



MEET THE TEAM



LUCY WANG
STRATEGY



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EXECUTIVE SUMMARY

Dasani, a brand easily recognized by all, is an extremely **accessible**, relatively **affordable** option for bottled water drinkers. Furthermore, Dasani and its parent company, the Coca-Cola Company, have pioneered **sustainable packaging innovation** in an industry that is substantially scrutinized for its environmental impact.

Unfortunately, Dasani has been subject to **intense controversy**, receiving public backlash for instances such as a failed product launch in the UK, YouTube conspiracies, and abundant product supply during the COVID-19 pandemic. This campaign seeks to transform negative brand outlooks of Dasani by targeting the **main source of the slander: Gen Z**.

Targeting Gen Z presents a unique opportunity for Dasani to leverage their **ironic meme culture** in order achieve brand goals. Uninformed about Dasani's sustainability achievements and susceptible to aligning with popular narratives, **Gen Z only hates on Dasani because they want to be in on the joke that Dasani is "bad."**

Dasani will utilize provocative, tongue-in-cheek memes about itself to create **a joke that is better than the original** while simultaneously **increasing awareness of brand sustainability efforts and achievements** to win over Gen Z's favor.

LET'S FACE IT.

Dasani has been **plagued with controversy** since its release in 1999, and most recently, Shane Dawson's Dasani conspiracy theory video and the stark surplus of Dasani in the face of the COVID-19 pandemic have solidified its place in **Internet infamy**.

Despite its best efforts, Dasani's recent sustainability initiatives went largely **unnoticed**. Today, the brand still struggles to maintain goodwill with the general public and grow its annual sales. Now, Dasani is looking to build a marketing campaign that will **improve the public's sour perception** of the brand for the **long-term**.



SWOT



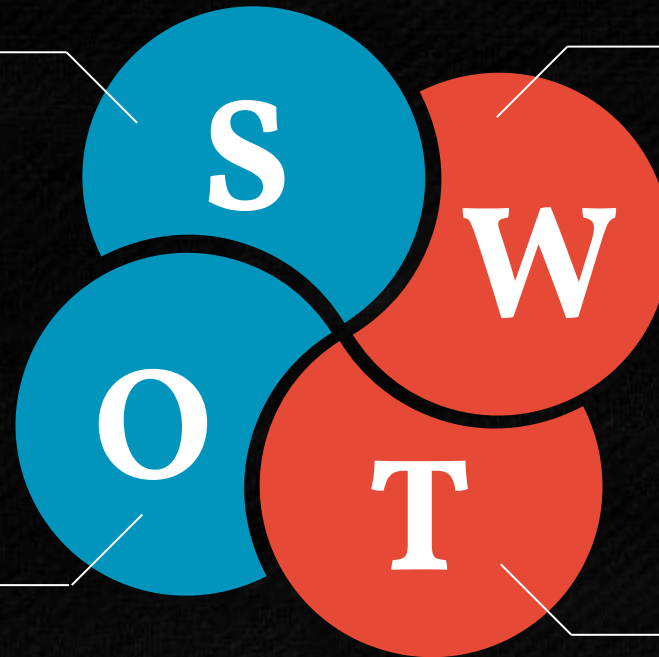
STRENGTHS

Dasani has **high brand awareness** and is an **accessible and relatively affordable** product. We surveyed U.S. residents on packaged waters and found that the Dasani brand elements with the highest approval rate amongst respondents ages 18 to 26 is availability, followed by price.



OPPORTUNITIES

Consumers often learn about food/drink sustainability straight from brands, indicating **an opportunity to educate** the target market about Dasani's newly introduced sustainable packaging.³



WEAKNESSES

Dasani has **very poor public perception** due to previous controversies and its sustainability efforts fly under the radar in comparison. According to our survey, the Dasani brand element with the second highest disapproval rate amongst ages 18 to 26 is packaging, despite Dasani's sustainable packaging innovations.

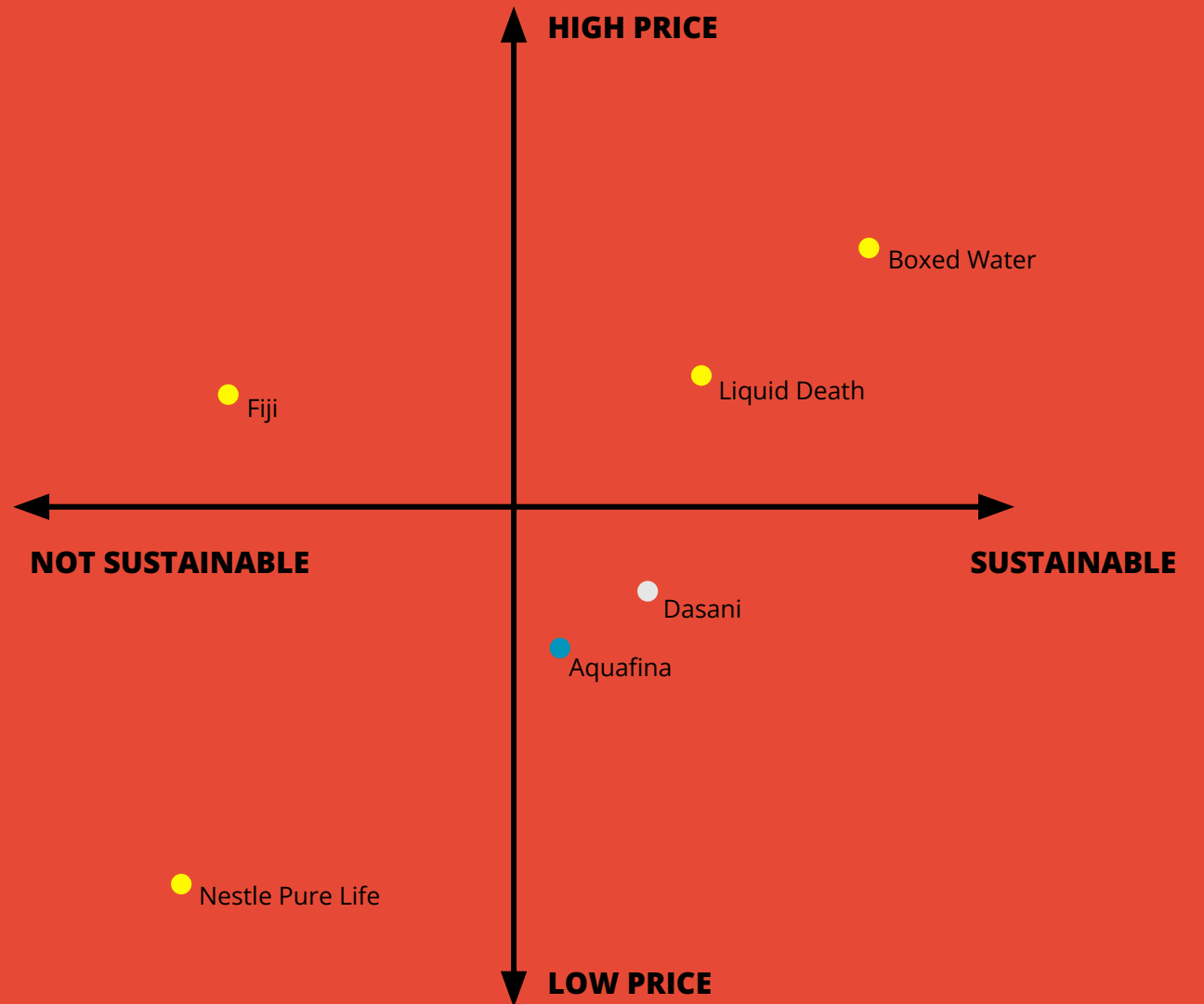


THREATS

Consumers are highly price conscious due to record inflation,³ and an **increased interest in sustainability** means that Gen Z and Millennial consumers are opting for refillable water bottles over bottled water.²

THE CURRENT MARKET

Dasani is considered a **mid-tier bottled water** brand and doesn't have many direct competitors.² It will mostly be competing against its indirect competitors to prove to consumers that it's the **affordable and sustainable solution** they've been searching for.



● Dasani's Direct Competitors ● Dasani's Indirect Competitors

Despite the recent rise of sustainable consumption, demand for bottled water has not dropped since it is viewed as a household necessity.²

- ★ 250+ survey responses
- ★ 15+ articles
- ★ 10+ Google Trend queries
- ★ 1 debunked Dasani conspiracy theory

Here are some key trends we've identified in the bottled water industry:

PICK YOUR POISON

Many consumers believe that sustainability is only offered by luxury water brands, meaning that they often have to **choose between affordability and sustainability**. It's clear that sustainability is high in demand as 49% of consumers agree that it is worth paying extra for environmentally friendly bottled water.² Dasani is in a unique position to be marketed as **both an affordable and sustainable solution** to eco and price conscious buyers.

PERSONALITY MATTERS

Although consumers are highly price conscious due to record inflation,³ they are also willing to splurge on luxury water as a small indulgence.² Since Dasani sits in the middle of the price spectrum, consumers often struggle to justify the purchase. Therefore, with this campaign, it is crucial to borrow from luxury water marketing tactics – namely, emphasizing Dasani's **sustainability and aspirational aspects²** – to elevate Dasani's value proposition and incentivize purchase.

BIGGEST COMPLAINTS

Our survey results found that **sustainable packaging, improved taste, and more transparency** were the top 3 favored changes for Dasani's brand. However, data shows that these are areas that Dasani already excels in, suggesting that there is an **extreme bias** against Dasani. Dasani recently released more sustainable plastic and aluminum packaging for its products,⁴ and the FDA reports that about 25% of bottled water sold in the U.S. comes from municipal sources.¹ Lastly, Coca-Cola, Dasani's parent company, has a CDP Rating of A- for its 2022 Climate Change Response, which reflects their environmental disclosure and performance.⁵

SUSTAINABLE MARKETING

In order to remain authentic, sustainability claims must be backed by multiple aspects of a company's practices (i.e. packaging, sourcing, donations, etc.).² This is especially important since the bottled water industry has become a symbol of climate change for many consumers.² Research shows the most appealing sustainability claims are "**packaging made from recycled materials,**" "**sustainable packaging,**" and "**plastic-free packaging.**"³ Finally, our survey found that sentiments are fairly split between aluminum and plastic packaging (see "General Trends" in Appendix), so Dasani will need to educate consumers about the benefits of aluminum's high recyclability and plastic's value and ease of transportation.³

THE TARGET AUDIENCE

GIVEN THAT SO MUCH NEGATIVE DISCOURSE REGARDING DASANI TAKES PLACE ONLINE, WE DECIDED TO TARGET THE SOURCE OF IT ALL.

Drip Critics are Gen Z Internet natives who are particularly vocal about their dislike for Dasani on social media. They're **meme-obsessed, enjoy absurdist and post-ironic humor, and are into sustainability.** Despite their seemingly unique Internet personas, they're keen to keep up with every new Internet trend and are often victims of FOMO. Drip Critics are heavily biased against Dasani to prove that they're **"in" on the joke** as they want to be accepted by their peers.

SO WHAT?

