

REPLENISH: A WATER COMPANY

by

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Submitted in partial fulfillment of the  
requirements for Departmental Honors in  
the Department of Graphic Design  
Texas Christian University  
Fort Worth, Texas

May 4, 2020

REPLENISH: A WATER COMPANY

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## ABSTRACT

Single use plastics are becoming a bigger issue for the environment each year. Currently, a big contributor to single-use plastics are plastic water bottles. The use of these bottles increases on a yearly basis. Recycling can only do so much and does not solve the problem. Books and articles were read to learn more about the issue and create a foundation on the perfect design solution. Observations were made at retail spaces, and case studies were conducted to research parallel markets. All of this research led to the creation of a water company that provides users with water without the plastic bottle through water stations. These water stations would be put into existing retail spaces where people already purchase water bottles. From this conclusion, a company, Replenish, was conceptualized and branded. Various elements such as product development, point-of-purchase, app design, social media, and a marketing campaign were conceptualized and designed. This company aims to reduce the use of single-use plastics by removing the need for them, thus helping the environment.



# Replenish

Live free from plastic.



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## INTRODUCTION

Everyone in the world needs water to survive. Water is used for growing crops, washing food, taking showers, cooking food, and, most importantly, drinking. Water is integrated into the function of society, and civilizations have flourished near rivers and bodies of water for thousands of years. The way water is packaged has also changed during the growth of the human population. From baskets to pottery, water has stayed the same, just transported in new ways. As humans develop and

invent new creations and substances, so does the container for water. Containers have evolved from pottery to single use plastics. Plastic water bottles are found everywhere. They are found in convenience stores, restaurants, amusement parks, airports, basically anywhere a person might need to buy water.

Buying water bottles is largely a convenience factor, where you realize you need some quality H<sub>2</sub>O, but do not trust bacteria infested water fountains or water from the tap. There is no place for

people to purchase reliable drinking water without buying a plastic water bottle. How amazing would it be if a consumer could walk into any retail store and know they would be able to use their reusable water bottle and get water that they trust, without using a container that pollutes the world.

## THESIS STATEMENT

This project involved the marketing and branding of a water station company. This is a beverage business that provides water to consumers without having to purchase single use plastics. Users will have their own water bottles and fill up with what they need at the moment and go on their way leaving little long-term impacts on the environment. This will be accomplished through extensive research into target market, competition, similar businesses, branding, and design. The final result included branding, advertising, collateral, app interface, and mockups.

## METHODOLOGY

Descriptive research was used to gather information. Descriptive research is a research method that describes the characteristics of the population or phenomenon that is being studied.

### Books

*Water Management, Partnerships, Rights, and Market Trends* by Beth E. Lachman provided details on what water market mechanisms are and how they are used with water and the sale of water products.

*Sustainable Water* by Allison Lassiter provided details on the history of water reuse in California. Water reuse in California shows the complexities that go into distributing water and what a water company might need to do to sell water. This also shows how important water is in the community and how it affects everyone.

*Climate Change and the Art of Devotion* by Sugata Ray provided details on interpretations of water in various paintings and compared the importance to the civilizations. Ray goes over various symbols of water and common

perceptions. This analysis is important in seeing how water and art relate to each other and create the mental picture in the daily lives of people.

*Design and Brand Identity* by Alina Wheeler provided information on how to build and maintain a strong brand for a company. Various components of a brand were discussed. Wheeler provides in-depth knowledge to create a strong brand that can last several years.

*Lovemarks* by Kevin Roberts provided information about the marketing concept known as lovemarks. He broke lovemarks down to mystery, sensuality, and intimacy as a way to create a strong lovemark.

*The Complete Color Harmony* by Leatrice Eiseman provides details on how to best use color to influence people. Eiseman

discusses how color is used and interpreted by people in specific situations.

*Confessions of an Advertising Man* by David Ogilvy provides useful information on successful advertising strategies and how to navigate the world of advertising. This book is important when looking into the avenues that would be successful ways to advertise water in new and exciting ways. David Ogilvy created one of the top Advertising agencies in the world, and he provides information on how to create strong advertisements.

*Bottled and Sold: The Story Behind Our Obsession with Bottled Water* by Peter Gleick, goes into details on why Americans buy bottled water.

### Articles

The Coca-Cola Co Eyes Wider Dasani PureFill Water Station Roll Out published in the Beverage Industry News explains how Coca-Cola plans to expand the drink filling station to other campuses.

Phone Boxes Turn Green to Charge Mobiles published in BBC News explains how iconic phone booths in England are “turning green” to show that they are charging stations for people to charge their iPhones in.

Water: Social Issues and Contemporary Art Education published in Art Education made connections between art and the importance of water in art. This article connects the ideas of social issues becoming a main topic for artists to show in contemporary

artwork. Angela Cornelius, Ernie Sherow, and B. Stephen Carpenter wrote this article.

Trading Water: Market Extension, Social Improvement, or What? Published in Journal of Economic Issues explained perspectives on adjustments known as water trading or water marketing. James A Swaney wrote this article.

Bottled Water Industry published on Small Business Snapshot Reports discussed the bottled water industry and who the consumers of bottled water are. This article provides in-depth knowledge of the demographics of people who consume bottled water.

