

# PRODUCT LAUNCH

**Brita Water Bottle  
with *FilterAlert*,**

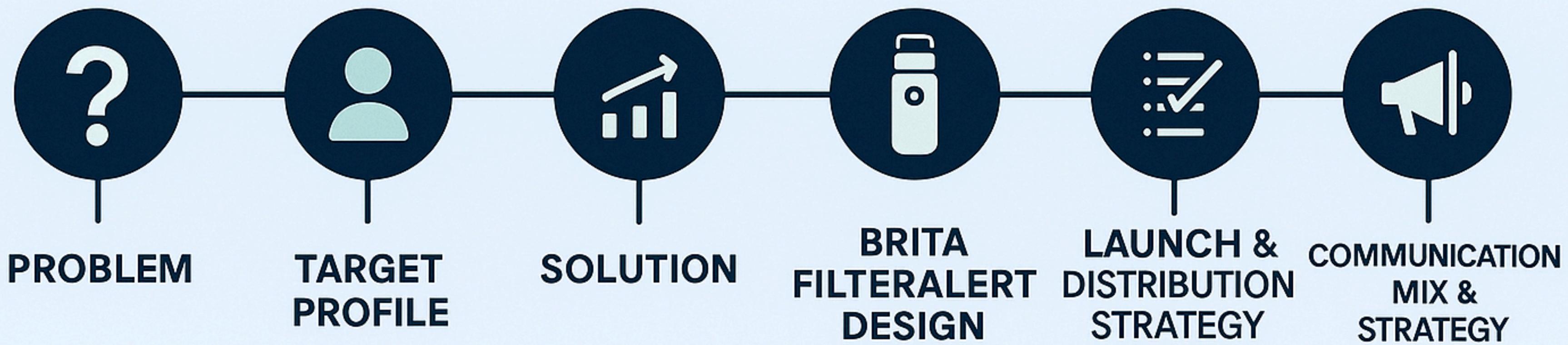
***“Confidence in Every Sip”***

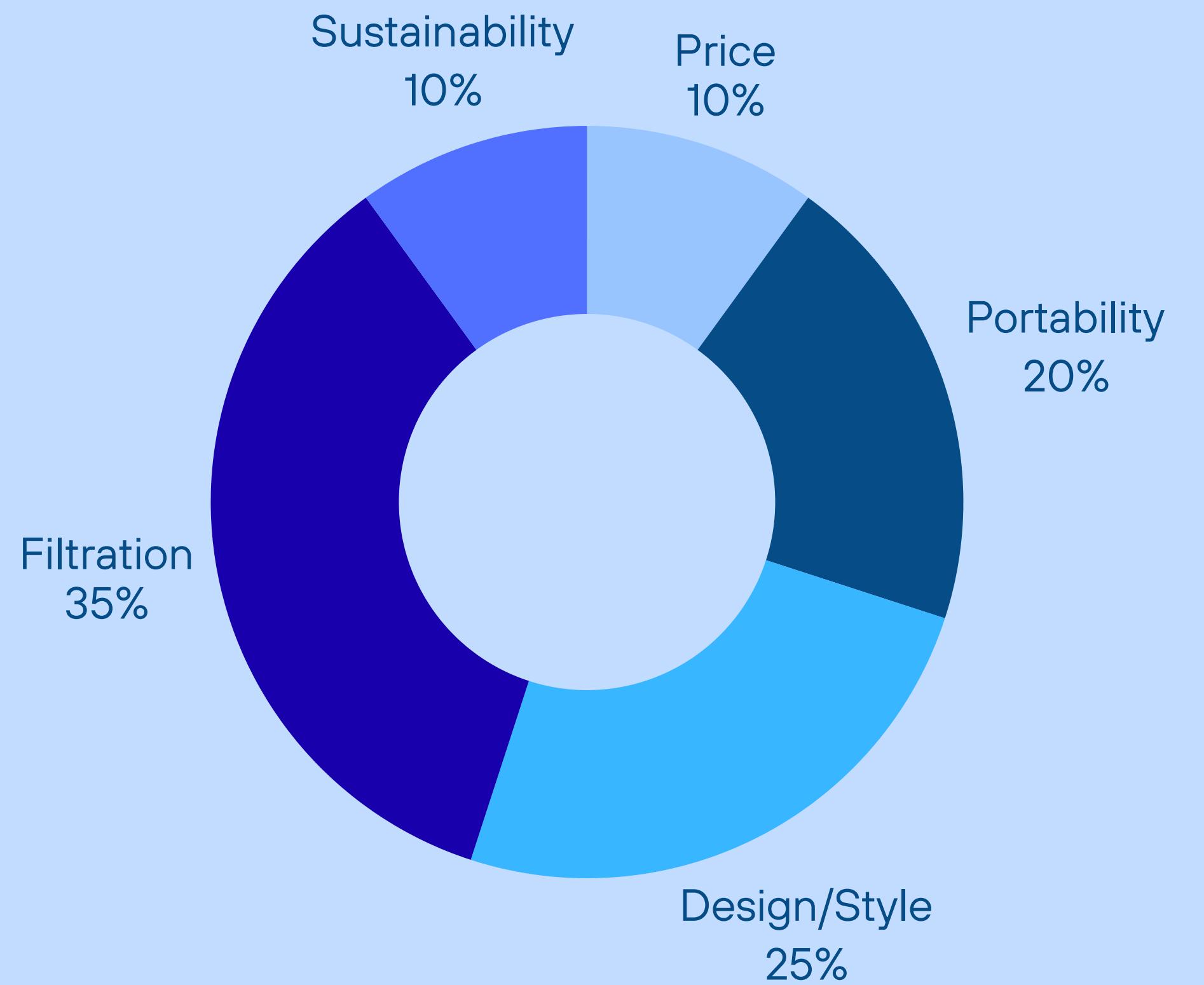


**BRITA**

KAYLA GREIG, PHOEBE KONDES, GIORGIA GIACINTI, AND FIAMMA MORICHELLI

# Our Brita FilterAlert Road Map





# “Is my water clean?”



# Insight → Opportunity

## BRAND

Global leader of at-home water filtration, making more safe and better-tasting water; sustainable

## INSIGHT

People don't actually know when to replace their filters

## OPPORTUNITY

Simple, intuitive technology that gives visible confirmation of filter health

BRITA

# OUR SOLUTION: Brita Water Bottle with FilterAlert





# Target Profile

## WHO

Gen Z and eco-conscious young professionals (18-35)

