



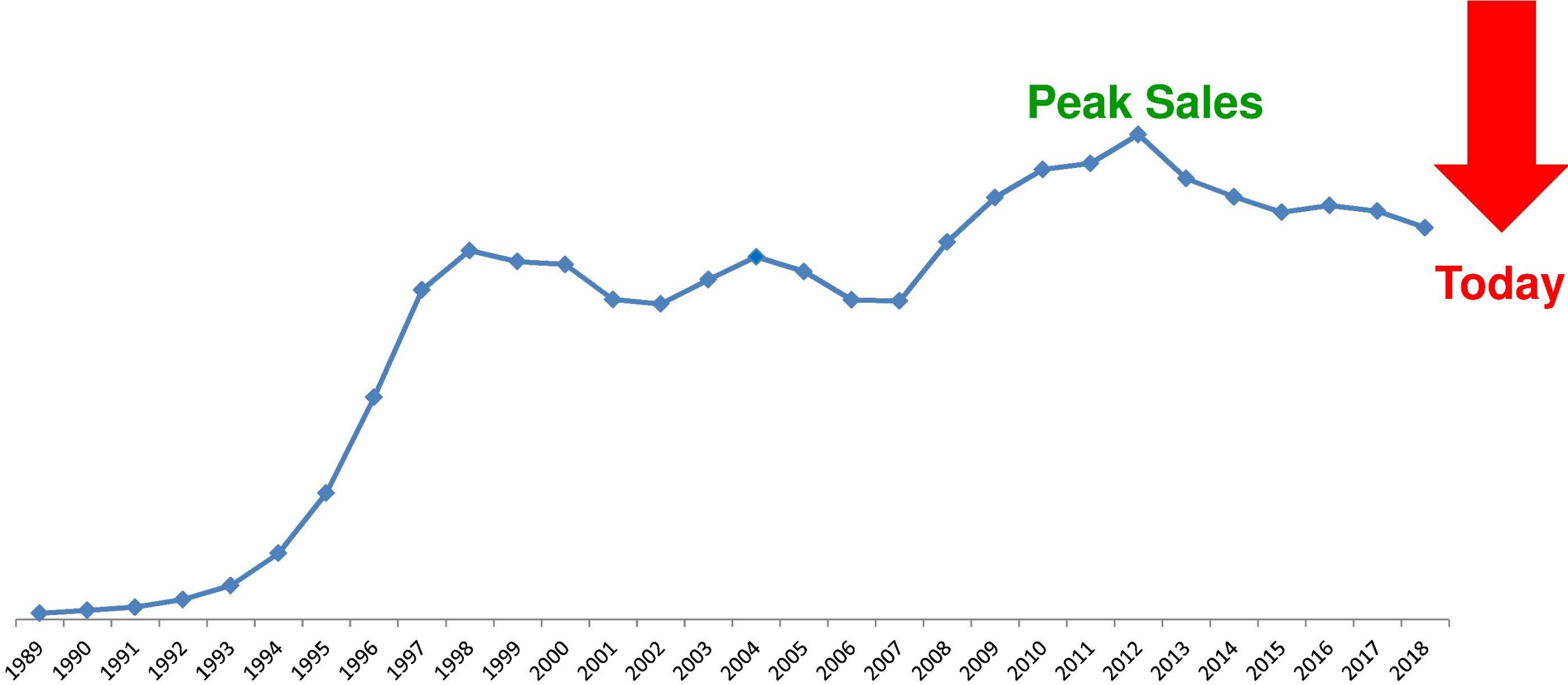
# ACTIVATING A PURPOSE-DRIVEN BRAND

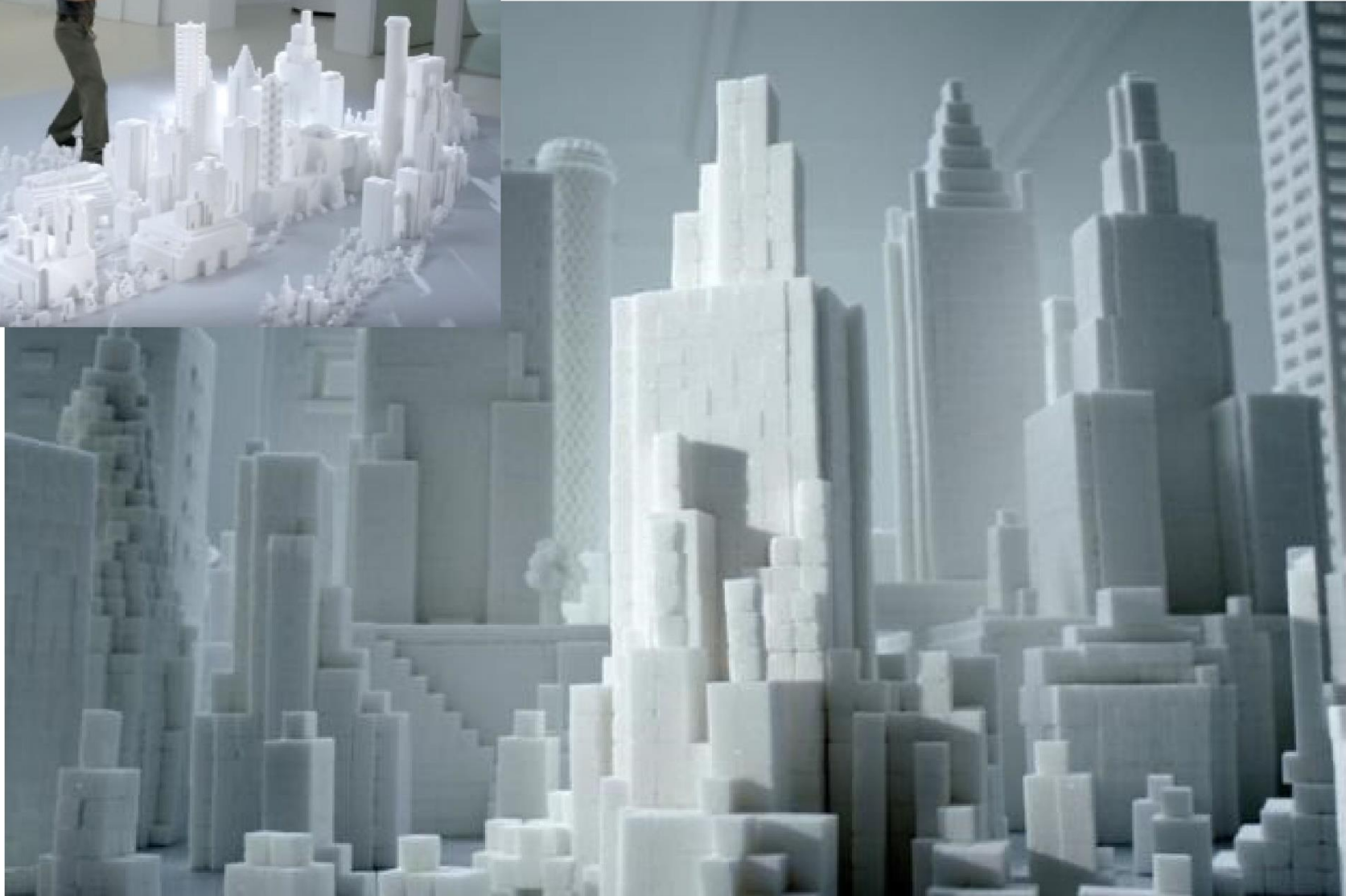


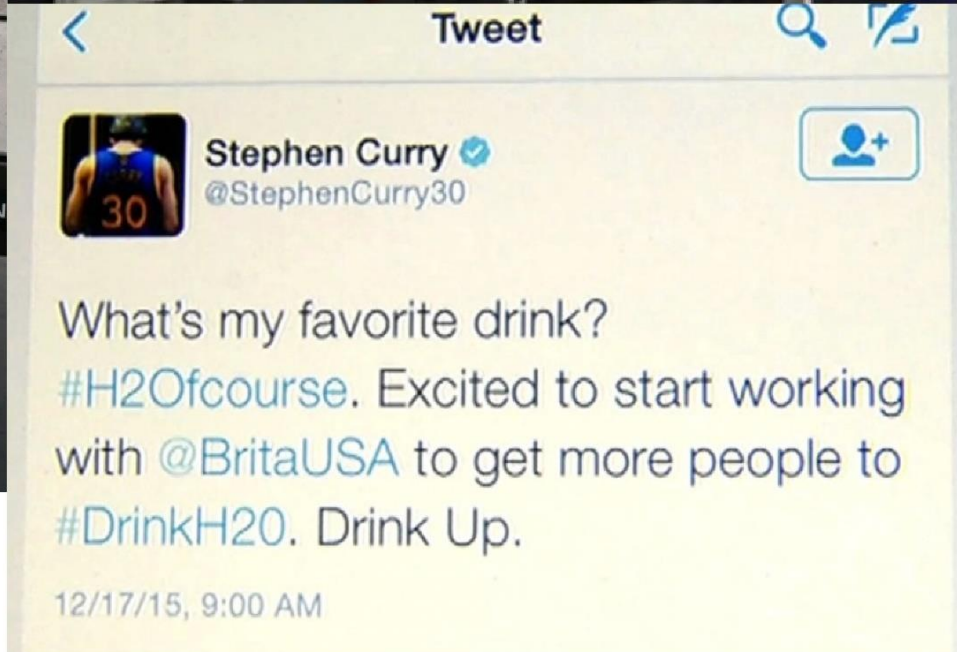


**PURPOSE**

# OUR STARTING POINT









**LAST YEAR AMERICANS DRANK MORE  
WATER THAN EVER**



**EVERY SECOND  
2,000 PLASTIC BOTTLES  
ARE BEING USED**



**70% OF PLASTIC BOTTLES ARE  
NOT RECYCLED**







**BY 2050, THERE WILL BE  
MORE PLASTIC THAN FISH  
IN THE OCEAN\***

**60%**  
**OF BOTTLED**  
**WATER**  
**CONSUMPTION**  
**HAPPENS AT**  
**HOME**





**WE'RE TAKING A STAND**





**OUR PURPOSE**

**MAKE WATER BETTER FOR  
PEOPLE & THE PLANET**





**OUR ENEMY**

**WASTEFUL HABIT OF  
BOTTLED WATER**

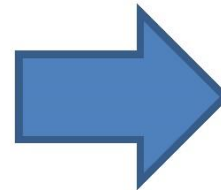


**YEAR 1**

# **MARKETING ACTIVATION**



# FROM



# TO





**YOU CAN  
FILTER OUT  
