

## Tata Global Beverages: Brand Experience



### Background

Tata Global Beverages is today an integrated beverage business that has set out on a journey to become the global leader in branded 'good for you' beverage - which taste good, are good for you and good for the planet.

### Need

As part of a week-long innovation workshop held in New York, Tata Global Beverages sought an activity that would immerse the participants in the city while simultaneously providing them with a range of learning experiences that would enrich their commercial and creative expertise. The activity needed to be part self-discovery / part planned and had to offer a diverse range of opportunities and activities for teams to report back. It was also crucial that the activity complemented and enhanced the other content of the workshop.

### Our role

just add water designed five creative odysseys that took participants out of the classroom and on to the streets of New York. Each team was given an area of Manhattan to explore, a route and 10 destinations to visit. The briefings offered context for each destination and provided a few prompts for discussion. For example, one odyssey centred on coffee and included visits to small local coffee shops, Nespresso boutiques, organic supermarkets and niche retailers to evaluate how effective and successful these organisations are and importantly what could be learnt from these experiences.

### Outcome

Following the creative odysseys the participants were required to report back and give informal feedback to the rest of the group outlining the key learnings and how the experiences could assist the development of their work at Tata Global Beverages. The odysseys gave the participants a market context and stimulated thought about the cutting edge of brand ideation and creation. Within the broader context of the Tata Global Beverages Think BIG! campaign just add water helped over employees develop over 1000 unique ideas.



'Working with just add water feels like a breath of fresh air. They approach every challenge with the same cheerful 'can-do' attitude and always come up with a creative and fresh approach to whatever we ask them to do'

Philippa Brown  
Internal Communications Manager  
Tata Global Beverages