Dasani's campaign will offer Drip Critics the newest trend to be "in" on and will show that **Dasani can take a joke and dish one out too.** Because Drip Critics want to fit in, they will seek out Dasani's tongue-in-cheek, unabashed appreciation for itself. Drip Critics will use Dasani to try to signal to others that they are **self-confident** and **don't care about other people's opinions.** Finally, Dasani will keep its iconic blue-green bottle and packaging as a statement that **it doesn't need to change for the haters.**

**WE CREATED A SURVEY TO UNCOVER OUR
TARGET AUDIENCE'S BRAND ATTITUDES
AND PURCHASING BEHAVIORS TOWARDS
DASANI AND OTHER PACKAGED WATERS.**

258 RESPONSES.

38 STATES.

VIEW SURVEY:

<https://tinyurl.com/dasanisurvey>



SURVEY SIZE = 258 RESPONSES

Gender

- Female
- Male
- Non-binary
- Other
- Prefer not to say

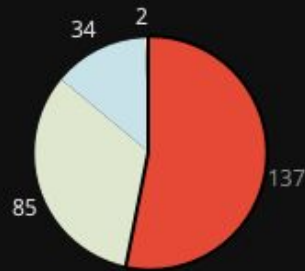
GENDER



AGE

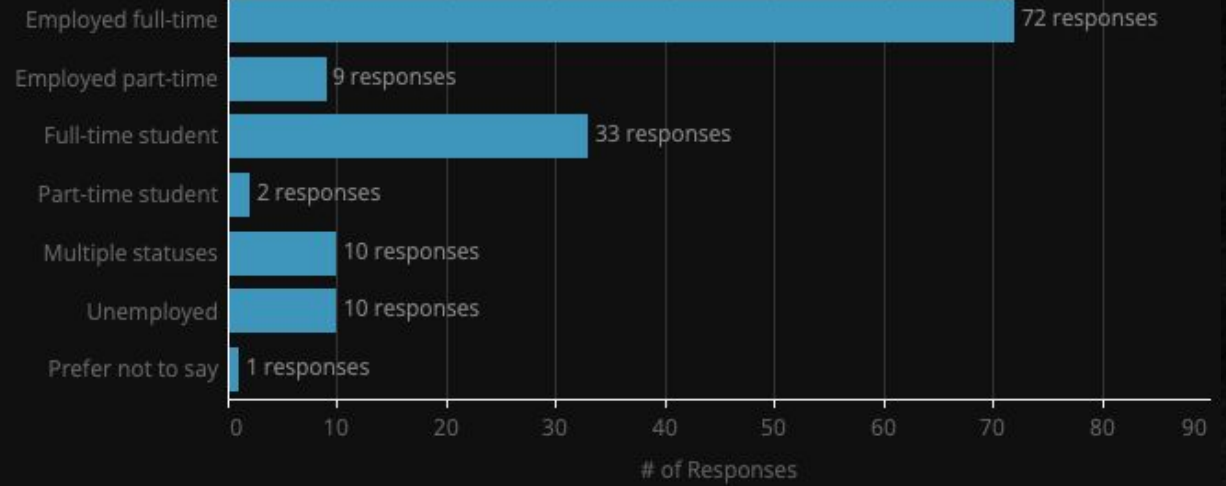
Age

- 18 to 26 years old
- 27 to 42 years old
- 43 to 59 years old
- 60 and older



EMPLOYMENT OF RESPONDENTS

Employment Status



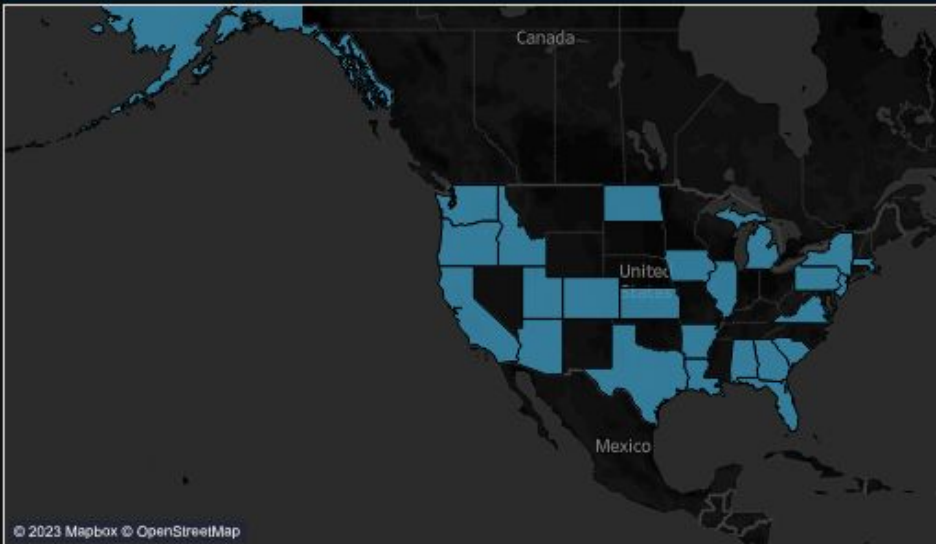
***FILTERED BY AGE = 18 TO 26 YEARS OLD**

[LINK TO: INTERACTIVE DASHBOARD](#)

STATE

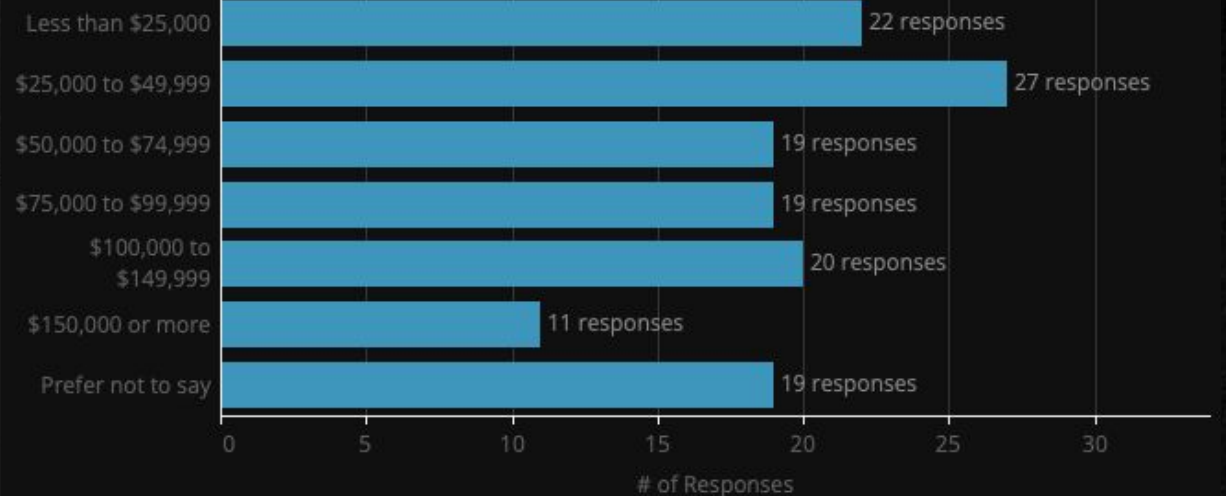
(All) ▾

LOCATION OF RESPONDENTS

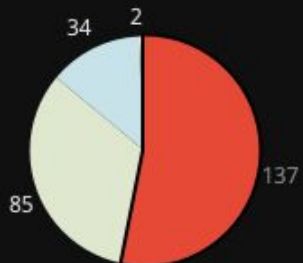


INCOME OF RESPONDENTS

Household Income



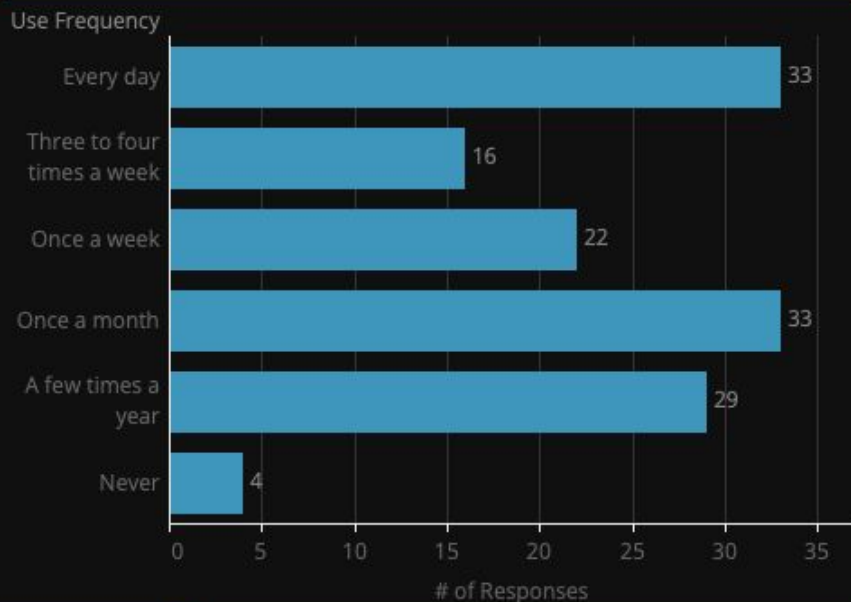
AGE



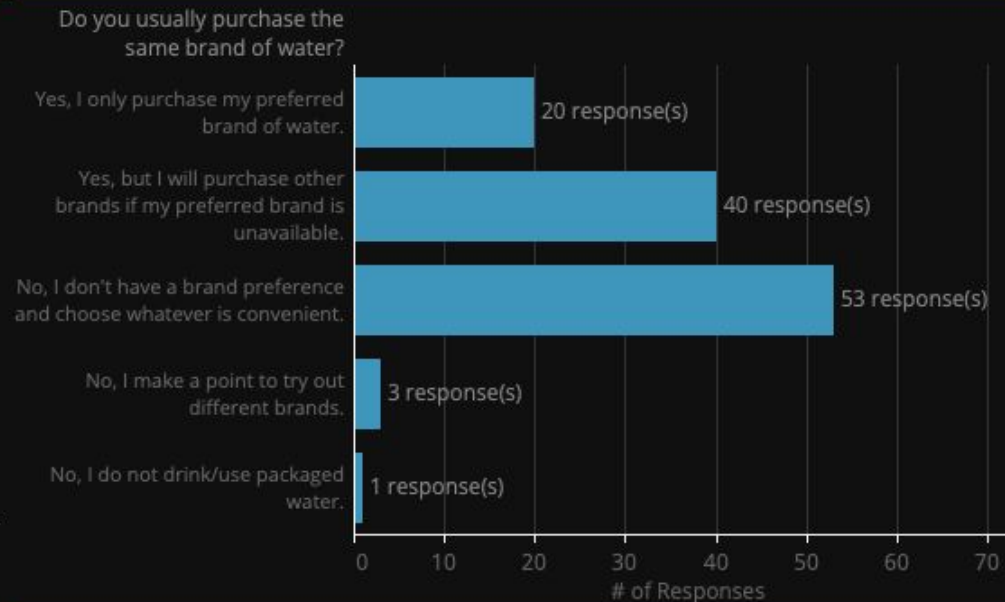
***FILTERED BY AGE = 18 TO 26 YEARS OLD**



