

BRITA

# PRODUCT LAUNCH

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

***“Confidence in Every Sip”***

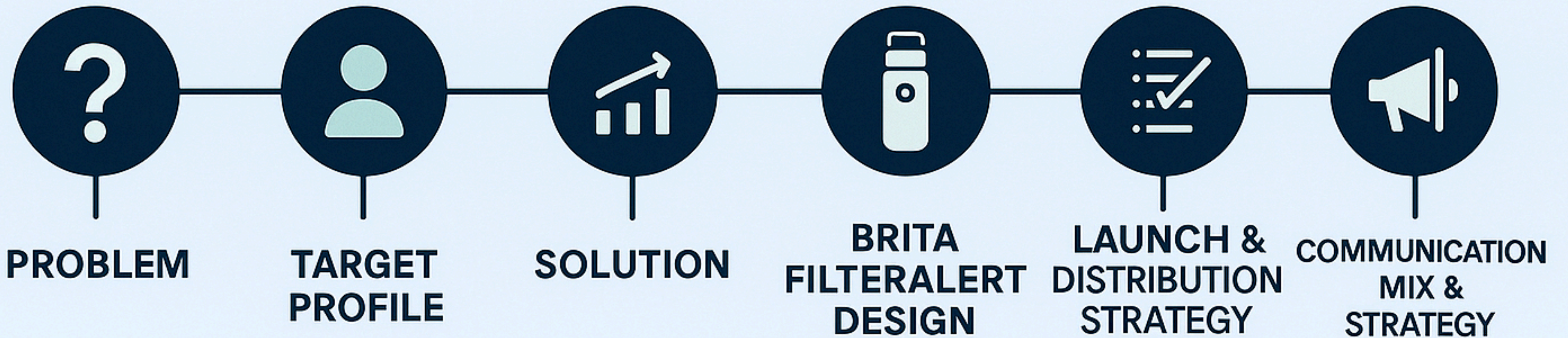


KAYLA GREIG, PHOEBE KONDES, GIORGIA GIACINTI, AND FIAMMA MORICHELLI

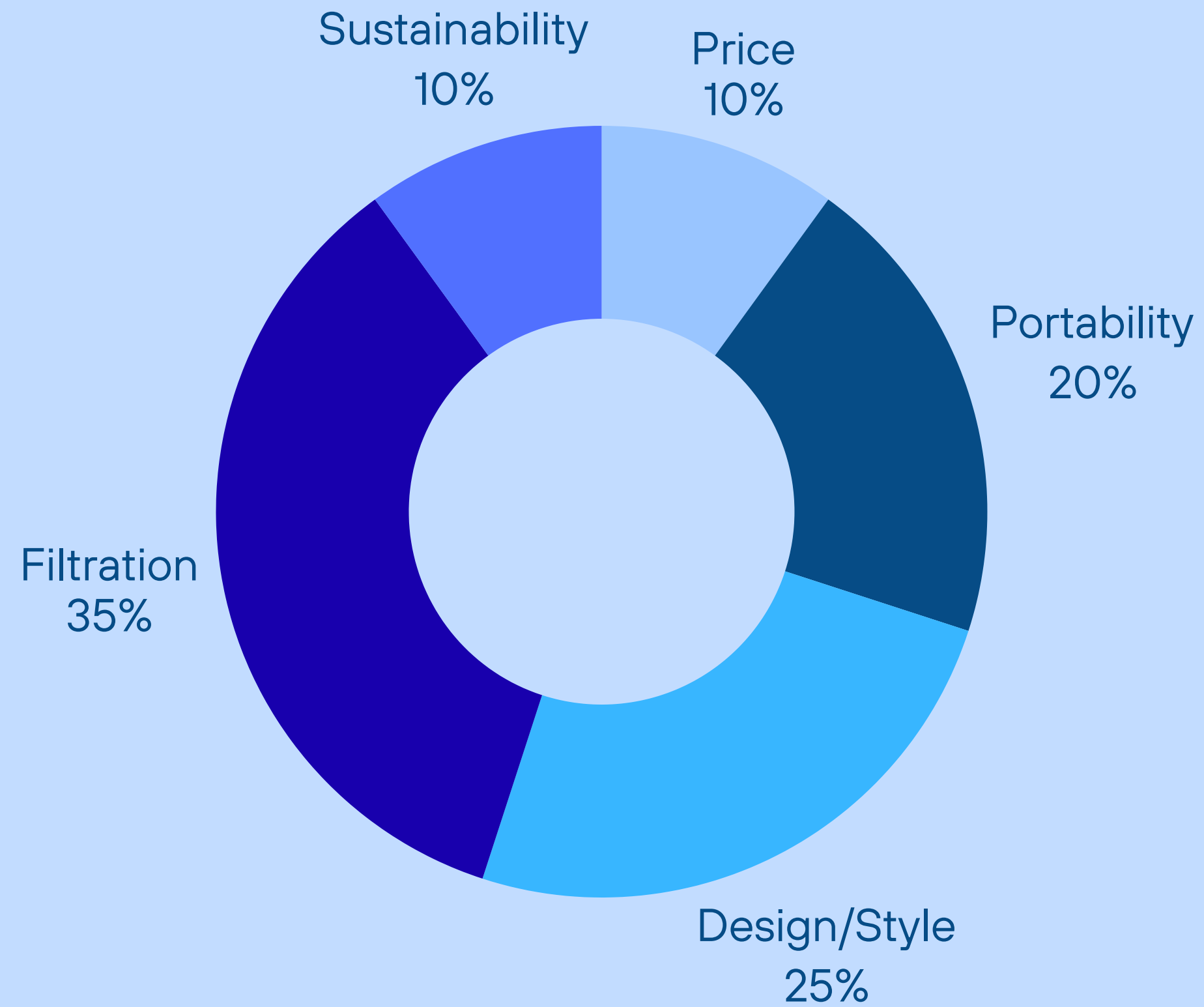


BRITA

# 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

## **OPPORTUNITY**

