

**STRATEGICS**  
**RECOMMENDATIONS**  
**LIPTON ICE TEA**

group 18





# ANALYSIS





# THE CONTEXT

50L of sweet beverage  
each year.

## FRENCH CONSUMER

46% consume soft drinks  
on a regular basis.

5th most consuming  
country.



### Soft drinks :

- Image of high sugar content; ;
- Excessive consumption.



### Iced-Teas :

- 248 million in supermarket sales;
- Lipton Ice Tea market leader;
- More and more competition.

Lipton



# ENLIGHTENED BY THE BRIEF

**OUR CLIENT WANTS AN ACTIVATION FOR HIS NEXT CAMPAIGN 2023, TO RISE HIS NOTORIETY FOR THE GEN Z.**

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"Reconnect people between us" & communication tools of the Lipton Ice Tea : refreshment, healthy and good mood.



The previous campaign "ACTION ou VERI-THE" ou gives new ideas, but we have to include the shadow notion for this campaign 2023.



Digital strategies and think about a charitable aspect, with an NGO dedicated to Students/Gen Z.



# AT YOUR SERVICE TO SHINE



**12 MULTIPLE SKILLS FOR YOUR OUTREACH.**





**HOW DO YOU  
POSITION LIPTON AS  
A SHARING ALLY WITH  
GEN Z IN SUMMMER?**





A KEY  
**PLAYER**  
IN THE BEVERAGE SECTOR

**RECONNECTING**  
PEOPLE  
TO EACH OTHER

KEEP ITS  
**SOLAR** AND POSITIVE  
PERSONALITY

THE CONSUMER'S  
MOMENT OF **FRESHNESS**  
AND LIFE

GEN**Z**  
More BROADLY 7-77 YEARS





# GOALS



## Conitive goal

**TO INCREASE AWARENESS OF THE LIPTON BRAND IN THE SOFT DRINK MARKET FOR SUMMER 2023.**

**TO DEVELOP THE DIGITAL COMMUNITY OF LIPTON ICE TEA FRANCE.**

## Emotional goal

**REINFORCE LIPTON'S IMAGE AS A SHARING FACILITATOR.  
POSITION LIPTON ICED TEA AS A HEALTHY, UNIQUE AND  
REFRESHING DRINK.**

## Conative goal

**TRIGGER THE ACT OF BUYING AND CONSUMING THE PRODUCT DURING  
THE SUMMER OF 2023.**



# TARGET



## Core target

**STUDENTS / YOUNG WORKERS / MIDDLE-INCOME URBANITES (16-25Y).  
MODE OF CONSUMPTION: #FASTFOOD, DRINK SOFT DRINKS VERY REGULARLY.**

## Primary target

**STUDENTS AND YOUNG WORKERS (16-35Y), VARIOUS SOCIO-PROFESSIONAL  
CATEGORIES, HIGHER INCOME THAN BEFORE.  
MODE OF CONSUMPTION: #OCCASIONAL SOFT DRINKS (E.G. WITH FRIENDS)**

## Secondary target

**35 YEARS AND OVER, MORE EXPERIENCED WORKERS, URBAN OR RURAL,  
HETEROGENEOUS INCOME + RADIO, PRESS.  
CONSUMPTION MODE: ADAPT THEIR CONSUMPTION ACCORDING TO THEIR  
TASTES, ATTACHED TO THE #BRAND'SVALUES.**



# RADIATE TO GEN Z

#CONNECTED

#CREATIVE

#CHILL





# INSIGHT



**JULIEN, 17Y**

#icedteafan

I love iced tea! I'm a big fan, I love the refreshing and thirst-quenching taste, especially in summer! I drink it every day as it is my favourite drink.



**MAXIME, 19Y**

#averageconsumer

I drink ice-tea when it's available or when I just don't feel like drinking fizzy drinks. I think it's good but it's not what I drink on a daily basis.



**LÉA, 22Y**

#careful

I love ice tea, it's my guilty pleasure but I'm careful because I'm a sportswoman, I avoid sugar as much as possible. But a glass of ice tea from time to time never hurt anyone!





# OUR CREATIVE STRATEGY





IN 2023, WE REFRESH OUR  
BRAND BIG IDEA

GOOD THINGS HAPPEN WHEN WE  
BRING OUT THE **SUNSHINE**





**MOMENT** SHARING, DISCUSSION,  
FRIENDS, DURATION **RADIATION**  
SUN, SUMMER, WARMTH, FRIENDLINESS,  
WARM, SHADE, COOL, SUNSET







UN INSTANT DE RAYONNEMENT  
**A MOMENT OF RADIANCE**



THE FESTIVAL

First Edition 2023

Lipt'sun

FEST





**COMPLEXE CULTUREL LE HAVRE,  
SABLES D'OLONNES 85 100**

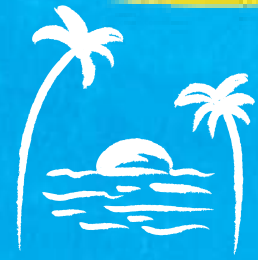
**AUGUST 181920**



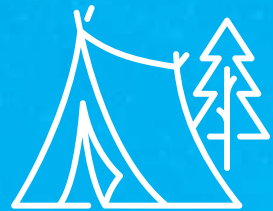
# A LOCATION NEAR THE SUN

## LES SABLES D'OLONNES

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Proximity to the ocean, the beach and natural areas.



The proximity of the camping is adequacy with our target.



The location is well served and the train station is very easy to reach: 15 minutes.





# A GLOWING ASSOCIATION

## NIGHTLINE

### THE ASSOCIATION

Expert in student mental health thanks to free listening lines, carried out by student volunteers and based on the principle of peer support.

### OTHER ACTIONS

They also provide a platform created to find free psych support & an Instagram page dedicated to destigmatizing student mental health.





