



JAY CHIAT AWARDS 2023  
CATEGORY: NATIONAL STRATEGY

# CREATING A COFFEE GENERATION IN A TEA COUNTRY

## SUMMARY

Nescafe, an iconic global brand, struggled in India as its penetration remained stagnant for decades.

Over the years, the brand had tried multiple arguments to get Indians to give up tea and switch to coffee.

Yet, Nescafe failed to change their beverage of choice because tea is woven into the fabric of India.

Therefore, Nescafe had to reinvent its strategy- Instead of trying to convert habitual tea drinkers, it decided to focus on those who were not (yet) drinking tea.

### THE LATE TEENS

They are graduating from school and just entering college –

a life-stage where parental influence starts waning, and independence starts setting in.

It is also a time when their beverage habits are formed.

We discovered that Nescafe had the opportunity to make them choose coffee instead of tea – the beverage of choice for their parents.

For this cohort, we decided to make coffee a rite of passage.

Hence, creating a coffee- drinking generation.

This campaign led to a growth in household penetration of 18.5% over the previous year.





# For 50 years, Nescafé tried different strategies.

Nescafé entered India in 1963, which gave it an early-mover advantage in the market.

Over the years, it continued to be the market leader in the instant coffee segment, trying to find a way to get more Indians to take up coffee as their preferred beverage.



**Nescafé for Modern Living**

Only Nescafé brings you so much enjoyment

You'll love the rich, full flavour of Nescafé, the robust character of the finest coffee of its kind! Made from the choicest South Indian coffee beans—skillfully blended and roasted—Nescafé is 100% pure Instant Coffee! It's the modern way of coffee preparation—you merely add hot water to a teaspoonful of Nescafé in the cup.

Nescafé saves money. You can vary the strength exactly to taste, cup by cup. There is no wastage, nothing to throw away, not fresh grounds.

[www.OldIndianAds.com](http://www.OldIndianAds.com)

**NESCAFÉ**  
instant coffee

Made in just 5 seconds  
Just hot water in a spoonful of Nescafé on the cup, stir, and you're done. That's all the hassle and bother—no more to prepare!

**NESCAFÉ**  
the coffee that tastes so good

**A modern lifestyle choice**



**Come Alive with Nescafé**

It's a great feeling. The time's just right. Share the moment with a great taste. Nescafé.

**NESCAFÉ**  
instant coffee

Made from 100% pure coffee

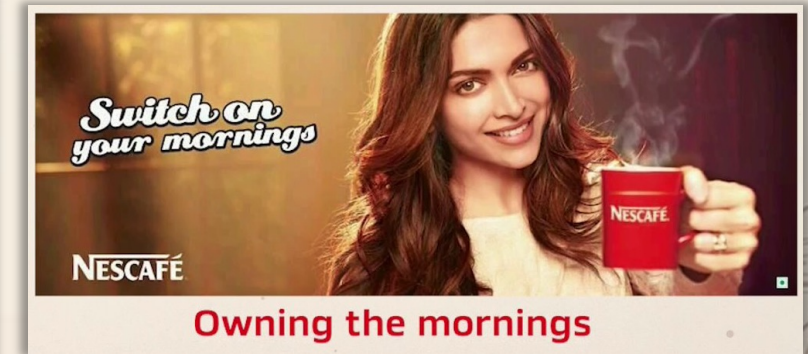
**A drink for special moments**



**LIKE US**  
to reveal the juicy details

TAKE A BREAK  
TALK LIKE A PRO  
SIT & SUPPER  
I'm a nobody

**Bonding Beverage**



**Switch on your mornings**

**NESCAFÉ**

**Owning the mornings**



But coffee penetration in India **remained low.**

Nescafe was the leader in the coffee category, but the coffee category itself was small.

Even after 5 decades, **its penetration in the North, East and West of India was just 12.9%.**





**That's because**

**Indians are habituated to tea.**

---

Indians have a near- addiction to tea. Tea is consumed across dayparts, in every season and for various reasons.

**For every 1 cup of coffee,**

**Indians drink 60 cups of tea.**

(client data)

Clearly, for Indians, tea isn't just a drink, it's a habit.

## THE CHALLENGE

---

To grow, Nescafe needed to **convert** tea-drinkers to coffee drinkers, but it's impossible to **change the beverage habits of an entire country.**

So, Nescafe decided to **change** its strategy in India.

