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Lipton enabled over 4.3 million seconds of quality connections between Malaysians

*30,000 Malaysians participated in “Sekuat rasa teh, seerat ikatan kasih”
campaign in conjunction with Teh Tarik Day*

14 December 2021, Kuala Lumpur - With social distancing becoming the new norm, the number of people we interact with or communicate with everyday dwindles to only a handful. The absence in face-to-face communication has led to an increasingly disconnected community in Malaysia, with many losing fundamental skills to carry out deeper connections with others. Recognizing this situation, Lipton launched the campaign “Sekuat rasa teh, seerat ikatan kasih”, aiming to improve and generate quality connections between Malaysians.

The world’s leading tea brand has always emphasized the importance of communication and connections between individuals, and Lipton launched the campaign with a meaningful TVC, depicting how sometimes we are not happy with the way we communicate with our loved ones. The TVC showcases the importance of quality connections which can be sparked with a cup of tea, hoping to inspire Malaysians to spend time with loved ones to reconnect.

With the number of cases at an all-time-high between August and September, borders and dining establishments remained closed, putting more distance between individuals and their loved ones. Despite the absence of mamak sessions, Lipton still enabled Malaysians to reconnect over a cup of tea through www.liptontehtarikday.com. Launched on 15th September in conjunction with Teh Tarik Day. The microsite allowed Malaysians to upload both their message together with an image that is meaningful to both sender and receiver, and Lipton turned these words of love into a heartwarming personalised video for each participant!. With 30,000 Malaysians





connecting through this unique messaging platform, Lipton enabled over 4,350,000 seconds of quality connections among Malaysians and their loved ones during the campaign period.



“Our team planned this campaign with the aim to improve the quality of connections we have with our loved ones during this pandemic. It was heartwarming to see how many Malaysians who have missed real connections used our platform to express themselves, with numerous touching messages sent to people they have been separated from for over a year. We had a tremendous response for this campaign, surpassed the expectation we had and achieved 335% more in quality connections than the initial target we had set out! This just proves that when a brand does something with the consumer's needs and situation at heart, we are able to make a real impact in their daily lives, ” says **Callista Fernandez, SEA Marketing Head for Tea in ekaterra (a division of Unilever)**.



As the world's leading tea brand, a Teh Tarik Day celebration will not be complete without the star of the show: A cup of silky smooth teh tarik with a delectable frothy layer on top just like how it would be served in a mamak! Adding something special to Malaysian's favourite drink, Lipton partnered up with local art brand Stickerrific to design the Limited Edition Lipton Teh Tarik Day Gift Set. The collaboration resulted in a customized batik print using the Lipton tea bags and tea leaves as



inspiration. 1,000 gift sets were delivered to randomly selected participants who connected through www.liptontehtarikday.com. The delivery of the gift set is to encourage for the connections between them to extend beyond a video message, reminding them to set aside at least 15 minutes to catch up over a Teh Tarik together in our Lipton Tea-moji Mugs!

The campaign was wrapped up in a video here: <https://youtu.be/YHz9m0MaSjg> , depicting Lipton's journey and footsteps along the campaign, with a touching compilation of message entries collected from all around Malaysia.

For more information on the campaign, do follow Lipton's official social media at [Facebook](#) and [Instagram](#). Lipton's Lipton Extra Kaw Pot Bags and Lipton Teh Tarik 3-1 can be found in most supermarkets, as well as online on Shopee and Lazada.



Lipton Extra Kaw Pot Bags
92g (40 pot bags)
RM5.30



Lipton Teh Tarik 3-in-1
252g (12 sachets)
RM14.95



Note to editor

About Lipton

Sir Thomas Lipton founded Lipton in 1871 to deliver the best quality tea for the ultimate experience. Lipton Yellow Label pioneered this dream with the finest international blends from Ceylon and Kenya giving Lipton tea its signature aroma and taste. Since then, Lipton has delivered great innovations bringing vitality and natural goodness into people's lives.

Lipton renowned as the World's NO.1 Tea Brand continues to push the boundaries and thus begins embarking on a journey to give tea an exciting twist to brighten every occasion with a cup a refreshingly delicious Lipton Tea!

About ekaterra (a division in Unilever)

Ekaterra is proud of its tea business, the biggest in the world, with world-class purpose driven brands such as Lipton, PG tips, T2, TAZO® and Pukka. We pick, cultivate and nurture various blends – of brews and people. And we're just getting started. Our name, ekaterra, is derived from a blend of Sanskrit and Latin and stands for one earth. We are present in more than 100 countries with generated revenues of €2 billion in 2019. With 13 production factories in 4 continents and tea estates in 3 countries, ekaterra is a profitable and growing business offering a world of wellbeing through the regenerative power of plants to hundreds of millions of consumers.

One planet. One people. One purpose.

At ekaterra, we stay grounded: we never forget that every brew we create starts with a simple seed, nurtured by the earth. We stay united: we believe in harnessing the power of diversity, because only when we pick, cultivate and nurture various blends, do we bring out the best - in our brews as well as our people. Combining the strength and scale of our global iconic brands with speed and agility, we're brewing a 'corporate start-up' mindset that's opening up new opportunities to flourish every day – both for our business and our people. At ekaterra, we work alongside people who put consumer love at the heart of every decision. Diverse minds who celebrate new ideas, share our values and the commitment we have for the wellbeing of all. In return, we create an environment that gives our people space and freedom, where they can grow as leaders. A connected community where ideas can thrive. Where you explore new challenges. Learning all you need to master your field, and even more about yourself. Be part of this amazing blend. Join our collective and help us grow a better world of wellbeing and a better you. ekaterra - Botanicals for a better world. For more information, visit: www.ekaterratea.com/

About Unilever

Unilever is one of the world's leading suppliers of fast moving consumer goods with operations in more than 100 countries and sales in 180. We have some of the world's best known and most trusted brands, with leadership positions in many of the home and personal care and food categories in which we compete. With products that are used over two billion times a day around the world, we work to create a better future every day and help people feel good, look good and get more out of life with brands and services that are good for them and good for others. More than 167,000 people worldwide work for Unilever. For more information, visit www.unilever.com