# FRIDAY



Orelsan



C2C



La Fève



Ziné



Lujipeka

# SATURDAY



Tiakola



Georgio



Chilla



Bekar



47Ter

# SUNDAY



Lomepal



Big Flo&Oli



Pony Pony Run Run



Jade



Bu\$hi



# ORGANIZATION

## THE LIPTON ICE TEA EXPERIENCE.



<b>FRIDAY</b>	<b>SATURDAY</b>	<b>SUNDAY</b>
Entry : 3 PM	Entry : 11 AM	Entry : 11 AM
Closure of the Lipt'Sun Fest : 3 AM Approximatly 1 hour after the last song		





# RADIATE WITH GRAPHIC CHARTER



## COLORS



## TEXTURE



## LOGO

First Edition 2023  
**Lipt'sun**  
FEST

**Lipt'sun**  
FEST

First Edition 2023  
**Lipt'sun**  
FEST

**Lipt'sun**  
FEST

First Edition 2023  
**Lipt'sun**  
FEST

**Lipt'sun**  
FEST





**LIVE TWITCH**

# HIT LIPT'SUN FEST

Create together an original music on a style 80's,  
2000's, 2010's.

**FRIDAY**

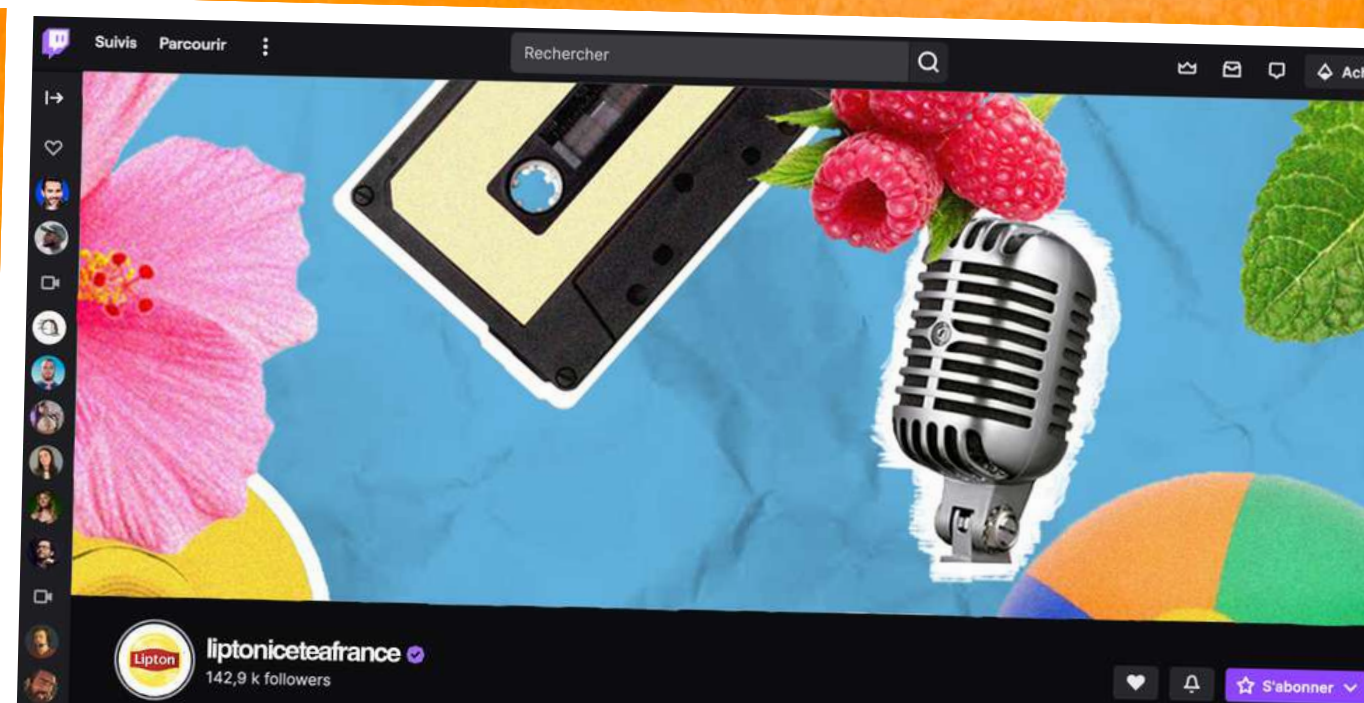
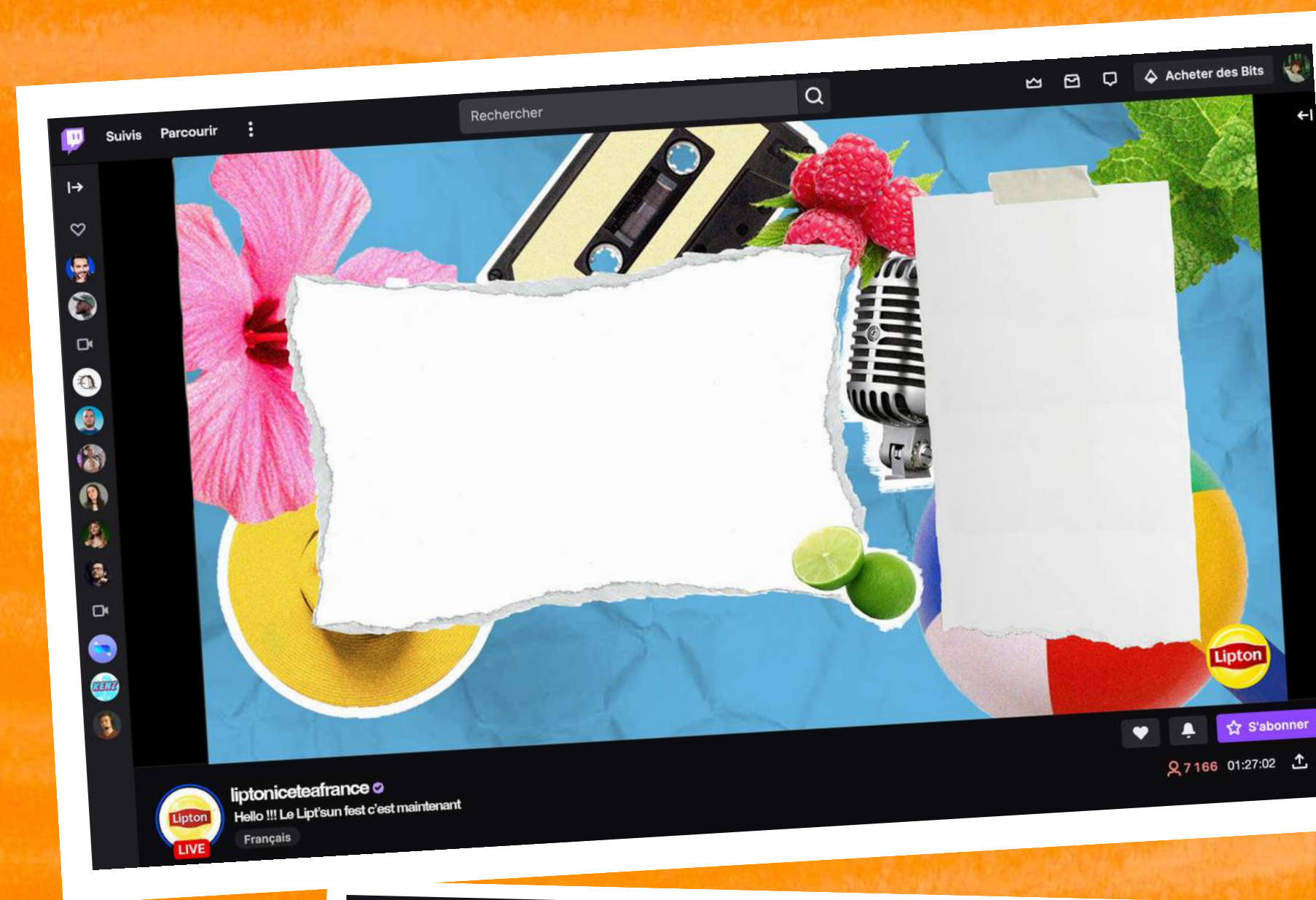
**ORELSAN, TOLDYA, LE MOTIF, PANDREZZ**

