



PRESS RELEASE

PUTTING A LITTLE 'OO' BACK INTO THE COMMUNITY WITH TYPHOO

Typhoo Tea Ltd is launching a new TV advertising campaign, the first work produced by BJJ since they won the business from CHI last year. The new 60 and 20 second ads showcase Typhoo's partnership with the charity FDS (Federation of Disability Sport) and introduce a new strapline for the much loved tea brand "Making Good Tea Since 1903"

Airing from 2nd September, the 60" and 20" ads will tie in with the launch of the **"Typhoo Sports for All"** initiative, which will provide a minimum of 500 community-based sports coaches across the UK with an accredited qualification in coaching disabled people. The Typhoo and FDS mission will ensure disabled people can access the sport of their choice, at a level and venue of their choice.

The campaign spans TV, digital and instore. A new pack design is also introduced which reveals the 'Typhoo Sports for All' logo, with the aim of raising awareness of the project, thereby driving sales. Typhoo Tea is already one of the fastest growing mainstream tea brands with value growth +22%¹, and this initiative is expected to produce further sales uplift, whilst supporting a worthwhile cause.

The commercial, entitled '*A Public Apology*' sees Noddy Holder charting the legacy of the famous tea brand, from it's 1903 Birmingham roots, through some of it's more quirky ads featuring 80s celebrities Frankie Howard and Sue Pollard, up to the present day and it's future commitment to "making a difference every time you make a cup of Typhoo".

Keith Packer, CEO of Typhoo Tea Ltd comments: *"We believe this initiative will have huge impact, making consumers sit up and take note of this worthy cause. The ads communicate the partnership with FDS, whilst also reminding consumers, in a tongue-in-cheek way, that Typhoo is 'good honest tea'. Retailers can capitalise on this brand investment by ensuring their shelves are stocked with these new packs of Typhoo Tea."*

¹ TNS 52 w/e 22 April 07 vs 19 April 09

Charlotte Thompson, Director at BJL added, *“Good tea, good value and doing some good is a simple and very motivating message for consumers and gives them a tangible reason to choose Typhoo over rival tea brands in a very competitive sector.”*

Media planning and buying is handled through MediaedgeCIA Manchester.

The 20 second and 60 second TV ads will run during an initial two month period and are also being supported by substantial marketing investment including high profile endorsement from football legend Sir Geoff Hurst and Great Britain’s disabled football team. CEO Keith Packer is also getting behind FDS at a more sweaty level! Packer and Gary Jones, a 43 year old fitness fanatic with severe learning disabilities, will be running two major races later in the year; the Great North Run in September and the Great South Run in October and aim to raise a further £10,000 for the charity (<http://www.justgiving.com/TyphooSportsForAll>)