



Share water
Create happiness

TEAM GIKI



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Safe Drinking Water in Pakistan



15.9 million people do not have access to safe drinking water

More than **200,000** children die due to water borne diseases

There is a need for **hassle free, cheap** and **safe** drinking water



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Pureit Excella – A Viable Solution



Water purifier that
does not require any
gas or electricity

Provides safe drinking
water at **Rs. 1 per liter**

**Suffering from a lack
of market adoption**



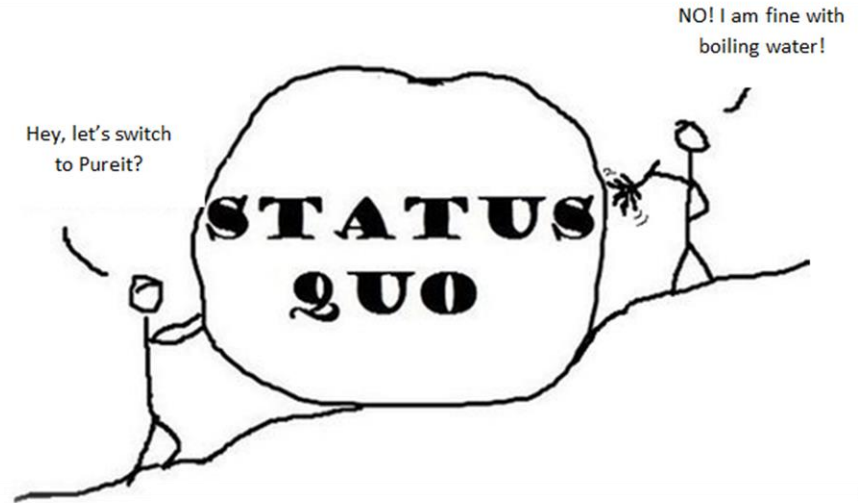
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What is Pureit lacking?



Incentives for new customers for using Pureit



Trust in the workability of Pureit



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Basic Insight

Water is a **community's** problem

Customer is a **catalyst**

A more **personalized** approach



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The 'Share Water, Create Happiness' Project

Community driven project

Involves all stakeholders of the community to spread the message and use of clean water

Key enablers for the campaign are **Pureit agents, Pureit ambassadors and doctors** in the community

Pureit Agents are employees of Unilever who live in the community that they cater to.



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Purepoints Campaign: Our Incentive



What are Purepoints?

- Gained either through **continued usage** of Pureit or by **referring** to people to buy Pureit kits
- Can be used to buy **other Unilever products** – Lifebuoy, Knorr, Surf Excel, SunSilk etc.



500 points for buying a Pureit kit



500 points for every filter purchase



1000 points for referrals

Use of Purepoints:

Purchase Unilever products at leading supermarkets in Lahore and Karachi

Direct Purepoints-Rupees conversion



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Purepoints Campaign: Our Incentive



Pureit Ambassadors - Key activators

Why become a Pureit Ambassador?

- Referrals to friends, relatives etc. at a **20% discount**
- Personal Ambassador cards with **Customer ID** for using Purepoints to buy **Unilever products**



How do referrals work?