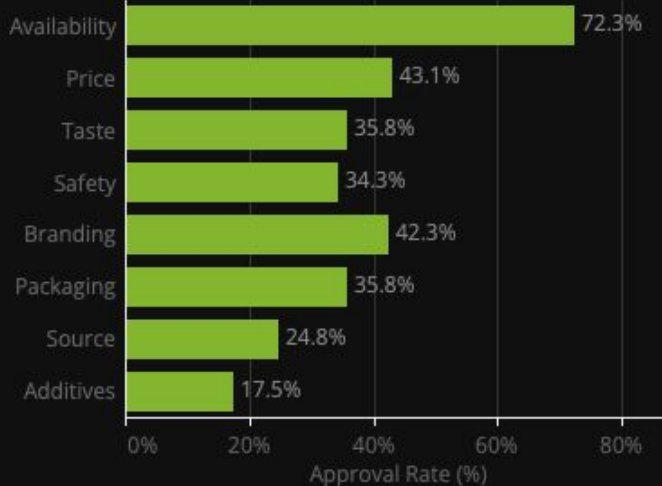
USE FREQUENCY



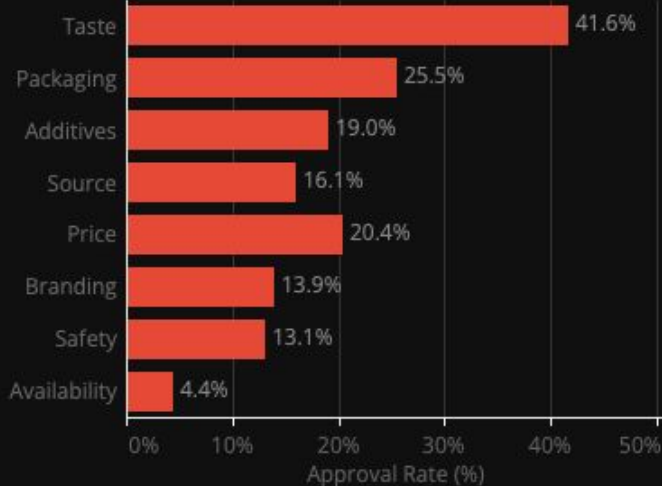
REPEAT PURCHASE BEHAVIOR



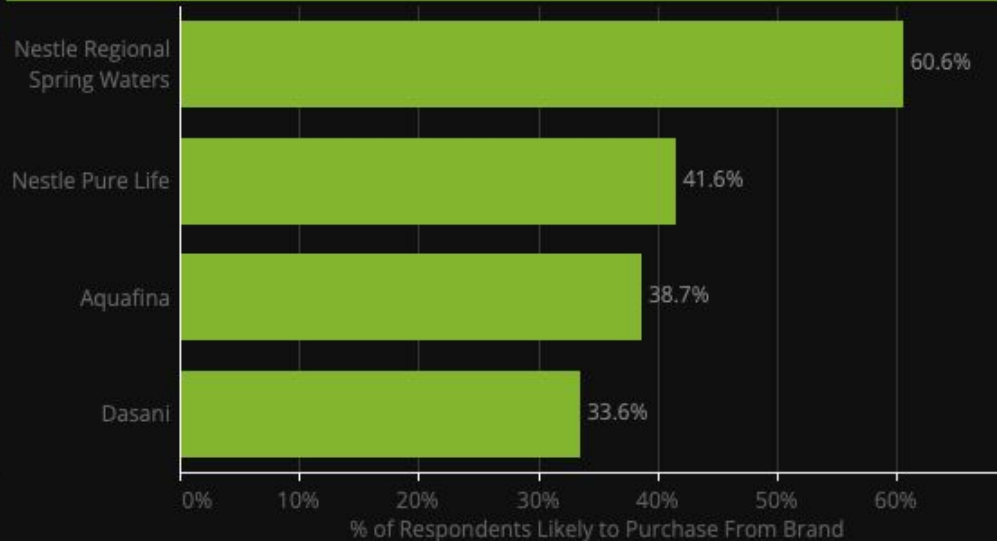
APPROVAL RATE OF DASANI ELEMENTS



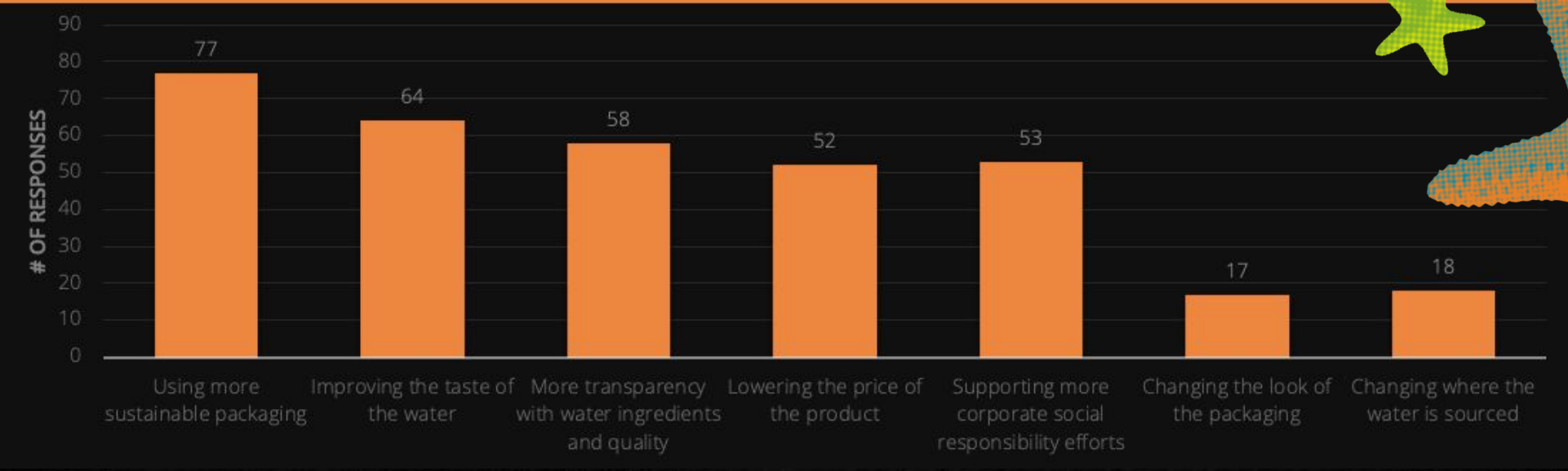
DISAPPROVAL RATE OF DASANI ELEMENTS



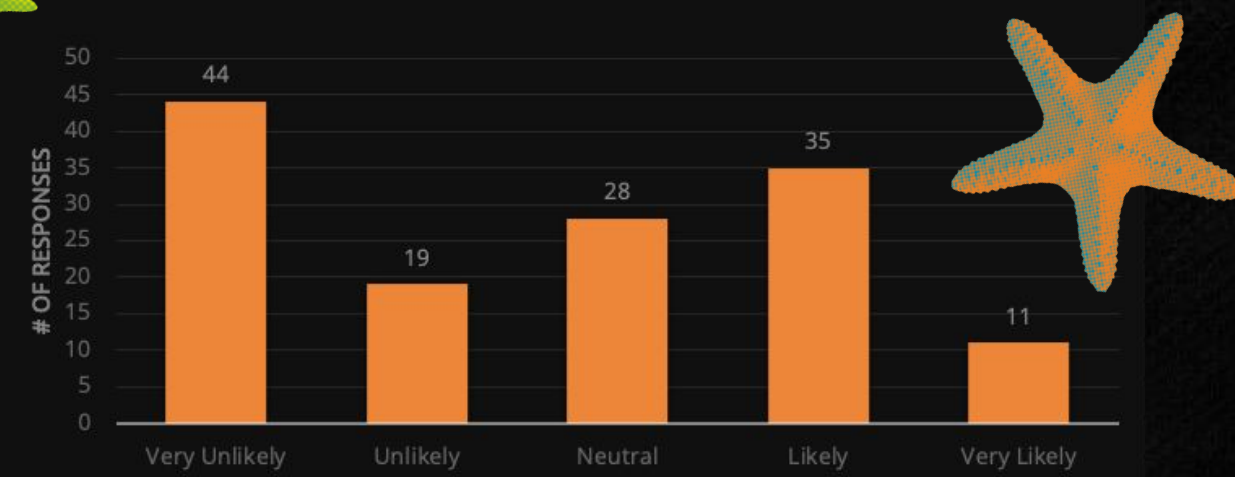
PURCHASE PROBABILITY BY BRAND



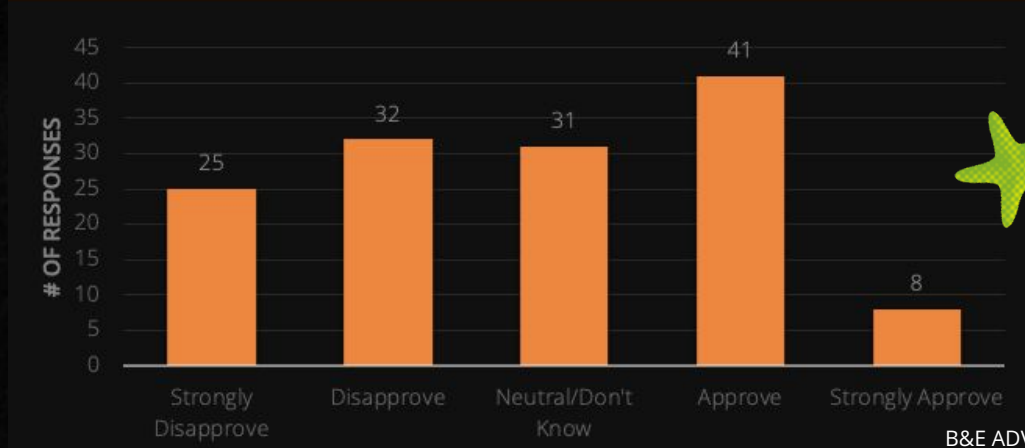
TOP 3 CHANGES RESPONDENTS AGES 18 TO 26 WANT TO SEE IN DASANI



DASANI PURCHASE LIKELIHOOD AMONG AGES 18 TO 26



APPROVAL/DISAPPROVAL OF DASANI BASED ON ITS TASTE AMONG AGES 18 TO 26



GEOGRAPHIC



For this national campaign, we chose target cities with **warmer climates** and proximity to **college campuses** and/or **music festivals**.⁶ Since research shows that bottled water sales are highest during months with warmer weather and city-based music festivals attract high foot traffic from young music fans, these cities will serve as an ideal location for our campaign activations to engage with Drip Critics.



CITIES

- | | | | |
|-------------------|-----------------|-------------------|-------------|
| Austin, TX | Los Angeles, CA | Miami, FL | Tucson, AZ |
| Houston, TX | Las Vegas, NV | Orlando, FL | Atlanta, GA |
| San Francisco, CA | Chicago, IL | New York City, NY | |

PROFILE

MUSIC FESTIVALS

- Austin City Limits
- SXSW
- Houston Livestock Show and Rodeo
- Outside Lands
- Head in the Clouds
- Rolling Loud
- EDC
- Life is Beautiful
- Lollapalooza
- Pitchfork Music Festival
- Ultra Music Festival
- Rolling Loud
- Governors Ball
- Electric Zoo
- Shaky Knees



UNIVERSITIES

- University of Texas at Austin
- University of Houston
- University of California - Berkeley
- University of California - Los Angeles
- University of California - Irvine
- University of California - Davis
- University of Southern California
- California State University - Fullerton
- California State University - Long Beach
- California State University - Northridge
- University of Las Vegas, Nevada
- Northwestern University
- Florida International University
- University of Central Florida
- New York University
- Columbia University
- University of Arizona
- Georgia Tech

SUSTAINABILITY EFFORTS

Coca-Cola, Dasani's parent company, has launched countless initiatives to optimize their operations and reach their sustainability goals. These are the key initiatives we'd like to build upon and bring awareness to in this Dasani campaign:

DESIGN

In 2022, Coca-Cola introduced Dasani plastic bottles made from **100% recyclable material**, excluding the bottle cap and label.⁴ An **aluminum canned version** of Dasani was also introduced back in 2019, but many consumers are unaware of these initiatives.⁴

COLLECT

Coca-Cola partnered with **Circular Solutions Advisors** to collect beverage bottles and cans during the 2022 NCAA Men's and Women's Final Fours in New Orleans and Minneapolis to repurpose them into new beverage packaging.⁷ With Dasani's campaign, we'd like to build upon this partnership to increase its scale and longevity.

