



NANSI TEA  
BLENDS LLC.

**DELIVERABLE 1**

# BRAND STRATEGY ANALYSIS

Team 2

February 4, 2026

Shreva Chirumamilla, Lena Eitle, Nicole Hartman, Antonella Eyl Wong, Anastasiia Zotova

# OUR TEAM



Antonella Eyl Wong



Shreva Chirumamilla



Anastasiia Zotova



Nicole Hartman



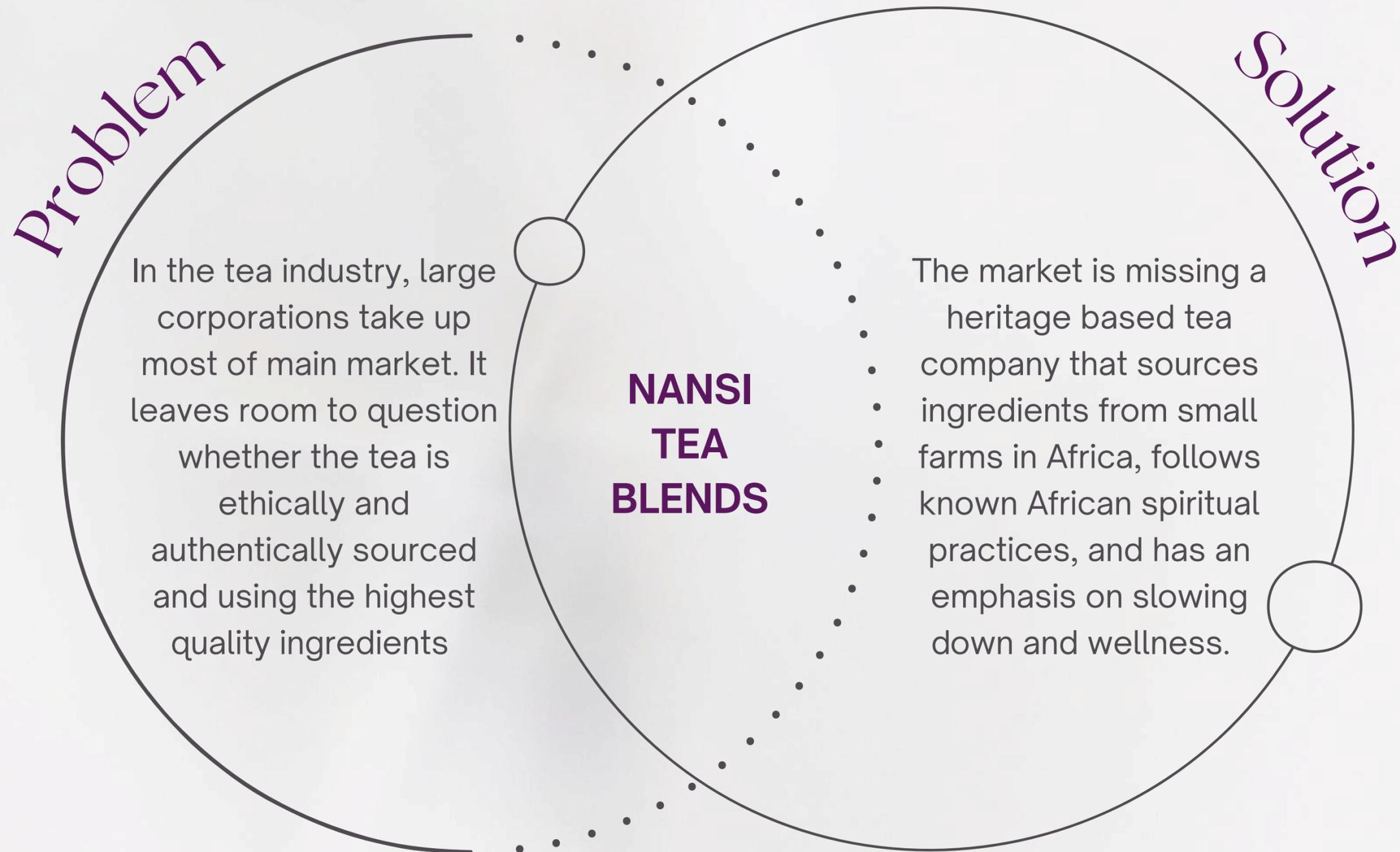
Lena Eitle





# BACKGROUND

# PROBLEM/SOLUTION



# TARGET MARKET

North America shares **20%** of the **global market**, third to Europe (25%), and Asia-Pacific (45%).

Trends in the industry are moving toward changing consumer lifestyles and **increased health awareness**. There is rising popularity in the **herbal segment** of the industry.

Residential consumption, or house-old brewing, accounts for **52% of the market** (Fortune Business, 2026).

