



Advertising Collaboration

DG3S37



Dŵr Cymru
Welsh Water

Deliverables

Proposal

1A. Within your R+D submission ensure to research and analysis previous and current ad / marketing campaigns from charities and other non-profit organisations.

1B. Engage with a charity, volunteer, or community organization to produce your campaign.

1C. Propose a practical campaign to build awareness of and provoke engagement between the client and the public via a strategy, mood board and storyboard.

Campaign

5 slides taken from your R+D evidencing your rationale.

30 second motion ad with audio.

5-10 second YouTube pre-roll ad, Instagram story ad and Facebook Newsfeed ad.

3 x still images taken from your campaign for use as a print or an OOH campaign, these images must include copy and / or a call to action / client ident.

Deliverables

The Brief

Encourage people to use 15 litres less water every day; small changes make a big impact

Encourage people to see water as valuable and precious

The Audience

General population: anyone who uses water in Wales

Future generations: children who can build good habits early and influence their families

Brief Background - Dŵr Cymru

The average person uses 150 litres of water a day, compared to 100 litres a day just 40 years ago. The amount of water we use is increasing and the population is increasing, but there is no more of it now than there was 40 years ago! What many people do not know is how much work it takes to get safe, clean water to their tap. We need to persuade people that water is precious and valuable and encourage behaviour changes to help conserve water.

About - Dŵr Cymru

Dŵr Cymru, the main water supplying organisation to the millions of homes and businesses across 20,735km of Welsh land (and Herefordshire), ran through their 27,000km of pipes, directly from inland reservoir storages and river abstractions. licensed by Natural Resources Wales and the Environment Agency, this non-profit organisation are responsible for providing our taps with the product we take for granted on a day to day basis, without thinking about or truly realising how water serves such an important role in our life, and when it comes to Welsh water, Dŵr Cymru are at hand to treasure and care for every drop of water that is provided to us; and to ensure that you can make that daily cup of tea or coffee, so that you are able to turn on your shower in the morning to being able to keep our clothes smelling and looking fresh, ready for the day, it is Dŵr Cymru's job to make sure that for every person in Wales following these expected routines, the demand for such quantities is forecasted over a 25 year period to ensure that balance is met across their water supplies. **(Dŵr Cymru, Water Resources, 2020).**

The most incredible part about all Dŵr Cymru's work is that they are a completely non-profit organisation. Under the name of Glas Cymru (since 2001), they feature having 'no shareholders' and being 'solely for the benefit of customers' **(Dŵr Cymru, About Us, 2020).**

Objectives for Brief

I intend to produce an outcome that, in collaboration with Dŵr Cymru, raises awareness of just how much water we use every day as individuals, and what that looks like when you compare it to how many people live in the areas covered by Welsh Water. It is my intention to make it known to not just the general population of Wales, but most importantly the future generations of children to come how we can try and cut down our usage of water, per day (by about 15 litres), in order to realise just how important our is, and how much care Dŵr Cymru put into treating and getting our water to our homes. It is stated by Welsh Water that with the period of 40 years (1980-2020) we have went from using 100 litres of water per person to 150 litres per person! If you were to multiply this by every person living in Wales ALONE, this would equate to 470,400,000 litres of water needed to fuel the countries demand every day, an additional 156,800,000 litres compared to 40 years ago.

The reasons for such a growth in demand is down to a factor of reasons, such as new technology and home appliances, growth in population, food & drink demand and much more. It is important to get people to realise just how much water is needed to produce many of our day to day needs...

Tone of Voice - Dŵr Cymru

To get a sense of how Dŵr Cymru portray themselves and to see if there are any new, additional insights that could really help benefit the organisation, I have looked at Dŵr Cymru's website with some of their standout topics, articles and informational sections to see how they communicate with those customers/consumers who use their services. I believe that for an organisation that is taken for granted by the public and who are in need of well-earned recognition for their constant strive to deliver, it is vital to know what more I can do for them in order to promote their services more:

Family-orientated (PG)

Environmentally Aware

Passionate

Respectful

Friendly

Organised

Ambitious

Community Invested

Welcoming/Warm

Selfless

Unconditional

Values & Ambitions - Dŵr Cymru

Values

The Customer/Consumers - Dŵr Cymru make sure that at the centre of all their operations, the customers/consumers are the main, focus point of the service provided.

The Water - Dŵr Cymru put all their efforts into making sure that the customers enjoy every drop of water.

Quality - 'High quality drinking water at all times is a priority to us.' Each year, '300,000 water tests are taken and analysed, and of the water we supply, 99.96% meet drinking water quality standards at customer taps' (**Dŵr Cymru, Drinking Water Quality, 2020**).

Ambitions

Dŵr Cymru are pledging to cut the average cost of water bills by 2025 down by 5% (**A: Dŵr Cymru, Water 2020, 2020**).

To get the people of Wales to start appreciating and loving their water more, due to the current lack of it.

To invest more money (2020-2025 - £2.3B) into better water quality, wastewater services and the reservation of Welsh wildlife (**B: Dŵr Cymru, Water 2020, 2020**).

IMC's - Dŵr Cymru

This is a list of all the current and previous IMC's that Dŵr Cymru have used in their marketing attempts in order to reach out to their customers/consumers, plus try and draw in the much needed attention of people to start recognising how we should start loving our water more. I will also later investigate the details about a few of Dŵr Cymru's best marketing techniques, and what made them so successful, amongst other adverts from separate competitors and how I could possibly integrate influence from these brands who have made it on top.

What IMC's Have Dŵr Cymru Used?

- Website
- Blogs/How-to Videos (can be found on YouTube (A collection of their previous adverts/marketing campaigns and YouTube exclusive videos)).
- TV Adverts
- Social Media - Facebook, Twitter, Instagram, LinkedIn, YouTube
- On-site events (e.g. pop-up mobile vans)
- Award show (Diolch Award)

IMC's - Dŵr Cymru

It terms of their most successful campaigns, it would make sense to believe that the most noticeable adverts for Dŵr Cymru's campaigns would be on the TV screens during advert breaks on channels like ITV Wales, Channel 4 and possibly even Sky TV; after all, adverts are usually localised and will only be shown in specific regions of the UK, including that partially of Herefordshire due to their on-going use of Dŵr Cymru's services, so it would make sense viewership would be higher. According to Thinkbox, statistics of a Dŵr Cymru advert back in 2016 also sent awareness of the organisation up by 20%. Dŵr Cymru also seem to have quite the following on their social media pages across Facebook, Twitter and Instagram, their highest following being Facebook, with the total likes of the page standing at 31,067 (**Dŵr Cymru, Facebook, 2020**). These results really give an idea of the type of audiences that will tend to notice these sorts of adverts more than what other would, so it will be important to keep in mind where the most views and awareness will arise from when it comes to developing my ideas.

Target Audience: (Demographics) - Dŵr Cymru

Apart from the obvious target that is the general population of Wales who use the organisations services, it is within Dŵr Cymru's best interest to reach out further to audiences that will serve a huge role in future generations, and "who can build good habits early and influence their families" (**Dŵr Cymru, Welsh Water [PDF], 2020**).

Overall, I am looking to serve a campaign that could reach out to final year primary school ages, or secondary school ages (e.g. 10-15). These are the types of ages that would be more quizzical about life, and who may start to form topical interests about life lessons that may influence the way they act in the future, with ages of people hitting 15, ideas starting to set quite solidly in their mindsets. Knowing for a fact that everyone in Wales is a consumer of water, it would not matter how much one person earns. However, when it comes to thinking of those who use more water per day, we also need to look at those who have a lot less concern for the issue. In this case, those who can afford to use more water than is suggested may need to be educated on why they should cut down on their uses. This doesn't mean that it may necessarily be those on higher incomes as there can be wasteful people on lower budgets too, so when it comes to targeting, maybe it would be wise to target whole communities from different walks of life in terms of wages, to make sure no-one feels as if they are being blamed.

