

BRITA

Brita with Iris

“ This is a fantastic campaign. Very well executed. Multifaceted and dimensional. Taking on the plastic bottled water companies is a good thing. They have changed consumer behaviour and now we need to re-educate.

- Campaign Ad Net Zero judge.

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Challenge

From 2013-2018 annual UK consumption doubled to roughly 4 billion bottles of water, responsible for 678,023,069kg-e of CO2 each year.

Brief

Iris were tasked with developing a campaign that offered a more sustainable option, while competing with the bottled water market and its increasingly aspirational endorsements.

Solution

Pivot from selling tap drinkers tastier water to selling bottled drinker's more sustainable water.

Execution

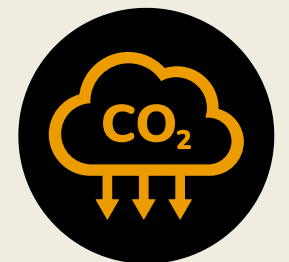
- Used celebrity endorsement- Joanna Lumley- to playfully deliver a campaign educating the British public on the problems with single use plastic.
- Created a 'Greening Good Guide' that provided small, positive steps to lower consumer's climate anxiety.
- Published a whitepaper- co-authored with a leading economic think-tank- proving the link between advertising and bottled water sales, which is now being used to lobby government and drive legislative change.



Results



On track to displace
c6.5billion plastic bottles
a year by 2025.



Saving average
1,090,770 tonnes
CO2e per year.