

**ADBR 305 Brand Innovation**

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**About**



# Brief

A person with short, dark hair is seen from behind, looking at a wall covered in various sketches, diagrams, and photographs. The person is wearing a light-colored sweater with dark horizontal stripes. The wall is filled with papers, some of which are pinned with clips. The overall tone is light blue and slightly desaturated.

Connect an audience of your choosing to a product or service from a global brand in a way that wasn't possible three years ago.



# Challenge

Create awareness for the lack of fresh water available to people all over the globe then make that water accessible.



# Insight

A background image showing a person's hand filling a clear plastic water bottle from a public water dispenser. The dispenser is a grey, cylindrical unit with a curved spout. The person is wearing a blue shirt. In the background, a blurred image of a person's face is visible. A circular logo with the text 'WATER FOR PEOPLE' and '2015' is partially visible in the upper left corner.

People want to know where their water is coming from. Most truly clean water is not accessible. By creating awareness of this global issue, people begin to understand the magnitude of the crisis.



# Audience

**Alyssa**, 32 designer.  
Makes sustainable choices.  
Innovative and health conscious.



fitbit





# Research

# Survey

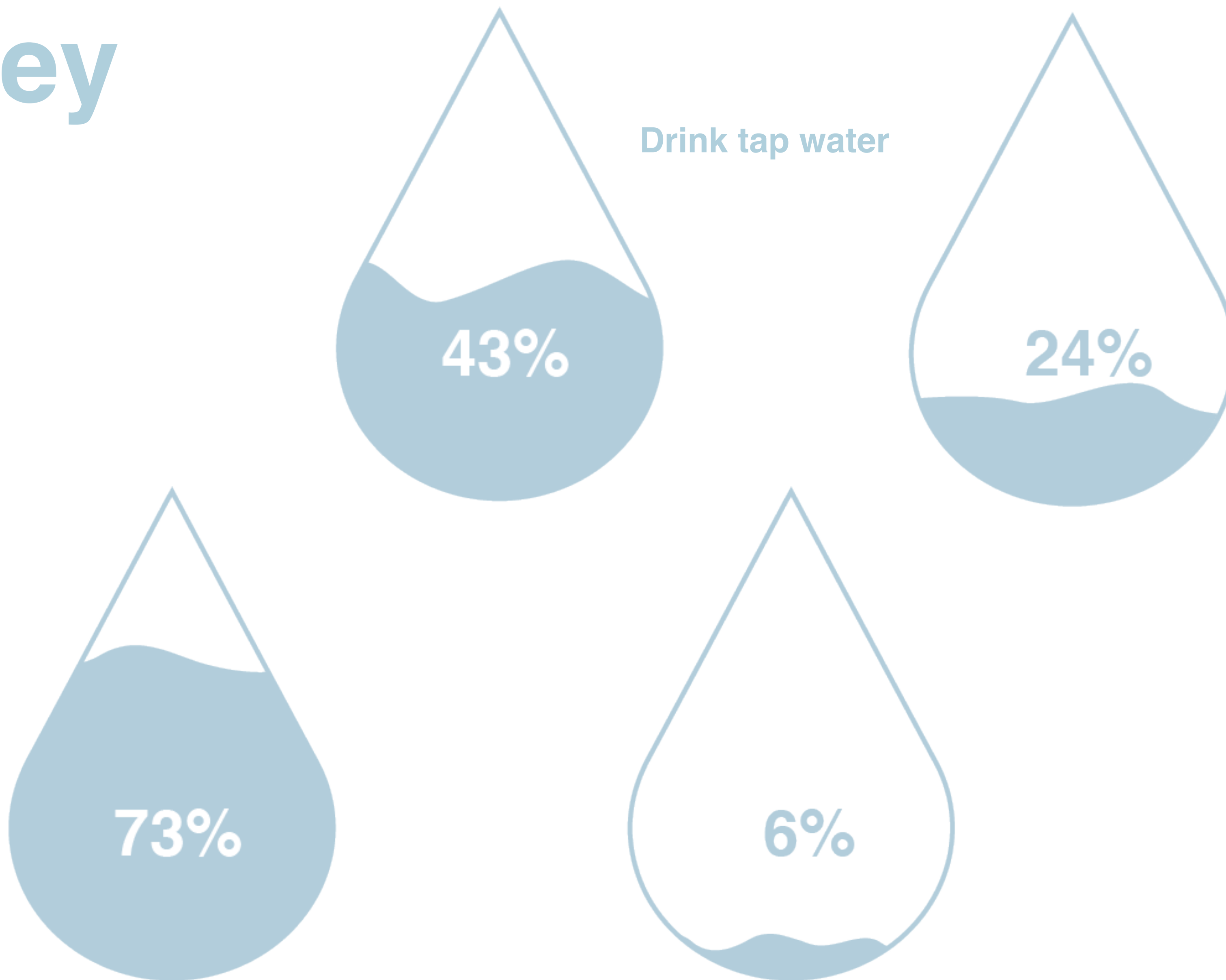
Drink tap water

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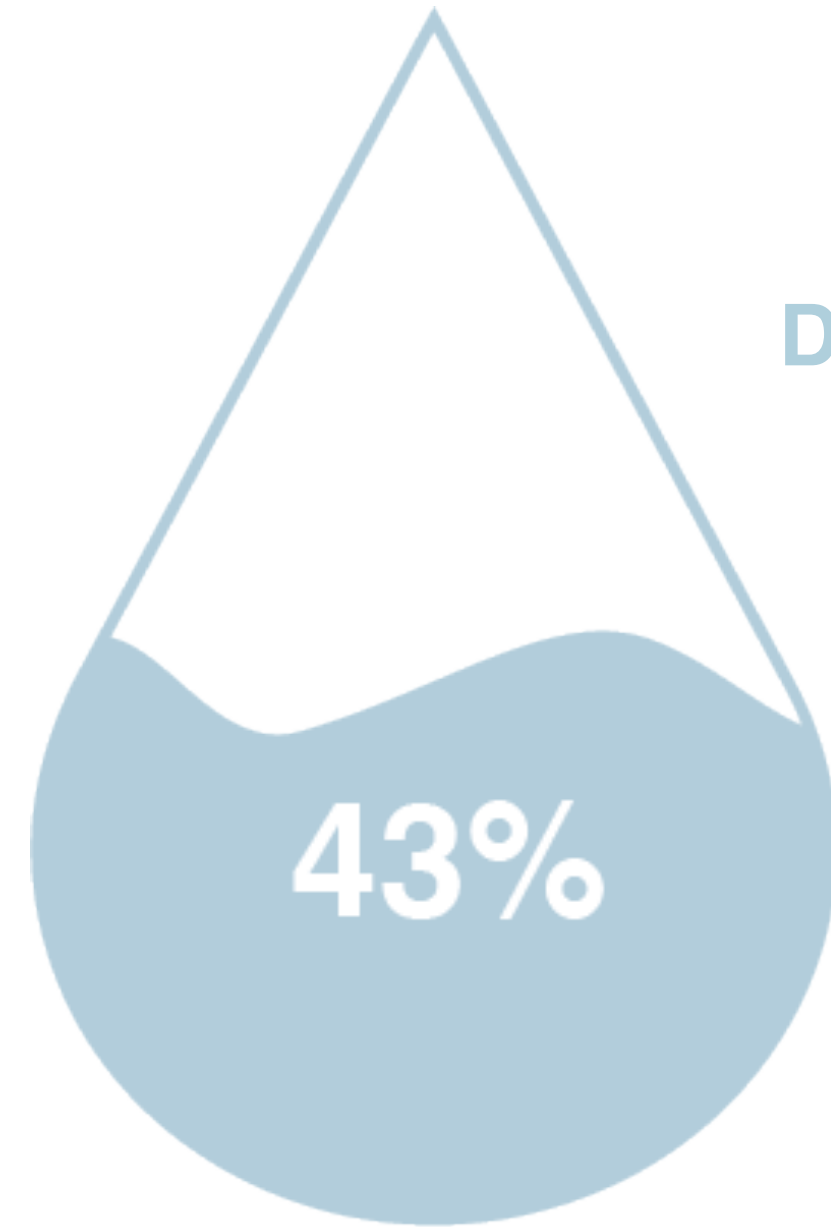
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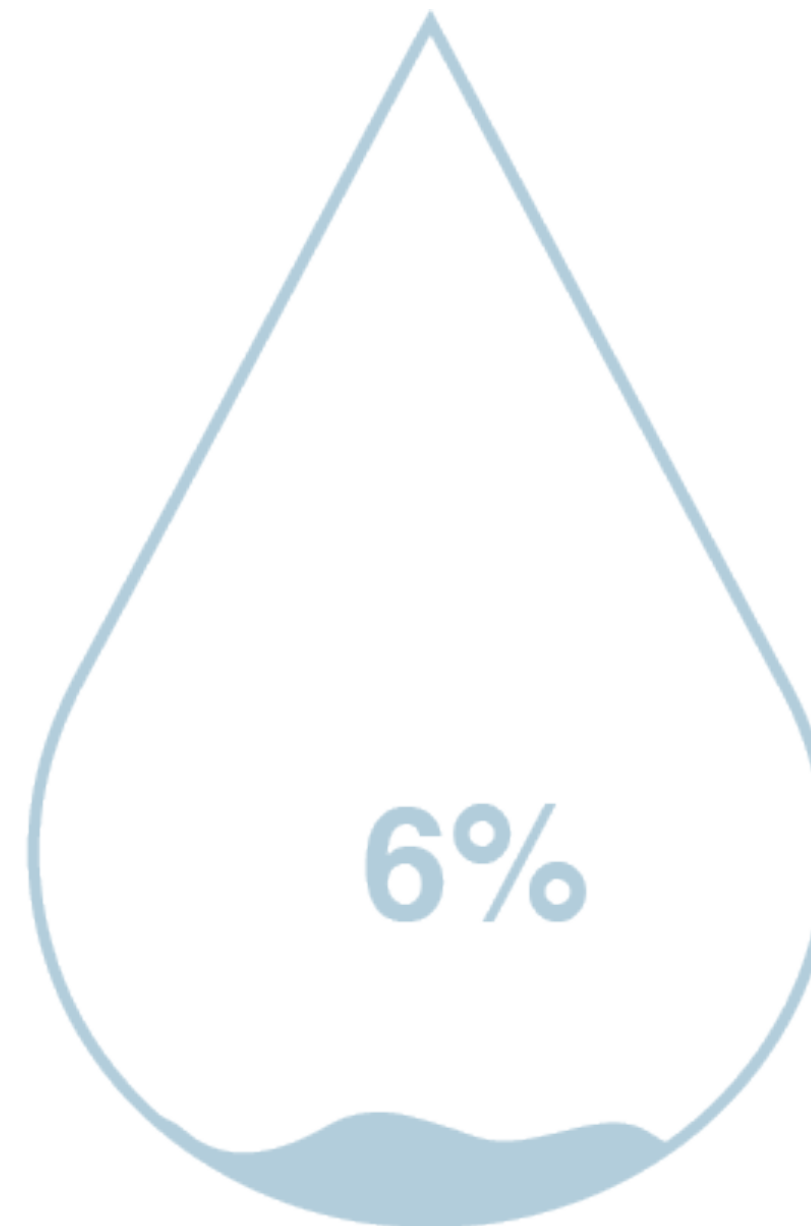
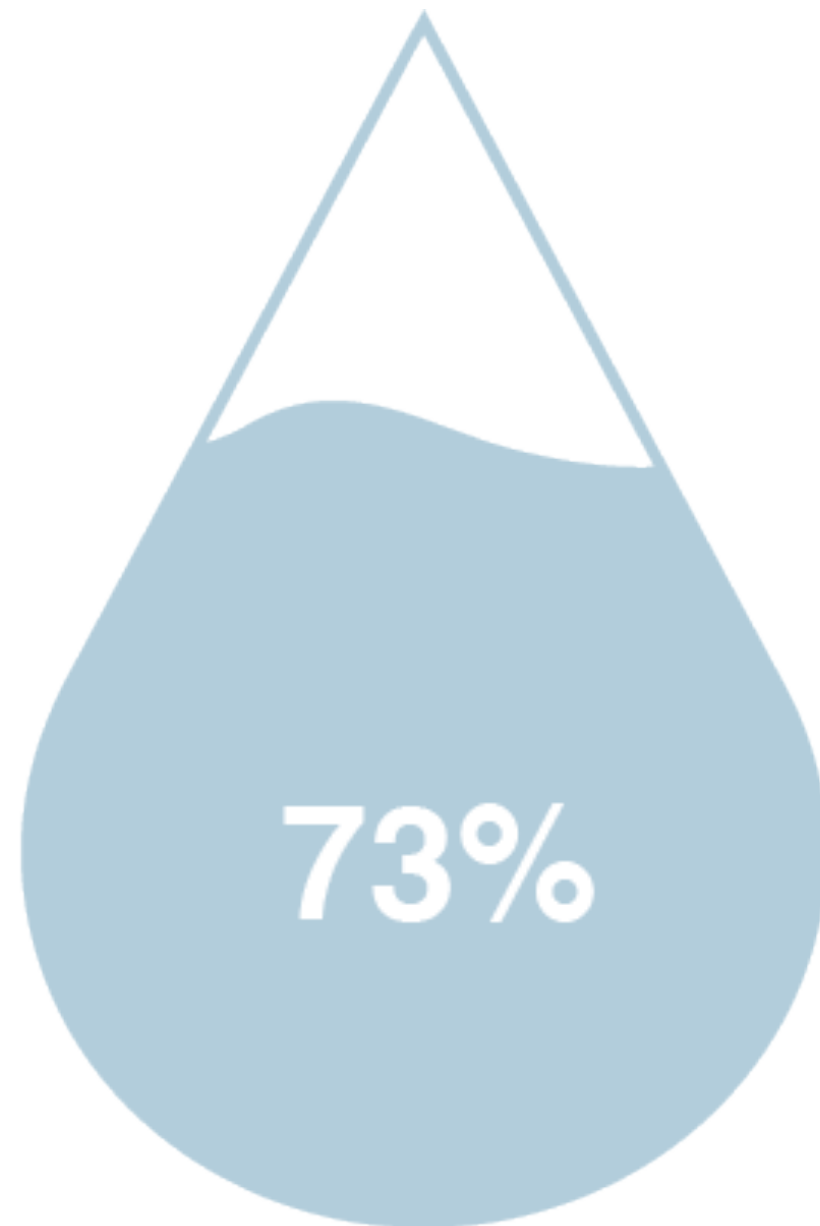
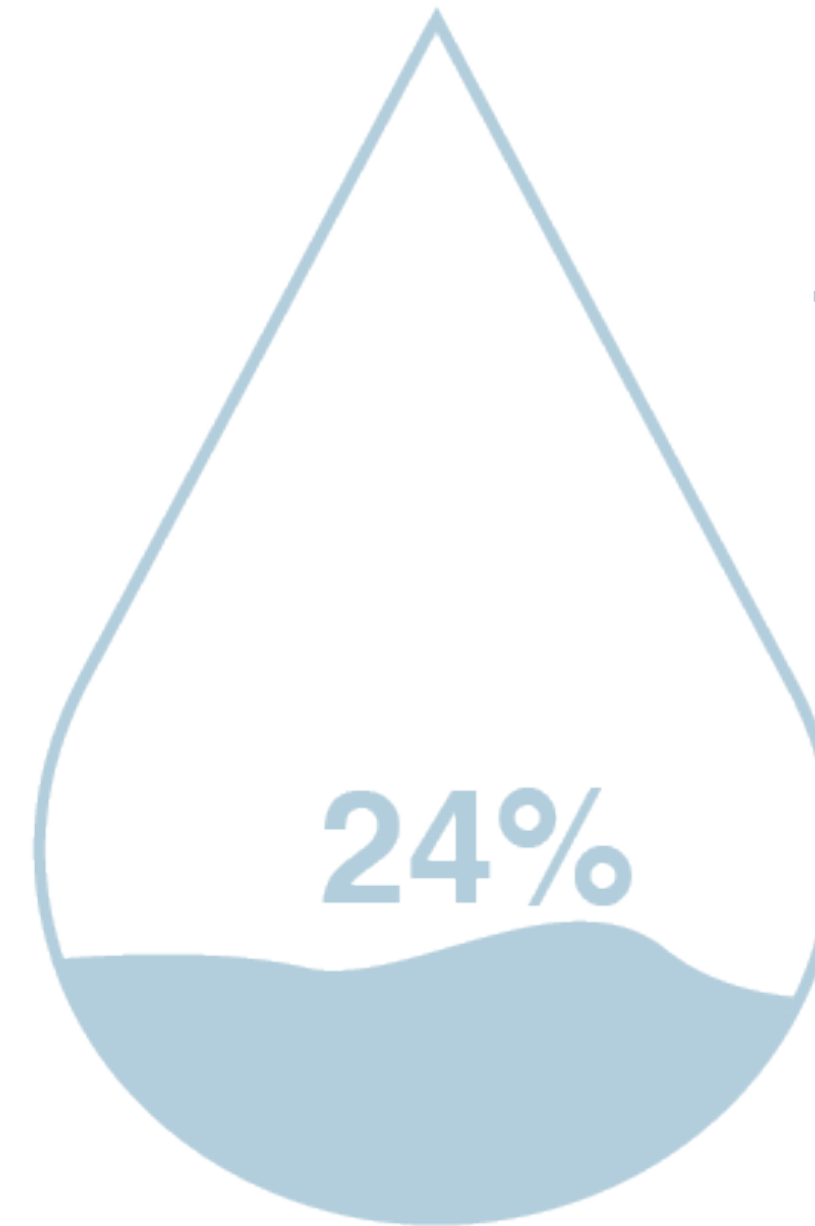