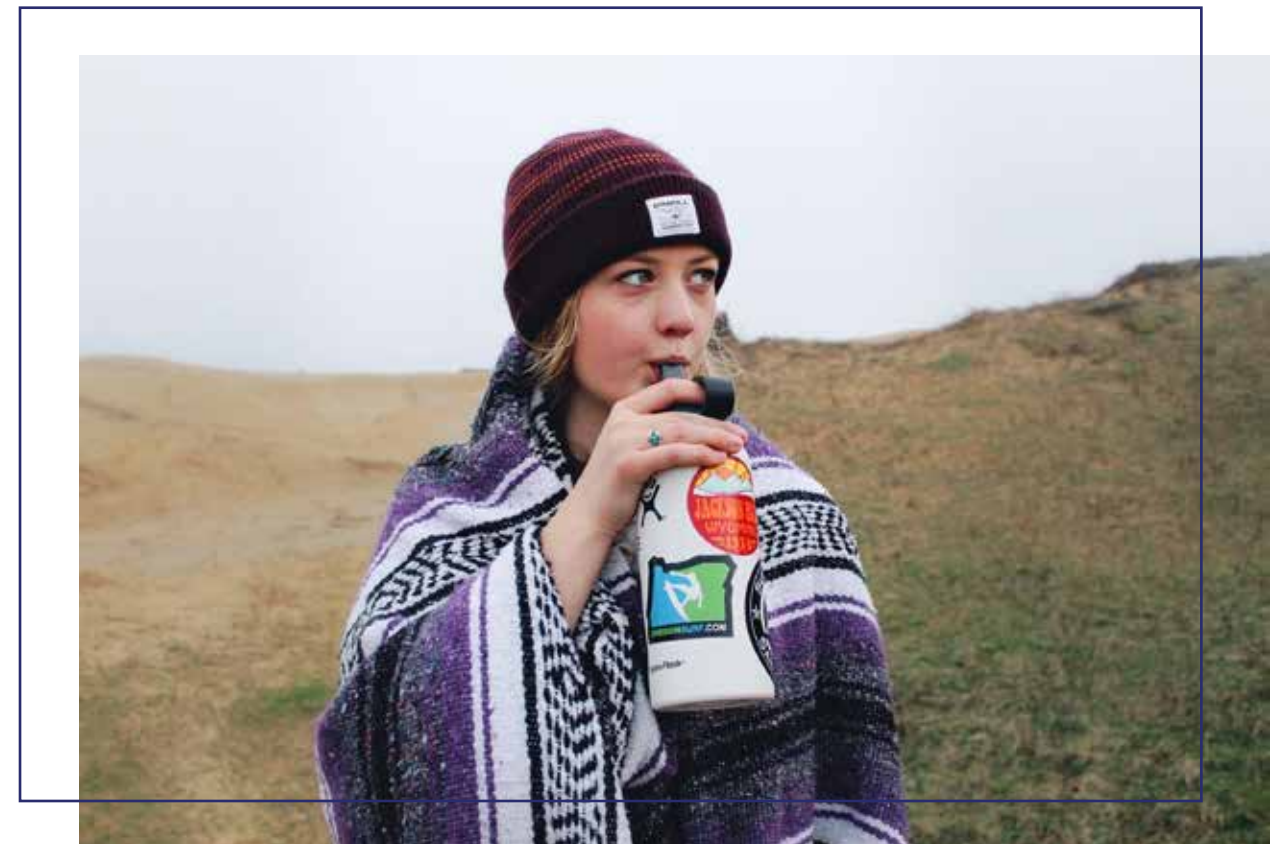
Bottled Water: United States Consumers and Their Perceptions of Water Quality published in

the International Journal of Environmental Research and Public Health discusses how bottled water use is increasing. The article goes into great detail on the demographics of bottled water use.

How to Read Paintings: Monet's Water Lilies published on Medium discusses Monet's Water Lily series, and how Monet's painting style evolved throughout the series.

Hokusai Paintings: Selected Essays published in Monumenta Nipponica explained Hokusai's paintings and the importance of his style.

Hokusai: Still Making Waves published in Impressions explains the Wave art



pieces created by Hokusai, and the importance of his style and culture. This article discusses, in great detail, all the small details that go into Hokusai's paintings, and the importance in each element. Hokusai's painting pull from rich Japanese styles.

Beverage Packaging Trends – US – June 2019 published on Mintel goes into great detail on various trends in the beverage industry. This article gives valuable insight on the current trends in the market.

Still and Sparkling Water – US – February 2019 published on Mintel gives insight on the trends of Americans in buying bottled water and now the influence of sparkling water. This article provides information on demographics and perceptions of bottled water, tap water, and sparkling water.

## Observations

Observations were made at Walgreens and 7eleven. These observations were conducted to see where water stations would fit into the existing retail spaces of various convenience store locations.

## Case Studies

### Dasani Purefill Stations

A case study was conducted on the Coca-Cola Dasani water fountains. The Coke Testing Self-Serve Water Station with Flavors and Bubbles article published on the Coca-Cola website explains the pilot program, launched in 2017, of a Dasani water station on the Georgia Institute of Technology campus. In this pilot program, students are allowed access to filtered water to fill their water bottles with, and students can use their phones to locate the stations or pay for the water. Another article, The Coca-Cola Co Eyes Wider Dasani PureFill Water Station Roll Out published in the Beverage Industry News, explains how Coca-Cola plans to expand the drink filling station to other college campuses. The Dasani PureFill dispenses free filtered water, but if a consumer wants flavors or carbonation, they can pay for that. This station pairs with an app to allow people to track water intake, pay, and locate the nearest station.



