

Bottled vs. tap water.

How bottled water manufacturers get you buying less for more.



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Bottled Water Myths

Is bottled water really any better than tap?



How it's sold

The tricks of the trade that get you to the checkout



Convenience for Consequence

Why bottled water is a losing choice long term.

**It takes 3L of water
and 250ml of oil to
produce 1L of
bottled water.**



Bottled water

Why do people buy bottled water when it's on average around 2000% more expensive than tap?

- Branding
- Myth of bottled water benefits
- Idea of “safer” water
- Idea of “healthier” water
- Temporary convenience



Branding

Nature, pure imagery, water sources as unpolluted and natural.



Myths

Healthier, safer, better, more effective at rehydration, clean.



Convenience

Easily accessed, disposable, single use.

Who is buying bottled water?

More Australian women (29.7 per cent) drink bottled water than men (24.5 per cent).

25-34

YEAR OLDS

25 – 34 year olds are the biggest purchasers of bottled water according to Roy Morgan Research.

726

MILLION LITRES.

In 2015, Australians bought 726+ million litres of bottled water – Cool Australia

30L

PER PERSON.

The average Aussie drinks 30L of bottled water each year – Cool Australia





Big Profits

\$500

MILLION

The amount Australians are spending on bottled water each year according to Choice.



It can take up to 8 years to recoup the cost of a bottle of water by refilling the bottle with tap water.

Cool Australia





Branding

Is what you
see, what you
get?



"Marketers can't claim bottled water is better for you than tap water, so they use things like 'fresh', 'natural' or use images like snow-cap mountains to lead us to believe that,"



Gary Mortimer, marketing expert at
Queensland University of Technology



The Psychology of Color

COLOR EMOTION GUIDE

OPTIMISM CLARITY WARMTH
FRIENDLY CHEERFUL CONFIDENCE
EXCITEMENT YOUTHFUL BOLD
CREATIVE IMAGINATIVE WISE
TRUST DEPENDABLE STRENGTH
PEACEFUL GROWTH HEALTH
BALANCE NEUTRAL CALM

What colors should you use in marketing?

Grey: balance, neutral, calm. Seen as practical, timeless, and solid. Conservative, security, and reliability.

Yellow: optimism, clarity, warmth. Often used to grab attention of window shoppers.

Orange: confidence, cheerful, friendly. Creates a call to action: subscribe, buy, or sell; Can be seen as aggressive.

Red: bold, youthful, excitement. Energy. Increases heart rate. Creates urgency. Often seen in clearance sales.

Black: credible, powerful, professional. Powerful and sleek. Used to market luxury brands. Definite, strength, precise, and direct.

Purple: wise, creative, imaginative. Used to calm and soothe. Often seen in beauty or anti-aging products.

Blue: trust, strength, dependable. Clean, calming, focused, and professional. Creates the sensation of trust and security. Often seen with banks, legal, and corporate businesses.

Green: peaceful, growth, health. Instructional, adventurous, ecological, and calming. Associated with wealth. The easiest color for the eye to process. Used to relax in stores. Good for science, government, HR.

Targeting Women: Blue, Purple, Green, Orange, Brown, Grey.

