

Campaign 2
United Nations:
Water Sustainability



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Creative Brief



Key Fact:

Americans now use 127% more water than in 1950, and water consumption in drier parts of the country is much higher due to climate change that dries up the water.

Advertising Objective:

Encourage people to improve their water conservation efforts by providing clear and effective solutions that anyone can implement in their homes.

Principal Competition:

Companies and organizations with similar goals are not competing against the UN. There are many allies of the UN who are striving to raise awareness in a similar fashion, but without trying to outcompete one another.

Positioning:

In 2018, the UN released a World Water Development Report. They found that the global demand for water has been increasing. The UN has positioned their view on water consumption as something that is simply a part of the world we live in but that we need to look to "nature-based solutions" for water.

Key Consumer Benefit:

- Saves large amounts of money on annual water/electricity bills
- Gives people consistent activities to do with their families to grow closer

Mandatories/Policy Limitations:

<https://www.un.org/sustainabledevelopment/sustainable-development-goals/>

- UN logo

Problem that Advertising Must Solve:

Many people in southern states haven't noticed the issue and the negative consequences, so they overuse the limited water resources

Target Audience/Prospect Definition:

- Homeowners in southwestern states that often experience droughts and hot, humid weather (southern California, Arizona, Nevada, New Mexico)
- Family of four or more, in which the children are no older than thirteen
- Variable incomes to show that the solutions are universal and easy for anyone
- Enjoy bonding as a family unit

Concept/Tone:

- Concept: every day, families can make easy changes in their households that will contribute to preventing the overconsumption of water in the US.
- Tone: simplistic/economically viable methods that the common family can easily adopt

Reason Why:

- Family can save about \$140/yr by reducing 1000 gallons of water consumption each month
- Once water-saving activities are integrated, people are more likely to continue using them throughout their lives



SHOW US WHAT WATER CAN DO FOR YOU

Use the power of your tap water to change the flow of climate change.

[HTTP://WWW.WATERWARRIORS.COM](http://www.waterwarriors.com)





HELP LIFE GROW WITH H2O

Reduce,
Reuse,
& re-imagine the water cycle.





