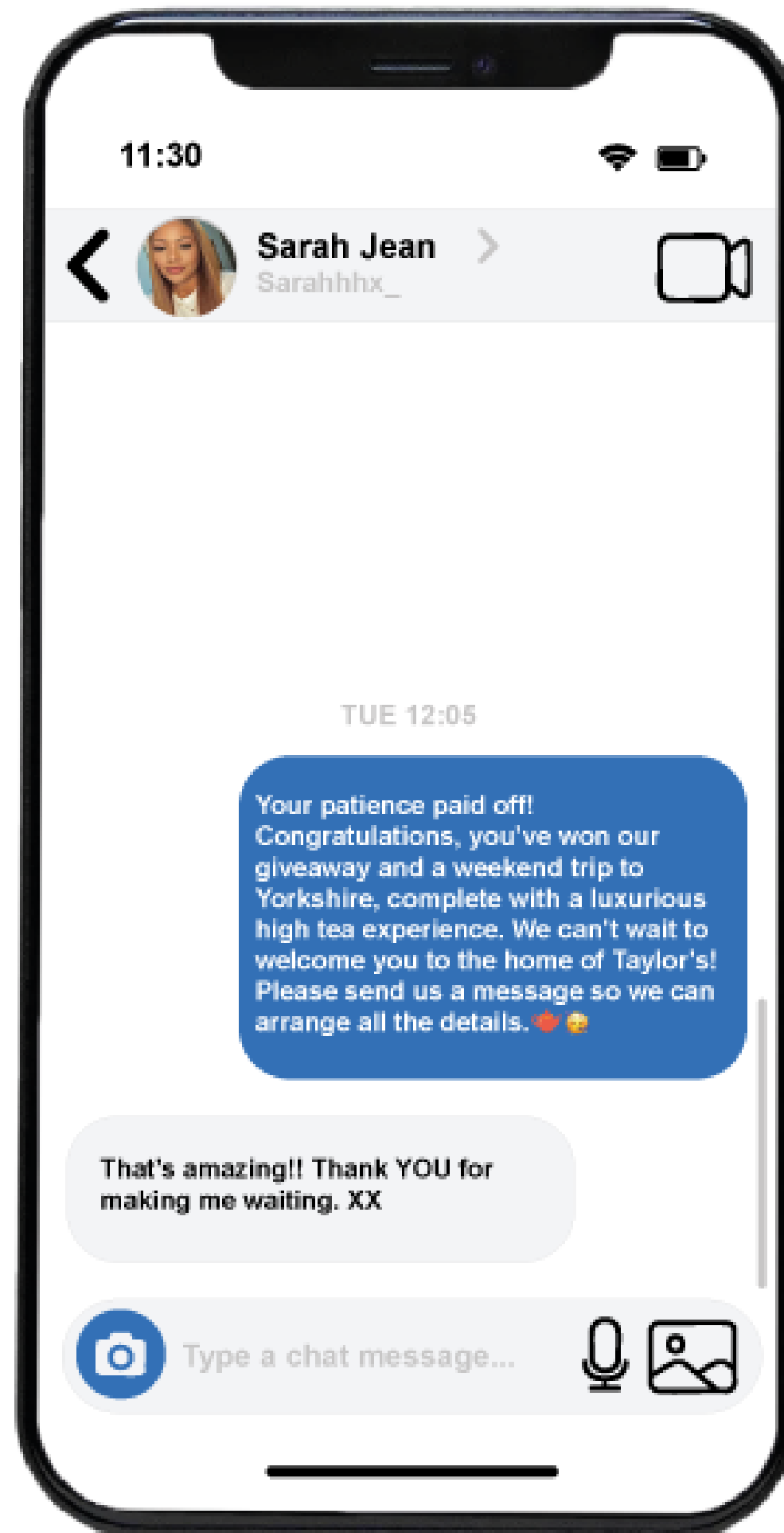