Simple, intuitive technology that gives visible confirmation of filter health

## **INSIGHT**

People don't actually know when to replace their filters





BRITA

# OUR SOLUTION: Brita Water Bottle with FilterAlert







# Target Profile

## WHO

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

- **Income**
- **Professions**
- **Mindsets**

## WHERE

San Francisco

- **Population & Culture**
- **Tech Openness**
- **Health Awareness**



BRITA

# 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

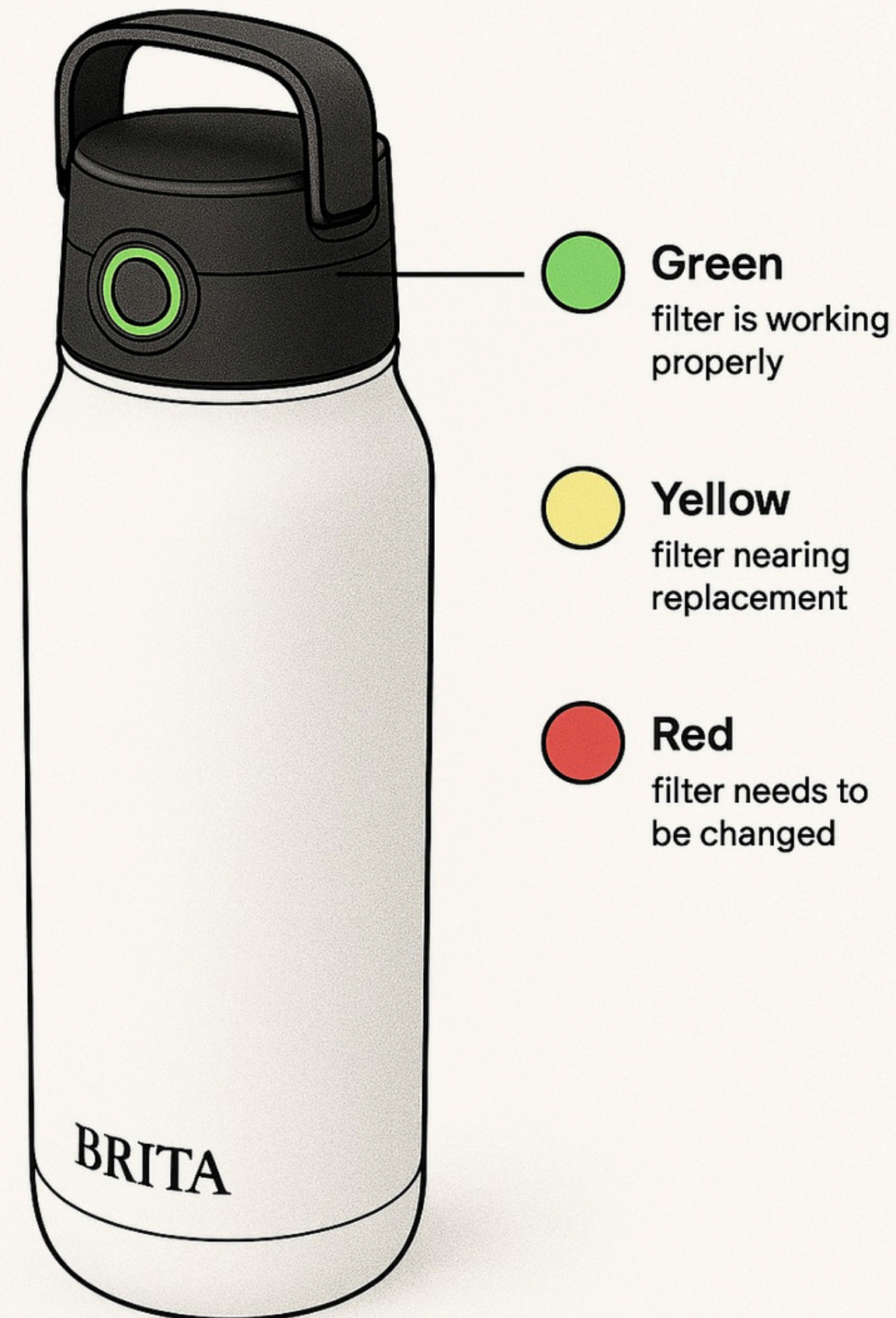




BRITA

# 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 defensible “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

