

## 1. Year-Long Content Plan (High-Level Overview)

Objective: Apply the 3H (Hero, Hub, Help) and POE (Paid, Owned, Earned) frameworks to design a 12-month content plan for your water brand.

| Month/<br>Week | Hero/<br>Hub/<br>Help | Content<br>Theme /<br>Campaign               | Content Type                    | POE<br>Channel<br>(Paid,<br>Owned,<br>Earned) | KPI / Goal       | Rationale (Data<br>Insight)                                                                                                               |
|----------------|-----------------------|----------------------------------------------|---------------------------------|-----------------------------------------------|------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| Jan W1         | Hero                  | New Year, New Flow (Dry Jan Edition)         | Video Ad (YouTube)              | Paid                                          | Drive Sales      | Capitalizing on post-holiday detox. Positioning water as the best alcohol substitute.                                                     |
| Jan W2         | Help                  | Setup Guide: Improve Your Habit              | Tutorial (Instagram Reel)       | Earned                                        | User Engagement  | Addressing the confusion users often have about hydration goals by providing a technical setup guide.                                     |
| Jan W3         | Hub                   | Blue Monday: Hydration & Happiness           | LinkedIn Carousel               | Earned                                        | Referral Traffic | Combating "Blue Monday" by framing hydration as a mood/serotonin booster. <sup>i</sup>                                                    |
| Jan W4         | Help                  | The Science of Tracking (Benefits)           | Blog Post                       | Owned                                         | SEO Traffic      | Merges "Science of 60-Day Habit" with SEO query: "What are the benefits of a water bottle with a built-in hydration track?" <sup>ii</sup> |
| Feb W1         | Hub                   | "Don't Quit" Check-in                        | Email Newsletter                | Owned                                         | Open Rate        | Motivating users to keep the streak.                                                                                                      |
| Feb W2         | Help                  | 3 Focus Hacks (Coffee vs. Water)             | Blog Post                       | Owned                                         | Drive Traffic    | Targeting who drinks too much coffee. (E.g. "Elena, the Insider Persona")                                                                 |
| Feb W3         | Hub                   | Unboxing Your Rewards                        | Instagram Reel                  | Earned                                        | User Engagement  | Visualizing the specific incentive (Sachets/Discounts) drives extrinsic motivation and app usage.                                         |
| Feb W4         | Hero                  | "End of Winter" Sale                         | Retargeting Ads                 | Paid                                          | Conversions      | Retargeting users who viewed products in Jan but didn't purchased.                                                                        |
| Mar W1         | Help                  | Spring Clean Your Routine (& Bottle)         | YouTube How-to Video            | Earned                                        | Referral Traffic | Practical guide on cleaning the foldable bottle + refreshing habits for Spring.                                                           |
| Mar W2         | Help                  | World Kidney Day (Mar 12, 2026)              | LinkedIn Text Post              | Earned                                        | Brand Awareness  | "Water is Medicine." Positioning hydration as preventative health.                                                                        |
| Mar W3         | Hero                  | Nutrition & Hydration Week + World Water Day | Sponsored Posts                 | Paid                                          | Lead Generation  | Combining two major events (March 16-22). High relevance for professionals who value both performance and sustainability.                 |
| Mar W4         | Hub                   | 60-Day Graduates: Hall of Fame               | Instagram Stories (UGC Reposts) | Earned                                        | Sentiment        | Celebrating the first batch of users (from Jan) of users who finished the habit cycle.                                                    |