900  
PLASTIC BOTTLES  
WITH ONE  
BRITA  
LONGLAST**



**BRITA  
LONGLAST™**  
THE FILTERED LIFE

\*One Brita Longlast™ Filter replaces 900 standard 5.9oz plastic bottles



**NATIONAL  
GEOGRAPHIC**

**PLANET  
OR  
PLASTIC?**

**1,800**

In one year you can save 1,800 disposable bottles from landfills and oceans with just 2 Brita Longlast filters.



A photograph of a grocery store aisle with a play button icon overlaid on the text. The text is in blue, bold, sans-serif font. The background is a blurred grocery store aisle with shelves of products and a person in the distance. The text is centered in the foreground.

**WE SPEND  
\$13  
BILLION  
ON BOTTLED  
WATER  
EACH YEAR**

BE BOLD!



IS THIS TOO RISKY?



**YEAR 2**

# **INTERSECTING BUSINESS STRATEGY WITH PURPOSE**



# Growth Strategy

Break the bottled water habit

**Our Purpose:**  
Making water better for people and the planet.

Grow the filtering habit

Make Brita the easy Solution



**Our Enemy is the wasteful habit of bottled water.**



**OUR NEW STRATEGY  
CATALYZED PEOPLE AND  
THE BUSINESS**





2019

Budget management books

Budget for stationary

# PEOPLE

A photograph of a beach at sunset. In the background, a person in a brown shirt and yellow shorts is fishing with a rod and reel. A black dog stands on the sand in the middle ground. The foreground is filled with various pieces of plastic waste, including water bottles and a green bottle, scattered across the dark sand. The sky is a mix of orange and blue, and the ocean waves are visible in the distance.