**SATURDAY**

**RONOMUSIK, ROARE, BIANCA COSTA, MYD**

**SUNDAY**

**BIGFLO, OLI, JOYCA, THÉODORT**





# RADIATE THROUGH THE WHEEL GAME

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## PHYSICAL VERSION

Dozens of challenges for invited festival-goers (Action or VERI-THE type)



## DIGITAL VERSION

Landing page available from the beginning of the festival until the beginning of winter (QR Code present on the stand during the festival)





REFRESH YOURSELF

# REFRESH YOURSELF WITH WATER MISTERS

**1** WITH A  FLAVOUR  
& ANOTHER WITH WATER

REFRESHMENT

FRIENDS

PEACH TASTE

## OBJECTIVES

- Refreshing in the summer heat
- Reminder of Lipton's iced tea taste
- Olfactory experience
- Festival route
- Combine freshness, peach taste and Lipton Ice Tea





REFRESH YOURSELF WITH  
**VENTREGLISS**

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**1** RELAY  
RACE

**2** TEAMS  
OF FESTIVAL-GOERS

**FUN**  
**& HAPPINESS**  
**& REFRESHMENT**





# HAVE FUN WITH PEACHVOLLEY

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A SIMPLE AND FUN ACTIVITY  
WITHOUT THE HEADACHES.

10/15 MINUTES

CONVIVIALITY

SUN GAME

PHOTOGRAPHY





# STAY FRESH AND CREATE YOUR COCKTAIL

CREATE THEIR OWN COCKTAIL FROM  
A BASIC ICE TEA REQUIREMENT.

## OBJECTIVES

- Refreshment
- Taste experience
- Associate a unique moment with a drink
- Memory of consumption

## CONVIVIALITY

## CUSTOMISATION





# IMMORTALIZES THE MOMENT WITH PHOTOBOOTH COLLABORATIVE

Creation of a collaborative photo mural by festival participants.



## OBJECTIVES

- Brand image
- Visual experience
- Creative and collaborative concept
- Creating a link between festival participants





# HAVE FUN WITH **GIANT TOTEM**

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3D LETTER TOTEM :  
#LIPT'SUN FEST.

#LIPTSUNFEST

IMMERSIVE EXPERIENCE

FUN TIMES





# TAKE THE SUN WITH THE PEACH CHAIR

## GOAL

Take pictures and immortalize these radiant and summery moments at the LiptSun Fest.

## DEVICE

Presence of a kakemono with the hashtag of the event "#LITPSUNFEST" and the tagline of this animation "J'suis dans ma pêche t'es dans la dech".

#FUN

#WITHFRIENDS

#LIPTSUNFEST





# STAND OUT WITH FESTIVAL BRACELET

## ORANGE

For underage festival goers. Access to three free glasses of Lipton Ice Tea.



## GREEN

For volunteers (organisers, technicians, waiters...) A number from 1 to 10 shows the degree of competence and access on the festival.



## BLUE

For major festival-goers. Access to 1 drink with alcohol (cocktail or beer)



# THE UNIFORM OF STAFF

# THE "RAYONNEURS"

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# SUPPORT THE ASSOCIATION WITH MERCHANDISING

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50% OF THE PROFITS FROM THE  
MERCHANDISE GO TO THE ASSO.

