



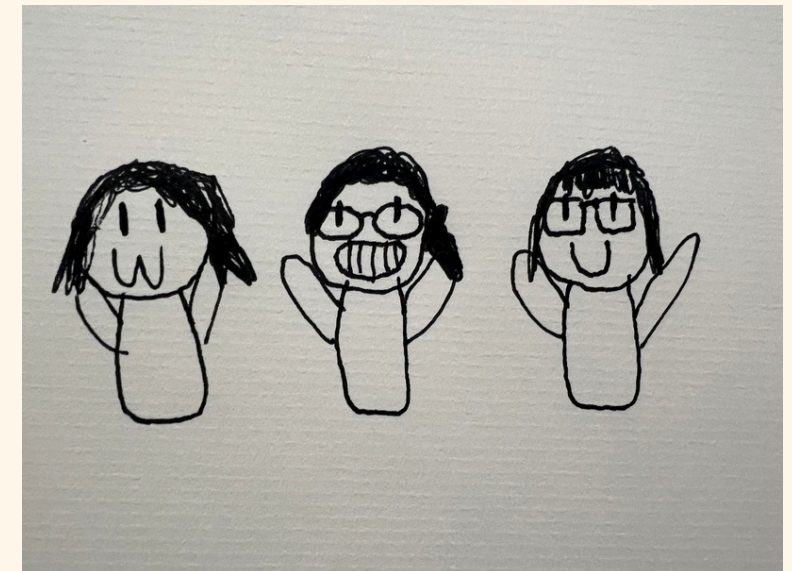
Toronto Tea Festival

Strategic Media Plan

PRESENTED BY:

**Cece Qianxin Ou
Amir Pairawan
Evelyn (Thi Thu Trang)**

**THE SOCIAL
TEA BISCUITS**



Event & Organizers Overview



Canada's largest festival for tea lovers:

- Two day event, Jan 31 and Feb 1, 2027, 10:00am to 5:00pm.
- Located in Toronto Reference Library, Appel Salon, 2nd floor.
- Tickets for \$25 single day, \$45 two day pass.
- Tastings from vendors over 40+, Tea ceremonies and Lectures.
- Free souvenirs.



KEY AUDIENCE PERSONAS

The event attracts residents from Toronto and surrounding areas of all ages.
A wide variety of experiences leads to enjoyability for everyone!

Core Tea Enthusiasts

- Range from beginners to experienced tea drinkers.
- Treat the festival as a key calendar event.
- Interested in tasting, comparing vendors, and learning about tea origins and brewing.
- Value credibility and are willing to purchase higher-value tea products.



Lifestyle Tea Explorers

- Use tea as part of daily routines and wellness
- Look for calming rituals, herbal blends, and cultural experiences
- Attend for a relaxed day out and social sharing
- Practical buyers who choose products that fit their lifestyle



Beverage Trend Seekers

- Enter tea culture through bubble tea, matcha, and flavored drinks
- Attracted by taste, visuals, customization, and trends
- Influenced by social media and peer recommendations
- Represent a growth opportunity among younger audiences



Competitors

Nihoncha Matsuri



Hosted in Toronto at the Japanese Canadian Cultural Centre, focused on Japanese tea culture, tastings, vendors, and related experiences.

Richmond Hill Public Library Tea Festival



Provide free or low cost library tea events can attract price sensitive visitors.

Scope Brief

☀ Objectives

- Increase brand awareness and reach.
- Vendor collaboration, content output.
- Influencer outreach and attendance
- Small distributor activation

☀ Acceptance Criteria

- Research includes current target audience, and competitor analysis.
- Vendor co-create plan shows 10 vendor targets and 10 short-form video concepts, each with hook, key message, CTA. Content kit is complete and usable.
- Influencer shows 20 targets, shows 5 content packages and unboxing shot list.
- Distributor and pottery maker shows 5 targets.
- Media plan covers print, social, website, outdoor etc.