# Survey

Drink tap water



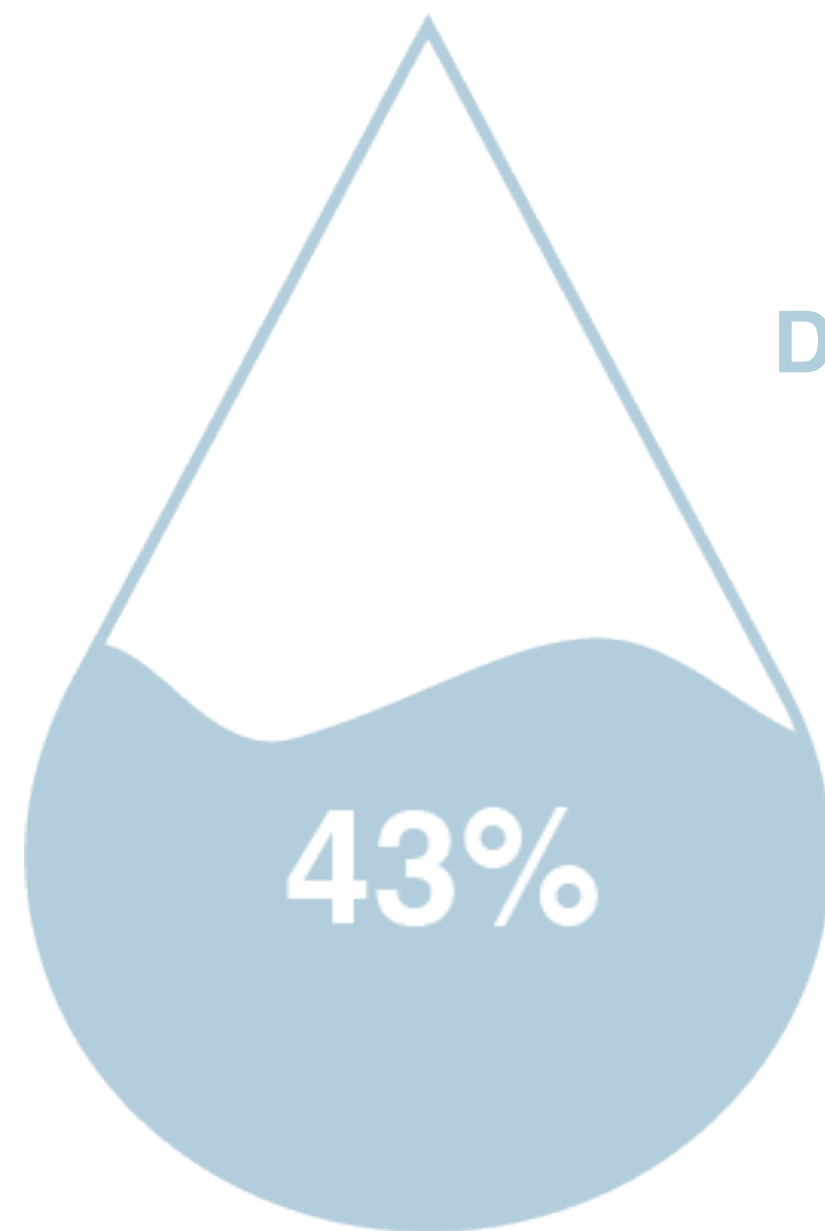
Trust public water



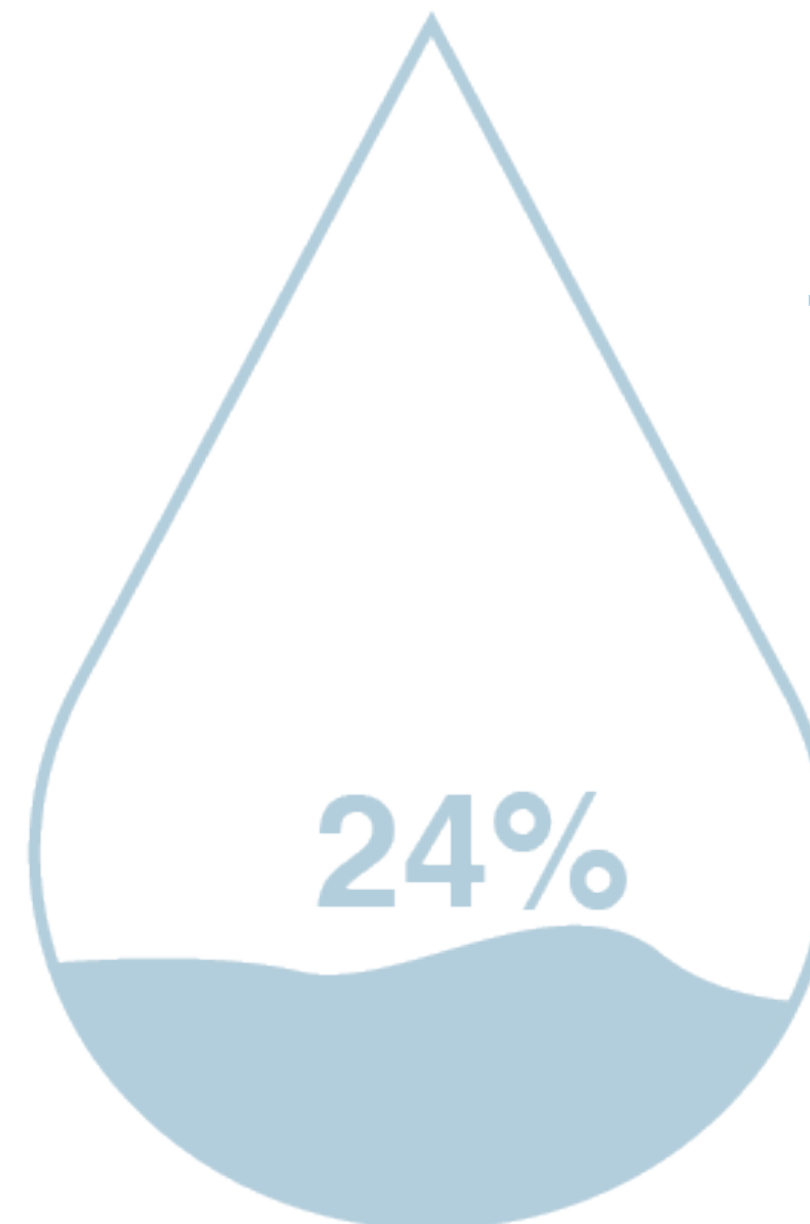


# Survey

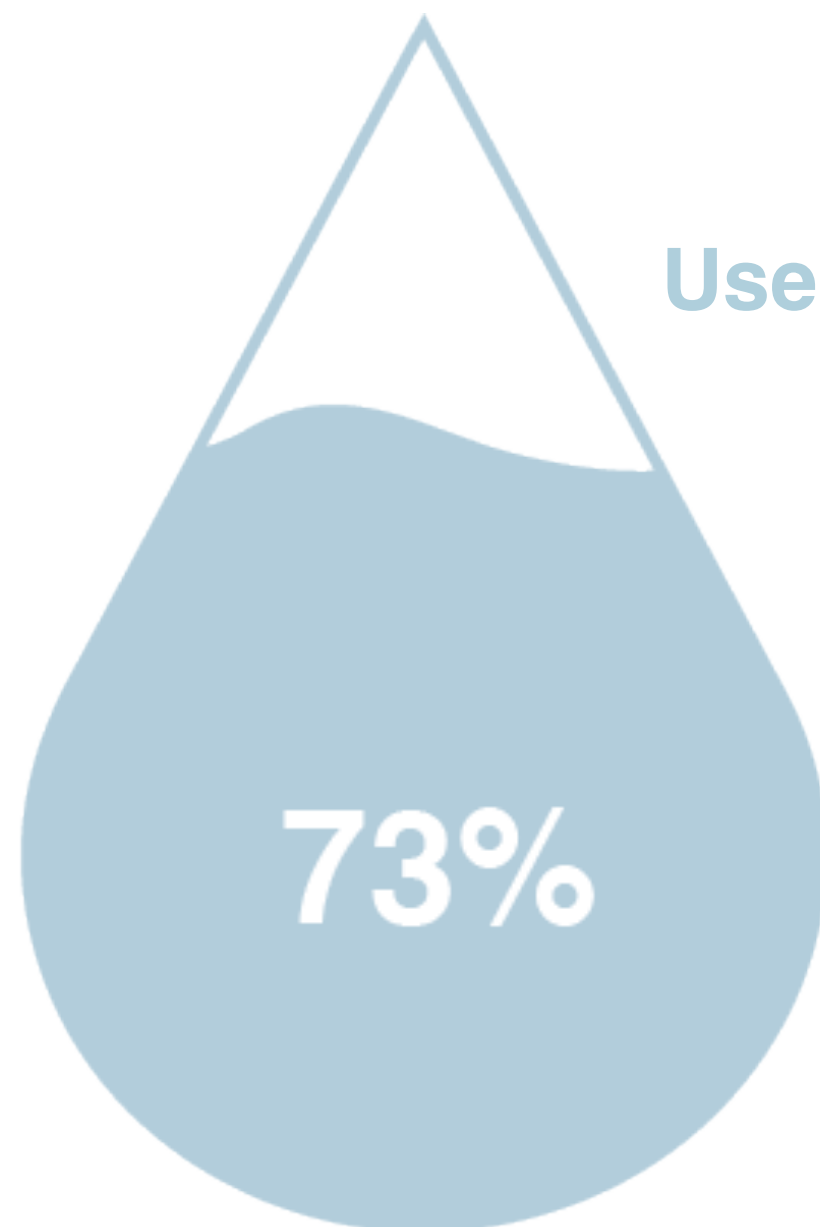
Drink tap water



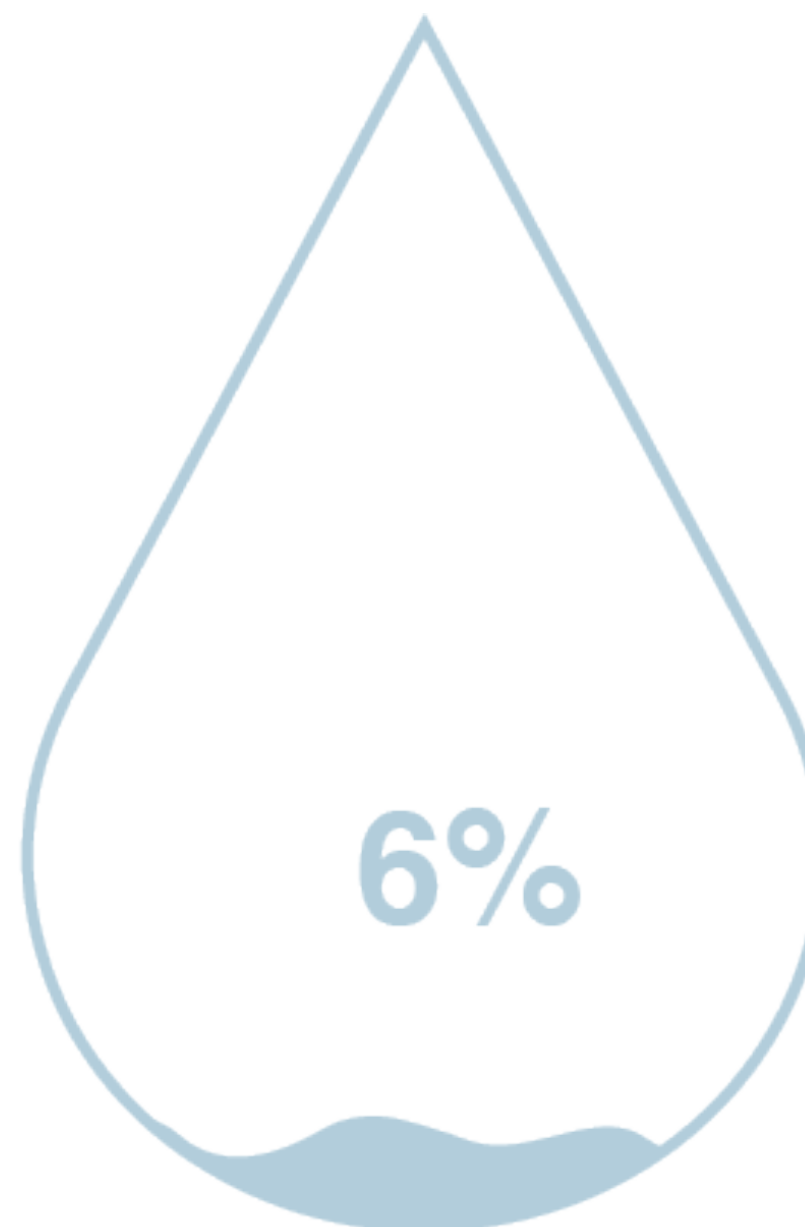
Trust public water



Use own bottle

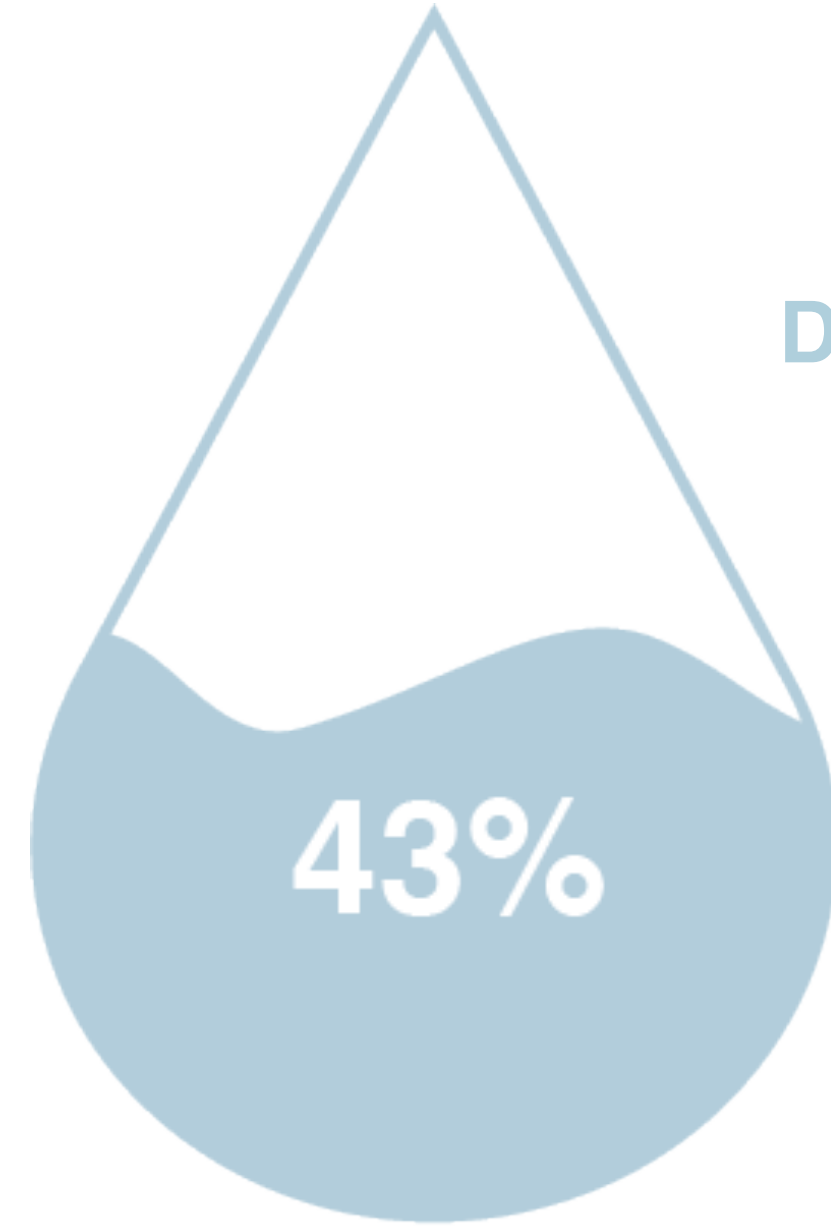


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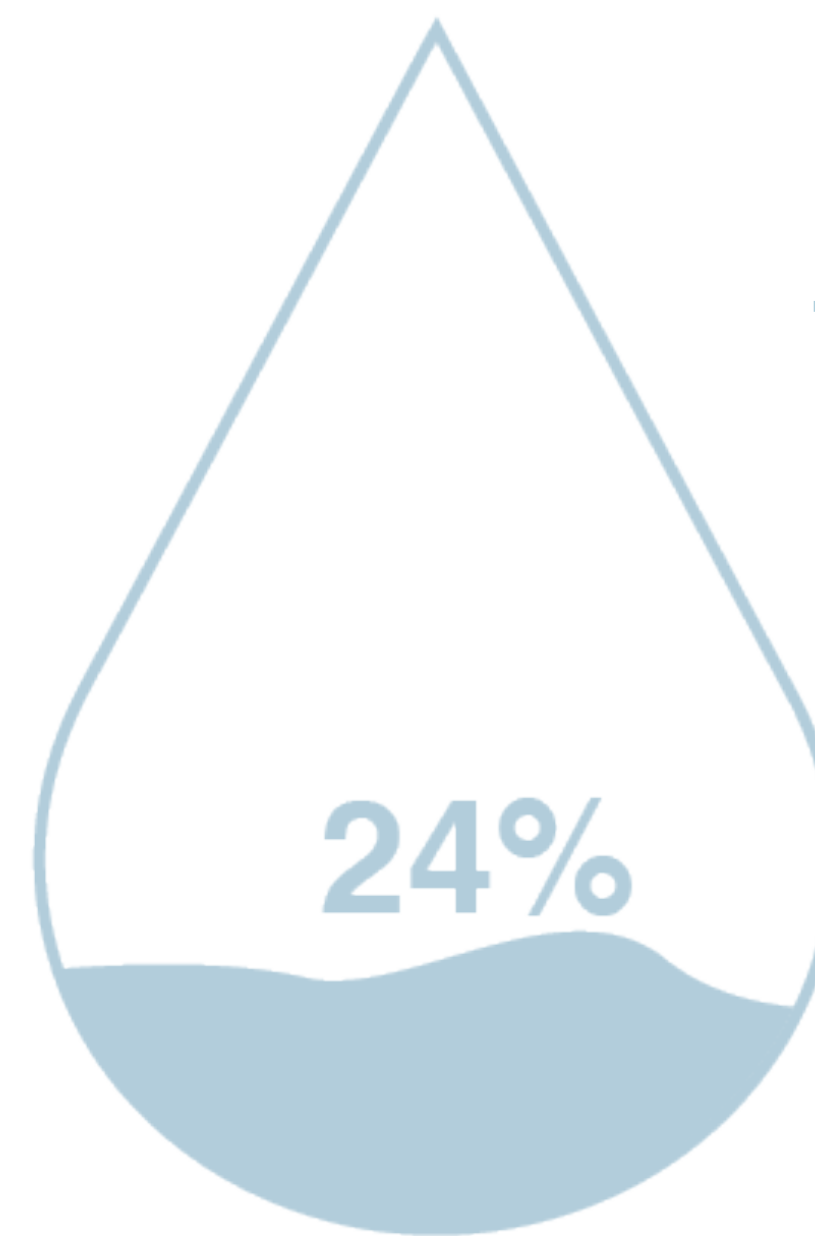


# Survey

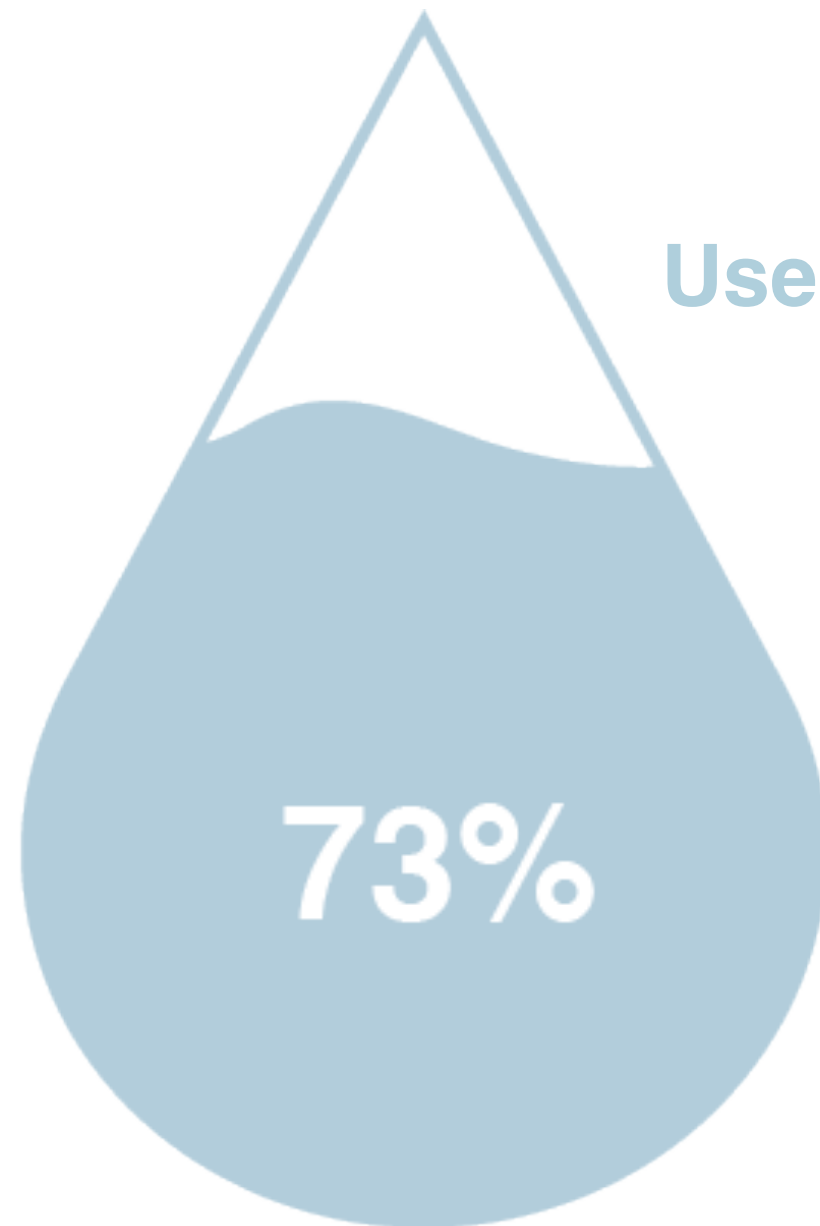
Drink tap water



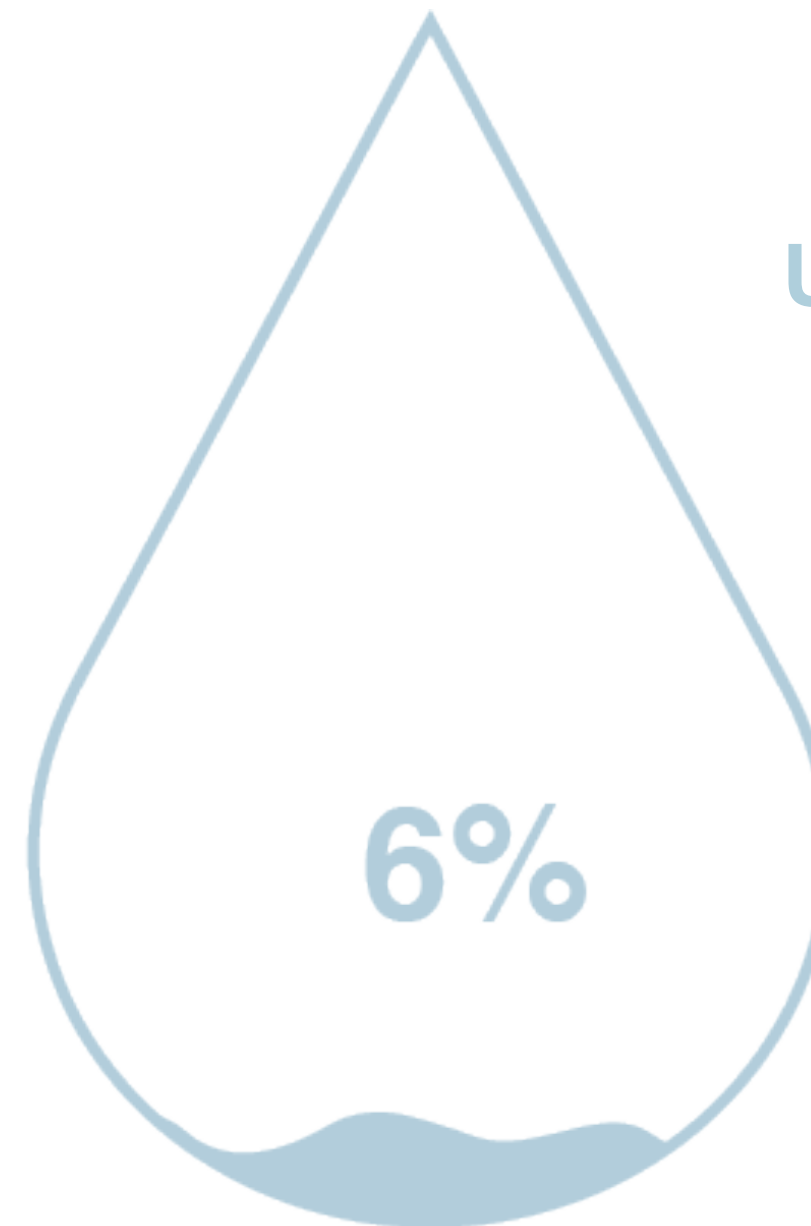
Trust public water




Use own bottle



Understand cleaning process



# Interviews



**This is a public relations crisis** - because of a real or perceived problem is irrelevant - waiting to explode nationally. **If Flint had been hit with a natural disaster that affected its water system, the state would be stepping in** to provide bottled water and other assistance.

– Ari Adler, Michigan state governor's Special Project Manager

Getting Water has always been a strenuous job. The local population waits for the **water tanker which comes once a week**. Pots and jars are filled.”

