

## Essentia Water Unveils New National Integrated Brand Campaign

*The Hottest Brand in Beverage Celebrates  
Overachieving Lifestyle with Real-Life Overachievers*

**BOTHELL, Wash.** (May 18, 2018) – [Essentia](#), the pioneer of ionized alkaline water in the U.S., announced today the second iteration of its fully integrated “overachieving” brand campaign. The campaign will continue driving broad awareness and visibility for the brand on a national scale by expanding focus from three to seven priority markets including Los Angeles, New York City, Washington D.C., Philadelphia, Dallas, Seattle and Portland.

This year’s creative is tailored to each market, and doubles down on the brand’s focus of celebrating the overachieving lifestyle by speaking to the universal human desire to be the best version of yourself so you can get the most out of life. The campaign will broaden usage of interactive elements such as the use of Snap codes on all ground-level creative so that consumers can virtually engage with unique video content.

The Overachievers featured in the campaign are passionate about Essentia and understand Essentia’s ability to keep them better hydrated<sup>1</sup>, helping to unlock their full potential. Their backgrounds range from sports and entertainment to music, and they celebrate the mindset of getting more out of life. This select group includes:

- Arlissa, a singer-songwriter and Def Jam Recordings artist who bravely broke from her pop-princess persona to rediscover herself and rise to stardom on her own terms
- Danielle McLaughlin, former para-triathlete with gold and silver medals from ITU World Triathlon series
- Kelly Oubre Jr., 15th pick in the 2015 NBA Draft and current small forward for the Washington Wizards
- Tuf Cooper, Rodeo’s #1 ranked and reigning World Champion Rodeo Cowboy
- For a full list of Essentia ambassadors, please follow this [link](#)

Austin Will – an overachiever in his own right who has established himself as a highly regarded film director – captured a 30-second [anthem video](#), along with multiple 15-second and six-second video content. The videos were shot using several different mediums including a Super 8mm camera, VHS, and modern video technology, resulting in high-energy, compelling imagery and colors that take their cues from the spirit of overachievement.

“Consumer interest in better hydration alternatives, and in particular, the premium water category, is at an all-time high,” said Karyn Abrahamson, CMO, Essentia Water. “With this knowledge, we set out to craft an evolved integrated campaign that further connects people both physically and emotionally to our brand. Our belief is that better hydration is the key to unlocking your full potential, and our

goal with this creative is to demonstrate how Essentia has helped drive these remarkable individuals to overachieve in their own lives.”

Periscope, one of the largest independent creative agencies in the U.S. and Southwest Media Group, a top media buying and planning agency along with Essentia’s internal integrated marketing team played key roles in bringing this expanded campaign to life through out-of-home elements, radio and digital placements, and paid social media.

“The influencers we selected aren’t the stars you normally see in television commercials. They are people who embody all that we are capable of when we go the extra mile, and push one step farther,” said Peter Nicholson, Chief Creative Officer, Periscope. “This entire campaign is really about highlighting the journey when you push from ordinary to extraordinary. That’s what Essentia does, and it was an exciting challenge to hold our creative work to the same standard.”

To learn more about the benefits of Essentia or to find a retailer near you, please visit [essentiawater.com](http://essentiawater.com).

#### **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>1</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>2</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>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>2</sup>IRI/SPINS/WFM P3 2018 Ending 3/25/18.

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