PARTNER

Coca-Cola has active partnerships with The Ocean CleanUp and Circulate Capital to reduce plastic in the ocean by **implementing cleanup solutions and developing new sustainable technology**, respectively.⁷ Our campaign activations will continue to work with these entities to expand their impact and bring awareness to these sustainable partnerships.

POST-IRONIC HUMOR

POST-IRONIC HUMOR IS A UNIQUE ASPECT OF GEN Z HUMOR THAT ISN'T ALWAYS INTUITIVE. SINCE THIS CAMPAIGN WILL FOCUS ON MAKING DASANI A POST-IRONIC JOKE, LET'S BREAK IT DOWN.

Post-ironic humor builds upon previously existing jokes. This can be broken down into four layers:⁸

LAYER 1 is the pre-irony stage where a **sincere sentiment** is expressed. Dasani was a highly-anticipated release, and it was well-received by consumers in the U.S. This ultimately serves as a point of reference for the next three layers.

LAYER 2 is an **evolution of the sincere sentiment**. Continuing with the Dasani example, the product quickly lost its glamour after a failed launch in the UK, and public disapproval spread through the Internet like wildfire via anti-Dasani jokes. Recent occurrences such as Shane Dawson's Dasani conspiracy theory video and the surplus of Dasani during the COVID-19 pandemic have fueled this sentiment until now.

LAYER 3 is an **exaggerated reaction** towards the sentiments from Layers 1 and 2. This is where our campaign comes in. Dasani will encourage Drip Critics to engage with Dasani ironically by "enjoying Dasani" as a means to differentiate themselves from Dasani haters, who have now become the majority, and be a part of a new joke that sincere Dasani enjoyers don't understand.

LAYER 4 is the post-irony stage where **people return to sincerity**. Enjoying Dasani unironically becomes popular again through habitual use and awareness of sustainability initiatives.

THE DOUBLE STANDARD

The hate for Dasani is a product of **bandwagoning**.

People hate on the product simply because they see everyone else doing it too. Many of the issues that Dasani haters cite are not unique to Dasani's product.

Ultimately, Dasani haters only hate Dasani because **they want to be "in" on a joke.**

This campaign will rebrand Dasani as a **post-ironic joke** that is **better than the original meme** while simultaneously increasing awareness of Dasani's **sustainability efforts**.

THE BIG IDEA

WELCOME TO THE DASANI DEFENSE FORCE

A new era of Dasani is upon us today. **We've seen the memes. We know.** But it's okay, we've been putting our energy into the important stuff. At the Dasani Defense Force, we **fight for the environment** and the **right to enjoy good water.** You can proudly enjoy Dasani and recycle your bottles without fear. Your skin, wallet, and local sea turtles will thank you for it.

KPIs

- Word of Mouth
- Electronic Word of Mouth
- Brand Sentiment
- Engagement
- Product Sales
- Bottles Recycled
- Click Through Rate
- Impressions
- Foot Traffic
- Lbs of Trash Removed
- Pins Earned
- Donation Money Raised

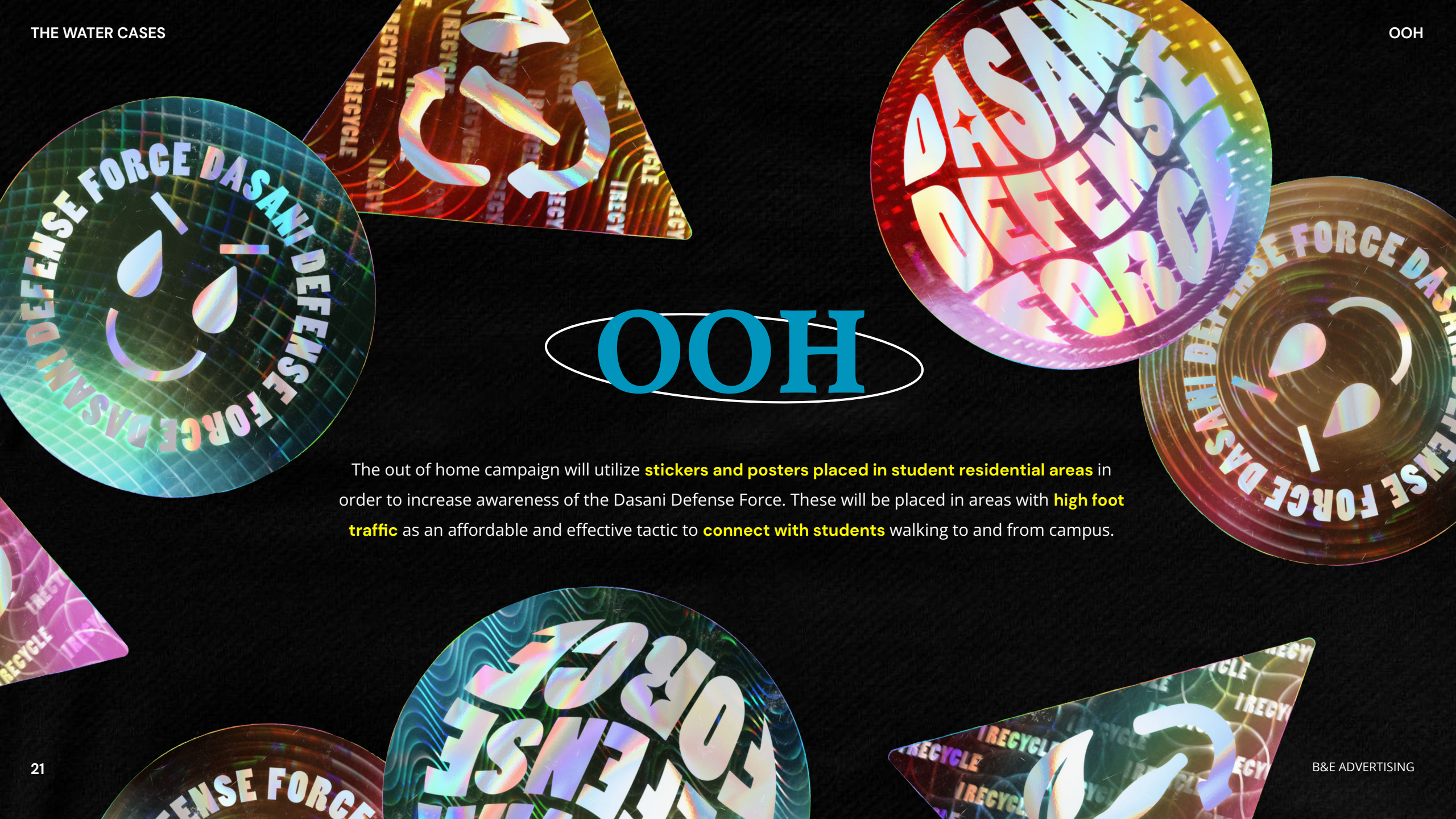
★ FLOWCHART

MONTH	March	April	May	June	July	August	September	October																									
FLIGHT	Flight 1: Recruitment									Flight 2: Action									Flight 3: Legacy														
WEEK	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14
CHANNEL																																	
OOH	Active																		Inactive														
Digital	Active																		Inactive														
Guerrilla	Active																																
Influencer	Active																		Inactive														
Partnerships	Inactive									Active																							
Experiential	Active				Inactive				Active				Inactive				Active				Inactive												
Social Media	Active																																

The campaign starts during the last few months of the spring term: it's getting warmer and music festival season is just starting.

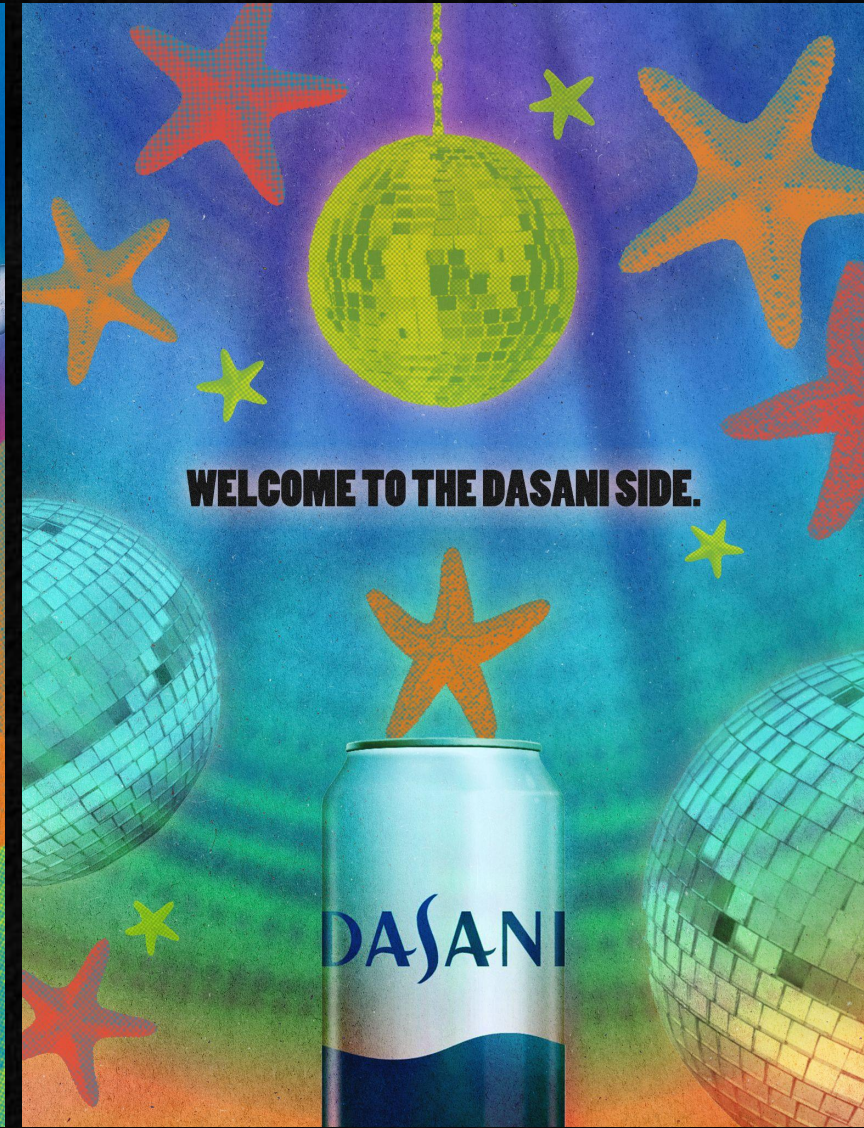
Flight 1 will focus on Dasani's rebrand, **increasing awareness of the Dasani Defense Force**, and encouraging member sign-ups. **Flight 2** will focus on encouraging members to take action by **getting involved in sustainability initiatives**.

Lastly, **Flight 3** will focus on solidifying Dasani's brand as something **worth unironically enjoying**.



OOH

The out of home campaign will utilize **stickers and posters placed in student residential areas** in order to increase awareness of the Dasani Defense Force. These will be placed in areas with **high foot traffic** as an affordable and effective tactic to **connect with students** walking to and from campus.