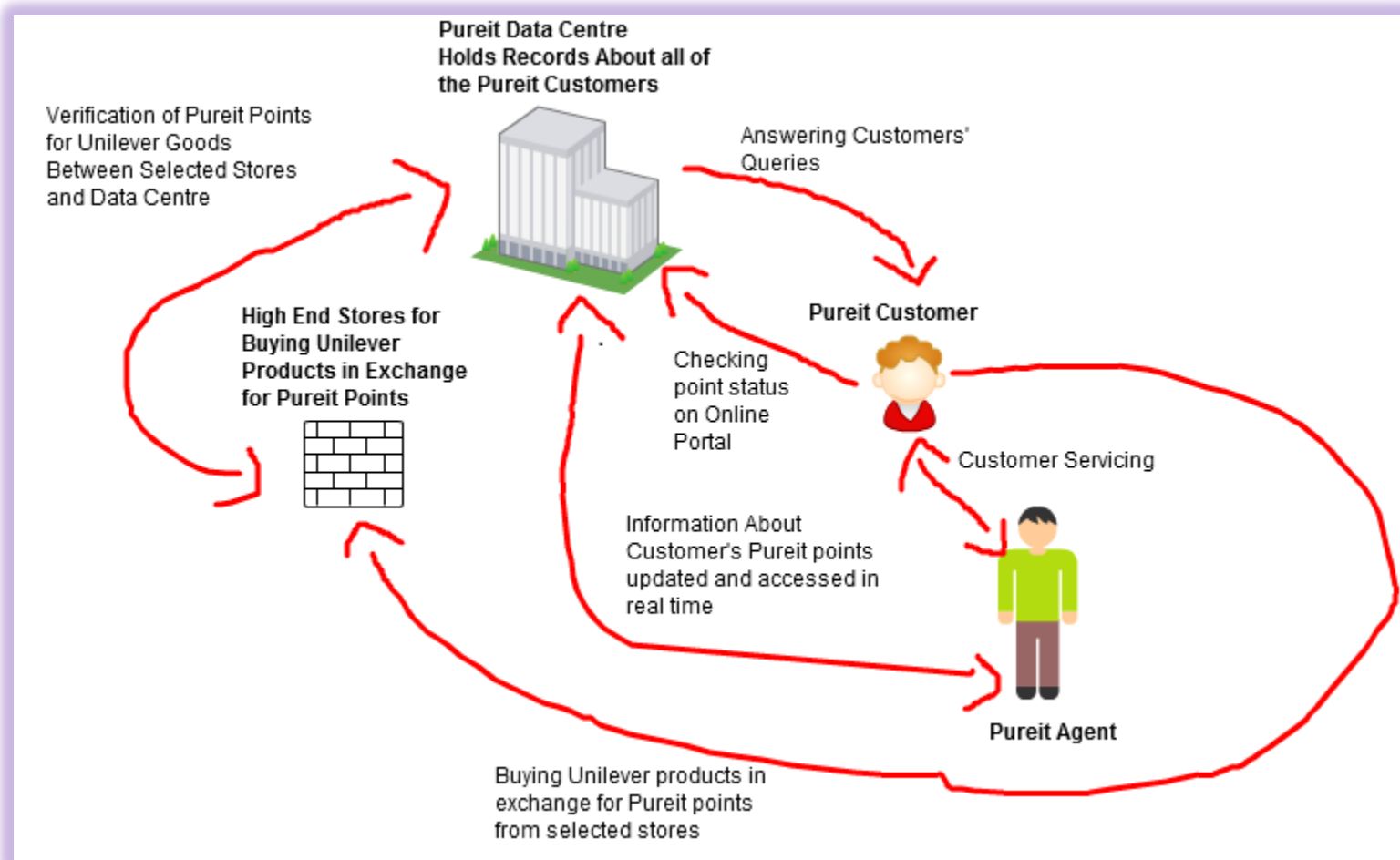
- Existing Pureit ambassador can refer a potential customer to Pureit at a **discount of 20%**
- Potential customer needs the **Customer ID** of a known Pureit ambassador and **card copy**



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Diagrammatic Representation of the Purepoints System



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Saaf paani, Saaf samaaj: Building Trust



Another way of creating happiness is by making **communities** more **pure**

The cleanup of the community and the painting of an iconic wall in the area



Doctor endorsements



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Activation



LOCATIONS

Café Lawn

- The focal point for all student activities in GIKI.

GIKI colony

- The lowest representative of the **LSM 5-7** market
- If we were able to execute our idea here, that we could always progress upwards

Activation was divided into three stages

Selection of Pureit agents at GIKI café lawn

Purepoints campaign at GIKI colony

Saaf paani, Saaf samaaj' clean up drive



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Stage 1: The Pureit agents



Key idea

- **GKI students** are part of the **GKI community**
- **Key enablers** of our idea of a **community driven initiative**

Execution

- Student body at GKI was invited to act as **Pureit agents**
- Agents were asked to further the cause of **safe water** in GKI colony
- Pureit agents were given **certificates** and **apparel** for their contributions



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Stage 2: The Pureit Ambassadors