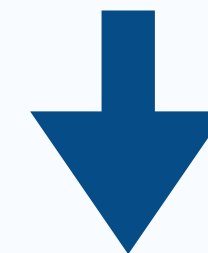
San Francisco pop-up activations



## 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**

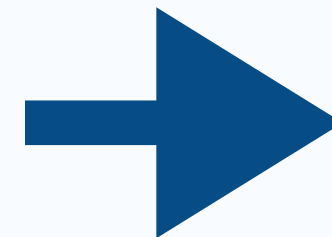


# Distribution Strategy -> PHASE 2

## 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

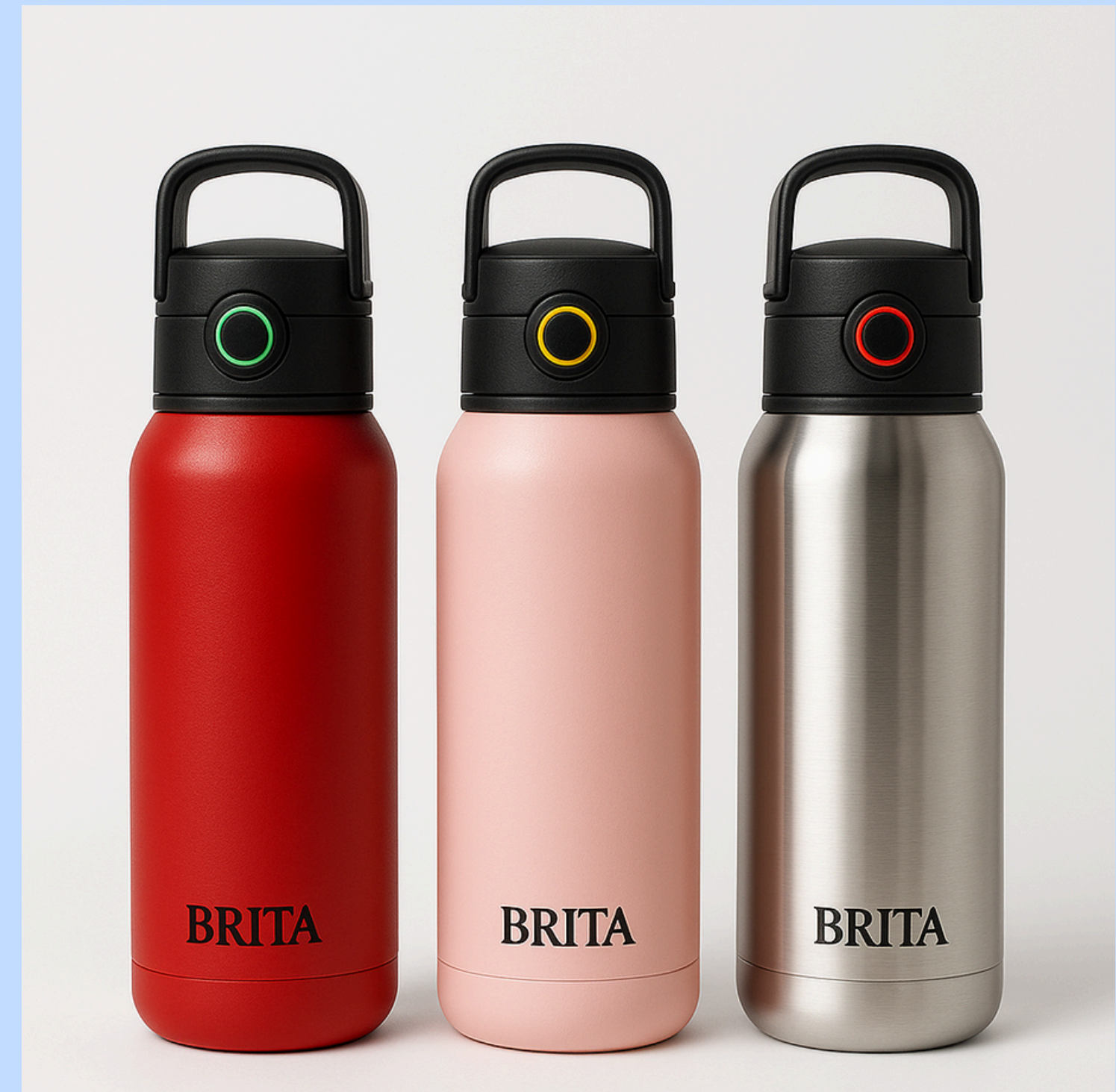
**“Brita FilterAlert gives consumers visible confidence in the quality of the water they drink every day. By pairing Brita’s trusted filtration with a simple LED indicator that shows when the filter is performing or needs replacement, the bottle removes uncertainty, increases convenience, and supports 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!





