

DASANI WATER CREATIVE BRIEF

Dasani Water, New Year and healthy choices campaign.
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COMMUNICATION OBJECTIVE

We will use social media to promote the sales of Dasani water. To achieve this, we will promote the idea of "new year, new me" as it is timely and adheres to the ever growing idea of healthy living.

KEY INSIGHTS

Since the beginning of COVID-19, the world has taken a new stance on their health. People prioritize healthy decision making now more than ever when purchasing products. This especially happens during the end of December and the beginning of January, when people prepare for the new year.

POINT OF DIFFERENTIATION (USP)

Dasani water is different from any other bottled water company because their water is made differently. By using reverse osmosis filtration, they are purifying tap water, which not many other brands do. The brand adds other minerals to create a fresh, purified taste.

INDUSTRY TRENDS

Many popular companies, such as Fiji and Ice Mountain, are promoting the pureness and zero-waste factors of their products. Smartwater released a new branding campaign in April 2021, labeling each of their bottles with phrases such as "tranquility" and "clarity," paired with minimal design.

TARGET AUDIENCE

Although this campaign will be memorable to all viewers, we will be targeting primarily health conscious people ages 15-45.

MAIN IDEA (SINGLE-MINDED PROPOSITION)

Even though healthier living is an exponentially increasing mindset amongst people ages 15-45, it increases even more at the beginning of the new year. We will center our campaign around the idea of "new year, new me."

MANDATORIES

Each ad must include the tagline "pure, crisp taste," and an image of the Dasani bottle. The font used will be a Sans Serif in all caps, no larger than 30 point type.

SUPPORTING FACTS

According to a study conducted by NielsenIQ in September 2021, 48% of global consumers say they make proactive health and wellness choices on a regular basis. When asked why health is important to them, 47% said they wanted to live a longer, healthier life.

NEW YEAR, SAME PURE, CRISP TASTE

CLEANSE WITH PURE, CRISP TASTE

RESET WITH PURE, CRISP TASTE

HEALTHY PURE, CRISP TASTE

PREMIUM PURE, CRISP TASTE