Target Audience: (Demographics) - Dŵr Cymru

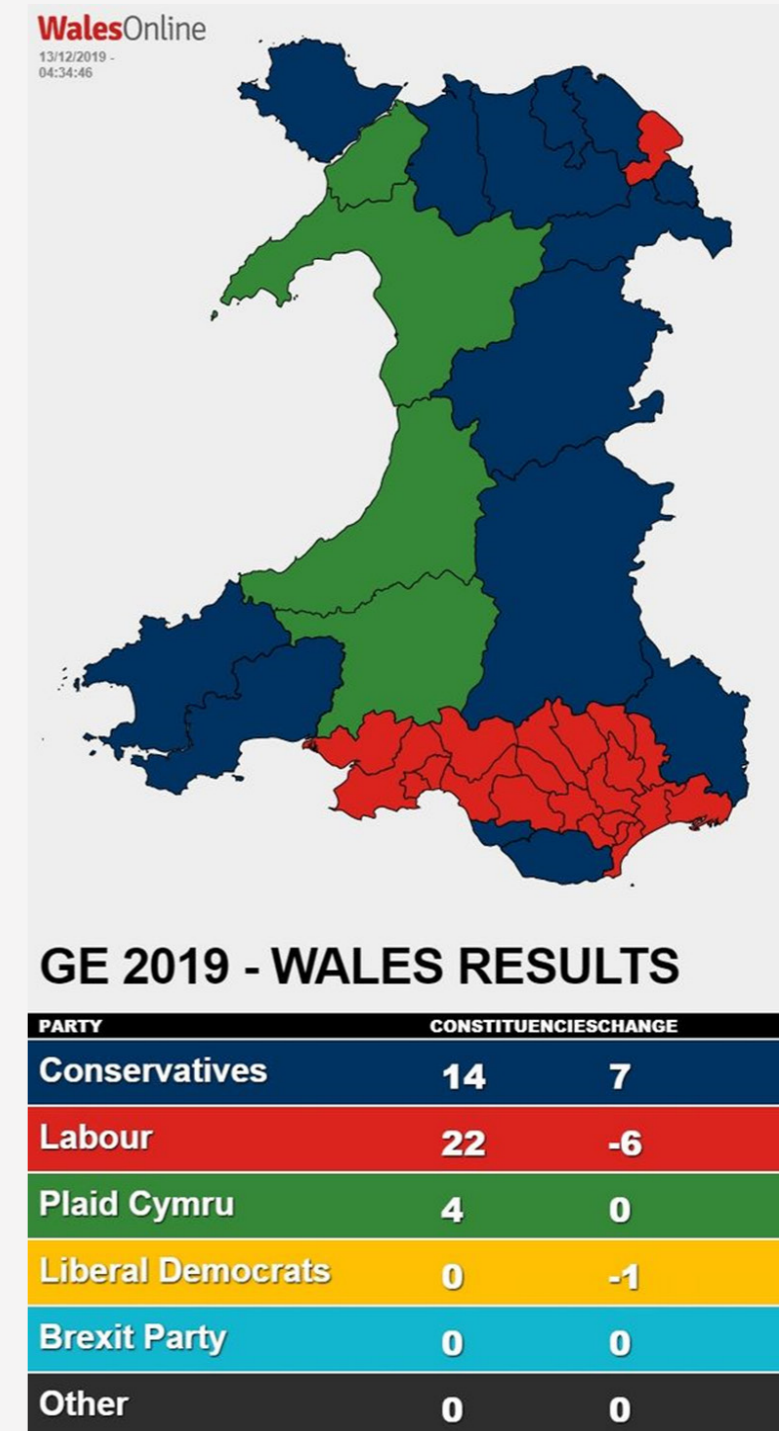
In terms of who I will target regarding gender, just like targeting people on their average income, I feel that it would be harsh to take an all-round approach to who I am targeting, as there are many different reasons why a girl would use water to how a boy would use water. Even according to a report by BMC Public Health, it states that on average, there is more difference in ratio regarding age where water consumption is concerned (putting aside other uses of water such as washing, self-care and more) with boys and girls being equally as responsible for the contribution towards water usage. It states that on average, people who are on the older sides of their teen years are more likely to consume more. This is probably due to how they are now reaching the ages of independence and would prefer to be in control of their own diets, rather than being set lunches by their parents as they were in primary school. To stop this from happening in the first place, primary school ages may be more important to target to help change their mindsets about their water usage in the future. However, for those in their older teens, it is common knowledge that it will be harder to simply tell them due to how they are fed up with being held on the reins. One way around this could be to introduce social influencers around their age or people around their age to show them just how important water is, but this will be developed at a later stage in my work.

Finally, nationality wise, this campaign would not only have to reach the entirety of Wales, but also most of Hereford, England, just across from the south-eastern border of Wales. This may be something that I might have to put down in my final notes.

Target Audience: (Psychographics) - Dŵr Cymru

Being that this brief wants to target everyone across Wales, I do not believe that being too specific on the types of psychographics will be of much use to this brief. However, when it comes to political having a political stance, I think that it is important to examine the constituencies covered by different ruling parties, in order to know whether these adverts should target a more left-wing or right-wing audience, or remain on neutral ground:

According to this map of results from the latest General Election (2019), it would make the most sense to target that of labour constituencies the most, due to the amount of areas they cover, including that of main areas such as Swansea, Newport, Llanelli, Gower and the capital of Wales, Cardiff. Also, even though there may be areas that hold bigger portions of Wales with Plaid and Conservative constituencies, there seems to still be a lot more labour supporters Wales-wide according to voting results, with an overall outcome of 632,035 people in support of the party (approximately 40.89% of all votes, over a 553,823/35.83% follow up by Conservative voters).



Target Audience: (Psychographics) - Dŵr Cymru

After examining the amount of people that I could target in terms of political stances with the thought in mind about how many I could potentially lose, I believe it would be best to take a neutral stance on this psychographic trait, as it may not be wise to risk losing over 500,000 of potential views. However, in terms personality, personal values, passions, and opinions such as environmental and social stances, I think that my eye is open to try and target all kinds of people, regardless of what they do, whether or not they do know the value of our water, or other defining views, this should be an educational marketing experience for the many, not the few.

Target Audience: Facts & Figures - Dŵr Cymru

- In a survey by Brecon Carreg (2015), and in a poll of 1,000 people across Wales, it is said that just under two thirds (63% precisely), do not understand just how much water they should be consuming every day, whilst only 7% of those asked actually meet the recommended consumptions (Women = 2L, Men = 2.5L), whilst 74% drink half of that per day (Brecon Carreg, 2015). This indicates that the ways in which the majority of Wales is not majorly down to that of water consumption, but actually down to different methods of water usage, such as washing up, flushing the toilet, or cleaning.
- In a Technical Report by Dŵr Cymru (2019), it is stated that just over the 3 million people that the non-profit organisation provide both water and wastewater services to, approximately 40% of this total is concentrated in that of Cardiff and Newport, plus close, surrounding areas; the rest of the water is distributed towards 'main population centres around the coast' (Dŵr Cymru, Final Water Resources Management Plan 2019 [PDF], 2019). Areas that are not as provided to is that of mid-Wales, where the population is lesser and sparse. I believe that when it comes to filming, it would be a good bet to concentrate on the big city life, rather than the soft country visa.

Target Audience: Analysis - Dŵr Cymru

Looking at the target audience that Dŵr Cymru have requested me to aim towards, I believe that the most important key elements I can take from them are:

- **Education:** I need to find the best way to visually teach audiences how much water they use a day, and what they can do to cut down...
- **Populated Areas:** Knowing what areas to target the campaign towards, due to how much water they consume...
- **Equality:** To make sure that the campaign does not discriminate against anyone due to income, gender, or political stance...
- **The Busier The Better(ish):** In order to make people realise how much water they use; it is important to address what we do in our busiest moments that slip our mind (this considering the percentage of water used places like Cardiff & Newport compared to other places.) However, remember to not overload scenes with stress, equal it with possible scenes of calm landscapes.

Previous Campaign/Marketing/ Creative Efforts - Dŵr Cymru

One Last Breath

Possibly their most daring advert by far, Dŵr Cymru in collaboration with Hello Starling portray a graphically haunting biopic of the dangers of swimming in reservoirs.

The story features a group of friends who have decided to take a stroll to the side of a reservoir to work off their hangovers from the night of before. After a few brief exchanges of conversation about what happened, one friend decides to take it one step further by diving into the water for a mess around in the water, whilst also trying to entice his friends to join in with him, in which one agrees to whilst the other stays behind in case anything should go wrong. As 2/3 of the friends jump in together, little do they know that this will their biggest mistake, and unfortunately their last mistake, as apart from the freezing temperatures of these water sources, deep inside reservoirs across Wales, Dŵr Cymru operates with high-risk to life machinery used to provide water to the millions of home across Wales. This machinery also contributes to the deadly currents that are already naturally produced in these reservoirs, meaning that no human could survive these pressures, resulting in the most unwanted call home to mum and dad, confirming the death of their son or daughter who thought it would be a good idea to 'let their hair down'.



Previous Campaign/Marketing/ Creative Efforts - Dŵr Cymru

Hello Starling states that the intentions of the advert were to reach that of a 17-35 year-old male majority, due to Dŵr Cymru's research into reservoir safety. However, it is reassuring to know that Hello Starling also included the character of a young women too, showing that it could be ANYONE, no matter what statistics state. The advert was spread across formats such social media platforms including Facebook and Twitter, plus across radio stations that young people in 2016 typically listened to. Although this may be considered a strange tactic to reach this young demographic in 2020, I found simply closing my eyes to this advert haunting enough, regardless of visual components. Statically, the radio campaign came back with 267,580 impressions alone. Although half of the social media views (456,119 impressions), this for radio in an ever-growing digital, online world is impressive. This advert was quickly recognised by the likes of award shows such as:

- The Drum: Cream Awards - 'Low Budget': Silver (2016); 'Online Advert or Campaign' Gold (2017)
- CIM: Best Use of Creative; Best Use of Digital Marketing
- CIPR Gold: Best Not For Profit Campaign; Best Use of Digital

Previous Campaign/Marketing/ Creative Efforts - Dŵr Cymru

Although this ad may not fit my brief for Welsh Water, I feel as if I can take a lot away in terms of steps that can be done to reach desired audiences in unexpected places. Personally, I believed radio to be a dead format in terms of reaching young people, even though I do listen to plenty of radio myself. I will now remember to research more into the different formats that I can reach out to people of different ages when it comes to producing the deliverables of this brief. I want to say I could also take the serious tones of the advert to when it comes to producing the visuals too, but considering that the subjects of trying to save water compared to nearly dying to the climates and currents of a reservoir, I think it may be best to take a more light-hearted, warmer and family-friendly approach.

