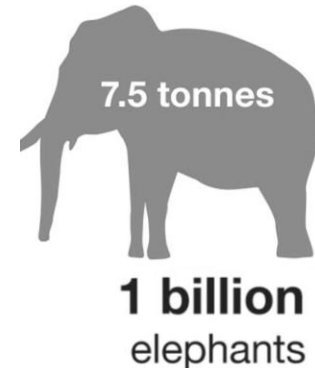
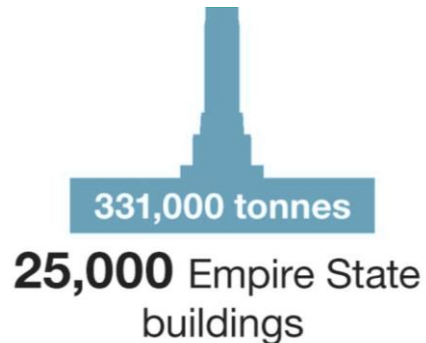


Reaching 40,000,000 Drops (&more!) with Dopper

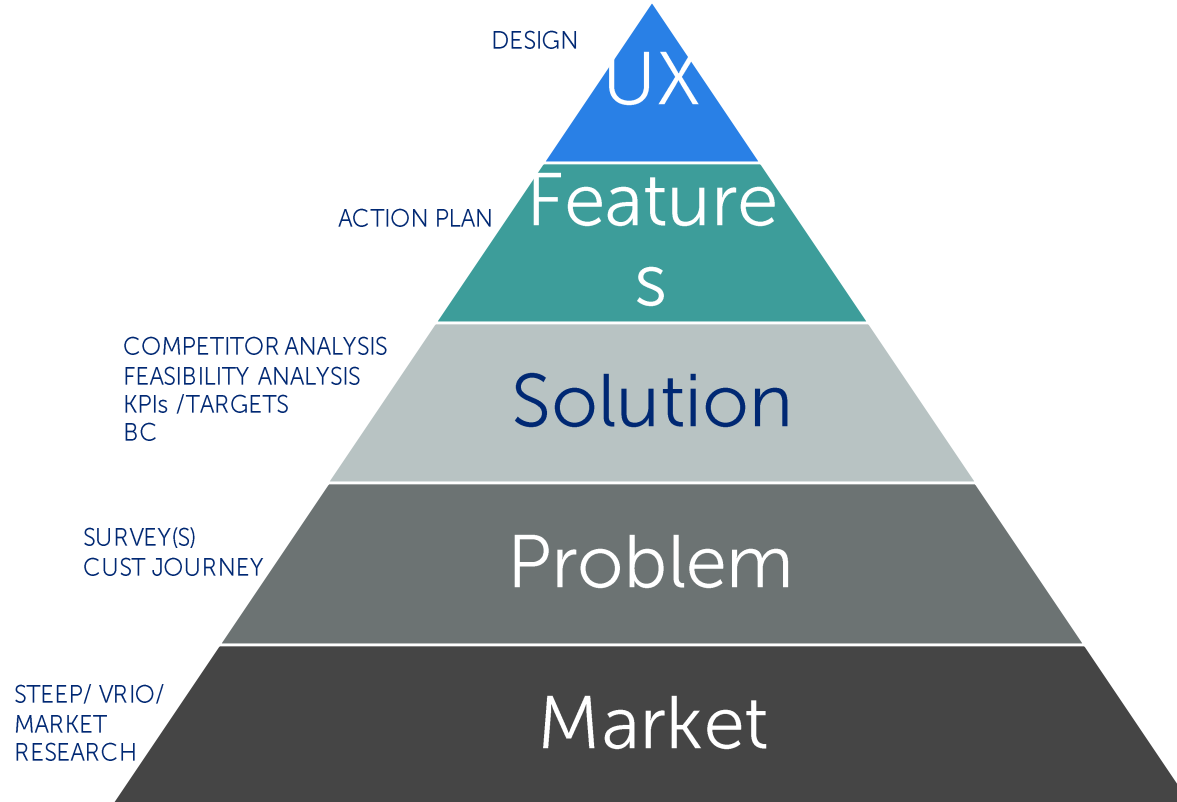


Single use plastic is a huge issue in Europe and beyond.

Dopper is seeking to enhance the impact of its work with a campaign to realize 40million signatures for its 'Drops' campaign – encouraging people to change their habits towards ending single time plastic use.



Our Work Method



How should the user experience these solutions for maximum value?

