



## ***In Class Exercises (ICE) - 11/15/00***

***Bottled water is now a major consumer item, and many companies compete for a piece of this lucrative but competitive business. In order to compete, some companies believe that they need to come up with a gimmick or hook to attract customers to their product.***

***A new company is planning to establish a niche in the water market by targeting their product to a very specific group: highly educated and environmentally conscious consumers. The company plans to call their water "Global Minimum" to emphasize their connection to global environmental issues. Their hook or gimmick is that their bottles will use the least amount of material possible for the volume of water enclosed (375 ml - see the diagram below for the shape of the bottle). In order to appeal to educated consumers, the company plans to include a proof of this fact as part of the label. Design a label for the water bottle that would convey this information to a college educated, environmentally conscious consumer.***