Previous Campaign/Marketing/ Creative Efforts - Dŵr Cymru

Herefordshire: Small changes, big difference

In order to understand Dŵr Cymru's more family-friendly, community feel, I decided to cross the border to where Dŵr Cymru serve that of the Herefordshire residence to come across an advert that is asking people to start disposing of non-reusable bathroom products such as wipes for babies and make-up, cotton buds, condoms, tampons, pads, nappies and more responsibly. Instead, throw these items into your rubbish bin, as the only items that should be disposed of down the toilet is from what your body produces. The reason: every month alone, it is Dŵr Cymru's job to see to approximately 2,000 blockages and bursts across the Welsh landscape, costing this hard-working, not for profit organisation approximately £5,000,000 to fix these issues. And the problem? Us, living in our homes with all the daily, throwaway objects that we do not really consider to be a burden not just upon our own water supply, but the environment, including the most at threat part of our planet, the ocean. After all, 'all drains lead to the ocean' (apart from the ones that are filtered through to septic tanks in our back gardens, or sewage treatment plants, but of course, no one remembered to tell Nemo this now did they?) **(Finding Nemo, 2005)**.



Previous Campaign/Marketing/ Creative Efforts - Dŵr Cymru

Although this is not the leading cause for why our oceans, drains and land are being filled up with so much human waste - the leading cause is that of plastic throwaway waste (e.g. plastic bottles, cartons), fishing nets, landfill and how we produce more plastic than needed - what Dŵr Cymru want us to start doing is taking control of the situation more, and to start helping out to make sure that we start disposing of our rubbish properly. Although this may not be the magical solution to helping our oceans or land completely, it does not mean we should not care. After all, the tagline to this campaign was to show us that even our small changes can make a huge difference in the long run...

What I like about Dŵr Cymru's stance in this campaign however is that although they take the subject incredibly serious from within, unlike highlighting the dangers of drowning in reservoirs, 'small changes, big difference' compiles an array of clips that depict people of all different ages, genders and other defining demographics joining in by reading lines out of a story of how we can all help contribute towards the better keep of our environment and water, whilst also showing examples of the situations that we usually encounter on a daily basis.

Personally, apart from the seriousness of Hello Starling's 'One Last Breath', I also want to take inspiration from the hopeful nature of this advert too. Whilst in lockdown, I have been quite inclined to find a lot more inspirational content due to how overwhelming the news of Covid-19, politics and world disasters have been (although at the same time respecting them). I feel that I want to make it my duty to make an advert that has a balance between the serious aspect whilst not making it too heavy-hearted. Instead, I could try and make the campaign into a fun challenge for families, young teenagers, and even university students to enjoy. Some initial thoughts is for an app from Dŵr Cymru that could somehow give advice on how to cut down, and reward those who connect their Water Bills to the app the chance to take money off their end-of-month/year total or save up for fun rewards throughout the use of the app, all through cutting down their use of water at home.

Previous Campaign/Marketing/Creative Efforts - Filming Techniques

Getting Personal

I believe that if the main focus of the brief means trying to get customers to understand their water consumption on a personal level, it is important to come to terms in the creative ways in which I could possibly film this



campaign. This thought then took me back to the many music videos and adverts that I have admired in the past, purely down to the way they have been filmed using very particular equipment, such as the revolutionary technology such as the GoPro and drones.

Previous Campaign/Marketing/Creative Efforts - Filming Techniques

Four Tet - Baby: Drone video directed by Joanna Perez Nordahl and shot by Andrés Aguilera; the video takes us on a birds-eye journey of the great outdoors, across an array of different terrains such as through the eye of canyons, the plains of beaches and deserts, the peaks of snow covered mountains, through the structures of urban architecture and more, before ending on a foggy beach, with two women dressed as birds, as if they have been flying the journey themselves the entire time.



Previous Campaign/Marketing/Creative Efforts - Filming Techniques

Example - Whisky Story: A one shot take video, filmed entirely on what seems to be either a selfie stick or handheld phone camera, by British singer, songwriter Example (formally known as Elliot Gleave) which takes us on a trip from the Charing Cross, London underground station, right to centre of Trafalgar Square. In a bluster of perfectly timed runs, Example meets up with



different characters from start to finish who mimic along to the chorus of his song. This meant the execution of trying to get through the traffic of people taking the tube at the same time, WHILST meeting these people would have been hard to pull off, but ultimately resulting in a unique, high reward pay off.

Previous Campaign/Marketing/Creative Efforts - Filming Techniques

GoPro - Superbowl 2016 Advert: Showing all the possibilities of what, how and where you can capture incredible, action shots with the GoPro camera, GoPro decided to take to the Superbowl 2016 for this advert, just to show the size of how revolutionary their camera was! This advert includes many scenes of action-packed, high-risk sports performed by people across the world with the 'new' GoPro camera attached to various parts of their bodies, mainly chest and head. The most thrilling scenes was how they managed to capture the POV of what the person doing the activity saw, making the viewer feel as if they were in the action themselves. I believe that these adverts make a great example of using action cameras to capture POV type shots that really immerse audiences into the life of others. It doesn't even have to be full on action-packed shots too, it could be used to capture 'the-day-in-a-life-of' someone's day, like what their life rota is like, walks that they like to take, or even your lifestyle. I think that because the brief requires me to raise awareness of how much water WE use every day, it would be fun to capture footage of different people documenting their day for '24' hours, and see just how much of that time we stop to actually use water (all on a personal level with the camera).

Competitor Campaign/Marketing/Creative Efforts - Brecon Carreg

Brecon Carreg: Animated Advert

In the heart of the Brecon Beacons lays some of the cleanest, untouched water sources across Wales. What also lays in the heart of the Brecon Beacons is the ruins of Carreg Cennen Castle, the landmark that inspired Brecon Carreg's name, due to how close it is to where they source their water from (a much protected source of water by the company.) With the water they produce, it is then taken to be filtered, then bottles up in plastic and then finally to the shop shelves, where people can buy the product that Dŵr Cymru state that you can get just as cheap (free) from the taps at your home, plus even out and about.

So, what is it that attracts people people to this bottled brand which they have to spend money out on, when they could get it for free elsewhere? Could the answer lay in the way they bottle their water, or perhaps the way they market the brands name, almost over-stating how pure their sources are compared to anywhere else (after all, being wrapped in plastic, it certainly is not pure when it comes to clogging up the oceans with the discarded bottles afterwards)?



Competitor Campaign/Marketing/Creative Efforts - Brecon Carreg

No matter the answer, it is certain that the way Brecon Carreg have been able to somewhat glamourize an eccentric outtake of the history of their brand has a role to play. In an animated account of the brand's history by Richard Swarbrick, the natural, light, and clean colours accompany that of soft, folk-like music and a piece of elegantly spoken copy that really makes it feel that the water is more than just a product for drinking and washing, but the ultimate life giver to all that touches it.

I believe that although Brecon Carreg are unfortunately not all that understanding of how our oceans are actually being affected by them, it doesn't mean to say that they are a great source of inspiration to look up to if people are still buying their product over simply filling their own water bottles up. I think that if I am to take note of how they have marketed with such elegance in both flowery language, colour and accompanying music, it would surely be a step in a new direction for Dŵr Cymru, because as shown already, their colour schemes on adverts such as 'One Last Breath', although serious for the situation, it is time to start thinking colourful, even if it means balancing it out with the topical issue of trying to get the people of Wales to cut down on their water consumption.

Competitor Campaign/Marketing/Creative Efforts - Radnor Hills

Radnor Hills, It's in Our Nature

A huge competitor to Brecon Carreg, but most importantly to Dŵr Cymru, Radnor Hills are a water bottling company based in Wales, who source their water from probably the most unpopulated areas in Wales, Radnorshire (mid-Wales). The company claim that their method of filtering the water is actually because of the near-to-nothing habitancy of the area, where the water can flow naturally through the rivers and rocks to create that 'exceptional taste and purity' (Radnor Hills, Welcome to Radnor Hills Water Company).



The most unfortunate thing is that just like Brecon Carreg, the company are also contributors to our planet's plastic pollution travesty, and yet STILL manage to come out on top compared to a company who can provide you with the water for free...

Competitor Campaign/Marketing/Creative Efforts - Radnor Hills

However, and the most peculiar insight into the Radnor Hill's latest advert, the brand seem to openly embrace filming their plastic-packaged bottle of water right in the middle of the Welsh countryside, in places such as streams, fields and farms, these are places where the bottle shouldn't really be. Aside from this insight, and how they are not at all trying to mock plastic pollution intentionally (although personally, I believe this to be a poor execution), the brand are actually trying to raise the fact of how close to nature their water is, and how there is no elaborate ways of furtherly messing with the natural filtration process, that you could basically fill your own bottle at the source without the worry of any pollution, unlike other sources in the UK.

