

Our press in numbers

12 national hits

2 trade hits

6 articles with URLs

3 articles with commentary or data

11 articles with CTAs

Since launching in 2019, **air up** has remained the hydration innovator of the UK. From The Times to Women's Health, **air up** has continued to be at the forefront of healthy hydration within the UK drinks market.

TITLES SECURED IN THE UK:

marie claire

Irish Independent 

THE  **TIMES**

THE TAB **GRAZIA**

The Telegraph

Manchester Evening News **this morning**

Women's Health

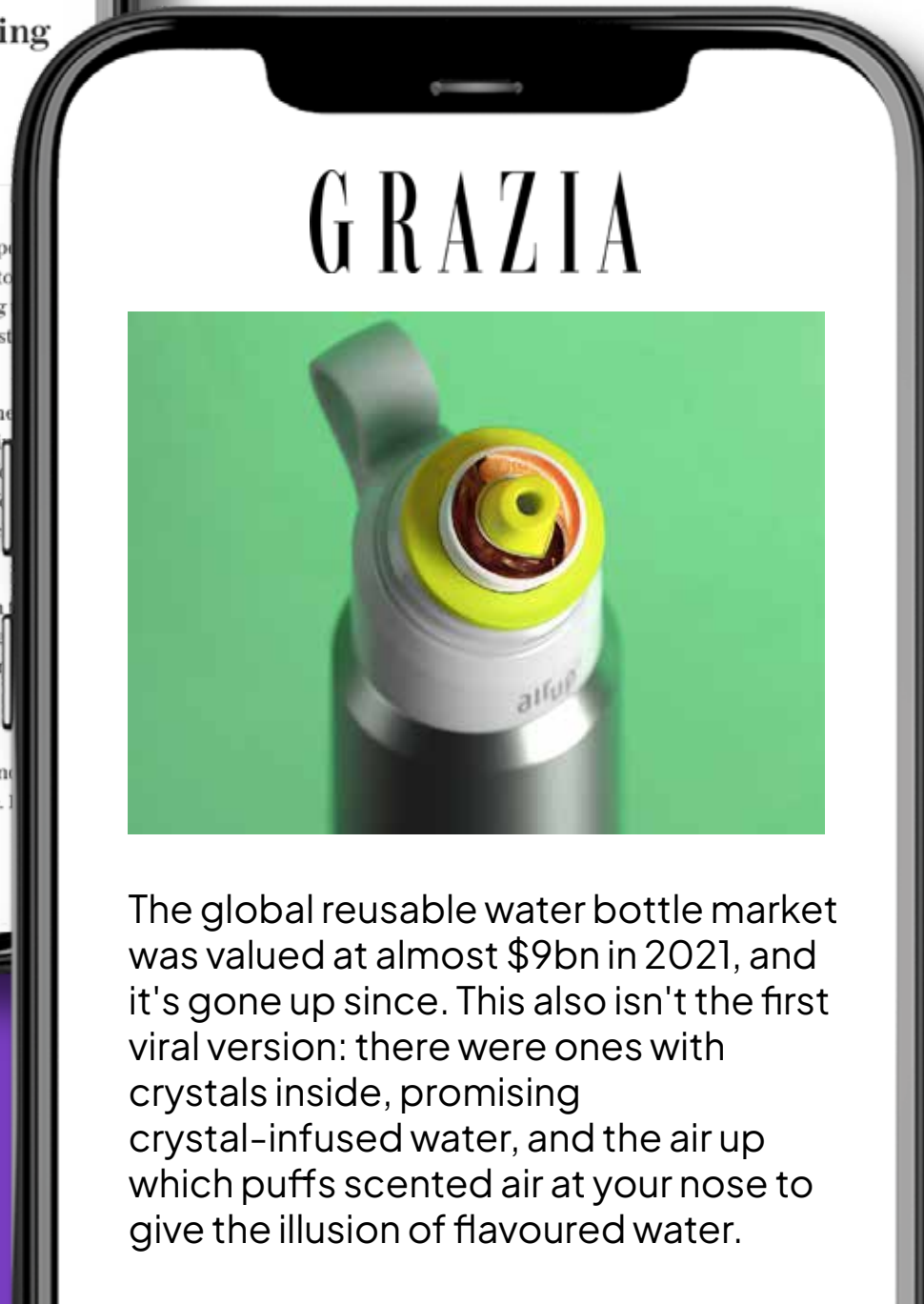
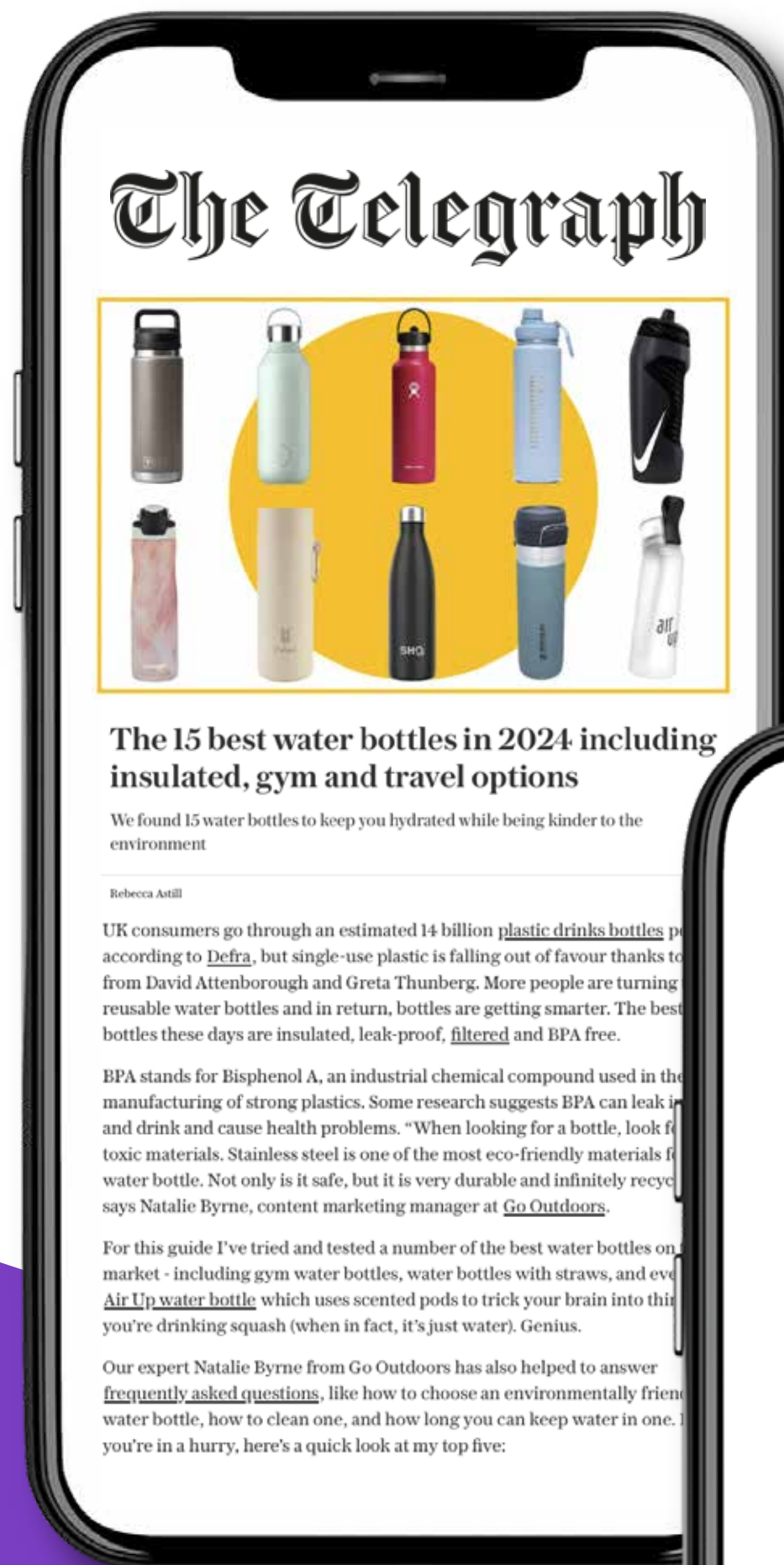
The  **INDEPENDENT**

