

Waterbrands

A thirst-quenching design



What needed doing

Waterbrands launched Thirsty Planet with one mission: to help bring clean water to millions of people in sub-Saharan Africa. They guarantee a donation to Pump Aid with every purchase of their bottled water, and for each multi-pack sold, a person in Africa is provided with clean water for life. This was a revolutionary brand with a big heart.

Thirsty Planet had the potential to make a real difference in the world – provided it sold. Bottled water was a fast growing sector, and any brand hoping to compete needed packaging that could compete on the supermarket shelves. Thirsty Planet had a special story, and it needed to be told to customers in an instant.

Eager to drive Thirsty Planet's cause, we donated our expertise.

How we went about it

These bottles had an important job to do, so we wanted the packaging to be eye-catching and impactful. We created the brand identity out of a world water droplet to capture the essence of the brand's cause with modern simplicity.

Our approach to the packaging was honest transparency – we wanted customers to easily see what's being achieved through their purchase. On the back of every bottle, we placed photos of people who have benefited from the brand's collaboration with Pump Aid. By updating the labels from time-to-time, Thirsty Planet could continue telling their story of changing lives for the better through the supply of clean water.

In its first full year of sales, Thirsty Planet sold over 4.6 million bottles. In 2007, it beat stiff competition from PepsiCo and Danone to win the coveted title of best new brand at the Bottledwaterworld Awards in Mexico City.

Most importantly, the brand has provided clean water for 2,680,567 people... and counting.

Silver DBA

at the 2008 International Design Effectiveness Awards

4.6million

bottles sold in its first year

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