Apart from how this advert has both its aesthetic advantages and shameful disadvantages, it does tell me that there may be some associations outside of filming just water that could bring across the same message, such as how filming fields of green and farm animals in the Radnor Hills advert had a certain association with water, even though it wasn't the main focus of the advert at all. I will consider the prospect of how I can use obscure, yet obvious to anyone, references to the issue of trying to cut down on water, such as how we are willing to cut down on trying to save money in every shop we do, how we are willing to cut down the pounds at the gym, or even cut down the down our sugar intake, so why couldn't the same apply for water too?

Competitor Brands

The most pressing question about these brands, what gives Brecon Carreg, Radnor Hills and other bottled water brands the ability to create supremely better-quality adverts compared to Dŵr Cymru? The answer as well as I am aware is higher budgets, equalling more frequent visits to agencies that help boost the idea of their branded water over free water.

I believe that to live up the standards of these brands on the budget that Dŵr Cymru are on, it will be vital to start thinking the way they do instead. For example, to start reaching their standards, it may be a clever idea to start treating Dŵr Cymru as a brand rather than the proud fact that they are in fact a not for profit organisation.

This is where I have discovered a piece of information that may create a breakthrough market for that of Dŵr Cymru. As stated by Mintel, during the current Covid-19 lockdown situations, it is said that across the UK, the average percentage are more keen to buy that of bottled water out and about, rather than to bring their own water, so this makes it seem a frank victory for the bottled brands. However, although it is said that this does not actually directly threat free water supplies, an interesting discovery I have come across is how the introduction of refillable points for own water bottles in places such as cafés, restaurants, schools and homes is actually a threat towards that bottled water sales. This means that after viewing the types of adverts from Dŵr Cymru that focus on filming the great outdoors, clearly the scene dominated by bottled water companies, it would make a lot more sense to start concentrating on an inside environment.

Competitor Brands

Plus, with the current lockdown situations that seem to have no end in sight, it would be much more relatable for families to understand the amount of water they are using inside than what they are outside. Back in a 2018 Mintel survey of more than 1,000 7-15 year olds, 83% stated that their schools encouraged them to drink more water throughout the day, whilst also encouraging them to do this through refilling their own bottles in the meantime (Mintel, What Children Drink, 2018), (Mintel, Market Drivers, 2020).

However, despite the thrills of how I have discovered an undiscovered market breakthrough for Dŵr Cymru, I must still keep in mind that I am trying to raise awareness of how much water we consume as a nation, and what we can all do (not just that of children) to reduce our intake, this being best focused in an indoors environment more than an outside one.

Analysis/Highlights of Information

After being briefed by Dŵr Cymru their desires, researching the components that make up the brand (e.g. tone of voice), admiring the current age audience and different campaigns from the brand themselves and their competitors, I have discovered that Dŵr Cymru are definitely in need of a make-over given current circumstances in a world where so much of us are at home more than ever, using more water than we actually realise. To do this, I feel that the best path for this non-profit organisation is to start thinking about the brands that are now altering their advertising towards modern day issues, such as the topic of Corona-virus; and thinking about how more people are at home more than ever, this will most definitely show spikes in how much water we use on a daily basis.

However, I do believe that in order to connect people to water on an emotional level, I must do my best to make people realise that even though we are stuck indoors, and how we don't go venture into the great outdoors like we used to, we must never forget our precious connection with wildlife. My current proposal is to take a series of shots through the lens of a GoPro camera which, attached to a head-piece for the GoPro, shows the busy sides of our lives and how much water we are consuming, which then cuts to different shots of the great outdoors across various reservoirs and lakes (possibly across the Brecon Beacons), once again emerging from our golden memories. Each outdoors shot could then hold facts about how we are using too much water, then a solution, social media pledge or an app for news on how to cut down on water usage.

Summary of Creative Direction

After getting to know more about Dŵr Cymru's operations and identity, who their main audiences are and who I can target, plus different campaigns from the organisation alongside competitor brands, I feel as if I am now ready to move onto the development stage. Below is my recap of some of the most creatively stimulating points from each of the sectors I have researched, this will make it easier for me to refer back to the most significant information whilst developing my campaign:

- The average person uses 50 litres more today (100 litres to 150 litres) to what they did approximately 40 years ago.
- The areas that use the most water in Wales are that of south-eastern regions such as Cardiff and Newport, plus other Welsh coastal areas, with the lowest water usage in that of mid-Wales counties. This means South Wales cities and coastal areas need the most education in when it comes to teaching about water usage.
- Due to Covid-19, it is important on trying to highlight the amount of water we use inside the house, rather than the great outdoors. Capturing the essence of what our lives are like in lockdown will be more relatable to 2020 customers.
- Highlight the lives of people who come from family homes, flats, studio apartments and student accommodation, as no two homes are the same.

Development - Word Board

Here, I have created a list of words that will be used to influence the creative direction of my development and eventually the outcome. These have been extracted from both the research I have conducted on this brief, and personal thoughts on what I believe will work when considering the creative elements of the brief requirements:

Relatable Situational Small Change, Big Impact
Family-friendly Statistical Focused Obvious
Shock-factor Homes Causes
Educational Challenges Diverse Encouraging
Fun Busy 24/7 Water GoPro
Lockdown Covid-19 Colourful
Individuality Awareness Differences

Variety Customers

Development - Initial Ideas

For my initial ideas, I wanted to focus on many different creative revelations that I have had during my research process. Previously, I had wanted to endeavour in ideas that were based in an outside environment. Unfortunately, these ideas were unachievable due to the situation of Covid-19, so I decided to alter my ideas towards that of a more socially-distanced, up-to-the-minute campaign, which took into consideration what I could capture indoors rather than outdoors, overall being more relatable, realistic and current to real world situations.



Development - Initial Ideas

Initial Idea

In a world that has been lockdown due to the dreaded Covid-19, people have been stuck inside much longer than compared to previous years. There have been many changes to the way we work, live, and see the world. We no longer enjoy meals or nights out the way we used to, cease to go on our much-needed vacations abroad, and worst of all, real-life communications with close-family is now considered a risk factor.

However, we have also picked up many habits with our new life-styles too, some incredibly positive ones such as being able to evaluate priorities more, appreciating the way front-line NHS and care workers are putting themselves on the line, and even committing random acts of kindness. Unfortunately, there are also a number of unhealthy habits we have also picked up. There are many that are very obvious to the populations, some that are not, and some that need vital attention instantly.

Dŵr Cymru have reported that over the years (40 to be exact), water usage per person over Wales now equates to 150 litres, a total of 50 extra litres. This adds to the already-heightened pressure that Dŵr Cymru face on a daily basis, meaning extra, time-consuming hours of work on trying to provide the country safe, clean water provided to their taps. To make matters worse, now we are all stuck inside more than ever, just how much water will be used per person once even before the year is over?

It is now within Dŵr Cymru's best interest to show us just how precious and sacred water conservation is, and how we should start realising how important it is to cut down on the amount of water we unknowingly use. This is where my idea comes in.

Development - Initial Ideas

Initial Idea

I believe that rather than just showing a population so blind to how much water they use every day the importance of water, I think it would be much more effective if I was to jump into the many life-styles of people across Wales, and open their eyes to the story of how whilst they are so busy with their new adjustments to life, just how much they miss out in terms of how involved they really are with water usage.

This I shall do by capturing footage using a GoPro camera. My thought process behind this idea is to document a day in the life of many people from different living situations across Wales (e.g. family homes, student accommodation, apartments, etc.) and edit together every moment where the people use water in the day. Also, after previous mentions of how we are always so busy to realise our water usage, the GoPro camera will provide the angles and choppy actions that mimic how we are on the go all the time, constantly met with action 24/7.

