THE WORLD’S FIRST REGENERATIVE AD
WE ATTEMPTED TO MAKE THE MOST THOUGHTFUL, ECO-FRIENDLY AD THE WORLD HAS EVER SEEN

At its simplest, regenerative* is a principle in which you aim to give back more than you take. And in 2022, TAZO announced a multi-year regenerative plan to overhaul their full product supply chain to combat climate change.

As we prepared to launch the first 4 blends of regenerative organic teas, we knew 80% of our core audience found the product appealing but 68% were skeptical we would deliver on our promises. We realized succeeding meant earning the affinity of the highly skeptical eco-activist community.

We ran smack into a wall: producing and airing ads generates a shocking amount of carbon emissions. We couldn’t rely on traditional production and distribution methods if we wanted to win over the eco-activist community.

So we decided to do something that hadn’t been done before. We enforced a new climate strategy for our campaign: our ad had to be every bit as eco-friendly as the teas themselves.

We set out to create the world’s first regenerative commercial and create a new industry standard.

*Regenerative agriculture is a holistic approach to farming that focuses on improving and enhancing the health of the soil, ecosystem, and community. It goes beyond sustainable farming practices to regenerate and restore degraded soil, improve biodiversity, and create more resilient and self-sustaining farming communities.
AFTER YEARS OF WIDESPREAD GREENWASHING, TAZO FACED A SKEPTICAL AUDIENCE

In 2022, TAZO announced a multi-year regenerative plan to overhaul their full product supply chain to combat climate change.

The brand took its most popular flavors and made them regenerative, which means it gives back to the soil, the ecosystem and the people that rely on the land. But the brand didn’t stop at farming practices but applied regenerative principles to everything from the supply chain to packaging.

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Just one ad campaign can generate the same carbon output as 16 Americans in an entire year.

The energy consumed by broadcasting a single ad is equivalent to 144 round trip flights from Paris to NY.
THE ONLY WAY WE CAN BE A TRULY REGENERATIVE BRAND IS TO MAKE OUR ADVERTISEMENT EVERY BIT AS ECO-FRIENDLY AS OUR TEA
RADICALLY RETHINK THE TRADITIONAL AD MODEL TO BE REGENERATIVE
WE CREATED THE WORLD’S FIRST **REGENERATIVE COMMERCIAL**

Since producing ads generates a shocking amount of carbon emissions, we couldn’t rely on traditional production methods. So, we worked with our director to dramatically cut carbon emissions from production. Instead of a giant air-conditioned set, we shot in his backyard using 100% natural light. We repurposed items he already owned—like mugs and a kiddie pool—as props. Tea was brewed with collected rainwater. Pollinator-friendly bushes were planted for a backdrop. We even cooked up vegan chili for the crew to replace the typical, wasteful catering spread.

Instead of hiding the process, we made this behind-the-scenes the premise of our spot.
BUT IT WASN’T ENOUGH TO RETHINK PRODUCTION WE HAD TO COME UP WITH A NEW FORM OF DISTRIBUTION
Instead of being powered by paid, our commercial could be powered by the eco-passion of #ECOTOK.

Our campaign was designed to resonate with the highly engaged #EcoTok audience on social, and our research made us confident that we could leverage their passion and existing conversations as fuel for our campaign.
WE TURNED OUR COMMERCIAL INTO A FUNDRAISER ON TIKTOK

Rather than putting a heavy paid plan behind our commercial, we turned it into a fundraiser on TikTok. Instead of forcing the ad into the feed of tea drinkers we posted a single TikTok and asked people to watch it by choice and in exchange Tazo would donate $1 (up to $250,000) to Rodale Institute, a non-profit dedicated to education, farmer training, and research in regenerative organic agriculture.

We partnered with #EcoTok creators to serve as official Tazo brand ambassadors and gave them control of brand handles, our launch video, and other supporting assets to help us deliver our campaign message in a way that was unique and authentic to them.
TAZO ATTRACTED A NEW GENERATION OF BUYERS AND SET A NEW STANDARD

- We galvanized the biggest climate advocates and quickly surpassed our $250K donation goal to the Rodale Institute with 566,000 organic views.
- To date, we’ve generated more than 638M earned impressions, and praise for reimagining the industry norm of ad production.
- We attracted a whole new generation of buyers with 44% of Regen buyers being new to TAZO.
- And Fast Company crowned our 29 year old brand as the #2 “Most Innovative Company in Food” for its full-throated commitment to regenerative practices.
TAZO COMMITTED TO MAKING ALL FUTURE ADS THIS WAY

WE HOPE IT INSPIRES YOU TO DO THE SAME