

Water Wise

Name _____

Directions

Develop a marketing campaign to promote drinking water. Your campaign should include a print advertisement (such as you'd see in a magazine) and at least two online social media posts. Add additional ideas that you think would help promote drinking water to your family, friends, or fellow students.

To develop a good marketing campaign, it's important to know the product you're promoting. Before you start working on your campaign, pour a glass of water (use clean water and a clean glass) and answer these questions:

1. Take a few slow sips.
How does it taste?
How does it feel when you drink it?
Is it cool or warm?
2. Spend a minute looking at the water.
What does it look like?
3. Pour a little bit of water on your skin.
What does it feel like on your skin?
Is it cool or warm?

From L.W.Y. Cheung, H. Dart, S. Kalin, B. Otis, and S.L. Gortmaker, 2016, *Eat Well & Keep Moving*, 3rd ed. (Champaign, IL: Human Kinetics).

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Print Advertisement

Social Media Posts

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