☀ Deliverables

- Audience personas research.
- Vendor partner list, outreach tracker, and contact status. Vendor collaboration content plan.
- Influencer shortlist, package contents, attendance and posting plan.
- Distributor list, pottery maker collaboration plan.
- Media plan by channel, website, social, print, outdoor, radio, TV, in-person.

☀ Exclusions & Constraints

- No paid media buys executed, No signed influencer contracts negotiated, No on-site operations changes.

Campaign Objectives



Strengthen visual identity

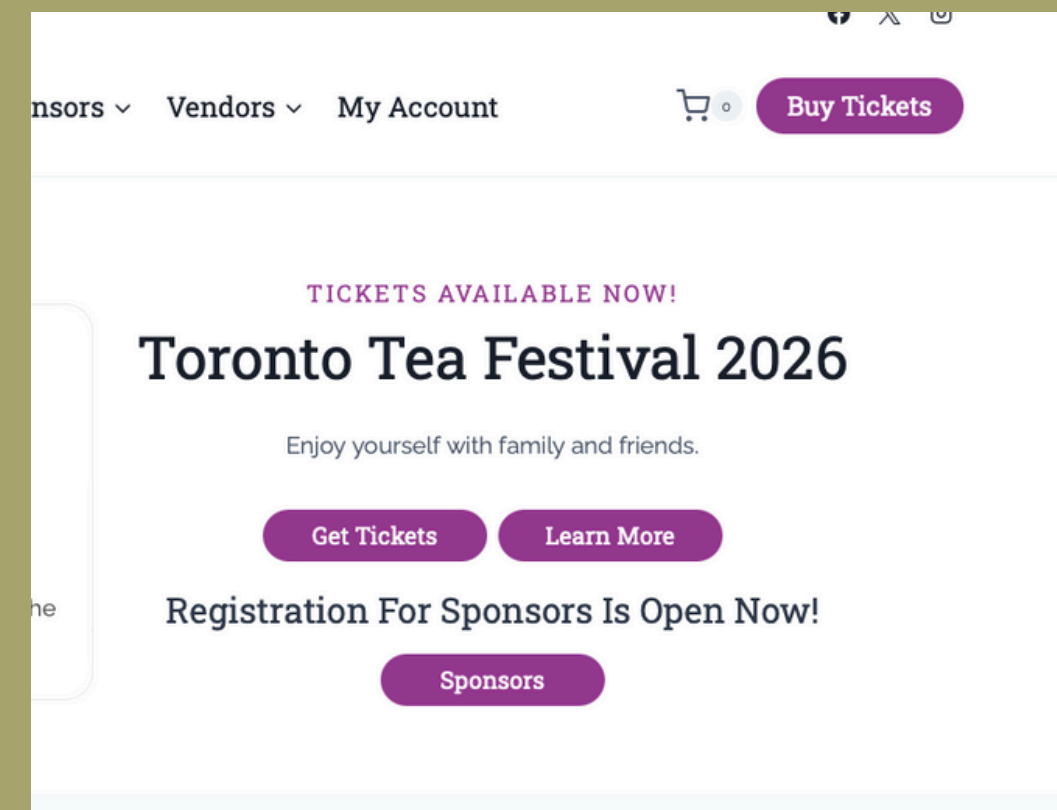
- Create a cohesive visual language through consistent color and typography choices.
- Unify brand for greater scale marketing,

Leverage online presence

- Create promotional content with influencers.
- Expand to TikTok to bring in a new demographic.
- Post more frequently throughout the year.
- Place greater emphasis on short form content.

Grow the festival with industry help

Taking a more active approach in highlighting elements of the tea community more actively throughout the year means that the event will remain in the minds of enthusiasts and create a further sense of anticipation.



Communication Plan



Talking

- In person meetings every week
- Discussions through team group chat
- Group calls to collaborate outside of the “office”.
- Consistent discussion equals consistent outcomes!

Outreach goals

- Increase awareness of the Toronto Tea Festival among a wider audience
- Improve engagement on social media platforms through more interactive content
- Reach younger audiences while maintaining existing tea-loving communities
- Encourage ticket purchases and in-person participation in the event

Tactics

- Leverage transferrable skills
- Use Figjam to brainstorm ideas.
- Help each other in areas of difficulty
- Outsource distribution for wider scale advertising
- Use brand refresh as an opportunity to discuss with influencer.

