

# The Ad That Donald Trump Doesn't Want You To See.

*"Trumping Donald: A Te-A-Me Intervention" gets 3M+ views in 80+ countries.*

*It's been featured in Mashable, Huffington Post, The Independent, The Times of India and over 700 other publications around the world. And it all started with a special delivery of four years' supply of green tea.*

## **The Brief:**

Te-a-me has different teas for different needs. We were asked to communicate the power of Te-a-me teas.

## **The Idea:**

We created a platform called Te-a-me Interventions and chose to start with the healing properties of Te-a-me Purify Green Tea. Our first intervention? Donald Trump. We delivered four years' supply of goodness to Trump Tower in New York City. With a message: "It's never too late to cleanse yourself."

## **The Result:**

- Over 3 million views and counting
- Engagement in over 80 countries and counting
- 700+ unpaid press mentions and counting
- Featured in Mashable, Huffington Post, Yahoo News, The Independent, The Times of India
- 22,000+ tweets & mentions and counting

*It's safe to say that more people today know about the cleansing properties of Te-a-me Purify Green Tea than ever before.*