

DEVILS ADVOCATE



**Wasser, das Haltung hat –
Vom Konzept zum internationalen Lifestyle-Getränk.**

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**GUDBERG NERGER
CASE STUDY**

Herausforderung

- Aufgabe: **ein neues Wasser in Dosen** strategisch so zu positionieren, dass es nicht „nur Wasser“, sondern **cooler Drink** wird – mit Markteintritt **in Frankreich**.
- Anspruch: **Naming, Corporate Design, Produkt- & Verpackungsdesign**, Launch-Story und Go-to-Market aus einem Guss.

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Unsere Lösung

- **Markenstrategie & Claiming:** Profilierung als „**Original No-Regret Drink**“ – Wasser als Lifestyle-Alternative, nicht als Verzicht.
- **Design & Packaging:** ikonisches 50cl-Dosenformat (Still & Sparkling), visuell reduziert und **ohne Plastik – Aluminium, unendlich recycelbar.**
- **Go-to-Market:** Launch in **Sommer 2024 (Frankreich), Festival- & Club-Sampling (Paris)**, sukzessiver Rollout auf weitere Märkte (UK/ NL/USA).

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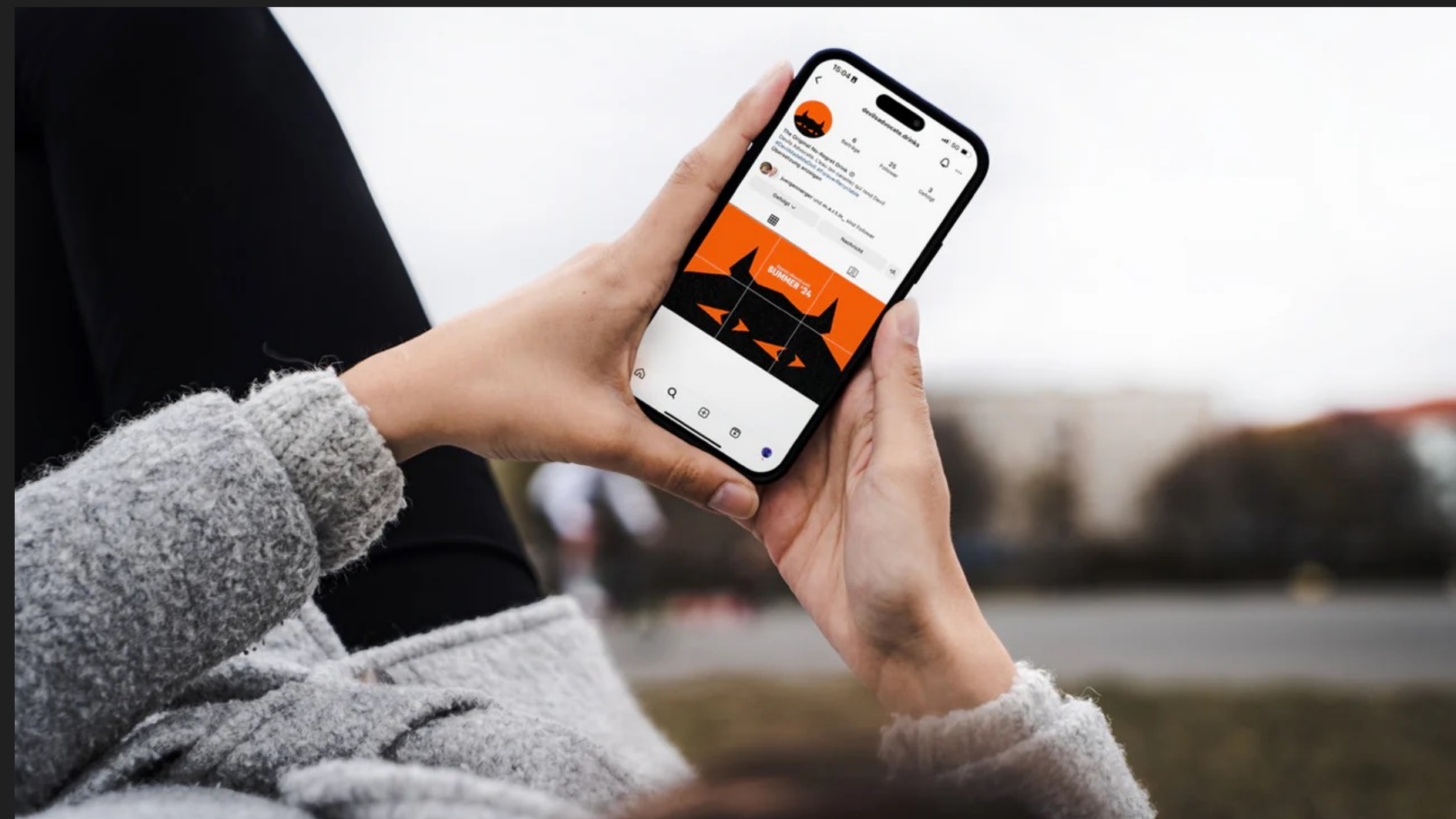
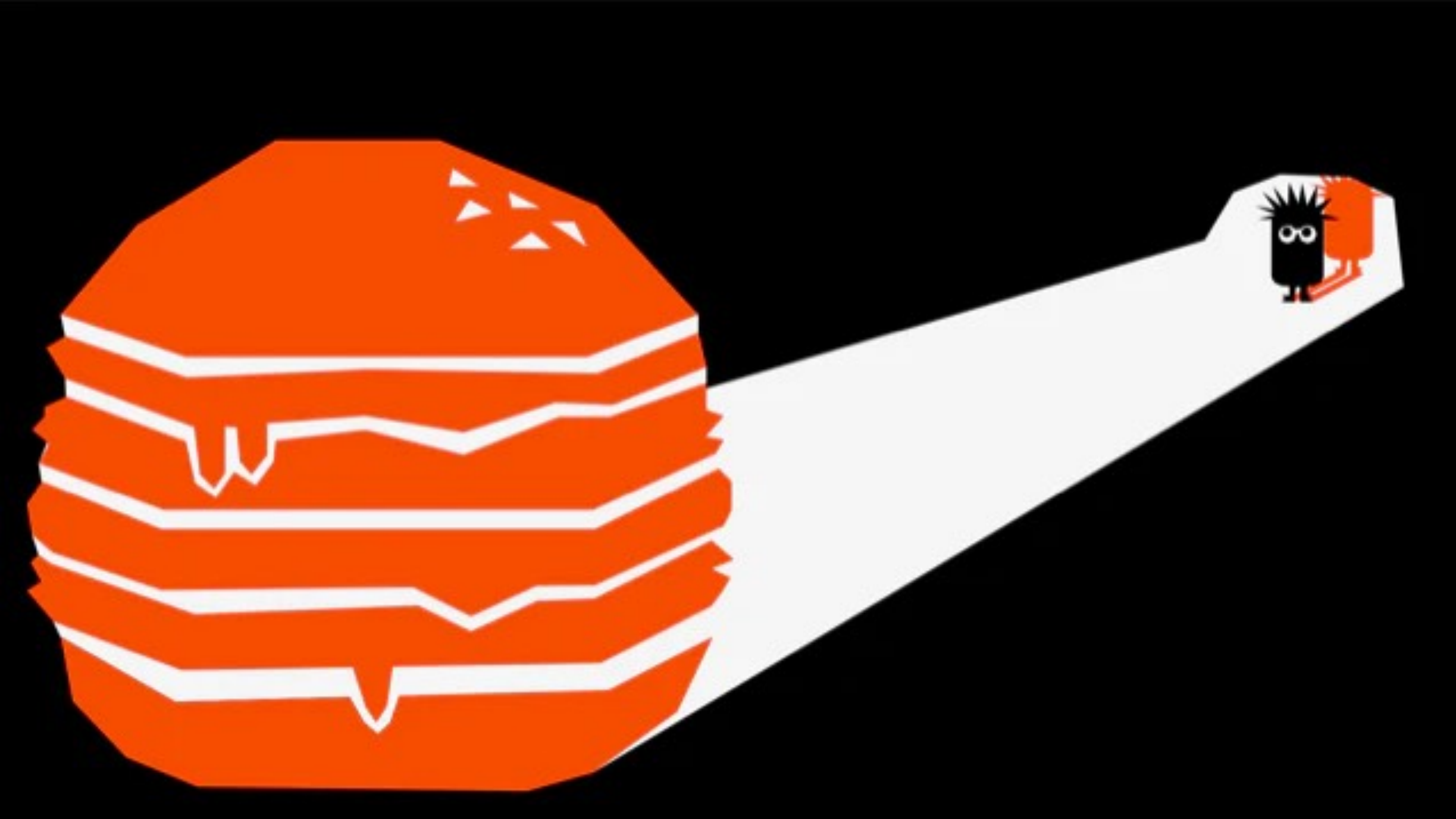
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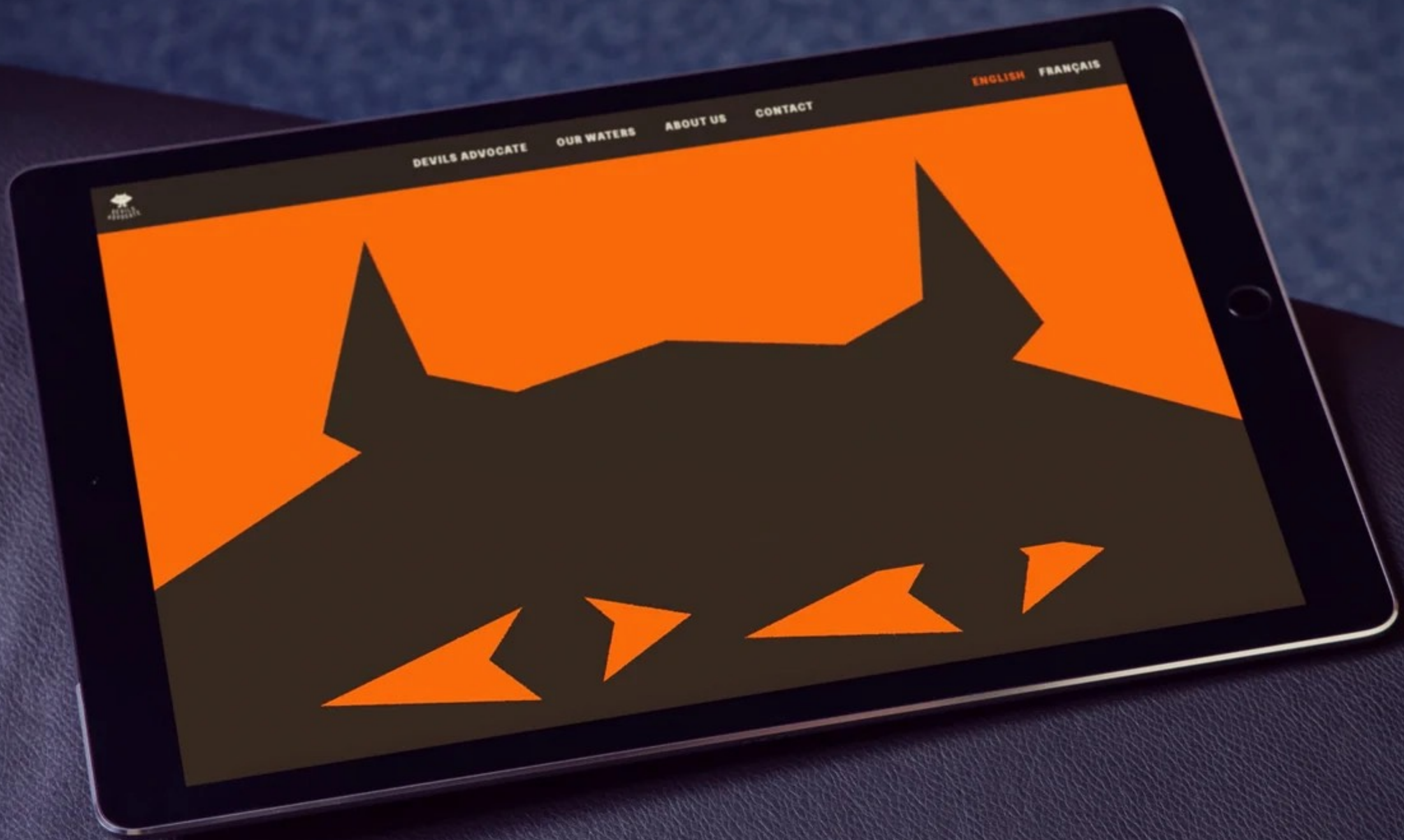
- **Schnelle kulturelle Andockung** durch Nightlife-Kontext; klare Differenzierung im Wasser-Regal (Coolness statt Askese).
- **Konsistentes System** von Strategie bis Asset-Produktion; starke Story „**Say Yes to the No-Go**“.



