



BRAND GROWTH OPPORTUNITIES

Team 2

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OUR TEAM



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BRAND GUIDELINES



NANSI TEA BLENDS

Nansi Tea Blends is a woman-owned, small-batch herbal tea brand rooted in African botanical wisdom.

The brand offers caffeine-free, ethically sourced loose-leaf blends handcrafted using ingredients from women-led farms in Uganda.



Every Sip Has A Story.





BACKGROUND

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**



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



BRAND GROWTH OPPORTUNITIES

BGO OPTION 1

GIFTING BUNDLE

Featuring African Hibiscus, African Lemongrass, Lemon Ginger, and Night Blend, this premium boxed set (\$45) is positioned as a comprehensive 4-part wellness ritual:

- **Ground:** Establish a sense of calm and presence
- **Refresh:** Rejuvenate mind and body
- **Restore:** Rest and balance
- **Unwind:** Promote relaxation and peaceful rest

IMPLEMENTATION:

- Premium box or sleeve as packaging
- Promote during holdidays/gifting seasons



GIFTING BUNDLE

KEY GAPS

- Limited awareness / reach for an early-stage brand
- Need to build loyalty + emotional connection
 - (depth of relationship > size of audience)

DEFICIENCIES THE “GIFTING BUNDLE” ADDRESSES:

- Creates an easy “starter” entry for new customers (trial + discovery)
- Adds a strong gifting occasion (holidays, self-care gifting, corporate gifts), expanding “why buy now”
- Increases AOV and repeat purchase pathways
 - (favorite blend → reorder/subscription)

APPEAL TO TARGET SEGMENTS

Persona 1: Fatuma (47, meditation spa owner)

- She wants brands she can confidently recommend to clients
- Gifting set becomes a spa retail item and a “client thank-you” gift

ANSOFF MATRIX

Product Development

- Nansi Tea Blends is introducing a new bundled product (a curated ritual gifting set) for its existing target customers.

Market Development (Secondary)

- The gifting set also supports market development by creating new purchase occasions, such as holiday gifting, spa retail, and corporate wellness gifts.

BRAND MEANING / ASSOCIATION IMPACT

Strengthens existing brand meanings like ritual, trust, and nourishment, and adds a new association of “giftable premium wellness”, helping consumers see Nansi as both a personal ritual and a thoughtful gift

GIFTING BUNDLE

SECONDARY DATA SOURCES

- Functional/health-oriented tea is growing (Sabetta, 2025)
- Holiday gifting remains high-volume (Saad, 2026)
- Wellness gifts, especially those tied to sleep, stress relief, and daily rituals are rising in corporate merchandise (Bondare, 2026)

POSITIONING REINFORCEMENT

- By bundling culturally rooted, caffeine-free blends with storytelling and ritual guidance, the set makes Nansi's positioning (handcrafted, ethical, heritage-based wellness) easier to experience quickly and understand.

BGO OPTION 2

TEA RITUAL KITS

The "Tea Ritual Kits" are curated to elevate the customer experience, providing a holistic journey into the heart of Nansi's values. Each kit includes:

- **1 Premium tea blend:** Customer picks desired tea blend
- **1 Handcrafted mug & infuser:** An artisanal vessel designed to enhance the ritualistic experience.
- **Ritual preparation guide:** Step-by-step instructions for performing a mindful tea ceremony.
- **Origin storytelling cards and sourcing impact:** Authentic narratives connecting customers to the heritage, people, and positive impact behind each tea.
- Priced at \$50

IMPLEMENTATION:

- Offer both starter kits (for consumer) and experience kits (for spa/wellness partners).
- Promote through ritual-focused social media storytelling and influencer-led tea ceremony demonstrations.



TEA RITUAL KITS

KEY GAPS

- Brand positioning emphasizes ritual, heritage, and storytelling, but **current offerings focus mainly on product consumption** rather than experiential ritual use.
- Opportunity to deepen emotional engagement and differentiate through ritual-based wellness experiences.

APPEAL TO TARGET SEGMENTS

Wellness professionals / spa owners (Persona 1: Fatuma)

- Enables integration of culturally authentic tea rituals into spa or wellness experiences.
- Enhances credibility through heritage storytelling.

Wellness lifestyle consumers (Persona 2: Liam)

- Provides structured daily ritual tools aligned with mindfulness and wellness habits.
- Encourages discovery and lifestyle integration.

ANSOFF MATRIX

Product Development

- Introducing a new product format (ritual kits) to the existing target market, increasing share of wallet and usage occasions.

BRAND MEANING / ASSOCIATION IMPACT

The extension strengthens:

- Traits: intentional, apothecary, authentic
- Emotions: discovery, comfort, pride
- Thoughts: "I am starting a ritual," "I trust the source"
- Qualities: handcrafted, sensory, cultural heritage

TEA RITUAL KITS

SECONDARY DATA SOURCES

- A major health and wellness industry report found that 70% of global consumers say they proactively manage their health and well-being rather than reacting to illness, indicating that **wellness has shifted toward ongoing daily engagement** rather than occasional use (NielsenIQ, 2025).
- Wellness has shifted from occasional consumption to **integrated daily routines, especially among younger consumers** seeking emotional and lifestyle alignment (McKinsey Future of Wellness, 2025).
- Ritual engagement **enhances enjoyment and perceived value** during consumption (Vohs et al., 2013)
- Consumers are increasingly **transforming routines into rituals** to create intentional, calming daily experiences (ASD Market Week Trend Report, 2024).