### Green Phone Booths

A second case study was conducted on the transformation of red phone booths in London, England into charging stations. The article Phone Boxes Turn Green to Charge Mobiles published in BBC News explains how iconic phone booths in England are "turning green" to show that they are charging stations for people to charge their iPhones in. These phone booths allow people to charge their phones on the go when they might not have access to an outlet or a charger for a period of time. These stations use solar power to charge the phones, so they are helping the environment as well by allowing people to use clean energy. It is free for consumers to charge their phones, and the booths draw income from advertisements.

### Italian Fountains

A third case study was conducted on the Italian drinking fountains that are found in major cities. There is an app called I Nasoni di Roma that allows users to find fountains that are nearby. According to travel blogs, the fountains were originally created for the Ancient Roman Empire. These fountains are connected to pipes that bring fresh, clean water from the mountains to the cities. These fountains are free for anyone to use.



## RESEARCH FINDINGS

Thorough research led to valuable information about the selling of water, parallel markets similar to the water stations, the target market of this business model, and design considerations for creating brand, collateral, and advertising.



### Background Information

The connection between water and civilization has been prevalent since the earliest formations of tribes and cities. People cannot survive without water, and they quickly learned how to utilize water for various needs such as energy, agriculture, and personal amusement. Water is a vital resource that is most commonly packaged in single-use plastics that are not commonly recycled. The need for clean drinking water is only increasing, thus increasing the need for an alternative to transport water that is better for the environment.

In addition to finding a solution to minimize single-plastic use, the importance of water in art should be shown because it has been the common way water use has been documented for hundreds of years. Water is so much more than a natural resource. Art has transformed water over thousands of years to symbolize so many aspects of life. Water most commonly gains deeper meaning in still life paintings or figurative paintings. In these types of paintings, the artist uses water to create deeper meaning.

In paintings like *The Birth of Venus* by Botticelli, the water represents a "symbol for change—it is forever flowing, and can take any course" (Mitchell). Water can also mean purity or cleansing, which is more noticeable in renaissance paintings. Water can impact the entire mood and meaning of the painting by how it is depicted in relation to the subject matter.

One specific artist that is known for his depiction of water

in art is Claude Monet. Monet painted hundreds of paintings centered around the water lily pond in his backyard. He would spend hours depicting the wonders the little pond had to offer. In his paintings, Monet brings bright colors to capture the essence of his pond. In his series, he depicts how the different seasons change the little oasis that is his pond. The water brings life to the surrounding plants and animals, just as water in real life brings hope and prosperity to people. Monet's largest series of painting were of his

water lily pond. He used expressive brushstrokes and different fields of vision to create engaging paintings that make viewers think of the pond.

In addition to Claude Monet, the Japanese culture is especially known for its depiction of water. Since the country is an island, water is a large influence for many aspects of life. One Japanese artist known for his water paintings was Hokusai. He was considered one of the most prolific artists and has done prints in nearly every medium, illustrations, drawings, and paintings. Hokusai is known

for his style and iconic wave paintings. In these paintings, he depicts a giant wave on the cusp of breaking, and he uses a Japanese style of black lines outlining the images. This technique makes the painting distinct to Hokusai and speaks to the style commonly used in Japan. Hokusai eloquently uses his own style to depict the various ways water is seen through the eyes of the Japanese.



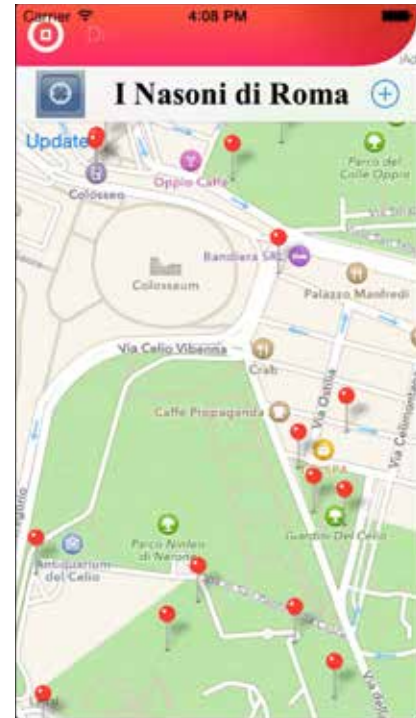
## Case Studies

### Green Phone Booth

Charging stations in London, England. These stations gave knowledge on how to transform existing places. This is helpful to see the associations with the telephone booths, and how they use the association to its strength, just with a more modern twist. This information is important when deciding where to place the drink station in existing stores. It is smart to keep the associations of what people already do there.

### Italian Fountains

Italian fountains to fill fresh water throughout different cities. These fountains have been there for thousands of years, but an app has been developed to help people find the closest one. The app is quite outdated with older iOS but provides a basic layout to improve upon. The map is effective, and showing clear markers of fountain locations is successful.



