



+ nest.

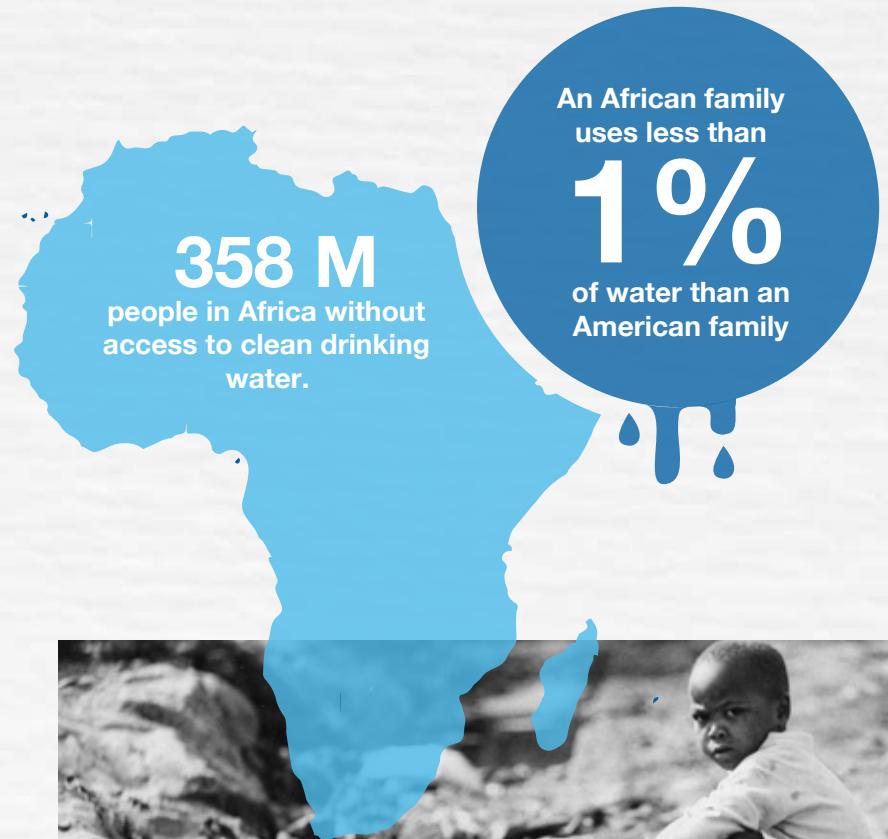
BACKGROUND INFORMATION



Currently, there are 358 Million people in Africa without access to clean drinking water. Ironically, an entire African family uses less than 1% of the water than one person in the United States.

Wasteful habits like leaving the tap running while your brushing in the morning causes us to use a tremendous amount over what we really need. 95% of the water we use goes down the drain.

However, there's an upside. The shortage of water around the world has a simple solution, and all it requires is small changes in every day habits. Living a little more efficiently can make a drastic change in our current situation.





CHALLENGE

How do we get people to remember to turn off the faucet, especially when they've just woken up?

INSIGHT

It takes 21 days to change a habit. A product that forces someone to act against their subconscious habits for three weeks will permanently change their behavior.

**BIG
IDEA**



Oh is an inexpensive device that attaches to any bathroom faucet.

Designed with the help of Nest, a household technology company, Oh will be able to sense when someone has left the water running. It then alerts the person brushing their teeth by illuminating their sink with a blinking blue light, promptly reminding the brusher to turn off the tap. After some time, the user will subconsciously turn off the tap, without the need for the device.

The profit from purchases will be donated to the Water Project, a non-profit organization working to provide Africa with clean, fresh water.

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