

# SURVIVE SUMMER WITH LIPTON ICE TEA

**Challenge**  
In the summer of 2025, Lipton Ice Tea wanted to own the seasonal moment and reclaim its place as the nation's go-to refreshment.

**Insight**  
When the heat hits, people enter survival mode, as finding ways to cool off and stay cool becomes a daily mission.

**Idea**  
On National Iced Tea Day, we launched a TikTok-first campaign that positioned Lipton Ice Tea as the ultimate summer saviour. We kicked it off with a content series inspired by everyday struggles, cultural moments, and trending pop culture, all pointing to one refreshingly simple solution: Lipton Ice Tea.

**Execution**  
Using trending audio, relatable memes, and raw, unfiltered content, we created moments that felt real and instantly connected with our community. Partnering with popular creators, we spoke the language of the platform, launched an interactive game to get people playing and engaging, and even joined the Mission: Impossible finale hype to keep the conversation going. Together, these moments turned surviving summer into something Lipton Ice Tea could own and everyone wanted to be part of.

**5.5M**  
IMPRESSIONS

**1.1M**  
VIEWS

**3.5M**  
UNIQUE REACH

**2.3%**  
VIDEO COMPLETION RATE  
(More than 2x the Industry Benchmark)