

Water quality issues are on the rise, yet people don't know that these issues could happen in their own backyard due to America's aging infrastructure. Townships are required to send an annual water quality report that summarizes potential contaminants in drinking water. Yet these reports often go unread or are too difficult to understand.

So PUR, a water filtration company, developed a campaign to help people understand what's in the water coming out of their tap. Using water quality data, we built a Water Bar that served real US drinking water containing various contaminants at safe levels. The stunt showed that real people react strongly when told about contaminants in water, even at levels deemed safe. This stunt became TV spots and a targeted social media campaign driving to KnowYourWater.com. This immersive, interactive tool educates users on the cleanliness of their actual water, through a proprietary database of water quality reports and Google maps integration. By entering a location, users follow the journey of their water from a local source, through treatment and to their tap while learning about the realities of contaminants & how they enter drinking water, and the importance of having the right water filter, in an easy-to-understand way.