## THE INSIGHT

---

Beverage habits are formed at **inflection points** in life.



## STRATEGIC PIVOT #1

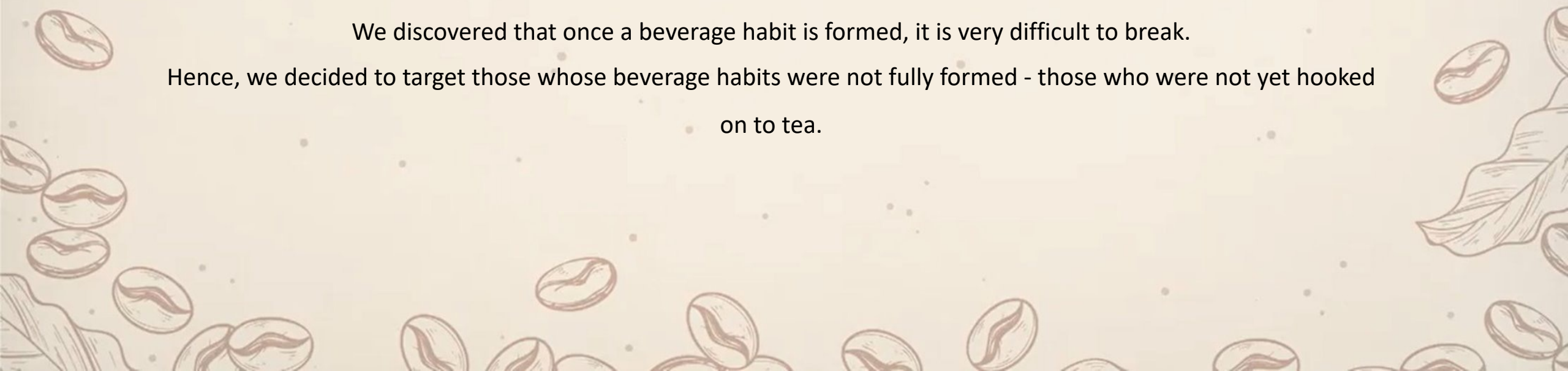
---

“Stop trying to **convert** tea-drinkers.

**To win, create a coffee generation.”**

We discovered that once a beverage habit is formed, it is very difficult to break.

Hence, we decided to target those whose beverage habits were not fully formed - those who were not yet hooked on to tea.





# Therefore, we decided to talk to **THE LATE INDIAN TEENS.**

These teenagers were at the cusp of adulthood as they were moving from school to college.

Which meant that they would have to form new habits and make independent choices during this new life stage. Most importantly, these decisions will define their identity.

So far, they were either drinking milk or tea (which was the go-to drink for their parents).

However, now, as they step outside, they had the option of choosing their own beverages, snacks and hang out places.

SCHOOL



COLLEGE

## THE BARRIER

However, these teenagers **didn't like to drink coffee.**

---

In their opinion, coffee was too strong a beverage as it kept them awake all night.

However, rather than letting that be a negative, we decided to play the same qualities as the strength of coffee.

So, to target the late Indian teenagers to become the coffee generation, **we asked them to drink coffee:**

**NOT INSPITE OF THEIR BARRIERS BUT PRECISELY BECAUSE OF THEM.**

## THE INSIGHT

---

During this new life stage, there will be an unprecedented change in the pace, pressure and **hustle that is hard to keep up with.**

## STRATEGIC PIVOT #2

---

Redefined coffee from being a drink that **did not allow them to sleep**  
to a beverage that **awakens them.**

We understood that to keep up with the increasing hustle, they need to realize that gentle won't do anymore.

The gentle comfort of tea won't cut it anymore.  
Therefore, they need to shift their beverage of choice to Nescafé for its bold taste and aroma which will provide them with the strong stimulation to get them going.