# TARGET MARKET: PERSONAS



## FATUMA

**Age:** 47 years old

**Gender:** Female

**Location:** Tampa, Florida

**Occupation:** Owner of a meditation spa

### Mindset & Traits

- Health and wellness oriented
- Values authenticity and cultural heritage
- Chooses small-batch, natural products
- Willing to pay more for quality **and trust**

### Needs & Pain Points

- Coffee causes discomfort → wants caffeine-free alternative
- Seeks calming morning ritual
- Prefers brands she can confidently recommend to clients

# TARGET MARKET: PERSONAS

## LIAM

**Age:** 24 years old (Gen Z)

**Gender:** Male

**Occupation:** Marketing role at a sustainable investing firm

**Location:** Orlando, Florida

### Mindset & Traits

- Values sustainability and ethical sourcing
- Practices yoga and mindfulness regularly
- Enjoys discovering **local, purpose-driven brands**
- Influenced by lifestyle and social media trends

### Needs & Pain Points

- Wants a **calming daily ritual** to balance busy workdays
- Prefers **natural, low-caffeine alternatives** to coffee
- Seeks brands aligned with his values (ethical, small-batch, authentic)
- Looks for products that feel intentional, **not mass-produced**



# COMPETITIVE LANDSCAPE

## **Nansi Tea Blends operates in the U.S. and global tea markets, including packaged teas, herbal blends, and specialty teas**

The global tea market was valued at approximately **\$18–\$20 billion in 2024**

The market is expected to **grow** to **\$32.02 billion USD** by **2034** (Fortune Business, 2026)

Growth is driven by:

- Increasing **demand for health-focused beverages**
- Premiumization of everyday drinks

Key industry trends include:

- Rising interest in functional and premium teas
- Expanded flavor variety and **unique blends**
- Greater use of eco-friendly packaging
- **Growth in loose-leaf** and artisanal tea segments

The U.S. tea market is valued at over \$1.4 billion and is projected to exceed \$2 billion by 2030

Green and herbal teas are the **fastest-growing segments** in the U.S (Grand View Research, 2026)

## **Nansi Tea Blends competes in the specialty and flavored tea category**

This category targets consumers seeking:

- Unique flavors
- Health and wellness benefits
- Artisan and premium products
- Includes herbal, green, matcha, and functional teas
- Demand is increasing as consumers shift away from:
  - Basic, low-cost teas
  - Toward premium, experience-driven tea products and blends (Nansi Tea Blends, 2025)

# COMPETITIVE LANDSCAPE

COMPETITOR	PRODUCT/SERVICE OFFERING	TARGET AUDIENCE	UNIQUE POSITIONING
27 Teas (27Teas, 2026)	Curated range of loose-leaf and bagged teas, including herbal, green, black, and wellness-oriented blends	Young professionals, wellness-conscious consumers, and modern tea drinkers seeking premium but affordable products	Positioned as a modern tea brand that focuses on high-quality blends with engaging branding, stories, and an appeal to modern lifestyles
Twinings (WBA, 2023)	Premium and diverse tea range (black, green, flavored, functional teas)	Traditional and premium tea consumers	Positioned as a heritage brand with long history and broad flavor selection
Celestial Seasonings (Kiddon, 2025)	Herbal and wellness-focused teas (sleep aid, immune teas)	Health-oriented and natural-ingredient seekers	Emphasizes natural, wellness-driven blends and bold herbal flavors
Bigelow Tea (Bigelow, 2025)	Classic and flavored teas, organic and fair-trade lines	Consumers looking for quality and tradition	Family-owned specialty tea brand with focus on quality and ethical sourcing
DAVIDsTEA (Bates & D'Souza, 2021)	Loose-leaf tea, tea bags, and teaware (e-commerce focus)	Specialty tea enthusiasts and younger, trend-oriented drinkers	Canadian specialty retailer known for unique blends and tea accessories
Chaiwala (Chaiwala, 2025)	Traditional Indian chai and spiced tea blend	Consumers seeking authentic chai flavors, cultural tea enthusiasts, and specialty tea drinkers	Focuses on Indian spiced chai heritage and authentic flavor profiles offered through direct-to-consumer online sales

# BRAND STRATEGY

**BRAND GUIDELINES**  
**BRAND ELEMENTS & ANALYSIS**

BRAND GUIDELINES

# MISSION STATEMENT:

*To provide handcrafted, premium herbal tea blends for health-conscious and culturally-aware individuals by honoring African botanical traditions and ethical sourcing.*

# BRAND MANTRA:

*Every Sip Has A Story.*



# BRAND PERSONALITY

Nansi Tea Blends embodies the persona of a rooted, restorative companion. As a Nurturing Guide, the brand is calm and empathetic, fundamentally transparent, and deeply invested in the long-term wellness and restoration of its community. Guided by an intentional soul, the brand is unrushed and deliberate, finding true beauty in the slow ritual of the brew, and remains protective of her Ugandan heritage, consistently choosing community and mission over mainstream popularity.