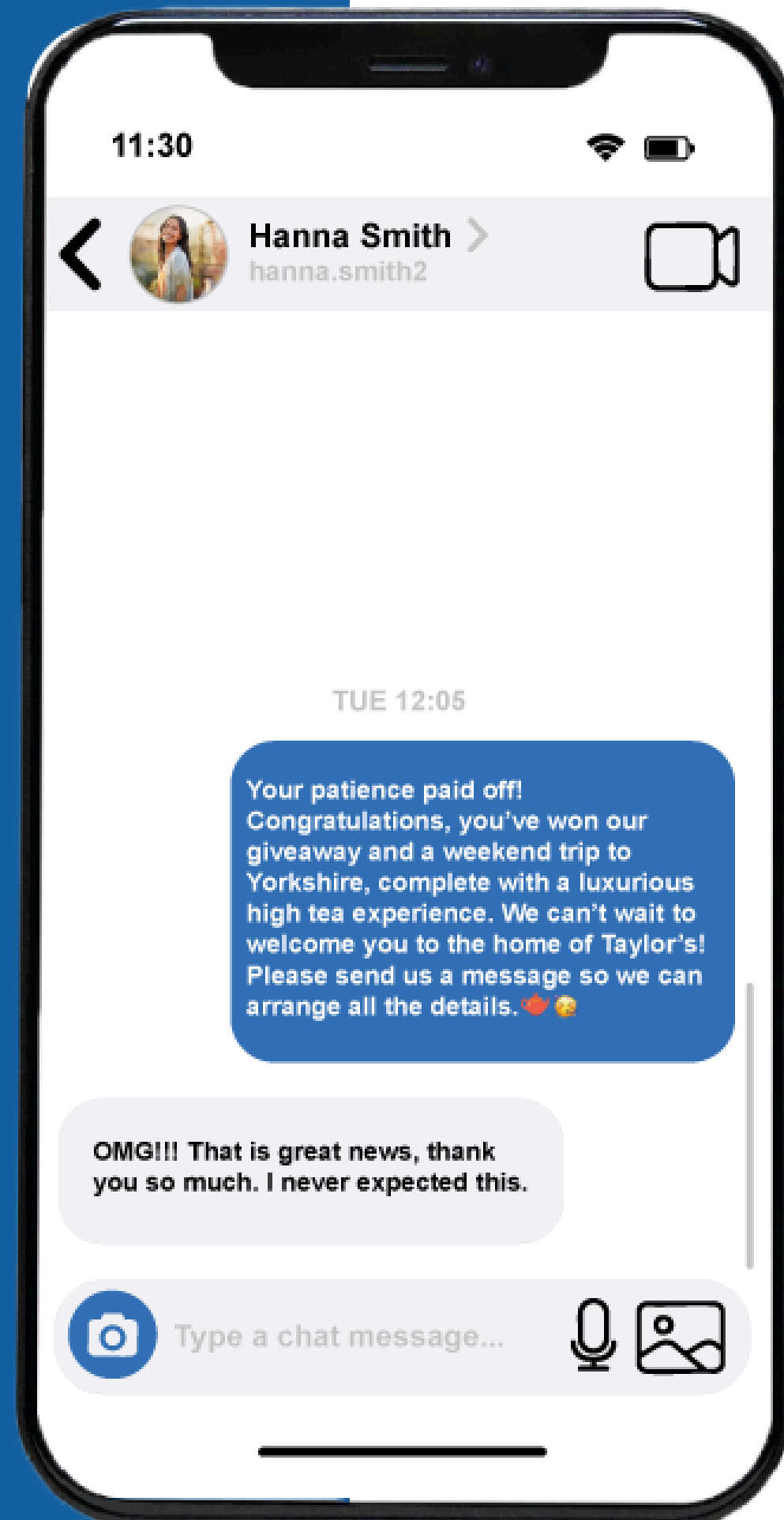


