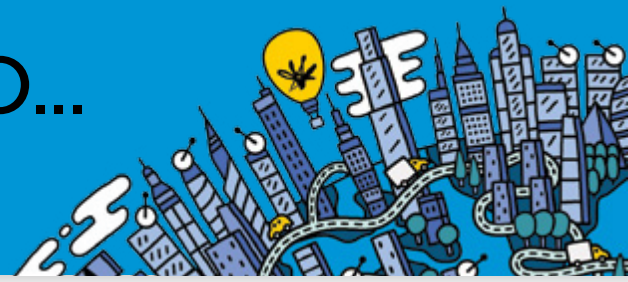


# COUNT ON TOLUNA TO...

PROVIDE POWERFUL INSIGHTS THAT DRIVE  
IMPACTFUL ADVERTISING



## Case Study: **sodastream** water made exciting

### The Challenge

Soda Stream is the leading provider of an 'at home' carbonization product. The device carbonates water, and offers users the ability to create their own flavored beverages with available syrups and concentrates. SodaStream came to market in the soda category, primarily competing with other soda manufacturers. As the American consumption of soda declines, it was important for the brand reposition themselves to continue their growth.

### The Action

Choosing to partner with Toluna, SodaStream conducted a study and found that people who own a SodaStream drink more water (and less soda) as a result. The findings were; American SodaStream Users drink 9.5 glasses of water a day compared to 6.7 glasses within the general population. Further, Soda Stream users drink 1.6 glasses of soda a day, as compared to average Americans who drink 3.5 glasses. The results from their research were crucial to substantiating SodaStream's new brand message – SodaStream can help you to Drink More Water!

### The Result

SodaStream used the research they conducted to launch a new campaign called "Drink More Water," which highlights the key insights from their study. Highlighting water as the beverage of choice has allowed them to pivot their business successfully toward a health-conscious category that imparts



the importance of daily hydration. By using smart research to better understand their customers, SodaStream translated their insights into a powerful story for their advertising that will connect with a new group of consumers and expand their business into the growing health and wellness category.

To view the television commercial created for this campaign, visit [go.toluna-group.com/sodastream](http://go.toluna-group.com/sodastream)