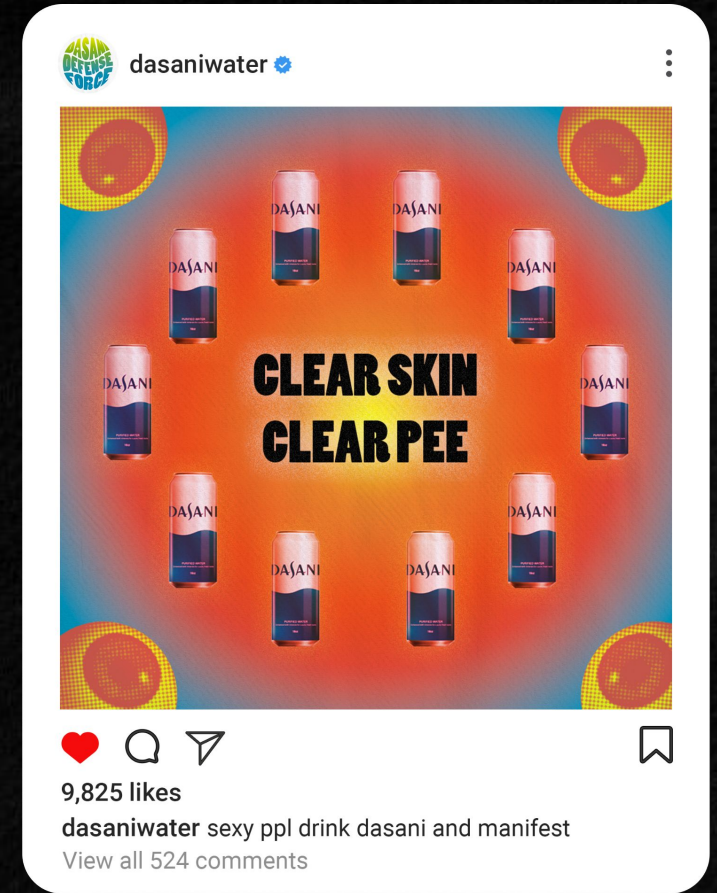
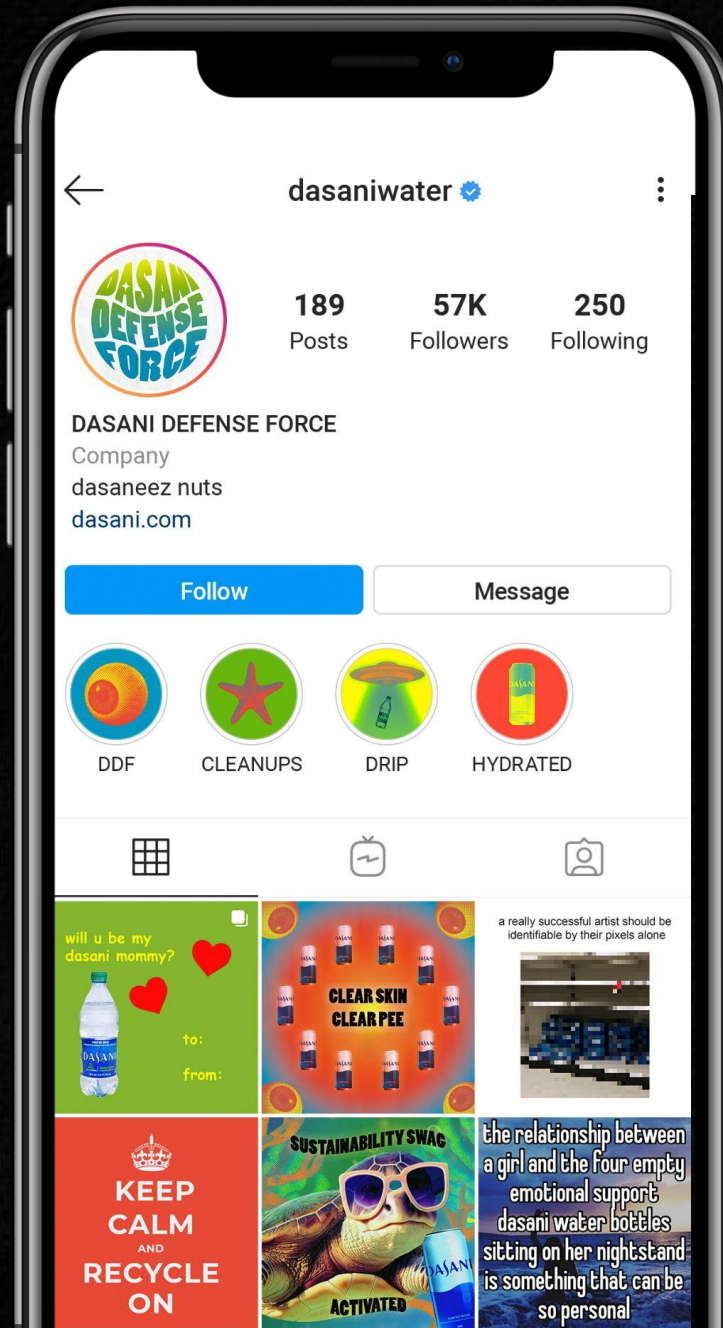


SOCIAL MEDIA

Dasani's Instagram and Twitter accounts will undergo a **complete rebrand** featuring the **Dasani Defense Force** logo as the profile picture for the duration of the campaign. The content will consist of **Dasani memes** crafted to appeal to Gen Z humor that will boost awareness of the product's **sustainable benefits** as well as Dasani Defense Force activities. Dasani will adopt a **provocative, cheeky, and unserious brand voice** to remain authentic to its audience and spark discussion amongst Dasani lovers and haters alike.


USER GENERATED CONTENT

Dasani's official social media page will garner reactions from Drip Critics, generate **word of mouth/electronic word of mouth**, and inspire the creation of **user-generated content**. This will grow Dasani's brand sentiment organically and give a more authentic feel amongst Drip Critics.



DASANI DEFENSE FORCE @dasaniw... 4h
ur a real one 🙏🏻

z queen @zadon_ · 3/22/23
yall say dasani nasty for attention 😏
[Show this thread](#)



65 32 4,273

DASANI DEFENSE FORCE @dasaniwater

You've reached Dasani Twitter. Supporting a World Without Waste through 100% recycled plastic.* (*Excludes cap and label)

hydrated dasani.com
Joined July 2012
2,746 Following 45K Followers

DASANI DEFENSE FORCE @dasaniw... 5h
spot the difference



57 25 3,206


DASANI DEFENSE FORCE @dasaniw... 11h
RIZZYCYCLE. that's it. that's the tweet.

2:35

Q dasani


Top Latest People Photos Videos

SPACE CADET @sp1derking · 1h
People who say **Dasani** tastes salty season food like this !!



3

@mayomay0o · 27m
avg **dasani** enjoyer vs avg **dasani** hater:



← Potential UGC

THE WATER CASES

INFLUENCERS



Happy birthday to the baddest sea turtle savin' b*tch, or whatevah~!! @bretmanrock



Bill N. & Tyne 1-800-868-3404

CNN.com article: Bill Nye's profanity-laced video goes viral | CNN. Science educator Bill Nye talks climate change with CNN's Brian Stelter and explains why he thinks climate change deniers will be a thing of ...

bretmanrock Me trying to write an essay about Saving Turtles we should really save turtles doe bc I live for turtles, they just mind they own business, which is something y'all should do as well



Save the Turtle Makeup Look on Edibles. 2.1M views 3y ago ...more Bretman Rock 8.87M

Subscribe

Ad Age article: A 'recycled' Bill Nye helps promote Coke's recycling efforts. Apr 5, 2022 - Coca-Cola has teamed up with Bill Nye, aka the 'Science Guy,' to promote its sustainability efforts.



Page Six article: Bill Nye dances down the NYFW runway to Lizzo, sparks ... Feb 10, 2020 - Bill Nye made a cameo on the runway at NYFW on Wednesday, wearing a blue floral blazer as part of The Blue Jacket Fashion Show, ...

UNBOTHERED. CHAOTIC. SUSTAINABLE.

ICONIC.

Dasani is partnering with three influencers that channel the same characteristics as our brand.

Welcome Megan Thee Stallion, Bill Nye, and Bretman Rock to the Dasani Defense Force.

Megan Thee Stallion Cleans Up Santa Monica Beach With Help From Fans

BY JOSHUA ESPINOZA Find him on Twitter.

Jun 07, 2019

When people ask me what they can do to help address climate change I tell them...



- theestallion Hate on me I like dat shit
luisjunior Drake hating on you & you seem to not like it peace out bigfoot
themonicasanders So this is why the gas prices high sis
latto777 WHEWWWWW



MEGAN THEE STALLION

INSTAGRAM 29.8M FOLLOWERS
3.92 ENGAGEMENT RATE*
 \$298,000/POST

TWITTER 7.5M FOLLOWERS
 1.19% ENGAGEMENT RATE



BILL NYE

INSTAGRAM 2.9M FOLLOWERS
1.08% ENGAGEMENT RATE*
 \$29,000/POST

TWITTER 9.3M FOLLOWERS
 8.49% ENGAGEMENT RATE



BRETMAN ROCK

INSTAGRAM 18.6M FOLLOWERS
2.66% ENGAGEMENT RATE*
 \$186,000/POST

TWITTER 5.5M FOLLOWERS
 0.78% ENGAGEMENT RATE

TIKTOK 15.2M FOLLOWERS
 12.3% ENGAGEMENT RATE

YOUTUBE 8.87M SUBSCRIBERS
 7.46% ENGAGEMENT RATE

*In 2021, mega influencers had an average IG engagement rate of 0.8%⁹

INFLUENCER PROFILES

PARTNERSHIPS

DASANI X FORTNITE

A new **Dasani map** and **game mode** will be available in Fortnite for a limited time. The new map will feature a vast water landscape with flourishing foliage, and the game mode will encourage players to complete various **sustainability related** tasks (i.e cleaning up the beach, watering plants, etc.) in order to earn points and win. **Dasani skins** will also be released upon launch and will be **permanently** available, even after the campaign ends.



DASANI X SUPREME

Dasani and Supreme will create a **one-time collection** that will be auctioned off at a Dasani Defense Force **member-exclusive event**. 100% of the auction proceeds will be **donated** to **Circulate Capital**.

DASANI X CROCS

Dasani and Crocs will team up to release a **limited-edition shoe**, and 10% of sales will go towards **The Ocean CleanUp**. DDF members will receive **early access** to the release and member-exclusive **jibbitz** with their purchase.



