

# Drink Up: By the Numbers

"Following a campaign that featured two public service announcements seen 700 million times over a 15-week period throughout the U.S. - in 15,000 stores, doctors' offices, gas stations, malls and other highly trafficked places - newly released data demonstrates that Drink Up is encouraging consumers to embrace water's benefits."

—Forbes, "A Refreshing (and Successful) Approach to the War on Obesity," April 29, 2014.



America's water consumption increased by more than  
**68 MILLION** Servings\*\*  
From Q4 2013 to Q2 2014

Drink Up's digital campaign spurred a 4% rise in incremental retail sales of bottled water from Oct. 2, 2014 - Dec. 31, 2014.

**+4%\***

This equates to an increase in retail sales of **\$1.8MM** for every 1.5 MM households exposed.

Daily eight-ounce servings up **2.7%\*\*** in Q1 2014 vs. Q3 2013.

#H2Oofcourse

## NPD Group Report: Increased Water Consumption in Restaurants

Increased Bottled Water Consumption +17%



Increased Tap-Water Consumption

**3%** rise in restaurants' tap-water servings in Q4 2013...

...POWERED **1%** growth for the entire year.



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\* Nielsen Catalina Solutions (NCS) "Drink Up Campaign Made Measurable Difference," July 22, 2014  
\*\* Natural Marketing Institute (NMI) Study - nmisolutions.com 8/25/2014

The NPD Group/CREST®, 2011, 2012, 2013 calendar quarters; 1st calendar quarter 2014.