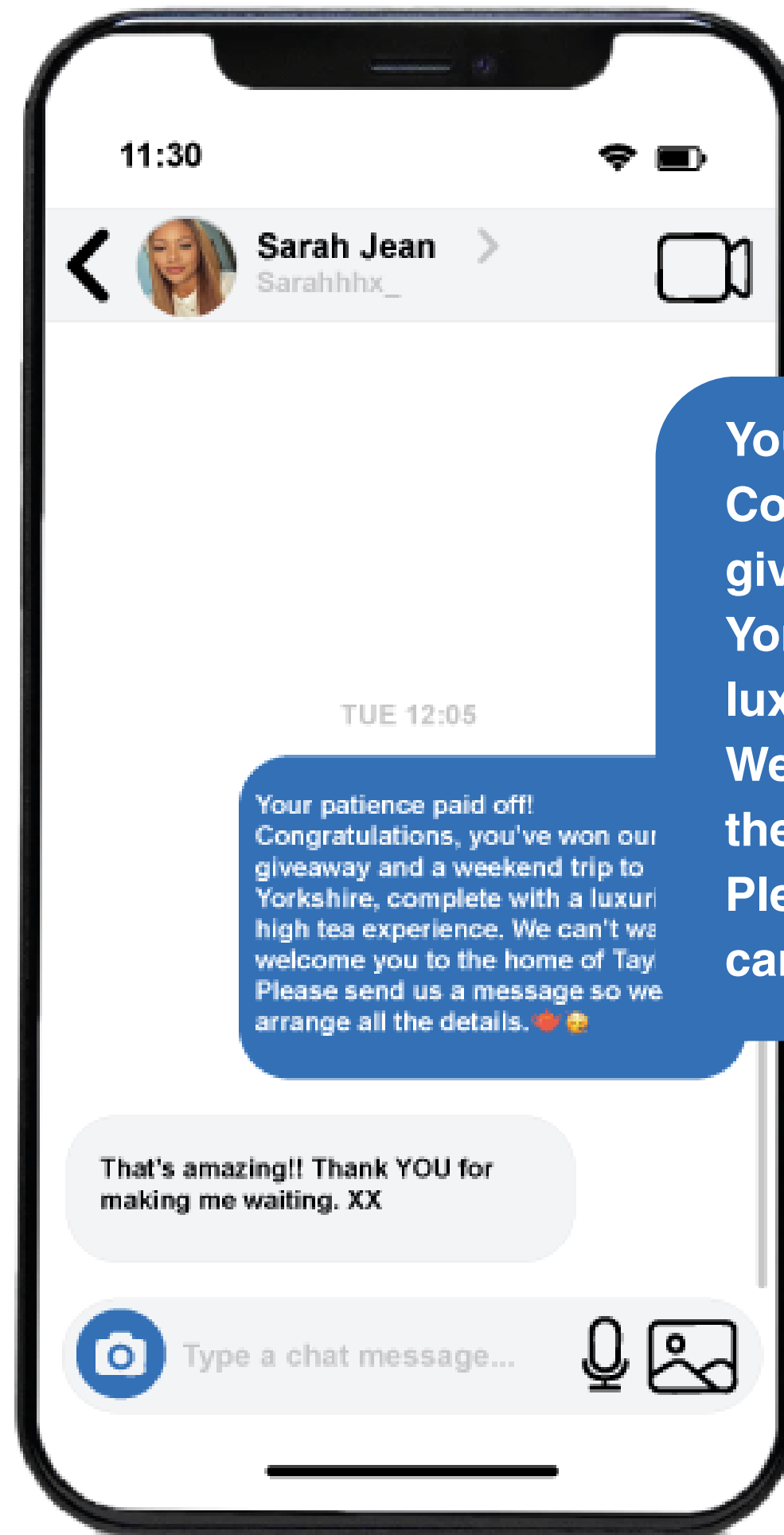