# BRAND VOICE

## TONE & VOICE:

- **Resonant & Calm:** Prioritizes "low-frequency," inviting engagement through steady, soft messaging
- **Warmly Wise:** Adopts the tone of a knowledgeable mentor or "cool aunt"
- **Sensory-Focused:** Uses rhythmic, evocative language that emphasizes the "feel" of the heritage and the sensory ritual
- **Sincere & Grounded:** Quietly firm in brand values, speaks with an honest, "reality-check" perspective

## MESSAGING EXAMPLES:

- "We believe in the quiet power of consistency. One cup won't change your life, but a daily ritual just might."
- "Rooted in Ugandan soil and perfected by science. We're bringing ancestral wisdom to your modern kitchen counter."



# DEFINING BRAND SUCCESS

While we didn't formally discuss brand equity metrics with the client, based on our analysis of Nansi's positioning and target audience, we recommend defining success around loyalty and emotional connection rather than pure reach.

## OUR RECOMMENDATION

For Nansi, success looks like:

- Being seen as authentic, trustworthy, and culturally rooted
- Tea becoming part of customers' daily rituals
- Strong repeat purchase behavior
- A loyal, engaged community (not one-time buyers)
- Premium positioning vs mass-market tea brands

### Key Idea:

→ Depth of relationship > Size of audience



# BRAND EQUITY MEASUREMENT

To monitor brand health over time, we suggest tracking a mix of awareness, engagement, loyalty, and perception metrics that are realistic for a small, growing business.

## **METRICS WE RECOMMEND**

### **AWARENESS**

- Website traffic growth
- Social follower growth
- Brand search volume

### **ENGAGEMENT**

- Likes/comments/shares
- Video views & saves
- Email open rates

### **LOYALTY (PRIMARY KPI)**

- Repeat purchase rate
- Customer retention rate
- Reorder/subscription frequency
- Customer lifetime value (LTV)

