

CLIENT: Y Water Inc. **PROJECT:** Y Water

Inventing an Acceptable Alternative

STRATEGY:

To create an entirely new product and brand from the ground up, including everything from the iconic “tetra pod” shaped bottle and “Y Knots” (rubber connectors that let kids connect and build with the bottles) to the logo, brand identity and messaging.

BRAND:

Develop a natural and USDA organic certified beverage for kids as well as a visual iconic sustainable package that is both reusable and recyclable and moves from traditional labeling to a bio-degradable hanging-tag.

PRODUCT:

Create an iconic Y-shaped container that serves as a visual ambassador for the brand.

PACKAGING/COLLATERAL:

Y Water is a unique tetra-pod shape that eliminates the need for extra branding by placing all required language on a biodegradable tag that doubles as a merchandising hook.

RECOGNITION:

- Global Water Innovation Awards - Gold Award in Best New Brand or Business, 2008
- ID Magazine Annual Design Competition “Consumer Products”, 2008
- Spark Award – Silver Award, 2008



“We're building a completely unconventional approach to a beverage company, packaging and communication that's design driven. We're using design to create a message that is the core of the brand.”

➤ Thomas Arndt,
Founder/CEO, Y Water, Inc.



THE BACKGROUND

Inventing an Acceptable Alternative

By all accounts the number of overweight children in the U.S. has increased dramatically in the past two decades. Some even refer to it as an epidemic. Sodas and punches are loaded with sugar and artificial ingredients. Even healthier options like juice are packed with sugar. In creating Y Water, fuseproject wanted to offer children an organic, yummy, low-sugar beverage that they would actually want to drink and that would promote positive development. We also wanted to address our waste-stream. After all, what's the point of having a healthy body in an unhealthy world?



THE STRATEGY

Child Mind

fuseproject confronted a number of challenges in designing Y Water. First and foremost, we wanted to create a natural, organic beverage brand for kids that would provide a healthy drink without the excessive sugar and calories that most juices and sodas contain. Secondly, we wanted to address the environmental footprint of containers by designing an earth-friendly bottle that could be repurposed after consumption or refilled and reused for drinking. Finally, we needed to empower the brand with packaging that was educational, innovative, and kid-friendly.



THE DESIGN SOLUTION

Form Is Function

fuseproject began by inventing the bottle and the Y Water brand pillars. The result was an instantly iconic Y-shaped container that serves as a visual ambassador for the brand. By being so boldly different, it also reduced the need for the excessive branding so common on kid's products.

The bottle is a purely symmetrical form all the way around, creating both stability and an immediate sense of play. Not coincidentally, the "tetra pod" shape also resembles a molecule, an organic building block. This shape is fun and engaging for kids while simultaneously serving as a metaphor for the core mission of the brand: to support the healthy development of young bodies and minds.

The other component of the Y Water story is to let kids be creative; the brand slogan "Y NOT" encourages kids to think for themselves and the bottle encourages them to be creative. After drinking the beverage, the "tetra pod" bottle becomes another component in an ever expanding, yet simple construction game. This secondary use extends the life of the bottle as a playful learning toy. The biodegradable natural rubber "Y-Knots" connect bottles together, allowing kids to explore a never-ending array of architectural possibilities. To improve the bottle as a toy, we located all of the product information on a biodegradable hangtag, allowing us to leave the bottle totally clean.

THE BUSINESS IMPACT

In Good Taste

Available at Whole Foods and Amazon, Y Water is an entirely new type of product, a drink that appeals to parents as well as children. While there may be other organic beverages on the market, none were designed from the ground up to appeal to kids' aesthetics. In addition to looking unique, playful and cool, the bottle is also easy to hold for small hands. Y Water is about changing children's expectations of themselves and of their world; it makes it fun to be healthy, conscientious, and, of course, hydrated.