POSITIONING REINFORCEMENT

- By combining botanical wisdom, storytelling, and intentional preparation, the ritual kits deepen emotional connection and reinforce the brand's identity as more than tea, but a meaningful, heritage-based wellness practice.

BGO OPTION 3

CULTURE CLASSES

Culture Classes taught by Lydia herself, the founder and owner of Nansi Tea Blends.

- Featuring traditional African tea rituals, tea brewing instructions, African history, and meditation exercises.
- \$45 per class.

IMPLEMENTATION:

- Hosted at Lydia's home or in a community space
- Promoted on social media, Nansi Tea Blends website, and during in-person sales



CULTURE CLASSES

KEY GAPS

- Help implement key aspects of the brand that cannot be gleaned from the packaging or website alone
 - Relaxation aspect
 - How brand is rooted within **African culture and practices**

APPEALING TO TARGET SEGMENTS

Fatuma (47):

- Allow her to practice rituals that she could implement into her own business
- Hire Nansi Tea Blends to teach classes at her spa as a partnership opportunity

Liam (24):

- Build his relationship with Nansi Tea
- Learn more about African culture
- Teach him the proper rituals for the tea he is buying

ANSOFF MATRIX

- **Product Development:** New product for an existing market, as people who are already clients of Nansi Tea are the most likely to learn about the classes while buying her products
- **Diversification (Secondary):** Serving as a market expansion tool, pre-existing clients bringing friends and family, people who are searching for ways to learn about or express African culture

BRAND ASSOCIATIONS:

- Strengthens aspects such as ritual, heritage, meditation,
- New aspect of community, bringing people together to learn and share a hands-on experience together

CULTURE CLASSES

SECONDARY SOURCES:

- 2024 study in *Frontiers of Psychology* found that cultural involvement has a direct positive impact on the consumer's willingness to pay more for a product, increasing their brand happiness and perceived product quality
- Research done on consumer education demonstrates that when a brand invests in teaching its clients about the brand origin, it creates a specialist relationship. This leads to customers feeling more empowered by the products leading to attitudinal loyalty. Also increases word of mouth marketing from people sharing what they learned.
- Study from Lund University shows that consumers rate brands on authenticity. Hosting classes, therefore providing deep cultural context, acts as a brand decoder signaling authenticity rather than commercial interest.

POSITIONING REINFORCEMENT:

- The classes reinforce the values of learning about the origins of the tea and how each tea sold has its own purposes and intentions. This is not a commercial brand, it is a brand based in history, love, and authenticity

READY-TO-DRINK TEA LINE

This premium pre-brewed RTD line brings Nansi's most loved blends into portable, modern wellness moments.

Featuring cold-brewed versions of African Hibiscus Glow, African Lemongrass Calm, Lemon Ginger Restore, and Night Blend Unwind.

- **12oz premium glass bottles — \$6.50 retail (\$24 4-pack)**
- **Caffeine-free, small-batch, heritage-rooted formulations**

IMPLEMENTATION:

- Small-batch pre-brew production using existing blends
- 12oz glass bottles priced at \$6.50 retail
- 4-pack bundle option (\$24) to increase AOV
- Distributed online and through select spas, wellness cafés, and yoga studios



READY-TO-DRINK TEA LINE

KEY GAPS

- Loose-leaf format requires preparation time
- Brand does not participate in on-the-go consumption occasions
- Limited reach among convenience-driven consumers
- Growing market shift toward RTD beverages

APPEAL TO TARGET SEGMENTS

Wellness lifestyle consumers (Persona 2: Liam)

- Portable alternative to coffee
- Aesthetic, glass-bottled, Instagram-friendly
- Aligns with sustainability and ethical sourcing values

BRAND MEANING / ASSOCIATION IMPACT

Strengthens existing brand meanings like ritual, trust, and ethical sourcing, while adding a new association of accessibility and modern lifestyle convenience, helping consumers see Nansi as both a ceremonial and everyday wellness option.

DEFICIENCIES THE “RTD LINE” ADDRESSES:

- Creates easier entry point for new customers (lower commitment than loose-leaf)
- Expands purchase occasions beyond home brewing
- Increases frequency of consumption
- Responds to competitive pressure from convenience formats

ANSOFF MATRIX

Product Development

- Nansi Tea Blends introduces a new product format (RTD bottled tea) for its existing target customers.

Market Development (Secondary)

- The RTD line supports market development by expanding into new purchase occasions such as café retail, grab-and-go wellness spaces, and convenience-oriented environments.

READY-TO-DRINK TEA LINE

SECONDARY SOURCES:

- 2023 data from Statista shows that the global ready-to-drink (RTD) tea market continues to grow due to increasing consumer demand for convenience-driven beverages, particularly among younger urban consumers.
- Research from Grand View Research (2026) indicates that functional and premium beverage segments are expanding rapidly, with Gen Z and Millennial consumers prioritizing portability, clean ingredients, and wellness-oriented positioning.

POSITIONING REINFORCEMENT:

- By translating culturally rooted, caffeine-free blends into a bottled format, the RTD line reinforces Nansi's positioning (handcrafted, ethical, heritage-based wellness) while adapting to modern consumption behavior.

ALL BGO'S

SUMMARY

OPTION 1



Gifting Bundle

OPTION 2



Tea Ritual Ceremony Kits

OPTION 3



Classes

OPTION 4



Ready-to-drink Tea Line

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