## OBJECTIVES

- Support the association Nightline
  - Buy a special one-off product
  - Have a souvenir of the festival
- Products related to summer, heat and freshness.

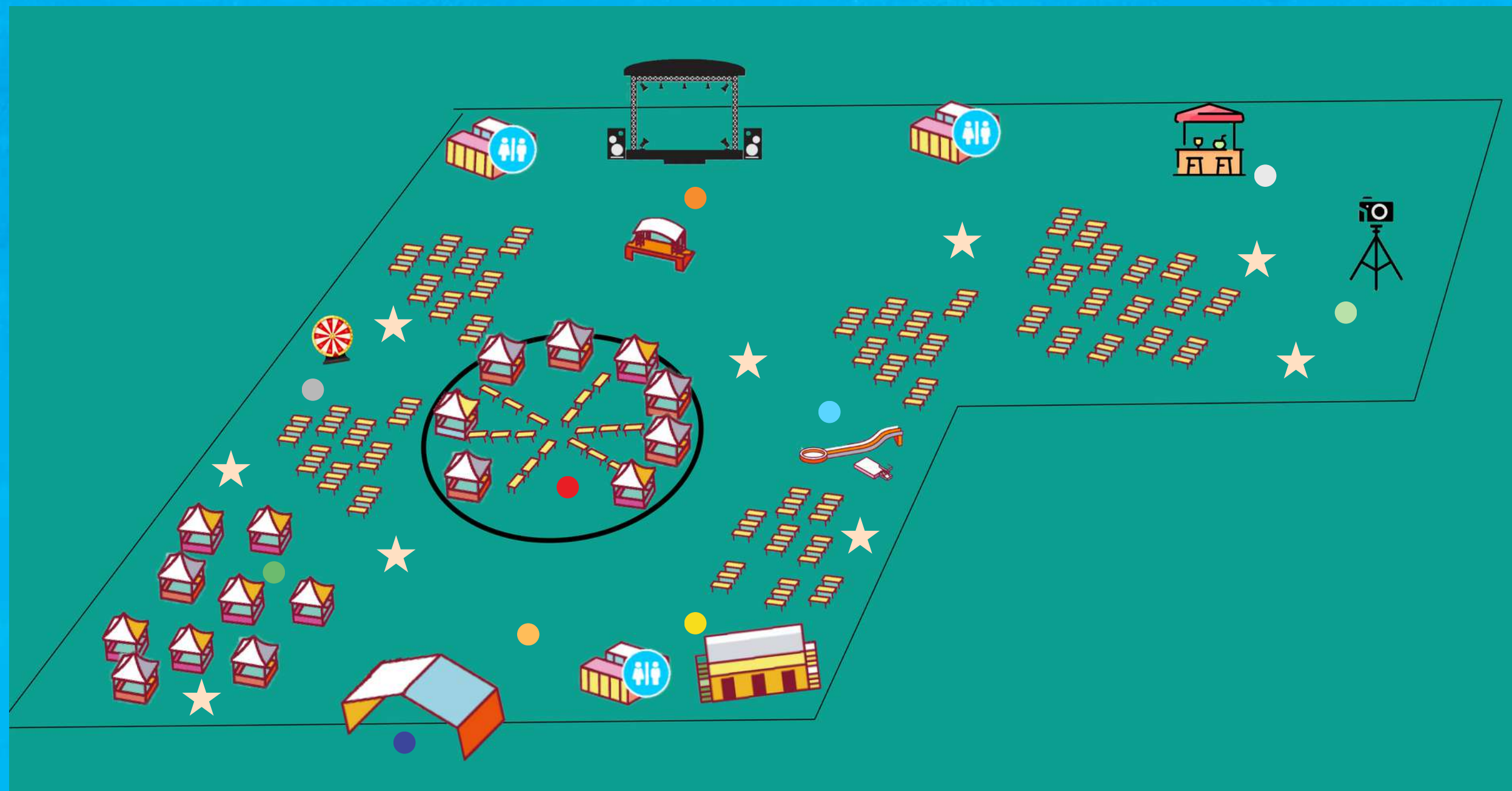








# THE FESTIVAL'S MAP



## LEGEND

- Accueil / entrée
- Zone de sécurité
- Lipt'partenaire
- Lipt'Food&Drinks
- Lipt'Fraicheur
- Lipt'Scène
- Lipt'Jeu de la roue
- Lipt'Bar
- Lipt'memories  
(photobooth / fresque)
- LIPT'SUNFEST  
(totem géant)
- ★ Distributeur Ice tea



# HAVE PLANNED WITH **OUR STRATEGY**

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## **SOCIAL MEDIA**

- Instagram, TikTok, Youtube, Twitch
- majority target attendance (gen z 16-24)
- create a community
- strong engagement

## **MESSAGE**

- Lipton Ice Tea is the refreshing summer drink to share with friends for a moment of enjoyment
- not being focused on the brand
- highlighting the benefits and moments of sharing

## **TON**

- proximity & familiarity
- young vocabulary
- young people talking to young people

## **THEMES**

- Holidays
- Summer
- Friends
- Sharing
- Festival
- Conviviality

## **FREQUENCY**

- IG : weekly stories, published 3 times a week
- Tik Tok : published 5 times a week
- Youtube : short video
- Twitch : Live replay





# SOCIAL MEDIA STRATEGY

## 3 MOMENTS OF THIS EVENT




### BEFORE

- Teasing content (sms campaign, shadows of artists)
- Announcement of event
- Landing page
- All practical informations (date, artists, place, tickets price...)
- Spotify Podcast

### DURING

- Festival content
- Program / lineup of each day
- Share content of Lipt'Sun Fest on social media day to day
- Repost UGC content
- Live Instagram