Key idea

- Brands like **Dove, Lifebuoy, Rafhan** etc. were **trusted** by the people at the GIKI colony
- **'Sauda bundles'** of these products were made and given along with the Pureit kits

Execution

- People at the GIKI colony were made **Pureit ambassadors**
- **Ambassador cards** were given to them
- Ambassadors were to use the kit for a trial basis of one week and gain **Purepoints** by making **referrals**



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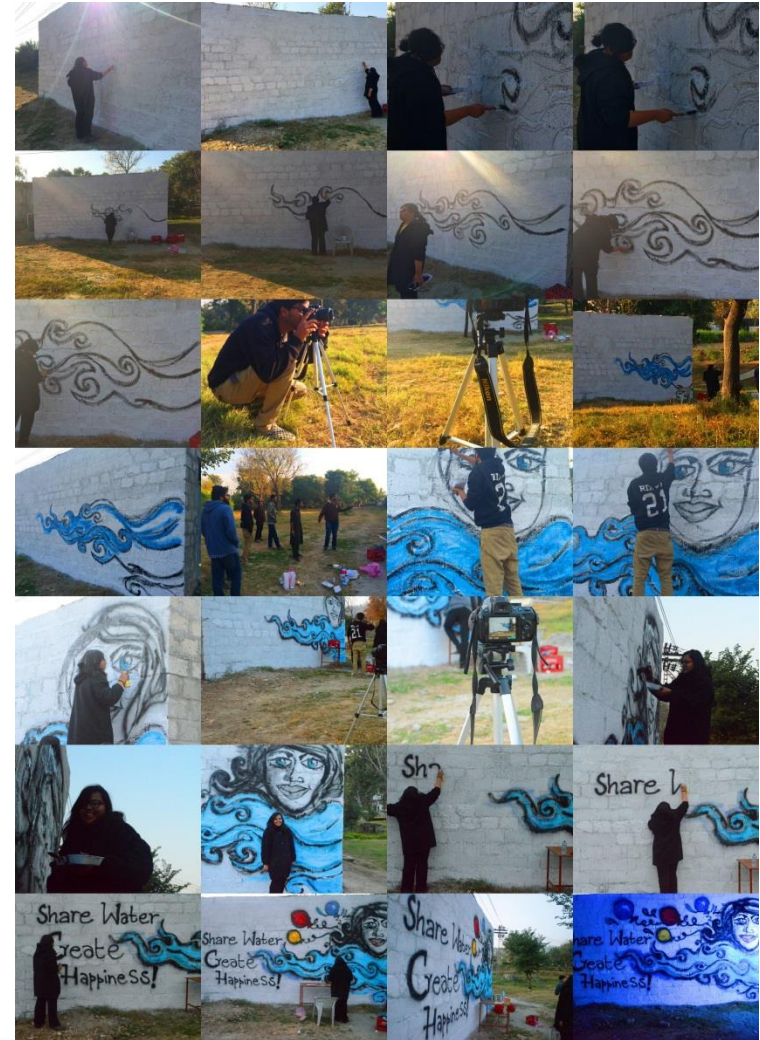
Stage 3: Cleanup and the Wall

Key idea

- Awareness about **cleanliness**, our **campaign** and **clean drinking water** could best be created visually
- **Visual message** would drive the idea that water is a community's problem

Execution

- Pureit Agents were first asked to **clean** up a segment of the **GKI colony**
- And then **paint** a **wall** with the message '**Share water, Create Happiness**'



