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We are very pleased with our Every Drop Counts app. It's proving to be a fun, interactive and creative way to engage our customers; whether they are children, teenagers or adults. We are looking forward to using it on a far wider scale in the future.

Thomas Andrewartha,
Water Efficiency Manager



Words&Pictures Case Study

EVERY DROP COUNTS – NORTHUMBRIAN WATER GROUP

Northumbrian Water Group (NWG) are committed to promoting water efficiency across the UK, alongside the water and water wastage services they deliver to over 4.5 million people. They have worked in partnership with Words&Pictures on a number of projects to encourage the protection and enhancement of the environment.

NWG needed to collect data about their customers' water wastage habits, and to raise awareness about ways to save water. They wanted a tool that gathered the essential information, but was fun and informative,

and with which customers would want to engage.

Words&Pictures developed the interactive *Every Drop Counts* game across a responsive microsite and app platform. The water-saving challenges deliver key facts and ask questions that enable NWG to collect data on the water-usage habits of people. W&P produced two versions of the game, to appeal to young people across all key stages, as well as adults to ensure maximum accessibility was achieved.

The game has been successfully rolled out into schools as well as made available for customers, with players competing to top the leader boards. NWG were so impressed with the final product, they have made it a core part of their website, and use the iPad app at a variety of events to engage with both children and adults alike. The *Super Splash Heroes* are also an integral part to NWGs Education strategy - helping young people save water both in and outside of school!