- Inspire everyone who touches your brand
- Executive Sponsorship
- Purpose Task Force
- Purpose Days / Onboarding
- Team Engagement

# BUSINESS

- ❑ Integrated business strategy
- ❑ Purpose-driven, human-centered marketing
- ❑ Business operations and supply chain
- ❑ Sustainability fact base and action plan
- ❑ Retailer engagement with purpose and impact



**Every environmental action we take, from reusable bags to electric cars says we care about our planet. It's time to do the same with the way we drink our water.**

**DRINK LIKE YOU CARE**







# RESULTS



# RESULTS

## *Shipments*

FY17

-1%

FY18

-4%

FY19

+4%

FY20

+6%

*pre-covid*



• ~~Seven~~ **EIGHT** consecutive quarters of All-Outlet sales growth

**Luis** @TheeRealLuisj Follow

Cleaning my room be like



0:03 8.67M views

5:37 PM - 2 Jan 2019

33,051 Retweets 202,373 Likes

**lil Estaban** @alanhernandez\_ Follow

nah this ain't the wave, 2019 we saving the planet, cop a Brita filter g



**Luis** @TheeRealLuisj  
Cleaning my room be like

0:14

5:46 AM - 4 Jan 2019 from Pennsylvania, USA

**rachel** @hittherachel Follow

Replying to @TheeRealLuisj

GET A F#\$@%!NG BRITA

6:36 PM - 3 Jan 2019

70 Retweets 2,152 Likes

6 70 2.2K

**Sammy booboo** @Sammylorette Follow

Get a brita, a reusable water bottle and start doing your part. This shit makes me cringe



**Luis** @TheeRealLuisj  
Cleaning my room be like

0:14

4:32 AM - 4 Jan 2019

10 Retweets 112 Likes



**10**

**BILLION**  
Bottles replaced





With great

**PURPOSE**

comes great  
responsibility

12-17-19

# For the love of God, don't buy that ugly Christmas sweater

Don't fall for Brita's new "eco-friendly" ugly Christmas sweater. In fact, skip the ugly sweater concept altogether.



[Photo: Brita]



**WHAT'S AHEAD?**



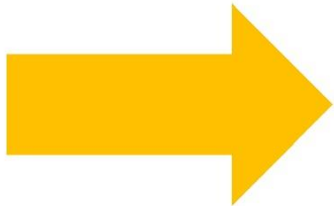
**THIS \$24B  
BEHAVIOR  
IS STILL  
GROWING**



# MAKE WATER BETTER FOR PEOPLE AND THE PLANET



# HOW WE'RE ADAPTING



## PEOPLE TURNING TO BRANDS THEY TRUST

Percent who agree

60%

"In this time of crisis, I am turning more and more to the brands that I can absolutely sure that I can trust."

Edelman

2020 Edelman Trust Barometer Special Report: Brands and the Coronavirus.



How to set up a Brita Pitcher

Brita USA  
YouTube - Dec 2, 2019



Brita 10 Cup Water Pitcher Filtration System, set up and demo

The Shack  
YouTube - Jan 25, 2016



How to set up a Brita Dispenser

Brita USA  
YouTube - Dec 2, 2019

- 1. KNOW YOUR WHY.** PURPOSE-DRIVEN BRANDS ARE A LABOR OF LOVE.
- 2. GET AGGRESSIVE.** ENSURE INTERSECTION WITH BUSINESS PRIORITIES. STICK WITH IT.
- 3. IDENTIFY, INSPIRE, AND MOBILIZE EVERYONE AROUND YOU.**



**THANK YOU!**

**YATING.WONG@CLOROX.COM**