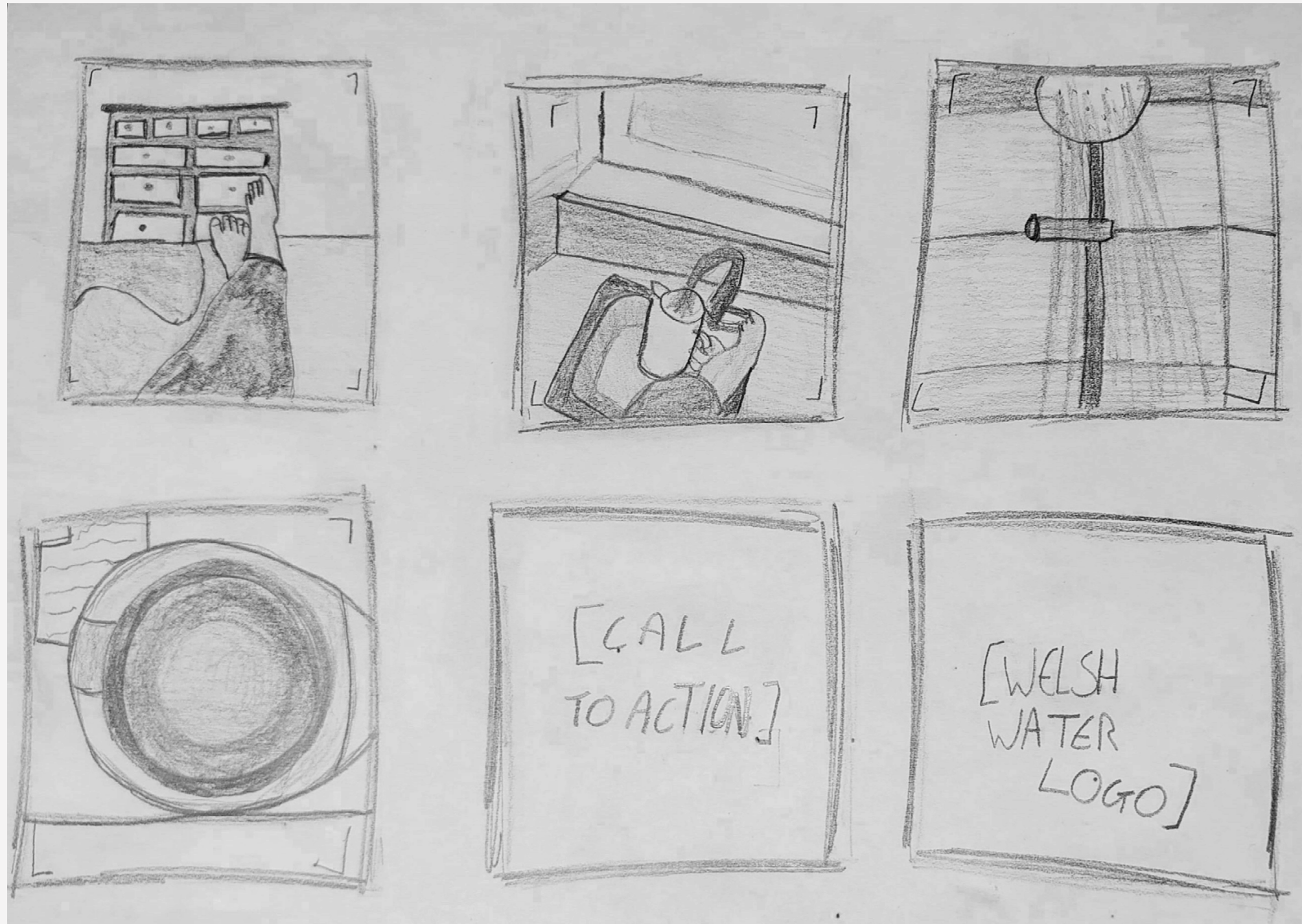
As lockdown has made us forget just how important the stillness of life is, I will also combine with the GoPro footage shots taken across reservoirs across the Brecon Beacons with a 4K film camera. With this footage, I will give viewers the chance to connect with nature once again, whilst also showing on-screen text figures of the amount of water we use per day, plus advice on how to cut down. This will not be directly speaking to audiences, but it will be easy enough to understand.

Development - Proposal

The objective of my campaign for Dŵr Cymru is to make aware the amount of water that people across Wales consume on a daily basis. It is my intention to carry out this task by ultimately awakening people's minds on a personal, relatable level.

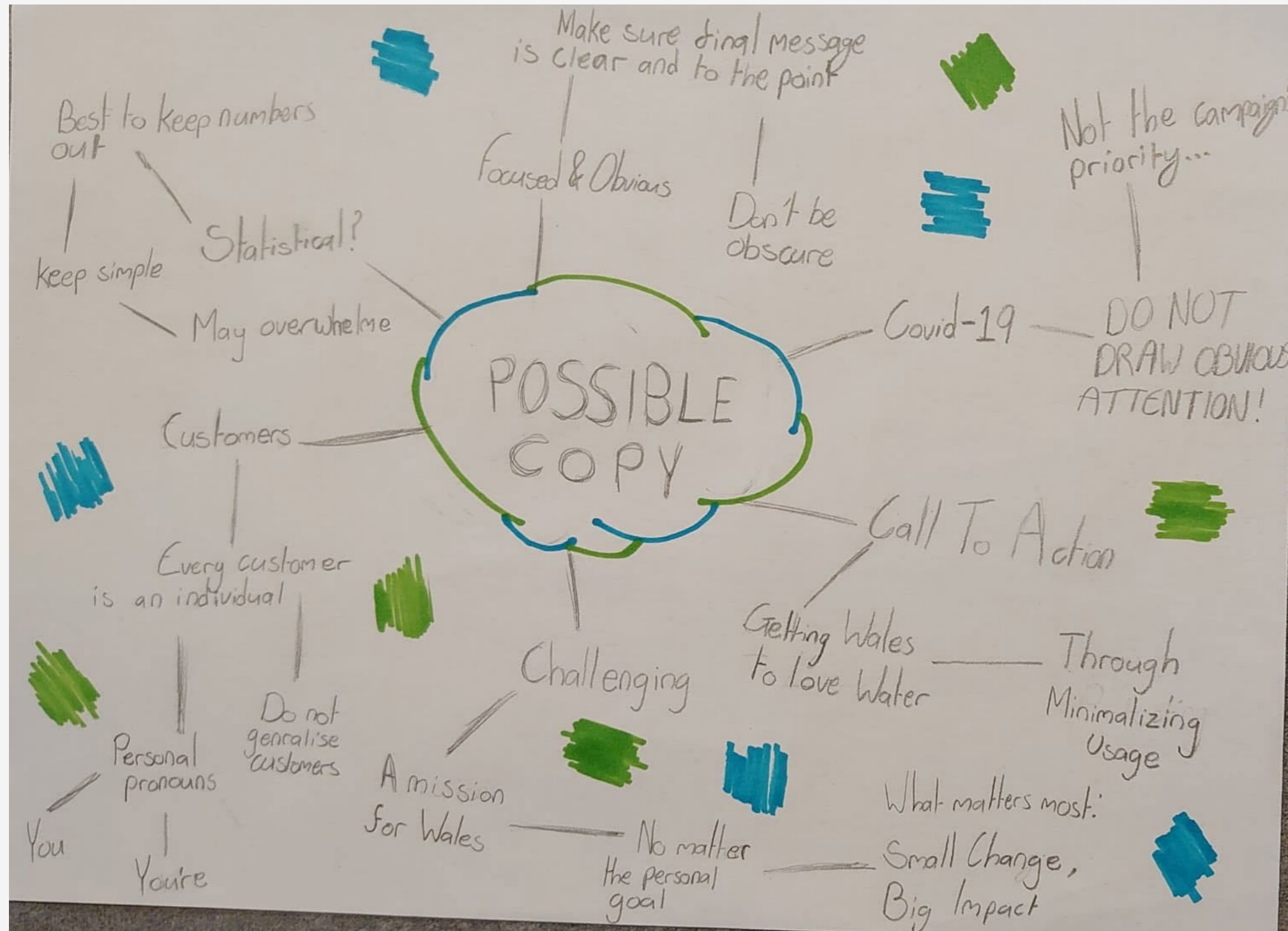
I shall conduct this by filming everyday tasks that involve the use of water using a GoPro camera attached to a variety of persons heads in order to make people understand just how much water we use around the house without noticing, due to just how busy our lives are.

Sketches - Storyboards



From the thoughts of my initial idea to use shots that have been taken from the view of someone in first person, I have produced scenes of general actions that are more likely to be performed during the average day-in-the-life of. These tasks include waking up (relatable, as that is how the overwhelming majority of us start our day), making tea, having a shower, washing our clothes and more to be included when it comes to filming. The call to action will then be revealed during the later section of the advert, with how Dŵr Cymru will challenge Wales to help them to preserve the amount of water used everyday. The main message of the campaign will then be finished with a statement that tells us how precious every drop of water we use is, a finishing impact.

Sketches - Copy



Referring back to notes on my word board for filming, in order to make sure I don't stray away from the message of what my footage will intel, I expand-ed on some of the most important highlights that would determine the best copy to include in my final edits, both the on screen text and the copy that would be read out by who I chose to speak.

Preferably, when it comes down to picking a voice for reading out any spoken copy, I want to make sure that the voice captures a softly spoken Welsh accent, in order to make sure that although this advert will be in English (due to the majority of speakers in Wales talking the language), the accent can at least treasure the land of where Welsh Water provide their services to...

