# Lipton Ice Tea transforms pirate tale with refreshingly playful new campaign



Lipton Ice Tea has launched a bold new brand platform, aptly named "Tea changes everything", which is being introduced through an imaginative campaign film titled "Pirates". Created by the renowned agency Adam & Eve/DDB, this 55-second commercial, directed by David Wilson, transports viewers onto a pirate ship where a man faces an unnerving fate—walking the plank. However, the narrative quickly shifts with a whimsical voiceover that poses a playful question: "What if grumpy pirates drank refreshing Lipton Ice Tea?" The transformation that follows is nothing short of amusing; the pirates, once fierce and foreboding, become lively and joyful, engaging in a series of light-hearted activities such as dancing to Tiny Tim’s “Livin’ in the Sunlight, Lovin’ in the Moonlight” and enjoying sunny leisure time.

This campaign is underpinned by the strategic insight that tea can offer uplifting experiences, a positioning echoed by April Redmond, chief marketing officer at Pepsi Lipton. She remarked that the playful narrative stems from understanding consumer desires for refreshing beverages that provide joy and positivity. Redmond pointed out that as health-conscious consumers increasingly seek out enjoyable yet permissible drinks, Lipton aims to capitalise on this growing trend.

The introduction of a unique "sensory signature", creatively termed the “Lipting”, enhances the brand's identity. Developed by Design Bridge & Partners, the signature combines a raised little finger with a pleasant "ting" sound, presenting a distinctive addition that focuses on engagement rather than the traditional branding conventions that typically surround consumer products. Mark Shanley, creative director at Adam & Eve/DDB, reinforced this sentiment by stating that the essence of tea can indeed alter various situations, even those involving rugged pirates. He expressed the team’s excitement about this new creative direction that promises to resonate with audiences.

This latest initiative follows a series of impactful campaigns by Lipton Ice Tea aimed at reaching broader audiences. Notably, the brand launched a £3 million summer campaign in 2019, “Sunshine Makes It Taste Better”, which was synonymous with promoting its appeal as a low-calorie alternative to traditional soft drinks—a necessary pivot in today’s market, where health awareness is at the forefront. A significant aspect of this transformation is the more recent relaunch of the core range in March 2023, which featured updated packaging and a reduction in sugar content across flavours, thereby catering to the rising consumer demand for healthier options.

Historically, the brand has sought to present itself as a refreshing alternative to carbonated beverages. The rebranding efforts undertaken in 2014 aimed to resonate strongly with millennial consumers, embracing aesthetics associated with relaxation and a vibrant lifestyle. The design changes included beach culture motifs, reinforcing Lipton's image as a natural and uplifting alternative.

In a playful nod to its marketing flair, Lipton also engaged consumers with an early April Fool’s prank about discontinuing its beloved peach-flavoured iced tea, signalling the brand's aim to maintain a light-hearted connection with its audience. Furthermore, a collaborative fashion venture with streetwear brand Cruel Pancake last summer highlighted Lipton's initiative to diversify its brand engagement strategies.

As Lipton Ice Tea gears up for the global rollout of this new campaign, it positions itself not just as a beverage, but as an experience that not only refreshes but also uplifts consumers' moods in a marketplace increasingly dominated by health-conscious choices.

