

This project is a partnership between Teast the Dough and Suwirun Tea Plantation, a family-owned tea plantation in northern Thailand that promotes sustainable agriculture, fair employment practices, and community development, aimed to help Suwirun Tea Plantation in finding new business opportunities by expanding to a new market segment of Generation Z people living in Bangkok.

ABOUT Suwirun Tea Plantation



- Family-owned tea plantation located in Mae Salong, a rural village in the Chiang Rai province of northern Thailand.
- Founded by the late Mr. Suwirun Ratanapakdee, who started growing tea as a way to support his family and promote sustainable agriculture in the region.
- Is a key contributor to the local community.
 - provide employment opportunities to ethnic minority groups
 - support local schools and community project
- Suwirun Tea Plantation is committed to promoting sustainable agriculture and environmental conservation in the region by using organic farming practices and eco-friendly production methods



Objective

The goal is to help Suwirun Tea Plantation in finding new business opportunities by expanding to the urban Thai market in Bangkok, especially in the newer generation, Generation Z

- **To inform the public about the main unique selling points** of the product from Suwirun tea plantation
- **Raise awareness** about the Suwirun tea plantation **by using the donuts as the medium**
- **Create a worth of mouth** for Suwirun tea plantation and donut shop.
- **Stimulate the demand** of the public, especially the young generation to purchase our Thai tea brulee donuts and the products from Suwirun tea plantation.

Research findings

- The majority of 118 respondents have not heard of Suwirun tea plantation and are not aware of their products.
- Most respondents from Generation Z barely consume Thai tea as they find them too normal and boring.

Solutions

- find a gimmick or methods in which we can make Thai tea more appealing to them.
- modernize Suwirun's products,

Strategy

Modernize Suwirun's product

the idea of making Thai tea-flavored donuts using tea from Suwirun plantation

- unique product with a strong point of differentiation and parity
- using high-quality tea

Branding

Brand Persona: approachable, friendly, warm, and splendid

Mood & Tone: colorful, slightly retro, and easy-going mood and tone

Name: "Tea" and "Dough"

Color palette



Packaging and card



Logo

TEAST
The
DOUGH

Shooting

Tea Plantation



Product Shooting



ABOUT OUR DONUT

Our dough is made from scratch by hand, kneaded carefully to ensure a chewy, cloud-like texture, trapping the moisture within.

Our brulee is a layer of caramelized sugar, giving our donuts a crispy caramel crunch. Also, we incorporated a golden glitter spray and edible flowers on top to make them truly stand out.



Filling dark in color?

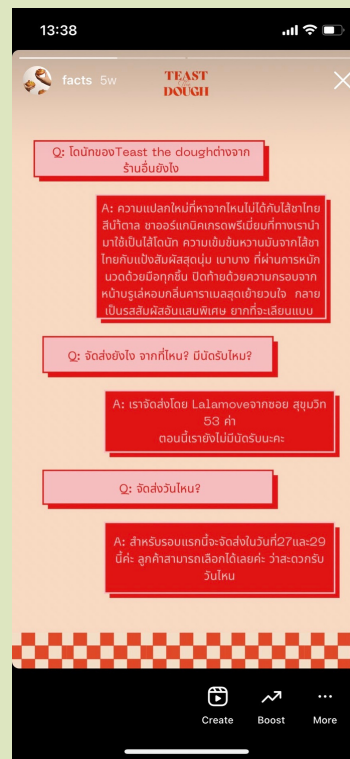
Made with the highest quality of Assam black tea, our full-bodied filling has:

- Earthy aroma with hints of mandarin
- Bittersweet malty flavors

Communication Strategy

Social Media

- **raise awareness and inform** the public about our products, including graphics, pictures, and videos created
- **Storytelling tactics** were integrated to give the public knowledge about the Suwirun tea plantation, their tea-making processes, and sustainable initiatives, and the story of our donuts from different angles
- employed **hashtags** to reach more audiences
- **Kols Marketing**



Event Booth

- augment awareness of our partner's tea plantation business. We established a booth and designed a poster to highlight the origin of our tea.



Evaluation

500 pieces was sold

275 accounts engaged

6,420 accounts reached

111 followers

24,248 impressions

Feedbacks

- The majority of the interviewees showed interest in supporting us in the future.
- The majority of the interviewees are interested in going to our cafe that uses Suwirun's products if we were to open one.

Member

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