



What's da Tea?

Look, See, Smile, Buy
Copy Driven Packaging

Background

What's
da Tea™

What's da Tea Wines is a dynamic and spirited sweet wine company that specializes in crafting delightful dessert wines, with a focus on Moscato and Moscato d'Asti. Founded in 2023, the company is inspired by the vibrant tradition of girlfriends gathering to share stories, laughter, and life's moments over a glass of wine.



Creative Brief



Goal The goal of this campaign is to establish What's da Tea as the go-to sweet wine brand for Gen Z and Millennial women, encouraging them to choose our wines for their intimate gatherings and celebrations.

Target Audience Our target audience is Gen Z and Millennial women aged 21-35 who are college-educated, career-driven, entrepreneurs, young wives, and new moms. They value friendship, authenticity, and quality experiences in their daily lives.

Connection We aim to connect with our audience by resonating with their lifestyle and values. Through relatable messaging and visually appealing packaging, we'll position What's da Tea as a brand that celebrates friendship, shared stories, and memorable moments.

Key Message Our key message is **"Savor sweet wine, share real tea, embrace your squad."** We want our audience to see What's da Tea as more than just a wine; it's a companion for their cherished moments and a catalyst for creating new memories with friends.

Strengths

- Targeted Product Range: Focused on sweet dessert wines like Moscato and Moscato d'Asti, appealing to the preferences of the target audience.
- Brand Image: Positioned as a vibrant and spirited brand, resonating with the lifestyle and values of Gen Z and Millennial women.
- Community Focus: Emphasizes the tradition of girlfriends gathering, creating a sense of relatability and connection.

Weaknesses

- Limited Variety: Concentration on sweet wines might limit appeal to a broader audience with diverse taste preferences.
- New Brand: As a newly founded company, establishing trust and recognition in a competitive market may take time.
- Budget Constraints: Being a budget-friendly brand may impact the perception of quality among certain consumer segments.

Opportunities

- Expanding Market: The growing interest in wine among younger demographics presents an opportunity for market expansion.
- Social Media Engagement: Leveraging social media platforms to connect with the target audience and build a community around the brand.
- Product Line Extension: Introducing new flavors or wine varieties to cater to evolving consumer tastes and preferences.

Threats

- Competition: The wine industry is highly competitive, with numerous established brands vying for market share.
- Changing Consumer Trends: Shifts in consumer preferences, such as a move towards health-conscious or low-alcohol beverages, could impact demand.
- Economic Fluctuations: Economic downturns or shifts in disposable income could affect consumer spending on non-essential items like wine.

Customer Personas

What's
da Tea?™

What's da Tea Wines is perfect for sociable women aged 21-35 who love brunch with friends and great desserts. Our Gen Z and Millennial fans value experiences, balance work with fun, and are trend-conscious digital natives. They prefer sweet wines that elevate their brunch gatherings, making What's da Tea their go-to for delicious pairings and shared laughter.



Customer Personas



Ava the super savvy mom
29-years old

Occupation

Freelance Writer

Location

Portland, Oregon

Relationship

Married with a 2-year-old

Personality

Creative, nurturing, and thoughtful. Ava cherishes her family time but also values reconnecting with friends.

Goals

To balance motherhood with her writing career and personal growth.

Interests

Writing, reading, and hosting small brunch gatherings at home.

Preferred Apps

Pinterest for inspiration, Goodreads for book recommendations, and WhatsApp for staying in touch with friends.



Customer Personas



Chrissy the social butterfly
26-years old

Occupation

Digital Marketing Specialist

Location

Atlanta, Georgia

Relationship

Single

Personality

Dynamic, social, and trend-savvy. Chrissy is always on the pulse of what's new and loves sharing her finds with friends.

Goals

To climb the career ladder while maintaining an active social life.

Interests

Fashion, travel, and trying out new brunch spots with friends.

Preferred Apps

Instagram for trends, Twitter for real-time updates, and OpenTable for reservations.



Customer Personas



Erica the tech guru
27-years old

Occupation
UX Designer

Location
San Francisco, California

Relationship
In a Relationship

Personality
Innovative, tech-savvy, and independent. Erica enjoys exploring the city and connecting with like-minded professionals.