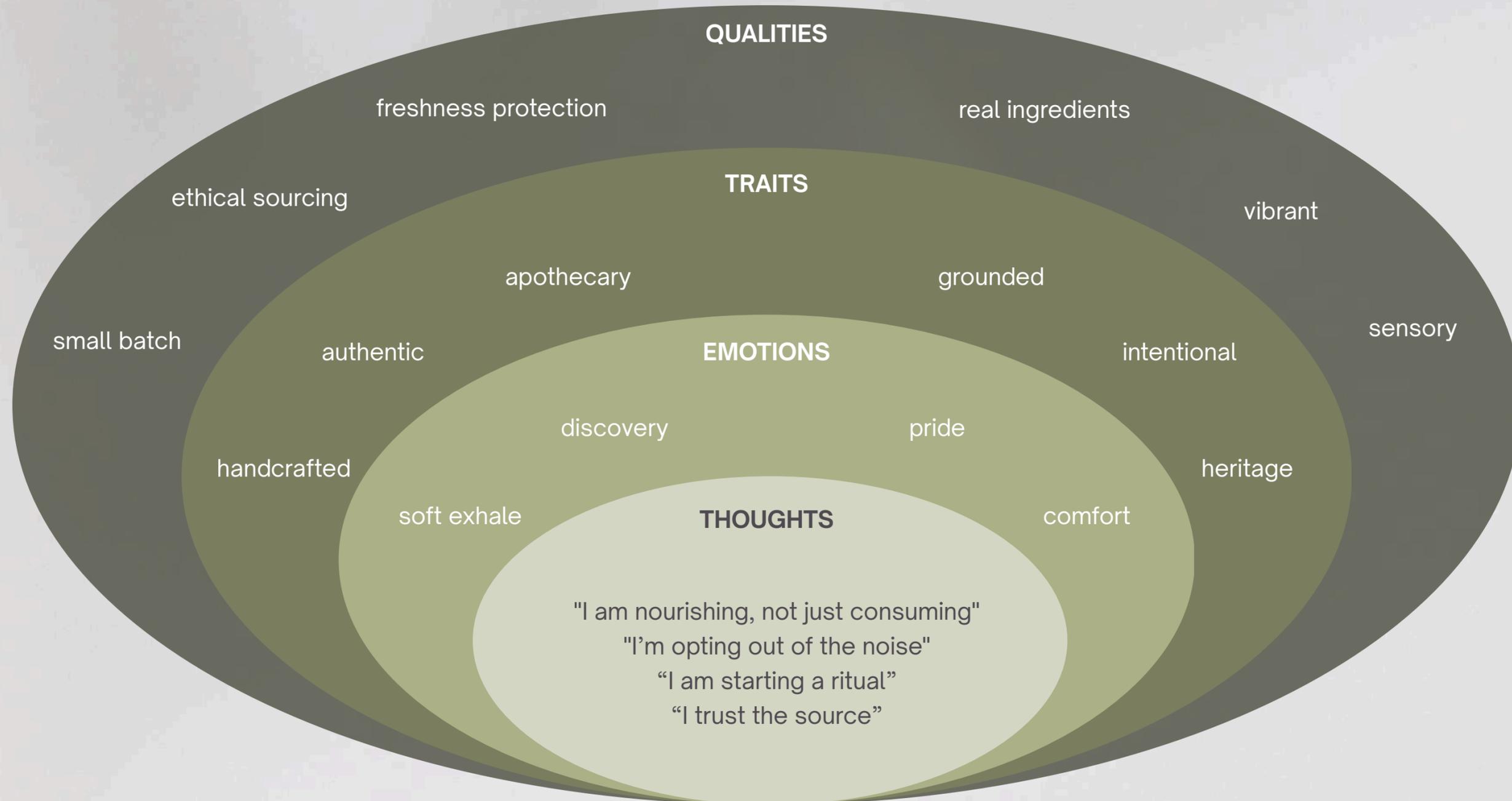
### **PERCEPTION**

- Reviews & ratings
- Testimonials/UGC
- Short quarterly survey or NPS

### **TOOLS**

- Shopify
- Social Media Insights
- Google Analytics
- Email metrics
- Simple surveys

# DESIRED BRAND ASSOCIATIONS



# LOGOS



CLIENT'S NEW PROPOSED LOGO



LOGO ON PACKAGING



INSTAGRAM PROFILE



FACEBOOK PROFILE



# LOGOS - ANALYSIS

## OBSERVATIONS

- Multiple logo treatments used across packaging, website, and social media
- Different layouts (circle badge, wordmark, icon + text, photo overlay)
- Inconsistent typography + composition
- Black/gold aesthetic present but not standardized

## COMPETITIVE?

Moderate

- Strong meaning, but weaker visual consistency vs premium wellness brands
- Multiple logo versions reduce recognition and shelf impact
- Gen Z expects strong, clean, recognizable visual systems

## ON BRAND?

Mostly yes

- Premium gold/black palette
- Apothecary iconography
- Heritage + handcrafted feel
  - Supports authenticity, trust, ritual positioning

## WILL IT RESONATE?

Yes emotionally, less visually

- Story + vibe resonate
- Cohesion issues weaken memorability

## MEETS TARGET NEEDS/EXPECTATIONS?

Partially

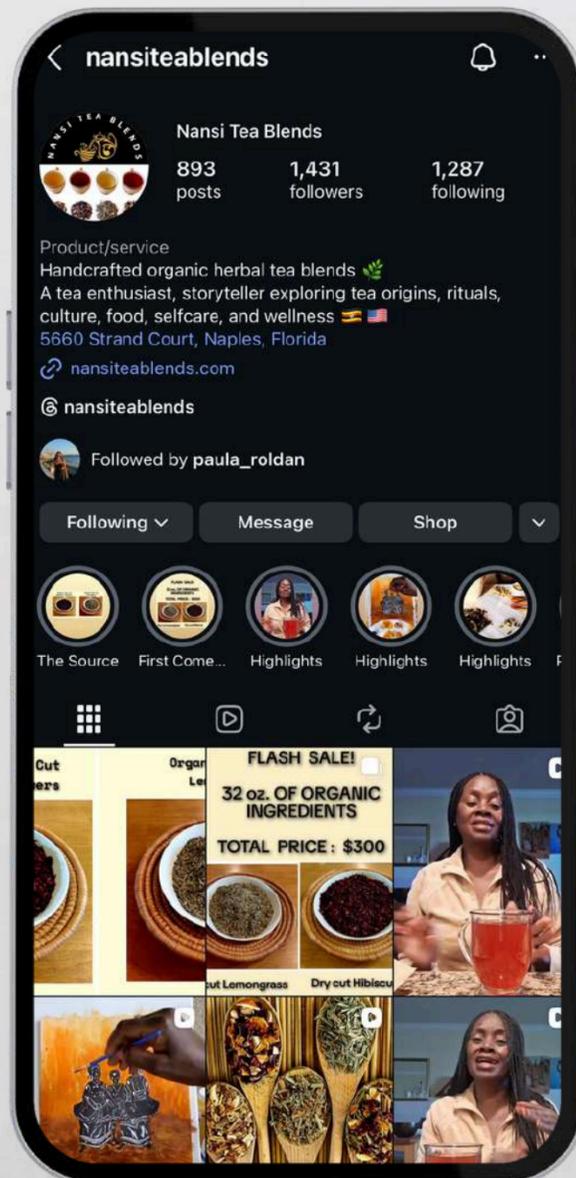
- Aesthetic fits Gen Z wellness/slow-living trends
- But inconsistent system feels less polished/modern
  - lowers perceived professionalism