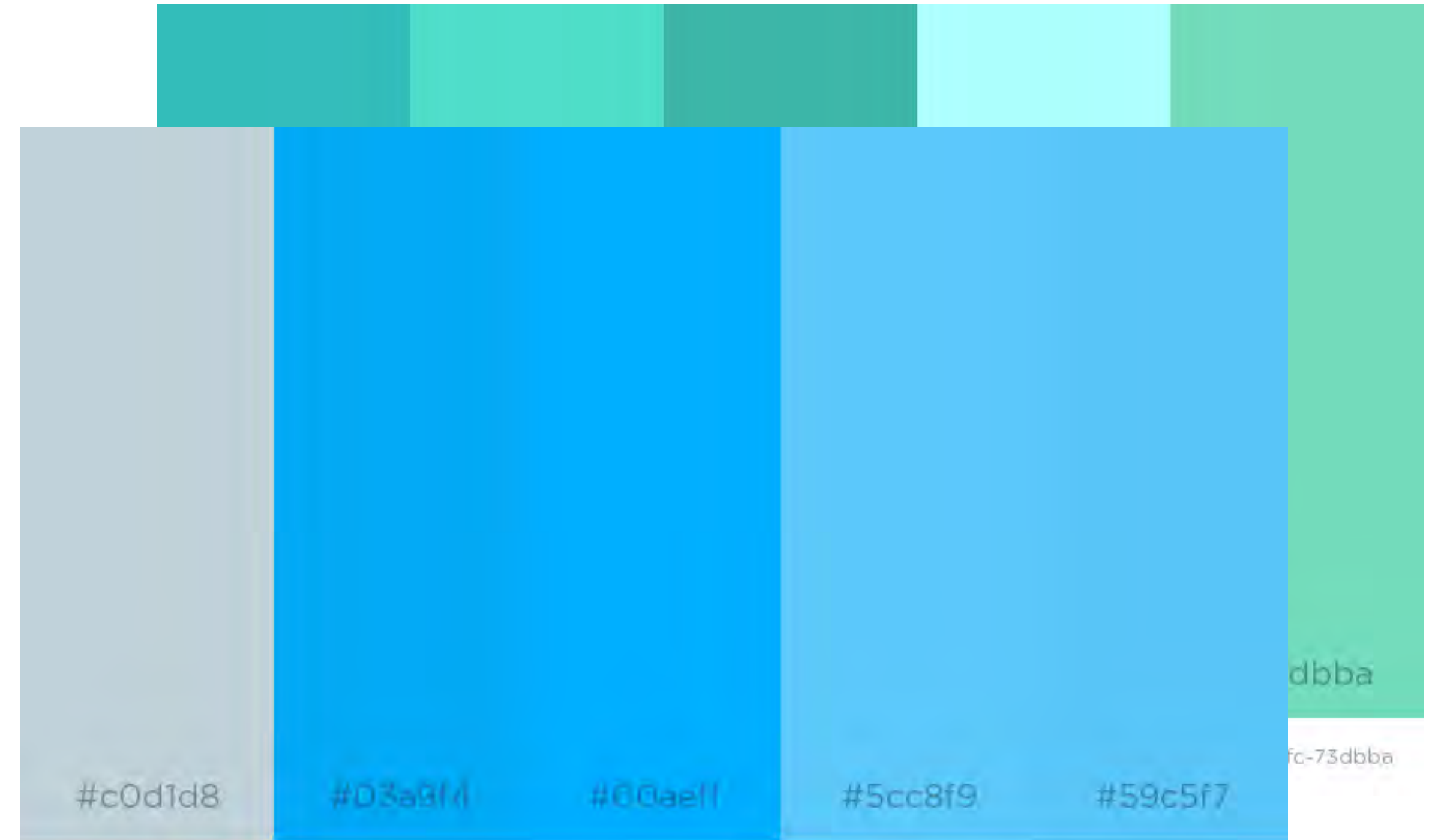
Targeting Men: Blue, Green, Black, Brown, Orange, Purple.

Source: <http://www.fastcompany.com/3009317/why-is-facebook-blue-the-science-behind-colors-in-marketing?partner>

Source: Supermoney.com



fresh perfect
natural calm
organic pure simple
cleanse aqua crystal clean Clear
spring



COOLORS

coolors.co/c0d1d8-03a9f4-00aeef-5cc8f9-59c5f7





**Which brand
would you buy?**



It's not just a product, it's an idea



The environment
on the bottle...