– Renuka Sarin, Neb Sarai India





# Approach

**An ethical & solution - driven product makes people aware that they can influence change.**

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The involvement of the consumer will help us achieve the larger goal of introducing water sourcing technology in developing countries.

# Opportunity

**Spread awareness of the water crisis  
at home & in the world.**



# End Goal

**Make water sourcing technology  
readily available to the masses.**

# Strategy

# Big idea

**Bring together a company that specializes in clean water technology with the appropriate distribution channel**

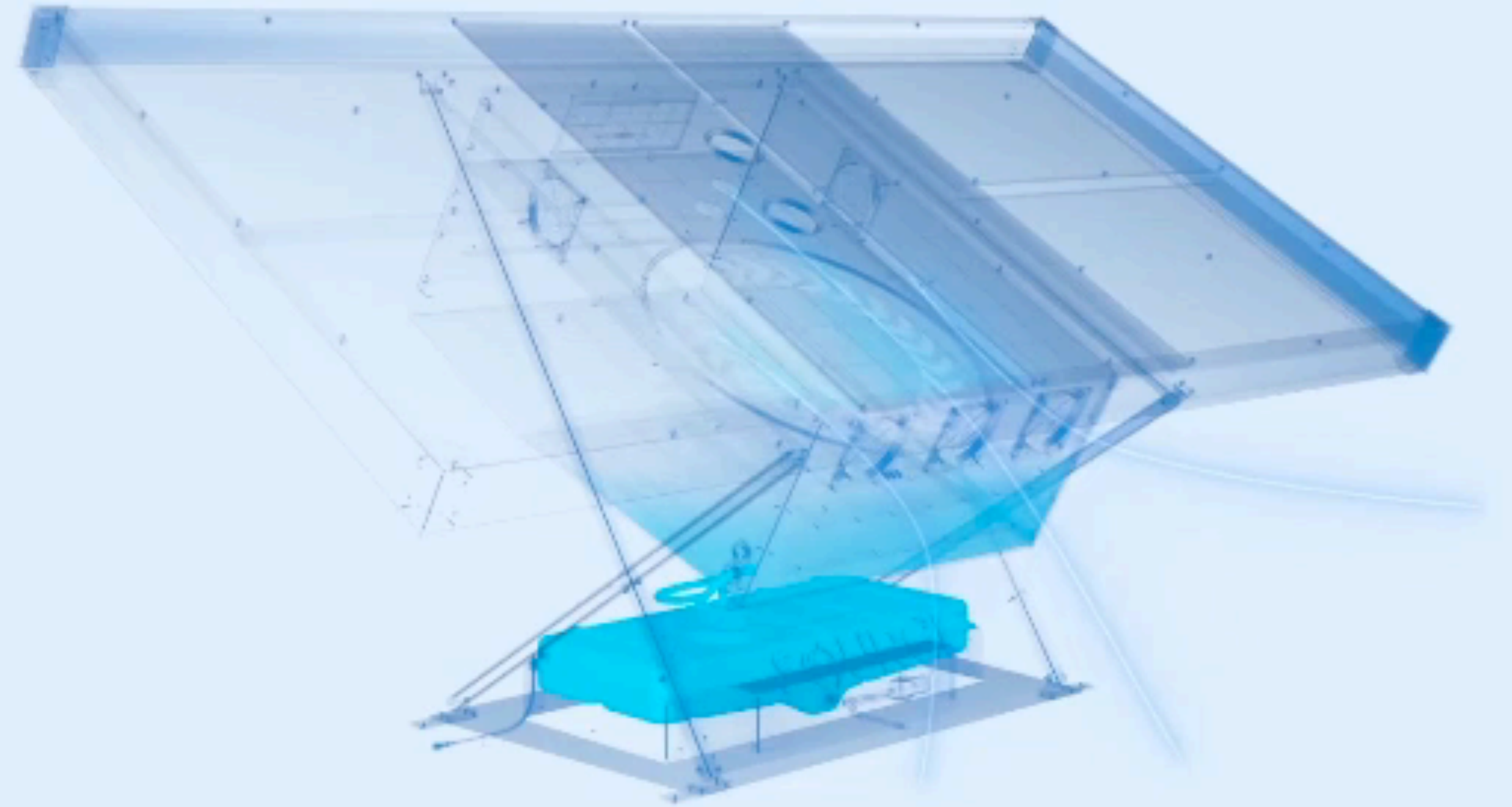
# Company



## **Mission:**

Perfecting your water and the water of everyone on this planet. This is the reason our team came together to dream about solving for water access, quality, and security.

# Technology



**Zero Mass hydro panel “SOURCE”  
array creates clean water out of  
sun and wind.**

Single system makes up to 20 water bottles  
a day and stores 60 liters, additionally  
optimized for a wide range of conditions.



# Investing Partner



## **Mission:**

To refresh the world.  
To inspire moments of  
optimism and happiness.  
Create value and make a  
difference primarily through  
aiding women, improving  
water accessibility, and  
global well-being.

# Why it Works

**A collaboration between Zero Mass and Coke will promote positive brand perception while also reaching the masses.**

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**A collaboration between Zero Mass and Coke will promote positive brand perception while also reaching the masses.**

Mutually beneficial, coke receives recognition for humanitarian efforts while improving product, and Zero Mass can educate greater audiences through recognizable and relatable partnerships.



# Storm

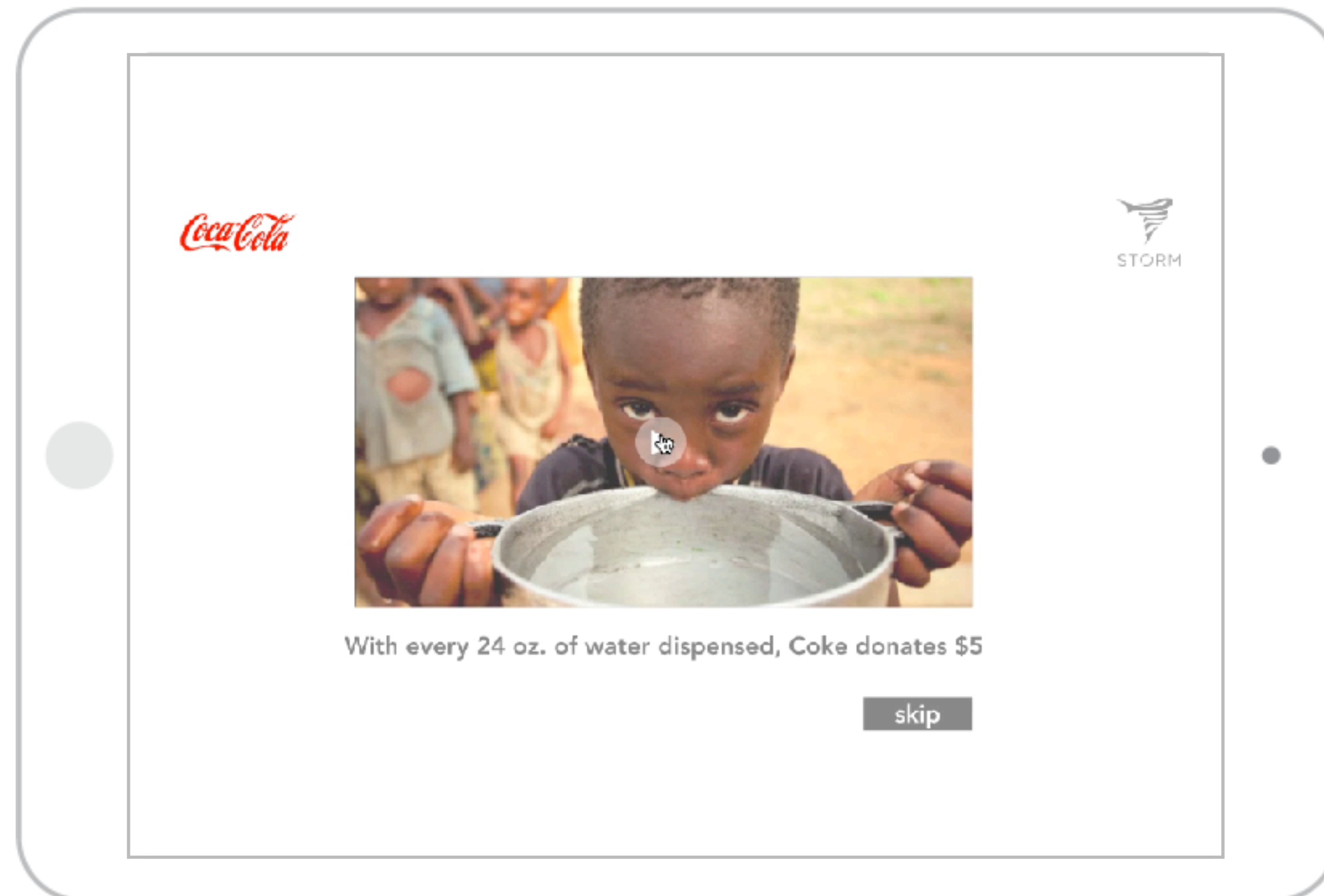
**An interactive hydration installation which produces 1600 oz of fresh water a day, no exports, local and 100% reliable.**