### Dasani Purefill

Dasani Purefill stations. Looking to the Dasani Purefill Stations for water station design, blue is a prevalent color. This is expected because blue is the common color for water and is also prevalent in the logos. In addition to the color, the stations are simple and clean. They do not disrupt the surroundings and are similar to Coca-Cola Freestyle machine, with just the screen and the place to pour the drink. The station only has two colors used, blue and silver from the metals. This use of color with clean design allows the consumer to focus on the product and choosing types of water. Dasani has an Instagram as well, and the imagery they use is mainly product placement of Dasani water bottles in lifestyle photos. The Dasani Purefill app uses only blues and whites for its color scheme and is minimal in design.



## Target Market

The target market of the water stations will be 18-35-year-old females, or people commonly referred to as millennials. The research done by Zhihua Hu, Lois Wright Morton, and Robert L. Mahler shows that “younger people and females are more likely to purchase bottled water” (“Bottled Water: United”). The research also concludes that a possible reason for younger people to have a higher likelihood of purchasing bottled water comes from the belief that they are “more susceptible to marketing and advertising” (“Bottled Water: United”). Another article with research conducted shows that “Americans with income of \$60,000 or more are 35% more likely to purchase bottled water” (“Bottled Water

Industry”). This shows that people in the middle to upper-class income bracket are in the target market for purchasing water bottles. In addition to income, women are more likely to purchase bottled water, so they fall in the target market of bottled water. Studies show that “45% of 18 to 34-year-old women and 44.6% of 35 to 54-year-old women consume bottled water” (“Bottled Water Industry”). Top cities that should be marketed towards are people that live in Los Angeles, Dallas, and San Diego because, according to SBCDNet, they are the cities with the highest numbers of people drinking bottled water. The target market of bottled water is 18-35-year-old women.

## Marketing and Promotion

The marketing and promotion of the water stations will include the following strategy. An app interface will be designed because it was shown in the case study of the Dasani water station to be useful to the younger demographic that falls in the target market. Younger people always have their phones on them, so the accessibility of an app to purchase water or use Apple Pay would greatly increase the likelihood of usage. In addition to an app interface, an engaging design for the water station is imperative for the water stations. A partnership with a large reusable water bottle company will also help advertise and increase awareness because it will build off of their user base. Since the target market is young-

er females, the use of social media is shown to be more effective as a new form of advertising. Social Media is an effective way to advertise because key components can immediately be tracked, and specific users can be targeted. An Instagram campaign and TikTok challenge will be created to create engagement with the younger demographic. Through TikTok and Instagram, the meme culture can be harnessed to create a fun and approachable brand that consumers can interact with. Examples of companies using meme culture to increase engagement are Bud Light and Wendy’s. Billboards will also be an effective way to reach the upper-end of the target market on their drive to work.

Looking at what current companies use, social media is becoming more prevalent and vital

for companies to stay relevant. Dasani has an Instagram account that mainly focuses on lifestyle photos with product placement of Dasani water bottles. Dasani uses the Instagram to show off various products in the Dasani brand, and creates engaging videos for consumers to stay engaged. Aquafina also actively uses Instagram to show off products but does so in a different way. Aquafina uses partnerships and funny videos to fill up the feed of their followers. They focus less on perfectly art directed photos, and more on engaging videos and interactions with favorite movie characters. Smartwater uses Instagram in a way that combines the strategy of both Dasani and Aquafina. Smartwater uses majority video content, and they also use actresses and actors to create positive association with the product.



## Design Considerations

Looking at art history and what colors are commonly used to represent water; the color blue is typically used. If it is a river or lake, the blue can gain more hints of greens or dark blues. The symbols used to represent water are waves or swirling lines. Artwork also typically shows the water having a form of movement. This movement is shown using changes in color or weight changes in lines. When looking at Claude Monet's Water Lilly series, he uses a variety of blues and greens to create depth of the water. Hokusai, on the other hand, uses mainly deep blues with whites to create the waves. Hokusai focuses more on movement, while Monet looks more at the still pond. Monet also highlights the plants in the pond, such as the lilies. The plants commonly found in aquatic areas come to represent water as well in paintings. These plants include lilies, seaweed, and various plants that grow in the ocean.

Looking to current water bottle brands for package design, various aspects can be seen. Regarding typography, water bottle companies tend to have sans serif fonts to be more approachable to consumers. The companies also use clear packaging with minimal colors

("Beverage"). If the water is regular, the color used is blue. If it is flavored water, the colors of the flavors are incorporated into the branding. Some companies incorporate hidden aspects into their brands as a special surprise to consumers. For example, Smart Water incorporates an aquatic animal into the label that only shows through when looking at the information on the back of the bottle. These fun details add another level to the branding and give a fun personality to a water company.

For water bottle design, several companies, such as Yeti, Hydroflask, Swell, and Contigo, were analyzed to see what feature each company offers works best for consumers. All the companies offer varying sizes to fit the numerous needs of each individual consumer. Hydroflask also offers various tops for water bottles, from just a screw-top lid to a straw. Yeti offers different top options, but not as many as Hydroflask. Yeti is also known for their tumblers in addition to the water bottles. Swell does not offer as many differences in style of water bottles but allows consumers to show their style in the various patterns and textures the water bottles have.



## ACTIONS TAKEN

Based on the results of the research, a number of design projects were executed including brand identity, collateral, product design, point of sale, app design, web design, social media, and advertising.