Goals
To make a mark in the tech industry and build a strong personal network.

Interests
Technology, design, and experiencing San Francisco's vibrant brunch scene.

Preferred Apps
LinkedIn for networking, Dribbble for design inspiration, and Yelp for discovering new brunch spots.



Customer Personas



Jennifer the network queen
32-years old

Occupation

Event Planner

Location

Chicago, Illinois

Relationship

Engaged

Personality

Organized, detail-oriented, and sociable. Jennifer loves bringing people together for memorable experiences.

Goals

To grow her event planning business and create unforgettable events for her clients.

Interests

Event design, culinary experiences, and sampling sweet wines at brunch with friends.

Preferred Apps

Instagram for event ideas, Trello for organization, and Vivino for exploring wine options.



Key Insights

What's da TeaTM

What's da Tea Wines appeals to sociable, trend-savvy women aged 21-35 who value experiences and connections. They love our sweet, approachable wines for their brunch gatherings. As digitally active and budget-conscious consumers, they choose brands like What's da Tea that reflect their values and enhance their social moments.

What's da Tea Wines' target audience challenges include limited appeal due to a focus on sweet wines, price sensitivity, reliance on digital engagement, and the impact of changing trends and health consciousness.



Strategy Statement



- Get** women aged 21-35 to prefer What's da Tea Wines for their brunch gatherings.
- To** achieve this by emphasizing the charm of our sweet wines in enhancing brunch experiences.
- By** engaging them on social media with content that showcases the perfect pairing of our wines with brunch.
- Because** they enjoy the indulgence of sweet wines and the social ritual of brunching with friends.



Copy Ideation

(Headlines)

What's
da Tea™

1. Unforgettable moments with good friends
2. Cherished moments that become unforgettable when shared with good friends.
3. Cherished moments with dear friends are unforgettable.
4. Memories with friends are forever treasures.
5. Memories with friends: priceless and unforgettable.
6. Heartfelt chats with treasured friends.
7. Conversations and cherished friends.
8. Meaningful conversations with close friends.
9. Real talk with ride-or-die friends.
10. Real talk with cherished crew.
11. **Real talk, unforgettable crew.**
12. Sweet wine, Real talk, clutch friends.
13. Savor sweet wine, share real tea, embrace your squad
14. Sweet sips, real talk, solid friends.
15. Sweet wine, genuine chats, tight-knit crew.
16. **Sweet wine, real talk, loyal squad.**
17. Sweet vino, honest chat, loyal clique.
18. Sweet sips, authentic chats, close crew.
19. Savor sweet sips, embrace your close crew.
20. **Our wine, your tea.**



Copy Ideation

(Observational)

What's
da Tea™

1. **It's giving...**
2. Side eye flow
3. Don't do it girl
4. **Wine not wisdom**
5. **More pour choices**
6. I know that's right
7. No common-sense tonight
8. Wine that Gets You
9. **Major mood**
10. Adulting Sucks, This Wine Doesn't
11. Crafted with Finesse
12. Disrupt Your Palate
13. **Low-Key Lux**
14. Chill" in a Bottle
15. Big vibes
16. **Brunch goals**
17. Major Mood
18. Get Lit
19. Adulting Done Right
20. **Don't do it girl.**
21. Squad's New Fave
22. Haute Wine Life
23. Drip in a Bottle
24. Endless laughter
26. Wine with Finesse
27. Crafted Fire
28. Liquid Confidence
29. I'm so hungry
30. **Endless laughter**



Copy Ideation

(Metaphorical)

What's
da Tea?