## WHERE

San Francisco

- Income
- Professions
- Mindsets

- Population & Culture
- Tech Openness
- Health Awareness

# Meet Our Product

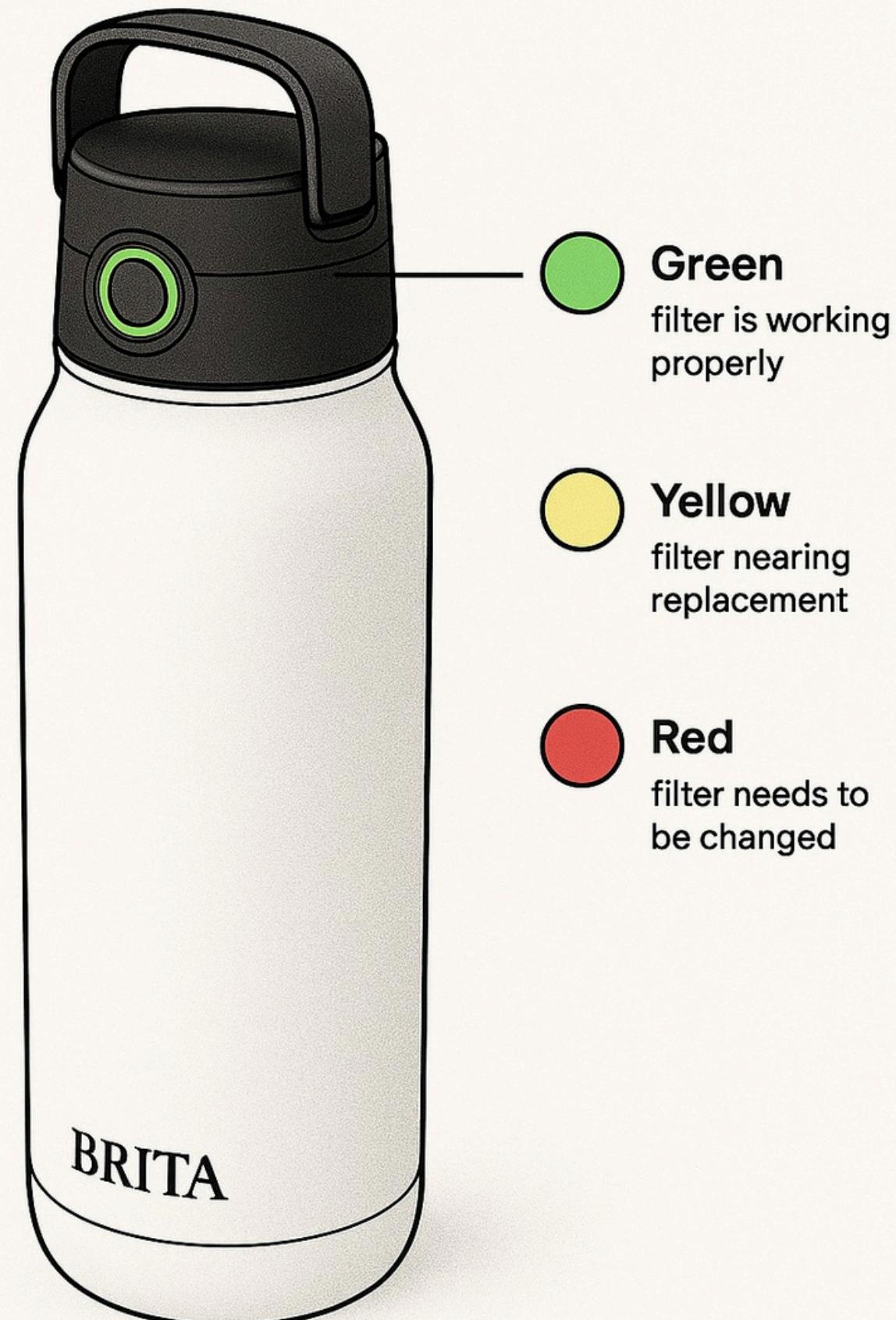
## Introducing the Brita FilterAlert

- Smart water bottle with LED Filter Health Indicator
- Color-coded system: **Green**, **Yellow**, **Red**
- Designed to make purification visible
- Responds to user need for clarity on filter lifespan
- Available in six matte colors



# BRITA

## FILTERALERT LED INDICATOR



## Design Process

### How Does It Work?

- LED Indicator System on the lid communicates filter health:
  - **Green** = filter working properly
  - **Yellow** = nearing replacement
  - **Red** = needs replacement
- Visible placement on the lid ensures feedback while drinking or refilling
- Made from double-walled stainless steel for 24-hour insulation

# Universal Design Principle & SEG Rule

- Chosen principle:  
**Perceptible Information**

Color signal understood regardless of:

- age
- language
- ability

- Light is visible indoors/outdoors



- Balanced sustainability using SEG Rule:

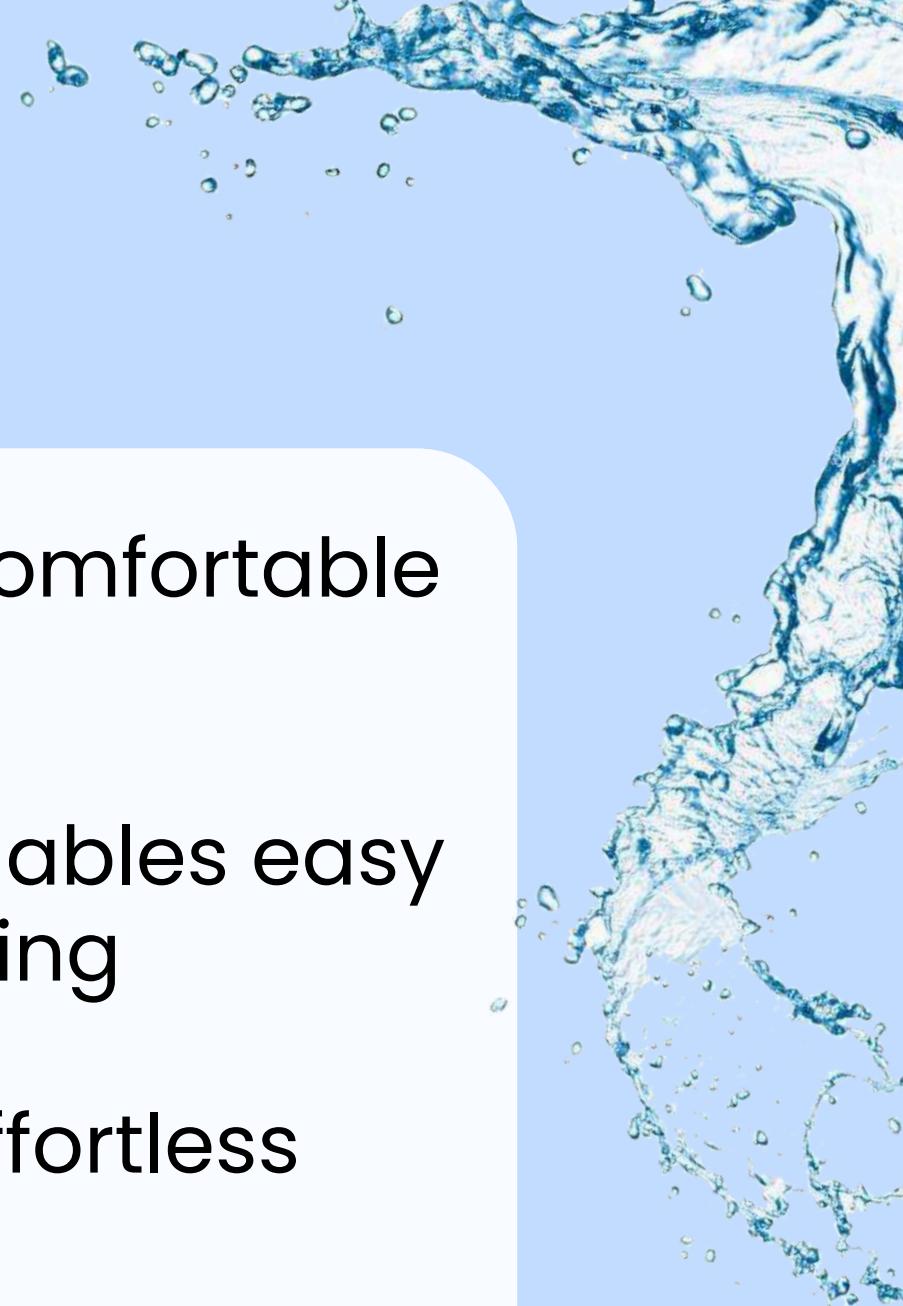
Sustainability  
Experience  
Gain (affordability)

- Avoiding expensive eco-materials to keep price \$38-42

# Design Goals



- Ergonomic body for a comfortable grip
- Soft-touch lid button enables easy one-hand drinking
- Flip-up handle for effortless carrying
- BPA-free, dishwasher-safe materials for everyday convenience
- Waterproof LED + sensor module ensures durability and user safety



# Patent & Competitive Differentiation

- **Patent opportunity:**  
LED portable filter-health system
- Waterproof sensor integration
- Filter-life algorithm

**Competitors:**

- Stanley & Hydro Flask → design only
- LARQ → UV tech, no real-time filter status



**Brita becomes the only brand offering visible purification**  
**Creates a defendable “smart hydration” segment**

# Distribution Strategy

## Introducing a New Behavior

- **FilterAlert** = checking water quality through an **LED indicator**
- Educate first → then expand

## A Moderately Aggressive Strategy

- Strong visibility + intentional, controlled learning
- Launch where people are ready → collect real understanding → scale