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Activation Video



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Results from the Activation



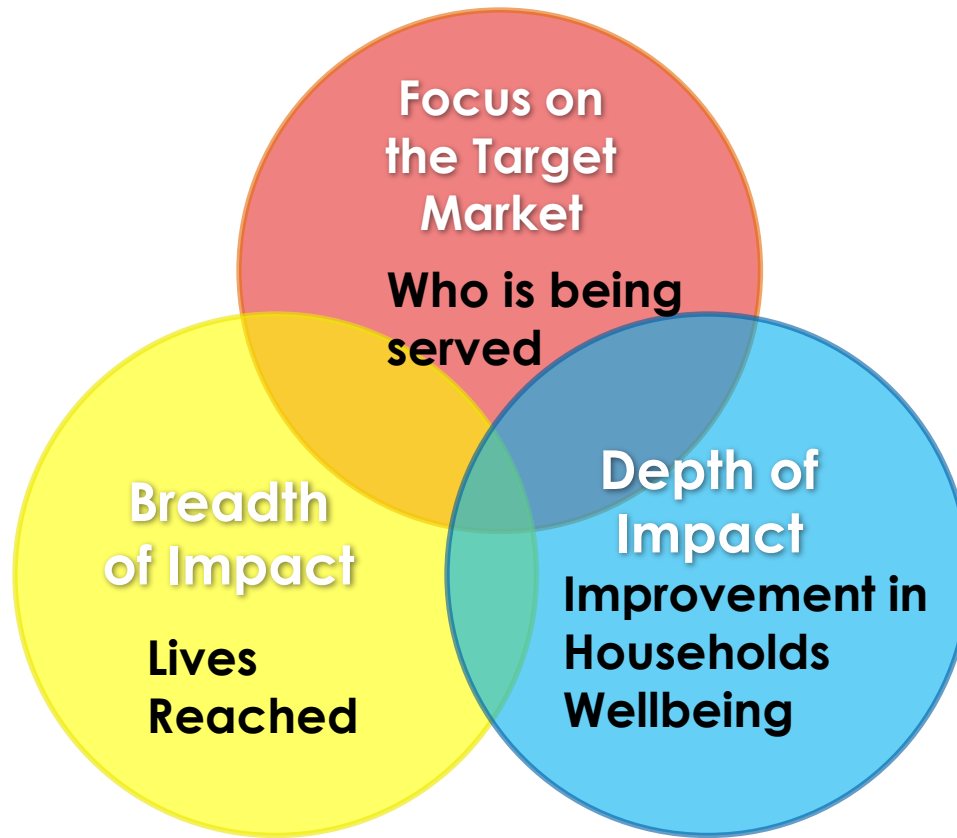
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Measuring the Social Impact of the Activation

- We used **Acumen Foundation's Framework for Impact Analysis**



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Breadth of Impact of Our Activation

Total number of families in our initial test-run

- 4

Average Number of People in a Household

- 5 (Multiplier effect)

Number of referrals made by these families

- 10

Total number of people reached during the activation period

- $(4+10)*5 = 70$

The breadth of impact of our campaign

- 70



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Questionnaire for Depth of Impact

The following questionnaire was asked from the initial four families that signed up for the campaign

Responses

Indicator	Value	Points	Score
Did you use only Pureit for your water needs?	A. No B. Yes	0 5	
Was the product easy to use?	A. No B. Yes	0 5	
Was the water sufficient for your daily use?	A. No B. Yes	0 5	
Were the products given with the Souda bundles the ones that you normally use?	A. No B. Yes	0 5	
Would you recommend Pureit to your relatives and friends?	A. No B. Yes	0 5	

1

- The four families answered affirmative to all questions apart from the 4th one

2

- Two out of the four families were already using the Unilever Products given in the Souda Bundles