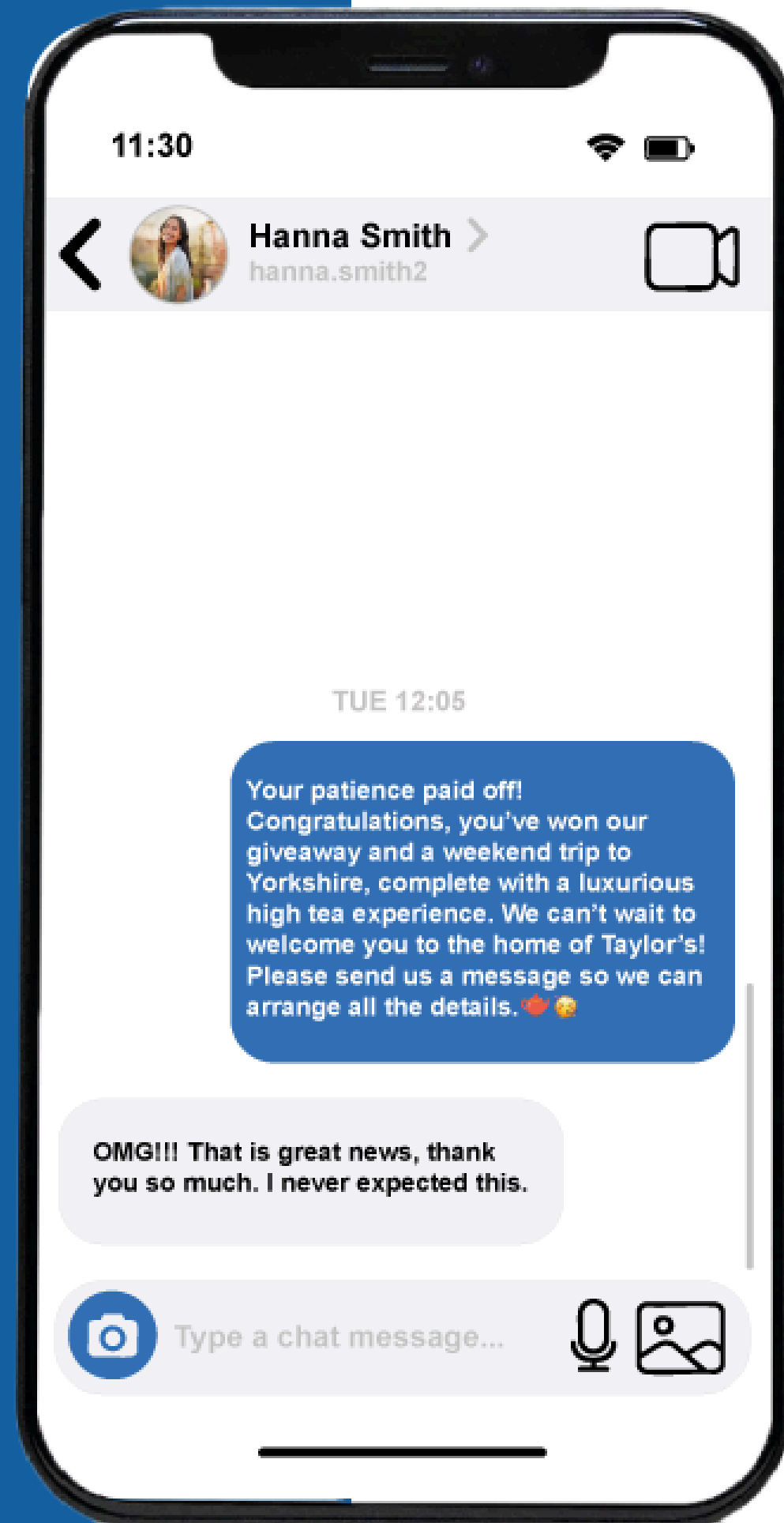
3 Celebrate the wait