Key coverage

highlights

The **air up** bottle is really for anyone who doesn't like water or would drink more if it tasted like squash. I was pretty sceptical, given the aforementioned marketing campaign but I was shocked by how well it worked. You fit your chosen pod around the mouth hole, pull it up to activate the smell, and sip away.

REBECCA ASTILL
The Telegraph



The global reusable water bottle market was valued at almost \$9bn in 2021, and it's gone up since. This also isn't the first viral version: there were ones with crystals inside, promising crystal-infused water, and the air up which puffs scented air at your nose to give the illusion of flavoured water.

marie claire

Even the fussiest of kids will love these unique and fun Christmas gifts

Father Christmas will have nothing on you

As my 9-year-old nephew tells me, all the cool kids are drinking their water from an **air up** (he obviously did not use the phrase 'cool kids'). This bundle includes five flavour pods, as well as the bottle and a cleaning brush, and works out 27% cheaper.

PENNY GOLDSTONE
Marie Claire

The INDEPENDENT



15 best reusable water bottles to help ditch single-use plastics

If you haven't heard of the **air up** bottle yet, you clearly don't have pre-teens in the house. It's the perfect bottle for anyone who hates water, as it magically makes you believe you're drinking juice.

THE TIMES



Water bottle with three flavour pods

THE TAB



The Tab's Christmas gift guide: Actually good gifts for every type of person in your life

Manchester Evening News



SodaStream, instant cameras and other Christmas gift ideas for older kids and teens

Women's Health



Chew slowly, don't skip breakfast and eat 30 plants a week: 15 easy food changes for 2024

A survey from water bottle brand **air up** suggests that 45 per cent of British people sip just one glass of water a day (and the daily recommended amount is six to eight glasses of H₂O every day), perhaps 2024 is the year you finally commit to drinking more water.