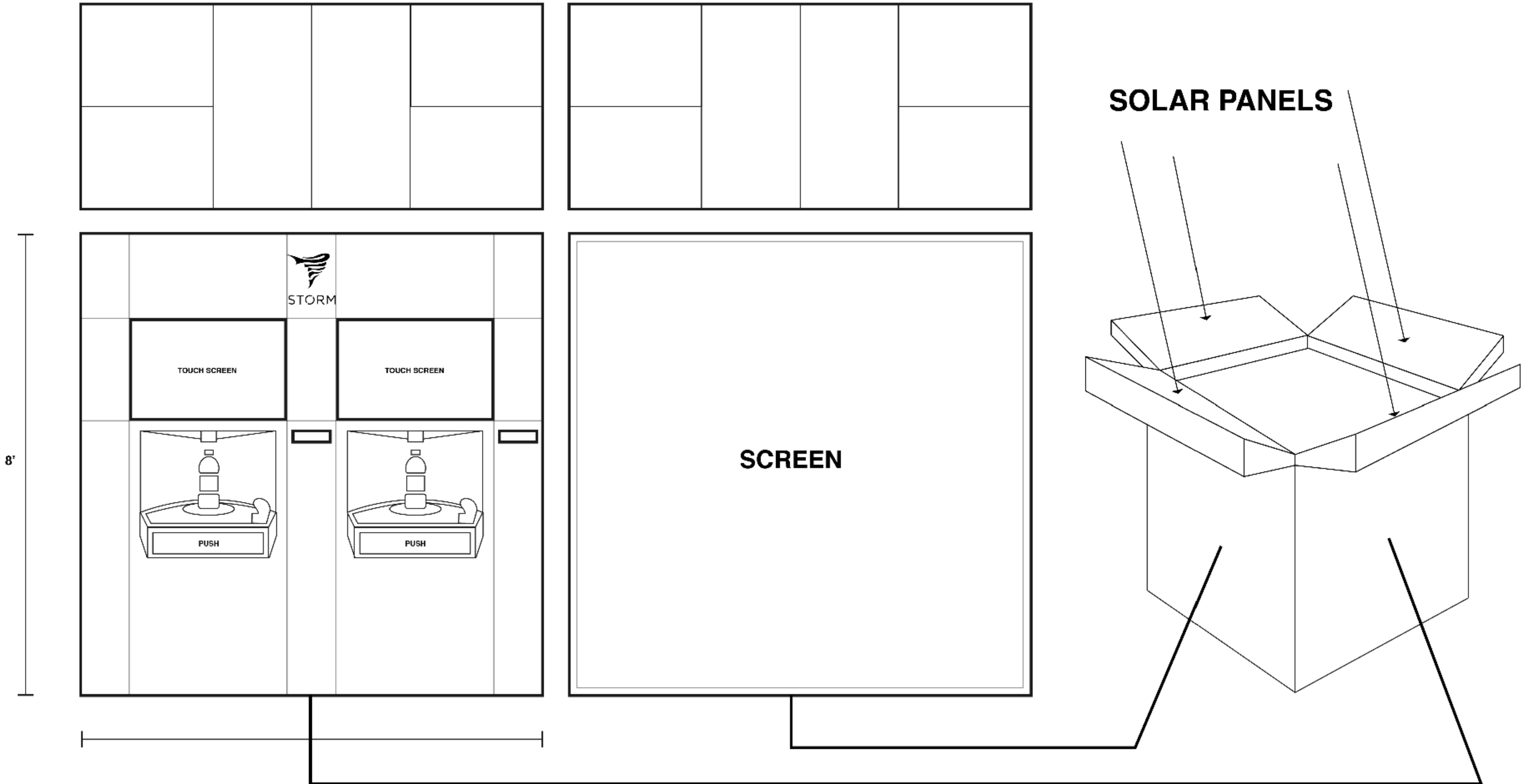
When you dispense and donate, coke will match all proceeds towards building hydro panels in areas that need it the most. Give as you gain- clean water, right in front of your eyes, a travel distance of only 3 feet.

# Deliverables



# Prototype 1

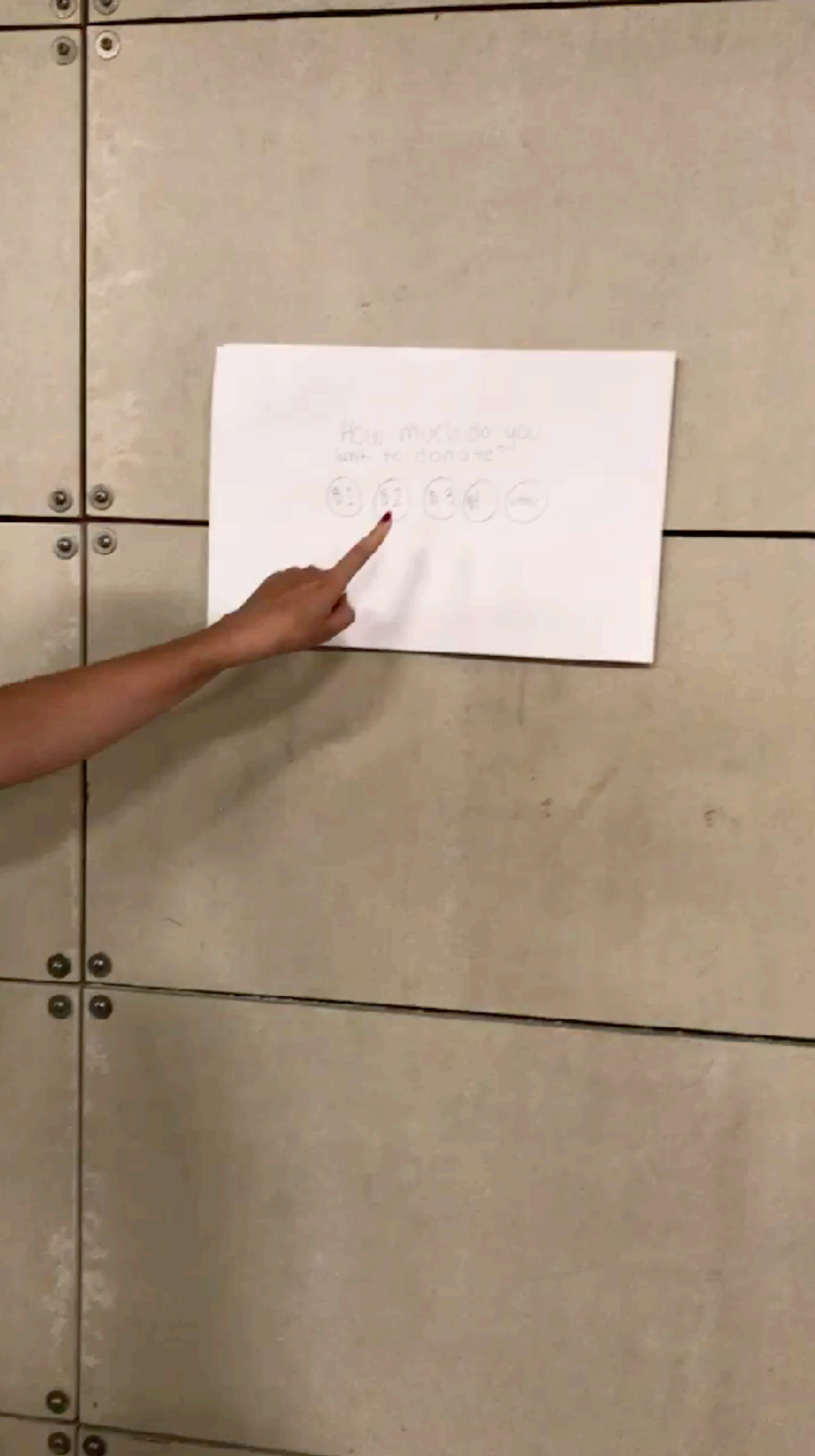






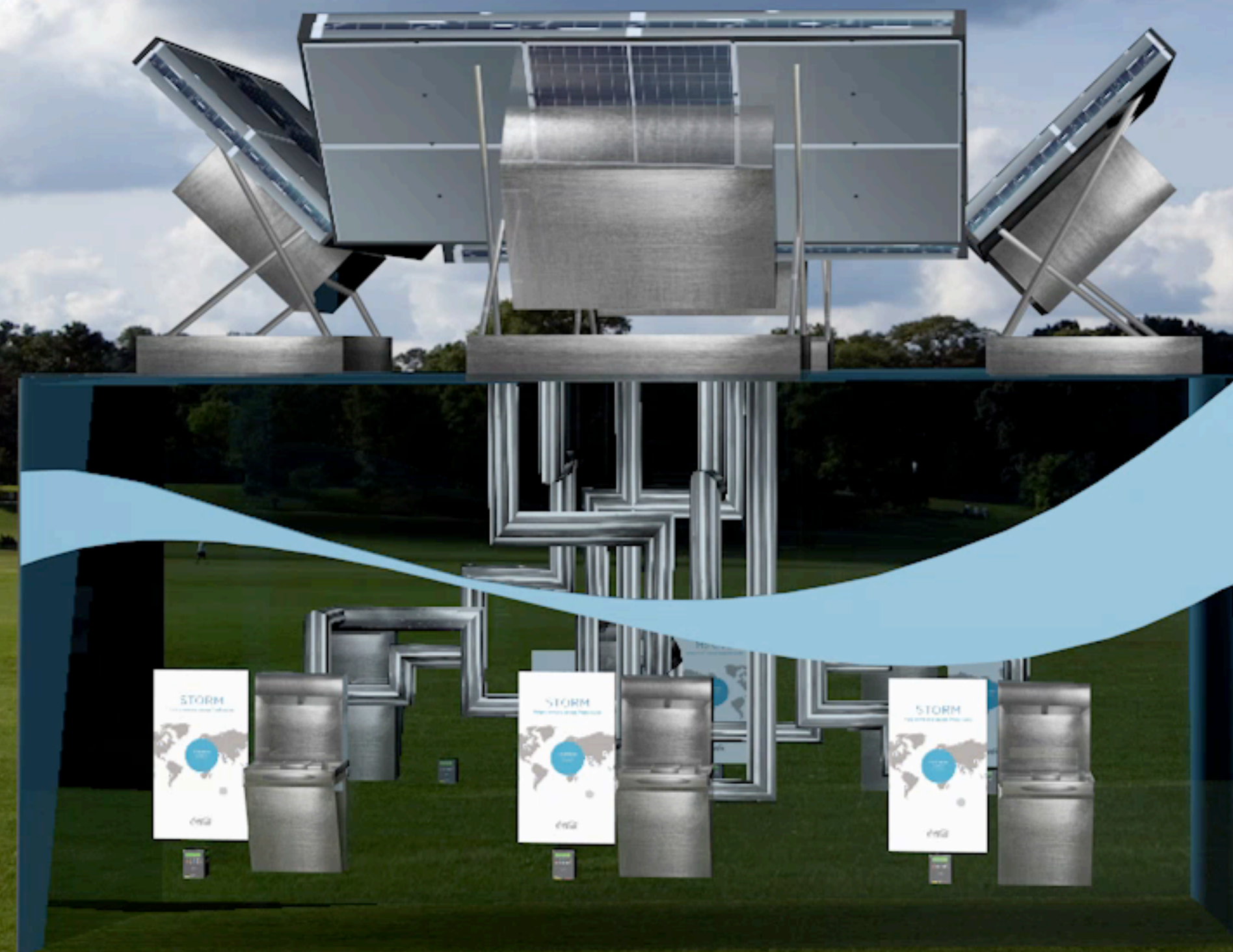
# User Testing

- Aim to make experience **more concise, fewer steps**
- Only have a certain amount of time **to engage user/ fill bottle**
- **Avoid donation bias**