# Messaging Strategy.

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

**Transparency**

**Empowerment**

**Smart Hydration**

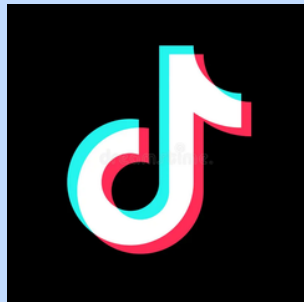
**Peace of Mind**



BRITA

# Media Plan

## Social Media



## Influencers

- Fitness creators
- Tech reviewers
- Sustainability voices

SF pop-up stores

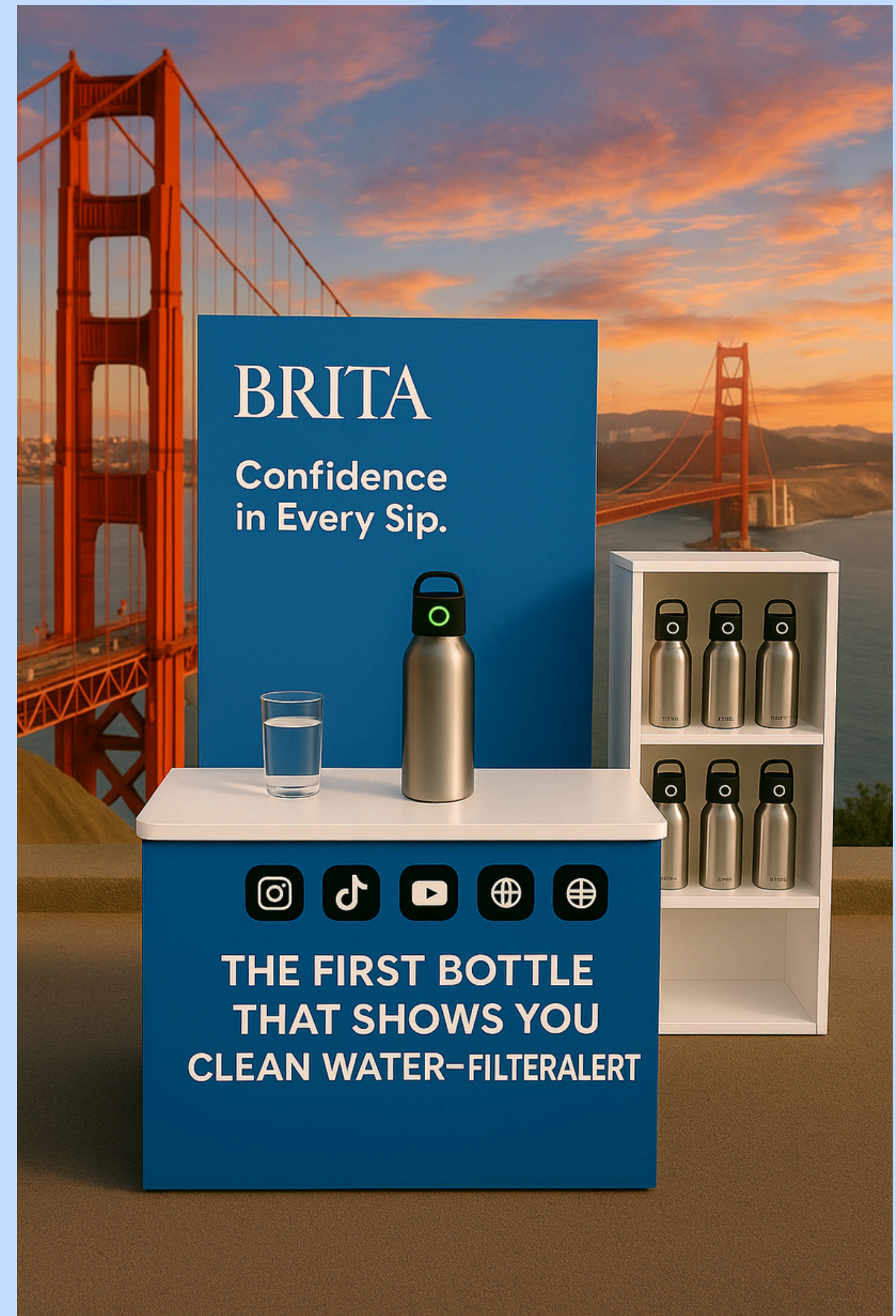


Amazon/  
Brita.com



## UGC

- Everyday people showing the LED in real life





# KPIs to Track Success

**Pop-Up Engagement**

**Conversion Rate**

**Reviews**

**Repeat filter  
purchases**



BRITA

## Final Call to Action



The first bottle  
that shows  
you clean  
water.

 BRITA®  
*FilterAlert.*



# THANK YOU!

