



A **nest** PRODUCT

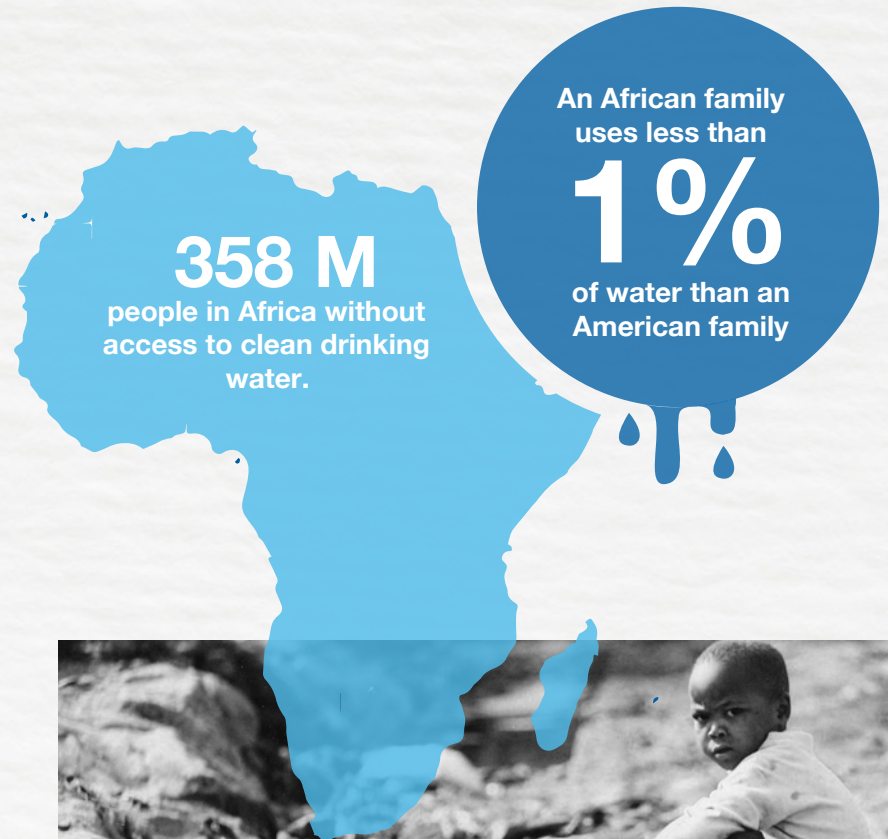
BACKGROUND INFORMATION



Currently, there are 358 Million people in Africa without access to clean drinking water. Ironically, an entire African family uses less than 1% of the water than one person in the United States.

Wasteful habits like leaving the tap running while you're brushing in the morning causes us to use a tremendous amount over what we really need. 95% of the water we use goes down the drain.

However, there's an upside. The shortage of water around the world has a simple solution, and all it requires is small changes in every day habits. Living a little more efficiently can make a drastic change in our current situation.





CHALLENGE

How do we get people to remember to turn off the faucet, especially when they've just woken up?

INSIGHT

Throughout the 1950s, a plastic surgeon named Maxwell Maltz observed that his patients all took around 21 days to become accustomed to their new bodies. In 1960, he published his findings in a book called *Psycho-Cybernetics*. It went on to sell 30 million copies.

What does Maxwell Maltz have to do with saving water? He discovered that if you force someone to adapt to something new, whether it's a new nose job or turning off the faucet, they will become accustomed to it after 21 days.

**BIG
IDEA**



Oh is an inexpensive device that attaches to any bathroom faucet.

Designed with the help of Nest, a household technology company, Oh will be able to sense when someone has left the water running. It then alerts the person brushing their teeth by illuminating their sink with a blinking blue light, promptly reminding the brusher to turn off the tap. After some time, the user will subconsciously turn off the tap, without the need for the device.

The profit from purchases will be donated to the Water Project, a non-profit organization working to provide Africa with clean, fresh water.

EXECUTIONS

PACKAGING



EXECUTIONS

PACKAGING CONTENT



ATTACH, READ, PROMOTE



ATTACH

Begin your conversion by attaching this device to your faucet.



READ

Read about how you're helping to make a difference.



PROMOTE

Wear the Oh wristband to spread the word of our cause.

EXECUTIONS

MERCHANDISE



The Oh Bag

Carry our cause anywhere you go with the Oh bag.

