



Great Taste, **Less Waste**

How Grounded used SightX to help Brita in
their fight against plastic waste



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Grounded is a multi-award winning B Corp certified social innovation and brand activation with decades of experience in design, brand activation, sustainability marketing and social impact. They work with the world's best known brands, startups, and nonprofits to help them articulate their purpose, activate their brands and accelerate their impact. And as a founding agency partners of Brands for Good, a Global Top 200 Social Impact Company, and members of 1% for the Planet, Grounded is a leading expert in connecting the “why” of purpose to the “way” of profit to accelerate good growth.

The Problem

- ✓ 2,000 plastic water bottles are used every second
- ✓ By 2050 there will be more plastic in our oceans than fish
- ✓ Even though consumers understand plastic packaging is environmentally destructive, water bottles in particular are difficult to avoid
- ✓ Why? Convenience!

The Idea

A convenient bottled water in a refillable and infinitely recyclable aluminum packaging, keeping you hydrated while keeping 8+ plastic bottles out of the ocean or landfill.

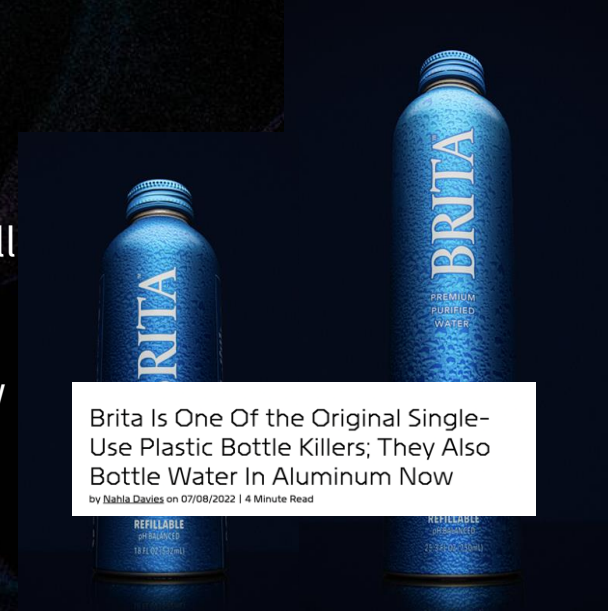
It's the high-quality Brita-filtered water people love, in a convenient, plastic free & infinitely recyclable package the world needs.



How It Worked

The world didn't need another bottled water...it needed a better one.

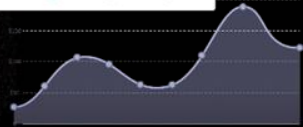
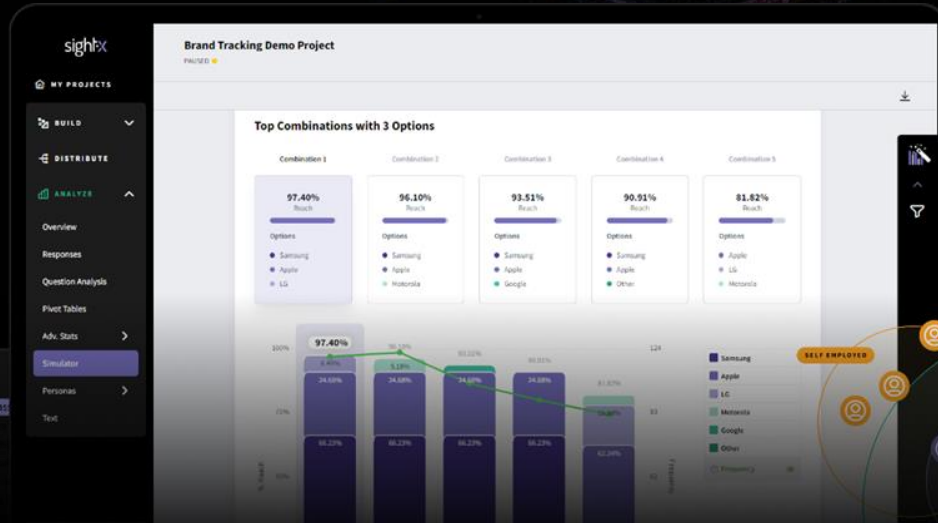
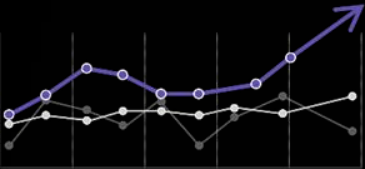
- ✔ We designed an eye-catching bottle that was completely recyclable and earth friendly, using soy-based blue inks on infinitely recyclable aluminum
- ✔ Each bottle sold could be refilled at water filtration stations all day — keeping even more plastic bottles out of circulation
- ✔ No plastic rings either! The Brita bottles were packed in a new cutting edge recyclable fishbone design, further reducing plastic waste and CO2 emissions
- ✔ Lastly, we showed how every purchase gave back to the environment through a partnership with 1% for the planet



sight:x

We are on a mission to automate **curiosity**

SightX is an end-to-end insights platform that enables companies of all sizes to gain a competitive edge and better understand their customers. We provide you with the tools you need to create surveys, collect feedback, run experiments, and analyze the results all in one unified hub.



sightx

The SightX Approach

THE OLD WAY

- × Rigid one-off studies
- × Fragmented insights tools
- × Manual data cleaning
- × Expensive & infrequent studies
- × Time wasted on manual tasks
- × Managing multiple vendors
- × No direct access to data

THE SIGHTX WAY

- ✓ Mix & match methodologies
- ✓ Single solution for all use cases
- ✓ Automated cleaning & analysis
- ✓ Lower research costs
- ✓ AI & ML streamline the process
- ✓ All-in-one solution
- ✓ Direct access to data & analysis

The Results



- ✓ Highest purchase intent across the entire premium bottled water category
- ✓ Featured in the Packaging Innovation Awards and The Dieline
- ✓ Sold into Walmart in the first meeting

5 star reviews on Amazon



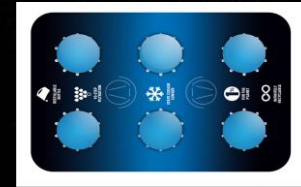
“Delicious water and beautiful premium recyclable packaging”

★★★★★
Natalie Oberbaum



“Ending single use plastics one aluminum bottle at a time”

★★★★★
Seth A.



“Quench your thirst and help preserve our planet...genius!!”

★★★★★
Dustin Books

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ThankYou

Come see us at booth 518