# Render





# User Experience/ Interface





# Consumer Journey





STORM  
STORM  
STORM

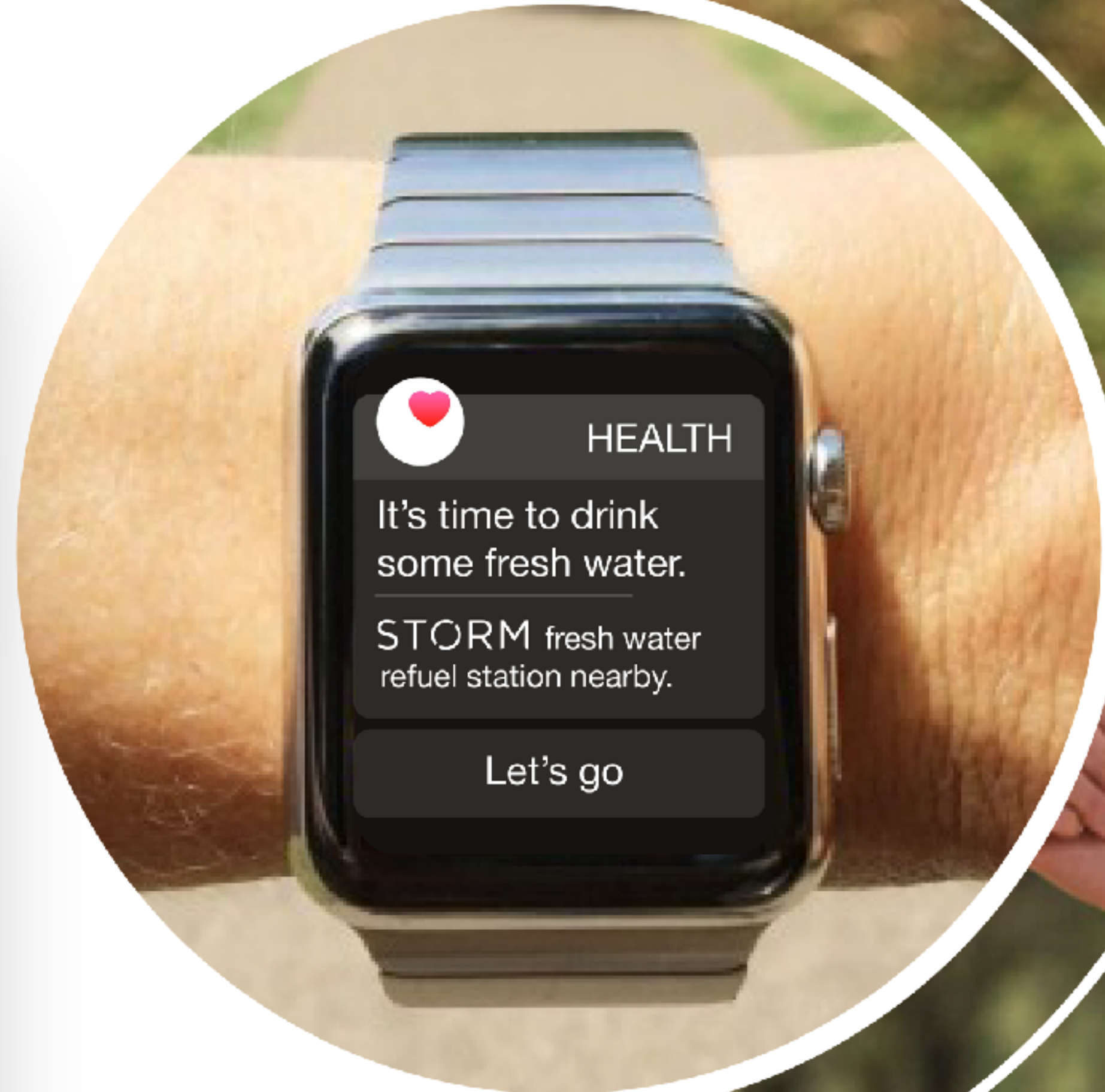
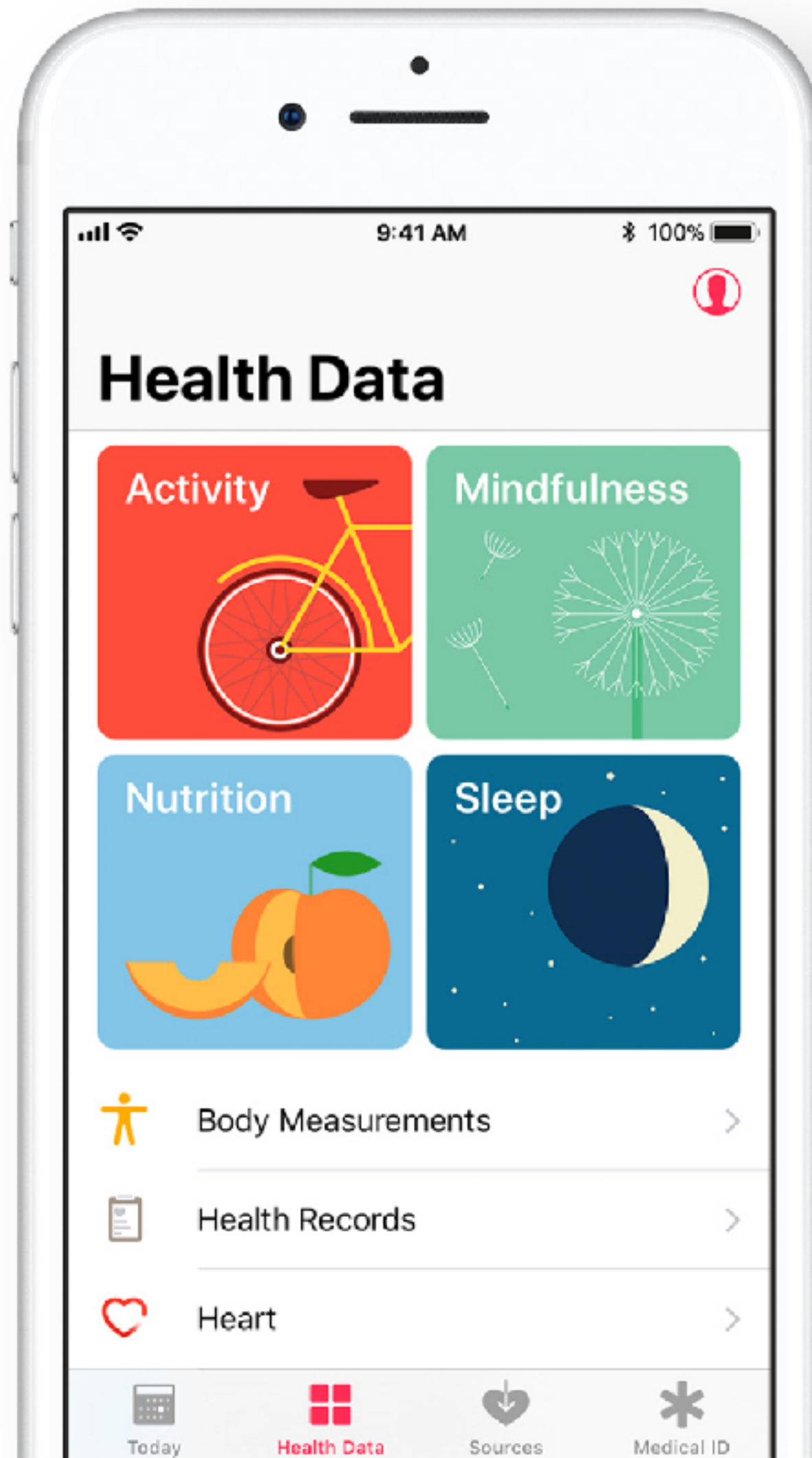






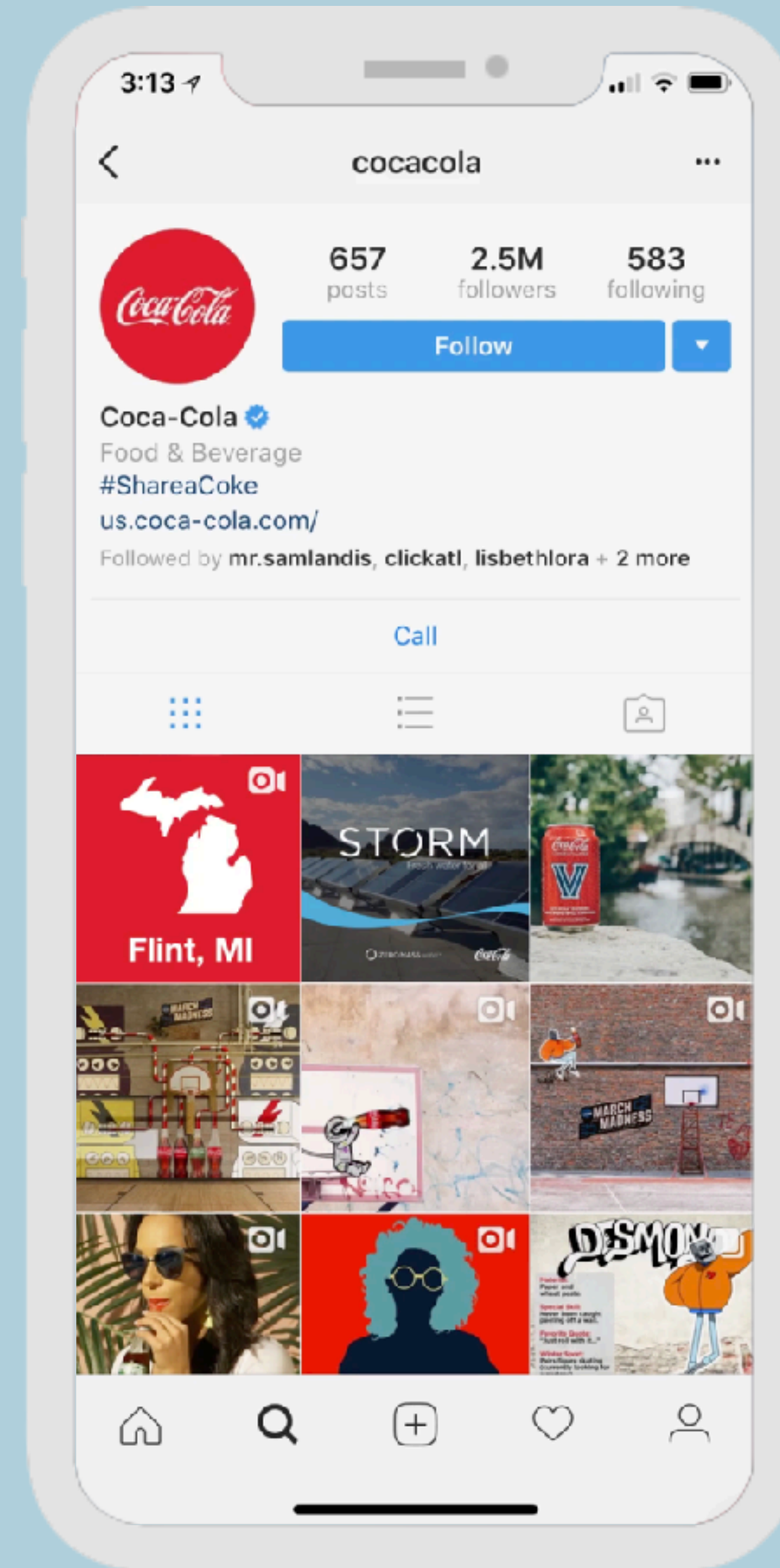
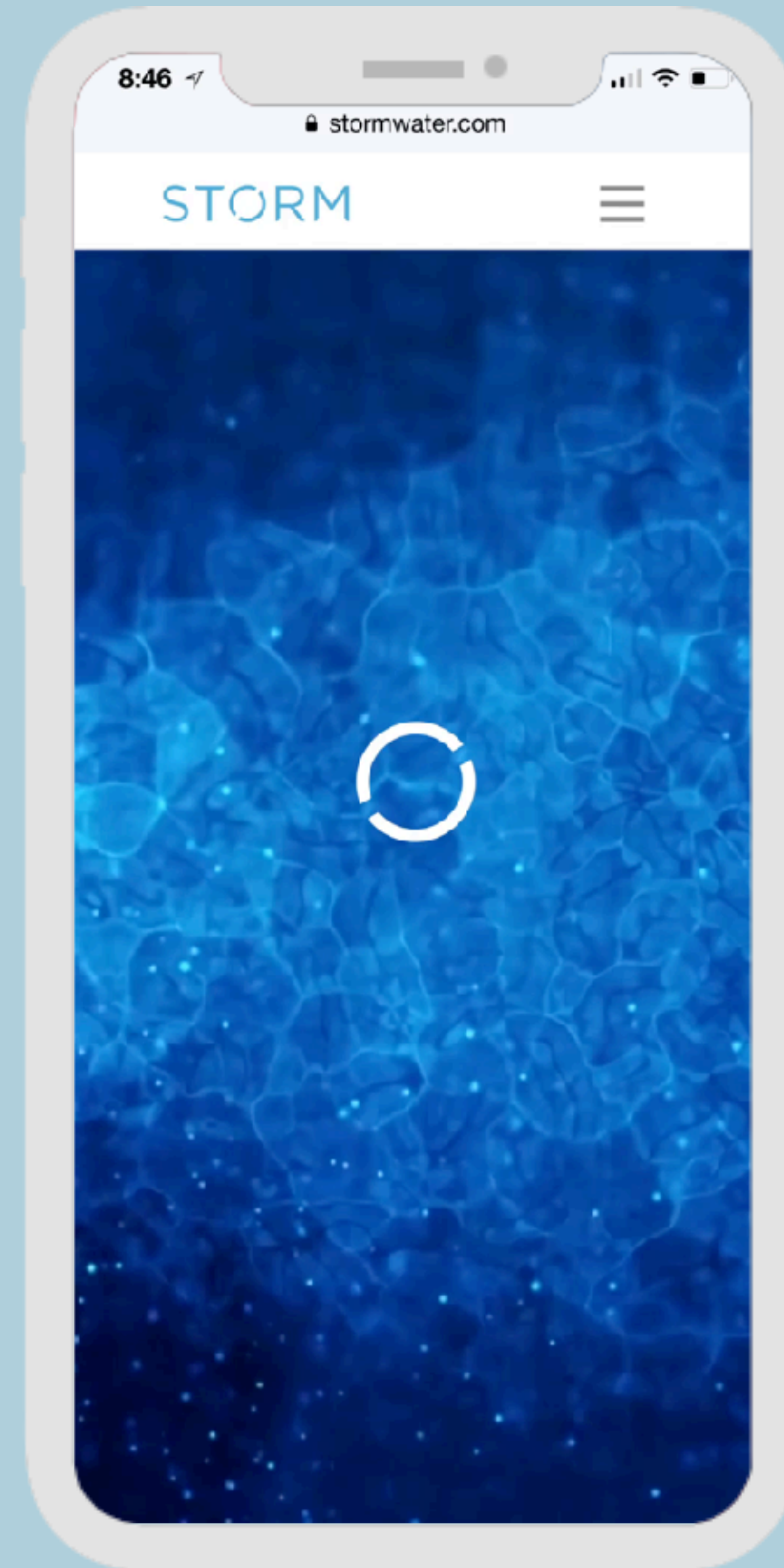
+