The audience has tasted and
seen the difference

We shift to celebrating

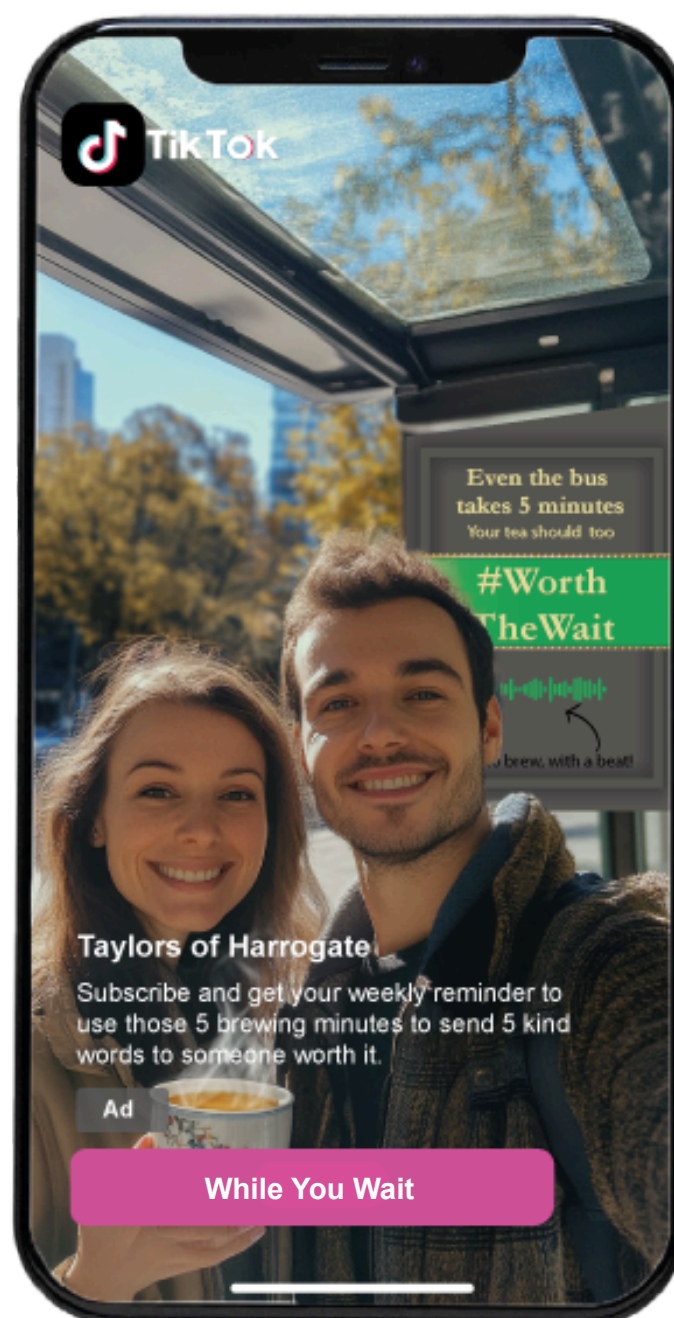
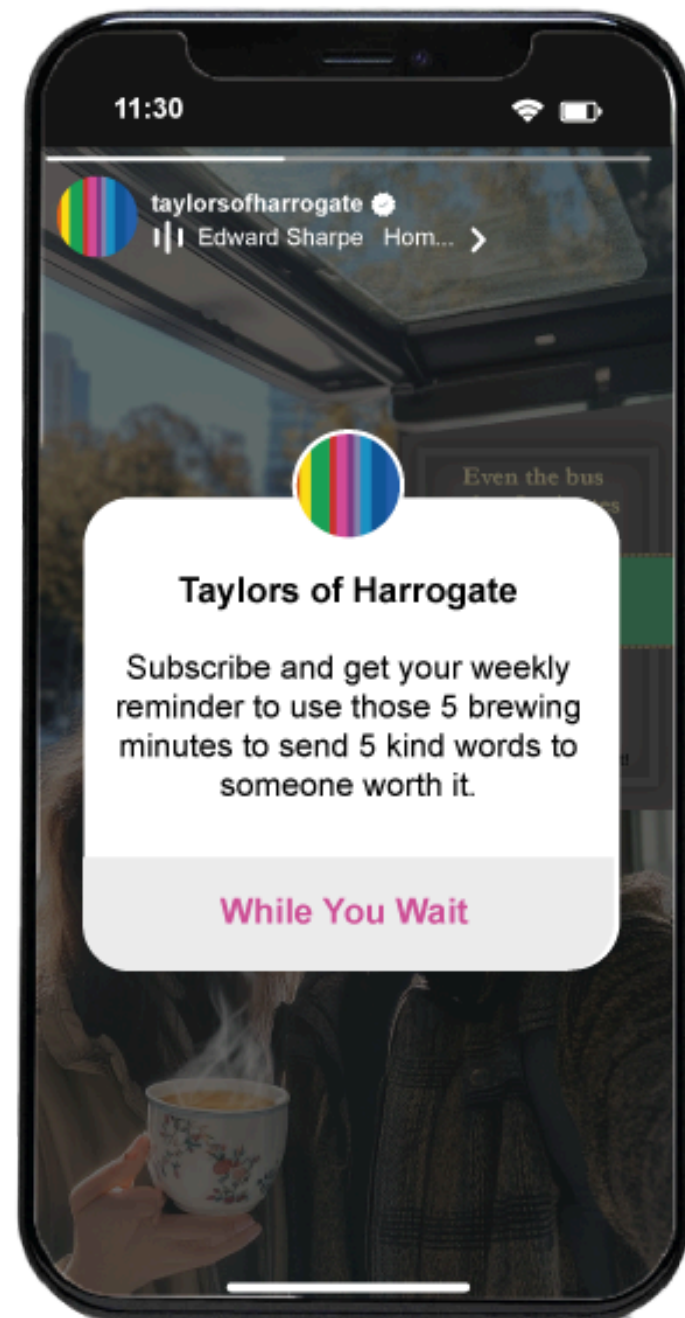
This brand stands for quality





