




GetWaterFit – Unlocking High- Purchase Intent Sustainable Shoppers

**Discover the key to winning
price and sustainability-
conscious customers.**





As Australians, we rely on water in our daily lives, often without realising the amount we consume. However, the availability of water is greatly influenced by climate, weather patterns, and population growth, particularly given the country's vulnerability to drought and changing weather conditions. We all expect high-quality, treated drinking water to flow from our taps consistently without giving much thought to how it gets to our homes. However, water is a precious and finite resource, and it is essential that it be used more wisely to ensure sustainable supply for the future.

Australia's water knowledge levels are low, with only 64% knowing where their household water comes from and 45% saying they definitely don't think about where it comes from. We all need more help understanding our water use, deciding what behavioural changes to make and choosing the most durable, highest-performing water-efficient products for our homes.

That's why The Water Conservancy (TWC) has partnered with UK water efficiency experts Save Water Save Money to introduce The Water Conservancy GetWaterFit Calculator and Product Directory.

The Calculator helps inform customers how they can be more water-savvy and recommends relevant, personalised products to help mitigate water wastage that are featured in the Product Directory.

Brands, manufacturers and retailers of Water Efficiency Labelling and Standards Scheme (WELS) products with a 4-star rating and above, Energy Rating, and Smart Drop Certified (previously known as Smart Approved WaterMark) products can be listed on The Water Conservancy Product Directory.

Customers can find The Water Conservancy Product Directory either directly via Google, where they can browse for indoor and outdoor qualified and accredited products, or via The Water Conservancy GetWaterFit calculator, where they will be recommended products according to their household or business premises profile.

To date, Save Water Save Money's GetWaterFit calculator has over one million users in the United Kingdom alone.

This report will explore how customer sentiment is changing around sustainability and how retail media has evolved to a point where brands must innovate to ensure competitive market positions, even in sustainable industries. We will also highlight how Australian appliance brands and retailers can unlock greater sales with the brand-new The Water Conservancy's GetWaterFit Calculator and Product Directory proposition.



Environmental Challenges

Water stress, droughts, floods and population growth are significant challenges facing Australia's water supply. On top of this, the effects of climate change are intensifying these issues, impacting water availability and infrastructure.

Australia's average annual rainfall, at around 469mm, is well below the global average, and in recent decades, the country has experienced a 12% decline in April to October rainfall in some areas. Population growth, particularly in urban areas, further strains water resources, with the population projected to increase by 24% by 2050.

Prolonged periods of drought, exacerbated by rising temperatures, reduce water supplies from catchments, placing pressure on urban water systems to meet growing demands. Conversely, extreme weather events, including floods, can overwhelm stormwater and wastewater systems, leading to infrastructure damage and public health risks.

Australia is adapting by developing more resilient water supply systems, incorporating strategies like water recycling, desalination, and stormwater harvesting. However, effective management of water stress requires a multi-faceted approach, balancing demand reduction with the development of diverse water sources.

These challenges necessitate a proactive response to ensure the sustainability of Australia's water supply. How are businesses recording carbon-offsetting product sales and gathering data on water savings to contribute to their net zero ambitions? In the same vein, how are customers evolving? Are they adopting more sustainable shopping habits?





Consumer Sentiment

In recent years, the public has focused on sustainability more than ever before, as 38% of Australians, or just over nine million people, say they **“actively consider sustainability when making their purchasing choices.”** Research from Monash Business School’s Australian Consumer and Retail Studies Unit (ACRS) shows that 42% of Australians **“are willing to pay more for sustainable choices.”** Similarly, **PWC** revealed earlier this year that shoppers are willing to pay up to a 9.7% ‘sustainability premium’ for products they deem sustainable.

Studies show that a substantial portion of consumers are willing to support brands that align with their sustainability values. However, companies often struggle to generate sufficient demand for their eco-friendly products. While environmental, social, and governance (ESG) initiatives are important to consumers, economic constraints and the perceived higher cost of sustainable products can hinder their adoption.

However, generating demand for water-efficient products can be a challenge for brands. Balancing what consumers might perceive as ‘greenwashing’ with a genuine environmentally-aware initiative is why it’s becoming increasingly important to be affiliated and partnered with well-known institutions that can help legitimise your message.