### AFTER

- Share recap video of this first edition
  - Share interviews of public, artists and the staff
  - Email to the public for sharing a link with all photos of this event
- 



# SOCIAL MEDIA STRATEGY CALENDAR

**BEFORE**

	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
Teaser Social media Video shadows artists						
SMS campaign						
Social Media Post (announcement/ infos)						
Festival Teaser Youtube Video						
Landing page						
Spotify Podcast + Social media post						





# SOCIAL MEDIA STRATEGY CALENDAR

DURING

	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
UGC on Social Media					18,19,20	
Lineup / program on Social Media					18,19,20	
Instagram Live					18,19,20	
Twitch Live					18,19,20	
Stories (video) of the event					18,19,20	





# SOCIAL MEDIA STRATEGY CALENDAR

AFTER

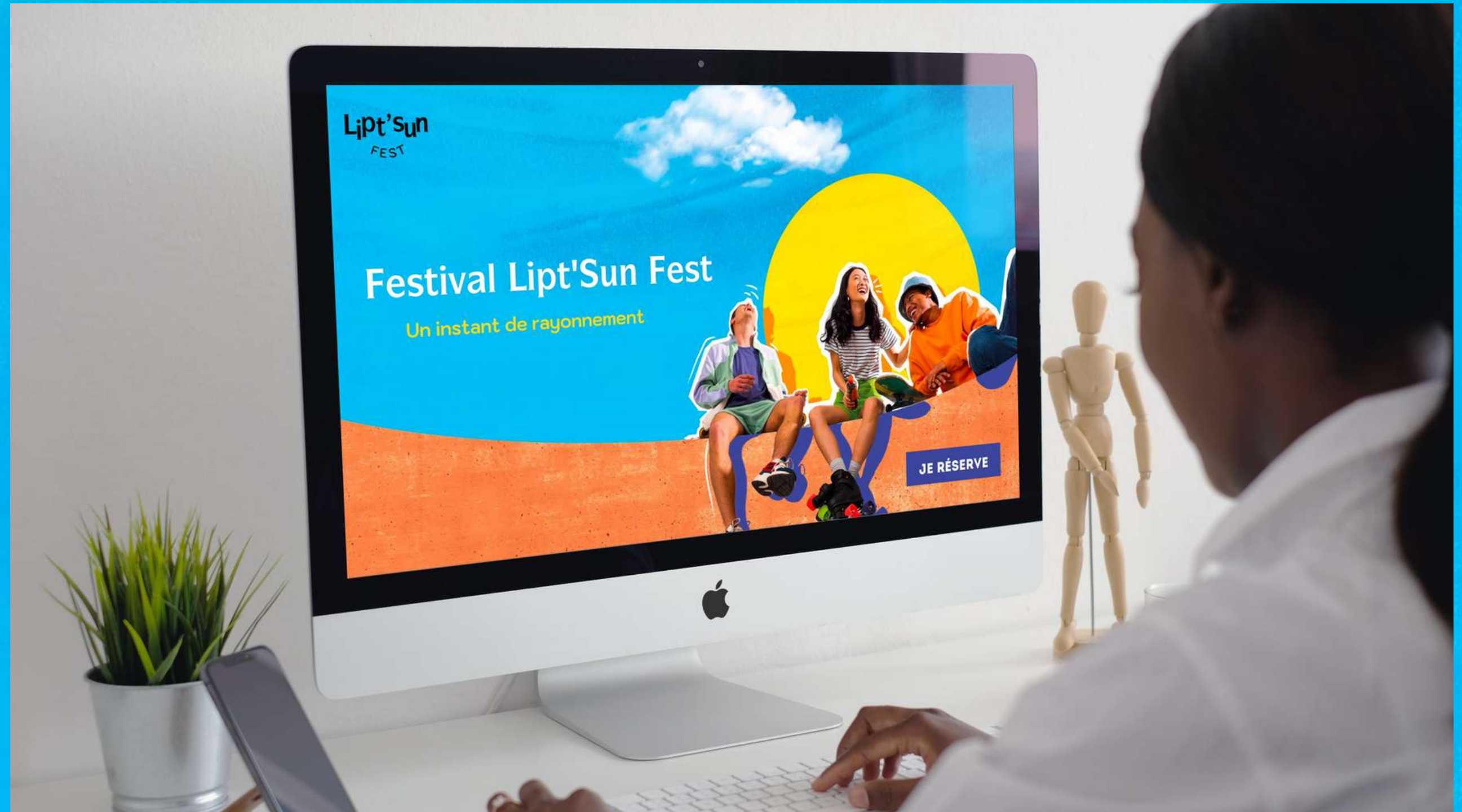
	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
Recap Video on Social Media						
Update highlight Instagram : Lipt'Sun Fest 🕶️						
Email with drive link to all photos						
Survey for a second edition						
Annoncement Lipt'sun Fest 2024						
Tickets Early birds Lipt'sun Fest 2024 Edition						





# COMMUNICATION STRATEGY

# LANDING PAGE





## Le festival Lipt'Sun Fest

Le Lipt'Sun Fest est festival de musique mais surtout un moment de partage, de discussion, d'amitié et de prévention !

c'est au Lipt'Sun Fest que tu vas passer ton meilleur été. Soleil, chaleur et rafraîchissement seront au rendez-vous !

On hâte de passer un instant de rayonnement ensemble !



Complexe Culturel Le Havre,  
Sables d'Olonnes 85 100



# AOUT 18 19 20 2023

### La Billeterie



Pass 1 jour

VEND OU SAM OU DIM

34 €

JE RÉSERVE

Pass 2 jours

Vend / Sam Ou Sam / Dim

62 €

JE RÉSERVE

Pass 3 jours

VEND / SAM / DIM

90 €

JE RÉSERVE



### Les Infos pratiques



#### Les Sables d'Olonne

À 6 km de la plage de la Sauveterre, les Sables d'Olonne propose un cadre naturel dépaysant, et une ouverture sur l'Océan Atlantique ! Nous vous conseillons vivement de découvrir cet endroit !

