

**SUPER
WATER™**



R™

STRATEGY



ABOUT

SuprWater is more than just a beverage; it's a lifestyle. Created by two visionaries, Shivam Chawla and Chaitanya Tulysan, SuprWater aims to revolutionize protein consumption in India. With a mission to tackle the prevalent issue of inadequate protein intake, SuprWater offers a range of flavorful, nutritious, and premium beverages designed to empower individuals to lead healthier and more energetic lives.

KEY FACTORS



Health Conscious

Prioritizing health and wellness is at the core of SuprWater's ethos. Each beverage is crafted to provide essential protein without compromising on taste.



Lifestyle

SuprWater embodies a vibrant and active lifestyle, encouraging consumers to embrace fitness and vitality.



Strength & Fitness

SuprWater fuels physical strength and endurance, empowering individuals to achieve their fitness goals.



Nutrition

With a focus on nutrition, SuprWater delivers a convenient and delicious way to meet daily protein requirements.



Premium Quality

SuprWater prides itself on using high-quality ingredients and innovative packaging to deliver a premium experience.



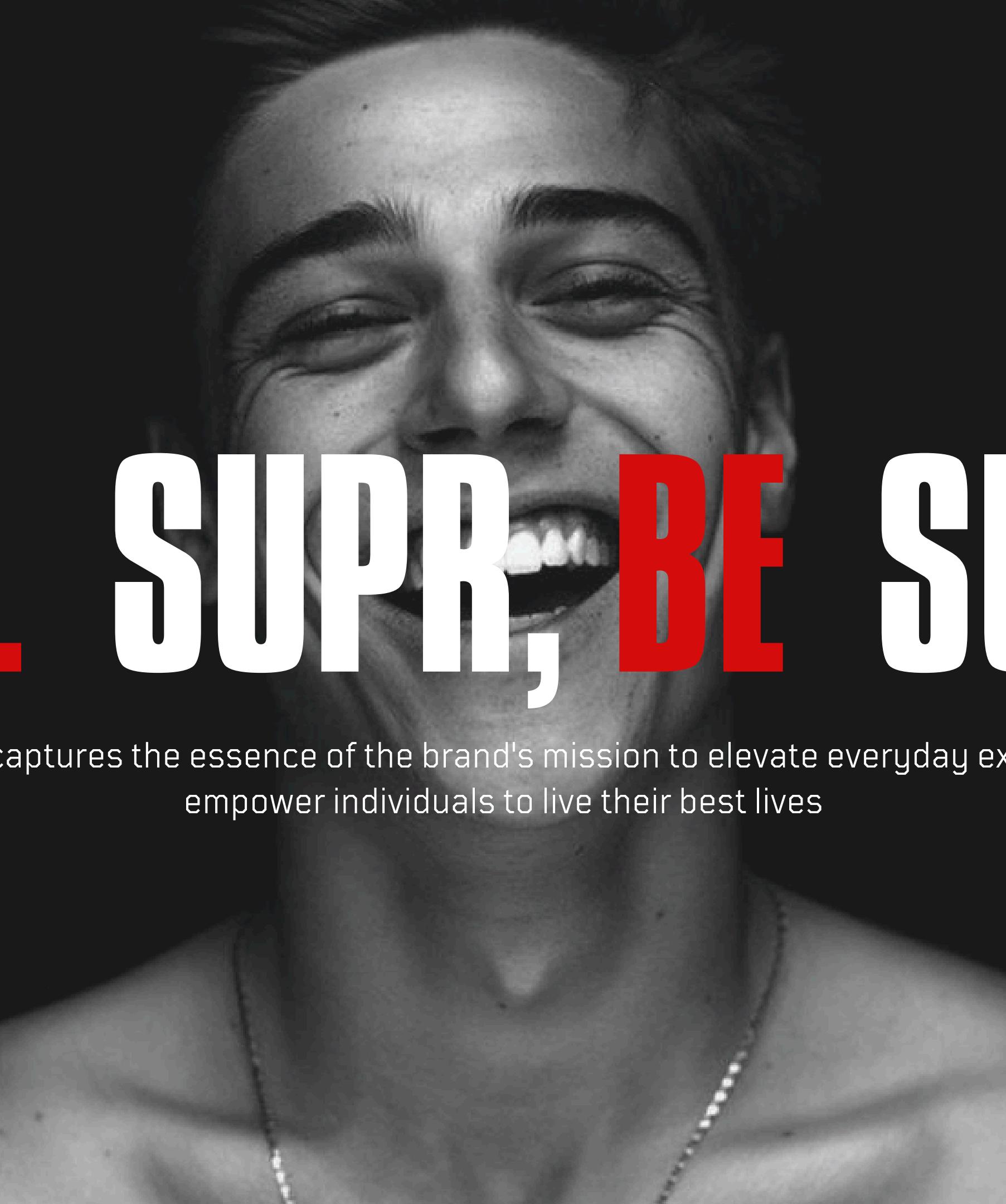
0 Carbs & Sugar

SuprWater ensures guilt-free indulgence with zero carbs and sugar-free formulations.



Education

SuprWater is dedicated to educating consumers about the importance of protein intake and its benefits.



FEEL SUPR, BE SUPR