THE BIG IDEA

---

**REPOSITION NESCAFE AS THE STEP- CHANGE BEVERAGE TO  
FUEL THEIR RESOLVE.**



## Building a coffee generation in a tea- country.

### Introducing coffee



### Making it a habit



### Living the coffee habit



## Building a coffee generation in a tea- country.

### Introducing coffee

Seed the coffee habit  
Pre- college



### Making it a habit



### Living the coffee habit





## Building a coffee generation in a tea- country.

### Introducing coffee



### Making it a habit

Creating new brand experiences across touchpoints  
Getting into college



### Living the coffee habit





## Building a coffee generation in a tea- country.

### Introducing coffee



### Making it a habit



### Living the coffee habit

Drive frequency of consumption  
In- college



In over 5 decades of its existence, Nescafe managed to be in

**8 MILLION HOUSEHOLDS**



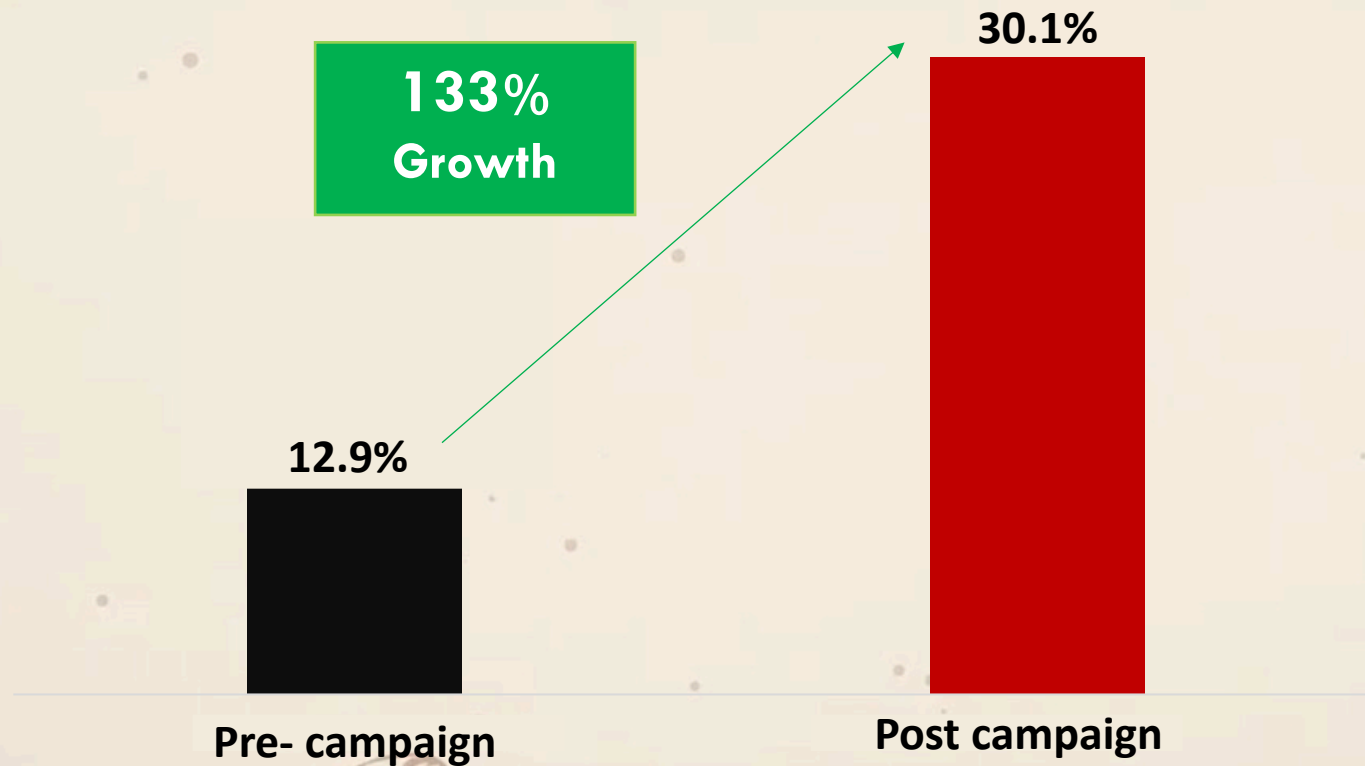
Post this campaign, we have already

**ADDED 16 MILLION HOUSEHOLDS.**



# HIGHEST EVER PENETRATION in tea strongholds!

HOUSEHOLD PENETRATION IN NORTH- WEST- EAST INDIA







**& that's how we created  
a coffee generation  
in a tea drinking country.**