## Brand Identity

When first deciding on a timeless name for the water station company, a mind-map was utilized to explore various options. When thinking of a water station, the action of refilling a water bottle came to mind. From refill, a synonym replenish was also written down. Replenish proved to be the strongest among the other options because the duality of the name makes it so strong. Replenish works so well because you replenish your water bottle with new water, and you also replenish the earth by not polluting it even further with plastic. Replenish perfectly describes what the company aims to do as a whole.

The Replenish logo was designed with various factors taken into consideration. From research, it was found that various symbols throughout history are used to show water and various water company logos utilize the color blue and sans serif fonts. These factors created a baseline of knowledge to design a comprehensive logo. While designing the icon, various aspects of Japanese print art and qualities of an earthwork from the 1970s called Spiral Jetty were considered. The monoline aspect of Japanese prints is strongly used to convey the movement of waves in the painting The Wave by Hokusai. These monoline waves were combined with the spiral shape created in Spiral Jetty to create a waveform. For the shape to contain the monoline wave, many shapes were considered, and the most successful shape was the upside-down triangle that was used by alchemists to represent water. All of these forms were combined to create the Replenish icon.

# Replenish

Title - Comfortaa

AaBbCcDdErFfGgHhIiJjKk  
LmNnOoPpQqRrSsTtUu  
VvWwXxYyZz

Header - Montserrat Semibold

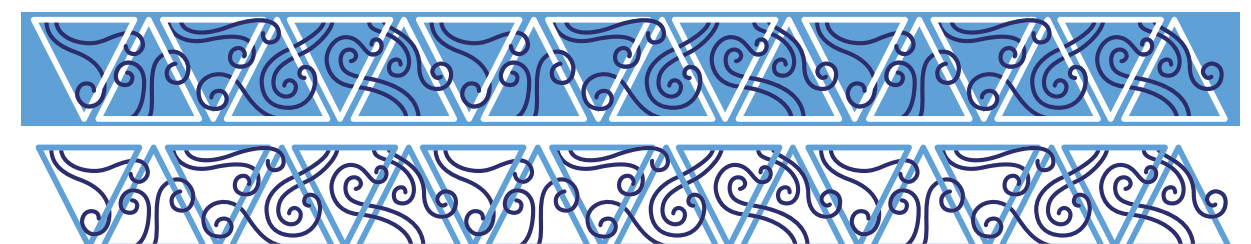
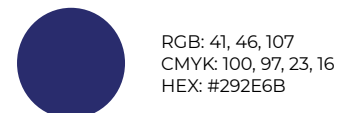
**AaBbCcDdEeFfGgHhIiJjKk  
LmNnOoPpQqRrSsTtUu  
VvWwXxYyZz**

Subhead - Montserrat

AaBbCcDdEeFfGgHhIiJjKk  
LmNnOoPpQqRrSsTtUu  
VvWwXxYyZz

Body - Montserrat Light

AaBbCcDdEeFfGgHhIiJjKk  
LmNnOoPpQqRrSsTtUu  
VvWwXxYyZz





After the icon was designed, a logotype was designed for instances where the icon cannot be used and for a combination mark. San serif fonts were the main font looked at because water companies almost solely use san serif in logotypes. The font Interstate Mono is a solid san serif font with swishes at the end of certain letters and slanted ascenders and descenders. These personality aspects added movement to the word. In addition, a nice ligature was formed between the “i” and “s” to create a wave in the word. This ligature was recreated in the junctures of the “R” and “e” as well as the “l” and the “e.”

These added ligatures create a consistency throughout the word and strengthens the connection between the word and water.

For the brand typography, Comfortaa is the main title font to be used in plaintext ads and presentations. For header, sub-head, and body copy, Montserrat was chosen because it is a well-designed web font that can be integrated easily in the website and app design.

The colors chosen are based on the research found that most water companies use blue in their branding. Using this as a foundation, two blue colors were decided as the main color, a light blue and darker blue. The use of