## RECOMMENDATIONS

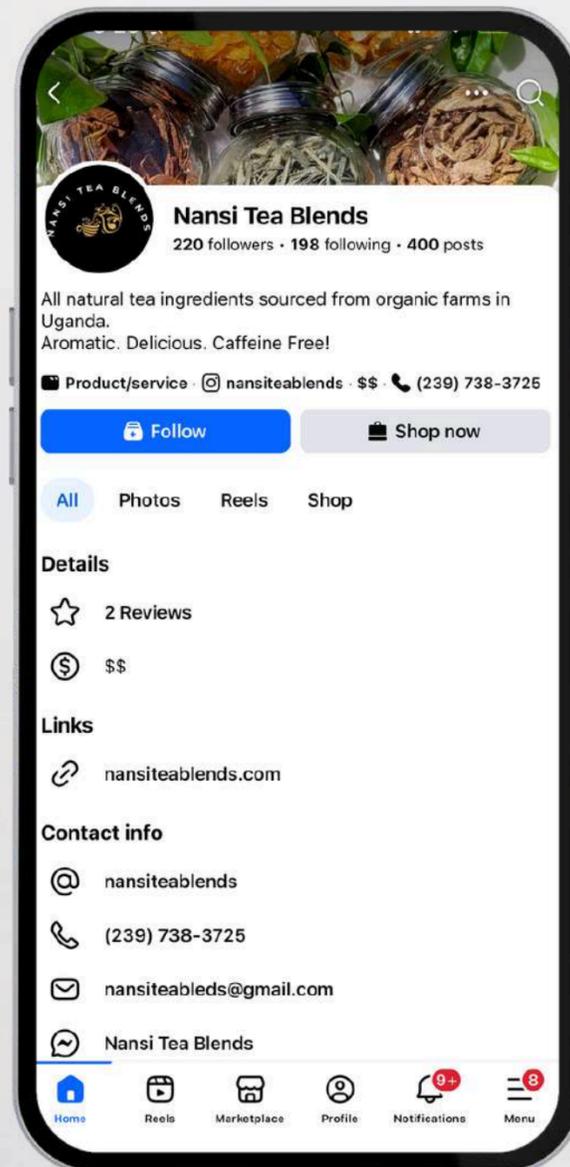
- Standardize one primary logo + one secondary mark
- Use consistent typography, colors, and icon across all touchpoints
- Remove photo-based logo for cleaner, premium feel

# SOCIAL MEDIA

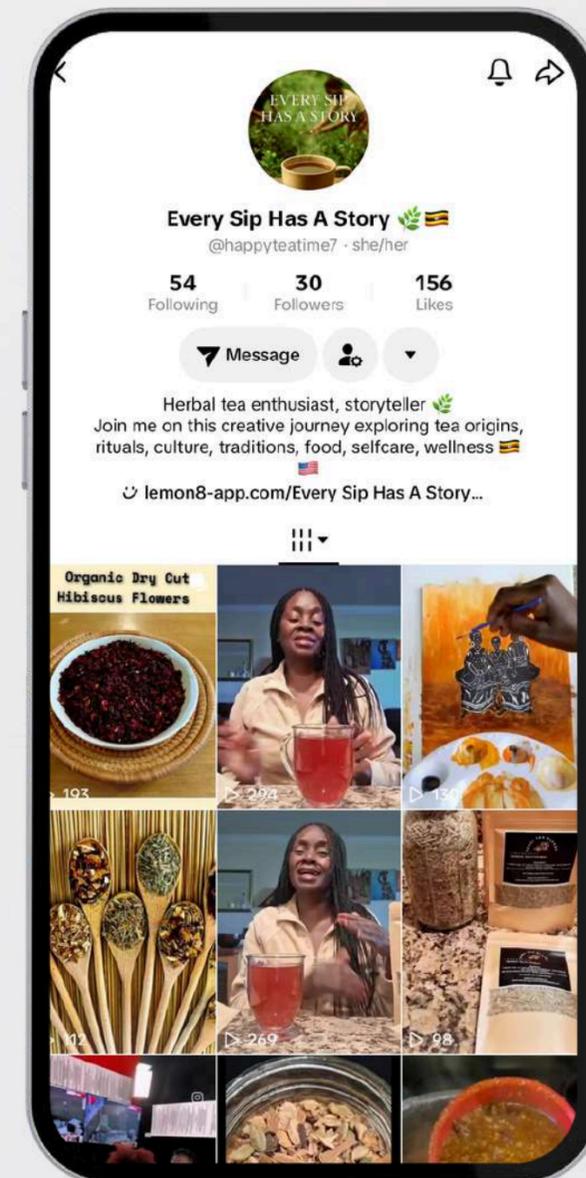
## INSTAGRAM



## FACEBOOK



## TIKTOK



# SOCIAL MEDIA - ANALYSIS

## OBSERVATIONS

- Active presence on Instagram, Facebook, TikTok
- Founder-led, personal storytelling
- Mix of product shots, preparation, and origin/culture content
- Visual style varies slightly by platform

## COMPETITIVE?

Strong

- More personal and mission-driven than mass tea brands
- Comparable to modern wellness/lifestyle brands
- Founder presence is a differentiator

## ON BRAND?

Yes

- Authentic, human, handcrafted feel
- Highlights sourcing, rituals, and heritage
- Reinforces trust + “real deal” positioning

