

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com





**CHANGING BEHAVIOR
THROUGH ENTERTAINMENT**



WHAT'S THE PROBLEM?

- Across the globe, water consumption has tripled in last 50 years.
- US homes use more than half of publicly supplied water.
- A family of four can use approximately 400 gallons (1,514 liters) of water a day - that's more than any other country.
- **At least 36 states are anticipating local, regional or statewide water shortages by 2013.**





**WHAT DOES IT
MATTER TO ME?**

- The average household spends over \$700 on it's water and sewer bill
- Heating water for bathing, shaving, cooking, and cleaning requires a lot of energy. Homes with electric water heaters, for example, spend one quarter of their electric bill just to heat water
- Saving money by saving water and energy is a good proposition. Help the environment with no impact on lifestyle



WHAT BRINGS ME HERE TODAY?



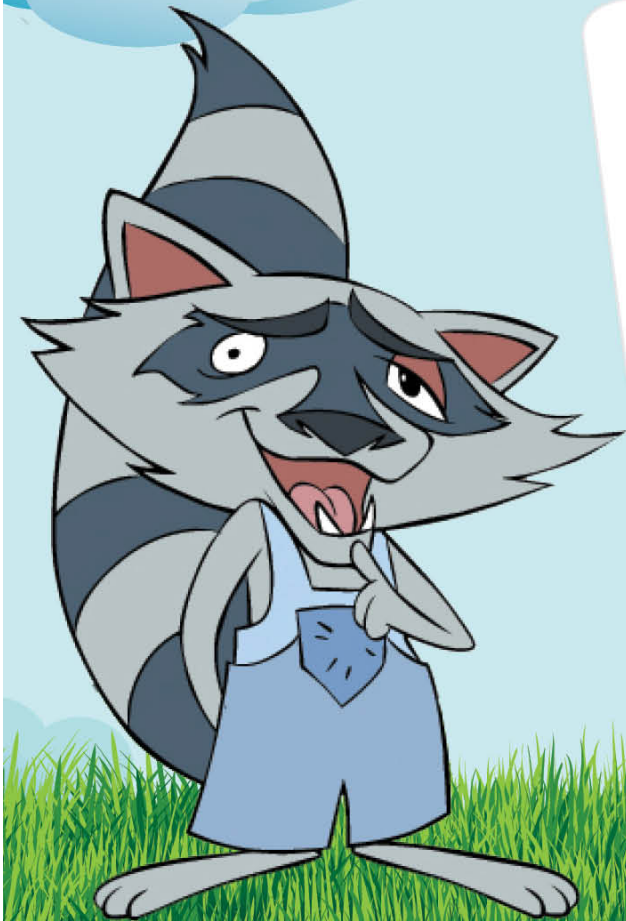
EDUCATION

ENGAGEMENT

BEHAVIOR CHANGE

**HOW TO CHANGE BEHAVIOR
THROUGH ENTERTAINMENT**

KEY STEPS & PRINCIPLES



DESTINATION



DECISION MAKERS



INFLUENCERS



**PRODUCT
BENEFITS**



**CONSUMER
INSIGHT**

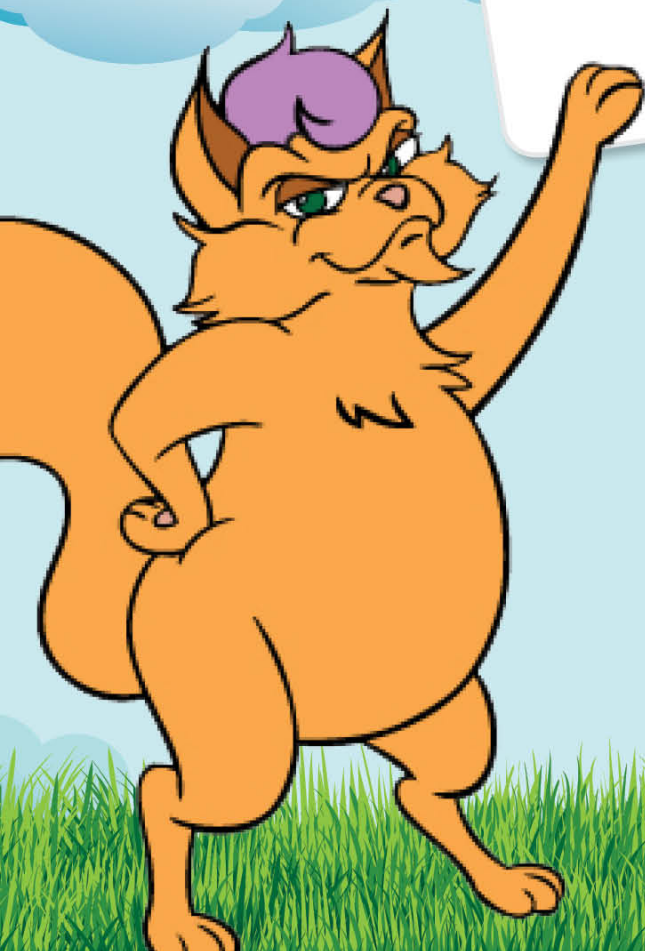


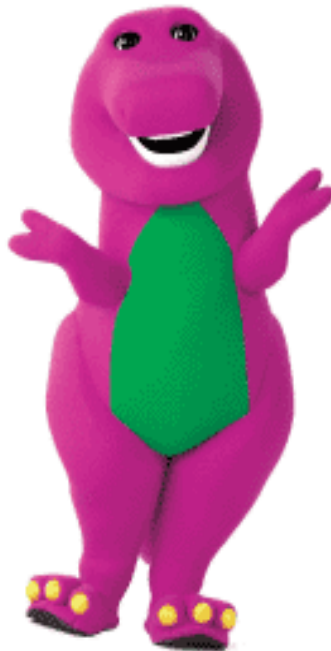
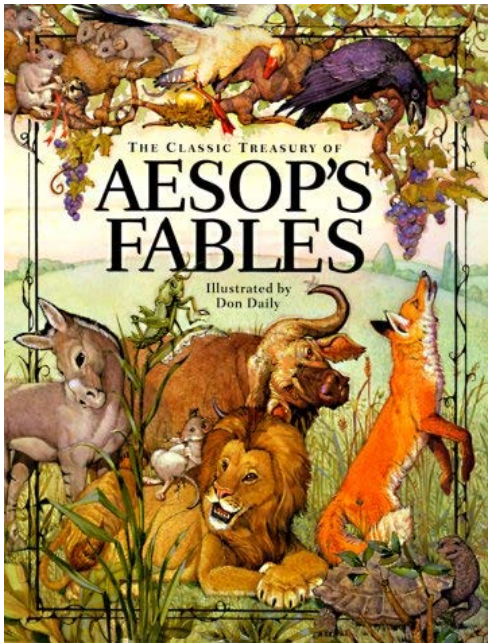
CHILDREN ARE PARTICULARLY POWERFUL IN THE ECO SPACE



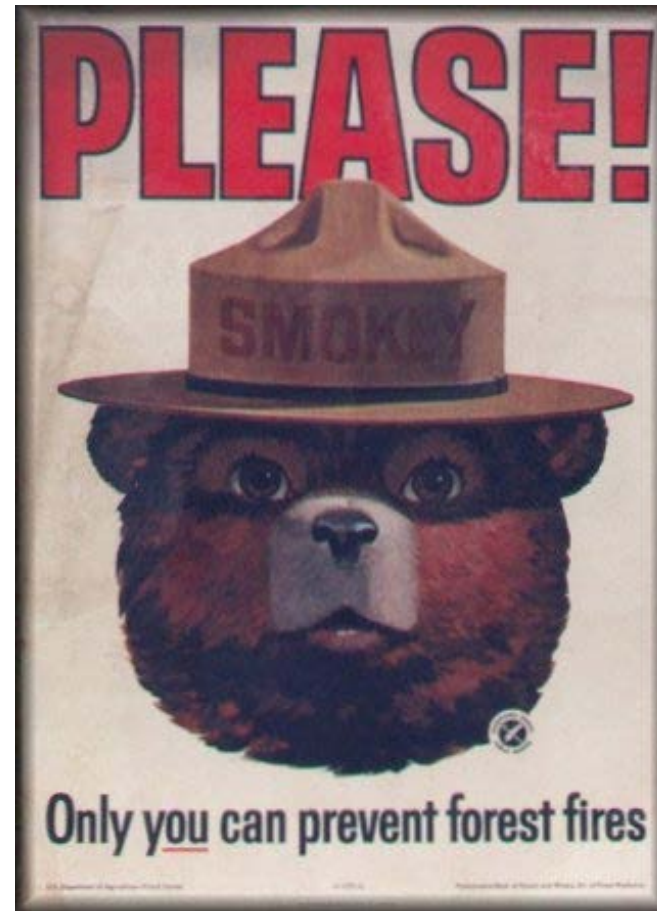


EDUTAINMENT

- 
- Always fun and amusing
 - Bite size lessons
 - Achievable goals
 - Often uses characters
 - Can offer rewards for progress