Equipment To Use

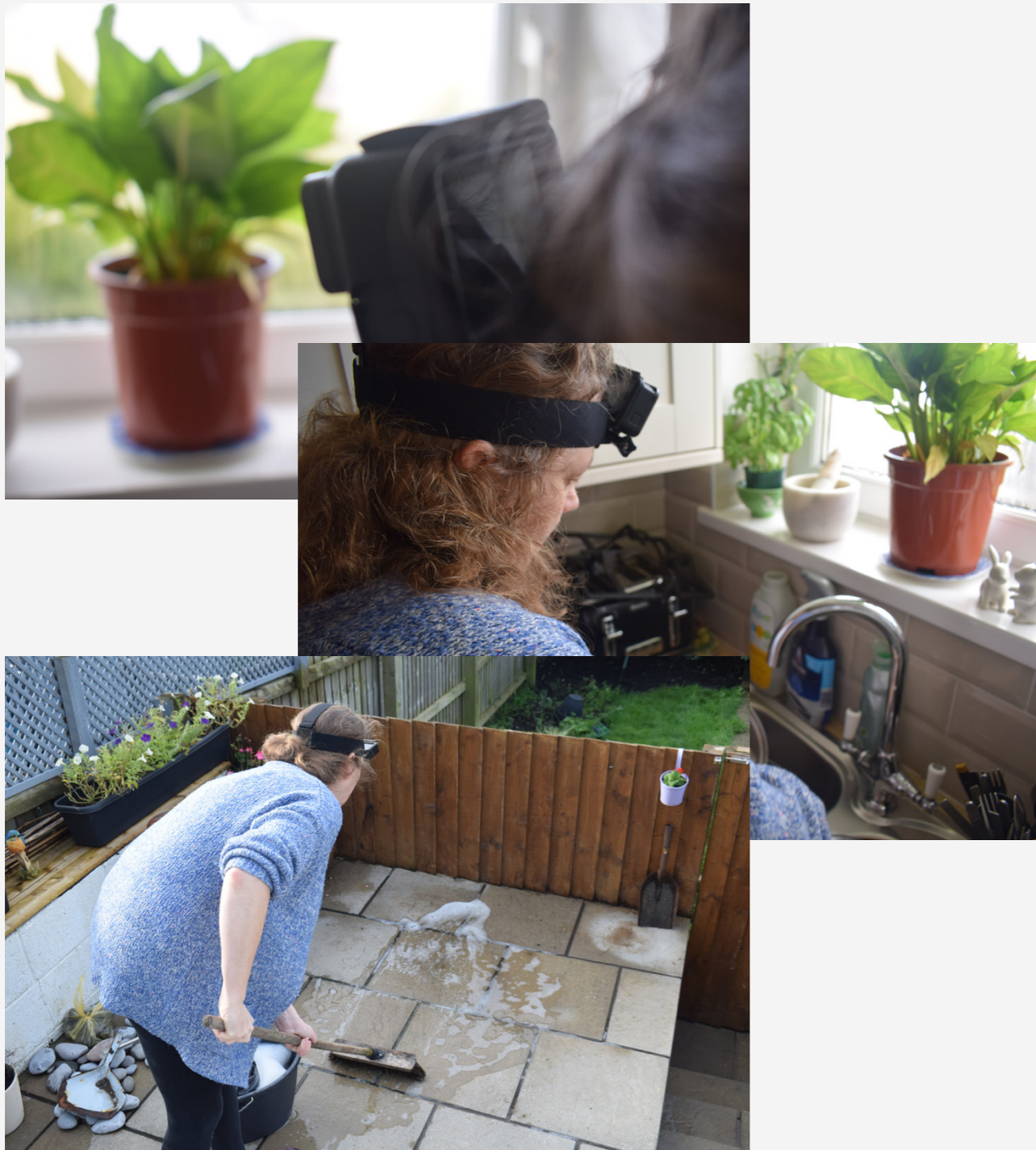


After much thought and consideration on how I would capture the essence of our busy, 24/7 lives, I determined that the best type of camera to use would be something that would show just that, without being too clean or smooth. Therefore, I will carry out my filming with the GoPro camera.

Combined with a head strap mount for the camera, I will use this technique to show a first-person perspective of their lives around the house, and analyze just how many sections of their day use water. I will capture events such as brushing teeth, showering/bathing, drinking water, washing up, cleaning surfaces and other daily tasks that we do day to day.

Production Journey #No.1

Days to film: 2



Due to Corona virus, I was limited to what locations I could film in, but still wanted to make sure that the shots taken represented all the different types of living conditions across Wales. The first location was at my family house in Swansea, this during a period where this was allowed under restriction rules in Wales. For the first subject, I focused on a day where my mother had planned to clean around the house, involving dish washing, cleaning the garden and the bathroom. This was a great opportunity to capture the average family house in action, as I didn't want to just limit filming to just my apartment in Cardiff. Here I could capture the most relatable scenes for families across Wales.

Production Journey #No.2

Days to film: 1



After filming in a family house setting, I then continued to film in more condensed space, which was my Cardiff apartment. My reasoning for filming here is that although it may not be as relatable for the majority of Wales, I wanted to create a relatable situation for students across Wales, who as independent people, understand the type of scenery and actions. This type of scenery could also be relatable for people who live in small city flats.

Production Journey #No.3

Days to film: 1



This stage of filming was staged in a hotel, due to my concerns that just two places that consisted of the same types of scenery may have been too repetitive. The hotel in question was the Mercure Cardiff Holland House Hotel & Spa, in which I spent the night in the hotel filming scenes from my friend's perspective who had kindly agreed last minute.

The scenes in the hotel were unfortunately limited, but overall, did add to the number of clips that can be taken over to the editing stage to create more unique environments.

Production Journey #No.4

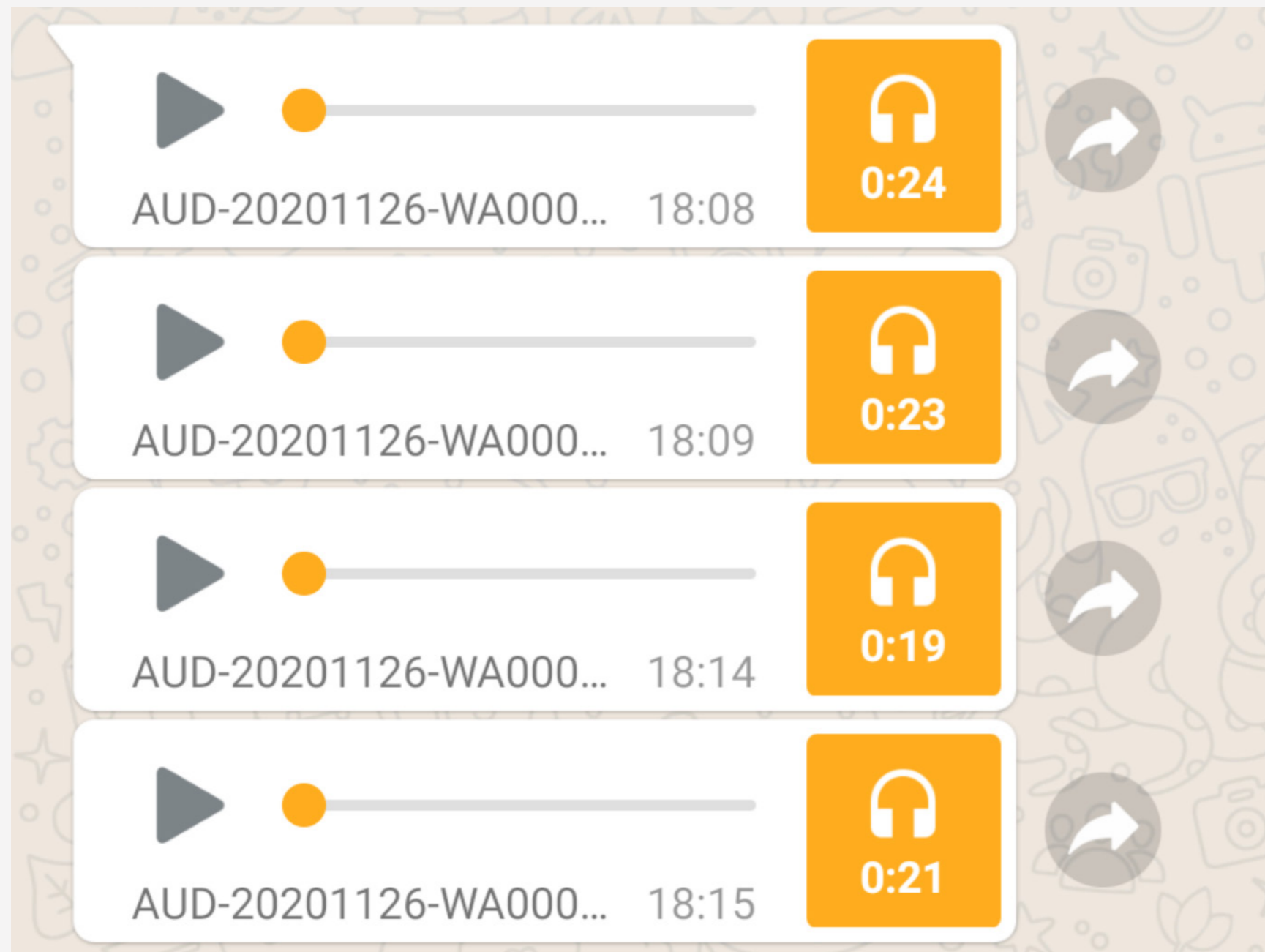
Days to film: 1



My last location was shot in the Brecon Beacons themselves, located at one of Dŵr Cymru's natural reservoirs themselves (Llwyn-on Reservoir). However, my intentions were of two different ideas, as not only did I want to shoot scenes of this location, but I also wanted to really understand the sheer beauty and importance of our reservoirs, to really capture in my mind what I should be thinking of in my editing stage.

