

MRA ARE HEROES IN OUR BOOKS. THEY'VE GIVEN UP THEIR TIME TO MAKE 'ONE' A SUCCESS. WHILST WE ARE INCREDIBLY GRATEFUL TO THEM, THE PEOPLE WHO ARE EVEN MORE GRATEFUL ARE THOSE WHOSE LIVES THEY'VE SAVED, OR WHOSE LIVES HAVE BEEN IMPROVED BECAUSE OF THEIR PASSION FOR THE PROJECT. WE SALUTE YOU.

**Duncan Goose**

Founder – Global Ethics Limited



# MRA MAKES ONE BIT OF DIFFERENCE. WHEN YOU DRINK ONE, AFRICA DRINKS TOO.

MRA HAS GIVEN ITS SUPPORT TO ONE – A BOTTLED WATER COMPANY THAT DONATES 100% OF ITS PROFITS TO RELIEVING THE WATER CRISIS IN AFRICA.

## CHALLENGE

Looking to expand on the success (and by success we mean more children having safe water to drink) achieved in the UK, Global Ethics approached MRA to undertake some research to see what sort of response the launch of 'One' water would have in Australia and what the potential barriers to success might be.

MRA gladly pitched in to conduct the research, particularly when we took a step back and looked at the greater challenge:

- 1 billion people in the World live without clean water;
- 2 million deaths occur each year due to contaminated water;
- 40 billion hours a year are spent walking to collect water

## METHODOLOGY

MRA conducted a detailed online survey with people from all walks of life from 18 to 66+years; both male and female, from Accountants to Scientists.

## OUTCOMES

It was found that 85% of those questioned would switch to a new brand of bottled water if all of the profits went to charity.

This, along with other information captured outlining consumers purchasing and consumption habits, have been used to create some fantastic PR coverage for the 'One' cause, including Ninemsn, SMH Online, Food Mag, Food Week, ABC Radio Perth Online, Echo, Aus Food News and Moree Champion

Please pledge your support in any way you can.

[www.onedifference.org](http://www.onedifference.org)



LOVE  
**one**™