Social Media Audit

What's Working?

- Toronto Tea Festival shows professionalism, meticulousness, and credibility.
- Information and announcements are consistently provided.

What's not Working?

- Content mainly focuses on announcements and product introductions
- Limited diversity and creativity in content style
- Promotional videos mostly reuse footage from past events
- Images of tea are repetitive and lack visual prominence
- Calls to action are unclear
- Limited content designed to increase audience engagement



Current Platforms

- **Instagram**

Primary promotional platform

Used for event posters, branding images, announcements, and short promotional videos

- **Facebook**

Used to share updates and event-related news

Supports volunteer recruitment information

- **Official Website**

Used to purchase tickets

Provides event details and sponsor information

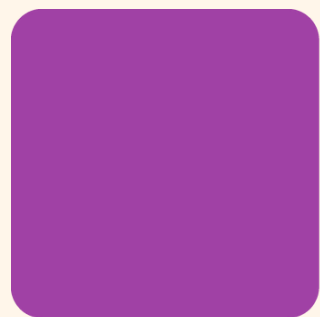
- **Offline Marketing**

Flyers, physical billboards, magazines, and on-site signage



Visual Identity Reinforcement

- Expanded colour palette for more distinct and vibrant visuals.
- Unified typeface list across all forms of media for increased sense of cohesion.
- The typefaces chosen are in line with current branding as analogues to previously used typefaces by the event.
- *Build* on current visual choices rather than replacing them.



#A441A6



#91D7F2



#A6A564



#925F40



Univers Next Pro

Bold

Used for primary headings.

Medium

Used for secondary headings.

Rockwell

Bold

Used exclusively for accents, i.e. website buttons, calls to action, etc.

Regular

Used exclusively for the refreshed logo.

Helvetica Neue

Regular

Used for body text. Bolding and italics may also be used for proper formatting.

Influencer Outreach

- Focus on influencers in the food and culture space.
- Promotional teapot campaign with 20 influencers.
- Reach out to local pottery makers as a means of advertising their work, and increasing event awareness to the home goods and lifestyle space.

