

# WHY YOU SHOULD DRINK MORE WATER

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## WHAT?

A stylised info-graphic on why people should drink more water. As well as showing different facts on this topic it will also highlight the many benefits that water has on you physically and mentally. The vector style through-out will stay consistent and unify the chosen themes and elements.

The main focus of this sequence include:

1. General interesting, water-based facts.
2. Health statistics on the mental and physical benefits of water consumption.
3. Transitioning between the clean vector images in a fluid motion to emphasize the topic at hand.
4. Show an array of appealing scenes to keep the viewer captivated and entertained throughout.
5. Will feature a consistent colour scheme and art style, unifying the sequence.



## WHY?

The intent of this motion-graphic sequence is to educate the viewers in an entertaining fashion, emphasizing a healthier lifestyle while doing so.

## WHERE?

This sequence would be shown as an informative advert, broadcasted either through Youtube or some other form of internet media. It could also be displayed at hospitals, gyms or other sports facilities.

## WHO?

The intended target audience would be quite a broad demographic, ranging from the older generation or younger viewers. Generally it would be for those wanting to adapt to a healthier lifestyle, the colour scheme and art style are more focused to the younger, impressionable viewers.

## SYNOPSIS



**WHY SHOULD YOU DRINK MORE WATER?**



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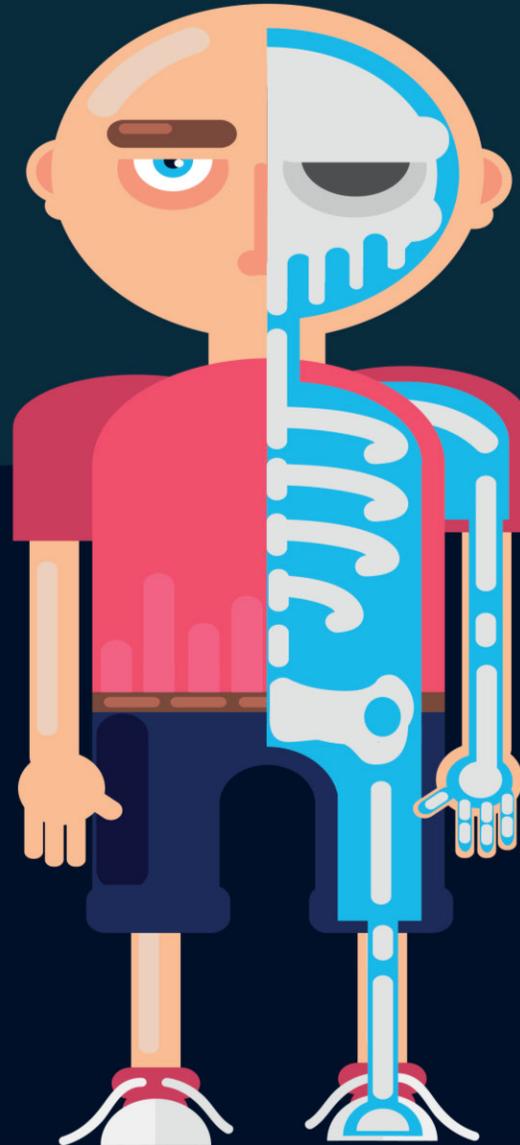




**THE WORLD  
IS 71%.  
WATER.  
SO THERE'S  
ALOT TO GO  
AROUND.**



**THE AVERAGE  
MALE BODY IS  
60% WATER**





**IT ALLOWS YOU  
TO BE MORE  
ACTIVE!**