Irish Independent



H₂-OH!

Air up is one of the most innovative products you'll ever try. It allows you to flavour your water by scent alone!

this morning

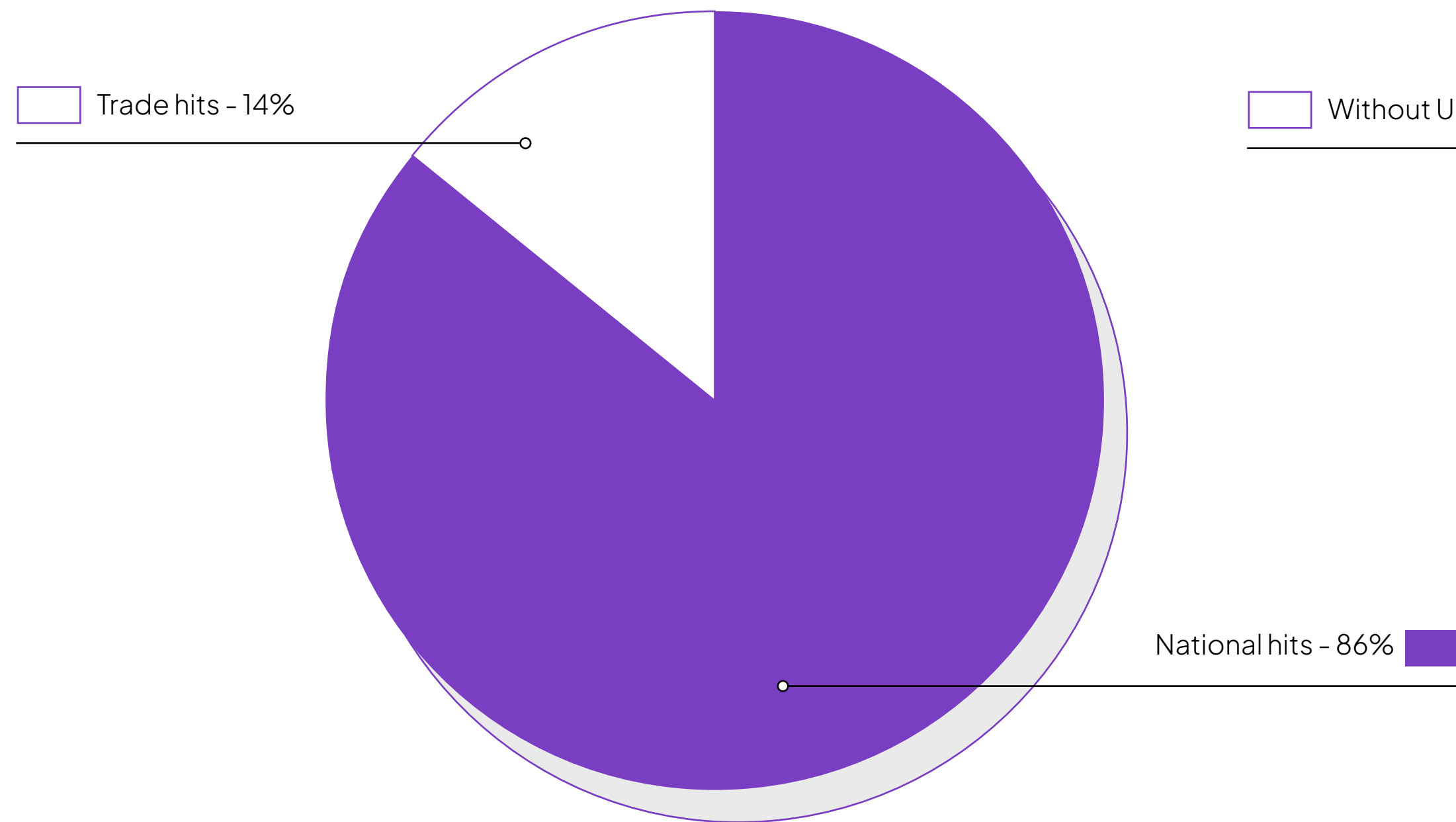




Air Up Scented Pods Bottle
£29.99

Coverage Analysis

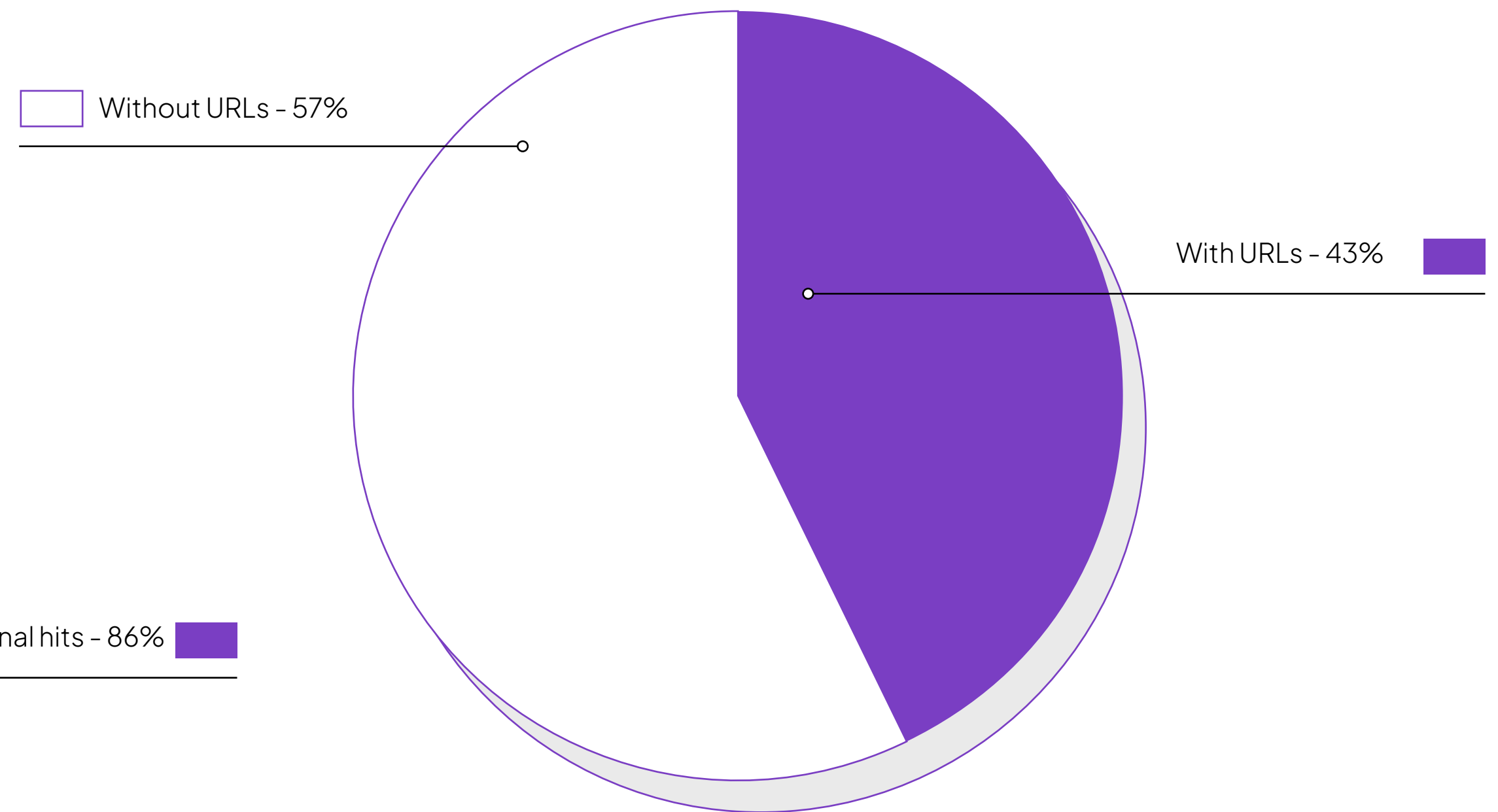
National, trade and URL coverage share



Number of national and trade hits from December 2023 to January 2024



 National hits - 12
 Trade hits - 2

Number of articles with URLs included from December 2023 to January 2024

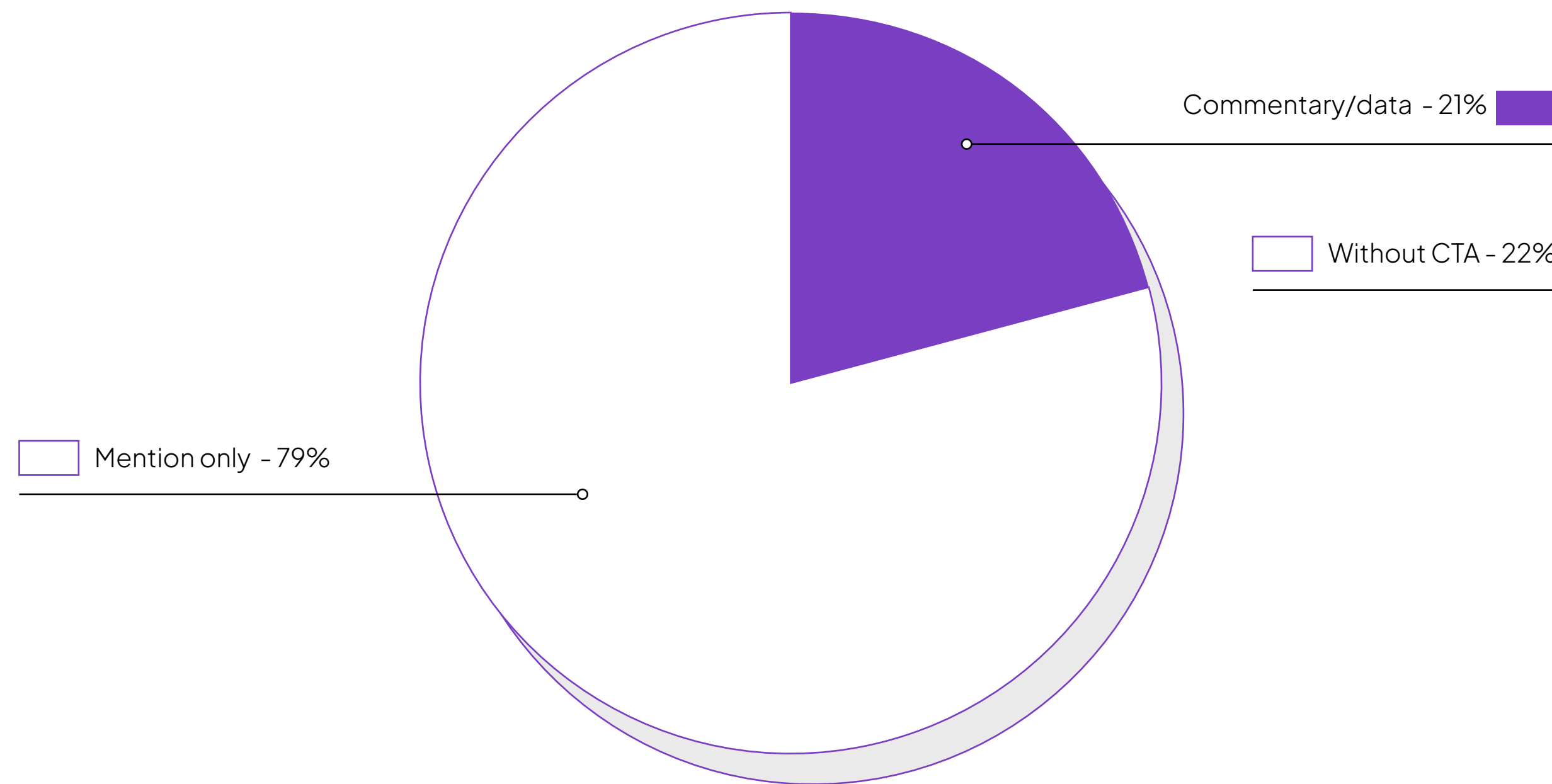


 With URLs - 6
 Without URLs - 8

Coverage Analysis

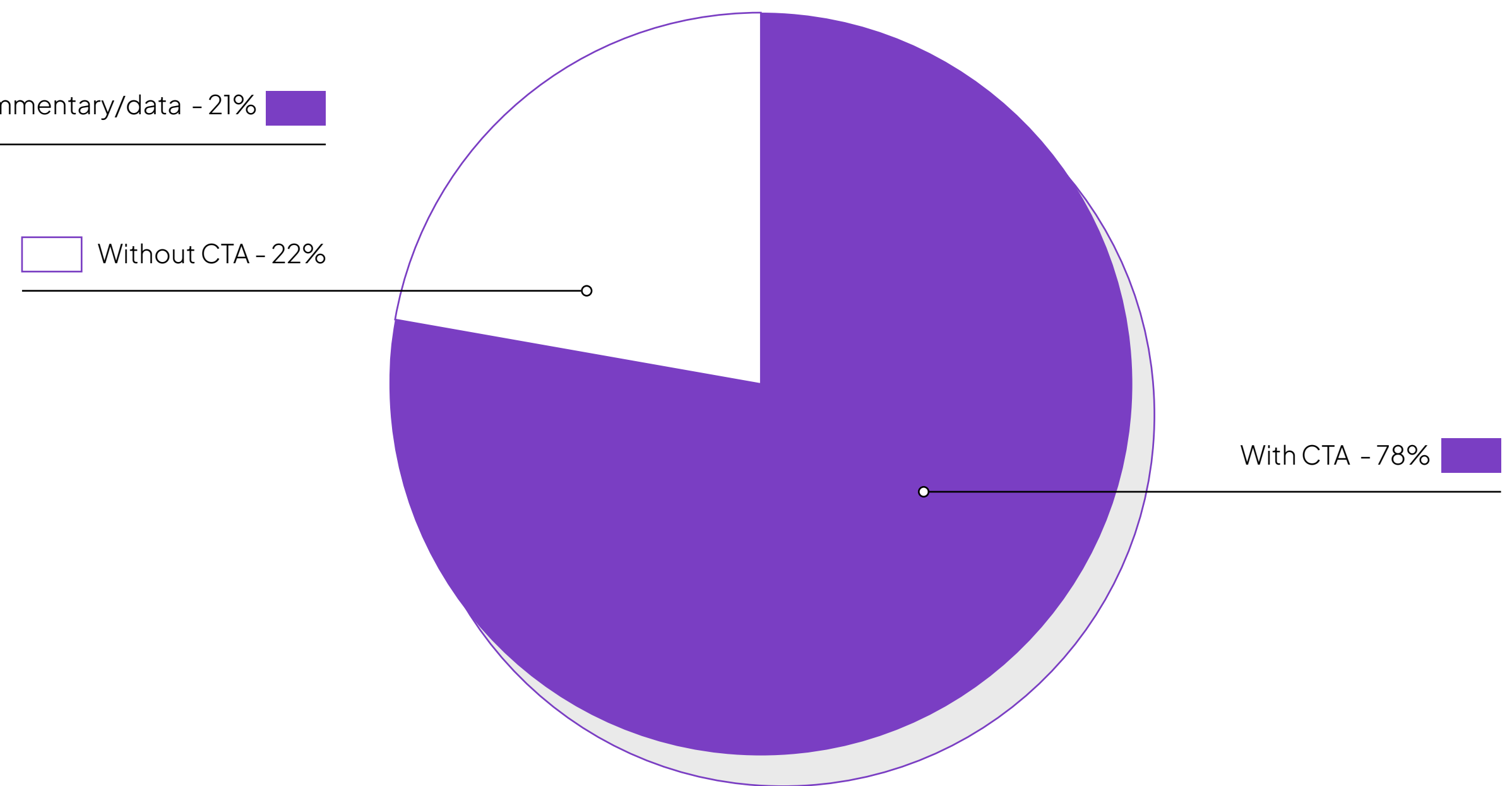
Share of commentary or data and CTAs

Number of articles with commentary or data from December 2023 to January 2024



■ Commentary/data - 3
□ Mention only - 11

Number of articles with a call-to-action (CTA) from December 2023 to January 2024



■ With CTA - 11
□ Without CTA - 3

Our press in numbers