|               |      |                                        |                                                 |        |                   |                                                                                                                                          |
|---------------|------|----------------------------------------|-------------------------------------------------|--------|-------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Apr W1</b> | Hub  | Stress Awareness Month                 | Linkedin Infographic                            | Earned | User Engagement   | Dehydration spikes cortisol levels. Positioning the bottle as a tangible stress-management tool.<br><sup>iii</sup>                       |
| <b>Apr W2</b> | Help | Cost Calculator: Plastic vs. Aguavida  | Website Interactive Tool                        | Owned  | Time on Page      | "How much do I save?" Visualizing ROI triggers buying insights for budget-conscious users.                                               |
| <b>Apr W3</b> | Hero | Earth Day: "The 1 vs. 1,000 Challenge" | Sponsored Video (IG)                            | Paid   | Brand Awareness   | Visualizing waste reduction appeals.                                                                                                     |
| <b>Apr W4</b> | Help | World Safety & Health at Work Day      | LinkedIn Carousel                               | Earned | Referral Traffic  | Educating users on the science of safety, as studies show even 2% dehydration drops focus by 20% and slows reaction times. <sup>iv</sup> |
| <b>May W1</b> | Hub  | Mei Plasticvrij Campaign               | Instagram Stories                               | Earned | User Engagement   | Capitalizing on Belgium's "Plastic-Free May." Positioning the bottle as sustainable tool                                                 |
| <b>May W2</b> | Help | Reward Tutorial: "How to Redeem"       | Instagram Reel                                  | Earned | Referral Traffic  | Visualizing the some rewards (e.g. electrolytes sachets) reinforces the habit loop. Reminds users that their "points" have real value.   |
| <b>May W3</b> | Hub  | Mental Health: "Mood & Composure"      | LinkedIn Text Post                              | Earned | Sentiment         | Physical discomfort (like thirst) often manifests as irritability. Positioning hydration as a tool for patience.                         |
| <b>May W4</b> | Hero | Brussels 20km: Race Day Hydration      | PDF Guide (Website)                             | Owned  | Content Downloads | Positioning Aguavida as essential gear for performance by capturing the search traffic for "race day prep" one week prior.               |
| <b>Jun W1</b> | Help | "The Ultimate Bottle Care Guide"       | Blog Post                                       | Owned  | SEO traffic       | Repurposing March tip into a permanent, searchable guide; users search Google for "how to clean silicone bottle"                         |
| <b>Jun W2</b> | Help | Product Support: "Built to Last"       | YouTube Explainer                               | Earned | Sentiment         | Promoting the 'Free Lid Replacement' policy (Year 1).                                                                                    |
| <b>Jun W3</b> | Hero | Global Wellness Week                   | Virtual Yoga Class: "Find Your Flow" on website | Owned  | Brand Awareness   | Positioning the bottle as a tool for mindfulness by promoting Yoga Day (Jun 21).                                                         |
| <b>Jun W4</b> | Help | Summer Skin: "The Hydration Glow"      | Blog post                                       | Owned  | SEO Traffic       | Connecting water intake to professional image and beauty, capitalizing on the spike in "clear skin" searches before holidays.            |
| <b>Jul W1</b> | Hero | Summer Campaign: "Travel Light"        | Video Ad (YouTube)                              | Paid   | Conversions       | Visualizing the "foldable" USP to solve the universal packing problem for business travelers struggling with luggage limits.             |