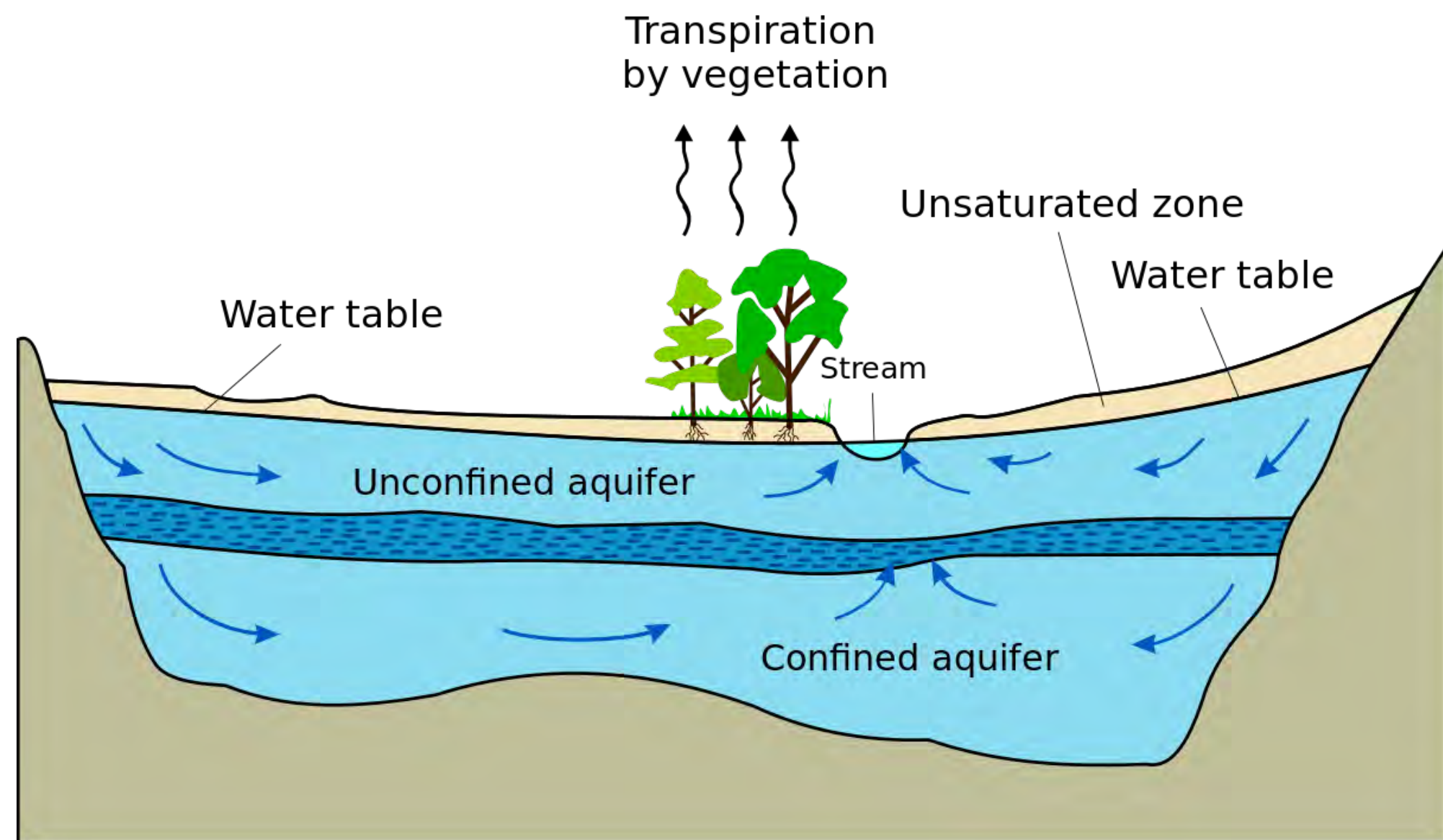
...the bottle in the
environment.

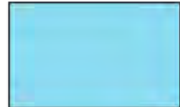
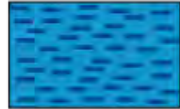
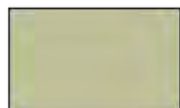



Damage to aquifers.

Bottled water damages the environment in more ways than one.

Spring water is extracted from underground aquifers upstream from where the water surfaces. This disrupts aquifer flow, affecting flora and fauna.



