



MARKET

Aquafina was the first non-carbonated beverage to be launched by PepsiCo (the largest Pakistani beverage company) in Pakistan. It made its entry into the Pakistani marketplace in late 2005 at a time when the bottled water segment was growing rapidly. The Bottled Water category was exhibiting growth rates of 27%, higher than most other LRB segments.



Nestle Pure Life was the dominant market leader and no other multinational water brand was present to compete with it until Aquafina entered the market. Aquafina has been quickly challenging the market leader, Nestle Pure Life, and gaining market share via a multi-pronged approach based on high impact advertising and an unerring focus on the basics through expansion in production facilities to four nationally distributed production centres allowing us to penetrate the water market on a national level and gaining critical numeric and weighted distribution. It is now the second largest brand in the country with a rapidly increasing consumer base. It has already overthrown Nestle Pure Life in several cities and has high ambitions for the future.

ACHIEVEMENTS

Since its launch, Aquafina has crossed many milestones on the journey to becoming Pakistan's second largest water brand. Gaining critical share

points, establishing leadership over Nestle Pure Life in several cities and gaining exclusivity through critical partnerships is at the centre of this success. We are exclusive in the air and are the official bottled water for Pakistan's National Carrier, PIA, as well as Airblue and Shaheen Air. We are also exclusive on Pakistan's train tracks by being the official bottled water for Pakistan Railways. In addition to this, we are exclusive in organised road transport through our partnership with Daewoo, exclusive in Pakistan's largest Franchise YUM Accounts, Pizza Hut and KFC, and exclusive in Pakistan's favourite sport, cricket.

Our efforts contributed towards PI Pakistan winning the most coveted Donald M. Kendall Award in the Developing Market Category for Pepsi International. Our success is being driven by the positive response of our valued consumers and we are continually inspired to providing them with innovations and the highest quality to enhance their confidence in our promise of purity.

HISTORY

Aquafina originated in the United States. It was first distributed in Wichita, Kansas in 1994, and was distributed across the United States, Canada, Turkey and Vietnam by 1997. As of



2003, it had become the United States' top-selling bottled water brand in measured retail channels.

Aquafina went on to expand its portfolio by entering enhanced and flavoured waters with success in the US market. The brand now enjoys a favourable presence and significant success in the international markets as well, wherever it's been launched, especially in Asia. Currently it is the No.1 Brand in the highly competitive US water segment and is now extending its reach internationally.

THE PRODUCT

When Aquafina says purity guaranteed, we really mean it. Aquafina is pure to the core; it's purified through a rigorous seven step purification process called HydRO-7. This is a state-of-the-art process that removes things like chloride, salts and other substances that can affect the taste of water. In the first step, water is passed through a Pre-Filtration process which removes unwanted particles from it. The second step is the Polishing Filter which catches even smaller

particles left behind in the first step. In the third step, water is treated to UV rays that eliminate organic matter. The fourth step is Reverse Osmosis, which removes solids with pressure. Fifth is the Activated Carbon Purifier step. This isolates trace elements from the water. The sixth step is the Polishing Filter, which cleans the water and makes it crystal clear thus resulting in balanced remineralisation of water for safer consumption. Then comes the seventh and last step in which water is passed through an ozone generator and then into an ozonated water tank and finally into Aquafina bottles for consumers to purify themselves with. Hence, our Purity-7 Process guarantees our consumer the highest standards of purity in each bottle of Aquafina. Currently Aquafina is available in 500ml single serve and 1.5L multi-serve PET bottles.

RECENT DEVELOPMENTS

With awareness growing day by day and people becoming more inclined towards a healthier and safer lifestyle, Aquafina is keeping pace with the market changes and has brought in innovative SKUs. The crisp and clean packaging of Aquafina single serve 500ml PET bottles and 1.5 litre bottles gives an instant impression of purity. Aquafina is committed to living up to its promise of guaranteed purity to its consumers.

PROMOTION

Aquafina entered the market when it was dominated by Nestle's water brand Pure Life. From the start, Aquafina realised that they would have to reach out to the consumers on an emotional level while still keeping their heritage of purity. An emotionally driven campaign idea was developed based on a strong theme - "The Best Things in Life are Pure" - that made Aquafina tough competition for the major water brands in the market. The purity of the relationship between a mother and her children juxtaposed with the purity of Aquafina is still one of the most memorable campaigns amongst consumers. This message has been reinvigorated through concurrent creative executions that have related different aspects of purity within our lives, inherent in nature and in our own emotions to the purity present in Aquafina.

Aquafina took this a step further by actively looking for opportunities to strengthen its link to purity and the world of hydration, for example Aquafina's Pure Love activation on Valentine's



Day, supporting World Water Day and Health & Wellness, working actively on water sustainability with an objective to providing clean drinking water to impoverished Pakistani communities in the future.

Aquafina also went a step further and educated consumers about the purity aspect of water. We entered the homes of our potential consumers through an innovative in-home sampling activation via which they were given an introduction to the brand through product experience and also educated on the benefits and importance of pure water in their daily lives. In line with the strategy of creating a balance between the functional and emotional aspects of its communication, Aquafina recently spoke about its Purity-7 purification process directly to the consumers with the help of two kids. The kids playfully explained how these seven steps ensure the purity of Aquafina with Pepsi's guarantee. The call to action emphasised that everyone should drink only Aquafina. The fresh and amusing tone of the overall communication ensured the delivery of Aquafina's functional superiority in an emotional manner that appealed to the consumer base. Today, Aquafina is a trusted brand in the market adhering to its slogan *Purity Guaranteed* right to the last drop.

BRAND VALUES

Aquafina strives on the values of purity, which are intrinsic to its heritage. Being a brand that was a late entrant in Pakistan, Aquafina's brand values of guaranteed purity were essential for it to succeed in a market that was dominated by Nestle. Aquafina, unlike other water brands, had more to offer to the consumer than just the functional message of purity. It entered the market on an



emotional platform where purity of relations was juxtaposed with the purity of Aquafina; this was fresh for the target market and the message was registered distinctly. Being the "shafaaf/pure" water in the industry, today Aquafina stands on solid grounds of purity that has played a key role in its success. Aquafina - *Purity Guaranteed* - Every time!

www.aquafina.com

THINGS YOU DIDN'T KNOW ABOUT AQUAFINA

- Aquafina has a 7 step purification process, Purity-7, which consistently removes unwanted substances that other bottled waters leave behind.
- Aquafina is one of the fastest growing trademarks in the very competitive US market place.
- Aquafina is the 2nd largest water brand in Pakistan.
- Drinking 8 glasses of Aquafina daily will keep you feeling hydrated and make your body happy ☺