



 **mizu**

brand introduction



A close-up photograph of a person's hands using a black water filter bottle in a stream. The person is holding the top of the bottle with one hand and the body with the other. The bottle has a mesh filter at the top and a small logo with the word 'mizu' on the side. The water is flowing over rocks, and the background is a blurred natural setting.

mizu is the japanese word for water.

A misty forest landscape with a waterfall in the foreground. The scene is filled with lush green trees and a soft, hazy atmosphere. The waterfall is the central focus, cascading down a rocky ledge. The text is overlaid on the upper portion of the image.

**WE ARE ADVENTURERS AND
OUTDOOR ATHLETES WITH A DEEP
SEEDED RESPECT FOR THE PLANET.**

*we believe that water, in it's countless forms, is the beating
heart of everything we love and respect.*

OUR IMPACT

we show our commitment by partnering with 1% for the planet and eoca as organizations helping us underline our mission statement of educating people to reduce their reliance on single use plastic.



onepercentfortheplanet.org



eocaconservation.org





PRODUCT RANGE



READY FOR LIFE AND ADVENTURE

the range includes high quality products that meet a range of price-points and customer needs. all backed with a lifetime warranty.



SINGLE WALL

economic and durable



INSULATED

*12hrs hot,
24hrs cold*



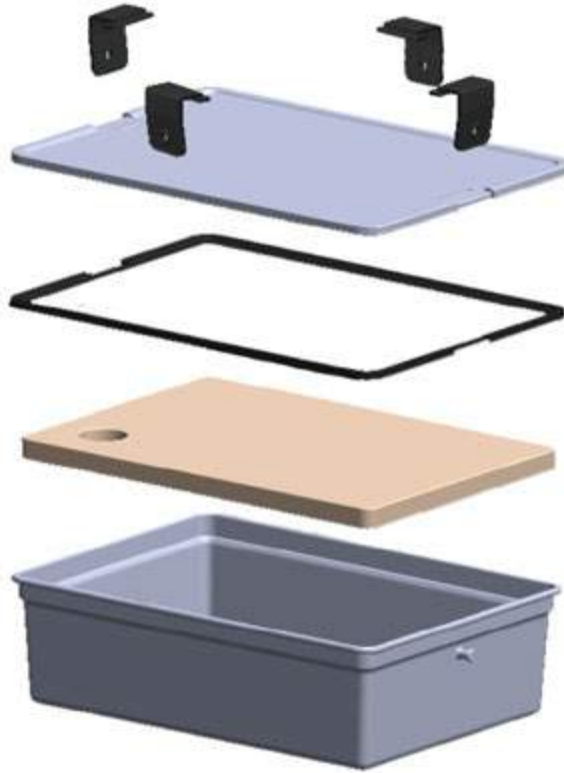
COFFEE

*takeaway or day
trip ready*



FILTRATION

*for the ultimate
adventures*



LUNCH BOX

*protect and/or
prepare*



ACCESSORIES

*never need
disposables*



MARKETING & BRAND AWARENESS



AMBASSADORS



LENNIX SMITH

Australia's leading pro junior surfer.



JACKSON BAKER

elite level surfing competing on the wsl world tour.



TOSHI PANDER

freeskier, creative and winter enthusiast.



CAROLYN FENG

backcountry explorer and key women's snow community member



TOM HOY

professional sport and lifestyle photographer

A FOCUS ON PREMIUM AND QUALITY



our products are made to last, and they have a lifetime warranty to support this. giving our customers no reason to use single use items once purchasing a product to fulfill their needs.

'premium' will be a 360° focus in the brand applications from imagery, ambassadors, retailers and beyond.

THIS IS OUR BENCHMARK, NOT OUR GOAL.

COMPELLING VISUAL STORIES



curating and telling regional and global stories from our brand ambassadors and end consumers point of view. bringing our audience along on the mizu journey.

these will vary from daily journeys through to stories on unique individuals.

**COMMUNICATING OUR PRODUCT STORIES AND GREATER CAUSE
WITH A DEEPER EMOTIONAL CONNECTION TO THE END USER.**

CREATING SOCIAL COMMUNITY



engaging directly with our consumers and followers, we will aim to build a like-minded community in our social channels.

empowering them by sharing user content, consistent giveaways, supporting our impact partners such as 11, live moments with ambassadors and more.

ELEVATING THE BRAND TO BE MORE THAN A LABEL WITH A MISSION STATEMENT, BUT A BEATING HEART WITH A CONSCIOUS GOAL.