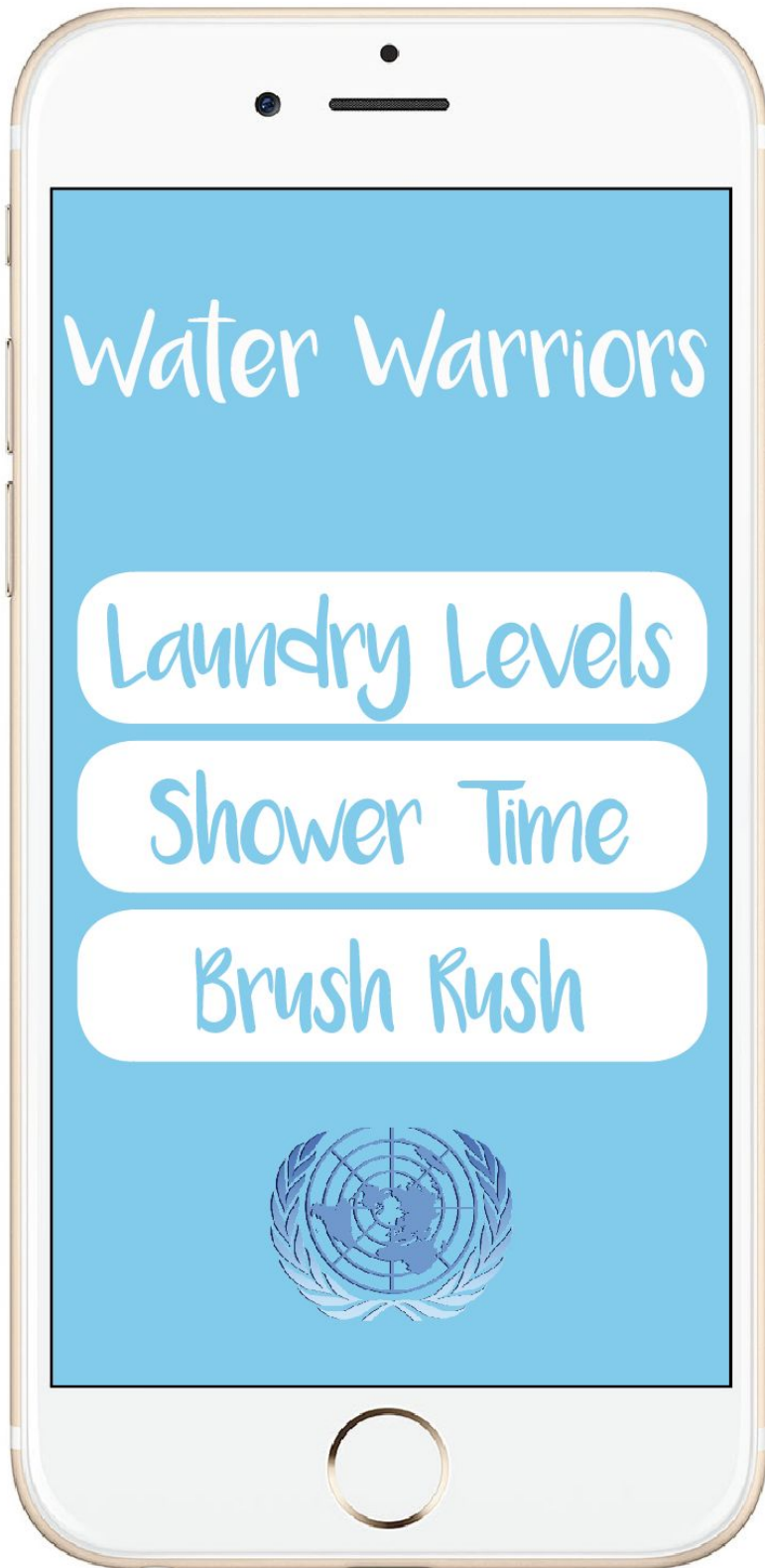
START A CONVERSATION CREATE CONSERVATION

Talk about savings.
Climate change is real.
Our conversations about it should be too.

[HTTP://WWW.WATERWARRIORS.COM](http://www.waterwarriors.com)



Phone App



Content:


- Three games to mirror games on microsite but altered for the free app
- Would allow us to target a growing demographic of mobile device users
- Parents can link the account they hold on the microsite so they don't lose any high scores and can add to the points they earn

Distribution:

- Nontraditional ad would provide us an opportunity to relay information about the app to spectators
- "Download our app" statement would be placed on a slip and included in the goody bag

Start a Conversation

We'll be visiting cities across the Southwest!



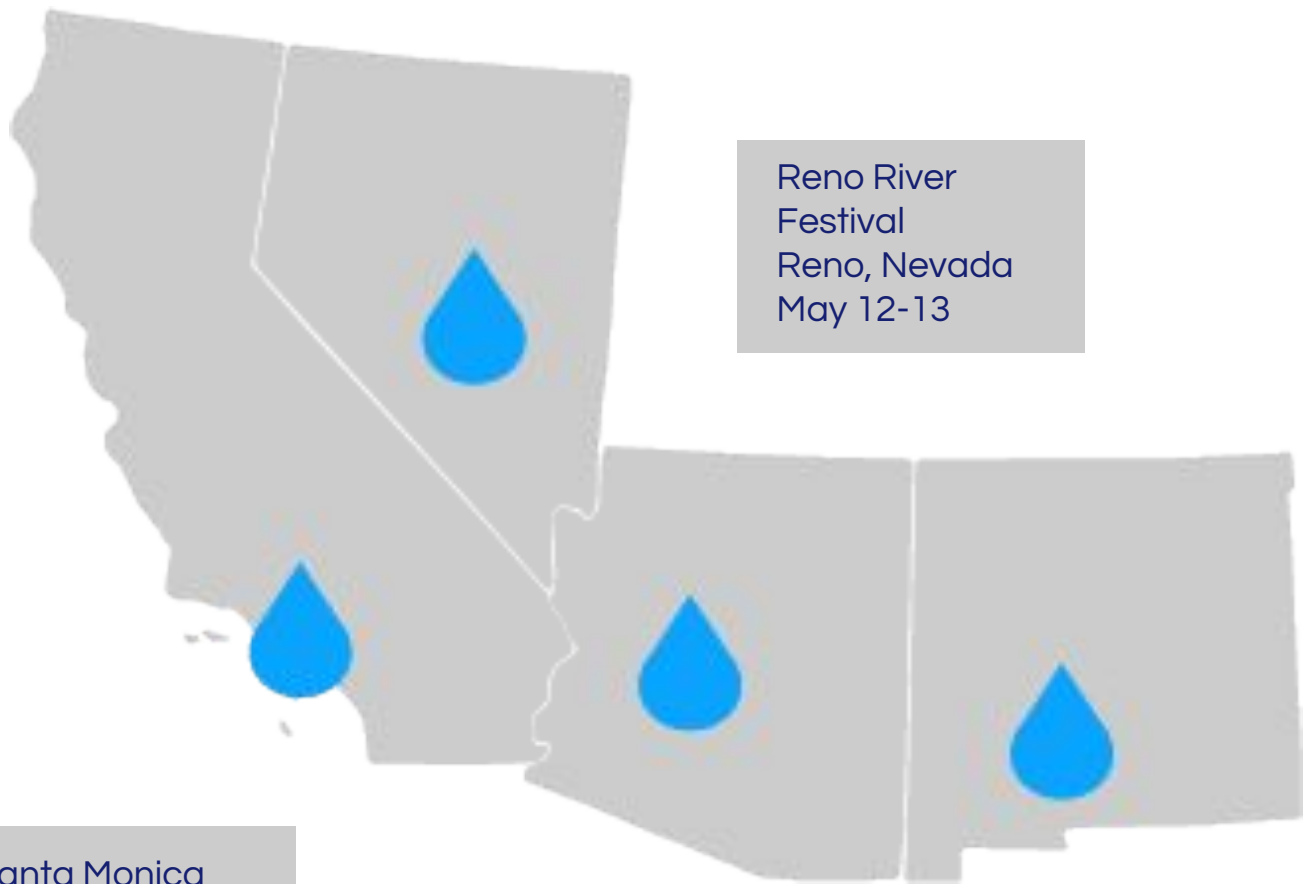
We'll be visiting events near you! Come bring your family to learn about how we can help our beautiful Earth by conserving our water. We'll have games for kids of all ages and information on the little things we can all do to help.