1. Brunch Bae
2. Convo for days
3. **Liquid Courage**
4. **Uncorked vibes**
5. Sweet Escapes
6. The wine is wining
7. Insta-Brunch Bliss
8. Convo Starter
9. **Big Moments**
10. Gossip Vibes
11. Bond Builder
12. Weekend Whisperer
13. No filters
14. #BrunchLife
15. Delicious Detour
16. Real Talk Situations
17. Laughter Link
18. Conversations in a Cup
19. Unforgettable Elixir
20. **More tea please**
21. My Clique and Cocktails
22. Laughter Libations
23. Big Buzz
24. #SquadGoals
25. Wine to unwind
26. Long weekend vibes
27. Social Butterfly Nectar
28. **Brunch Goals**
29. Deep Talks
30. **A time was Had**



Final Copy

What's
da Tea™

Our wine, your tea.

Sub copy

It's giving, wine not wisdom.
It's giving, brunch goals.
It's giving, liquid courage.
It's giving, more pour choices.
It's giving, don't do it girl.
It's giving, major mood.
It's giving, uncorked vibes.
It's giving, endless laughter.
It's giving, more tea please.



Logo Design

Font: Kari Display Pro

(Girlie + Trendy)

What's
da Tea.™

What's
da Tea.™

What's
da Tea.™

1st Package Design Ideas



Our wine, your tea.

What's da Tea?

Here's to the bottles with What's da Tea Wines, the ultimate brunch accessory. Our sweet Moscato and Moscato d'Asti are made for those laugh-out-loud moments and heart-to-hearts with your buddies. Since 2021, we've embraced the tradition of bonding over a delicious glass of wine. Let What's da Tea show if your next brunch gets together.

It's giving, liquid courage.

Moscato

355 ml | 13.9% alc/vol
Made with premium muscat grape

PLEASE RECYCLE

GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive and operate machinery and may cause health problems. **Carolina Sulfites**

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It's giving, many pour choices.

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Final Package Design

Cheers to Sisterhood

The Moscato Sorority Collection



Our wine, your tea.

What's da Tea?

Here's to the bottles with What's da Tea Blends, the ultimate brunch accessory. Our sweet Moscato and Moscato d'Alba are made for those laugh-out-loud moments and heart-to-hearts with your besties. Since 2022, we've embraced the tradition of bonding over a delicious glass of wine. Let What's da Tea show if your next brunch get together.

Nutritional Facts Serving: 1, Serv. Size: 8.5 fl oz (250 ml), Amount Per Serving: Calories 130, Sodium (mg) (7% DV), Total Carb. 23g (8% DV), Total Sugars 23g (50% DV), By Added Sugars, 17% DV.

What's da Tea?

It's giving, more tea please.



Moscato

355 ml, 13.9% alc/vol
Made with premium muscat grape

It's giving, endless laughter.

PLEASE RECYCLE

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What's da Tea?

It's giving, many pour choices.



Moscato

355 ml, 13.9% alc/vol
Made with premium muscat grape

It's giving, don't do it girl.

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What's da Tea?

It's giving, major mood.



Moscato

355 ml, 13.9% alc/vol
Made with premium muscat grape

It's giving, uncorked vibes.

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What's da Tea?

It's giving, liquid courage.



Moscato

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It's giving, wine not wisdom.