Potential ceramic collaborators

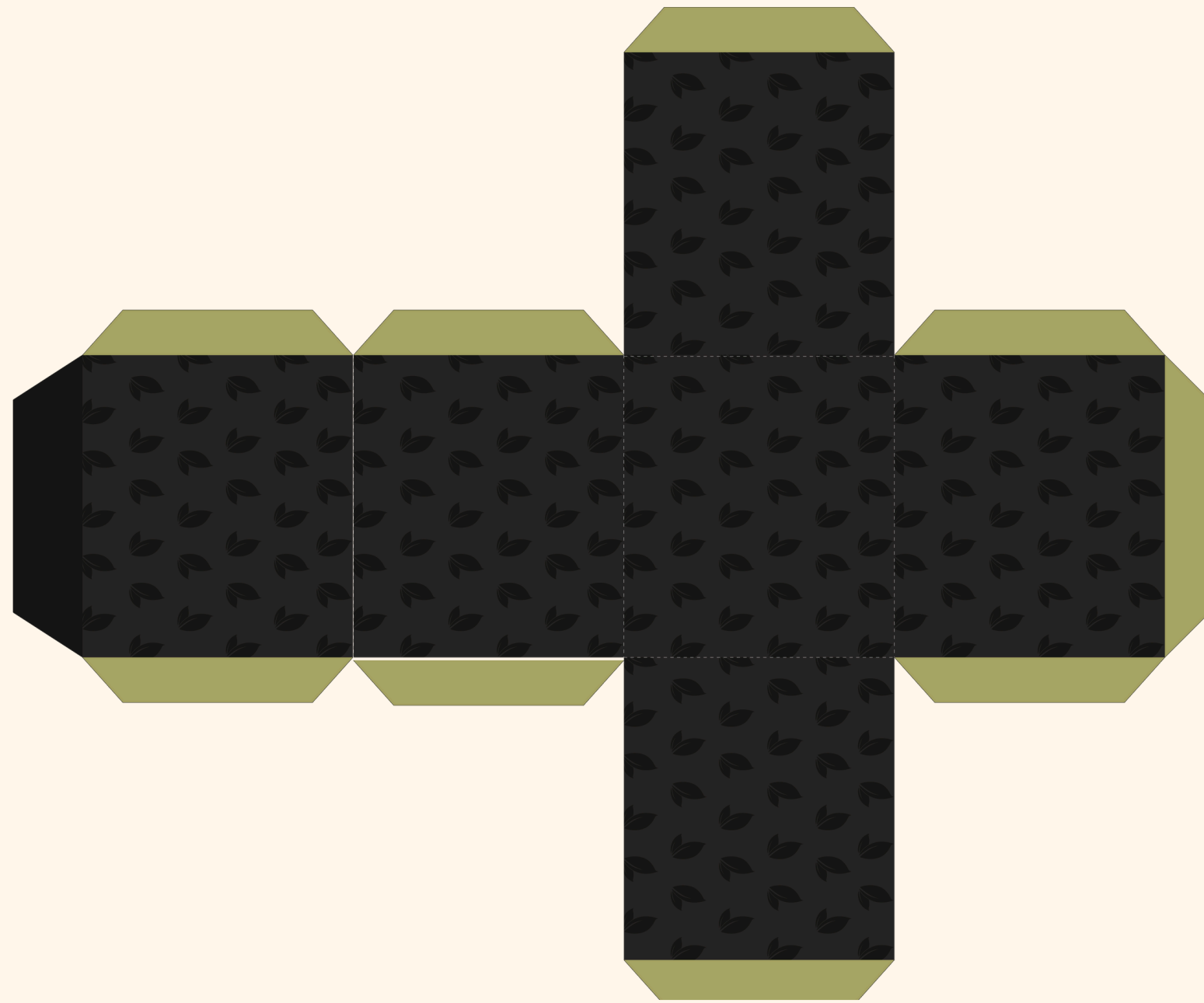
- MIKA
- Kalon Ceramics.
- Clay Design (working with a collective)



Promotional Teapots

- A small 200 ml teapot from a GTA-based pottery maker.
- A selection of five teas from attending vendors.
- Complimentary access to all days of the festival.