-  High hydraulic-conductivity aquifer
-  Low hydraulic-conductivity confining unit
-  Very low hydraulic-conductivity bedrock
-  Direction of ground-water flow

What are you really buying?

Bottled water manufacturers aren't obligated to tell you the source of the water, only the country of origin

\$2800

PER YEAR

The average cost of drinking 2L of bottled water every day each year.

\$1.50

PER YEAR

The average cost of drinking 2L of tap water every day for a year.

2000x

MORE EXPENSIVE

You'll pay up to 2000x more each year for bottled water than you would for tap.



6/34 brands surveyed were treated tap water.

Queensland University of Technology

Water terms

Mineral Water – Ground water obtained from a subterranean water-bearing strata that, in its natural state, contains soluble matter. It must have a level of total dissolved solids of greater than 250 parts per million. No minerals may be added.

Natural Water – Bottled spring, mineral or well water which is derived from an underground formation or water from surface water that only requires minimal processing, is not derived from a municipal system or public water supply, and is unmodified except for limited treatment.

Purified Water – Bottled water produced by distillation, deionisation, reverse osmosis.

Spring water – Ground water obtained from a subterranean water-bearing stratum that, in its natural state, contains soluble matter. No minerals may be added.

(credit: Australasian Bottled Water Institute)

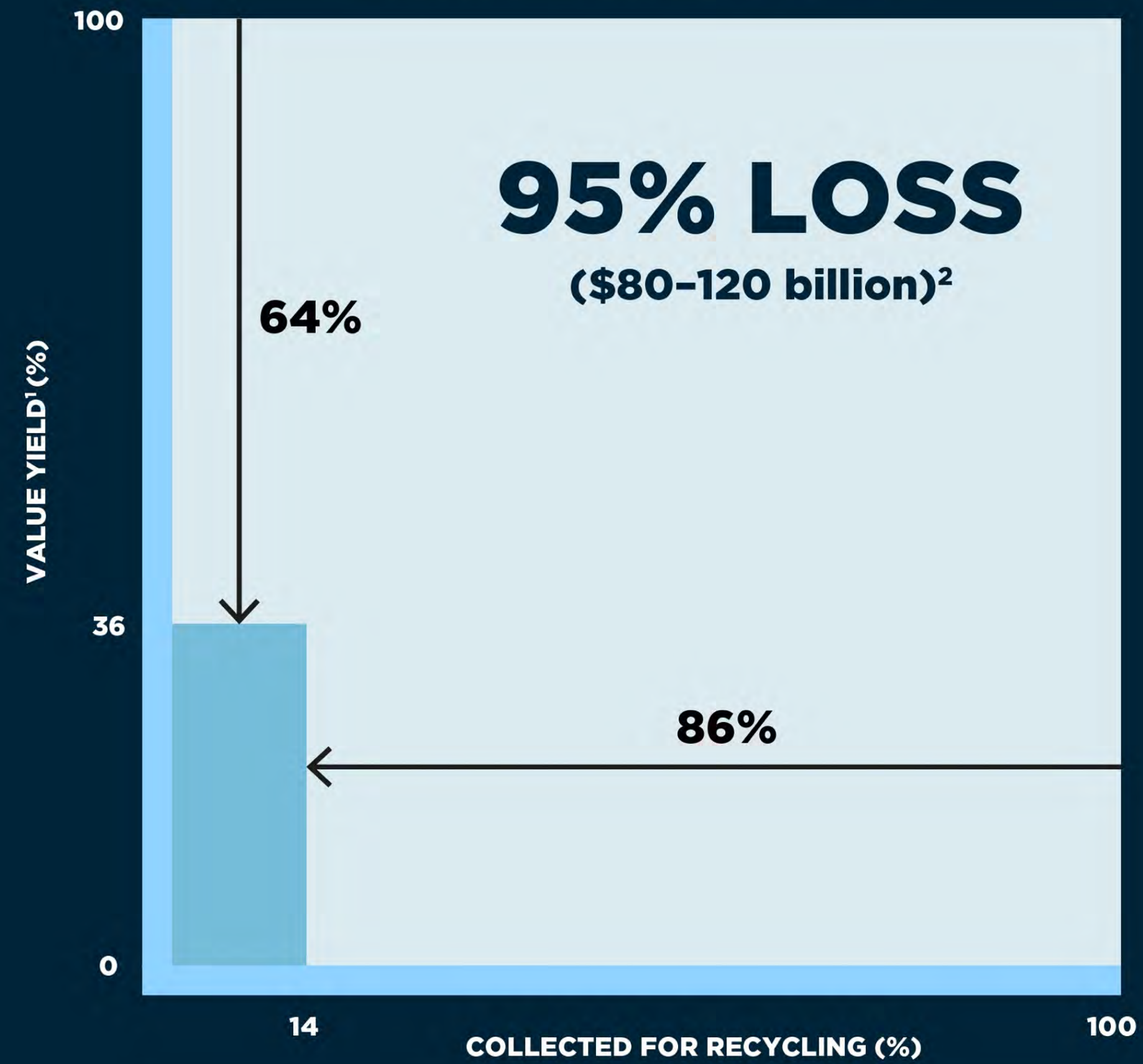


"The water is basically free, so I see it as just selling plastic bottles,"

Warren Peffer, owner of Nature's Best.



TODAY, 95% OF PLASTIC PACKAGING MATERIAL VALUE IS LOST AFTER A SHORT FIRST USE CYCLE



WORLD ECONOMIC FORUM, ELLEN MACARTHUR FOUNDATION, MCKINSEY & COMPANY,
A NEW PLASTICS ECONOMY: RETHINKING THE FUTURE OF PLASTICS (2016)
ELLENMACARTHURFOUNDATION.ORG/PUBLICATIONS

¹ Value yield = volume yield * price yield, where volume yield = output volumes / input volumes, and price yield = USD per tonne of reprocessed material / USD per tonne of virgin material
² Current situation based on 14% recycling rate, 72% volume yield and 50% price yield. Total volume of plastic packaging of 78 Mt, given a weighted average price of 1,100-1,600 USD/t