DASANI X CROCS



LIMITED EDITION

A WORLD WITHOUT WASTE AUCTION

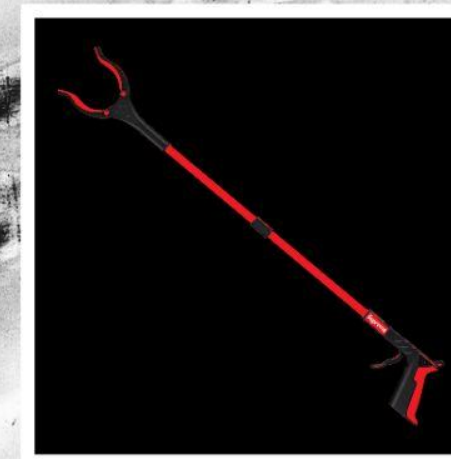
BRAND COLLAB

Supreme

x DASANI

5 ONE-OF-A-KIND EXCLUSIVE ITEMS. PLACE YOUR BIDS. ONLINE AUCTION LIVE NOW.

100% OF PROCEEDS GO TOWARDS **CIRCULATE CAPITAL.**

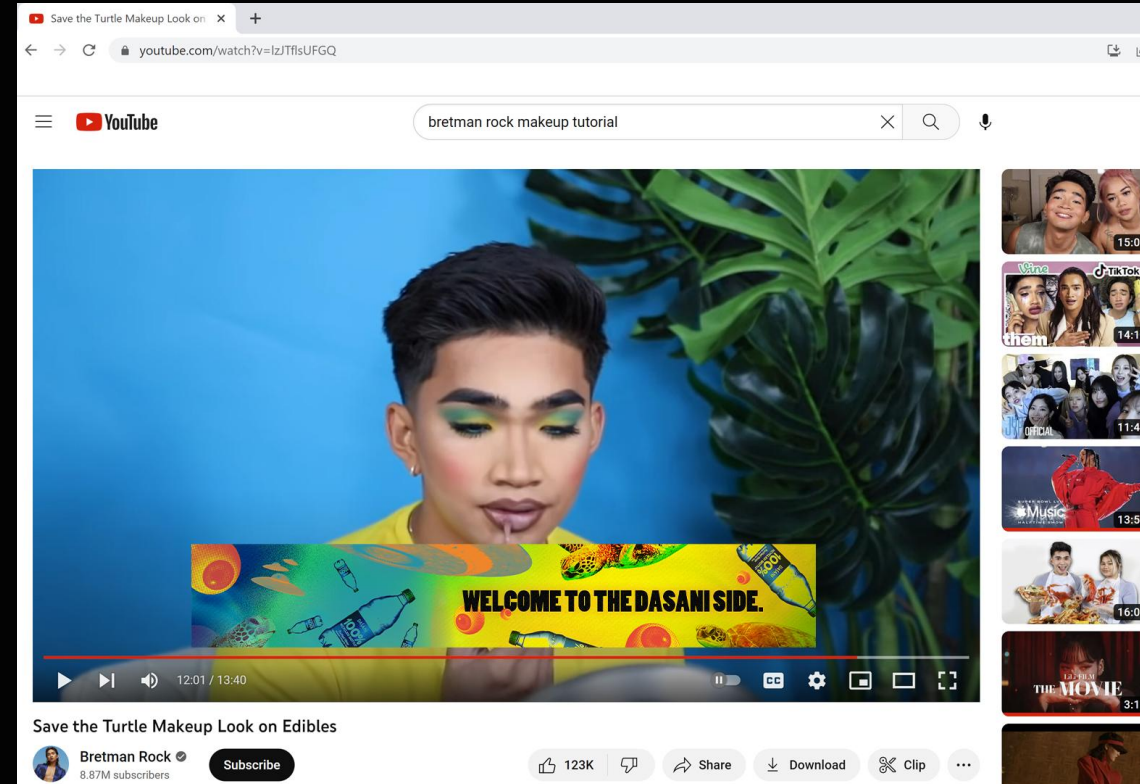
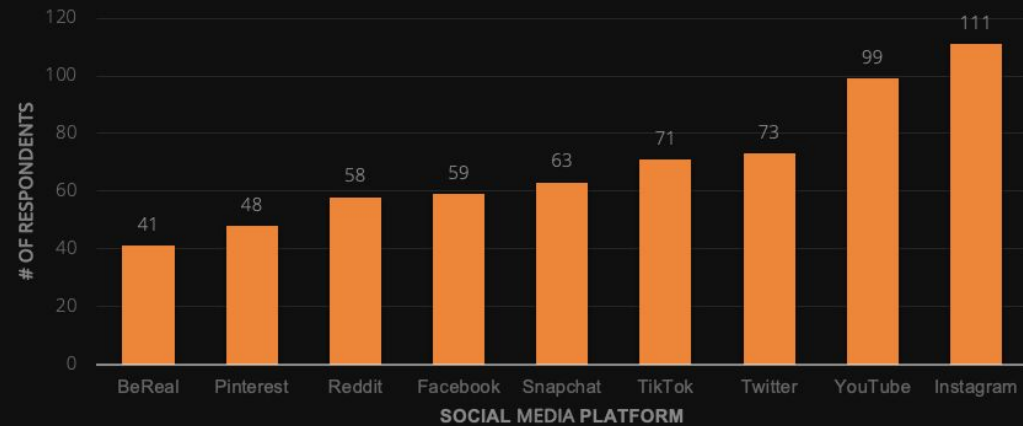


DIGITAL

In our survey, we found that **YouTube** was the **second most popular** social media platform among respondents ages 18 to 26, so banner ads will be placed on YouTube, to target Gen Z audiences. YouTube placements **will include but not be limited to videos featuring or published by our influencers.**

MOST POPULAR SOCIAL MEDIA PLATFORMS AMONG AGES 18 TO 26

*The survey was distributed via Instagram, Reddit, and Twitter.





MICROSITE

Drip Critics can become a Dasani Defense Force member by entering their email on the microsite.

DASANI DEFENSE FORCE MEMBERS WILL RECEIVE THE FOLLOWING BENEFITS:

- ★ Earn Dasani Defense Force **enamel pins**
- ★ Claim free **"Dasani Drip" swag** at experiential activations
- ★ Receive access to the member-exclusive **Dasani x Supreme auction**
- ★ Receive early access to the limited-edition **Dasani x Crocs collaboration**
- ★ Receive **member-exclusive Crocs jibbitz** with a purchase of the Dasani x Crocs collaboration

EXPERIENTIAL

NEW MEMBER ORIENTATION

These will be held at **college campuses** and **music festivals** to take advantage of the high foot traffic of Gen-Z students and festival-goers.

Activities at New Member Orientation will include a Dasani bottle toss, a themed slip 'n slide obstacle course, misting stations, and hydration stations that serve free canned Dasani. Free **"Dasani Drip" swag** will be available for attendees that sign up to become new members or for previously registered members.

These will be held **during Flight 1** of the campaign to **increase awareness** of the DDF and **encourage member sign-ups**.

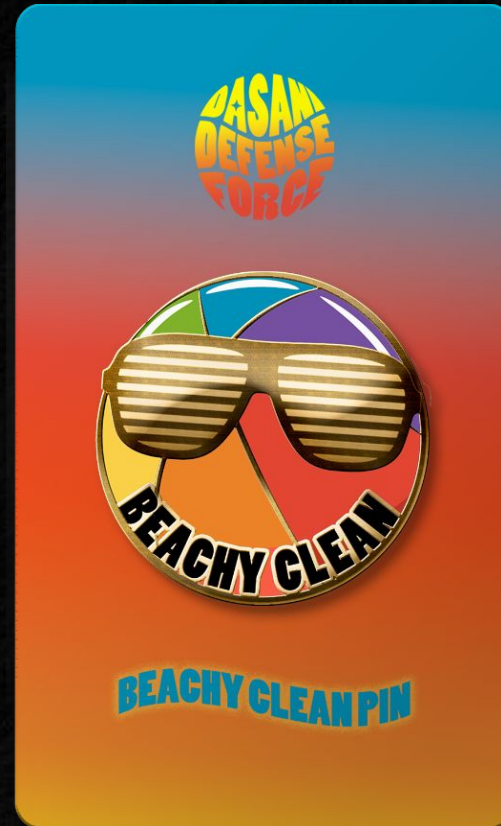


DASANI DEFENSE FORCE PINS

Dasani Defense Force members will also be able to **earn enamel pins** remotely by utilizing the microsite.

Members will need to **complete different tasks** such as recycling a certain amount of bottles or attending a certain number of Dasani Defense Force events to earn pins, which members can then request to be mailed to them at the end of the campaign.

The gamification of sustainable actions will **generate community, engagement,** and **brand loyalty** within the DDF, even amongst eco-ambivalent members.³



HOTTIE BEACH CLEANUP

Dasani will collaborate with Megan Thee Stallion to continue her **Hottie Beach Cleanups** series by hosting cleanups in five key coastal cities across the U.S.

Megan Thee Stallion will join DDF members **in-person for two randomly selected cities**. Attendees that participate in cleanups for the remaining three cities will receive an exclusive Megan Thee Stallion poster.



GUERRILLA

RECYCLING

BASKETBALL BINS

Dasani will install **specialty recycling bins at basketball arenas** around the U.S. These recycling bins will have **basketball hoops above the recycling bin** to encourage basketball fans, concert goers, and conference attendees alike to **recycle their bottles.**



DASANI DISTRICT

Dasani will set up “Dasani District” pop-ups at music festivals where fans can grab free Dasani canned water, hang out at a misting station, sign up to join the Dasani Defense Force, and **learn more about Dasani’s sustainability benefits.** Dasani District will promote the enamel pin program— where Defense Force members can earn pins by completing eco-activism tasks.

Dasani District pop-ups will only be held during Flight 2 of the campaign to increase awareness of the DDF’s initiatives and encourage members to get involved.

WORKS CITED ↓

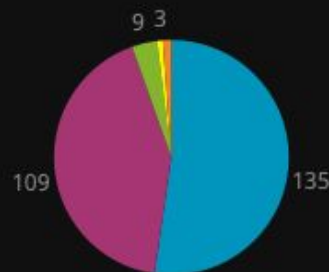
1. <https://www.today.com/food/bottled-water-labels-don-t-tell-whole-story-wbna20055639>
2. Mintel Still and Sparkling Waters U.S 2023
3. Mintel Beverage Packaging Trends U.S. 2022
4. <https://www.coca-colacompany.com/news/dasani-sprite-boost-sustainability>
5. Coca-Cola's 2022 CDP Climate Change Response
6. 2022 Coca-Cola Annual Report
7. 2021 Coca-Cola World Without Waste Report
8. <https://www.wyspr.co.uk/blog/understanding-gen-z-post-ironic-humour>
9. <https://get.later.com/influencer-marketing-report-selling-power/>
10. <https://ignitevisibility.com/much-social-media-influencer-marketing-cost/>

APPENDIX

SURVEY SIZE = 258 RESPONSES

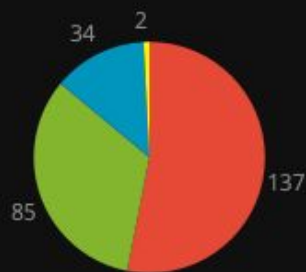
GENDER

- Gender
- Male
 - Female
 - Non-binary
 - Other
 - Prefer not to say

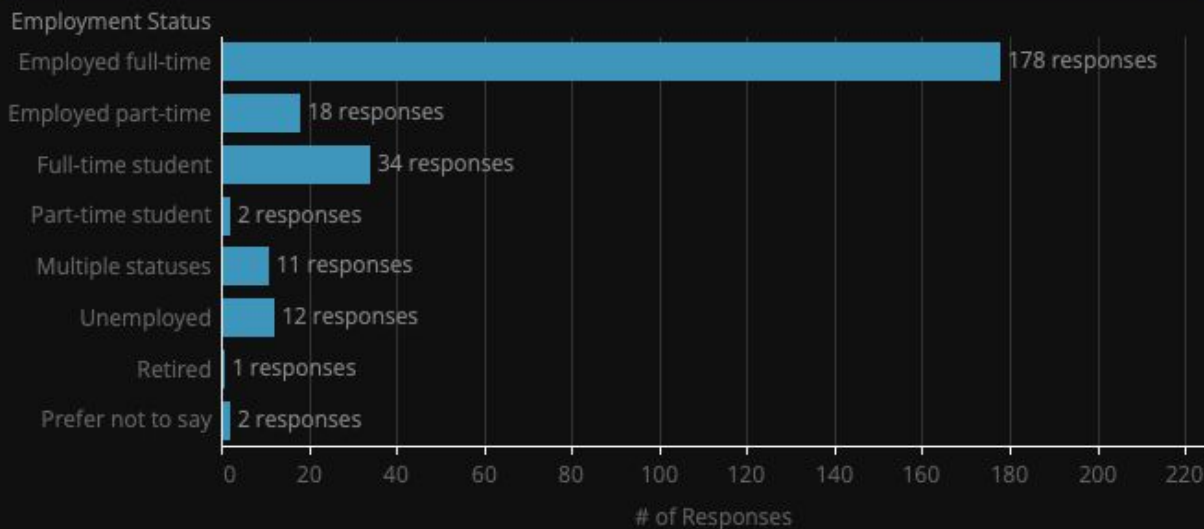


AGE

- Age
- 18 to 26 years old
 - 27 to 42 years old
 - 43 to 59 years old
 - 60 and older