3

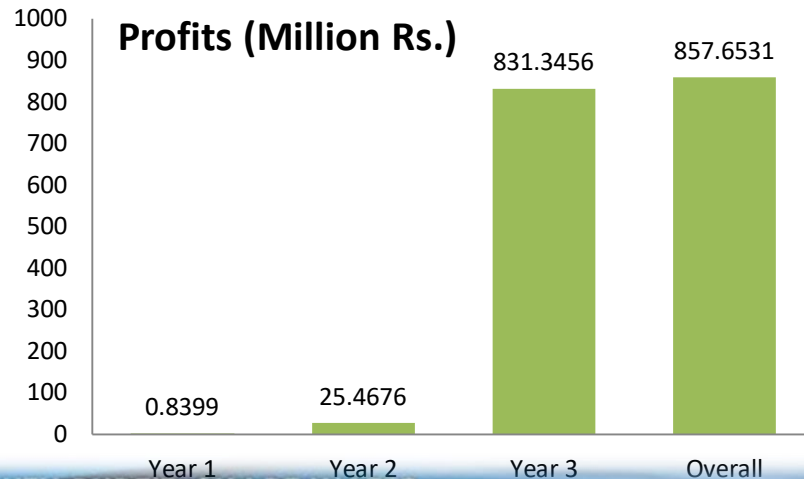
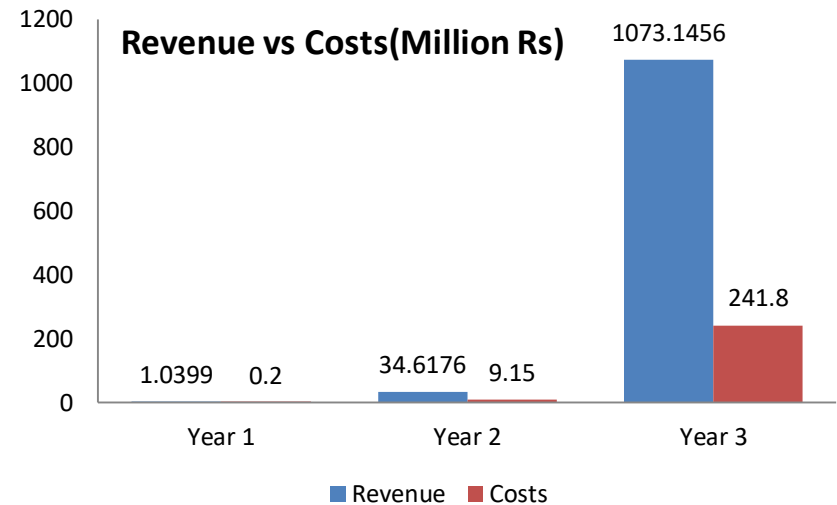
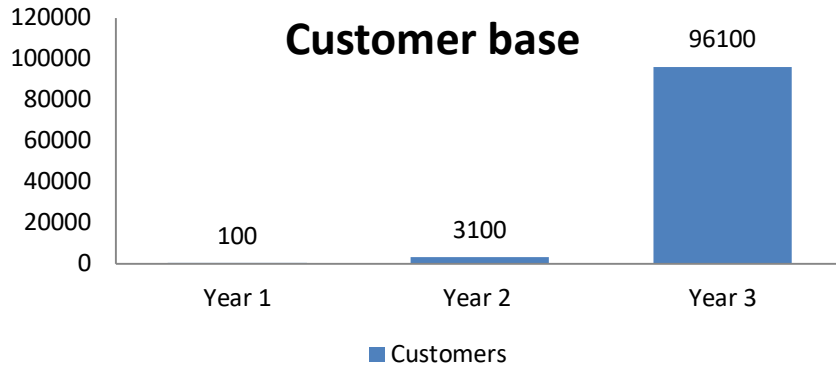
- This shows that the campaign provides the opportunity to expand the market share for other Unilever Products too



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Financial analysis



- Customer base increases by a factor of '31
- Profit margins of the third year are 33 times more than the second year
- Referral rate: 2.5 referrals / month/per customer
- Ceterus Paribus conditions



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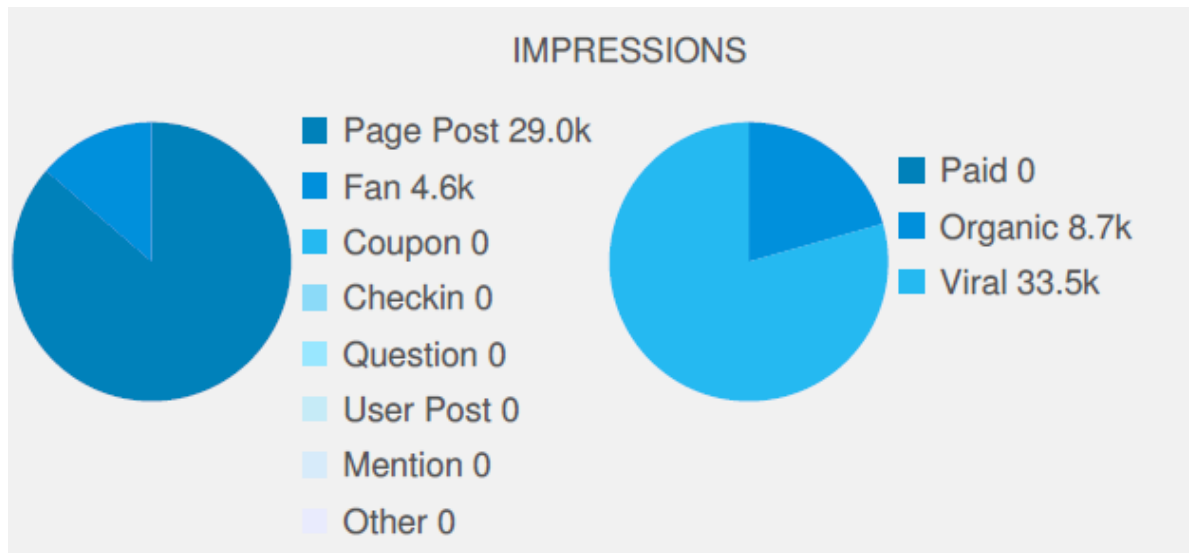
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Social Media Metrics