### Reference Map

1. Paragraph 1: [[1]](https://www.campaignlive.co.uk/article/lipton-ice-tea-floats-new-brand-platform-adam-eve-ddb-pirates-spot/1917950)
2. Paragraph 2: [[1]](https://www.campaignlive.co.uk/article/lipton-ice-tea-floats-new-brand-platform-adam-eve-ddb-pirates-spot/1917950)
3. Paragraph 3: [[1]](https://www.campaignlive.co.uk/article/lipton-ice-tea-floats-new-brand-platform-adam-eve-ddb-pirates-spot/1917950), [[2]](https://www.britvic.com/our-news/performance/britvic-launches-3m-sunshine-makes-it-taste-better-campaign-for-lipton-ice-tea/), [[3]](https://www.britvic.com/our-news/performance/lipton-ice-tea-goes-for-growth-with-core-range-relaunch-and-new-packaging/)
4. Paragraph 4: [[3]](https://www.britvic.com/our-news/performance/lipton-ice-tea-goes-for-growth-with-core-range-relaunch-and-new-packaging/), [[4]](https://thedieline.com/before-after-global-re-design-for-lipton-ice-tea/)
5. Paragraph 5: [[5]](https://www.adhugger.net/2024/06/18/lipton-ice-tea-is-here-to-save-our-summer-in-new-campaign-from-adameveddb/), [[6]](https://www.mindshareworld.com/belgium/work/lipton-ice-tea)
6. Paragraph 6: [[1]](https://www.campaignlive.co.uk/article/lipton-ice-tea-floats-new-brand-platform-adam-eve-ddb-pirates-spot/1917950), [[4]](https://thedieline.com/before-after-global-re-design-for-lipton-ice-tea/)
7. Paragraph 7: [[1]](https://www.campaignlive.co.uk/article/lipton-ice-tea-floats-new-brand-platform-adam-eve-ddb-pirates-spot/1917950), [[2]](https://www.britvic.com/our-news/performance/britvic-launches-3m-sunshine-makes-it-taste-better-campaign-for-lipton-ice-tea/), [[3]](https://www.britvic.com/our-news/performance/lipton-ice-tea-goes-for-growth-with-core-range-relaunch-and-new-packaging/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.campaignlive.co.uk/article/lipton-ice-tea-floats-new-brand-platform-adam-eve-ddb-pirates-spot/1917950> - Please view link - unable to able to access data
2. <https://www.britvic.com/our-news/performance/britvic-launches-3m-sunshine-makes-it-taste-better-campaign-for-lipton-ice-tea/> - In July 2019, Britvic launched a £3 million summer campaign for Lipton Ice Tea, titled 'Sunshine Makes It Taste Better'. The campaign aimed to boost brand awareness and sales during the summer months, a peak period for soft drink consumption. It featured a new TV commercial and was supported by out-of-home advertising, digital and social media, sampling, and in-store promotions. The campaign highlighted Lipton's position as the UK's leading ice tea brand and its appeal to health-conscious consumers seeking low-calorie, no artificial colours or preservatives beverages.
3. <https://www.britvic.com/our-news/performance/lipton-ice-tea-goes-for-growth-with-core-range-relaunch-and-new-packaging/> - In March 2023, Lipton Ice Tea announced a relaunch of its core range with modernized packaging and reduced sugar content across flavors like Peach, Lemon, and Green Mint & Lime. This initiative aimed to cater to the growing consumer demand for lower sugar options without compromising on taste. The relaunch was part of Lipton's strategy to maintain its position as the leading ready-to-drink tea brand and to appeal to health-conscious shoppers seeking healthier beverage choices.
4. <https://thedieline.com/before-after-global-re-design-for-lipton-ice-tea/> - In October 2014, Design Bridge rebranded Lipton Ice Tea to target millennial audiences and reflect a healthier, uplifting image. The redesign included new branding, visual elements, bottle structure, and campaign visuals. The updated design aimed to position Lipton Ice Tea as a refreshing alternative to carbonated soft drinks, emphasizing natural and uplifting qualities associated with tea. The new packaging featured elements reminiscent of beach culture, such as waves and sun motifs, to evoke a sense of relaxation and enjoyment.
5. <https://www.adhugger.net/2024/06/18/lipton-ice-tea-is-here-to-save-our-summer-in-new-campaign-from-adameveddb/> - In June 2024, Lipton Ice Tea launched the 'Save Our Summer (SOS)' campaign, created by adam&eveDDB, Designbridge & Partners, and OMD. The campaign featured an SOS Squad in bright yellow uniforms addressing common summer nuisances with humorous solutions. It included TV commercials, social media content, sampling events, and festival experiences across Europe, aiming to engage over 200 million consumers. The campaign's theme song was a remix of the 90s hit 'Ice Ice Baby', aligning with Lipton's playful and refreshing brand image.
6. <https://www.mindshareworld.com/belgium/work/lipton-ice-tea> - Mindshare Belgium launched a campaign for Lipton Ice Tea focusing on the theme of togetherness. The campaign aimed to address the issue of digital over-connectivity leading to real-life disconnection among millennials. It utilized unbranded PR to highlight loneliness as a problem, collaborated with Belgian influencer Average Rob to create content celebrating special moments, and employed tailored radio trailers and out-of-home advertising to showcase Lipton Ice Tea in togetherness moments, fostering an emotional bond with consumers.
7. <https://campaignsoftheworld.com/tv/lipton-ice-tea-save-our-summer/> - Lipton Ice Tea's 'Save Our Summer (SOS)' campaign, launched in June 2024, introduced the SOS Squad, a team addressing summer nuisances with humorous solutions. The campaign included TV commercials, social media content, sampling events, and festival engagements across Europe, aiming to engage over 200 million consumers. The SOS Squad's theme song was a remix of the 90s hit 'Ice Ice Baby', aligning with Lipton's playful and refreshing brand image. The campaign was created by adam&eveDDB, Designbridge & Partners, and OMD.