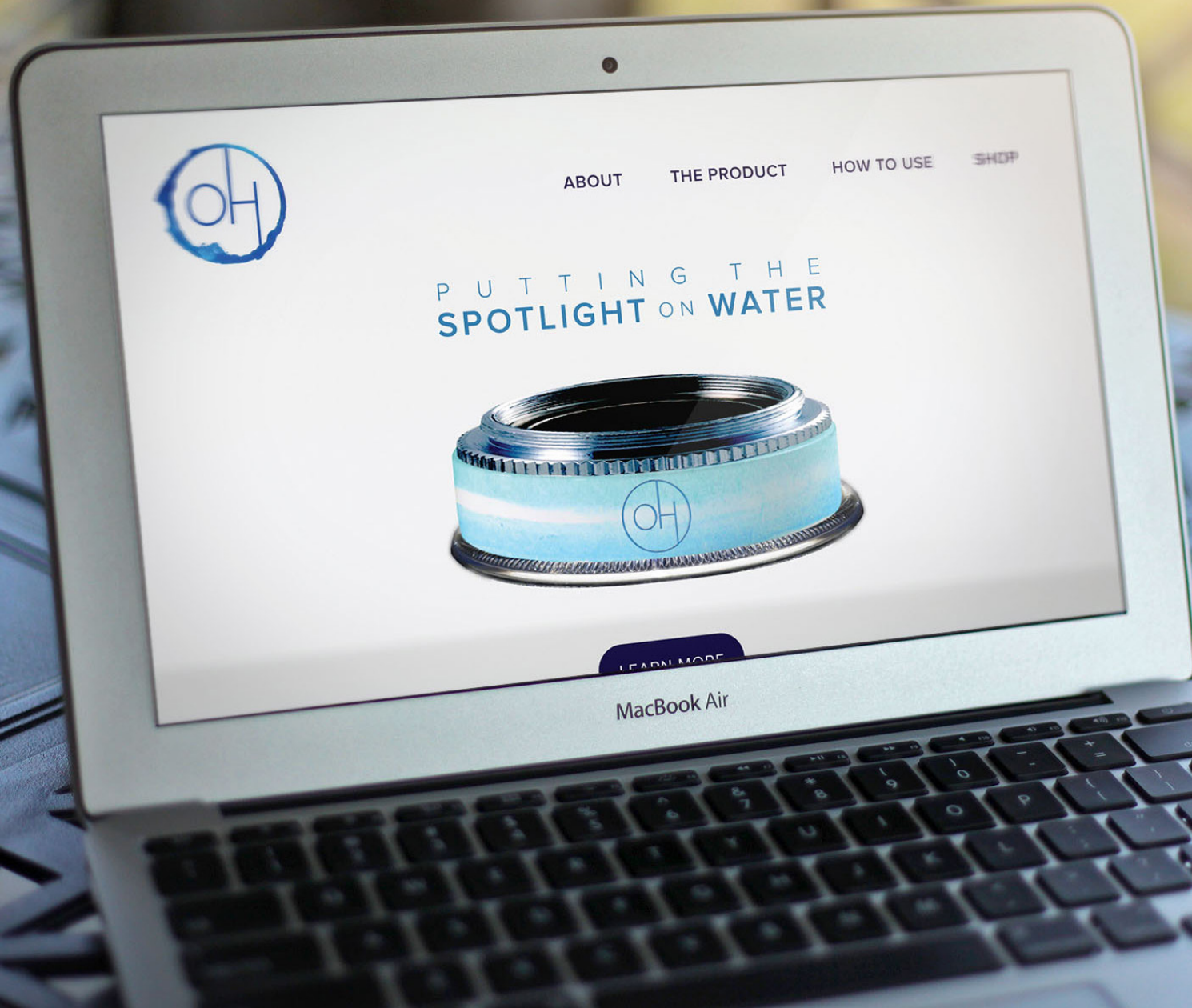


The Oh Water Bottle

Save plastic as well as water with the Oh water bottle.

EXECUTIONS

WEBSITE



MacBook Air



ABOUT OH



SOMETHING TO REMEMBER

Many of us have the bad habit of leaving the tap on while we brush our teeth. There's no shame, we've all made that mistake. However, this bad habit does have consequences.

95% of the water we use goes down the drain. Precious, unused water. And it is wasted for one simple reason:

We forget.

We just don't think about it. And why should we? For most of us, water has always been easily accessible to us. However, it is not easily accessible to everyone. Currently, there are 358 Million people in Africa without access to fresh drinking water, and that number is increasing.

So, how does turning off the tap help 358 Million people?

Surprisingly, the average family in Africa uses less than 1% of the water than the average person in the United States. This means that every drop you save goes a long way. All you have to do is remember to **turn off the tap.**



EXECUTIONS

WEBSITE



THE PRODUCT



SOMETIMES A REMINDER IS ALL YOU NEED.

With the help of Nest, we've designed the perfect reminder. The Oh device is designed to fit any bathroom faucet. Once activated, a sensor will detect when you've let the water running. When you do, the device will then project a blinking blue light into the sink. To stop the light, simply turn off the tap.

Additionally, the money you spend buying the product will be donated to the Water Project, a non-profit organization working to provide Africa with clean, fresh water.

Every order of the Oh device and you will receive an Oh bracelet. Help spread our campaign by wearing the bracelet.



EXECUTIONS

WEBSITE



STORE



WATER BOTTLE

\$12



TOTE BAG

\$10





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