Source: Expert interviews; Plastic News; Deloitte, Increased EU Plastics Recycling Targets: Environmental, Economic and Social Impact Assessment - Final Report (2015); The Plastics Exchange; plasticker, EUWID; Eurostat



The myth of “healthier and safer” water

Australian tap water is best
standard quality drinking water.

"Tap water is managed in a much more holistic way than bottled water. And the safety practices around pathogens like bacteria and viruses are much more rigorous with tap water than they are with bottled water,"

Stuart Khan - Associate Professor at the University of New South Wales





Not so great for your health...

The British Dental Journal found that children consuming bottled water received between 26 per cent and 48 per cent less fluoride compared to those drinking tap water.

Sparkling water is acidic and contributes to enamel erosion which leads to dental decay.

Flavoured water can be high in sugar which damages your teeth and can lead to weight gain.



So long soft drink!

With people moving away from soft drink for health reasons, the bottled water industry has flourished.

Now it's giving people a new sugar fix – flavored water! Marketed as the “healthy” and “pure” alternative to soft drink.

Convenience for Consequence



How convenient is
bottled water long
term?



Single use madness

- Smaller servings = more packaging
- Spending more money for less product
- Lighter bottles
- Less recycling value
- 3 pieces of plastic per bottle
- Single use focus in marketing



Long term damage

The long term environmental, financial and health effects of bottled water outweigh short term convenience.

1,000

YEARS

The time it takes for plastic bottles to break down in the environment.

60,000

TONNES OF GREENHOUSE GASSES

Used in the manufacture and transport of bottled water in Australia alone.

460,000

BARRELS OF OIL

Used in the manufacture and transport of bottled water worldwide.



So what can you do?

- **Choose tap!**
- **Grab a reusable BPA free water bottle**
- **Take note of refill stations near you**
- **Recycle bottles if you find them**
- **Encourage family and friends to ditch bottled water for tap**

