



SYDNEY WATER - CLIENT BRIEF



Task summary

Your challenge is to create a short film that shifts perceptions of teenagers, using persuasive language and techniques, to choose tap water over bottled water.

Background

Drinking bottled water is on the rise. Yet in Sydney, our tap water is amongst the best in the world. We should be proud of the quality of our drinking water!

Why then are 10% of people (500,000) in this city choosing to only drink bottled water rather than tap water?

Research shows there are a few key reasons why:

- there's a perception that bottled water is better
- convenience
- water temperature

By using clever words and images evoking pure, pristine and natural, the message that bottled water is better and safer has been formed. The companies who sell bottled water have benefited ever since. The fact is bottled water has enormous implications to the environment including:

- a high carbon footprint to produce and transport plastic bottles
- plastic litter waste in the environment and in our landfills
- harmful impacts on freshwater and marine life

Sydney Water cares about our community and the environment and wants people to choose tap water for their wellbeing, wallet and the environment.

Objective

Create a powerful and compelling short film challenging teenagers' perception that bottled water is better.

For more information visit:

www.lovetwater.sydney/brand-without-a-bottle