17 national hits

8 articles with URLs

3 articles with CTAs

Having featured in 17 national publications since commencing our work together in December, **air up** continues to be at the forefront of innovation. From Het Parool and Elle, to Cosmopolitan, **air up** is spearheading healthier hydration habits across the Dutch market.

TITLES SECURED IN THE NETHERLANDS:

Het Parool

ELLE

Men's Health

COSMOPOLITAN

LINDA.
LOVES

Key coverage

highlights

Men's Health

With these large water bottles you are guaranteed to drink more water in 2024

Stay hydrated, guys 🍷



3

Air Up Drinking Bottle Starter Kit

Now with 18% discount

€60 AT NL.AIR-UP.COM

Do you have trouble drinking enough water because you don't like the taste of water? Then you are not alone.

Especially for these people, **air up** has invented a refillable bottle with scent pods, which ensure that your water gets taste through scent.

ALYCIA MAY TENNEKES
Men's Health

ELLE



The best Valentine's Day gifts that you want to give yourself now

Air up is the popular drinking bottle that conjures up an aromatic and refreshing drink from tap water and scent.

Het Parool



Make water taste like cola with the scented pods and sustainable bottles from Air up on Koningsplein

At the very first **air up** store in Koningsplein you can test and buy a water bottle that gives a taste through scent.

COSMOPOLITAN



You will score points with these Valentine's Day gifts for him

Believe us: a bottle of **air up** is perfect if you are looking for a Valentine's Day gift for a man. This starter kit already contains scented pods, but you can also give him his favorite flavor as a gift. This is perfect for when he has trouble drinking enough water!

LINDA. LOVES

VERLANGLIJST



VAN STAAL
Drinkles van 850 ml
(€ 59,99, airup.com)



KLEIN MAAR FIJN
Smartpodder met bluetooth
(€ 54,99, amazon.nl)



OM JE NEK
Geblokte sjaal 1E 80
(carolnabis.com)