A tagline that captures the essence of the brand's mission to elevate everyday experiences and empower individuals to live their best lives

A black and white photograph showing a vast collection of spray paint cans stacked in rows. The cans are of various sizes and brands, with labels like "SPRAY PAINT" and "HOLKA" visible. The perspective is from a low angle, looking up at the multitude of cans.

**OVERARCHING
CONCEPT**

IGNITE YOUR INNER SUPR

"Ignite Your Inner Supr" is a transformative campaign centered on four key pillars: Supr Fuel, Supr Recovery, Supr Power, and Supr Light. Through vibrant visuals and engaging messaging, the campaign inspires individuals to unlock their inner greatness by embracing wellness, vitality, and the premium offerings of SuprWater. From energizing daily routines to supporting post-workout recovery, each pillar celebrates a different aspect of the SuprWater experience, empowering consumers to lead healthier and more empowered lives.

SUPR FUEL

Highlighting SuprWater as the ultimate fuel for the day, energizing individuals and fueling their active lifestyles.

SUPR RECOVERY

Positioning SuprWater as a post-workout essential, facilitating muscle recovery and replenishment after physical exertion.

SUPR POWER

Empowering individuals to tap into their inner strength and resilience with SuprWater, unleashing their full potential.

SUPR LIGHT

Emphasizing the health-conscious and guilt-free attributes of SuprWater, appealing to mindful consumers seeking balanced nutrition.



