

Lecture 8: Communications

Episode 3: Case Study – ONE Water

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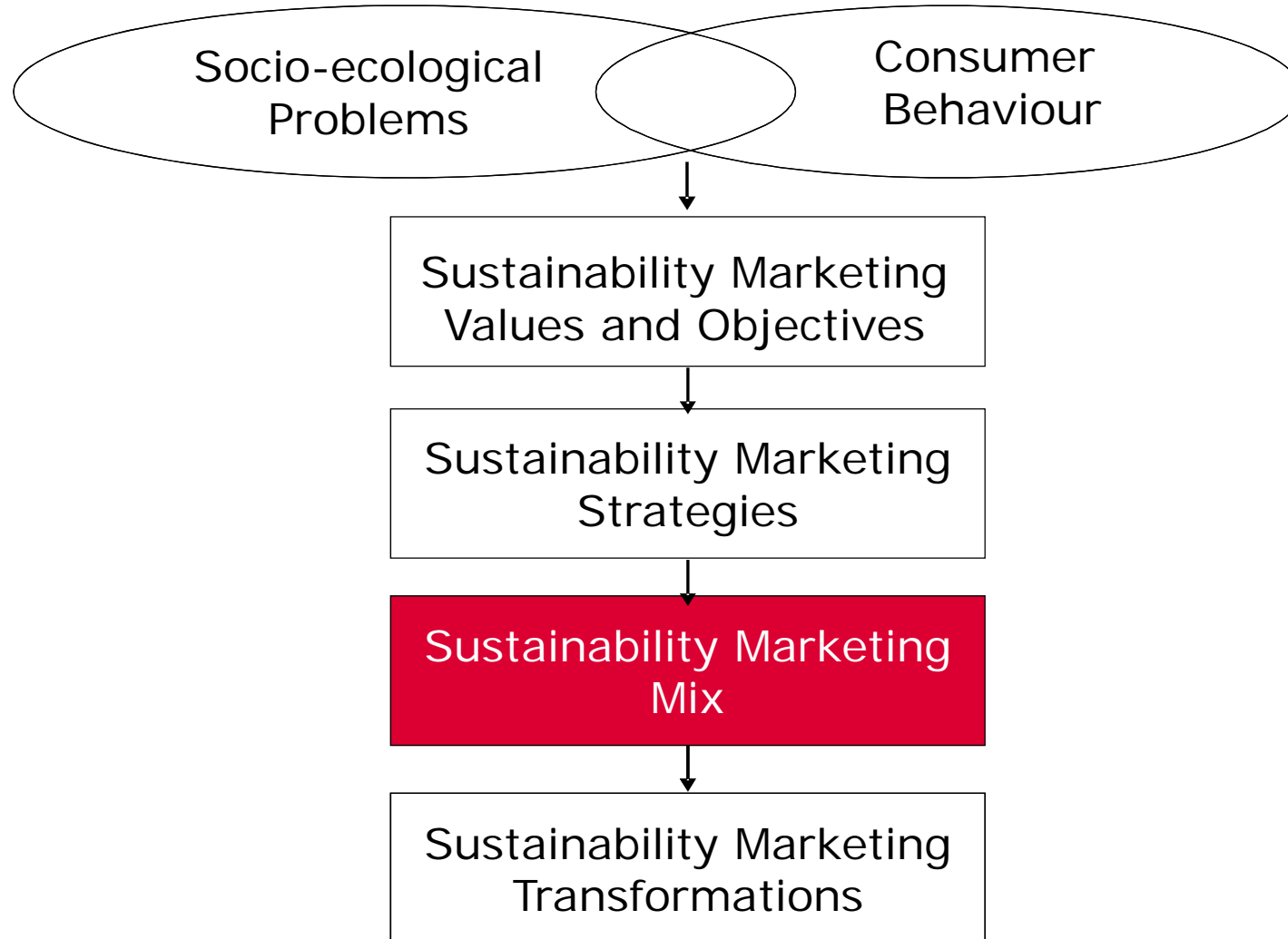
 DBU 

Deutsche Bundesstiftung Umwelt





Lecture 8: Overview



Source: Belz and Peattie 2012, p. 30



Lecture 8: Overview

Episode 1: Communications Media

Episode 2: Sustainability Marketing Messages

Episode 3: Case Study – ONE Water



Learning Outcomes

Learning Outcome 1:

Understand the communications challenges faced by a new sustainability orientated brand trying to enter a mature market.

Learning Outcome 2:

Appreciate the role that different communications media can play in establishing a brand.



Structure of the Episode

1. The ONE Water Like-for-Like Model
2. Marketing Communications Issues
3. Video – ONE and Total in Africa
4. The Future for the Brand and the Business Model



Addressing a Key Socio-Ecological Problem

- 1 billion people in the world don't have access to clean water
- 2 million people die each year from drinking contaminated water
- 40 billion hours are wasted each year walking to collect water





ONE – A 'Cause Inspired' Brand

ONE Water launched by the Social Enterprise Global Ethics in 2005.