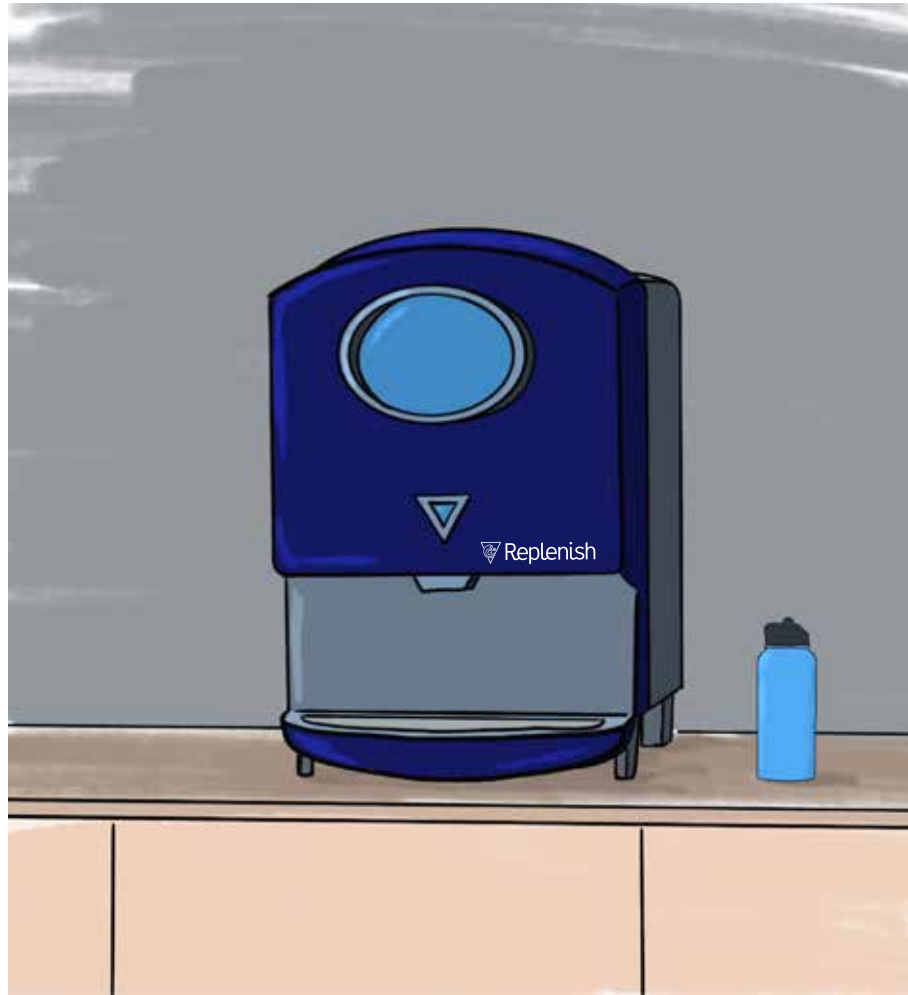
the two blues shows the shallow and deeper depths of water and add a dimension to the icon. The dark blue grounds the movement of the lighter blue. In addition, a slightly blue off-white was chosen to help create more definition.

The imagery for Replenish takes two routes. For the photography, saturated nature environments are used. This imagery creates an association with nature and being fresh, from the source water. For illustration and pattern design, the monoline theme of Japanese prints is followed to continue the style of the icon.

## Collateral

When designing the collateral, the main replenish pattern was used to create a header for the letterhead and the folder. Letterheads were designed for official correspondence throughout the company, and folders were designed so package options could be mailed to retail spots with proposals for stores to have Replenish. Business cards were also designed for Replenish representatives to have as points of contact. Pens were designed to create a completed suite.





## Product Design

Since the water stations a newer concept, a machine needed to be designed to show how the product would look and interact in the environment. When designing the station, the Coca-Cola Freestyle and Dasani Purefill stations were looked at for inspiration. Since the Replenish machine would mainly supply water, it can be smaller and fit on a shelf that also displays the Replenish water bottles. When creating the face of the machine, the curve of the

