

Add your sticky notes

5 Whys Activity

1. Why ... ?

water has to go further
- finite ammount

Because ...

growing population

2. Why ... ?

More housing, more infrastructure,
less nature reserves

Because ...

Living longer,
more time in household
- wfh/garden time...use
more

3. Why ... ?

Tech advancement,
healthcare

Because ...

Scientific breakthroughs
fast changing - people's
choices

4. Why ... ?

Thinking is individual
- not thinking as community

Because ...

Social media/fake news -
encouraged to follow
tribes/blindsided

5. Why ... ?

Encouraged to consume - fast
fashion / fast food / eat foods
using so much water

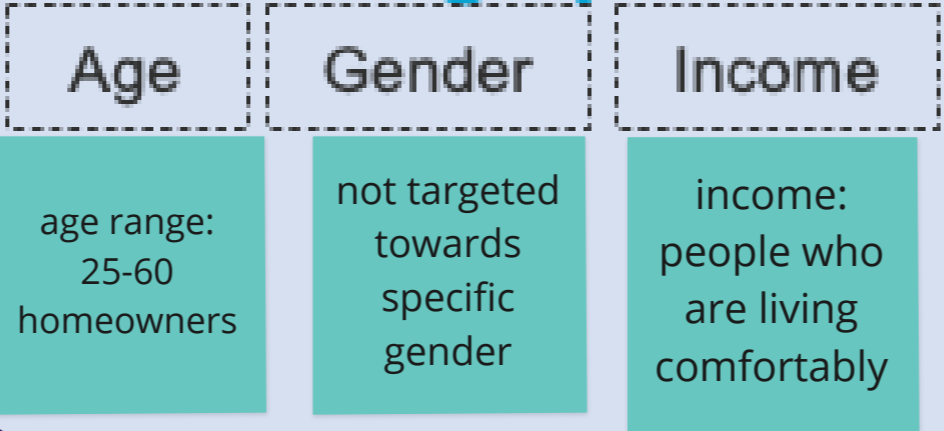
Because ...

Commercialism ?????

Our final why

World circulates water
doesn't create more

Demographics



Psychographics



encouraging people to take more care with their water use, educate.

water is used in so many aspects of life, encourage audiences to learn about the freshness of it

giving tap water a sense of local pride, discouraging from buying bottled water

getting rid of the sense of shame in tap water. If you asked for a cup of tea they wouldn't fill the kettle with Evian

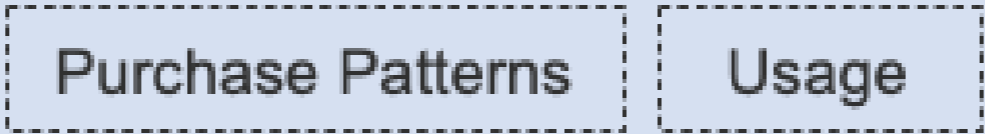
Geographics



urban areas with a stronger sense of history (Durham/ Northumberland)

use local landmarks to capture attention and use them to inform people

Behavioural



Freshness

Barriers

Set in their ways

Feel that their behaviour won't make a difference (corporations/big brands won't change)

Don't know where it comes from

Not interested in the history

Ideas to overcome them

Use statistics that bring it to a household level so they can see the individual difference

Making people aware of how issues could impact them personally

Showing them where the water comes from. Appealing to that sense of local pride

Leveraging social media to educate and cut through typical discourse (esp. round X Rebellion)

Accelerators

local
pride/history

making people aware that they're wasting money on bottled water etc. the tap water they're already paying for is just as fresh!

COVID community spirit, people have shown that they're susceptible to changing behaviour