INTRODUCTORY
VIDEO



INFORMATIVE
VIDEO



CGI

SUPR FUEL



SUPR FUEL



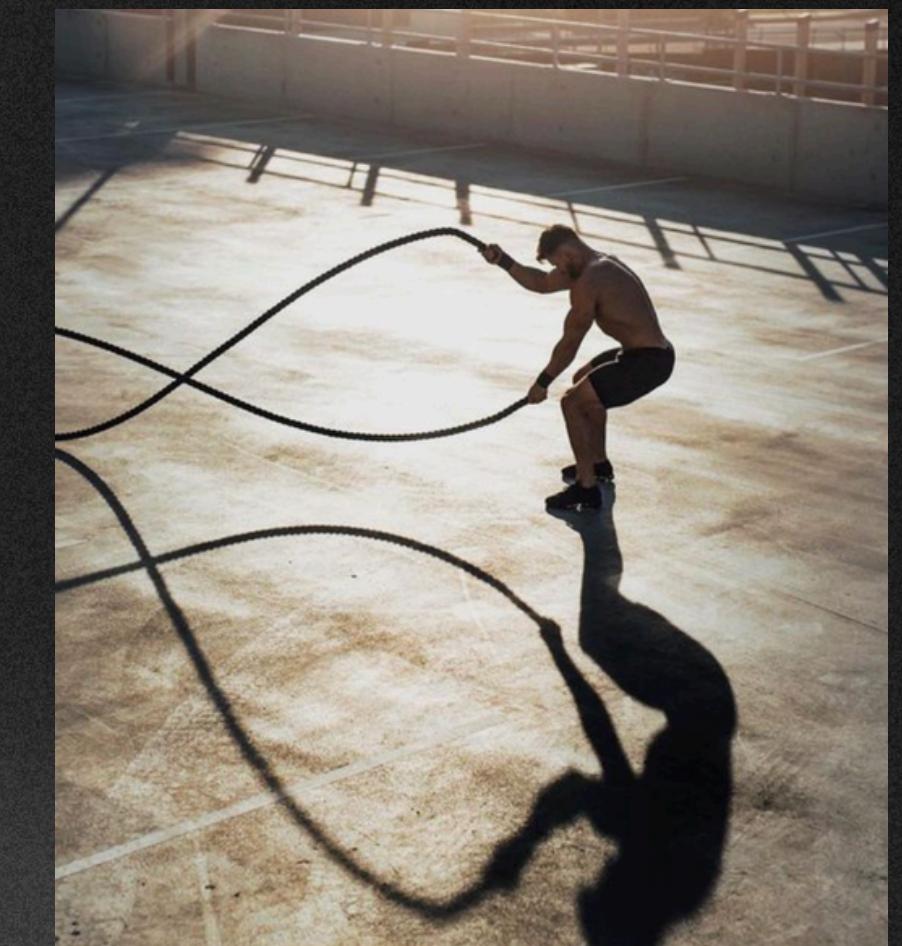
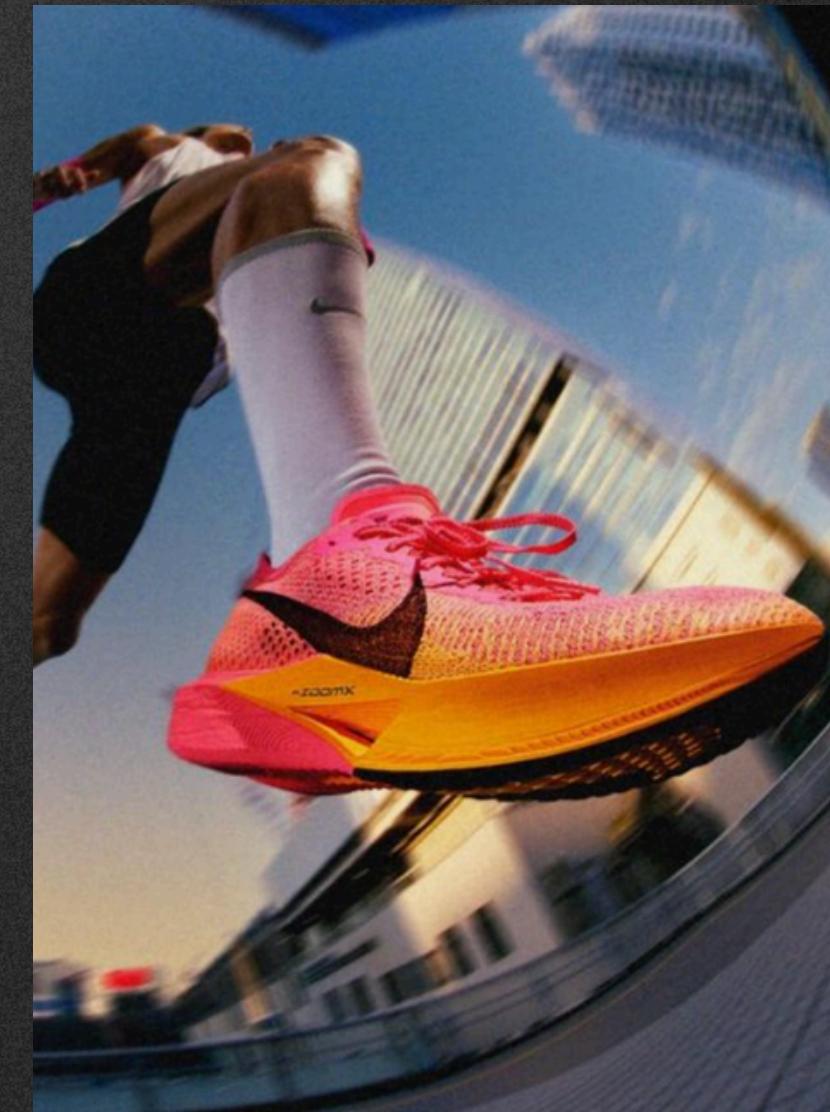
ADVENTURE
IS FOR



