

## **Branding Moments**

### ***From the Utility Branding Network***

People often think that if water comes from a mountain spring or the river, it is high quality. Certainly, if it comes from the toilet, it is forever dangerous. In reality, the competence, diligence, and investments made by utilities is what ensures that water delivered to the tap is fit to drink, and recycled water is safe for its many applications.

We will further explore how utilities should be building the "Source of Quality" brand in future installments of *Branding Moments* and on the Utility Branding Network website, which is under construction.

### **The Source of Water Quality and Aquafina**

Some of you may have followed the "exposing" of the water source of Aquafina bottled water. The fact that the source is municipal tap water might have been a big deal, but the issue seems to have fizzled. This is due in part to the strength of the Aquafina brand.

You may have also seen commercials recently aired by Aquafina that focused on how many times the water is filtered to "guarantee purity." The point here is that Aquafina is the one guaranteeing the purity, and Aquafina's values and processes are the source of quality. Aquafina has even named and trademarked the purification process, which you can see by checking out their website at [www.aquafina.com](http://www.aquafina.com).

Arguably, one effect of Aquafina's brand is that the water source becomes irrelevant. These are useful insights for branding tap water and, even more importantly, branding recycled water.

Utilities are not competing with bottled water. Municipal water is a unique and valuable product that should be branded on its own merits. However, we can learn from both good and bad branding in the private sector, which we will explore in future installments of *Branding Moments*.

**Questions and Comments** - *Feel free to ask questions or to comment on this email. Questions and comments will be compiled onto a follow-up email with additional commentary. Please reply to this message or email us at [news@utilitybranding.net](mailto:news@utilitybranding.net).*

### **About the Network**

*The Utility Branding Network for water and wastewater agencies is committed to helping utilities better understand branding principles and to help them build a*

*strong brand with their communities. A strong brand increases trust, support, and investment.*

*If you are not yet a member of the Network, or just want more information, please contact John Ruetten at [john@utilitybranding.net](mailto:john@utilitybranding.net) or Jeff Mosher at [jeff@utilitybranding.net](mailto:jeff@utilitybranding.net). The Network is administered by the National Water Research Institute (NWRI).*

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