## WILL IT RESONATE?

Yes

- Emotional connection through story + face of brand
- Encourages ritual/habit formation
- Builds loyalty + trust

## MEETS TARGET NEEDS/EXPECTATIONS?

Partially

- Educational + storytelling content (not just selling)
- Community-oriented tone
- If targeting Gen Z, does not match wellness + lifestyle aesthetics

## RECOMMENDATIONS

- Standardize visual identity (logo/colors/fonts across posts)
- Increase ritual/lifestyle storytelling (how/when to drink)
- Lean into short-form video for growth
- Leverage community proof and UGC from customers

BRAND ELEMENTS & ANALYSIS

# PACKAGING



# PACKAGING - ANALYSIS

## OBSERVATIONS

- Matte black resealable pouches
- Gold typography + logo
- Large product photo window
- Loose ingredients showcased around packaging
- Consistent packaging format across blends
- Inconsistent photography showcasing packaging

## COMPETITIVE?

Moderate

- Differentiates from mass-market tea bags/boxes
- Comparable to premium wellness brands
- Photo-heavy design slightly less modern/minimal vs competitors
- Can be seen as outdated

## ON BRAND?

Yes

- Apothecary + premium aesthetic
- Black/gold signals heritage + quality
- Handcrafted, small-batch feel
- Supports “ritual” + authenticity positioning

## WILL IT RESONATE?

Yes

- Sensory + visual → feels fresh and artisanal
- Encourages discovery + pride in healthy habits
- Creates “special purchase” vs commodity feel