Personally, I do not feel like any of these shots will be likely to make it into my final edit, but I feel like this has given me the chance to understand how important it is to understand just what I am trying to represent through my work, as if I am bringing the reservoir to the homes of the people back home.

Voice Recordings



For audio to accompany my 30 second and 5-10 second advert, I believed that instead of just placing copy on screen, it would be more effective to add an additional voice that would accompany the edit. However, I wanted to be precise on what voice I would use, so I decided to ask my softly spoken Mother who happens to have a Welsh accent to record for me. I felt that this suited the advert as her voice is just in between clear and bubbly (other reasons were due to how COVID-19 limited me to searching mass voice actors in person).

First Draft - Final Copy

"You love our water, and so do we. That's why we need you to help us preserve the amount of water we use everyday..."

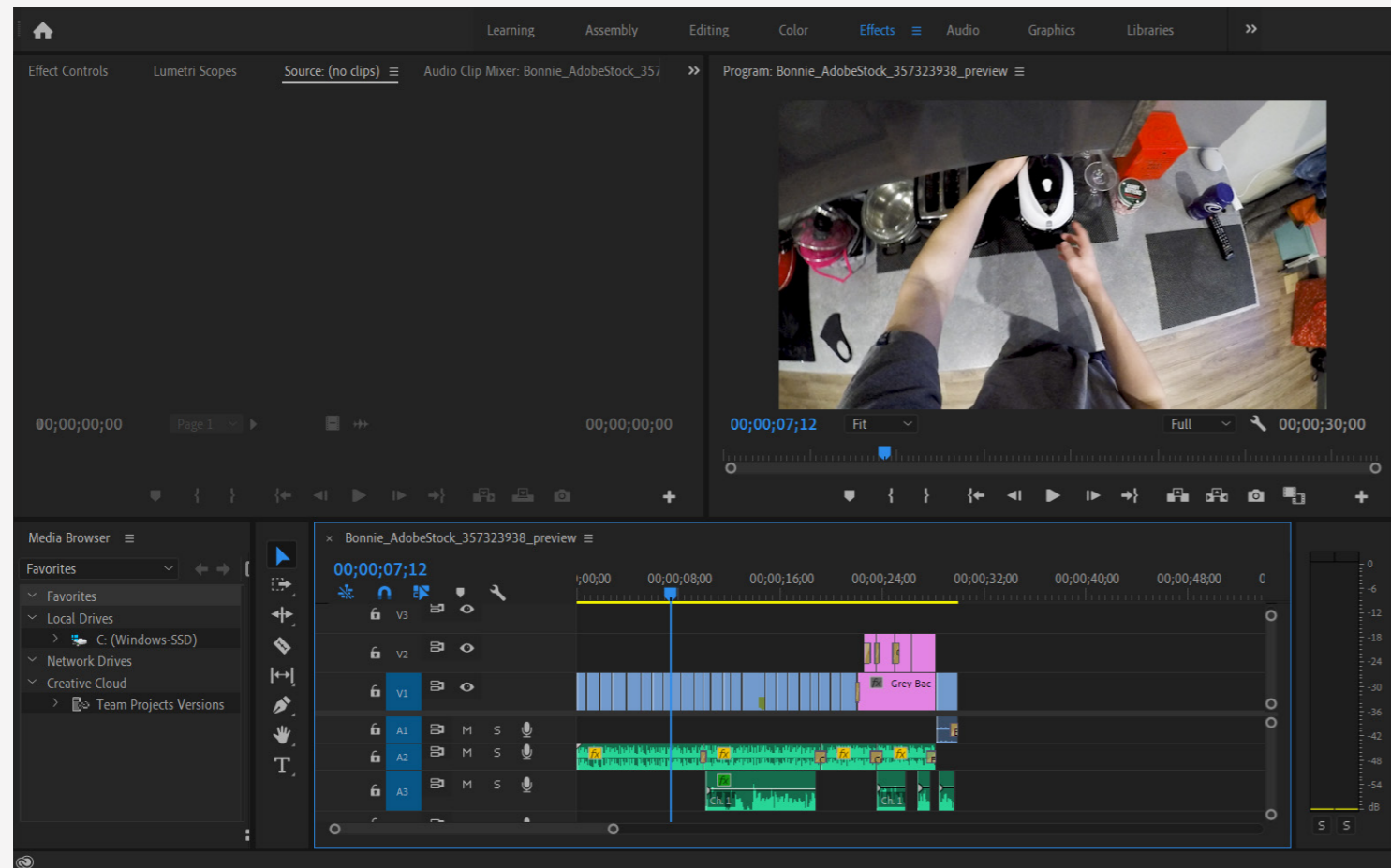
"Do your part to help our role"

"Dŵr Cymru"

every **drop** of it.

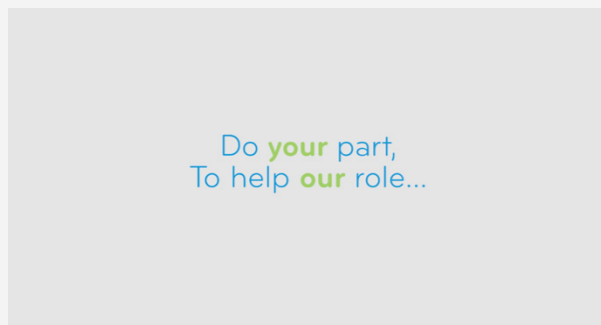
Editing Stage

With footage from the shots from inside settings across Cardiff and Swansea done, this is where I carefully broke up the shots of every time someone used water in their day. With these clips I then started to eliminate and place forward some of the most aesthetic shots that gave the best example of tasks that would be the most relatable to a general audience. Fortunately, after chopping down the footage to my favourite clips, there was over a minute of clips to then select from, meaning that I could furtherly



narrow it down to some of the shots that played in time to a song I had downloaded from the Adobe Stock Music collection, named 'Bonnie'. This song was chosen after trying to find a similar track to that of one I had tested previously (Irish post-punk revival band, Fontaines D.C.'s song 'Sha Sha Sha') which was unfortunately copyrighted, meaning the change was necessary. After syncing up the videos to the busy beats of the song with the copy audio of a Welsh voice speaking about the importance of our role in protecting water, I then ended with the logo, with my final copy.