#### Transports

Les sables d'Olonne sont très bien desservie par la route et le train. La gare la plus proches se trouve à 15 min.

#### logements

Le complexe culturel Le Havre, se trouve à proximité de camping, hotels et d'auberges de jeunesse ! Tout pour passer un long week end endiable !



### Nos artistes

#### VENDREDI



#### SAMEDI



#### DIMANCHE



### Nos activités



Crée ton tube de l'été

Espace fraîcheur

Jeu de la roue



### Nos activités



Bar à cocktail

Peachvollyay

Photobooth



### Nos partenaires

#### Entreprises et autres



#### Institutions



### Nos Horaires d'ouverture

VENDREDI	SAMEDI	DIMANCHE
ENTRÉE : 15H	ENTRÉE : 11H	ENTRÉE : 11H
CLOTURE DU LIPT'SUN FEST : 3H 1H APRÈS LE DERNIER CONCERT		



Merci et à très vite  
au Lipt'Sun Fest

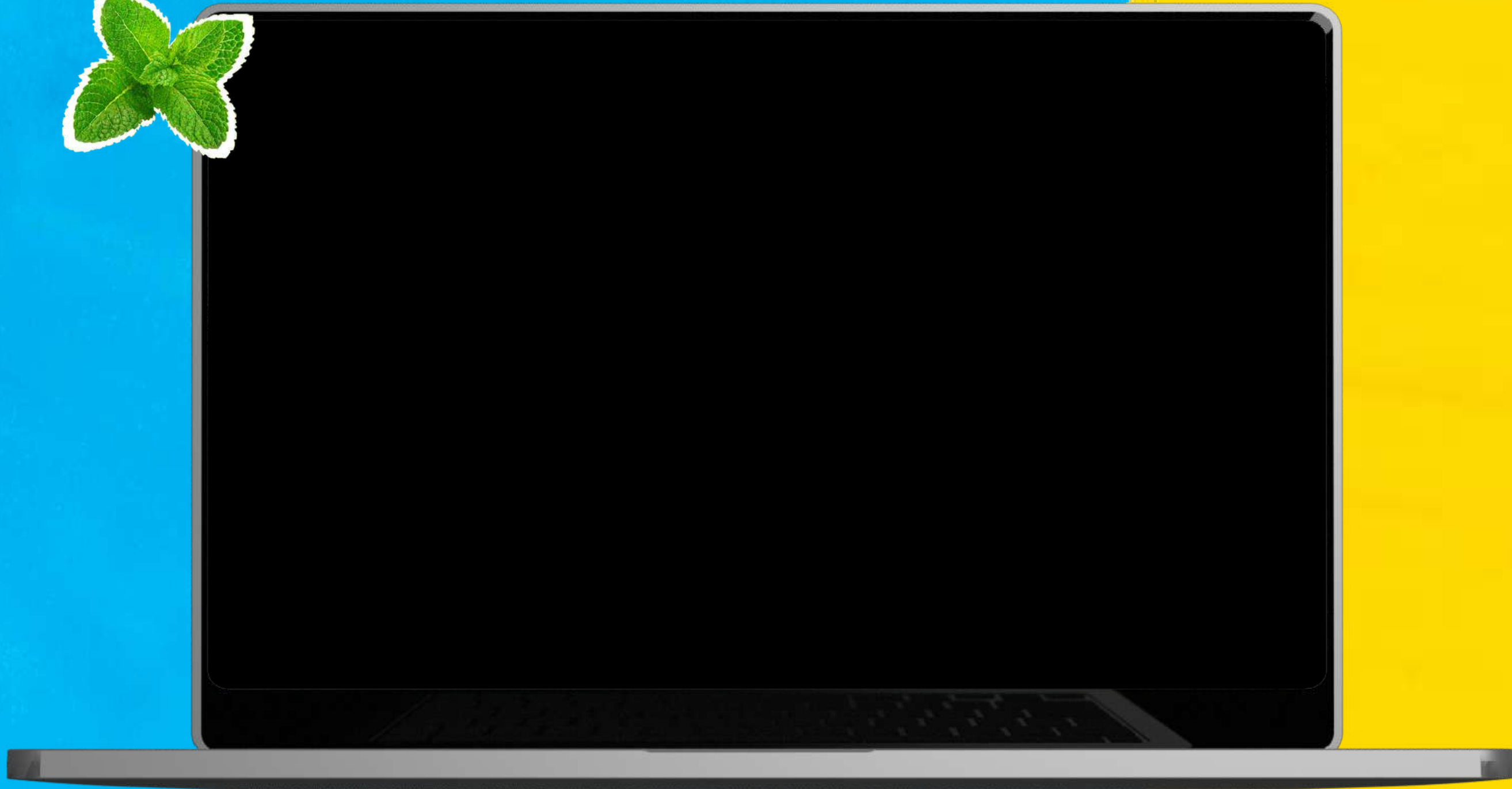
Lipton Ice Tea France  
20 rue des 2 gares,  
92500 Rueil-Malmaison  
01 55 69 90 00  
bonjour@liptsunfest.fr





**SOCIAL MEDIA STRATEGY**

**TEASING POSTS EXAMPLES**





**Lipt' sun**  
FEST

18  
19 & 20  
août 2023

Orelsan - C2C - La Fève  
Lujipeka - Ziné - Tiakola  
Georgio - Chilla - Bekar - 47ter  
Lomepal - BuShi - Bigflo et Oli  
Pony pony run run - Jade

lightline | twitch | prime video | Cultura | Lydia | RHEINOSCHIED | VENDEE | ibis | JBL | APPLE | SFR