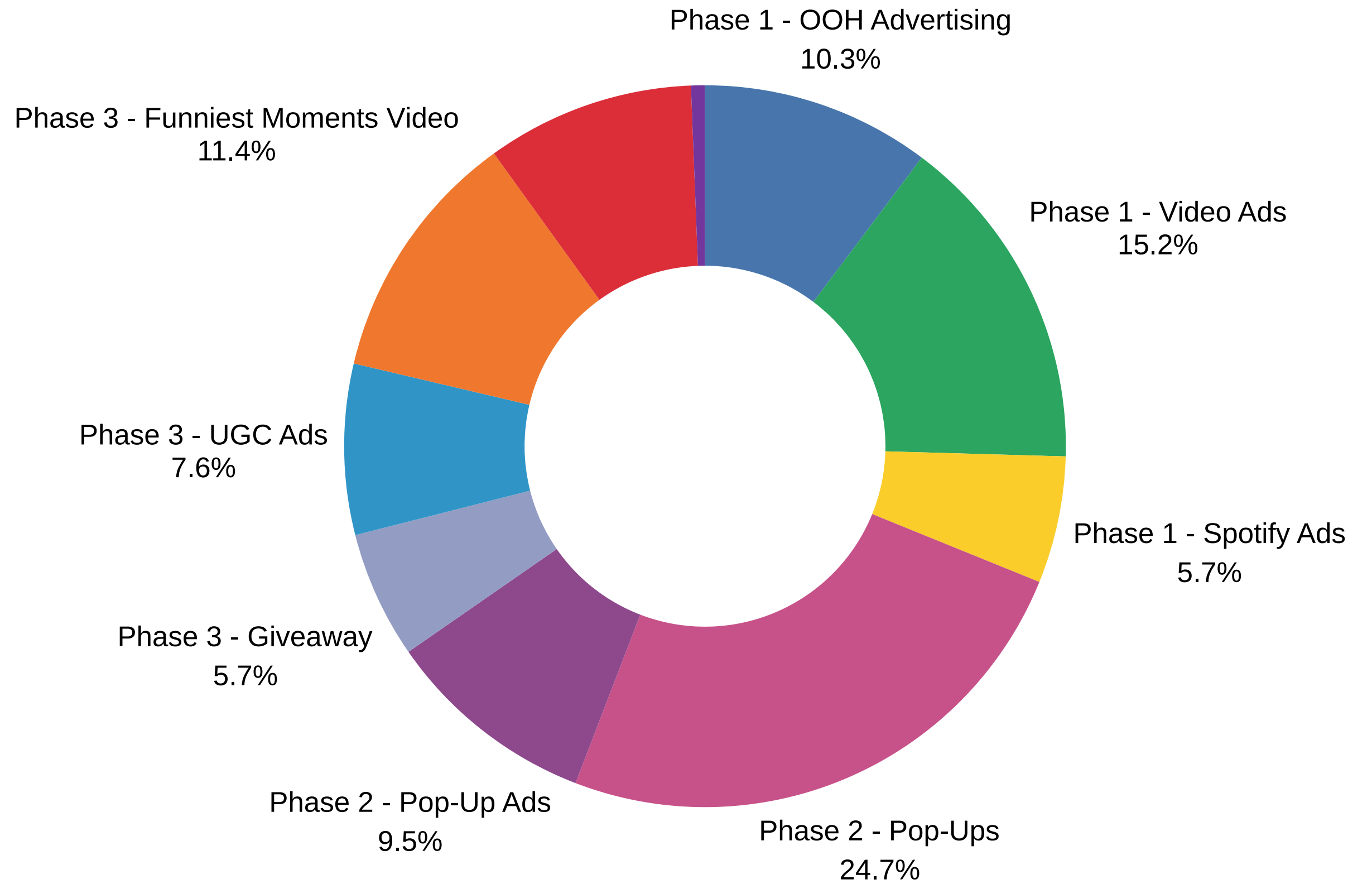
Your patience paid off!
Congratulations, you've won our
giveaway and a weekend trip to
Yorkshire, complete with a
luxurious high tea experience.
We can't wait to welcome you to
the home of Taylors!
Please send us a message so we
can arrange all the details. 🍵🎉





£300K

£28K



What's in it for them?



The target audience

- A moment of calm in a rushed world
- A new ritual that feels good and does good
- A better cup of tea and better habits



Taylors of Harrogate

- Emotional relevance with a younger audience
- Brand loyalty built on shared values, not just taste
- A campaign that doesn't shout, but stays and lives on



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So... who's ready to stop
rushing, and start making life
worth the wait?