|               |      |                                       |                                    |        |                  |                                                                                                                                      |
|---------------|------|---------------------------------------|------------------------------------|--------|------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| <b>Jul W2</b> | Help | Airport Hacks: Hydrating on Flights   | Newsletter                         | Owned  | Lead Nurturing   | Offering practical utility on how to pass security with an empty folded bottle, targeting the high search volume for flight liquids. |
| <b>Jul W3</b> | Hub  | Festival Survival Guide               | Instagram Carousel                 | Earned | User Engagement  | Festival Season: Positioning the bottle as "essential gear" for festivals.                                                           |
| <b>Jul W4</b> | Help | Hiking: "Trail Safety Guide"          | Blog post/ Checklist               | Owned  | SEO Traffic      | Promoting safety and preventing heat exhaustion on summer weekends when searches for "hiking trails" peak.                           |
| <b>Aug W1</b> | Hub  | "Aguavida Around the World"           | Instagram Feed Photo Contest (UGC) | Earned | Mentions         | Incentivizing sers to show off their bottle in "cool" locations.                                                                     |
| <b>Aug W2</b> | Help | Summer Nutrition: "Eat Your Water"    | YouTube Short                      | Earned | Referral Traffic | Showcasing water-rich foods as a fresh alternative to plain water to combat hydration fatigue.                                       |
| <b>Aug W3</b> | Hero | Summer Sale                           | Retargeting Ads                    | Paid   | Conversions      | Clearing inventory before Q4.                                                                                                        |
| <b>Aug W4</b> | Help | App Feature: "Recalibrate Your Goals" | Guide (Blog Post)                  | Owned  | User Engagement  | Guiding users to update app settings to prevent broken streaks as post-holiday routines change.                                      |
| <b>Sep W1</b> | Hero | Feature Launch: "Hands-Free Upgrade"  | Launch Video (LinkedIn)            | Earned | Brand Awareness  | Introducing the Carabiner Reward for stylish hands-free carry to solve the pain point of commuters juggling phones and bags.         |
| <b>Sep W2</b> | Help | Focus Habits for Fall                 | Blog Post                          | Owned  | Website Traffic  | Back to Work; as routines normalize, professionals search for productivity hacks.                                                    |
| <b>Sep W3</b> | Hub  | Mobility Week: "The Commute"          | Instagram Story Polls              | Earned | User Engagement  | Engaging commuters on the benefit of a collapsible bottle in cramped spaces during European Mobility Week.                           |
| <b>Sep W4</b> | Hub  | Coffee Day: "The One-for-One Rule"    | Blog post                          | Owned  | SEO Traffic      | Teaching the habit of drinking one glass of water for every coffee to prevent the "caffeine crash."                                  |
| <b>Oct W1</b> | Hero | Sober October: "Networking Clarity"   | LinkedIn Video                     | Earned | Reach            | Positioning water/sachets as a sophisticated tool for alcohol-free networking events.                                                |

|        |      |                                       |                   |        |                  |                                                                                                                               |
|--------|------|---------------------------------------|-------------------|--------|------------------|-------------------------------------------------------------------------------------------------------------------------------|
| Oct W2 | Help | Immunity Shield: "Flu Season Defense" | Newsletter        | Owned  | Open rate        | Flu season begins. Hydration ensures mucosal barriers work effectively. <sup>v</sup>                                          |
| Oct W3 | Hub  | Halloween: "Don't Be a Zombie"        | Instagram Reel    | Earned | User Engagement  | "Brain fog makes you a zombie." Light-hearted engagement for stressed workers.                                                |
| Oct W4 | Help | Winter Fatigue: "The 5 PM Sunset"     | Blog post         | Owned  | SEO Traffic      | Providing tips to keep energy high when days get short, addressing the fatigue caused by lack of sunlight                     |
| Nov W1 | Hub  | Gifting: "The Perfect Desk Accessory" | LinkedIn Carousel | Earned | Referral Traffic | Search volume for "Corporate Gifts" spikes. Positioning the bottle as a thoughtful gift for colleagues/clients. <sup>vi</sup> |
| Nov W2 | Hub  | VIP Access: "The Insider's List"      | Newsletter        | Owned  | Click Rate       | Giving subscribers early access to Black Friday bundles.                                                                      |
| Nov W3 | Hero | Black Friday: "Invest in Your Focus"  | Search Ads        | Paid   | Conversions      | Positioning the discount as an investment in next year's productivity during the peak purchasing week.                        |
| Nov W4 | Help | Winter Skin: "Beat the Heating"       | Blog post         | Owned  | SEO Traffic      | Connecting hydration to maintaining a professional appearance, addressing the pain point of office heating drying out skin.   |
| Dec W1 | Hero | Holiday Offer: "Free Shipping"        | Video Ad          | Paid   | Conversions      | High cart abandonment due to shipping costs. Removing this barrier early in Dec ensures gifts arrive on time.                 |
| Dec W2 | Hub  | Party Season: "Office Party Survival" | Instagram Reel    | Earned | User Engagement  | The "1-for-1 Rule" (1 wine, 1 water). How to survive the company Christmas party                                              |
| Dec W3 | Help | Recovery: "The Electrolyte Hack"      | Blog/Guide        | Owned  | SEO Traffic      | Explaining how our Electrolyte Sachets (Reward Item from the App) restore balance and energy.                                 |
| Dec W4 | Hero | Year in Review: "Aguavida Wrapped"    | IG Stories        | Earned | Sentiment        | Capitalizing on the "Spotify Wrapped" trend. A viral campaign encouraging users to share their "Total Liters" stats.          |