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Cheers to Moscato



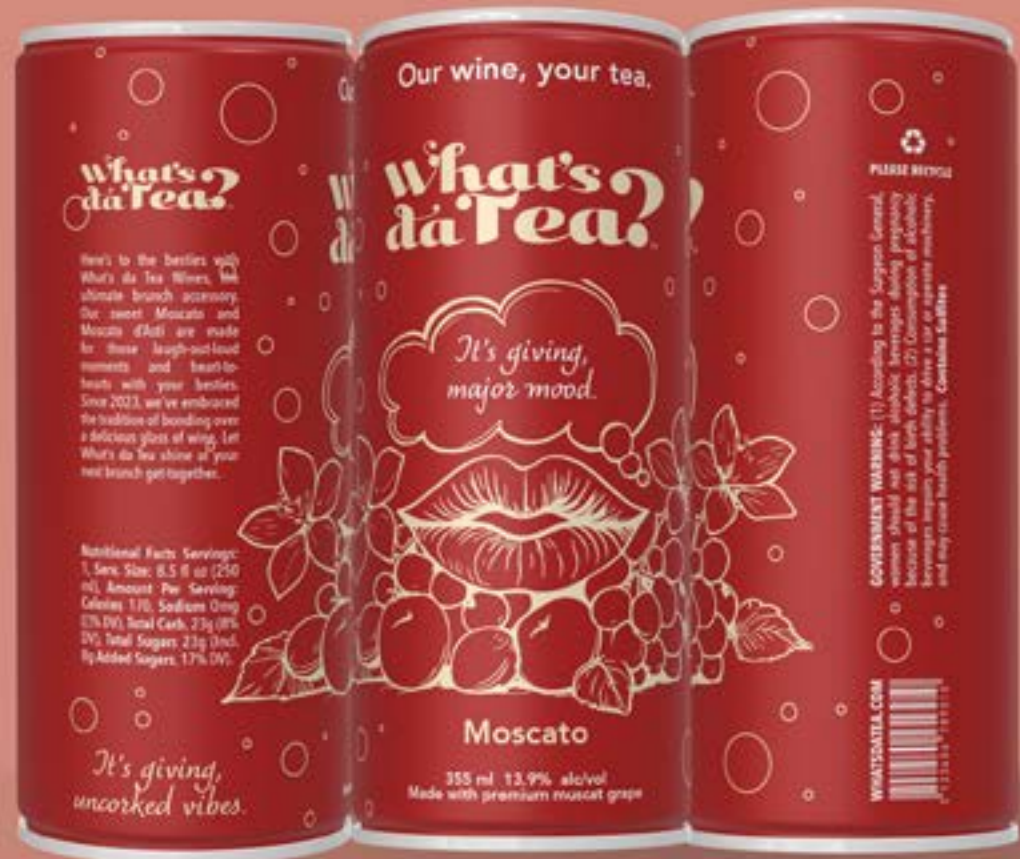
Cheers to Alpha Kappa Alpha

Cheers to Moscato



Cheers to Sigma Gamma Rho

Cheers to Moscato



Cheers to Delta Sigma Theta

Cheers to Moscato



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Nutritional Facts Servings: 1, Serv. Size: 8.5 fl oz (250 ml), Amount Per Serving
Calories: 170, Sodium: 0mg (0% DV), Total Carb: 23g (8% DV), Total Sugars: 23g (50% DV), Added Sugars: 17% DV

PLEASE RECYCLE

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WHATSDATEA.COM
355 ml 13.9% alc/vol
Made with premium muscat grape

Cheers to Zeta Phi Beta

Cheers to Sisterhood

The Moscato d'Asti Collection



Our wine, your tea.

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What's da Tea?

It's giving, liquid courage.



Moscato d'Asti

355 mL 13.9% alc/vol Made with premium muscat grapes

It's giving, wine not wisdom.

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Cheers to Moscato d'Asti



Cheers to Moscato d'Asti



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(0% DV), Total Carb. 21g (8%
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10g Added Sugars, 17% DV).

*It's giving,
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What's
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Moscato d'Asti

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Cheers to Moscato d'Asti



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Ads

Our wine, your tea.



It's giving...



Wine not wisdom.



Many pour choices.



Major mood.

whatsdatea.com



Our wine, your tea.

*It's giving,
wine not wisdom.*

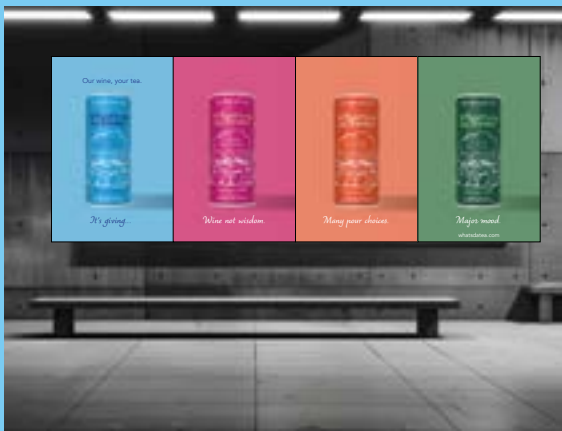
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Our wine, your tea.



It's giving, brunch goals.

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What's da Tea?

It's giving, thank you!