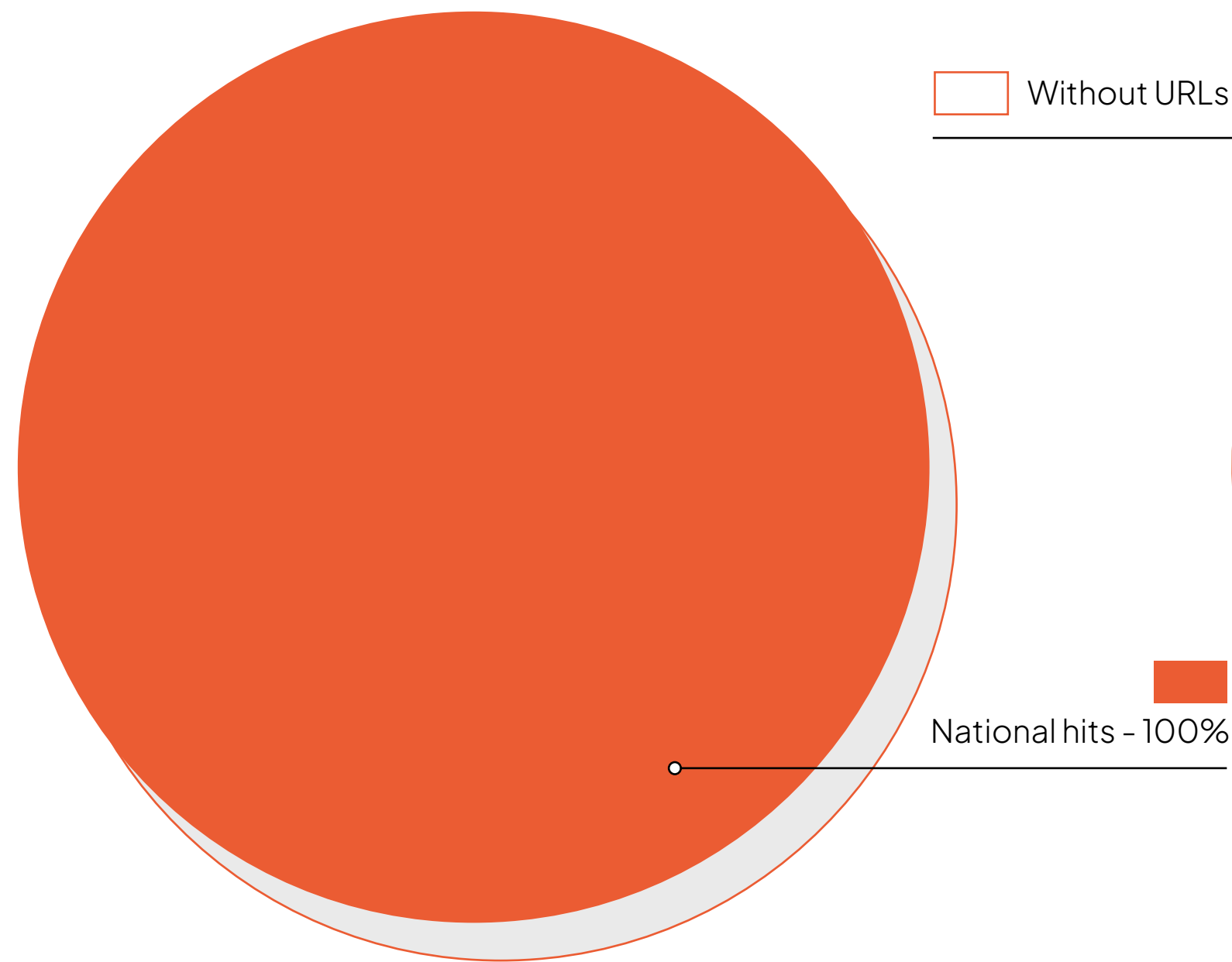


ONDER DE 100 EURO

Coverage Analysis

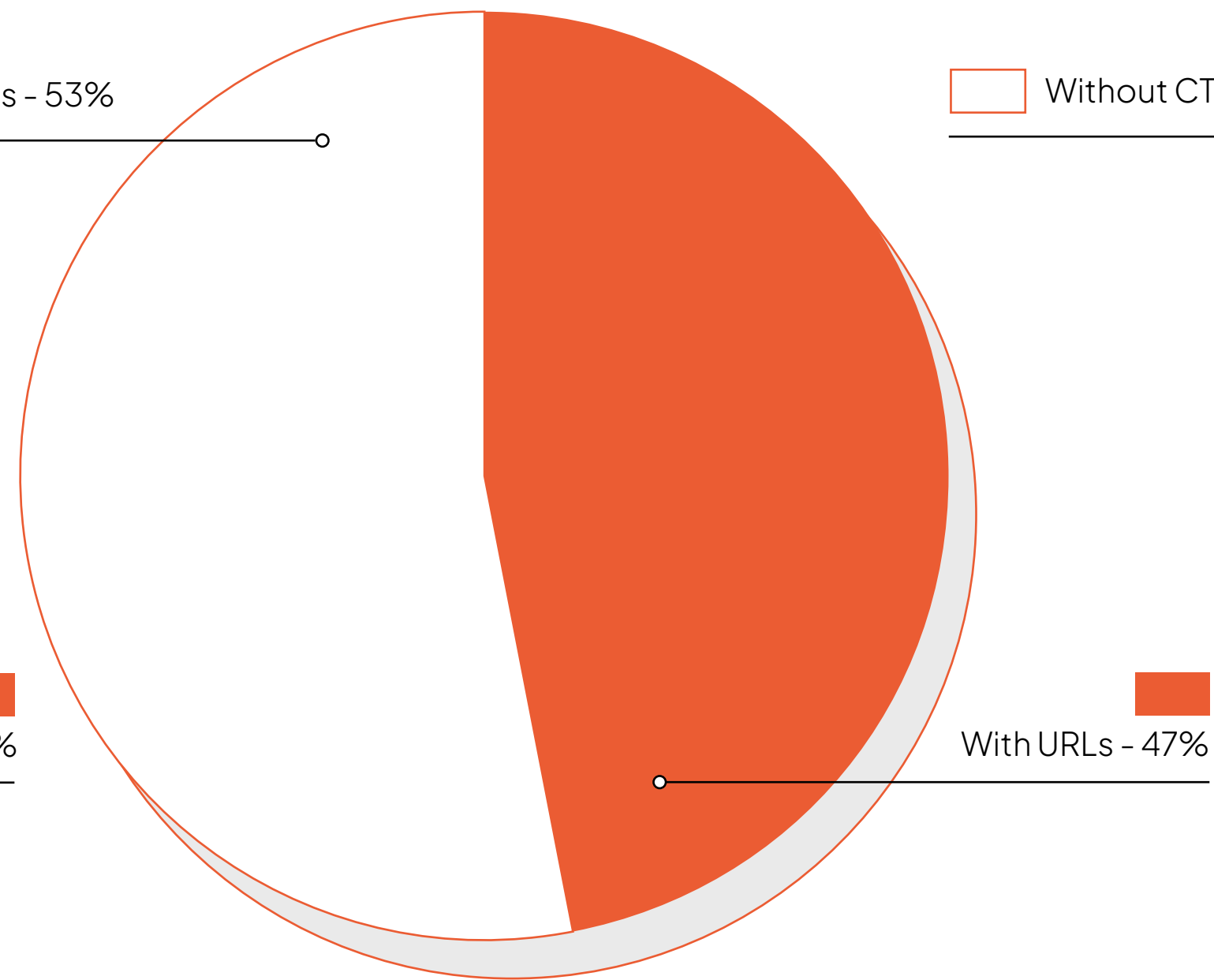
Share of national hits, URLs and CTAs