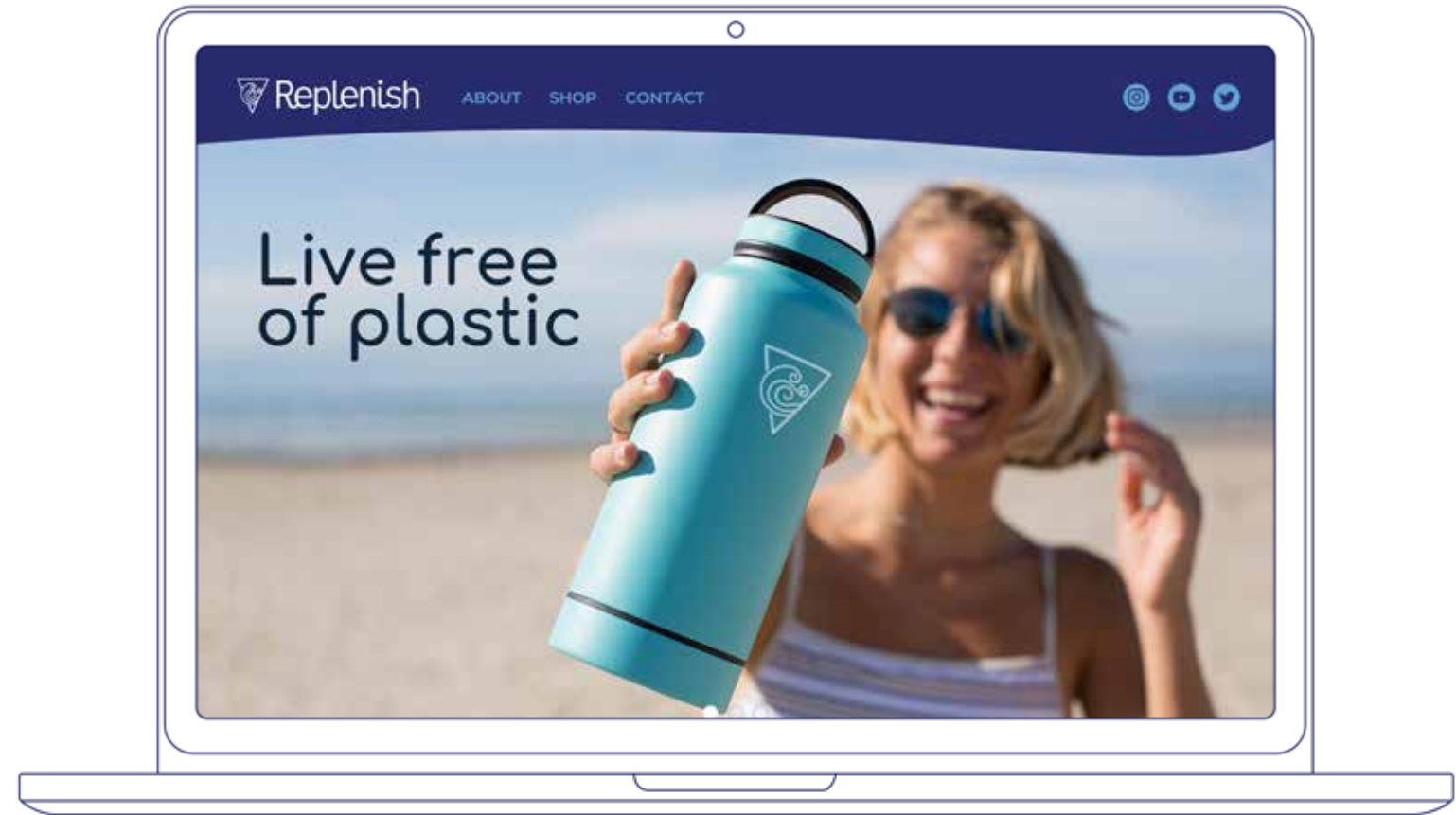
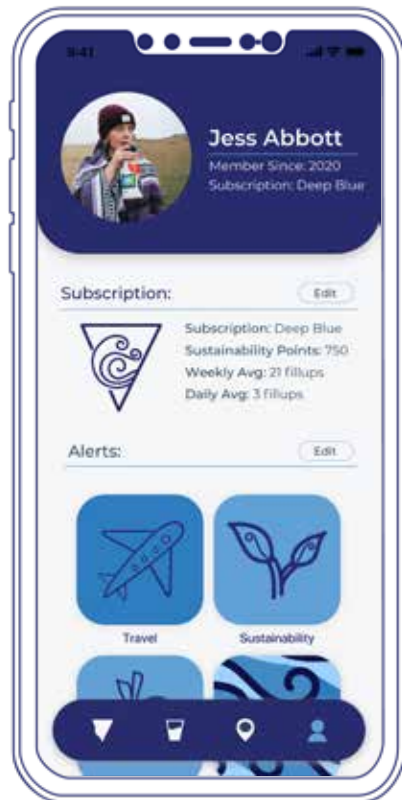
waves in the icon were incorporated into the frame of the machine. As shown in the illustration of the machine, the curve creates the shape of the right half, while the left half of the machine holds a square shape. The screen is circular just to show the welcome text and the counting of the ounces when water is dispensing into a water bottle. An up-side-down triangle shape is used to connect to the icon, and since it represents water, consumers push the

water button to receive water. The machine has a spot to place the bottle under the spout, and this is where an RFD tag would register with the machine to connect to the account.

## Point of Sale

The point of sale is very important for the Replenish machine in the existing retail spaces because each consumer will get 10 free fill-ups if they purchase a water bottle at the store and register it to an account on the app. This then gets people to purchase the water bottles sold by Replenish and the app. The point of sale is vital because it is a primary spot for people to learn about Replenish.



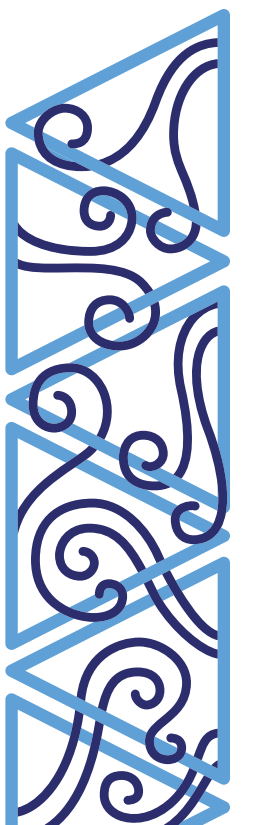


### App Design

Designing an app is vital for Replenish so consumers can see where different stations are located and to keep up with the subscriptions. The app features a login screen, a map screen, a water tracking screen, a profile screen, and a Replenish screen. The login screen is where consumers can create an account or log in on a new device. The map screen will show all the different locations of the Replenish stations. The water tracking screen tracks water intake goals and how many fill-ups you had that day, and you can track everything by week and month. The profile screen allows consumers to edit their profile and subscription status. The Replenish screen is a place where consumers can keep up with the activity of Replenish and different ways to be involved in sustainability.

### Web Design

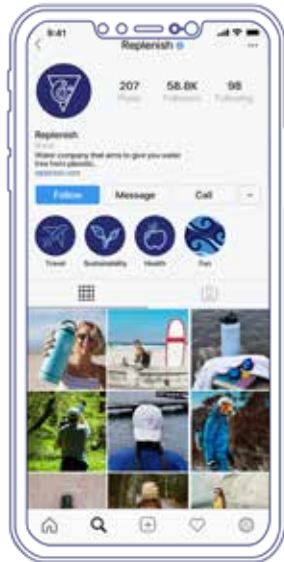
The purpose of the Replenish website is to inform consumers about the latest Replenish is doing in the community to help the Earth, in addition to sharing what the company does and selling products. The imagery of the website showcases the connection to nature and happy people enjoying the use of Replenish. This is shown by the replenish water bottles. Websites for Dasani and Aquafina were observed, and they follow the simple color layout with engaging photos of people using the product.