The State of Retail Media and a Sustainable Solution



Over the last five years, retail media has been a dominant force in the advertising landscape, with brands collectively investing billions in the promise of targeted, high-impact advertising. However, as we march through 2024, the effectiveness and true return on investment (ROI) of these efforts are under a harsher microscope than ever before. With every major player in the market employing similar strategies, there's a growing concern that the collective impact of these efforts is being diluted. The question arises: as countless brands pursue similar marketing strategies, are they simply neutralising each other's efforts?

There's also a growing concern that much of retail media might be targeting high-intent customers who would have made purchases anyway, cannibalising organic sales rather than driving true growth.

The crux of the issue now revolves around achieving true incrementality. This has prompted brands to reassess their media and marketing expenditures, with a keen eye on uncovering areas that can yield authentic incremental shoppers. One area gaining traction is the sustainable market. Historically, this segment may have been considered overlooked, partly due to the assumption that environmentally-conscious consumers are resistant to traditional marketing tactics. However, this subset is experiencing rapid growth. According to recent studies, the global market for sustainable products is **projected to grow from USD\$28.6 billion in 2024 to USD\$134.9 billion by 2030**, reflecting a significant shift in either customer sentiment or an underestimation of the shopper's desire to buy more environmentally-friendly goods.

The New Era of Customer Engagement

Loyalty is also absolutely foundational, and building a positive emotional relationship with your customers is incredibly valuable. A **2018 study** discovered that emotionally connected customers have a 306% higher lifetime value. Sustainability initiatives are particularly effective at garnering brand loyalty. As **Marketing Week** put it: “Brands that prioritise sustainability demonstrate their commitment to making a positive impact on the world, aligning with the values of socially and environmentally conscious consumers.”

At the same time, these moves are a reflection of a brand’s commitment to transparency and integrity. In a world of organisations seemingly determined to become more guarded and secretive, shoppers resonate with businesses willing to prioritise sustainability and act responsibly.

The Water Conservancy’s GetWaterFit Calculator and Product Directory proposition provide a new opportunity for brands and retailers to attract environmentally- and price-conscious consumers. Users fill out a four-minute survey on their water usage and are provided with strategies and products that can help cut their usage (and costs) using the GetWaterFit Calculator tool. From there, indoor and outdoor products that include smart meters, leak detectors, and other appliances that enable users to monitor and manage their water consumption in both homes and commercial premises are shown in the Product Directory.

By offering tools and resources to monitor and reduce water usage, the initiative appeals to a growing segment of eco-aware consumers. Forty per cent of the one million British GetWaterFit users click through to the Product Directory from the Calculator. The

platform’s user-friendly interface and comprehensive data analytics enable them to make more informed decisions about their water consumption and make the product suggestions feel more like recommendations than a pushy, direct sales approach.

A common challenge advertisers face in modern marketing is understanding exactly where their investment goes in their sales returns. This is partly due to the omnichannel nature of modern marketing (making it difficult to get a holistic measurement of your total ad spend) and partly due to RMNs making their data inaccessible or hard to access. On our platform, advertisers get access to valuable customer water usage & intervention data (anonymised), better informing their decision-making in the marketing process and enabling them to get more out of their advertising dollars.

Manufacturers and Retailers participating with The Water Conservancy can enjoy the following benefits:

- **Reach high-purchase intent customers:** Position your products directly in front of customers who actively desire to better understand and improve their water efficiency.
- **Data insights:** Access to detailed data on customer water usage enables better advertising resource management and decision-making.
- **Tangible measurement of incremental sales:** If your product sells through our Directory, you can pinpoint the source of the sale and learn more about the customer’s journey to purchase.
- **Aligns with CSR goals:** As well as being an excellent marketing tool, The Water Conservancy’s GetWaterFit Calculator is a great opportunity to reinforce your CSR goals and enhance your reputation.

Conclusion

While Australian shoppers are sharing their growing interest in more ecological and sustainable products and habits, businesses often still need help generating demand for these products.

The evolving retail media landscape requires brands to innovate and differentiate themselves effectively. The Water Conservancy's GetWaterFit Calculator and Product Directory proposition offers a solution by helping brands engage sustainability-conscious consumers through tools that monitor and reduce water usage.

GetWaterFit has helped brands across the UK reach more than one million consumers, and have achieved a 40% clickthrough-to-directory rate in that time. Now as The Water Conservancy's initiative, we're confident of the same success, and invite you to be one of the first names to join as an initial sponsor.





Get in touch and discover
how we can help you.

 The Water Conservancy GetWaterFit Calculator

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