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.

<table>
<thead>
<tr>
<th>REVIEW RESULT:</th>
<th>REVIEWED BY: Dipanjan Sarkar</th>
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<tbody>
<tr>
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<td>REVISON NO.: 1</td>
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The below table summarises the communication strategy for *trustea* program.

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

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.