Ideas to use them

Premier League of water efficiency- competing with other areas

mascots-local landmarks

giving a local face to the brand- celebrity/influencer

expert

days

Words

WAVE

Clocking off early

chaos

The return of parkrun and why so many love it

UK HEALTH

summer

making TV history

PARROT

top tips

UK Health Rebellion

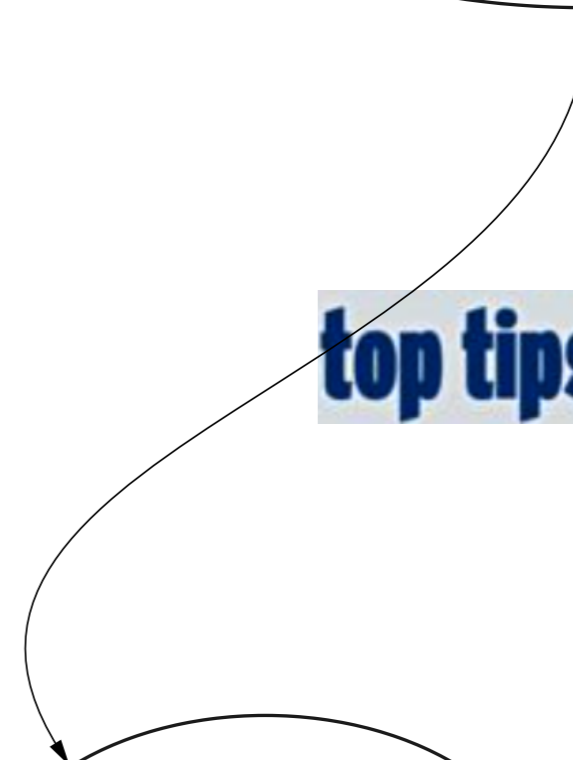
My secret diary

Sleep easy knowing your health is safe

Sleep easy

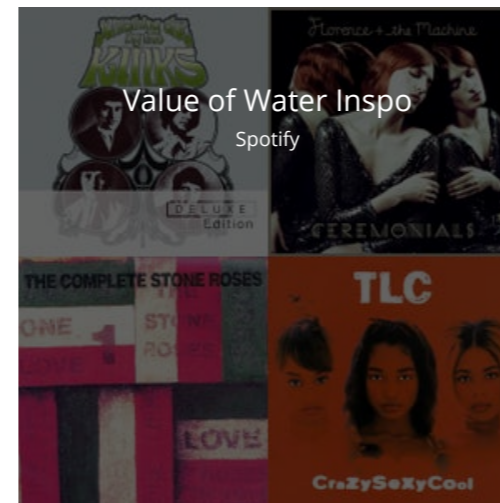
drivers

rebellion



Music

I can't sleep
tonight,
Everybody's
saying everything
is all right

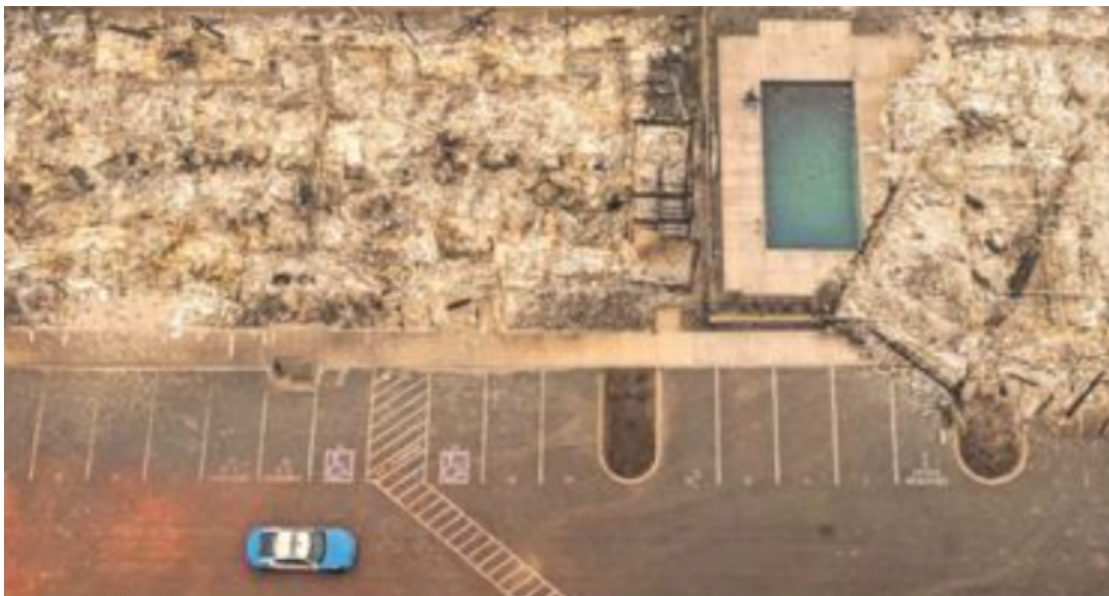


If there's
hope and
love across
the nation,,,,

Pour your
misery
down....



