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pressrelease

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Golden Goose take on the Tea Folk

Advertising characters set for food and non-food extensions

Brand consultancy Golden Goose will represent Tetley Tea's much loved brand ambassadors, the Tea Folk, for an exclusive 3 year licensing deal covering the UK.

Launched in 1973 the Tea Folk have appeared in 67 advertisements generating over 30 million pieces of memorabilia in their first three decades. Their return as part of a multimillion pound advertising campaign reached over 42 million viewers and was voted one of the top 10 marketing events of 2010. The Tetley Tea Folk campaign helped to reaffirm Tetley's position as one of the UK's best loved brands and with 38% of British households considered Tetley Tea drinkers, this very British love affair shows no sign of cooling off..

Now Tetley Tea Folk are set to launch a range of consumer products from homewares to edibles. The range of IP assets available to licensees includes an extensive image bank of the seven Tetley Tea Folk characters led by Gaffer and Sydney. The characters have 92% brand recognition and were liked or strongly liked by 85% of the 2,000 people surveyed by Tetley before bringing them back for a multi-media campaign in 2010.

Anand Gandesha, Marketing Manager at Tata Global Beverages, brand owners of Tetley said: "We are a nation of tea lovers and the Tea Folk products will be the perfect accompaniment to enjoying, making or thinking about Tetley Tea.

Golden Goose Account Director Antonia Habdank-Toczyska said: "Golden Goose is delighted to be working with the Tetley brand team and to be



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building a strategic licensing programme around the Tea Folk. There is a great opportunity to extend the Tea Folk beyond traditional media and to that end we have several product launches in the pipeline this year “

Now Golden Goose is looking to build from the existing licensee base into areas including kitchen accessories, stationery, toys and games.

Tea is a very prominent feature of British life: one in three drinks consumed by 35-44 year olds is black tea with tea accounting for half of all drinks at breakfast. The Tea Folk will feature on the bulk of the 70 million packs of tea Tetley sell every year.

Ends

Golden Goose

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Notes:

Golden Goose is a brand licensing consultancy established in 2002 to help corporate brands develop licensing opportunities. Based in London the company balances a consultative approach with an entrepreneurial spirit, offering a range of services from ideation, project management, and negotiation, through to style guide and packaging design. Other Golden Goose clients include RAC, Thomas Crapper, and New York City.

Tetley is a growing global tea brand with a presence in 70 countries around the world. It is the market leader in the UK and Canada and in total 75 million cups of Tetley tea a day are drunk worldwide. For more information please visit www.tetley.co.uk

TATA Global Beverages comprises of a number of major beverage brands worldwide including Tetley, Tata Tea, Good Earth, Eight O'Clock Coffee and Himalayan Natural Mineral Water. With revenues in 2008/09 of \$1.5bn, the group employs c. 3,000 employees worldwide and has its corporate headquarters in the UK. The Tetley Group was purchased by Tata Tea in 2000. For more information on the Tata Global Beverages' brands please visit www.tataglobalbeverages.com