

Ad Age
CANNES
EAU ON-THE-GO

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★ EAU NO

The world's first water launch that comes with rejection letters.

We asked the biggest agencies in the world to launch our sparkling water. Then **we rejected them**.

Because let's be honest—at Cannes, if you don't say something bold upfront, no one's listening. Subtlety doesn't stand a chance. So we're turning the volume up—with a campaign that puts the world's top agencies on blast. **Not for drama, but for taste. Our taste.**

Eau on the Go is a sharp, premium sparkling water for people who move fast and don't compromise. So when the work that came in didn't match our vibe? **We said Eau No.**

Now we're making that rejection loud and visible—on billboards at the airport, on posters outside the Palais, and on panels lining the Croisette. Everywhere creatives walk, they'll see who didn't make the cut—and why. Each line is cheeky, pointed, and unapologetically honest.

Because this isn't just a bottle of water. It's a bottle with standards.

And if you want creatives to notice in Cannes, nothing gets attention like turning down the people who sell attention for a living.

This campaign doesn't just introduce the product.

It tells you exactly what kind of brand it is: bold, uncompromising, and refreshingly self-aware.

We want to land that our drink is the best, and since **we didn't settle - neither should you.**



gut

**DIDN'T HAVE
THE GUT FOR US.**

We don't settle.
You shouldn't either.

★
CANNES
EAU ON-THE-GO
Sparkling Water



Agility
**GAVE
US
OPTIONS.
WE GAVE
THEM
BACK.**

We don't settle.
You shouldn't either.

★
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Mother

**DIDN'T
GET IT.
MAYBE
ASK HER
COOLER
KIDS.**

We don't settle.
You shouldn't either.

★
CANNES
EAU ON-THE-GO
Sparkling Water



McCANN? McCOULDN'T.

We don't settle.
You shouldn't either.

★
CANNES
EAU ON-THE-GO
Sparkling Water





**PUBLICIS
WAS ALL ROAR,
NO FLAVOUR.**

We don't settle.
You shouldn't either.

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