Our Social Media metrics can only be used for measuring the popularity of the Call for Ambassadors that we initiated in GIK Institute

Impressions - The number of times the content on the Page was displayed.

Impressions 43,310 by 11,635 users



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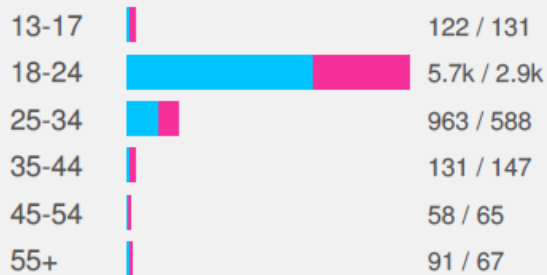
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Social Media Metrics

IMPRESSION DEMOGRAPHICS Here's a quick breakdown of people engaging with your Facebook Page

AGE & GENDER



TOP COUNTRIES

Pakistan	8.6k
United States	481
Canada	379
United Kingdom	310
United Arab Emirates	279

TOP CITIES

Karachi, Pakistan	3.0k
Lahore, Pakistan	1.7k
Islamabad, Pakistan	1.3k
Topi, Pakistan	1.2k
Rawalpindi, Pakistan	334

Facebook Page Analysis was done via Sprout Social



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Achieving Brand Growth Through the Share Water Create Happiness Campaign



1

- Focus on **growing household penetration** through **referrals** - key component of achieving **brand growth**

2

- Selling a specific **lifestyle** through the Sauda Bundles and cashing of points for other Unilever Products

3

- Building a **strong memory structure** through the “Share Water, Create Happiness”



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Our 'Share water, Create happiness' embraces 3 of the 9 USLP Pillars



IMPROVING
HEALTH &
WELL-BEING



REDUCING ENVIRONMENTAL IMPACT



ENHANCING LIVELIHOODS

1

Health &
hygiene

2

Improving
nutrition

3

Greenhouse
gases

4

Water use

5

Waste &
packaging

6

Sustainable
sourcing

7

Fairness in
the
workplace

8

Opportunities
for women

9

Inclusive
business



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Health & Hygiene

Share water, Create happiness campaign will help Pureit in two ways

- Gain traction in the Pakistani market
- Bring it on course for the 2020 commitment of 1 billion liters of safe drinking water

Engaging entire communities to start using Pureit

- Ensuring that the maximum number of people are being saved from preventable deaths



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Opportunities for women

1

- Through the Ambassador scheme of our campaign, we are providing opportunities for women to contribute in the running of the household via buying Unilever products for Purepoints

2

- With time, when the Share Water, Create Happiness is being expanded in other areas, women in the local communities can also be employed as Pureit Agents

3

- The campaign is directly incorporating Principle 6 of the United Nation's Women Empowerment Principles-**Promote equality through community initiatives and advocacy.**





Inclusive business

Expanding the Share Water, Create Happiness Campaign to different areas in Karachi and Lahore

- Opportunity to engage the unemployed youth in the distribution channel by employing them as Pureit Agents

Crux of the idea

- Locals belonging to a specific community are selected as agents to enhance the trust building for Pureit



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Thank You! 😊



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