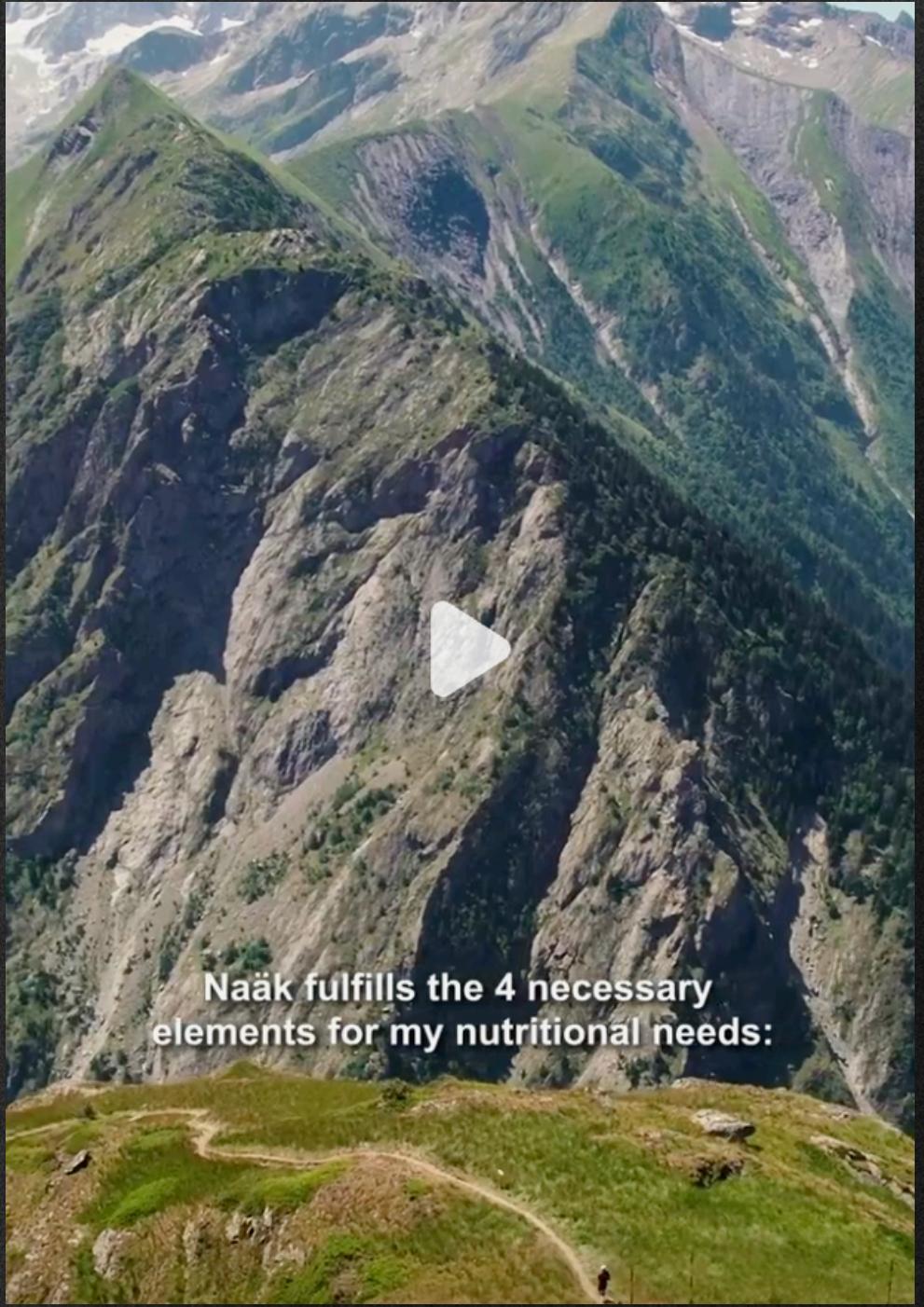
SUPR RECOVERY



SUPR POWER



SUPR POWER



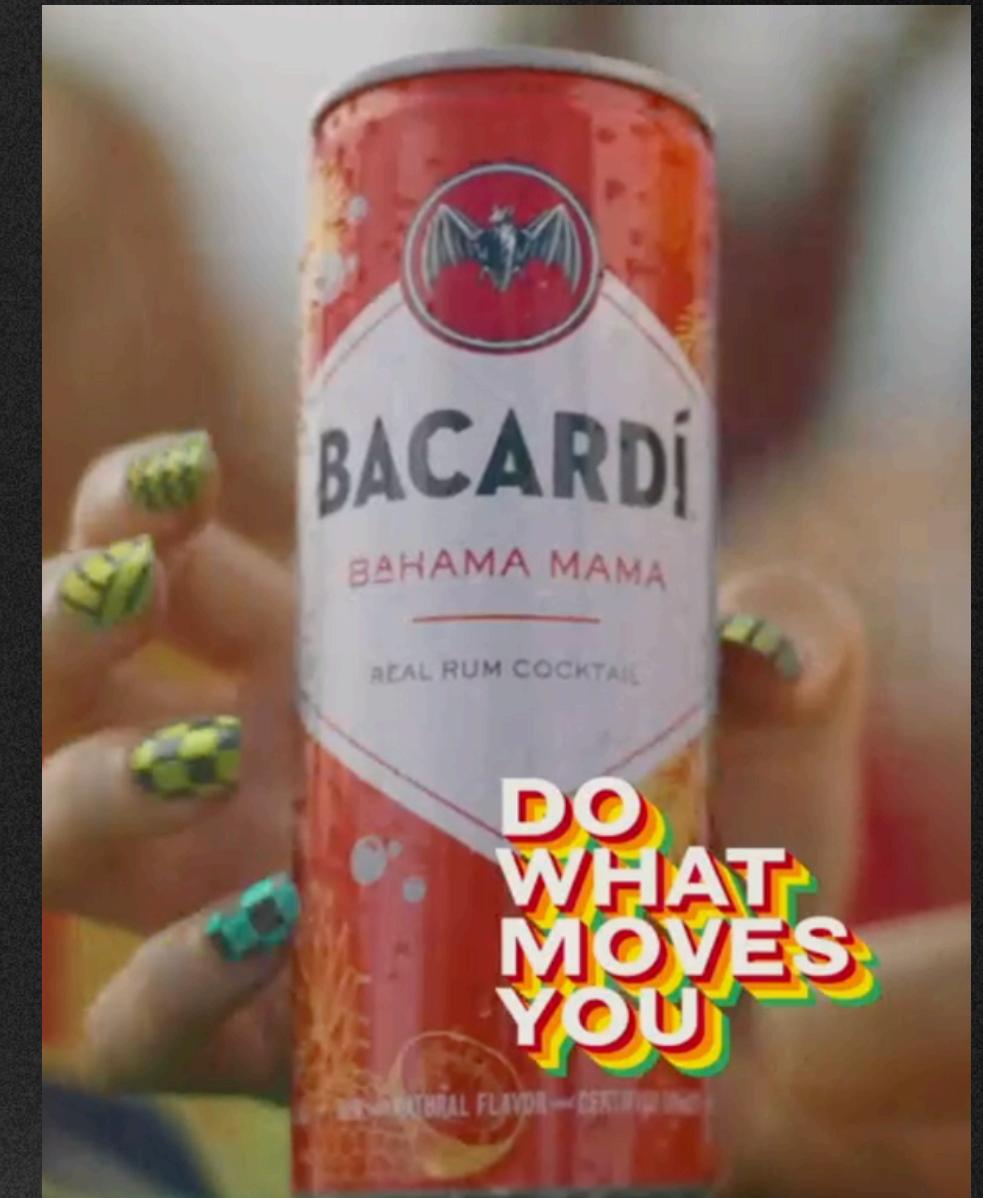
Naäk fulfills the 4 necessary elements for my nutritional needs:



SUPR LIGHT



LET'S TALK ABOUT THE FLAVOURS



TEXUAL GRID

Supr Recovery	Product centric image	Supr Power
Supr Light	Informative Video	Supr Fuel
CGI Video	Static Ignite Your Inner Super	Introductory Video
Coming Soon Creative	Coming Soon Teaser Video "Feel Supr, Be Supr"	Coming Soon Creative

THANK YOU!

