



# CASE STUDIES



# More than *just* a bottle.

## Value Add Benefits

- Each Ocean Bottle owner collects 1000 plastic bottles & improves social mobility
- Each recipient gets a direct tangible involvement in saving the ocean
- Receive collector stories and content
- Company plastic collection impact certificate
- Co-founder talks or panel for your audience
- PR support with messaging and communications
- Branding opportunity on merchandise

EY



## WHY OCEAN BOTTLE

- Engaged 2000 employees in the Nordics with a corporate social ocean saving initiative
- Plastic-free mission on-site, they gave employees a headstart in using a reusable bottle instead of buying a plastic water bottle



### COMPANY GIFTING



2,000

OB'S PURCHASED



2,000,000

PLASTIC BOTTLES COLLECTED



22,800

KGS OF OCEAN BOUND PLASTIC



## WHY OCEAN BOTTLE

- Wanted to retain and reward their community so gave supporters limited edition Corona x Ocean Bottles
- Used the bottles as an acquisition tool that sat under their “Protect the Ocean” campaign



### PROMOTIONAL



2,094

OB'S PURCHASED



2,094,000

PLASTIC BOTTLES COLLECTED



23,871.6

KGS OF OCEAN BOUND PLASTIC



## WHY OCEAN BOTTLE

- Wanted to switch to a stronger eCommerce offering and strategy
- Needed a premium product proposition to increase average order value and drive revenue

### ✓ RETAIL



**2,016**  
OB'S PURCHASED



**2,016,000**  
PLASTIC BOTTLES COLLECTED



**22,982.4**  
KGS OF OCEAN BOUND PLASTIC





# Imperial College London



## WHY OCEAN BOTTLE

- Imperial got the faculty involved as advocates and ambassadors to encourage students and staff to reduce their plastic footprint



### EMPLOYEE REWARDS



**48**

OB'S PURCHASED



**48,000**

PLASTIC BOTTLES COLLECTED



**547.2**

KGS OF OCEAN BOUND PLASTIC

## WHY OCEAN BOTTLE

- Wanted to diversify income during COVID
- First batch sold out in less than 30 mins and immediately relaunched a 6 month presale campaign to maximise op
- Looking to showcase their stance on environmental issues and allow their fans to get involved



### ARTIST MERCH



**48** (first batch)

OB'S PURCHASED



**48,000**

PLASTIC BOTTLES COLLECTED



**547.2**

KGS OF OCEAN BOUND PLASTIC





# SOCIAL IMPACT

We put a value on plastic waste and at the same time support local jobs.

Collectors on the front lines of the ocean plastic exchange plastic for:

- Money
- Healthcare
- School tuition
- Tech products
- Access to micro-finance.

All enabled by our partners Plastic Bank.

Watch our brand film [here](#) to find out more.





“Ocean bottle is the first tangible ocean impact we have”

London  
**Evening  
Standard**

“If Apple designed a drinks container for life, this would be it.”

  
**THE TIMES**

“Fighting plastic pollution at a grassroots level”

**Forbes**

# AWARDS

Forbes



**Green  
Product Award**  
Winner 2020

**LONDON  
BUSINESS  
AWARDS**  
2020



red**dot** winner 2020