EMPLOYMENT OF RESPONDENTS

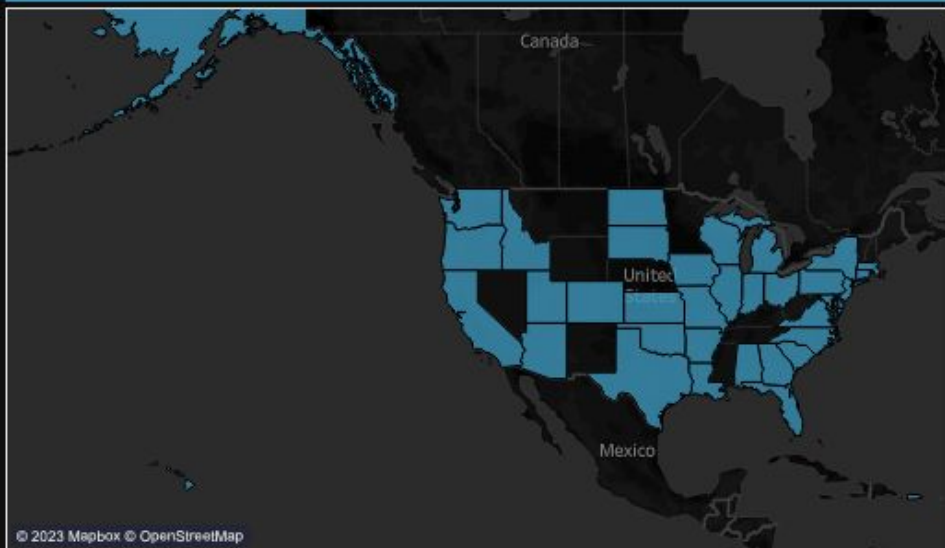


[LINK TO: INTERACTIVE DASHBOARD](#)

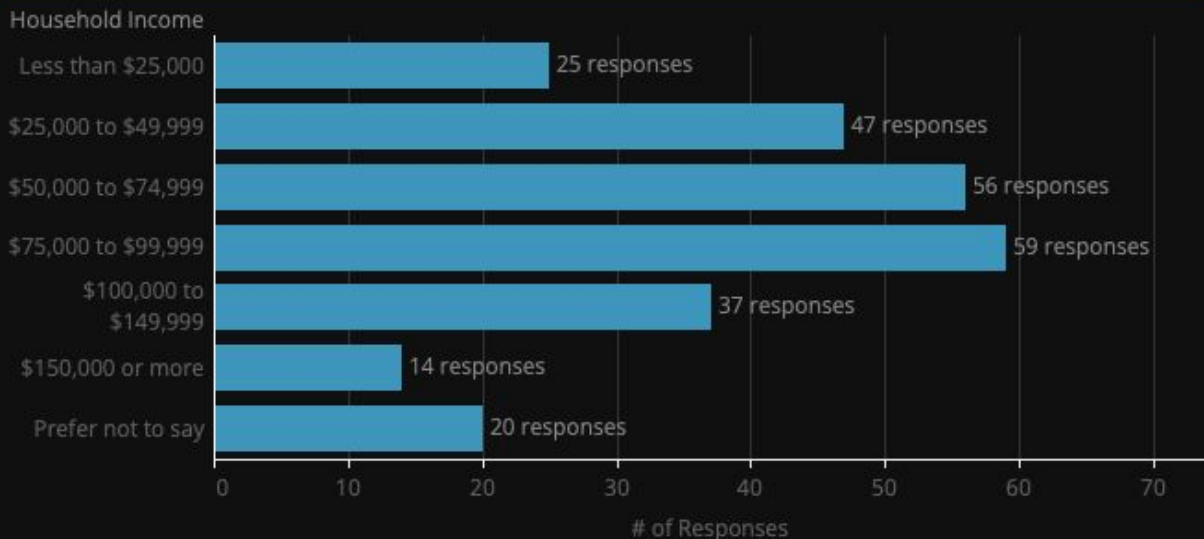
STATE

(All) ▼

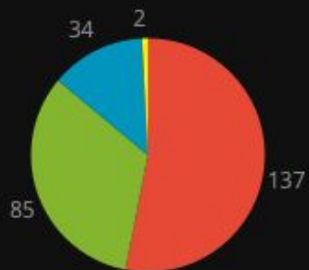
LOCATION OF RESPONDENTS



INCOME OF RESPONDENTS



AGE

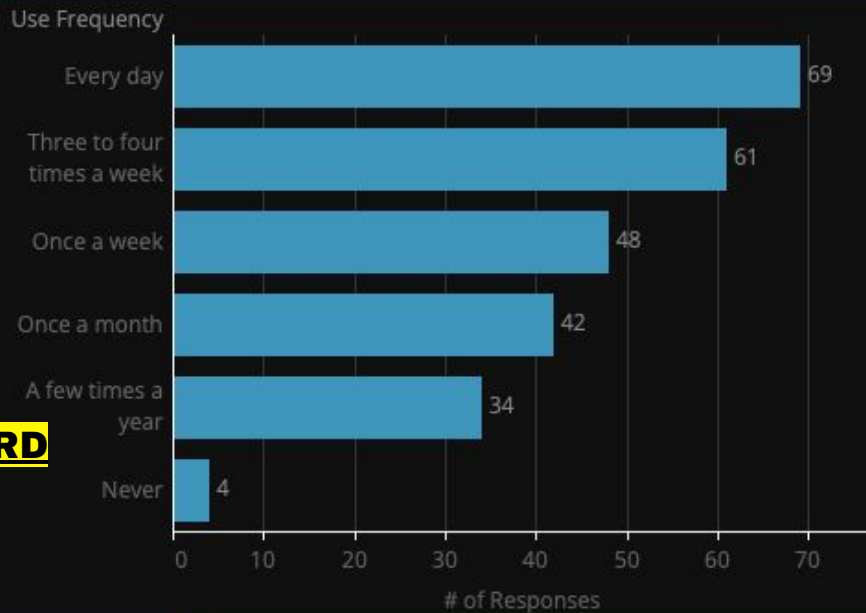


[LINK TO:
INTERACTIVE DASHBOARD](#)

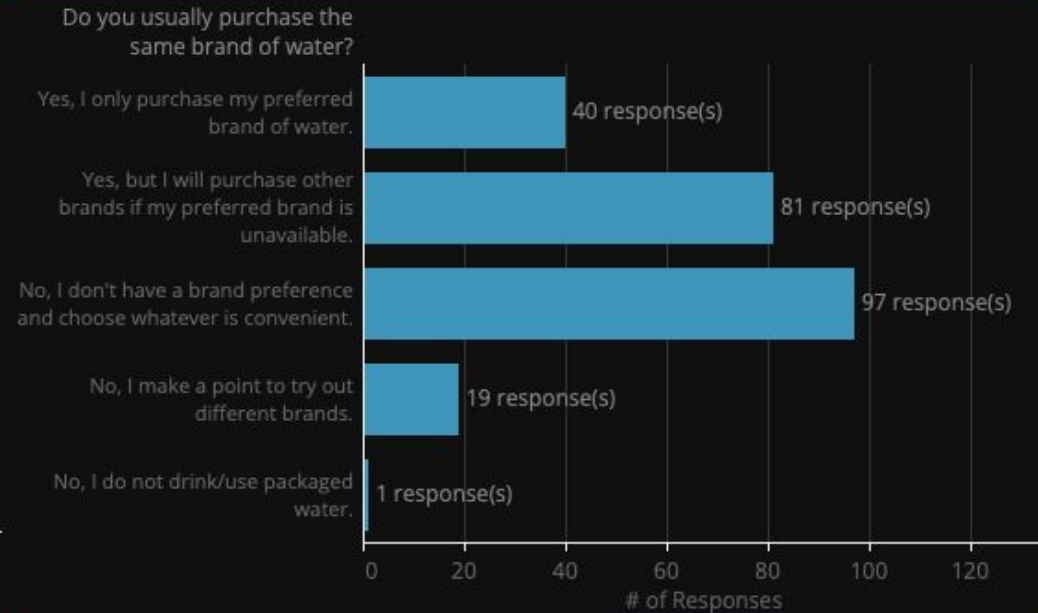
Age



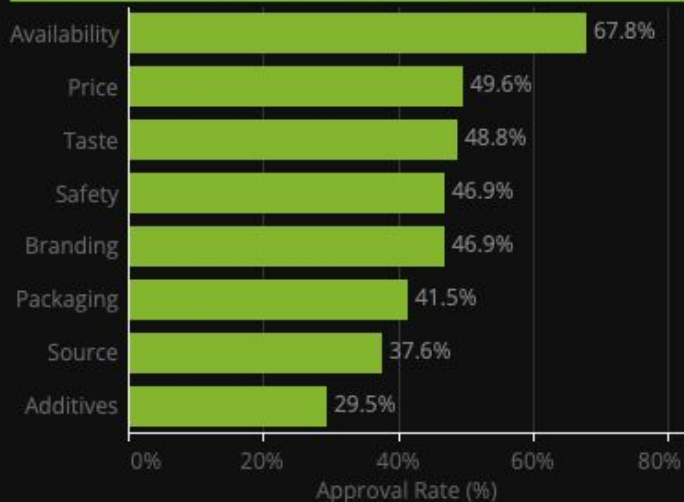
USE FREQUENCY



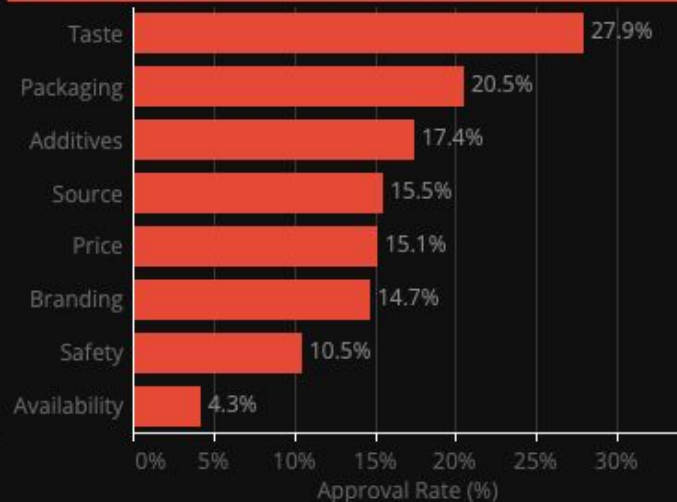
REPEAT PURCHASE BEHAVIOR



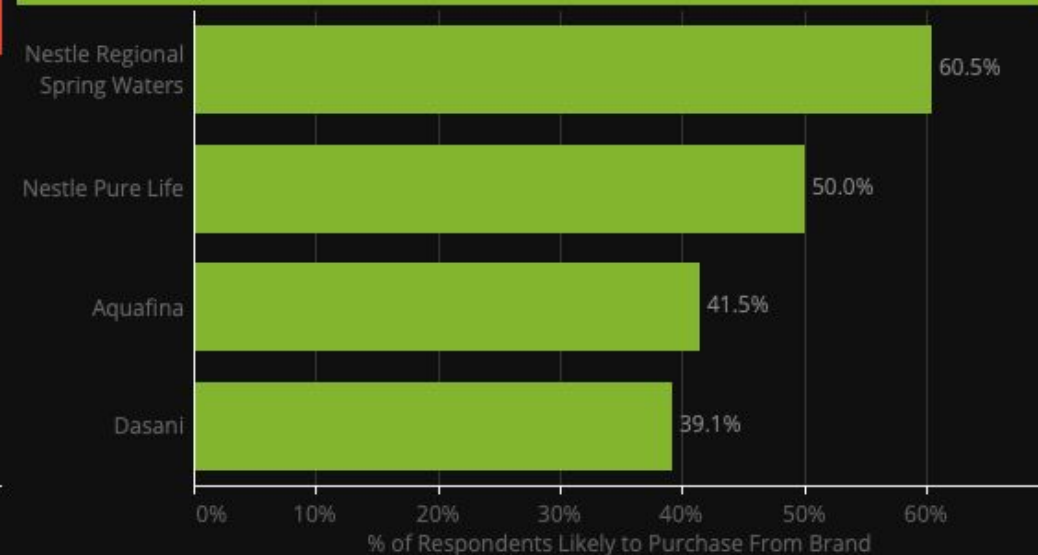
APPROVAL RATE OF DASANI ELEMENTS



DISAPPROVAL RATE OF DASANI ELEMENTS



PURCHASE PROBABILITY BY BRAND



"DESCRIBE HOW YOU PERCEIVE DASANI'S BRAND."