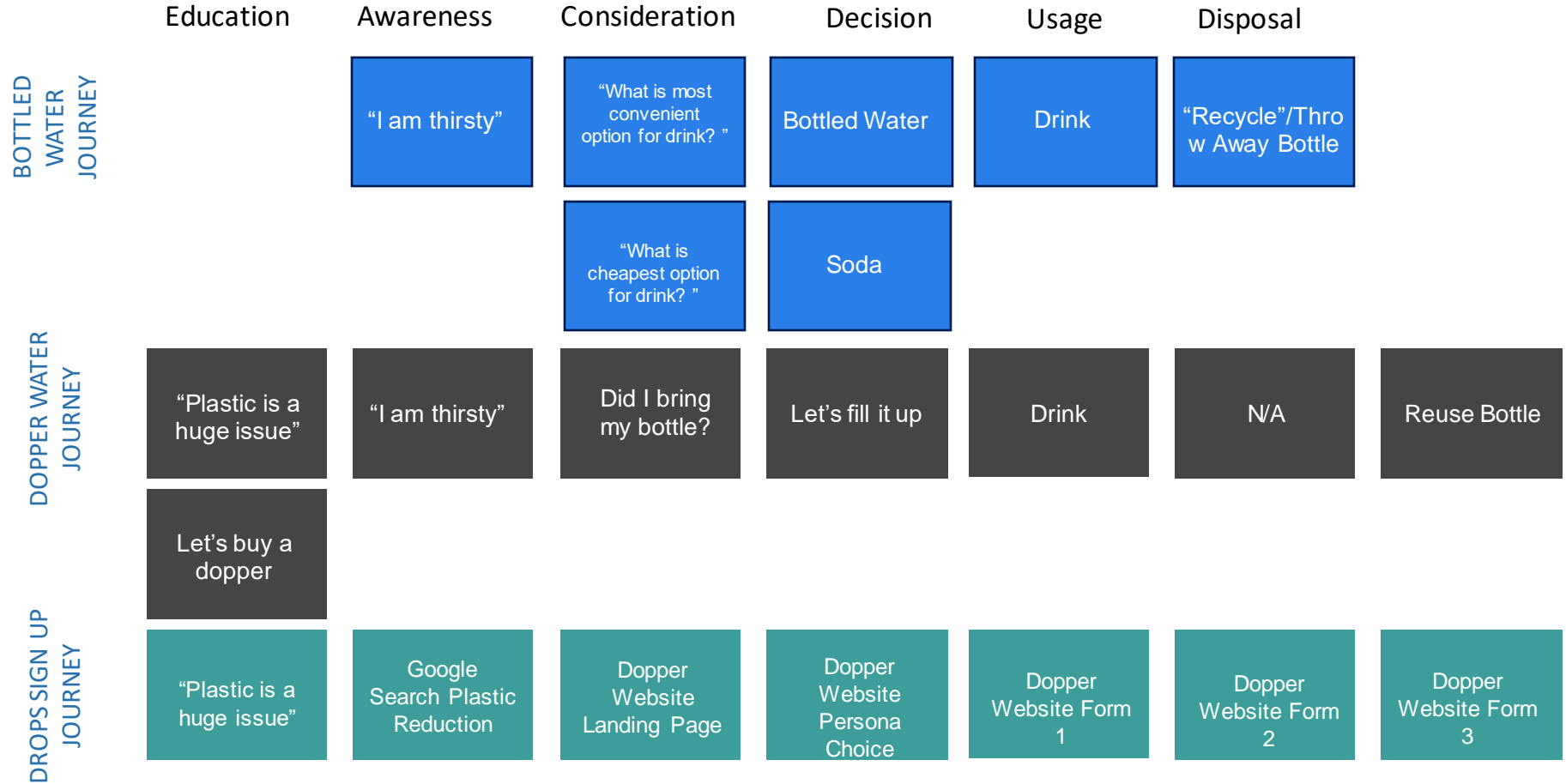
What ways should these solutions be grouped and organized?

What solutions can we create for the user problems? How much do they resonate with users, how well do they understand these? What proportion of users can benefit from this solution?

What pains and challenges do our target group have that we can improve? How big are these relatively?

What is the behavior, habits and attitudes of the market/ target group? What is our target group size?

The Water Drinking Customer Journey



Opportunities we spotted



Summary of Strategy Actions

Association Partnership

How many signatures can we hit (total)?

21,103,936

- Increase reach of Dopper mission and gain sign ups through partnering digitally & in campaigns with similar organizations
- Partnering and joint VP must be created
 - Joint comms plan
- Dopper online funnel used for sign ups
 - Dopper online sign up journey improvement

Water Company Partnership

How many signatures can we hit (total)?

43,158,660

- Increase reach of Dopper mission and gain sign ups through partnering on and offline with water supply companies
- Partnering and joint VP must be created
 - Joint comms plan
- Dopper online funnel used for sign ups but bottle also delivered at home during billing cycle
 - Targeted for new and existing customers

Corporate Partnership

How many signatures can we hit (total)?

32,186

- Increase reach of Dopper mission and gain sign ups through partnering on and offline with corporates
- Partnering and joint VP must be created
 - Joint comms plan
- Dopper online funnel used for sign ups but bottle also delivered at office with SUP removal
 - Targeted for all employees