# SOCIAL MEDIA STRATEGY

## POSTS EXAMPLES

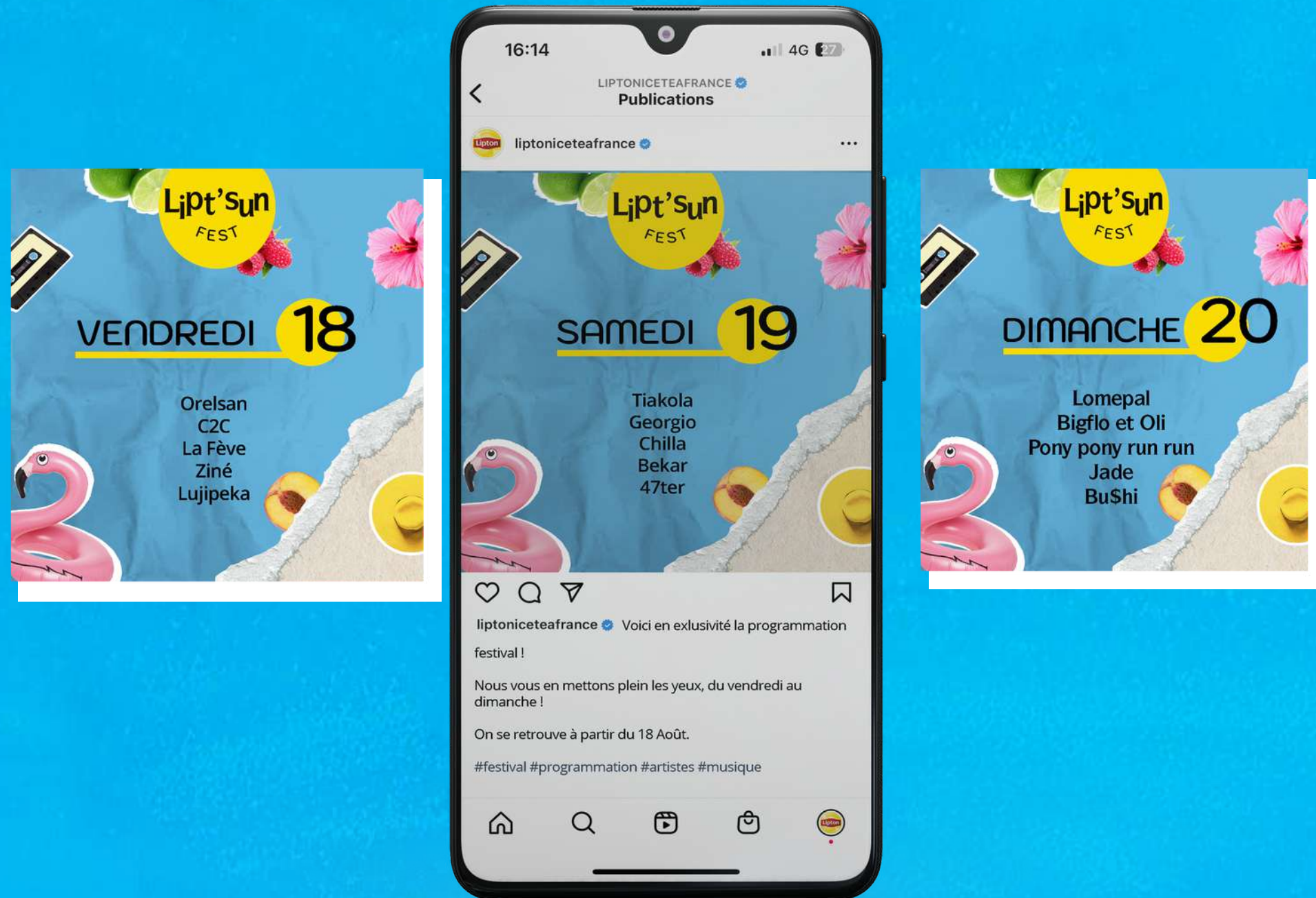
SMS





# SOCIAL MEDIA STRATEGY

# INSTAGRAM POSTS EXAMPLES



**CARROUSEL**





# SOCIAL MEDIA STRATEGY

## TEASER VIDEO



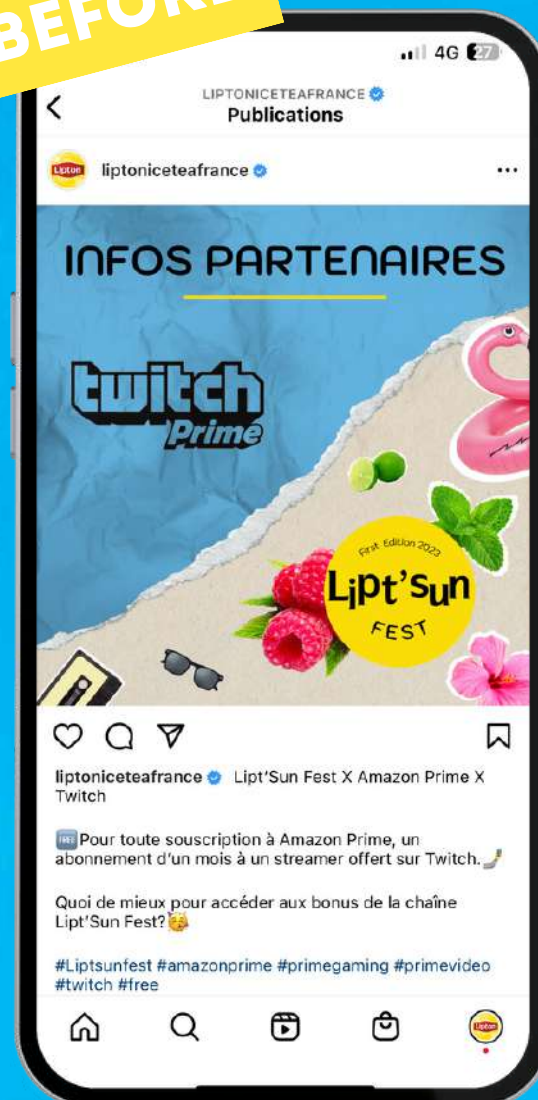


# SOCIAL MEDIA STRATEGY

## POSTS EXAMPLES



BEFORE



DURING



AFTER





# LET'S TALK BUDGET AND KPI'S





# REVENUE

INFOS	CALCULATIONS	AMOUNT
<b>TICKETS</b>	Pass 1 day : 30% = 9k -> 306k Pass 2 days : 45% = 13.5k -> 837k Pass 3 days : 20% = 6k -> 540k Early birds : 5% 1.5k 70€ = 105k Number of festival goers : 30k -> 1 788 000 x 0.8 + TVA (20%)	<b>1 430 400€</b>
<b>RESTAURATION</b>	Rental of food stands (number of stands)	<b>20 000€</b>
<b>BUVETTES</b>	Bar hire + Lipton Ice Tea sales Estimated 22500 litres (0.3€ per litre, sold at 4€ per litre) 22.5k x 4€ = 90k - (6750€ of drinks)	<b>83 250€</b>
<b>MERCHANDISING</b>	Sales of t-shirts, caps, bobs, bracelets... 50% of the sale to charities (180k - 50%)	<b>90 000€</b>
<b>SPONSORING</b>	Institutional, partners, sponsoring Premium partners: Spotify, Prime Video, Prime Video Others: Burger King, JBL, Cultura, Lydia, Fruitz, Rhinoshield Institutional: Vendée, Pays de la Loire, LSO Agglomération	<b>180 000€</b>
<b>TOTAL</b>		<b>1 803 650€</b>






# COSTS



INFOS	CALCULATIONS	AMOUNT
<b>LANDING PAGE</b>	construction of the landing page	<b>1 500€</b>
<b>VOLUNTEERS</b>	300 x 25 x 3 meal tickets over 3 days	<b>22 500€</b>
<b>ACTIVITIES</b>	Rental of equipment (beach volleyball, tummy time...) & food	<b>30 000€</b>
<b>ARTISTS</b>	Overall stamp	<b>500 000€</b>
<b>EQUIPMENT &amp; LOGISTICS</b>	Rental of audio and sound equipment, technicians, installation, transport, accommodation.	<b>200 000€</b>
<b>LOCATION</b>	Rental of the site for 5 days	<b>25 000€</b>
<b>SCENE</b>	A main stage	<b>10 000€</b>
<b>PUBLIC SERVICE</b>	Electricity, water	<b>75 000€</b>







<b>WASTE</b>	Waste management and collection, set up a self-collection system.	<b>5 000€</b>
<b>COMMUNICATION</b>		
<b>ADVERTISING ON THE EVENT</b>	Signs, 3D letters, stand advertising.	<b>20 000€</b>