"IS THERE ANYTHING ELSE YOU'D LIKE US TO KNOW

ABOUT THE TOPICS COVERED IN THIS SURVEY?"

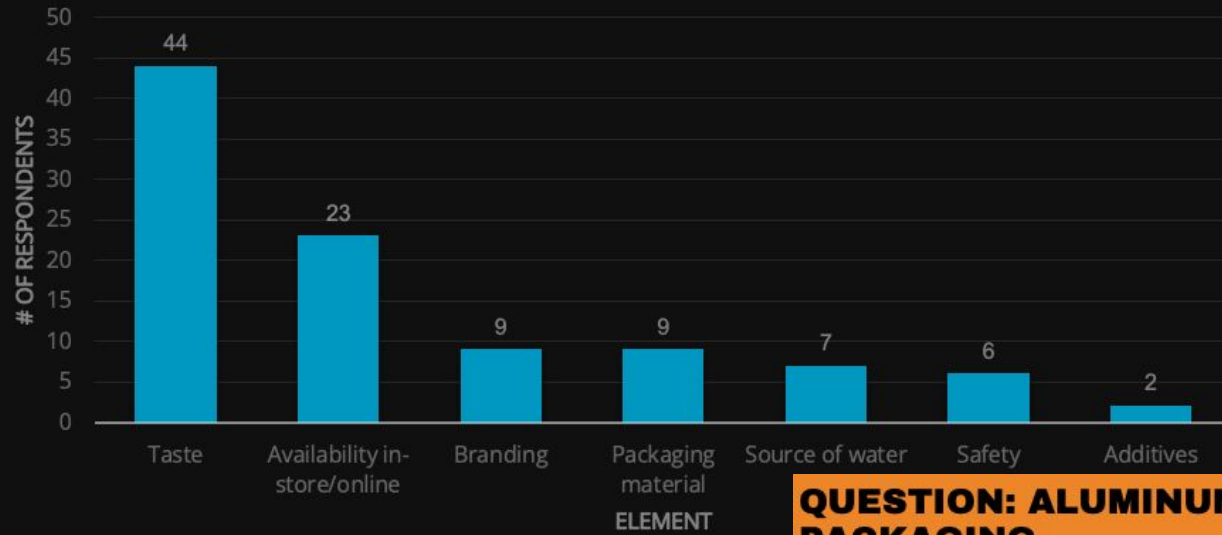
"Dasani really does have the **worst tasting water** and I think that's the main thing that needs to improve. If you blindfolded me and asked me to taste different water bottles I'd be able to easily tell Dasani. I think it's an **affordable, convenient option** (lol thanks coca cola) but I'm not sure why they don't make it taste better. I think **Aquafina is similar in many ways** (price, size, convenience etc) to Dasani however it still has a slightly better taste. I usually buy it when I'm desperate for water at the airport and it's the cheapest option. If the taste was better I'd buy it way more and **look forward to buying it vs buying out of necessity.**"

"I myself am a quiet advocate for more **sustainable and ethical ways of managing water**. It's the **least we can do** to keep this lonely planet's biosphere alive."

"There are still many public places that provide water fountains, often with an implement specifically designed to **fill reusable water bottles**, such as Hydroflasks or canteens. **I rarely get pre-packaged water**, only getting it on the rare occasion where I forget my water bottle or am going on a long vacation."

MOST IMPORTANT ELEMENT AFTER PRICE FOR THE PRICE CONSCIOUS

*Price-conscious refers to survey respondents who ranked "price" as the most important element when purchasing packaged water.



GENERAL TRENDS

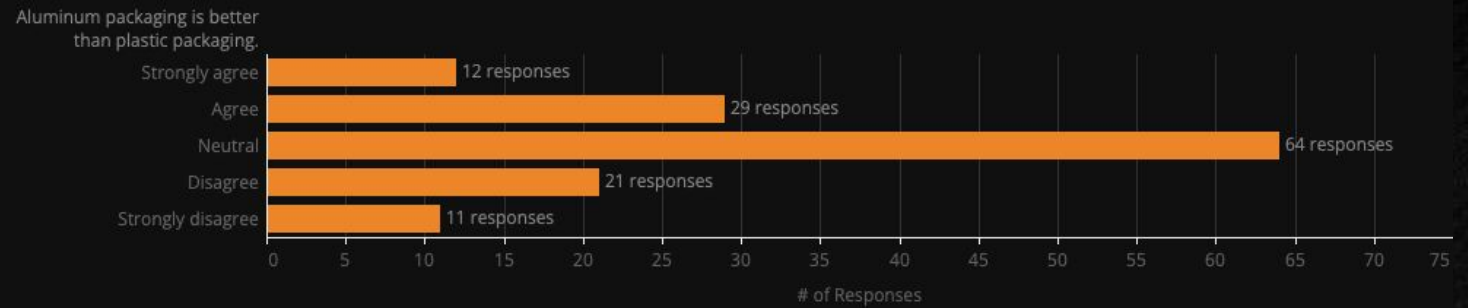
GENERAL TRENDS

GENERAL TRENDS

GENERAL TRENDS

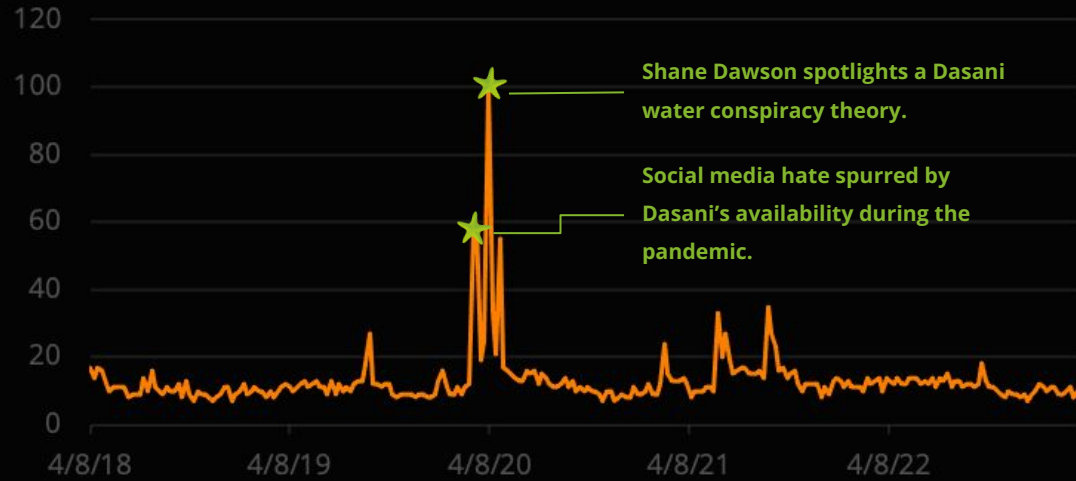
GENERAL TRENDS

QUESTION: ALUMINUM PACKAGING IS BETTER THAN PLASTIC PACKAGING

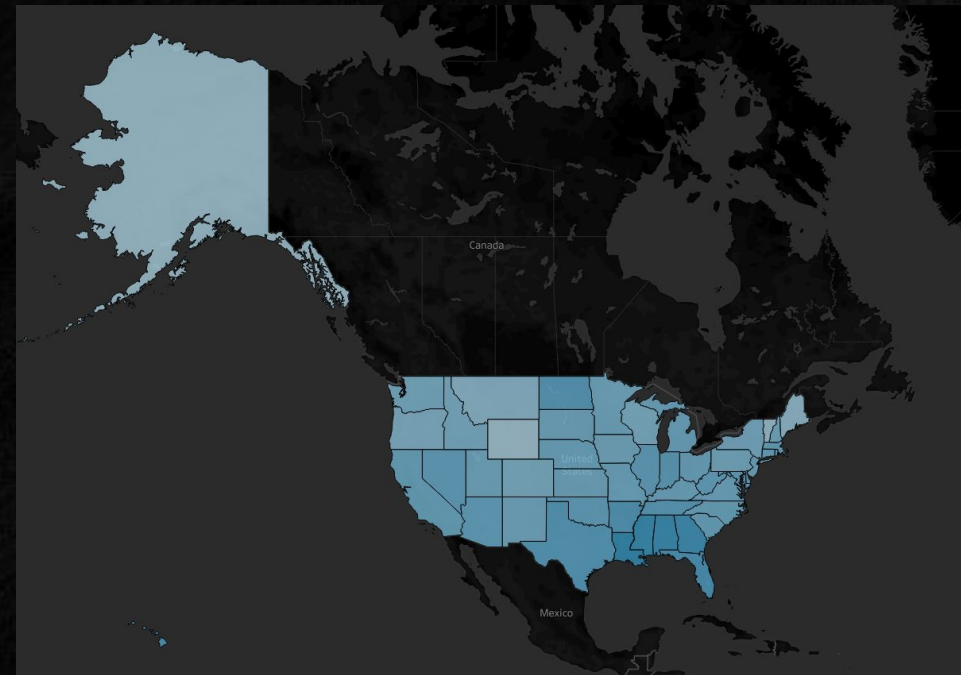


Count of Aluminum packaging is better than plastic packaging, for each Aluminum packaging is better than plastic packaging.. The marks are labeled by count of Aluminum packaging is better than plastic packaging.. The data is filtered on Age, which keeps 18 to 26 years old.

“DASANI” GOOGLE SEARCH INTEREST OVER TIME



“DASANI” GOOGLE SEARCH INTEREST BY STATE



Related Topics ? Rising ▾ ⬇ ⌂ 🔗

1 Delgado Community College - Community ...	Breakout	⋮
2 Shane Dawson	Breakout	⋮
3 Bicarbonate - Drug	Breakout	⋮
4 Criminal conspiracy - Topic	+1,350%	⋮
5 Hatred - Topic	+1,050%	⋮

⏪ Showing 1-5 of 24 topics ⏩

Related Queries ? Rising ▾ ⬇ ⌂ 🔗

1 dasani controversy	Breakout	⋮
2 why do people hate dasani	Breakout	⋮
3 shane dawson dasani	Breakout	⋮
4 dasani waterz	Breakout	⋮
5 dasani water recall 2020	Breakout	⋮

⏪ Showing 1-5 of 25 queries ⏩

Related Queries ? Rising ▾ ⬇ ⌂ 🔗

6 does dasani make you more thirsty	Breakout	⋮
7 why do people hate dasani water	Breakout	⋮
8 does dasani put salt in their water	Breakout	⋮
9 nobody wants dasani water	Breakout	⋮
10 why does everyone hate dasani	Breakout	⋮

⏪ Showing 6-10 of 25 queries ⏩