Future Family



31 pages of sport

4.5 million vulnerable people

FINED £10k

World Markets										
STOCK MARKETS			CURRENCIES				INTEREST RATES			
	Aug 11	Aug 4	%/Week	Aug 11	Aug 4	Aug 11	Aug 4		prev	chng
S&P 500	2340.97	2476.96	-2.11	£ per \$	1.585	1.589	£ per \$	0.707	0.707	
Nikkei Composite	12822.05	12213.13	-4.93	£ per £	1.278	1.271	£ per £	1.001	1.000	0.10
Dow Jones Ind	2195.64	2012.21	1.08	£ per €	0.805	0.803	£ per €	125.645	125.637	-0.08
FTSE 100	5427.96	5422.91	1.19	¥ per \$	108.208	108.225	¥ index	78.208	78.041	0.16
Euro Stoxx 50	3210.81	3286.59	-1.89	¥ per £	136.765	140.434	\$/ per £	1.762	1.768	-0.06
FTSE 250	4822.08	5198.08	-8.22	HK per \$	1.018	1.008				
FTSE All-Share	3285.90	3254.14	3.40	€ per \$	0.845	0.848				
CAC 40	4024.14	4066.37	-1.28	COMMODITIES						
Sensex	13277.84	12947.94	2.01		Aug 11	Aug 4	%/Week			
HKEX	23488.48	23485.52	-0.25	Oil WTI \$	57.23	58.36	-0.84			
Hong Kong	24933.21	25007.68	-2.22	Oil Brent \$	59.75	62.42	-6.79			
MSCI World \$	2387.90	-	-	Gold \$	1286.25	1282.41	1.23			
MSCI EM \$	1085.51	-	-							
MSCI ACWI \$	981.47	-	-							

A Nikkei Company

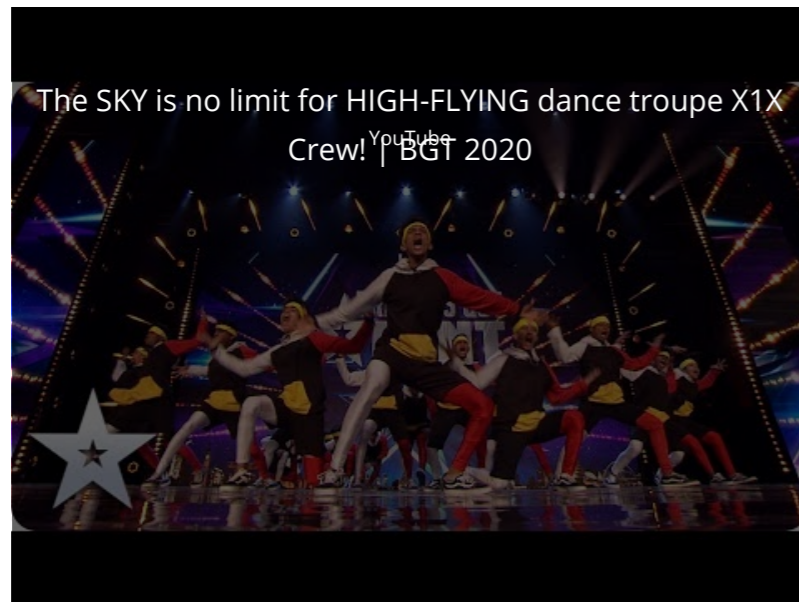
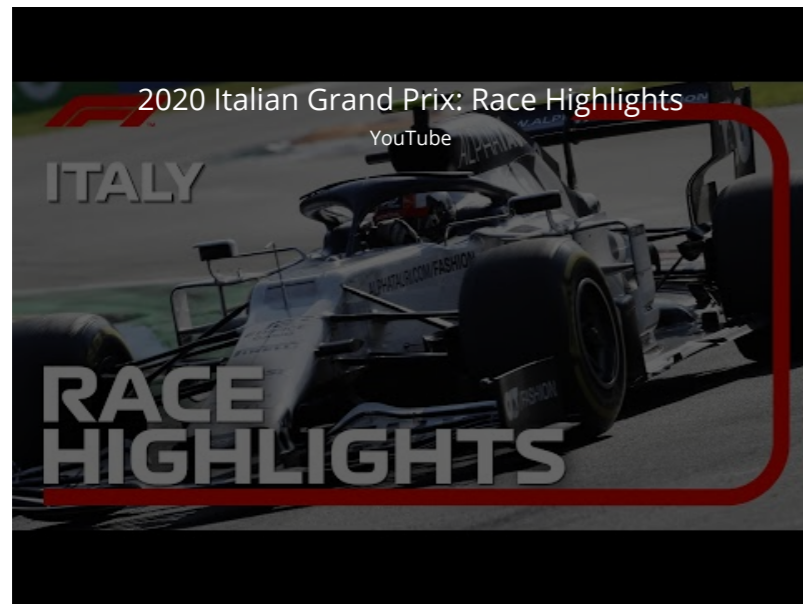
down by 173,000

No 10

files on 40,000 Britons

Fast800

seven



beauty in your surroundings, important to preserve

nature/from source is best



Title

Summary

Why is this the freshest &
most compelling direction?

STORYTELLING CANVAS

SUBJECT What is the story about?		GOAL What do you want to achieve with this story?		AUDIENCE What is your story's audience? What are their needs?	
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?	

