

Revision: 1
tSTF CS 20

Communication Strategy for *trustea* Program



OBJECTIVE

The objective of communication strategy of *trustea* is to enhance the adoption of *trustea* by different segments of people such as manufacturers, packers as well as consumers that is in line with the mandate of *trustea*.

APPLICABILITY

The communication strategy is applicable to the various stakeholders of *trustea* program such as consumers, implementation partners, growers, estates, bought leaf factories, manufacturers, packers etc.

TARGET AUDIENCE

The target audience for communications from *trustea* are classified under the following categories:

- **Tea consumers in India**
- **Tea growers in India**
- **Tea manufacturers/ packers in India**

Post seal on pack launch, the communication campaign will be focused towards tea consumers in India. The campaign commenced from Sept 2023 & will conclude by Dec 2024.

TEA CONSUMERS IN INDIA

The key message that is to be disseminated through communications from *trustea* to tea consumers in India is as follows:

“Tea ensuring environment sustainability, community welfare, quality and health safety of consumers”

Ensuring sustainability of environment refers to addressing the challenges related to water pollution, soil erosion etc. Further, ensuring health safety of consumers refers to addressing the challenges with respect to food safety pertaining to usage of plant protection formulations (PPF), external contamination to tea etc.

COMMUNICATION CHANNELS

The suitable communication channels (and their frequency) for different category of target audience are identified towards bringing in maximum awareness in a cost-effective way.

The communication channels prioritised for tea consumers are listed below.

1. Social Media Marketing through organic post, boosting & paid promotion:
2. Advertorial to be published in tea/ sustainability related journals in states such as West Bengal, Assam, Kerala.

3. Press Release in select media: Periodic press releases with program initiatives and its impact. Also, tracking external media coverages and responding to them appropriately.
4. Online press release distribution
5. Dynamic URL QR Code for brochures, leaflets and videos (as & when necessary)
6. Mention of *trustea* in sustainability related campaigns organised by partner organisations such as HUL, TCPL, GTPPL, TRA etc.
7. *trustea* seal and key message on the retail packs from packers such as HUL, TCPL, GTPPL
8. Success stories from the field: Impact stories/ testimonials from the beneficiaries on sustainability of environment and welfare of communities as a result of adoption of *trustea* Code.
9. Attending seminar/webinar/conferences: Speaking opportunities to be explored as such platforms provide higher visibility through deliberating on program and its impact. Sponsorships to be executed for relevant thematic events/workshops.

TEA GROWERS IN INDIA

The key message that is to be disseminated through communications from *trustea* to tea growers in India is as follows:

“Tea ensuring environment sustainability, community welfare, quality and health safety of consumers”

Welfare of communities refers to addressing the challenges related to working conditions including health and safety of workers/ planters associated with tea plantation.

COMMUNICATION CHANNELS

The communication channels prioritised for tea growers are listed below.

1. Program awareness through Implementation Partners (IPs):
 - Whenever the IPs visit the field or make any communication to the growers, it should always be done on behalf of the *trustea* program for which they have been appointed as the IPs.
 - The reference to the IPs should always be made in conjunction with *trustea* program and not solely to the organisations the IPs belong to.
 - The representatives of IPs should make the relationship between IPs & *trustea* program clear to the growers. The growers should be given an understanding of the role of the IPs with respect to the *trustea* program.
 - Representatives of IPs should wear *trustea* branded t-shirt and should carry *trustea* branded diary, notepad etc. while visiting the field.
2. Promotion through merchandise: Leaflets and Flyers on *trustea* program should be distributed by the representatives of IPs and auditors of *trustea* program while visiting the field besides wearing *trustea* branded t-shirt and carrying *trustea* branded diary, notepad etc.
3. Direct mailers: email with important updates & developments on *trustea* Code and its compliance to be shared with the members database on a regular basis.
4. Newsletters: Updates on *trustea* program along with key milestones, achievements, significant events, industry perspectives to be published on a quarterly basis.

TEA MANUFACTURERS/ PACKERS IN INDIA

The key message that is to be disseminated through communications from *trustea* to tea manufacturers/ packers in India is as follows:

“Tea ensuring environment sustainability, community welfare, quality and health safety of consumers”

COMMUNICATION CHANNELS

The communication channels prioritised for tea manufacturers/ packers are listed below.

1. Organising seminar/webinar/conferences: *trustea* to organise seminar/webinar/ conferences inviting tea fraternity including tea manufactures, packers, IP & CB.
2. Direct mailers: emails with details on *trustea* program and its impact on ground/ market to be shared with the manufacturers'/ packers' database on a regular basis.
3. Newsletters: Updates on *trustea* program along with key milestones, achievements, significant events, industry perspectives to be published on a periodic basis.
4. Informative contents on *trustea* program including *trustea* boilerplate to be shared with manufacturers/ packers in the form of Leaflets and Flyers.

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The below table summarises the communication strategy for *trustea* program.

Target Audience	Key Message	Communication Channel	Communication Frequency
Tea Consumers in India	Tea ensuring environment sustainability, community welfare, quality and health safety of consumers	Social media	8 - 10 organic posts monthly
		Press Release	As and when
		Columns to be published in tea/ sustainability related journals	As and when
		<i>trustea</i> logo and message on retail packs	Ongoing
		Mention of <i>trustea</i> in the brand campaigns organized by partner organisations	As and when
		Success stories from the field	4 - 6 annually
Tea growers in India	Tea ensuring environment sustainability, community welfare, quality and health safety of consumers	Program awareness through implementation partners	Ongoing
		Promotion through merchandise	Ongoing
		Direct mailers	Monthly
		Newsletters	Quarterly
Tea manufacturers / packers in India	Tea ensuring environment sustainability, community welfare, quality and health safety of consumers	Organising seminar/webinar/conferences	As and when
		Direct mailers	Monthly
		Newsletters	Quarterly
		Informative contents in the form of Leaflets and Flyers	As and when

The communication strategy to be reviewed on a periodic basis and to be updated in line with the status of the program, at that particular point of time.