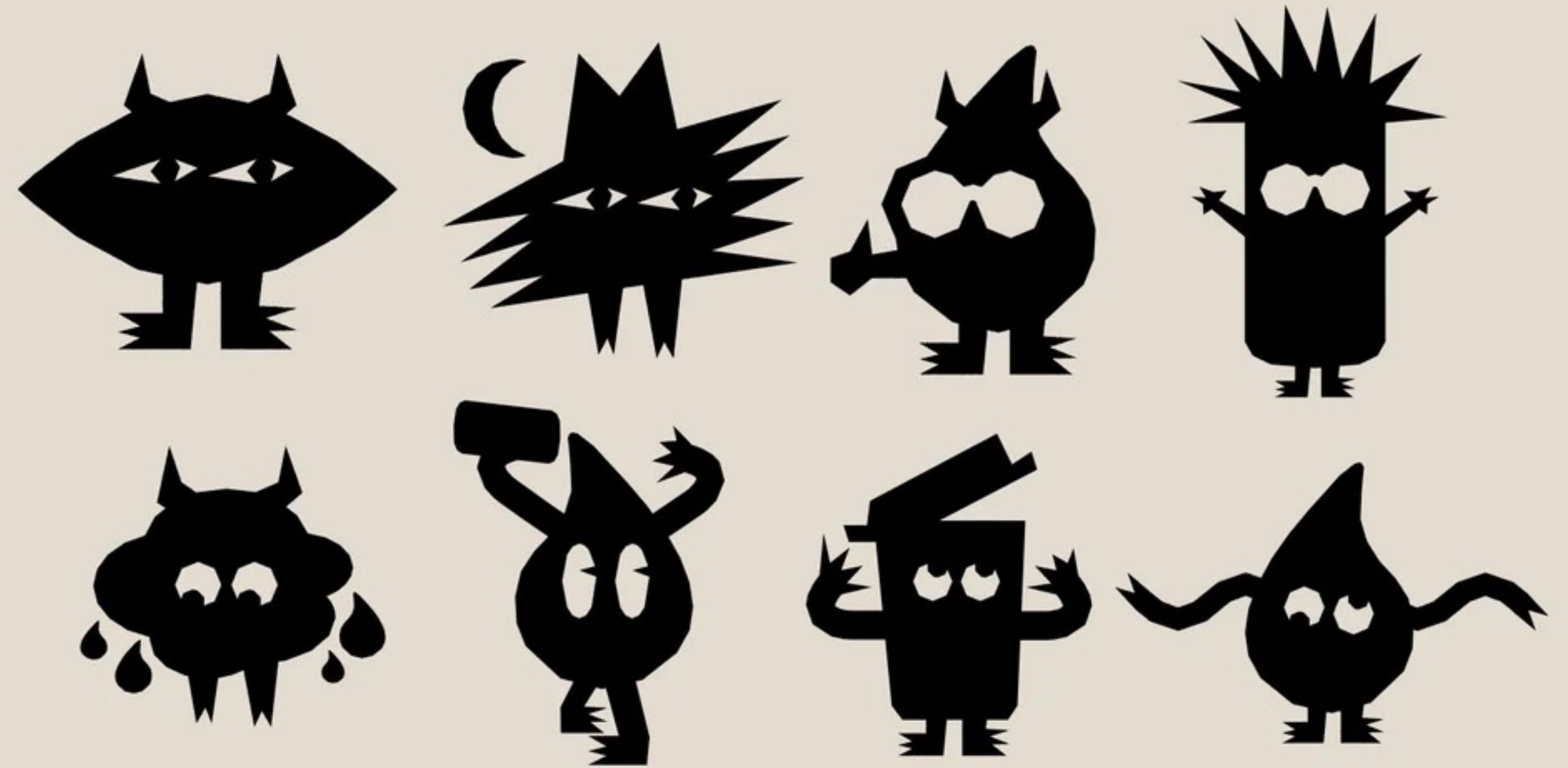








The Advocates
are a Family.



SPECIMEN #002

NAME

Yessaya

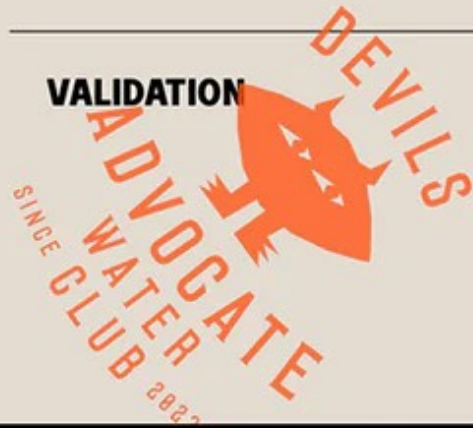
