

TAZO TAZO TAZO TAZO TAZO TAZO TAZO TAZO TAZO TAZO



TAZO

**THE *WORLD'S FIRST*  
REGENERATIVE AD**



# WE ATTEMPTED TO MAKE THE MOST *THOUGHTFUL, ECO- FRIENDLY* AD THE WORLD HAS EVER SEEN

\*Regenerative agriculture is a holistic approach to farming that focuses on improving and enhancing the health of the soil, ecosystem, and community. It goes beyond sustainable farming practices to regenerate and restore degraded soil, improve biodiversity, and create more resilient and self-sustaining farming communities.

At its simplest, regenerative\* is a principle in which you aim to give back more than you take. And in 2022, TAZO announced a multi-year regenerative plan to overhaul their full product supply chain to combat climate change.

As we prepared to launch the first 4 blends of regenerative organic teas, we knew 80% of our core audience found the product appealing but 68% were skeptical we would deliver on our promises. We realized succeeding meant earning the affinity of the highly skeptical eco-activist community.

We ran smack into a wall: producing and airing ads generates a shocking amount of carbon emissions. We couldn't rely on traditional production and distribution methods if we wanted to win over the eco-activist community.

So we decided to do something that hadn't been done before. We enforced a new climate strategy for our campaign: our ad had to be every bit as eco-friendly as the teas themselves.

**We set out to create the world's first regenerative commercial and create a new industry standard.**

## AFTER YEARS OF WIDESPREAD GREENWASHING, *TAZO FACED A SKEPTICAL AUDIENCE*

In 2022, TAZO announced a multi-year regenerative plan to overhaul their full product supply chain to combat climate change.

The brand took its most popular flavors and made them regenerative, which means it gives back to the soil, the ecosystem and the people that rely on the land. But the brand didn't stop at farming practices but applied regenerative principles to everything from the supply chain to packaging.

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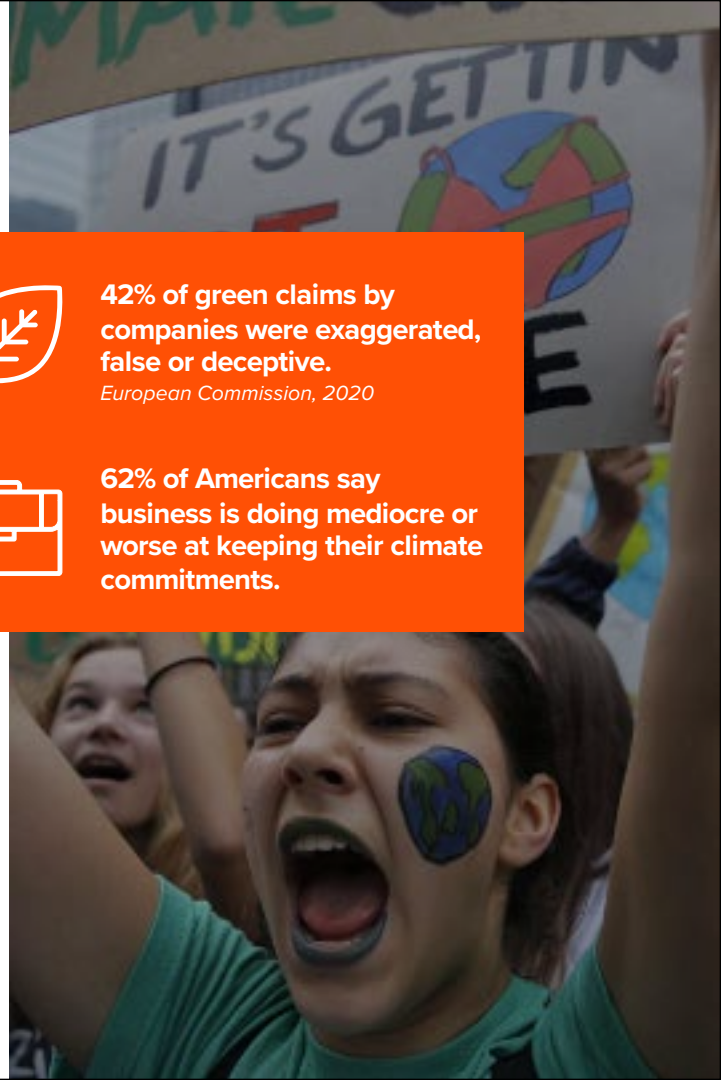


42% of green claims by companies were exaggerated, false or deceptive.

*European Commission, 2020*



62% of Americans say business is doing mediocre or worse at keeping their climate commitments.



**TRADITIONAL  
ADVERTISING  
PRODUCES A  
*TREMENDOUS  
AMOUNT OF  
CARBON EMISSIONS***



Just one ad campaign can generate the same carbon output as 16 Americans in an entire year.



The energy consumed by broadcasting a single ad is equivalent to 144 round trip flights from Paris to NY.

*THE INSIGHT*

**THE ONLY WAY WE CAN BE A TRULY REGENERATIVE  
BRAND IS TO MAKE OUR ADVERTISEMENT EVERY BIT AS  
ECO-FRIENDLY AS OUR TEA**

A close-up photograph of a person's hands planting a small green seedling into the soil. The hands are positioned on either side of the plant, gently holding it in place. The soil is dark and textured. The background is a blurred green, suggesting an outdoor setting. The overall tone is natural and earthy.