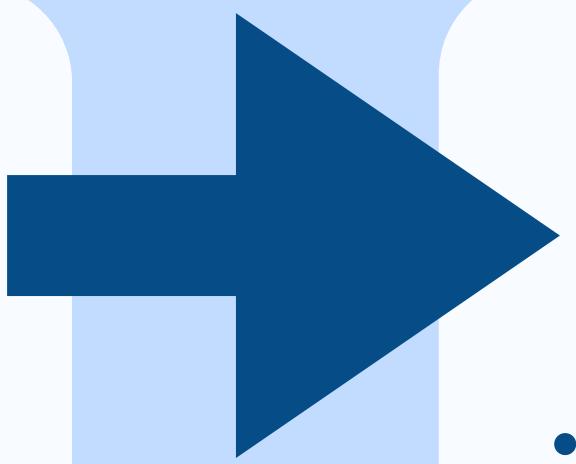
# Distribution Strategy-> PHASE 1

## Primary Launch Channels:

Brita.com

Amazon

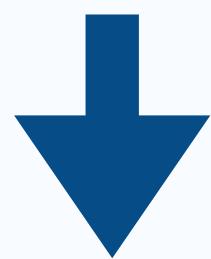
San Francisco pop-up activations



## POP-UP EXPERIENCE: THE MOMENT PEOPLE BELIEVE

### Pop-ups = Conversion Engines

- Real-time water-quality tests
- LED demo stations (color-change in real time)
- QR feedback codes for instant insights



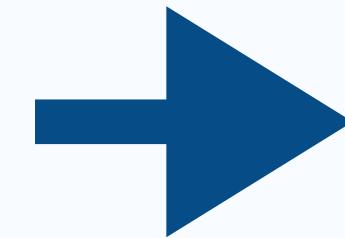
People test it, understand it and trust it

# Distribution Strategy -> PHASE 2

## Phase 2 Begins After Hitting KPIs:

- Positive feedback
- Strong engagement with the LED feature
- Operational readiness

## Where We Expand:



## Why These Retailers?

- Consumers who value wellness, design, reliability
- Protect premium identity and pricing power
- Avoid mass-channel clutter
- Increases perceived innovation

# Hybrid Distribution System

It reduces the risks of the launch because:

- Online gives us control and data
- Pop-ups give us trust and qualitative insights
- Selective retail gives us premium reach

This gives Brita visibility, credibility, and scalability



# Why Does This Strategy Win?

1. **Educate before expanding**

2. **Launch where innovation mindset is high**

3. **Scale only through curated retail partners**



- We minimize risk
- Control perception
- Accelerate long-term adoption

# Value Proposition

**"Brita FilterAlert gives consumers visible confidence in the quality of the water they drink every day. By pairing Brita's trusted filtration with a simple LED indicator that shows when the filter is performing or needs replacement, the bottle removes uncertainty, increases convenience, and supports healthier, more sustainable hydration habits. Designed for tech-forward and eco-conscious users in San Francisco, FilterAlert delivers reassurance, clarity, and practicality in a way no traditional reusable bottle can."**

# Communication Objective

Make the LED indicator understood → Trust → **Adoption!**

- **Our communication objective is simple:**  
**Teach the LED system clearly enough that trust becomes *automatic***
- **Once users understand the colors, they trust it**
- **That trust drives adoption**



# Campaign Concept

- Our campaign is built around one emotional idea: **confidence**
- People don't want to guess about their water quality
- The LED removes uncertainty – and that feeling is what we amplify!

**CONFIDENCE  
IN EVERY SIP.**



# Messaging Strategy.

Our messaging isn't about features – it's about what the LED makes people **feel**

A large, dynamic water splash dominates the background, rendered in shades of blue and white. The water is captured in mid-motion, with numerous droplets and ripples creating a sense of energy and purity. The background is a solid light blue.