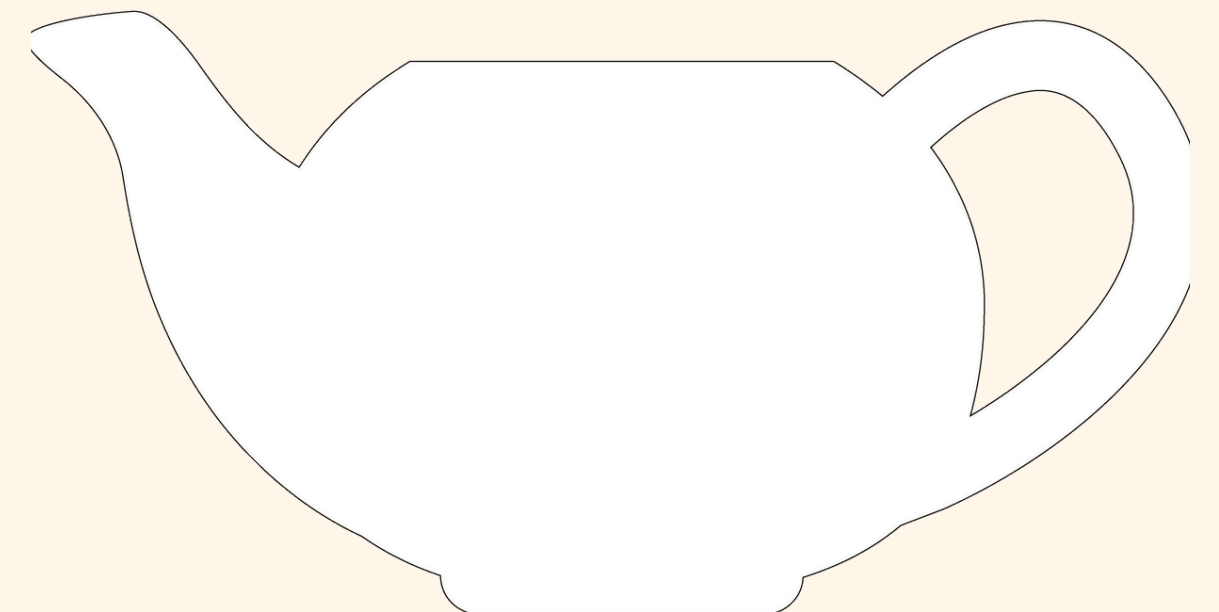
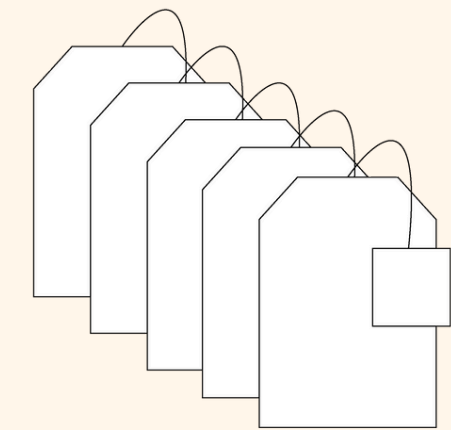
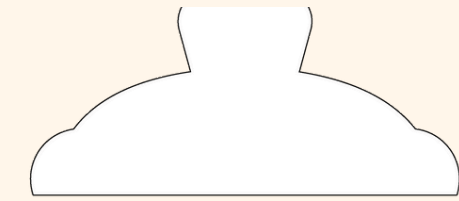
Packaging



Main box with glossy finish pattern



Slip cover



Tea Industry Platform

- Working in collaboration with vendors, create short form content with them and have them spread the word along with us.
- Outreach to small distributors, encourage their own social media content, and create content with them.
- We will create short video spots in collaboration with tea experts and business owners from a wide variety of cultures to highlight the different perspectives, techniques, and flavors coming to the festival.



BUDGET OVERVIEW

Cost ranking from most to least expensive

1. Influencer Program
2. Photo and Video Content
3. Graphic Design and Promotional Materials
4. Social Media Advertising
5. Contingency Costs



Work Breakdown Structure



Gantt Chart

Toronto Tea Festival 2027

Branding and Design

Existing media audit

Type language and color palette

Finalize brand guidelines

Design promotional assets

Social Media Content

Plan content themes

Outreach to tea industry professionals

Film short form content

Content post production

Schedule posts

Campaign launch

Influencer Program

Identify influencers

Outreach and confirmation

Source teapots and samples

Assemble and send influencer packag...

