

ARF DAVID OGILVY AWARDS 2020

Award Designation and Category:

Best Brand Transformation, Food & Beverage, Social Responsibility Award

Campaign Title:

No Is Beautiful

Year the campaign took place: 2020





Brand: Pure Leaf
Creative Agency: DDB
Media Company/Agency: OMD
Research Company: Egg Strategies
Additional Affiliated Companies:

Summary of the marketing challenge, methodology, insight discovered, creative execution and business impact.

After years of growth behind the once unique functional benefit, “Real Brewed Tea,” Pure Leaf’s sales were hitting maturity. To return to strong growth we needed to find a new and distinct way to differentiate ourselves and appeal to a broader audience. Knowing we had established clear functional advantages, we now set out to build emotional distinction.

Through research, we uncovered a clear tension among our Tribe—the importance of, and difficulty in, mastering simplicity in an overly complex world. Our Tribe strives for perfection, but they are overwhelmed by life’s pressures, obligations and decisions—and saying “no” can be hard.

At Pure Leaf, we say NO to ingredients that don't make our tea better – artificial flavors, tea powders, etc. and YES to the things that do. This makes our consumer’s decision to choose Pure Leaf over all the other teas out there—SIMPLE.

Then we saw the higher purpose in that philosophy and in 2020, we championed saying “NO” to anything that doesn’t make life better – and “YES” to the things that do. We launched *No Is Beautiful* in late 2019 across multiple channels. As a result, Pure Leaf grew 10.6% vs. YA & increased top of mind awareness by 31%.

Consumer Insight

"I try to focus on what's most important, but it's hard to block out the clutter of daily life."

Marketing Challenge

Over the past few years, Pure Leaf has built strong equity on its quality tea credentials and mastery. But today, the entire tea category is telling a functional story, leaving it difficult to strongly differentiate ourselves from the pack. In order to grow our brand, we needed to break through by bucking category trends and create a message that connects with a wider audience on a deeper emotional level.

In addition, our brand communication became fragmented due to multiple product focused messages needed to support innovation proliferation. We needed to find a way to unite our products and communication under one consistent brand philosophy, look and feel.

We also saw the unique opportunity to strengthen our position as the category leader and improve brand distinction by creating a brand purpose that would resonate with a broader group of people, even those who may not be driven by our functional credentials alone. In the end we wanted a cohesive and emotionally engaging Masterbrand campaign.

Methodology

Phase 1: Exploration: Unlocking Preliminary Insight Territories

As our first step, we focused on intimate conversations with our consumers via in-home and mobile ethnographies with our Tribe to understand their values, passions, worries and fears. We learned that our Tribe has a strong drive to be the best version of themselves, but the pressure to achieve perfection in all of life's arenas can be overwhelming. Using these early learnings, we created 5 insight territories built around clear tensions which we believed we could address with our brand.

Phase 2: Narrowing and Picking a “Lead Horse”

With 5 viable territories at play, we leveraged efficient quant testing to narrow in from 5 to 3 credible and compelling spaces using three criteria—each had to connect to our Tribe’s lives, be ownable for our brand and have a higher societal purpose.

With our 3 spaces in hand, we went back to consumers via more triads in order to pressure test the territories further. We ultimately narrowed down to one space, “simplicity”, that we felt had the strongest tension that both resonated with consumers and fit perfectly with our existing brand equity.

Phase 3: Refining and making it Real

We then needed to translate these learnings into concrete direction for our marketing partners and creative agencies. To tangibly see how “simplicity” was manifesting in today’s culture and with our Tribe, we turned to PepsiCo’s proprietary social listening tool, to scrape thousands of online conversations, tweets and searches where we found conversations around “stress” hitting maturity while conversations around “simplicity” as a solution to stress were growing, and the way to tap into that conversation is to talk about quality time, decluttering and balance.

In addition to our learnings around simplicity, we fielded a custom survey among our Tribe on how they feel about the pressure to take on so much while still searching for simplicity in their lives. We uncovered that: 86% of women agree that today’s society puts undue pressure on women to “do it all”; 72% of women want to see other women (like themselves) say “no”; ~60% of women feel bad turning down new commitments at work and in their personal lives; and 86% of women agree that being allowed to say “no” to things would be very liberating. This gave us concrete examples to address and activate against in our work.

We knew this Brand Purpose had to come to life across all touch points. So, once we had our big campaign idea set, we wanted to ensure we could tie it back to our product in a relevant and credible way at point of sale. To do this, we ran a Max Diff ranking exercise on 28 different product claims to understand which claims mattered the most to consumers. Using these learnings, we then placed the most relevant claims as determined by our consumers into the full key visual construct (with our product, our new *No is Beautiful* organizing system and stunning leaf topiary imagery) as a final validation of the key visual system to be leveraged in store.