MOTTO

Say Yes to
the No Go!

INFORMATION

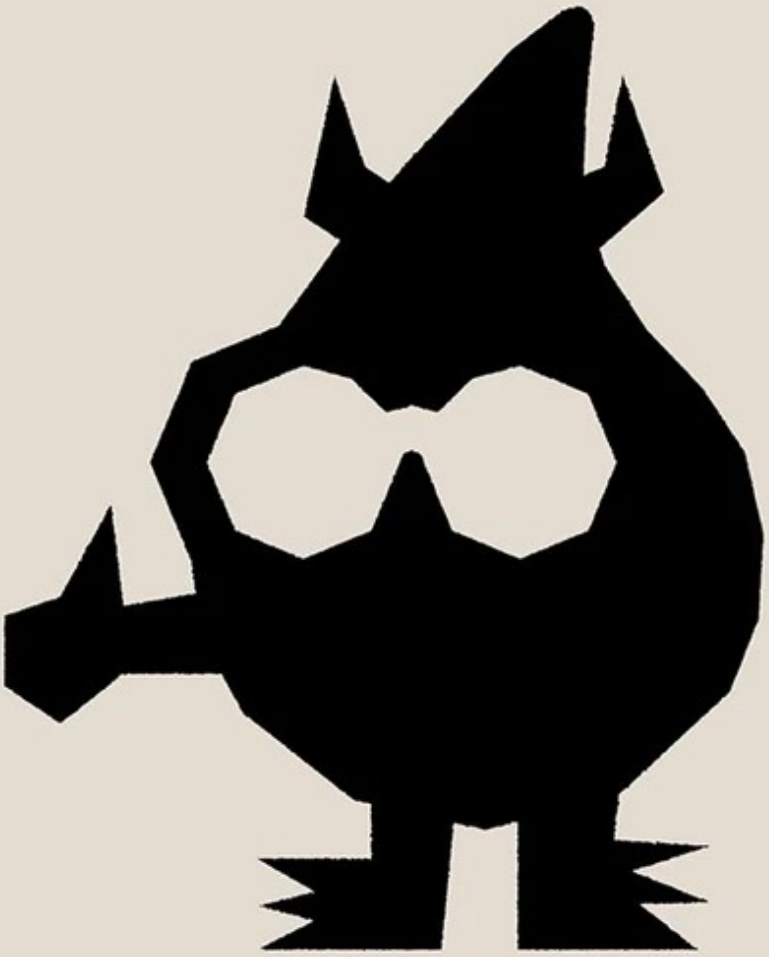
IF YOU ENCOUNTER ONE OF THESE
SPECIMENS, STAY CALM AND DRINK
WATER.