Real world Advertising

Conceptualize advertisements

Advertisement design

Production of banners and posters

Installation

Display period

153

93 days

15 days

79 days

61 days

305

61 days

62 days

61 days

52 days

6 days

91 days

153

30 days

62 days

61 days

31 days

155

31 days

51 days

31 days

10 days

32 days

5/26

6/26

7/26

8/26

9/26

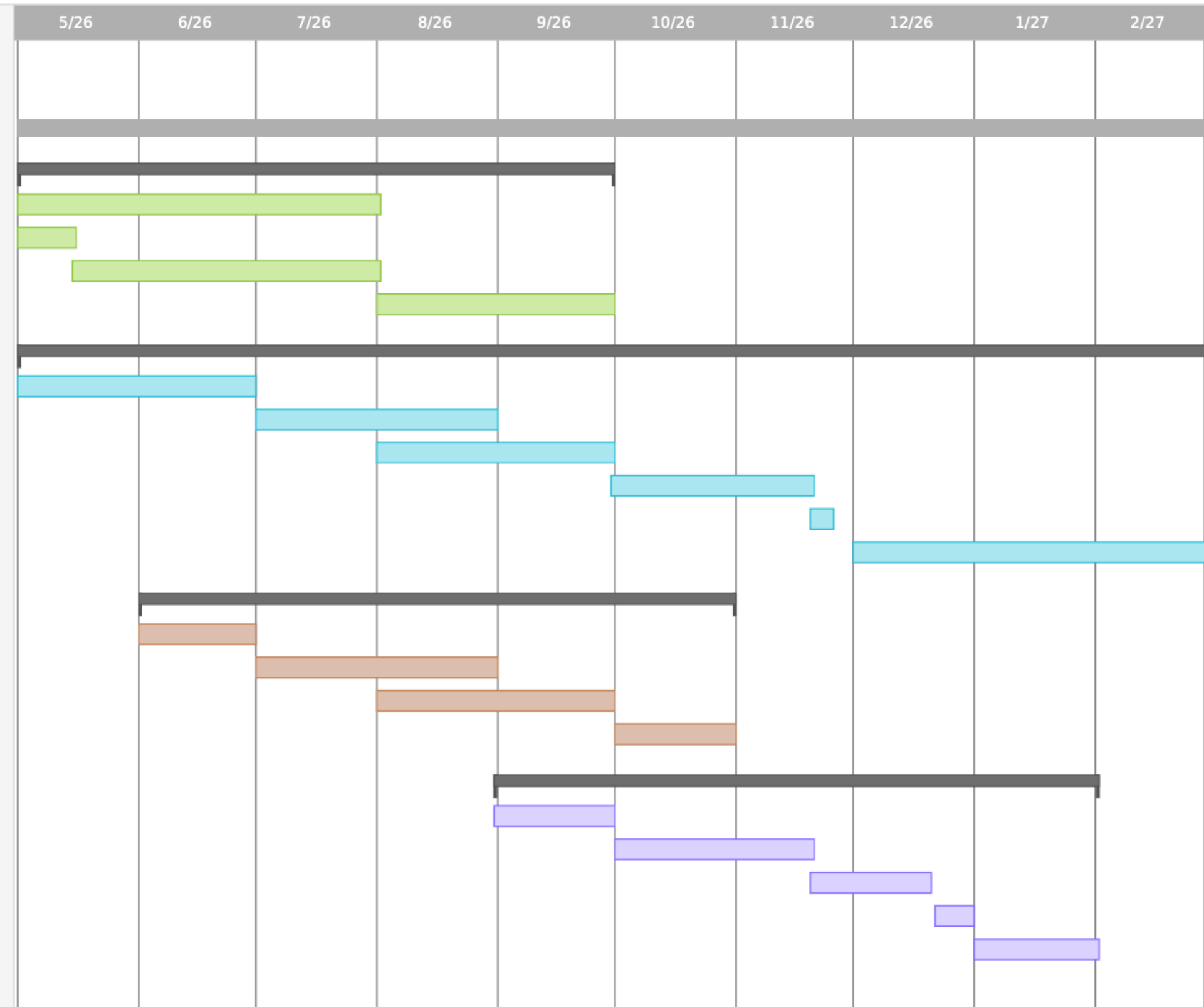
10/26

11/26

12/26

1/27

2/27



RACI Matrix

RACI Matrix

	R - Responsible	A - Accountable	C - Consulted	I - Informed
Research insights	Cece	Cece	Amir, Evelyn	ALL
Outreach vendor partner list	Cece	Cece	Amir	ALL
Vendor collaboration content plan	Cece	Cece	Amir	ALL
Influencer shortlist	Amir	Amir	Cece	Evelyn
Influencer contents package	Amir	Amir	Cece	Evelyn
Influencer posting plan	Amir	Amir	Cece	Evelyn
Pottery maker collaboration plan	Evelyn	Evelyn	Amir	ALL
Media plan by channel	Amir	Amir	Cece	ALL
Creative mockups & content kit	Amir	Amir	Evelyn	ALL
Budget & ROI	Evelyn	Evelyn	Amir	ALL
Communication plan	Evelyn	Evelyn	Amir, Cece	ALL



Thank you so much!

