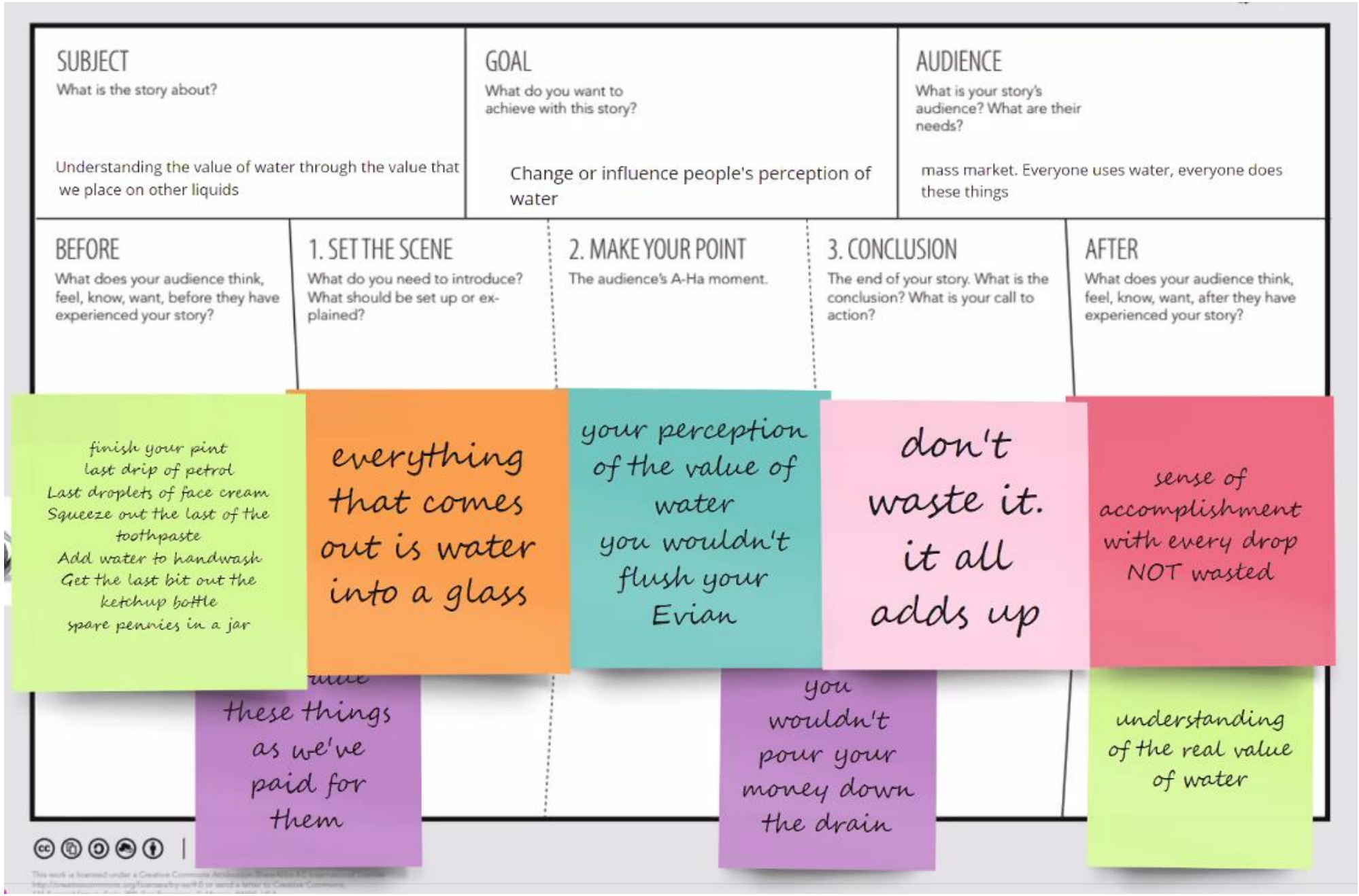

SUBJECT
What is the story about?
Understanding the value of water through the value that we place on other liquids
GOAL
What do you want to achieve with this story?
Change or influence people's perception of water
AUDIENCE
What is your story's audience? What are their needs?
mass market. Everyone uses water, everyone does these things
BEFORE
What does your audience think, feel, know, want, before they have experienced your story?
1. SET THE SCENE
What do you need to introduce? What should be set up or explained?
2. MAKE YOUR POINT
The audience's A-Ha moment.
3. CONCLUSION
The end of your story. What is the conclusion? What is your call to action?
AFTER
What does your audience think, feel, know, want, after they have experienced your story?
finish your pint
last drip of petrol
Last droplets of face cream
Squeeze out the last of the toothpaste
Add water to handwash
Get the last bit out the ketchup bottle
spare pennies in a jar
everything that comes out is water into a glass
your perception of the value of water
you wouldn't flush your Evian
don't waste it. it all adds up
sense of accomplishment with every drop NOT wasted
these things as we've paid for them
you wouldn't pour your money down the drain
understanding of the real value of water

SUBJECT

What is the story about?

Water is frickin awesome

New frame

GOAL

What do you want to achieve with this stor

Positive vibes!! Use what you need!

Start small with appreciating value of water

AUDIENCE

What is your story's audience? What are th needs?

persuasive

15-25ish quick win...like water/health conscious switch thinking to drink tap...confident to champion tap/positive

BEFORE

What does your audience think, feel, know, want, before they have experienced your story?

Have knowledge, seek knowledge on issues they care about

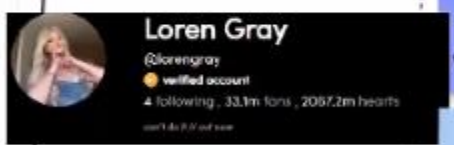
Already understand benefits of water/ make healthy choices

Fitness, food

1. SET THE SCENE

What do you need to introduce? What should be set up or ex-plained?

Empower to ask for ...TAP



2. MAKE YOUR POINT

The audience's A-Ha moment.

savvy drinking

ff bottle vs. tap

Fresher from tap (bottles in warehouse)

I love drinking water but i now see how precious it is...use what I need

3. CONCLUSION

The end of your story. What is the conclusion? What is your call to action?

Stop buying bottled water

Tell their friends

Influence others

AFTER

What does your audience think, feel, know, want, after they have experienced your story?

Tap water is the cool choice

tap water over bottled saves lots of money

Tap water is just as good/or better for me than bottled water

Confidence to ask for tap water