<b>PR/MEDIA (PRESS/RADIO)</b>	Media invitations (Brut, Konbini, Funradio, influencers).	<b>4 000€</b>
<b>DISPLAY</b>	Bus stop posters, billboards: 12150€. Student flyers: €1275	<b>13 425€</b>
<b>SOCIAL MEDIA</b>	Paid (Insta, TikTok, Twitch, Youtube, Spotify)	<b>80 000€</b>
<b>VIDEO TEASER + RECAP</b>	Promotion RS event	<b>5 000€</b>
<b>PHOTO &amp; VIDEO</b>	3 people for the 3 days // 750€ per day	<b>2 250€</b>





<b>LIVE TWITCH</b>	Live music creation, production, set design, audio equipment rental, participants expenses.	<b>40 000€</b>
<b>MERCHANDISING (BRACELET, T-SHIRT, BOB, CAP...)</b>	Bracelet, Teeshirt, Bob, cap, Tote bag, cup holder, sunglasses...	<b>70 000€</b>
<b>INSURANCE</b>	Civil liability, weather, materials.	<b>30 000€</b>
<b>LICENCES AND PERMITS</b>	500 for the alcohol licence	<b>500€</b>
<b>SECURITY</b>	72h x 23€ x 40 agents	<b>66 240€</b>
<b>SACEM + ROYALTIES</b>	3% of your ticket price to pay for them.	<b>53 040€</b>
<b>VARIOUS</b>	In case of emergency, problems	<b>10 000€</b>
<b>AGENCY FEES</b>	Organisation of the entire festival, 10% - 30% of the festival budget.	<b>130 000€</b>
<b>TOTAL</b>		<b>1 393 455€</b>



# KPI'S

## PERFORMANCE INDICATORS // SMART

- To reach 40k followers on the Instagram account by September 2023.
- To have an engagement rate  $> 3.5\%$  on the Instagram account by the end of September 2023.
- Getting 5000 early birds in 1 month for the LIPT'SUN FEST 2024.
- Reaching 1000 posts on social networks with the #liptsunfest over the 3 days of the festival.
- To have a Net Promoter Score  $> 8$  by the end of September during the festival satisfaction campaign.
- To get a Return on Investment of 300k € on the whole LIPT'SUN FEST festival in order to be positive on the organisation of the festival (essential commercial element for future editions of the event).





**THANK YOU**





# SOURCES & RESEARCH

- Weezevent barometers on festival consumption habits
- SoFEST! study comparing key activity indicators of festivals in France (budget, festival profiles, prices, activities...)
- Audience and strategy Lipton Ice Tea