So come check us out!

Create Conservation

More information: <http://www.waterwarriors.com> Time and Locations on back

Water You Waiting For?



Reno River
Festival
Reno, Nevada
May 12-13

Santa Monica
Pier360
Ocean Sports &
Beach Festival
Santa Monica,
California
June 23rd & 24th

MLB Cactus
League Spring
Training
Arizona, multiple
cities
February-March

Albuquerque
International
Balloon Fiesta
Albuquerque,
New Mexico
October 6th-14th

Microsite: Water Warriors

<http://www.waterwarriors.com>

United Nations SDG:

- Links to the UN sustainable development goals website

App Download:

- Takes you to a page with information about the Water Warriors app and how/where to download it
- Provides description of the app's features and how to connect your online Water Warriors account to your mobile device

Water-Saving Products:

- Provides list of products on the market that are designed to help people conserve water
- Products would include an led shower head, etc.

Let's Play:

- Three minigames to choose from, each focusing on a different method for conserving water
 - The more water you save in the game, the more points you earn
- Game 1: Laundry Levels**
- A level bar would appear on the right side of the screen, with an animation of a laundry machine in the center. The goal is to press the spacebar when the level bar is at its highest. The better you do, the faster the level bar becomes.

Game 2: Shower Time

- The goal is to complete all shower tasks before the timer runs out. Tasks would include using shampoo, using conditioner, using body wash, contemplating existence, and singing loudly. The more time left on the clock, the more points the user will earn.

Game 3: Brush Rush

- The user will have to complete their bathroom routine while using the least amount of water possible. Tasks will include teeth brushing, face washing, and hand washing. If the faucet is left on for too long, the user will be alerted through an animation and lose points.

Water Warriors

Let's Play!

Download App

Products

UN SDG's



Americans now use 127% more water than they did in 1950. The effects of this are worsened by climate change, which has led to frequent droughts throughout the Southwest.

In Water Warriors, you have the chance to compete against people all over the country for the highest score, which is earned by saving the most amount of water.



At the end of each month, the person with the highest score will be dubbed a "Water Warrior"



Water Warriors

Let's Play!

Download App

Products

UN SDGs

For easy and affordable ways to reduce your water use and save money, check out the list of products below!



Faucet Aerator

These fixtures are very cheap and can be installed to save water throughout the home. They are easy to install, and an excellent investment.



Water Efficient Showerhead

Water heating makes up a large portion of monthly utility costs. With a water saving showerhead, your family could save 1200 gallons of heated water per month, which would lead to significant savings.



Toilet Tank Bag

These are an easy way to save water without changing your usage habits. Fill it up and place it in your toilet tank, and you could save up to 0.8 gallons of water each time you flush.



