



CHALLENGE

Seeking to build the brand of its unique water filtration product line, Brita sought to develop marketing programs that would appeal to its target audience: female heads of households from upper economic and education brackets.

PROJECT OBJECTIVE

Create and implement a comprehensive sponsorship-marketing program that targets key audiences.

RECOMMENDED PROGRAM

Coastal Cleanup Day, presented by Brita

OVERVIEW

Brita brand managers originally sought ties with sports organizations such as professional women's soccer or basketball to achieve product goals. ADC principals provided research findings and a program design that suggested a partnership with a cause organization such as Coastal Cleanup Day would be more effective.

Brita's broad sponsorship of Coastal Cleanup Day, in which volunteers around the country remove refuse and debris from selected beaches, provided unique access to its target audience. In addition, by distributing free filtration pitchers to all volunteers, Brita was able to increase product trial and generate incremental revenue through the purchase of replacement filter cartridges.

Key components of the program included:

- Branding: Brita integrated into all Coastal Cleanup Day marketing activities, closely aligning the brand with clean water and environmental practices (an important issue to the target audience.)
- Promotion: To increase volunteerism, coupons for a free Brita pitcher provided to all volunteers.
- On-site event presence: Brita volunteers and staff on hand to distribute free pitcher coupons to all volunteers.
- Retail: Wal-Mart served as official redemption point for free pitcher coupons. In return, Wal-Mart promoted the events and provided valuable display space for Brita products.
- PR: Media tour produced extensive event & sponsor coverage.
- Media: Radio buys leveraged in major event markets. Extracted added value included interviews with Brita reps, live remotes, on-air giveaways, DJ appearances, and more.

RESULTS

Over the course of a 4 year program, placed over 50,000 pitchers with incremental filter sales of approximately \$2.4 million.