Campaign name: Water
Client: Coop
WPP Company: Y&R Italy

Coop is an Italian consumers' cooperative which operates the largest supermarket chain in Italy.

In 2010, Y&R Italy was asked to help communicate Coop's commitment to environmental sustainability, and in particular their reduction of pollution connected to the transportation of mineral water.

Y&R Italy created a campaign to invite people to reduce their environmental impact by drinking tap water or buying mineral water from local sources.

The campaign received a large media response on newspaper, magazines and web and is in short list for a number of Sustainability and Communication Awards.

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