VALIDATION



CLASSIFIED AS

☒ FRIENDLY
☐ GRUMPY



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SPECIMEN #008

NAME

Alumoto

MOTTO

Yes you
can!

INFORMATION

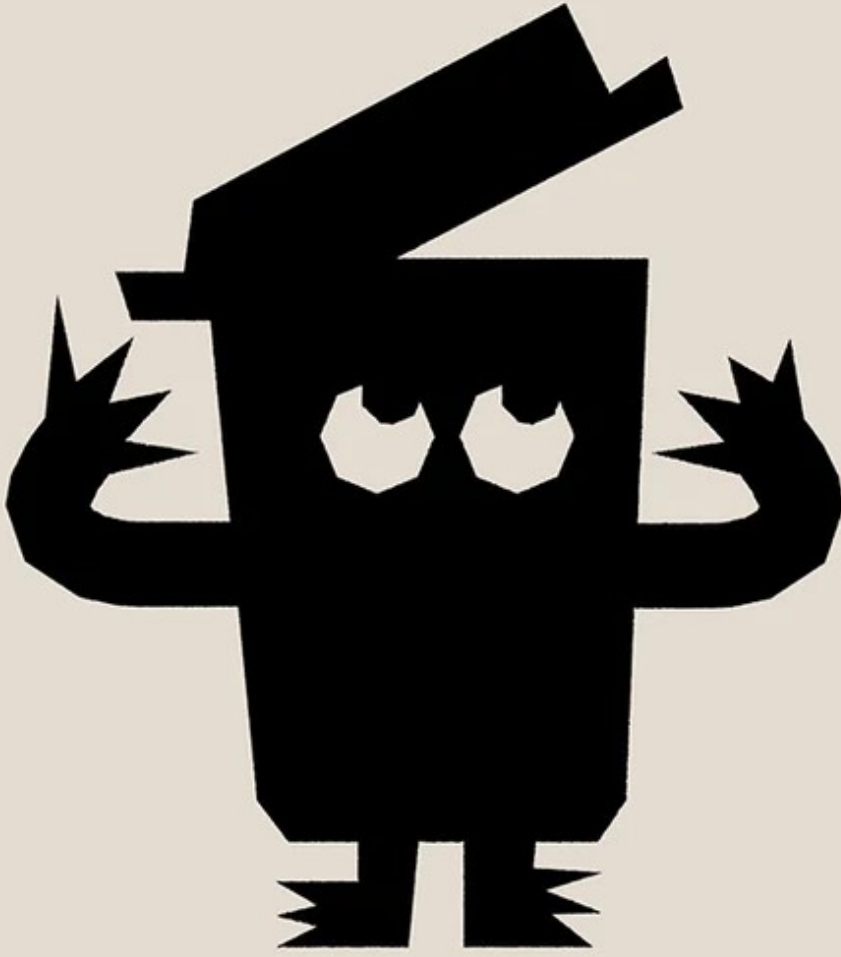
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**Say Yes
to the
No Go!**