## MEETS TARGET NEEDS/EXPECTATIONS?

Mostly yes

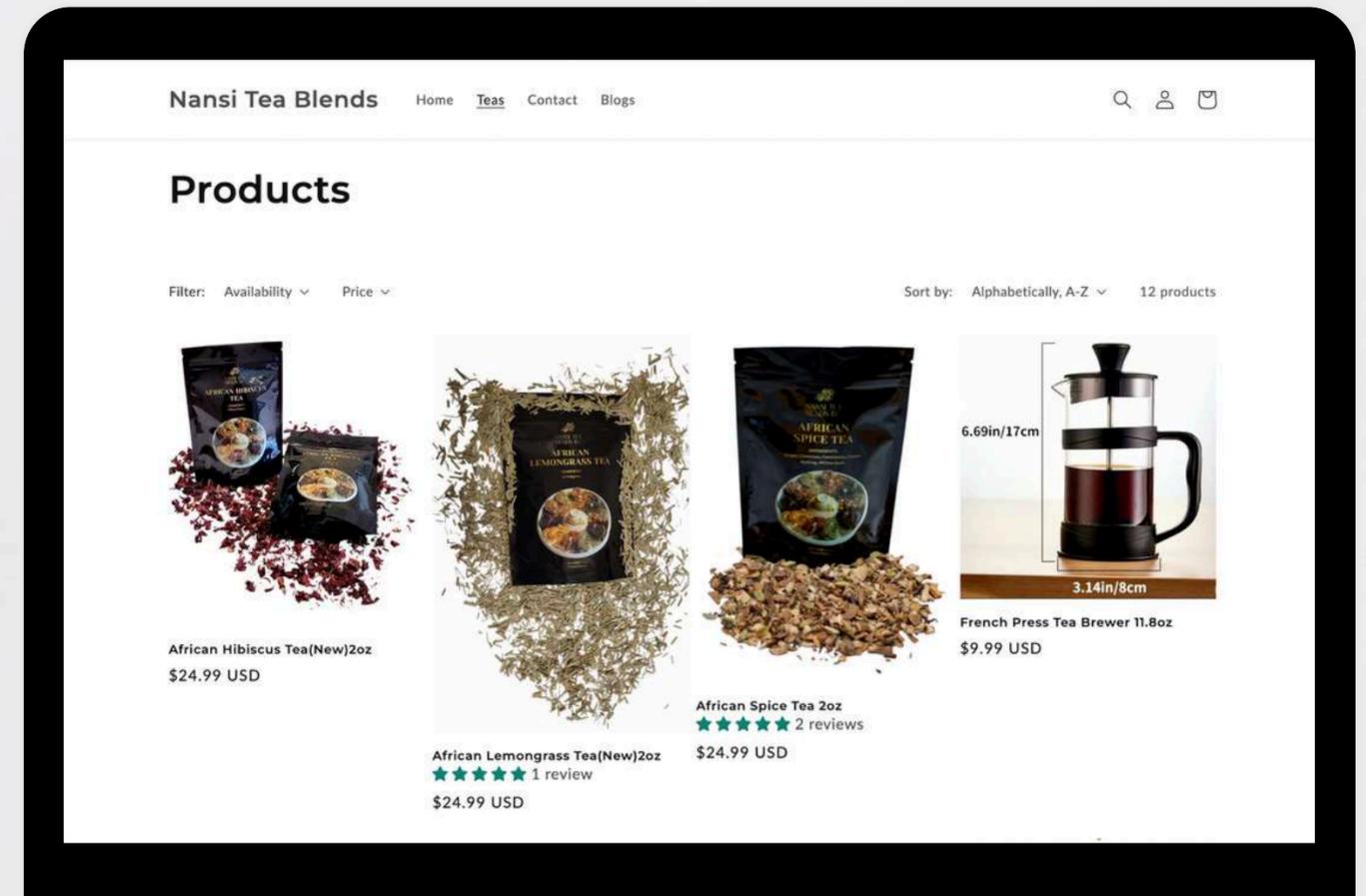
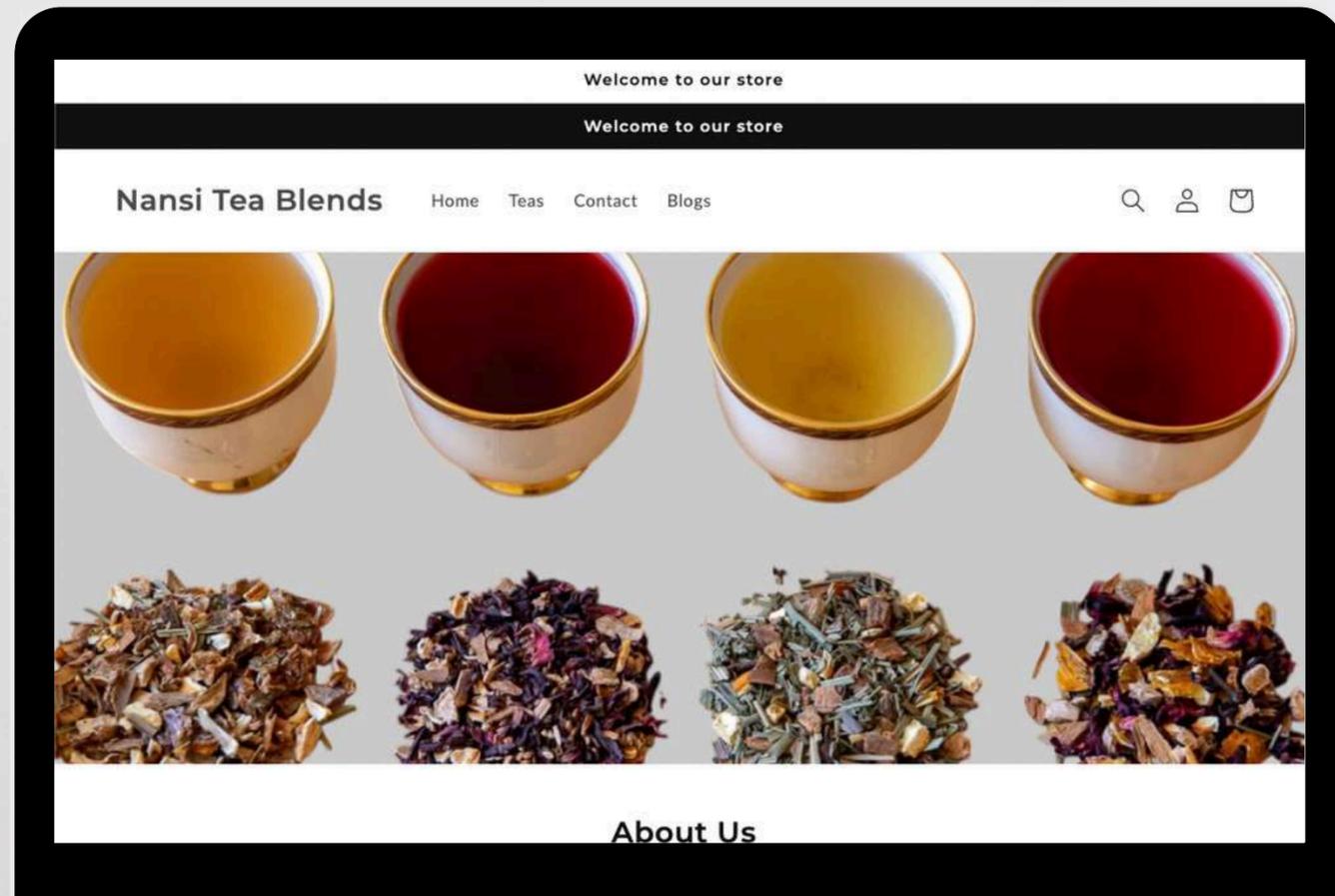
- Feels natural and wellness-oriented
- Communicates real ingredients + transparency
- Matches slow-living/clean lifestyle trends

## RECOMMENDATIONS

- Simplify front design for more premium/minimal look
- Standardize labels/colors and photography style across blends to build stronger recognition

# BRAND ELEMENTS & ANALYSIS

# WEBSITE



# WEBSITE - ANALYSIS

## OBSERVATIONS

- Clean, simple e-commerce layout
- Founder story + sourcing emphasized
- Product-focused navigation
- Limited educational content
- Some pages are disconnected (Home, Blog)