## 2. One-Week Detailed Content Rollout Plan

Topic Selected: Brussels 20km Race Week (May 25–31, 2026)

Campaign Objective: To engage Brussels professionals and position Aguavida as the essential health tool for a balanced and hydrated race experience.

| Day | Content Type / Format | Channel / Platform | Purpose (Awareness, Engagement, Conversion) | CTA (Call-to-Action) | KPI / Metric | Rationale (Why this content? Which insight?) |
|-----|-----------------------|--------------------|---------------------------------------------|----------------------|--------------|----------------------------------------------|
|-----|-----------------------|--------------------|---------------------------------------------|----------------------|--------------|----------------------------------------------|

|                  |                           |                   |               |                          |               |                                                                                                                                                              |
|------------------|---------------------------|-------------------|---------------|--------------------------|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Monday</b>    | Instagram Reel            | Instagram         | Awareness     | "Tag your running buddy" | Reach & Views | Kick off Race Week with a high-energy route video. Event anticipation drives high engagement on local hashtags.                                              |
| <b>Tuesday</b>   | Newsletter                | E-mail            | Educational   | "Download Checklist"     | Downloads     | Delivering the "Race Day Checklist" directly to Elena's inbox ensures she feels prepared and supported.                                                      |
| <b>Wednesday</b> | Feature Demo: "Race Mode" | LinkedIn Video    | Interest      | "Update App Now"         | App Updates   | Introducing "Race Mode" (Auto-reminders every 20 min). Solving the cognitive load of tracking while running.                                                 |
| <b>Thursday</b>  | Geotargeted Ad            | Meta Ads          | Awareness     | "Claim Your Free Belt"   | Booth Visits  | Targeting users specifically in Brussels. The "Free Running Belt" offer solves the "hands-free" friction point and drives massive foot traffic to the booth. |
| <b>Friday</b>    | UGC Challenge             | Instagram Stories | Consideration | "Add yours"              | Mentions      | Encouraging runners to post a "Flat Lay" photo of their Race Kit (Shoes, Bib Number, Bottle, Running Belt).                                                  |
| <b>Saturday</b>  | Prep Reel                 | YouTube Short     | Interest      | "Save this tip"          | Saves         | Practical tips: Carb loading and "Water loading" without over-drinking. Addressing the specific nervousness runners feel the night before the 20km.          |
| <b>Sunday</b>    | Live Coverage             | Instagram Stories | Community     | "Share your medal"       | Sentiment     | Race Day. Real-time coverage of the start/finish line. Celebrating the Brussels community and the accomplishment to build brand connection.                  |

### 3. Mock-ups of 3 Key Visual Content Pieces

Objective: Create 3 key visuals or video screenshots that reflect your brand's tone, campaign theme, and content philosophy.

File type to submit: Insert your visuals or screenshots here or paste a link to your design mock-up.

#### Visual Concept 1 Description:

Format: Video Ad

Platform: YouTube (Paid Media)

Intended Audience Segment: Business travelers and summer vacationers (like Elena) who prioritize efficiency and struggle with limited luggage space.

