



## ESSENTIA WATER AWARDS LEAD AGENCY OF RECORD TO DROGA5

*Partnership will drive marketing strategy and creative ideation for the growing premium bottled water brand*

**BOTHELL, Wash.** (Aug. 30, 2018) – [Essentia](#), the pioneer of ionized alkaline bottled water in the U.S., today announced that it has selected Droga5 as the new lead agency of record. Founded in 2006, Droga5 is an independent, global advertising agency with offices in New York and London. The selection follows a competitive agency review managed by Promontory Brands, LLC.

“As a disruptor in the premium bottled water category, we sought a world class strategic and innovative partner with a serious track record across multiple disciplines to lead us through the next stage of our brand evolution,” said Karyn Abrahamson, Chief Marketing Officer, Essentia. “From brand strategy and creative chops to stellar account management and best in class production capabilities, Droga5 is an agency that embodies what it means to be an overachiever. They have a deep understanding of how to build meaningful connections that resonate with consumers across every single touchpoint.”

As the lead agency of record, Droga5 will execute on the vision of the brand and help lead marketing strategies across communication channels, including advertising, social media and influencer marketing, experiential, corporate website and retail.

“We are in an amazing period of growth and momentum as we work to become the leading premium bottled water in the country, and our partnership with Droga5 will be instrumental in helping us evolve into a true lifestyle brand,” said Ken Uptain, CEO and founder, Essentia.

“Branding plays such an important role in the success of a consumer lifestyle product, and the Essentia brand is clearly on the rise,” said Neil Heymann, Chief Creative Officer, Droga5. “They have such a strong, passionate following, and we're thrilled to partner with them and help them grow this dedicated fan base.”

Southwest Media Group will continue to oversee media planning and buying, while DeVries Global retains the public relations business for Essentia.

Essentia is available at more than 60,000 locations nationwide with measured retail sales of \$153M over the last 12 months, sustaining a growth rate of 72% versus the same period in 2017<sup>1</sup>.

### **About Essentia Water, LLC:**

The first ionized alkaline bottled water offered in the United States, Essentia's philosophy is that a better you starts with a better water. Essentia is known for its unique ionization process, which results in an alkaline water that is better at rehydrating<sup>2</sup>. Headquartered in Bothell, WA, Essentia Water, LLC pioneered ionized alkaline water in 1998 and the brand is now distributed widely across the United States. It's the #1 alkaline water brand and the #1 selling bottled water brand in the natural channel<sup>3</sup>. To learn more about Essentia, please visit [essentiawater.com](http://essentiawater.com) or connect with Essentia on [Facebook](#), [Twitter](#), or [Instagram](#).

<sup>1</sup>IRI + SPINS + Whole Foods L52 Weeks ending 6/17/2018.

<sup>2</sup>Results of a double-blind, placebo controlled clinical study with Essentia Water vs. a leading bottled water in healthy subjects over two hours following moderate aerobic exercise.

<sup>3</sup>IRI/SPINS/WFM P6 2018 Ending 6/17/18.

### **About Droga5:**

Droga5 is an independent agency with offices in London and New York. We create communications and experiences that ignite business growth, with brand purpose at the core. From integrated-marketing campaigns to business design—and everything in between—our work forges real connections with people and drives results through creativity and collaboration. Droga5 was founded in 2006 and has been recognized as Agency of the Year every year since 2007. Our current clients include Chase, COVERGIRL, ESPN, Google, Heineken, Hennessy, IHOP, Johnsonville, Kraft, MailChimp, The New York Times, Prudential, Sprint and Under Armour. Visit us at [Droga5.com](http://Droga5.com) or @droga5 to get to know us better.

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