# STORM



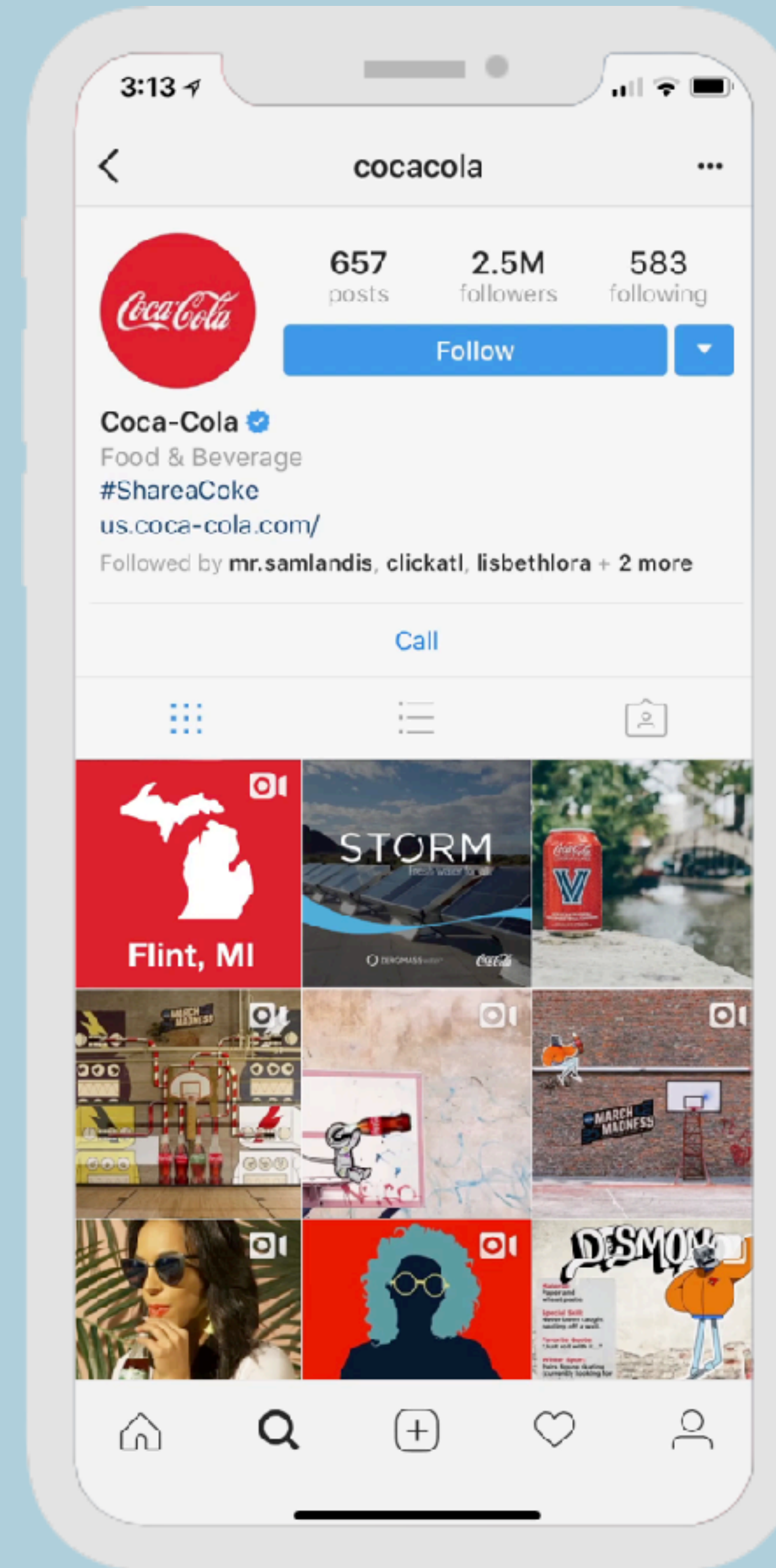
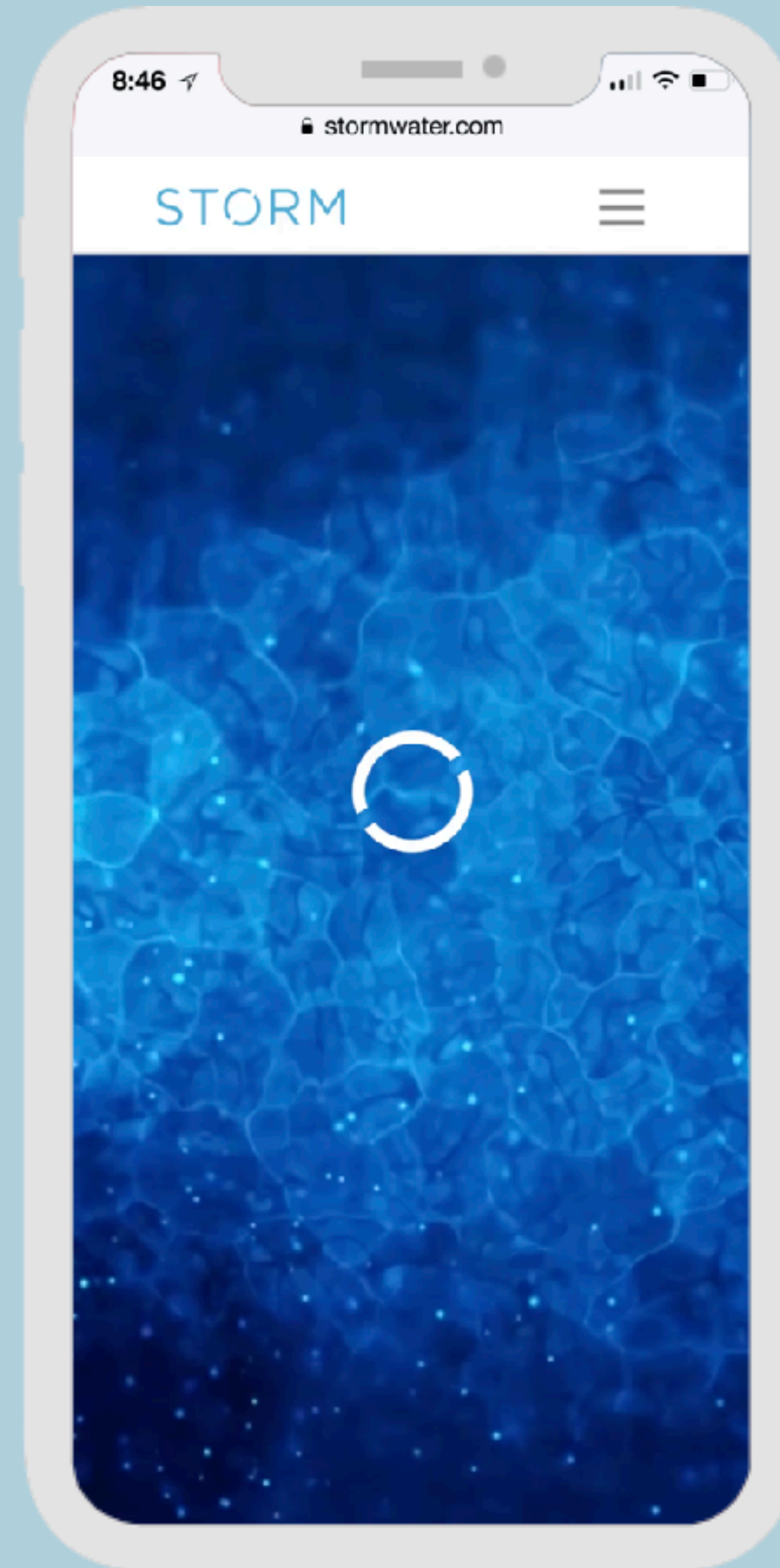


# Digital





# Digital



“

Be the source  
of change

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