Design Rationale: Aligned with the 'Travel Light' Summer Campaign (Jul W1), this ad demonstrates the product's practicality by showing how it folds down for travel, making it highly relevant for the July holiday season. The visual highlights the brand's minimalist aesthetic and the functional efficiency that consumers like Elena are actively looking for.

I chose a YouTube ad format to target specific search intent, ensuring the content appears exactly when users are searching for 'how to pack for holidays' videos.

### Visual Concept 2 Description:

Format: E-mail Newsletter

Platform: E-mail (Owned Media)

Intended Audience Segment: Active Brussels professionals like Elena who have registered for the 20km race and are seeking practical, time-saving preparation tips to perform well and balance their busy schedules.

Design Rationale: Aligned with the 'Brussels 20km Race Week campaign (May W4 - Tuesday), this newsletter demonstrates the brand's supportive role by providing a practical race-day checklist, making it highly relevant for the final days of preparation. The visual highlights the brand's minimalist aesthetic and the organized efficiency that consumers like Elena value to combat pre-race anxiety. I chose an Email Newsletter format to leverage owned media, delivering high-value utility directly to her inbox to ensure she feels prepared and supported for the race.

### Visual Concept 3 Description:

Format: LinkedIn Carousel

Platform: LinkedIn (Earned Media)

Intended Audience Segment: Career-driven professionals like Elena who rely on caffeine for productivity but experience energy crashes and "brain fog" in the afternoon.

Design Rationale: Aligned with the 'Blue Monday' Hub initiative (Jan W3), this carousel addresses the 'January Slump' by showing how dehydration affects mood. The visual highlights the brand's clean, minimalist aesthetic and positions Aguavida as a practical tool for well-being, backed by research. I chose a LinkedIn Carousel format to encourage engagement and deliver educational content that fits Elena's professional feed.

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<sup>i</sup> Haghighatdoost, F., Feizi, A., Esmailzadeh, A., Rashidi-Pourfard, N., Keshteli, A. H., Roohafza, H., & Adibi, P. (2018). Drinking plain water is associated with decreased risk of depression and anxiety in adults: Results from a large cross-sectional study. *World journal of psychiatry*, 8(3), 88–96. <https://doi.org/10.5498/wjp.v8.i3.88>

<sup>ii</sup> Lally, P., van Jaarsveld, C. H. M., Potts, H. W. W., & Wardle, J. (2010). How are habits formed: Modelling habit formation in the real world. *European Journal of Social Psychology*, 40(6), 998–1009. <https://doi.org/10.1002/ejsp.674>  
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<sup>iii</sup> Haghighatdoost, F., Feizi, A., Esmailzadeh, A., Rashidi-Pourfard, N., Keshteli, A. H., Roohafza, H., & Adibi, P. (2018). Drinking plain water is associated with decreased risk of depression and anxiety in adults: Results from a large cross-sectional study. *World journal of psychiatry*, 8(3), 88–96. <https://doi.org/10.5498/wjp.v8.i3.88>

<sup>iv</sup> Wittbrodt, M. T., & Millard-Stafford, M. (2018). Dehydration impairs cognitive performance: A meta-analysis. *Medicine & Science in Sports & Exercise*, 50(11), 2360–2368. <https://pubmed.ncbi.nlm.nih.gov/29933347/>  
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<sup>v</sup> Airway Health Foundation. (n.d.). *The Role of Hydration in Maintaining Healthy Airways*. Retrieved from <https://www.airwayhealth.org/post/the-role-of-hydration-in-maintaining-healthy-airways>

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<sup>vi</sup> Google Trends. (n.d.). *Personeelsgeschenk* [Search trend for Flanders, Belgium]. Retrieved December 1, 2025, from <https://trends.google.com/trends/explore?q=Personeelsgeschenk&geo=BE-VLG&date=today%205-y#TIMESERIES>

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