THE POWER OF A CHARACTER



THE IMPORTANCE OF MAKING IT TANGIBLE

COOL



CAUSE



RETROFIT PROGRAMME RESULTS

Question	No	Yes	Total Respondents	Success Rate
Has your child/ children/ family played with the trump cards?	12	50	62	81%
If yes, did you child/ children/ family act on the water saving messages?	6	45	51	88%
Could you hear clearly the lyrics of the song from the singing toothbrush?	7	55	62	89%
Does your child use the toothbrush?	11	53	64	83%
Has the pack influenced your child's water use?	14	47	61	77%
Was there anything else you would have liked to see in the pack?	46	6	52	88%
If yes, did your child/ children/ family read the water saving messages on the cards?	5	47	52	90%
Did your child/ children complete the activity booklet inside?	9	36	45	80%
Comments				
It was too young for her.				
I have no children				
They already have brushes they use, however they will use them soon				
She is only 20 months, learning to understand the concept				
My grandchildren loved the toothbrushes				

Question	No	Yes	Success Rate
Has your child coloured in the bag?	2	28	93.3%
Did your child/ children act on the water saving messages?	6	24	80%
Has the GabiBag influenced your child's/ children's use of water?	5	25	83.3%
Has the GabiBag influenced your use of water in the home?	2	28	93.3
Would your child/ you still use the product if there were no washable markers included?	9	21	70%
Did the GabiBag wash out well after it was used?	2	28	93.3
Did your child/ children/ family talk about the water saving messages on the bag?	1	29	96.6
Is your child making use of the GabiBag?	3	27	90%
Comments			
My child did not want to colour in the bag as they liked it plain and did not want to spoil it.			
The colouring was a little difficult for my 4 year old. Simpler lines please.			
Love the bag. Brilliant for swimming kit and PE.			



Digital Trump Cards



Compressed Sponges



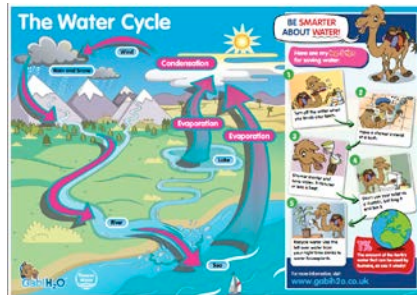
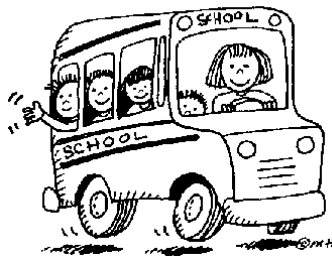
Seeded Paper



PRINCIPLES FOR THE CAMPAIGN



Broadcast + On the Ground



WATCH OUT!
DO YOUR DUE DILIGENCE

waterwise



watersmart
INNOVATIONS

http://www.youtube.com/watch?v=bhXlpl_YRyM&hd=1

- It's human nature to resist behavior change when it's forced or dictated
 - **Stop lecturing consumers**
- The path of least resistance is to entertain while educating
 - **You need to get creative**
- Characters need to be Disney quality
 - **Don't create characters that are just corporate wallpaper**
- A successful campaign will hit the consumer at several different natural touchpoints
 - **Reconsider your media mix**



How many gallons of water does the average person in the USA use per day?

- A) 5 gallons B) 10 gallons
C) 25 gallons D) 40 gallons





Answer: D) 40 gallons





How many gallons of water can you save if you turn off the tap when you brush your teeth for 2 minutes?

- A) Up to 1 gallon
- B) Up to 2 gallons
- C) Up to 7 gallons
- D) up to 3 gallons





Answer: D) Up to 3 gallons





Of water that we use in our home
everyday, how much do we use
for flushing the toilet?

A) 30%
C) 22%

B) 5%
D) 10%





Answer: A) 30%





How much water on Earth is fit for human use (drinkable)?

- A) Less than 1% B) Less than 15%
C) Less than 40% D) More than 50%



Answer: A) Less than 1%





How much water is being created
on earth each day?

- A) 53 gallons B) None
C) 528,344 gallons D) 528 gallons



Answer: B) None