## COMPETITIVE?

Moderate

- Comparable to small wellness brands
- Not as visually rich or editorial as premium competitors
- Tea photography varies by product, which disrupts visual experience

## ON BRAND?

Yes

- Minimalistic aesthetic, typography, and color scheme
- Storytelling builds trust + heritage
- Calm, uncluttered design fits ritual positioning

## WILL IT RESONATE?

Somewhat

- Trust-building story resonates
- But limited emotional engagement
- Opportunity to improve user experience

## MEETS TARGET NEEDS/EXPECTATIONS?

Partially

- Easy to shop
- But lacks deeper lifestyle/ritual content Gen Z expects
- Feels more transactional than experiential

## RECOMMENDATIONS

- Add Ugandan heritage connection/brewing rituals/how-to content
- Include sensory storytelling
- Improve cohesive photography and aesthetic
- Make experience feel slower/more immersive

# BRAND POSITIONING

## POINTS OF PARITY

- Wellness Focus/Orientation
  - Emphasis on functional benefits including digestion, calmness, and relaxation
- Natural and Organic Ingredients
- Ethical and Sustainable Sourcing
- Caffeine-Free Herbal Teas
- Product (Flavor) Variety

## POINTS OF DIFFERENCE

- Cultural Storytelling
  - Centered around African heritage
  - Utilizes botanical wisdom from village elders, who also approve each blend
- Community and Social Impact
  - Partners with women-led small farms in Uganda to source ingredients
  - Clear cultural and tangible impact tying into overall business mission
- Artisanal, Handcrafted Small Batches
  - Loose leaf packaging (no tea bags)
  - Can choose preparation method
- Clean Labeling Across All Products
  - Vegan and no preservatives

BRAND POSITIONING

# POSITIONING STATEMENT



*“For wellness-oriented tea drinkers who seek **natural, flavorful herbal teas** with a **meaningful cultural story**, Nansi Tea Blends provides a variety of **handcrafted, caffeine-free, African tea blends**, ethically sourced directly from small women-led Ugandan farms to **support the well-being** of those who consume”*

BRAND POSITIONING

# PERCEPTUAL MAP



High Cultural Emphasis



Mass  
Market  
Product

Personalize  
d Product

DAVIDsTEA



Low Cultural Emphasis

# BRAND STRATEGY ANALYSIS



# SWOT

## STRENGTHS

- *Cultural authenticity*
- *Ethical sourcing*
- *Strong brand voice*

## WEAKNESSES

- *Limited awareness*
- *Loose-leaf barrier*

## OPPORTUNITIES

- *Ritual-based wellness trend*
- *Education & Storytelling*

## THREATS

- *Saturated wellness market*
- *Convenience competitors*

# SWOT: INTERNAL FACTORS

## STRENGTH

- *Clear differentiation through African botanical heritage and ethical sourcing*
- *Strong emotional brand positioning built around ritual, wellness, and trust*
- *Cohesive brand voice and visual system aligned with mission*

## WEAKNESSES

- *Functional benefits not immediately clear to first-time consumers*
- *Narrow accessibility due to loose-leaf-only format*
- *Early-stage brand with limited reach and brand awareness*

# SWOT: EXTERNAL FACTORS

## OPPORTUNITIES

- *Growing demand for caffeine-free, ritual-based wellness alternatives*
- *Consumer interest in culturally-rooted and ethically sourced products*
- *Potential for educational content to deepen brand trust*

## THREATS

- *Highly competitive herbal tea and wellness market*
- *Consumer preference for convenience (tea bags, RTD)*
- *Risk of cultural storytelling being misunderstood without education*

# BRAND STRATEGY

## POINTS OF PARITY VS DIFFERENTIATION

- *Moving with the overall market, keeping up with trends within the industry while still maintaining the differentiators*
- *Differentiated as it is a small black woman owned business, based in African rituals, and ingredients being sourced directly from Uganda*
- *Social media is continuously updated, and the website is an effective e-commerce site.*

## ACHIEVING BRAND ASSOCIATIONS

- *Moderately achieving the desired brand associations*
- *The brand itself is natural, calming, and flavorful*
  - *Aligns with what the market associates tea with*
- *However, could achieve these further by improving brand visuals to reflect these associations and cement itself within its own brand*

## “ON-BRAND” ELEMENTS

- *Brand elements could be improved by altering the visuals on the website, and social media accounts*
- *As of now, nothing is “off-brand”*
  - *In order to enhance the elements to match up with the desired brand associations, the visuals should be altered to be more eye-catching*

## AESTHETICALLY PLEASING, POSITIVE ASSOCIATIONS

- *Yes but can be improved by being more brand specific*
- *Incorporating Ugandan fabric patterns into the website and social media as well as flavor specific images*
  - *Improve outside brand image and incorporate more of the brand’s story*

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