Based on a 'Like-for-Like' business model where ONE Water donates all profits from bottled water sales to finance '*Roundabout Playpumps*' which provide a free, clean, sustainable water source to communities in Africa.





A Tough Market to Enter

- UK bottled water market worth £2.3 billion
- Dominated by Evian, Vittel, Highland Spring & supermarket own brands
- Few of these sell on ethical or environmental issues
- Market growing at 6-7% p.a.



Photo: by TF28
<http://www.flickr.com/photos/tf28/3955124121/>





Key Communications Issues

- Initial selling strategy to supermarkets struggled;
- Role as official water supplier to the Live8 Event raised the brand's profile;
- Offered retailers communications benefits through pump sponsorship and on-site advertising;
- Lack of marketing budget pushed the brand to use online media in highly innovative ways.



A Variety of Media Used by ONE

competition

Win a trip to Africa!

Five-day trip for lucky winners*

World Duty Free and Love One have teamed up to offer you the chance of winning two tickets to fly to South Africa for a five-day stay starting 2008. Included in this trip of a lifetime is a five-day tour of the PlayPump (see inside) thanks to World Duty Free's generosity. You also get the chance to take some shopping and a freshening when you...

To enter the competition, you'll need to watch the DVD attached to the cover of this issue of L&L and find the correct answers to the questions listed below. Then, on a separate piece of paper, tell us in no more than 100 words why you should be chosen as a WDF representative on the trip.

Q How many people in the world do not have access to clean water?
A

Q Per day what is the average time spent carrying water in a village without a PlayPump?
A

Q How does a PlayPump work?
A

Q How many bottles of Love One water does WDF need to sell to install a PlayPump?
A

Q In 2008 how many projects does WDF aim to fund through sales of Love One water?
A

Send your entries to: Elaine Hurton, L&L magazine, Talamon Communications, 131-131 Great Titchfield Street, London W1W 5BB by the closing date of March 31. Don't forget to enclose both your completed question coupon and your additional 100 words.

*The winners will be required to contribute to the letters and conditions, which will remain valid for the trip. The winner is responsible for their own travel. Only a physically demanding trip and a reasonable level of fitness will be required.

One water. Why not?

The UK's leading ethical water with a difference. We give away all our profits to fund hand-pumped water pumps in Africa.

Join our campaign at onedifference.org

PRODUCTS CART CHECKOUT

Shopping cart
0 Items Total: £0.00

Products

Love One T-shirt £9.99 Add to cart	One Water 750ml (12 bottles with sportscaps) £5.84 Add to cart	One Jute Bag £2.99 Add to cart
One Condoms Mixed Pleasures 6 x 3-pack £12.99 Add to cart	One Condoms Mixed Pleasures 3 pack £2.60 Add to cart	One Vitamin Water Lemon & Lime (Case of 12x500ml) £8.64 Add to cart
One refill bottle 600ml £7.99 Add to cart	One Water 500ml Sparkling (Case of 24 bottles) £7.72 Add to cart	One Condoms Super Sensitive 6 x 3-pack £12.99 Add to cart
One Condoms Super Sensitive 3 pack £7.99 Add to cart	One Vitamin Water Orange & Mango (Case of 12x500ml) £7.72 Add to cart	One Water 500ml Still (Case of 24 bottles) £12.99 Add to cart

One Water. Why Not?

The UK's leading ethical water with a difference. We give away all our profits to fund water pumps in Africa.

Join our campaign at onedifference.org

Images: OneDifference (www.onedifference.org)





Breaking into the Market

- ONE's major market breakthrough came via the retail operation of Total, the oil/petrol firm;
- As Africa's No.1 petrol retailer, the African CRM water concept appealed to Total and linked to their own CSR strategy;
- They offered ONE a preferential deal in their stores, marketing support and worked in partnership;
- Total's acceptance was followed closely by national adoption via the Co-op, the UK's leader in ethical retail – other retailers then followed.



Source: www.onedifference.org



The Future for the ONE Brand and its Like-for-Like Model



**Funds
Roundabout
Playpumps**



**Funds
condoms
& ARVs**



**Funds soap
&
sanitation**

Education



Review and Discussion Questions

1. What factors explained ONE's eventual success in the bottled water market?
2. Bottled water has been the subject of criticism from an environmental perspective. Does that make it more difficult to market as a sustainability brand?
3. How far do you think the like-for-like business model of ONE can be stretched?



References

- Belz, F.M., Peattie, K. (2012):
Sustainability Marketing: A Global
Perspective, 2. ed., Chichester: Wiley,
p.197-229.
- ONE Water (2012),
[http://www.onedifference.org//food-
drink/water](http://www.onedifference.org//food-drink/water)



In Cooperation



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