Water Flow Valve

This allows you to temporarily stop or reduce water flow while using the shower, which reduces your water *and* energy bills. Combining it with a water saving showerhead could reduce your shower water use by up to 75%.



Water Warriors

Let's Play!

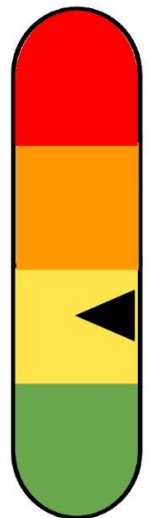
Download App

Products

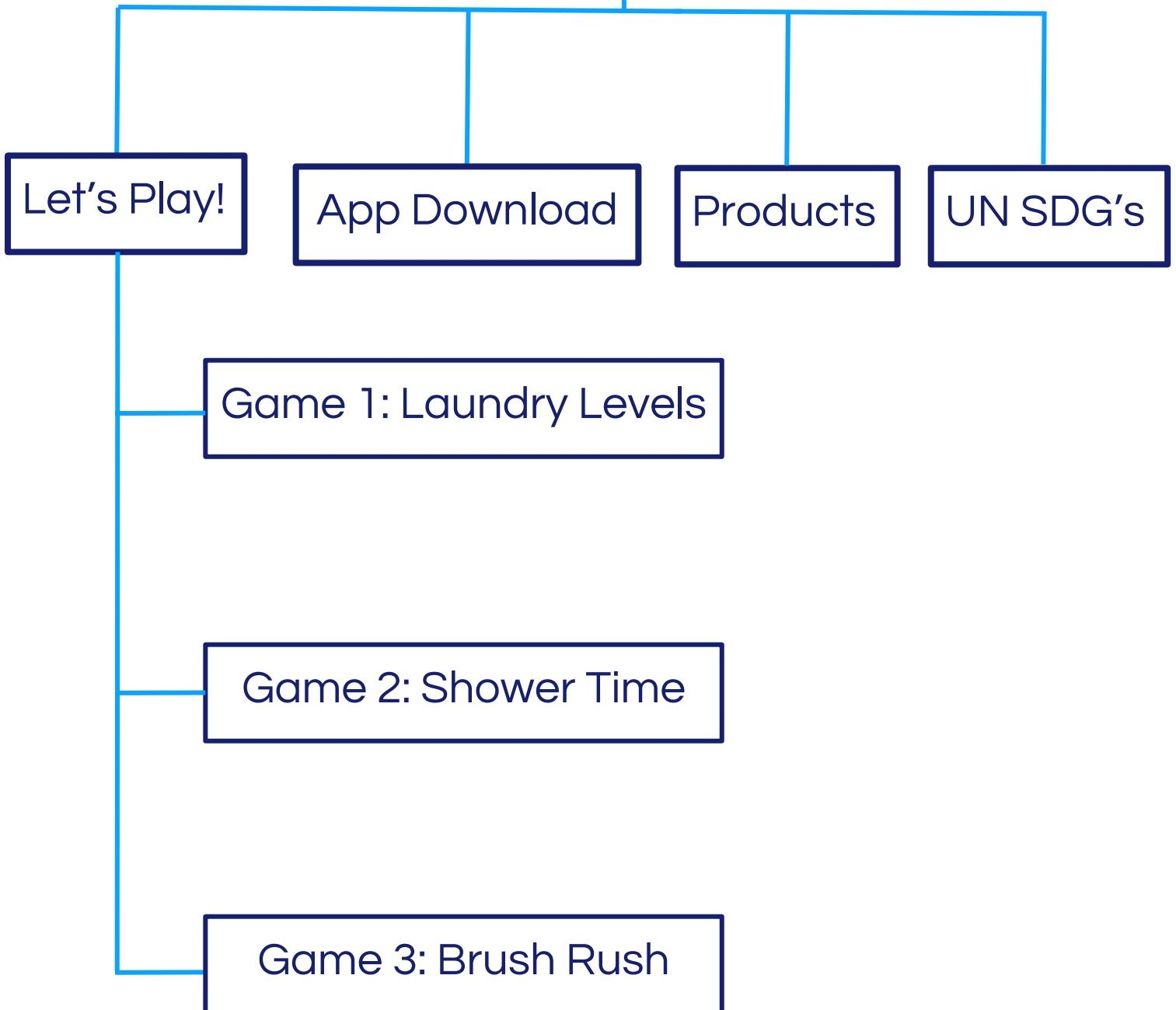
UN SDGs

LAUNDRY LEVELS

POINTS: 2534



Water Warriors



Microsite Site Map