

Empowering Consumers To “Go Back to Tap”



Situation:

Launched in September 2008 against corporate giants in a highly competitive atmosphere and at the height of the economic downturn aided by the environmental backlash on bottled water, it was our mission to create major news buzz and influential WOM around the introduction of the ZeroWater® home filtration system – a product that delivers water that is superiorly healthier and eco-friendlier for the public.

Our Program – 2008 LACP Silver award winning

We developed a powerful WOM program and organized a news conference with a distinguished panel of experts that positioned ZeroWater® as the ultimate tool to accelerate the public’s migration from bottled water to tap water, safely and responsively. ZeroWater® achieved so much positive viral buzz in all the top online categories and very major media (WSJ, GMA, Oprah) that by the end of the year more online stories appeared featuring ZeroWater® than the category leaders Brita and PUR.



...and knowing **THEY** will follow



THE WALL STREET JOURNAL.



WebMDSM

POPULAR SCIENCE

FamilyCircle

BusinessWeek



bon appétit

Smart ways to live well
Prevention

Consumer Reports

COUNTRY LIVING

REAL SIMPLE
life/home/body/soul

Men'sHealth

CNN.com



REUTERS

msn

SN SUPERMARKET NEWS FOR HAPPIER CUSTOMERS

theAlternativeConsumer *it's a lifestyle thing*

The New York Times

VANITY FAIR

Men'sJournal

REDBOOK
redbookmag.com love your life.

thedailygreen monday, october 13 the consumer's guide to the green revolution

Gourmet
THE MAGAZINE OF GOOD LIVING

TIME

Scripps networks
The Leader in Lifestyle Media

Sustainable, Eco-friendly & Green...all add up to Smarter Real Estate

metro**GREEN**+BUSINESS