



Hanson Rebrands ZeroWater  
Taste the Difference

MEASURE AND  
TASTE THE  
DIFFERENCE!



**ZEROWATER**  
IF IT'S NOT ALL ZEROS - IT'S NOT ZEROWATER

Why Hanson Design?

Hanson Design brings over 20-years of successful brand development and the real-world experience that is the key to a winning marketing strategy in any media. Our proven brand and creative strategies, coupled with our powerful digital marketing capabilities and proven methodology, guarantees all of your marketing and business objectives will be realized.

Notable Clients: Pernod Ricard USA, Radian Group Inc., AstraZeneca, Sodexo, GBCA, Colgate-Palmolive and JPMorganChase

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brand • packaging • website



brand

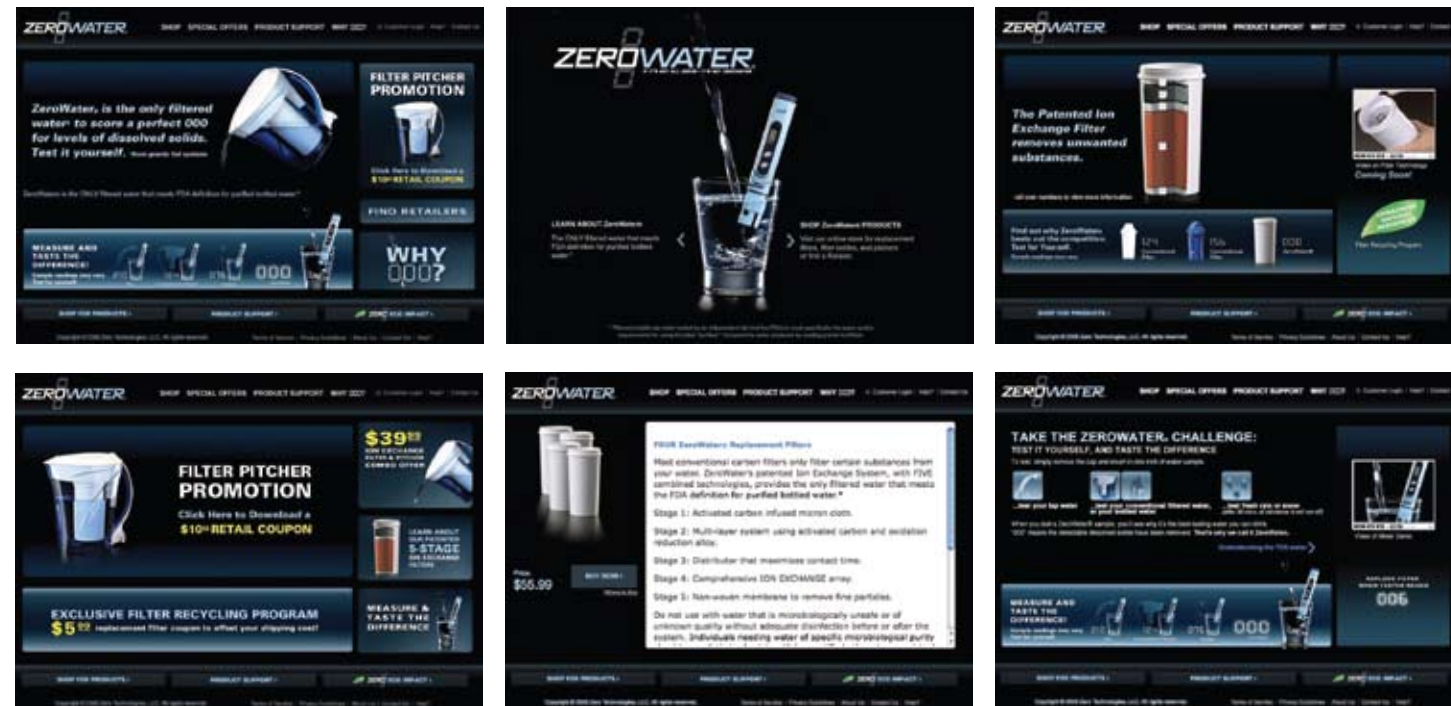


To meet new sales projections at Wal-Mart and Target, ZeroWater asked Hanson to help reposition its brand and promote its water purification products.

"Hanson 'got us' right away. We are first and foremost a technology company and the new Brand Identity, Packaging and Website all showcases the benefits of our superior filtration system."

Doug Kellam  
CEO, ZeroWater

website



zerowater.com

Along with developing the new ZeroWater brand identity and tagline – "If it's not all zeros – it's not ZeroWater" and as a cornerstone of ZeroWater's new marketing campaign, Hanson created the new ZeroWater e-commerce website.

Some of the highlights of the new website include: A shopper's page featuring exclusive promotions that drive product trial and purchase. Educating the consumer by illustrating and explaining the benefits of ZeroWater's patented filtration technology. Brand imagery that is consistent with and supports the retail environment. Featured product and coupon offers that coincide with current TV promotions and infomercials.

packaging



*If it's not all zeros – it's not ZeroWater*