TATA CONSUMER PRODUCTS

MMA India
101 AI IN MARKETING
USE CASES

Brand: TATA TEA PREMIUM

How Tata Tea Premium used AI to reach Mumbai consumers already talking about tea.

BRIEF DESCRIPTION

Tata Tea Premium ran its ‘Kadak Mumbai Ke Liye Kadak Chai’ campaign from 19–31 December 2023, aiming to reach consumers buying tea on e-commerce platforms. Since e-commerce platforms don’t share audience data, the brand focused on a lower-funnel audience: people already showing purchase intent by talking about tea online.

How AI Was Applied

AI technology picked up on conversations containing keywords like ‘Tea,’ ‘Cutting Chai,’ and ‘Garam Chai,’ and sent notifications to the mobile devices of people having them. This approach let the brand reach its desired audience directly, contributing to heightened brand awareness.

IMPACT

160,000
Notifications delivered over 15 days

8% CTR
Click-through rate, above industry benchmarks

Listening for real conversations about tea let Tata Tea Premium reach an engaged audience directly, at a click-through rate that beat industry benchmarks.

About Tata Tea Premium | Tata Tea Premium ran the ‘Kadak Mumbai Ke Liye Kadak Chai’ campaign in December 2023, using AI-driven conversation targeting to reach tea buyers on mobile.