

# 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?

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## Print Advertisement

## Social Media Posts

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).