In the end, we delivered a Brand Purpose for Pure Leaf, a Billion Dollar Global brand, that we built with consumers from the ground up and that we knew we could credibly deliver against. We felt confident that it was intimate while still universal, emotional while still approachable and groundbreaking while still retaining the core of our brand equity.

We continue to revisit these tensions to take pulse-checks with our Tribe. During COVID, we developed a continuous social tracker and heard from 25 consumers via videos diaries to understand how COVID is impacting them in terms of stress, obligations and simplicity.

Creative Execution

Our Tribe has 'it' going on, and by 'it' we mean all of it. It's no wonder she feels pulled in a ton of directions by all the projects and committees and commitments and family and friends in her life. She wants to focus on only what matters, but focus is hard. And saying "no" has gotten a bad rap. She thinks it represents a person who is uncooperative, unsupportive – negative.

That's why it's so hard for her to say "no" even when she really, really needs to. But "no" can also represent an intelligent choice. The *right* "no" is a way of saying "yes" to what really matters. The *right* "no" is ultimately positive, not to mention deliciously liberating. Somewhere in our Tribe's gut, she already knows this. She just needs a little encouragement to harness the positive power of "no." because:

No Is Beautiful.

We launched our Masterbrand campaign *No Is Beautiful* with a soft launch in Q4 of 2019. We were able to lay the foundation of our message through partnerships with Eve Rodsky and her book tour for *Fair Play* and at BRAVOCON in New York City.

This messaging struck a chord with Amy Poehler who was excited to jump on board and become our spokesperson and "Ambassador of No".

ARF DAVID OGILVY AWARDS 2020

In Q1 of 2020, we launched our platform and belief with our hero film “Ready, Set, No” narrated by Poehler. This spot started off by showing the story of a woman who always says “yes” and as we continue on, we see the pressure and exhaustion of taking on more in life. In the end, we reveal the misdirect that saying “no” is liberating, and way more powerful than saying “yes” to everything that comes our way.

To help make the launch even bigger, we reimagined classic fairytales in partnership with Poehler in our “Once Upon A No” digital film series. These short-form films broke the tropes of fairytale princesses saying “yes” to everything in their life and showed how their lives may look a little different if they stood up for what made their lives better and said “no”.

To further our message of *No Is Beautiful* we rewrote our RTBs to be in line with our “no” messaging for each of our product lines, allowing us to unify our SKUs under one Masterbrand platform. For our Core line we leveraged “No Extra Stuff, no artificial sweeteners, no artificial flavors.” For our Herbals line, “No Stress, no caffeine, no artificial flavors.” Lastly, for our new Cold Brew launch we leveraged “No Rushing, no bitter taste, no artificial sweeteners.”

In response to the *No Is Beautiful* launch, many more Ambassadors of No, including Rashida Jones, Eve Rodsky, Gail Simmons and Karamo Brown have joined in partnership with us to keep up momentum as we continue our *No Is Beautiful* campaign.

Business Results/Lessons Learned

As Forbes summed it up, “Amy Poehler Shows Benefits of Saying ‘No’ In New Pure Leaf Campaign”. In the first phase of the *No Is Beautiful* campaign we received nearly 1Billion impressions, with half of them being earned.

The campaign improved mental availability and brand distinction for Pure Leaf, with top of mind awareness increasing from 5% to 7%, higher than the category average of 4%, which held flat in the same time period.

As a result of stronger mental availability, Pure Leaf started the year off strong, experiencing a 10.5% sales lift vs. previous year. This was not only

ARF DAVID OGILVY AWARDS 2020

the fastest sales growth for Pure Leaf in years, but also nearly doubled the growth rate of the entire RTD Tea category.

But it was the response from consumers that demonstrates the emotional impact of the campaign:

"Every once in a while an ad comes along that stops you in your tracks. It has a deeper meaning than what it's actually selling. Congrats to @PureLeaf on your brilliant #NoIsBeautiful campaign. It resonates. It makes you realize the power of the word no!"

-Source: Twitter

@PureLeaf your "NO" commercial is my new 2020 mantra. I remember those just for me days and I am going to reconnect with them. Thank you!! Keep playing that over and over.

-Source: Twitter

"It made me stop and think about all the things I say yes on, and how I felt when I really didn't want to do those things. The no part to show Pure Leaf is good and fits the brand well"

-Source: January 2020 Pepsi GutCheck survey

It's clear that *No Is Beautiful* has become more than just a campaign. This brand purpose is a rallying cry for our Tribe and in an environment of uncertainty and increasing pressures, *No Is Beautiful* is more relevant than ever.

*Time period: Q1 2020 vs. Q1 2019