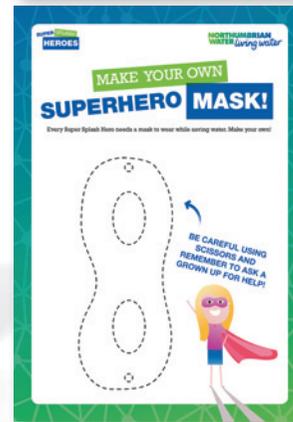
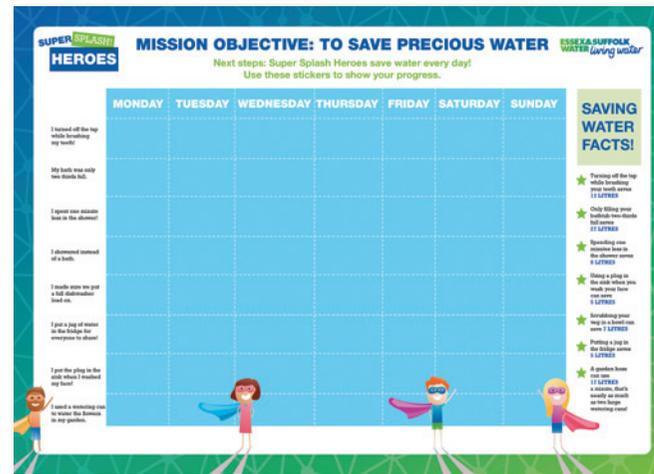




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Part of our
 Portfolio information pack

Words&Pictures Case Study

SUPER SPLASH HEROES – NORTHUMBRIAN WATER GROUP

Northumbrian Water Group (NWG) has an extensive array of education material on water efficiency. However, following the recent company rebrand, it was felt that the materials needed updating. This is where Words&Pictures and the *Super Splash Heroes* came to the rescue!

Together with NWG, Words&Pictures developed Amira, Max, Jada and Amit, four very different characters with one common goal: to save water for the greater good! The premise behind these characters is that every child has the potential to be a *Super Splash Hero*. They are immediately relatable,

and designed to look and feel like regular children who have been transformed into heroes by changing their attitudes to water use and stopping waste.

The *Super Splash Heroes* premiered at the Essex Food & Farming Day to an eager audience of over 3,000 primary school children, and the uptake in key water efficiency messages was clear to see.

The *Super Splash Heroes* have not only been used to engage with children at events, they are also the focus of kits handed out to highlight the water waste that happens every day, and what can be done to stop it. The characters have been designed with longevity in

mind and they will be at the heart of NWG's engagement with Key Stage 1 and Key Stage 2 demographics well into the future.

Super Splash Heroes demonstrates how Words&Pictures' specialist youth engagement team, Educom, constantly strive to apply learnings from our work with young people to establish a real connection between our clients and their young audience. This means important messages can be conveyed in an enjoyable and memorable way, inspiring positive changes in behaviours that benefit not only the young person but the people and world around them.