TATA CONSUMER PRODUCTS

**MMA India**
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# Brand: TATA TEA PREMIUM

How Tata Tea Premium used AI to turn a Lohri campaign into thousands of personal video messages.

## BRIEF DESCRIPTION

Tata Tea Premium's core strategy centers on a hyperlocal approach in Punjab. To celebrate Lohri, the brand launched its 'Vaddi Khushiyaan De Tappe' campaign featuring Shehnaaz Gill, running from 9–14 January 2023, using AI to bring that hyperlocal strategy to life through personalized messaging.

### How AI Was Applied

AI was used to send personalized messages to consumers who clicked on the ad. Personalized themes tailored to individual preferences were generated, leading each consumer to create their own personalized video message from Shehnaaz Gill to send to a loved one. The campaign ran across YouTube, ShareChat, and Momspresso.

## IMPACT

**11,172**
Custom Tappas created and shared on Lohri

**3 platforms**
Campaign ran across YouTube, ShareChat and Momspresso

Personalized, AI-generated video messages turned a single campaign moment into thousands of individual Lohri greetings shared among friends.

**About Tata Tea Premium | Tata Tea Premium ran the 'Vaddi Khushiyaan De Tappe' campaign in Punjab during Lohri 2023, featuring Shehnaaz Gill, as part of its hyperlocal, AI-personalized approach to marketing.**