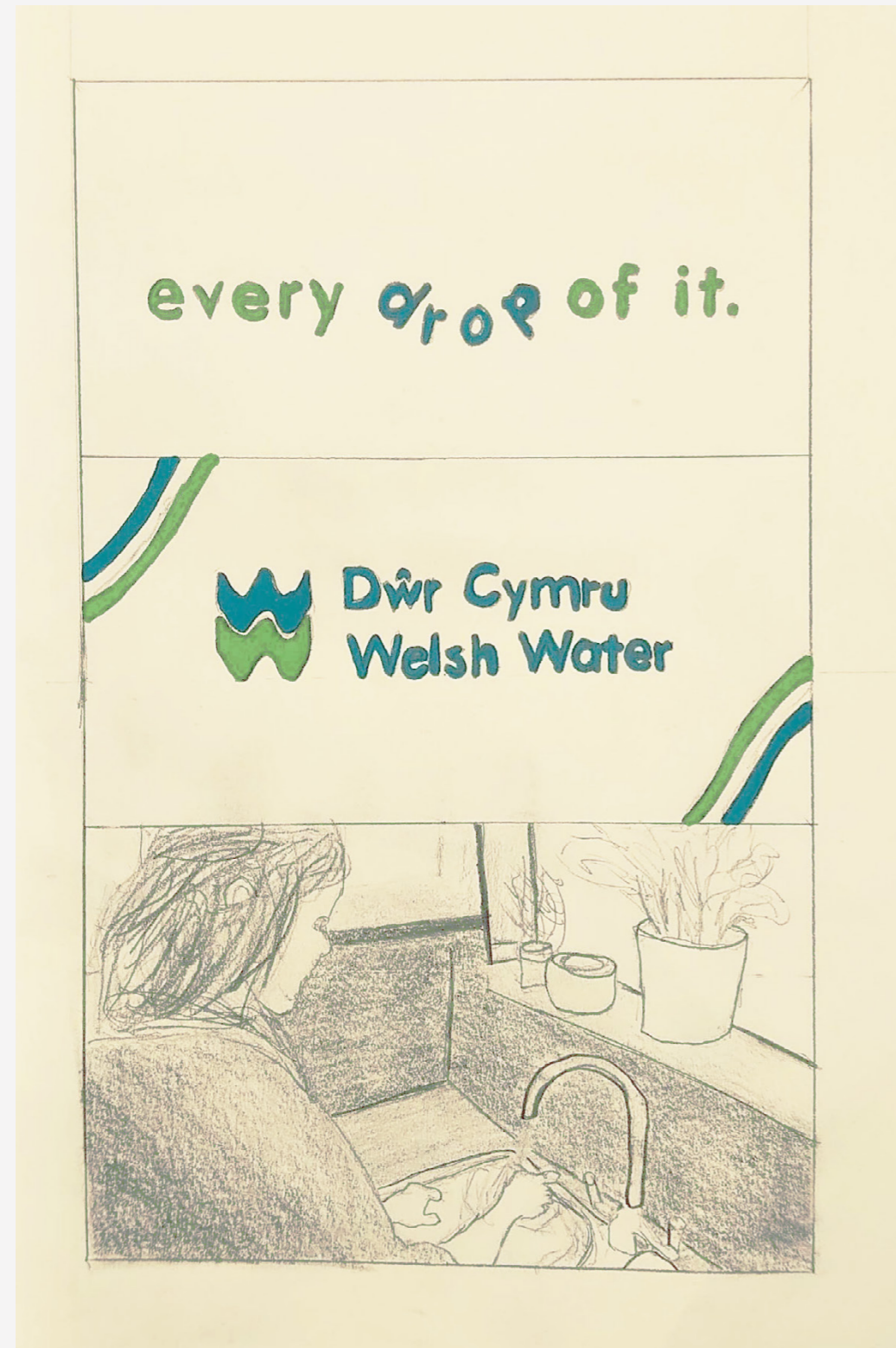
First Draft - 30 Second Ad



The final edit for my advert depicts the different actions of where we use water in our everyday lives across 3 different living situations, such as a family house, a student apartment and a hotel room (travelling business people, those coming for shopping trips, nights out, etc.), these being the most relatable living places for the audience.

Just as I said on the storyboard slide, the advert follows our busy lives and highlights the points at which we may take water for granted throughout the day. The advert's copy is narrated by a softly spoken Welsh voice who makes it known how important the water of Wales is to both the customer and company, and how they want Wales, the consumers, to preserve our water (for the sake of our land). The advert then asks us to do our part to help Welsh Water's role, with the film finishing on the main tagline of the advert, "Every drop of it."

Sketches - Print/OOH Ads



Here I have created a 3-step sketch of layers that, when combined together, will create the final print/OOH adverts. For my final outcome however, I will debate whether to animate or use photos that I have taken at the locations of filming. This is because after examining the Brecon Carreg advert, it was of big interest to take inspiration from their style of advertising, and how bold colours like these could look on a billboard or on social media. However, this may take away from the real-world aspect that Welsh Water have been trying to put across for all their lives, and how natural and more down to earth their adverts look without it.

If I do come to produce the final adverts with photos from the shoot, I will be sure to combine these with both the logo and wavy lines, plus the main tagline of this campaign, "Every Drop Of It" in a stylish fashion.

When stacking each layer on top of each other, I will consider where I place each element, especially the tagline, as considering I may possibly have the word "drop" at a curved angle, it could be just below each point of where the sources of water come out from. For example, in my sketch where the tap is going into the sink, I would put the sentence in line with it, so it looks like the water is applying pressure to the word "drop".

First Draft - Print/OOH Adverts



First Draft - Print/OOH Adverts



For my final shots, I was skeptical on the idea of either animating the scene (par the research into other competitor brands), or keeping them close to the real world, so when it came to shooting on set, I thought it would be best to take some shots of another field of view, away from first person, to collect both evidence and possible shots for my print adverts, just like in the style of how I have drawn some of the mock-ups. Thankfully, along with colour matching these scenes to that of the brand's colour scheme, I was able to reflect the images perfectly, and in the right angle where it does not look completely different from that of the video adverts, but enough to make people think in a different way whilst looking at the advert. I have also kept the text minimalistic as with these adverts, I will be sharing these on social media, so that descriptions can do the rest of the explaining. What I have kept however is the logo for instant recognition of the brand, plus the campaign's main tagline, "Every drop of it."

First Draft - Print/OOH Adverts

Social Posts

 **Welsh Water**
@DwrCymru Follow

You love our water, and so do we, so now's the time to start thinking about how much Welsh water we use everyday... #Everydropofit 



1:14 PM - 1 Oct 2021

1 Retweet 11 Likes 

 1  1  11 

 Add another Tweet

 **Welsh Water**
@DwrCymru Follow

Did you know: the average person in Wales uses 150 each day 🚰 Do your part to help our role, because more than ever... #Everydropofit 



1:14 PM - 1 Oct 2021

1 Retweet 11 Likes 

 1  1  11 

 Add another Tweet

First Draft - Print/OOH Adverts

Social Posts



First Draft - Print/OOH Adverts

Social Posts



With a Facebook layout and two Twitter posts (easily transferable between each other), these examples show just what it would be like for Welsh Water to host the "Every Drop Of It" campaign on their social pages.

My reasoning behind choosing these ideas was that although primarily photo-based which may suite Instagram and Snapchat platforms, because the copy also plays a huge part, it would take a platform that requires some attention, rather than just visual stimulation.

Also, I do feel that the copy on the descriptions suites platforms such as Twitter and Facebook more as people in Welsh Water's audience bracket are more likely to come here looking to read into gossip or details, even if it may be scrolling by (hence the short, direct copy).

Presentation Feedback

After pitching my ideas of proposed outcomes to Hannah Jones of Welsh Water and Stephen Clearly of film at USW, I was highly praised for both my attention to detail on background detail in my photos such as clothes and colours of objects, my trips to gain a full understanding of Welsh reservoirs in the Brecon Beacons, the connecting language between brand and audience (personal pronouns rather than distant) and my take on using a GoPro in first-person POV to capture the shots. However, there were also a few constructive comments on how I could improve on my outcomes too:

- A clearer standpoint to back up the tagline copy 'Every Drop Of It'; maybe something after the copy "Do your part to help our role" or "Dŵr Cymru", maybe even changing the reading of "Dŵr Cymru" to something else all together?
- Changing the text to a bolder colour to stand out against similar background colours (black and/or white possibly?)

Finals - Print/OOH Adverts



Finals - Print/OOH Adverts



Here are the final collections of my final print and OOH adverts which (also transferable onto social media platforms) see changes in the following areas:

- Background Image: Lighter to make text stand out.
- Shadows: On the logo, lines, and tagline, I have made the drop shadows behind allow these to stand out clearer.
- Outer Glow: A slight outer glow around the logo, lines, and tagline to brighten surrounding area up.

However, I did have to avoid suggested advice on changing some of the text material to black. This was because I did not believe that for an advert with the message that Welsh water is precious to us; black would only turn this homely yet educationally balanced advert in somewhat a textbook piece.

This is why I instead decided to concentrate on finding ways on making sure that the text, logo and lines stood out from the blues and greens in the background a lot more, which I thoroughly believe has been achieved with high results.

Final Draft - Final Copy

"You love our water, and so do we. That's why we need you to help us preserve the amount of water we use everyday..."

"Do your part to help our role in cutting down on water usage across Wales"

"Dŵr Cymru"

every **drop** of it.

Final Draft - Final Copy

"You love our water, and so do we. That's why we need you to help us preserve the amount of water we use everyday..."

"Do your part to help our role in cutting down on water usage across Wales"

"Dŵr Cymru"

every  of it.

Due to feedback from my presentation highlighting that the call to action may need to be stronger (as it felt vague and obscure to what the advert was suggesting overall), I have added in a simple line that gets straight down to the point, without being too forceful yet weaving in with the tone of personal, connecting pronouns between company and consumer.

I did not feel that losing any text would have been necessary myself as the message was already well constructed, and only needed to be built upon towards the end of the advert. I have also managed to re-record the audio for the 30-second and 10-second adverts which I have now edited in.

Looking Forward

For this campaign, I do believe that this brand could also be expanded past what I have already produced as part of the 'Every Drop Of It' tagline. Rather than what has been requested for us to produce:

- An app that allows customers of Welsh Water to cut down on the amount of water they use each day. The main incentive of this idea would be that they will earn points towards rewards for every amount of water they save off their daily total to either get money off their monthly bill or points towards spending in selected Welsh shops. The points would be measured by a smart meter that would connect to the app.
- Features in TV programmes such as The One Show to raise awareness of some of the most pressing issues for what our water usage means for the future.

Evaluation

After working towards a 3-piece visual campaign consisting of a 30-second advert, a 10-second pre-roll advert and a 3X print/OOH adverts for Welsh Water, aimed to challenge the general population of Wales to cut down on the amount of water they use, I believe that I have been able to meet this message whilst also representing the company through the colours that I have used, the imagery and footage that I have used, the language that I have produced via. copy on the video adverts, plus the print/OOH adverts and the overall aspect from inspiration and development of the outcomes.

I have been able to show just how important the water in Wales is to the population, and just how much use a day through visual stimulation. Due to the minimalistic approach I took to filming this campaign (via. just a singular GoPro camera), my past and current expertise in film and my skills in editing with Premiere, I wanted to take it upon myself to film and edit everything myself, rather than with the help of a film student if needed. This way I could oversee every aspect of the work, and make sure that everything I needed could be done on specific days where it was most suitable for me to do so, rather than having a fixed plan where problems can occur.

Overall, I feel that my efforts have met both the objectives of the brief, and the end results Welsh Water would expect to show their customers in the case of a possible airing across Wales.

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Appendix

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Dŵr Cymru
Welsh Water

every drop of it.