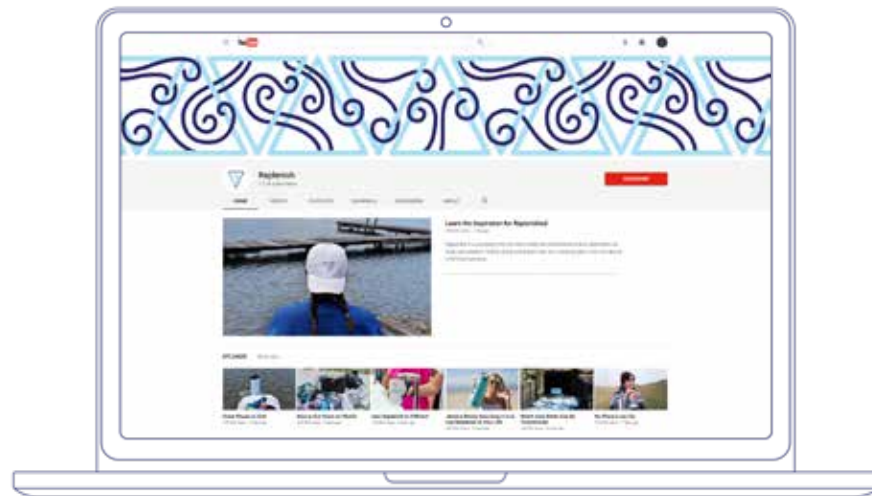
## Social Media

While looking at the target market, Replenish's target market is composed of 18-35-year-old women, so having a social media presence is key to connecting with the target market. When observing water company Instagram accounts, companies used a variety of product placement and graphics of the product. Replenish's Instagram aims to focus on photography of the water bottle in engaging environments and people using the product. The overall theme is happy bright photos.



In addition to Instagram, Replenish maintains a YouTube channel to keep up on conservation and sustainability efforts. On this channel, consumers can learn more about the company and various ways to be involved in the community.

As another form of social media, Replenish has looked at other drink company TikToks and seen the value in how content spreads between people. The use of hashtags and challenges allow many people to interact with brands in a new way. TikTok allows user to create funny videos to create brand loyalty with quality and entertaining videos.

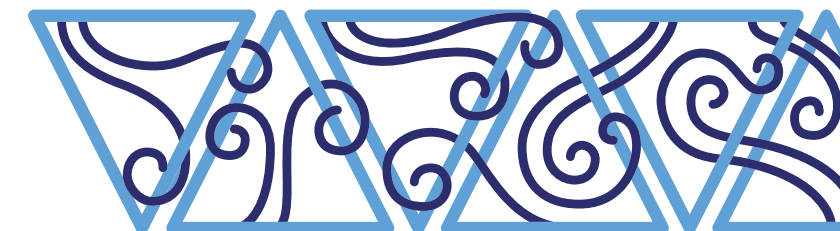


## Advertising

Include a reason why you selected the media and pictures of the executed designs. Include print, outdoor, and web.

For the advertising, a combination of realistic photos and illustrations were used to create variety in the campaign. For all of the advertisements, the theme of water being free from plastic is used to show that Replenish gives people the best water in the best way.

For the Instagram ads, three different ads were created. The first ad uses a happy photo of a woman holding a replenish water bottle with the copy reading live free of plastic. The copy is kept simple due to Instagram regulations, and it is shown that image-heavy advertisements perform better on Instagram. The second advertisement shows the water bottle resting on a rock in front of a flowing river/creek. As the video plays, text appears in the water saying, "Water as it should be, free." The third Instagram video is an animated After Effects video where an illustration of the machine has its button pushed and "water" flows from the spout in the swirling fashion of the icon. As water continues to flow, text appears and says, "Water, free from plastic."





## CONCLUSION

Replenish is a water station company that aims to help people reduce their use of single use plastics. With new and engaging content, Replenish aims to give consumers high quality water at the touch of a button.

Through research, habits of Americans were tracked to see preferences for water and, more specifically, bottled water. People drink bottled water for perceived reliability, taste, and accessibility. Replenish was built around these perceptions to alter how people purchase water without impacting the environment as much. Advertisements were created to cater to the needs of the target market and allowed interaction with the company through various avenues.

Replenish can be developed even further to increase the positive impact on the environment. Further research into additional revenue streams such as filming sets through craft services, expanding to include sparkling water, and incorporating a philanthropic portion to the company to help areas where clean water is not easily accessed. Research in these specific areas can elevate the Replenish Brand to the next level.



For the billboard, an image of the water bottle is used and appears to be floating and riding the waves of the illustrated water. The copy reads, "Water, freed." This creates interest in the product and how the water is freed. A hashtag is used so consumers can search the movement.

For outside marketing, an image of the water bottle is used and cut in half to look like a door. There is an open gap in the shape of the water bottle that indicated an opening. This all appears on a concrete wall, showing that even in the concrete world of a city, Replenish can bring fresh, pure water.

TikTok will also be used for advertising. Challenges will be created and specific "TikTok Famous" people will be contacted to help kickstart these challenges.





