

Heath Deering
Payforlife?
Memefest Submission

Design Rationale

In Australia we have clean drinking water, but clever marketing and news reports have instilled a fear of our 'Tap' water and pointed us towards 'Clean' and 'Safe' bottled water.

Water is key to life on earth, it is the sole reason we are alive to begin with and will continue to be so.

We all need water, but the dialogue used in advertising today tells us that we need this water. Water is known longer good enough, it has to be natural spring water or water with flavoring or water from another country. Free of all impurities and only the best of water brands can offer this.

Dialogue is used to connect the individual to its brand of water though the need and desire for safe drinking water. Pollution, pesticides, natural toxins and aging infrastructure make drinking regular tap water unthinkable. We all deserve clean and safe water and only one brand of bottled water can provide that, or so that is what each brand would tell us.

The example of water as a unique product, in that in Australia we have clean drinking water available to us at almost free, and yet we buy bottled water. Marketing and news outlets have instilled in us a fear of tap water, an aging infrastructure and other possible contaminants point us towards 'Safe' bottled water.

In my campaign I hope to address to the issue of paying for clean drinking water, when we have it for free. There are other 'products' for free that we would never think of paying for. Air is another example of something that you would never pay for, and I would class water and air in the same bracket of things that should be free.

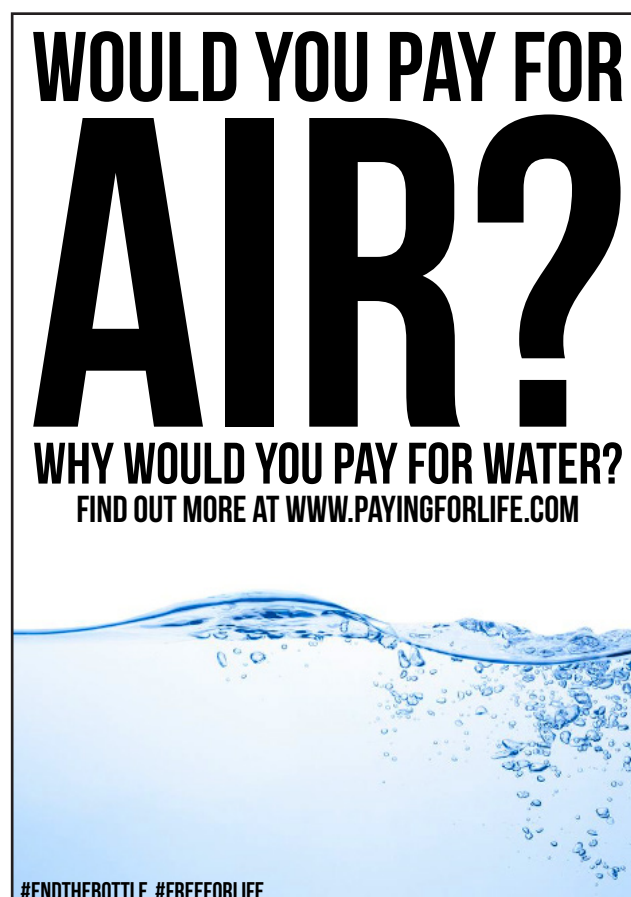
My campaign asks the target audience why they are paying for something that is as basic to life as water.

Finals



WOULD YOU PAY FOR AIR? WHY WOULD YOU PAY FOR WATER?

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WOULD YOU PAY FOR AIR?

WHY WOULD YOU PAY FOR WATER?

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AIR?**

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