

# Chinese whispers<sup>o</sup> DDB China Group

## Sit back and relax with Lipton Milk Tea and Tribal DDB



Click on here to [visit the website](#) and play the game!

The beauty is in the simplicity: boil water, add leaves, sit back and enjoy. Tea drinking began in China over 5000 years ago when, so the legend goes, Emperor Sheng Nung stopped for a pit stop on a long voyage and a leaf blew into his hot water. He was so impressed with the taste, China's love affair with tea was sealed on the spot.

As the nation's favorite beverage, entire sections in shops and supermarkets dedicated to tea, so how can Lipton Milk Tea make headway in such a crowded market?

### The Challenge

Consumers are familiar with Lipton and even Lipton Milk Tea, but Tribal DDB, part of DDB China Group, wanted to go a step further and integrate Lipton Milk Tea into everyday life.

The key is in the interactive element. Tribal DDB knew that engaging the drinker with Lipton Milk Tea, and letting them have fun with the product would be the key to success.

### The Idea and Execution

Through research Tribal DDB and Lipton found that young Chinese enjoy watching movies as their favorite form of relaxation. The fundamental idea is that drinking tea provides relaxation and lifts your mood, in the same way that watching movies does, so why not connect the two?

Tribal DDB hatched the original idea to bring tea, relaxation and movies together in an exciting online campaign for Lipton.

They created an online game "My Perfect Movie-Milk tea life" where consumers enter an online sitting room. They earn points by collecting the ingredients to create a relaxed and comfortable environment.

These include DVDs, tea cup, kettle and Lipton Milk Tea of course! Playing the game gives visitors the chance to win over 1600 cinema tickets a week and thousands of DVDs. Passengers in Shanghai's taxis can also play the game on interactive screens whilst they sit in rush-hour traffic.

### The Results

The campaign has had excellent results. There have been over a million page views in under a month! Over 700,000 people have played the game and 5000 tickets have been given out.

We are quite sure Emperor Sheng Nung would be proud.

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