**RADICALLY RETHINK THE TRADITIONAL  
AD MODEL *TO BE REGENERATIVE***



# WE CREATED THE WORLD'S FIRST *REGENERATIVE* *COMMERCIAL*

Since producing ads generates a shocking amount of carbon emissions, we couldn't rely on traditional production methods. So, we worked with our director to dramatically cut carbon emissions from production. Instead of a giant air-conditioned set, we shot in his backyard using 100% natural light. We repurposed items he already owned—like mugs and a kiddie pool—as props. Tea was brewed with collected rainwater. Pollinator-friendly bushes were planted for a backdrop. We even cooked up vegan chili for the crew to replace the typical, wasteful catering spread.

Instead of hiding the process, we made this behind-the-scenes the premise of our spot.



\*ADAM'S

ACTUAL

BACKYARD



**BUT IT WASN'T ENOUGH TO RETHINK  
PRODUCTION WE HAD TO COME UP WITH  
A NEW FORM OF DISTRIBUTION**



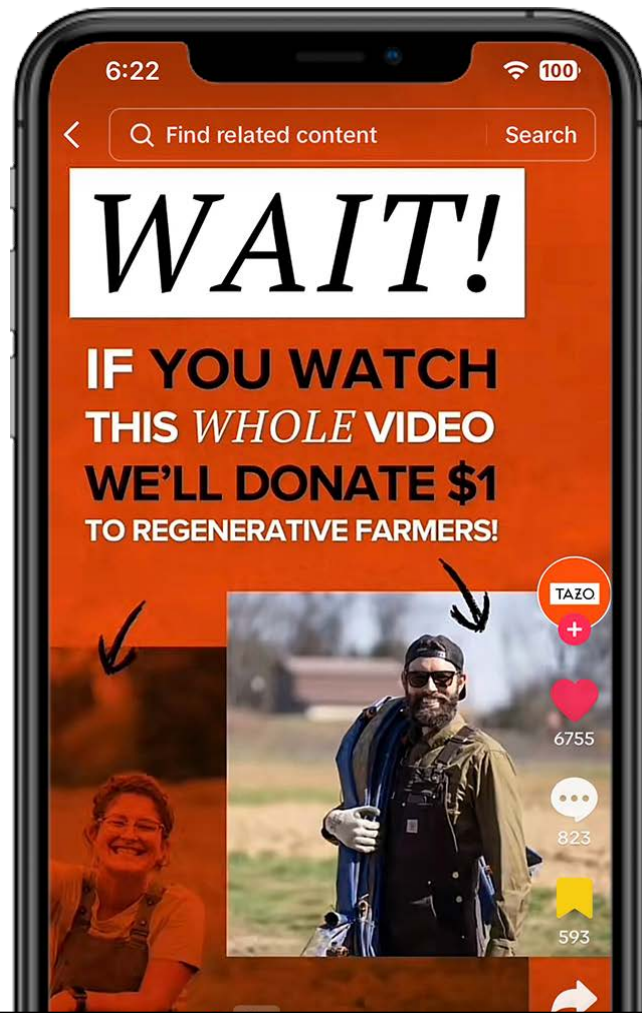
**INSTEAD OF BEING POWERED BY PAID, OUR  
COMMERCIAL COULD BE POWERED BY THE  
*ECO-PASSION OF #ECOTOK***

Our campaign was designed to resonate with the highly engaged #EcoTok audience on social, and our research made us confident that we could leverage their passion and existing conversations as fuel for our campaign.

# WE TURNED OUR COMMERCIAL INTO A *FUNDRAISER ON TIKTOK*

Rather than putting a heavy paid plan behind our commercial, we turned it into a fundraiser on TikTok. Instead of forcing the ad into the feed of tea drinkers we posted a single TikTok and asked people to watch it by choice and in exchange TAZO would donate \$1 (up to \$250,000) to Rodale Institute, a non-profit dedicated to education, farmer training, and research in regenerative organic agriculture.

We partnered with #EcoTok creators to serve as official TAZO brand ambassadors and gave them control of brand handles, our launch video, and other supporting assets to help us deliver our campaign message in a way that was unique and authentic to them.



# TAZO ATTRACTED A NEW GENERATION OF BUYERS AND *SET A NEW STANDARD*

- We galvanized the biggest climate advocates and quickly surpassed our \$250K donation goal to the Rodale Institute with 566,000 organic views.
- To date, we've generated more than 638M earned impressions, and praise for reimagining the industry norm of ad production.
- We attracted a whole new generation of buyers with 44% of Regen buyers being new to TAZO.
- And Fast Company crowned our 29 year old brand as the #2 "Most Innovative Company in Food" for its full-throated commitment to regenerative practices.

"I love that they not only said that they wanted to do it, but they named actual action that can be taken to radically improve! They have examples, we live!!"

**638M+**  
EARNED  
IMPRESSIONS



“👏👏👏” -  
**@Green4ema,**  
Environmental  
Media  
Association

**\$250K**  
DONATION TO THE  
RODALE INSTITUTE  
(INSTEAD OF PAID  
MEDIA SPEND)

**566K+**  
TOTAL VIDEO  
VIEWS

**96%**  
POSITIVE  
COVERAGE

"I need to replenish my tea cupboard today and I'm going to buy @tazo because of everything they did in this ad"

# TAZO®

REGENERATIVE

BUSINESS AS USUAL IS *KILLING OUR PLANET* AND WE NEED EVERY BRAND AND EVERY CORPORATION TO *RADICALLY REIMAGINE* THEIR MEANS OF PRODUCTION TO GET US ON TRACK TO A BETTER FUTURE™



**TAZO COMMITTED TO  
MAKING ALL FUTURE ADS  
THIS WAY**

**WE HOPE IT INSPIRES YOU  
TO DO THE SAME**