**Transparency**

**Empowerment**

**Smart Hydration**

**Peace of Mind**

# Media Plan

## Social Media



## Influencers

- Fitness creators
- Tech reviewers
- Sustainability voices

SF pop-up stores

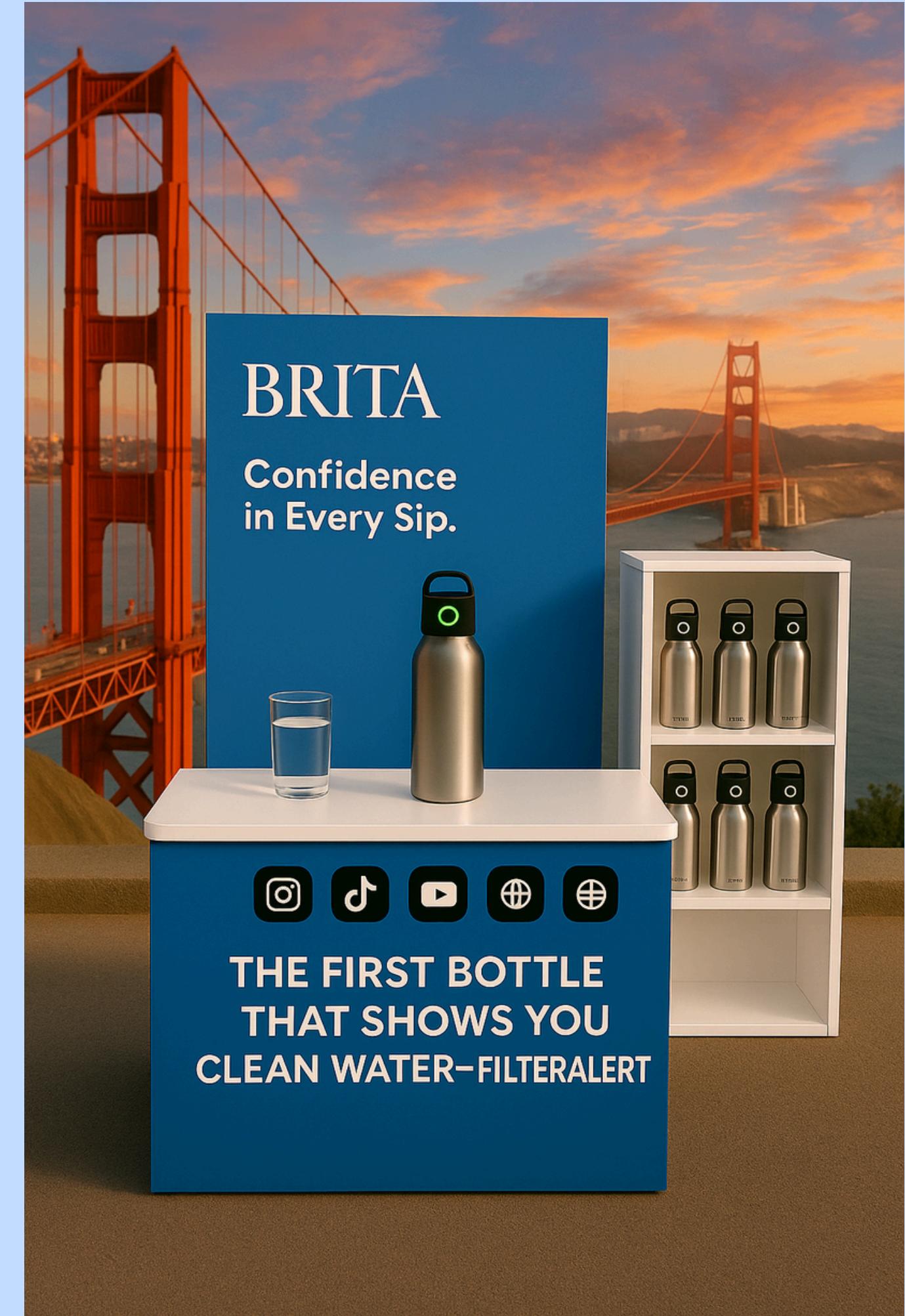


Amazon/  
Brita.com



## UGC

- Everyday people showing the LED in real life



# KPIs to Track Success

**Pop-Up Engagement**

**Conversion Rate**

**Reviews**

**Repeat filter  
purchases**

## Final Call to Action



The first bottle  
that shows  
you clean  
water.

 BRITA®

*FilterAlert.*

# THANK YOU!