Number of national hits from December 2023 to January 2024



 National hits - 17

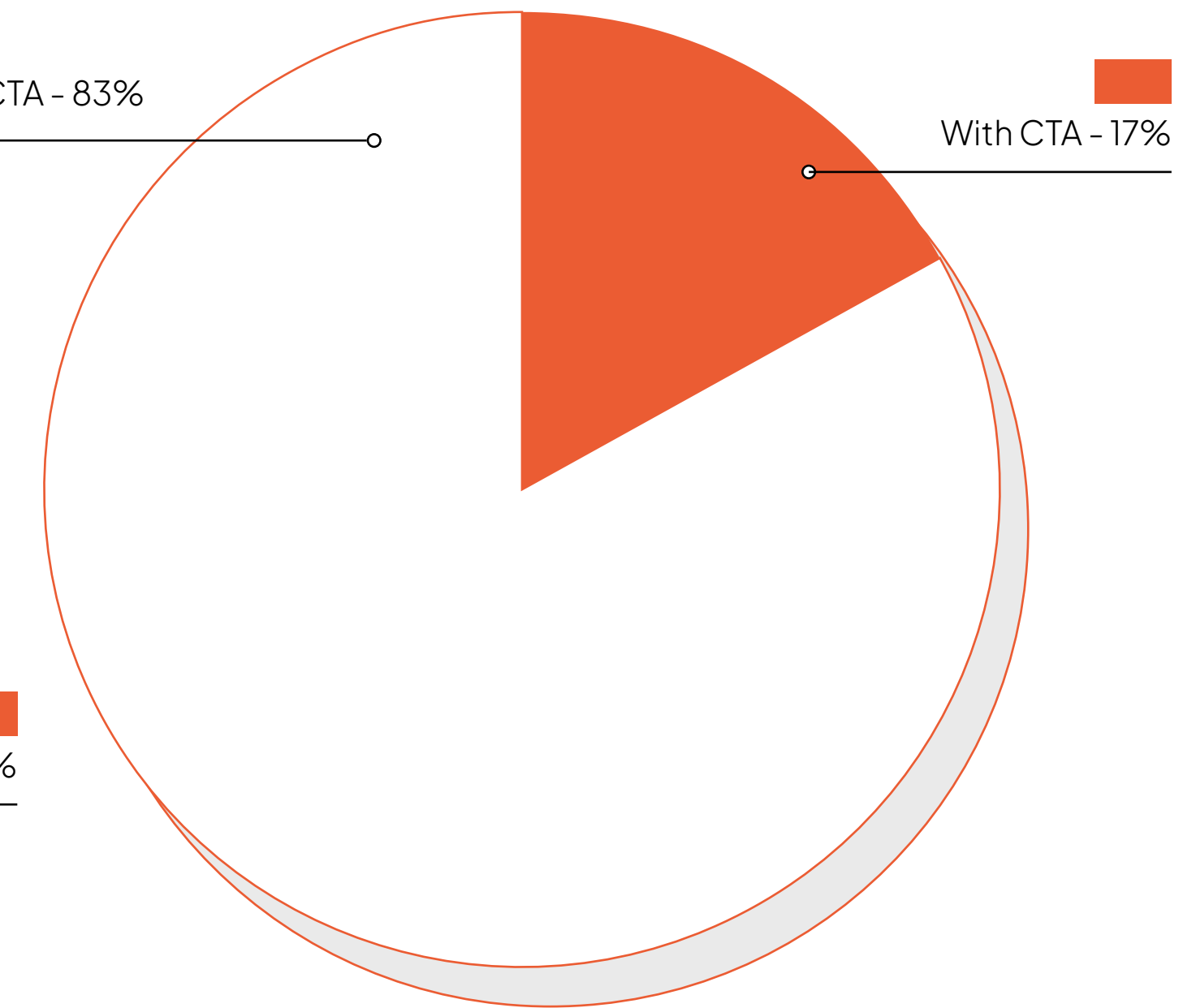
Number of articles with URLs included from December 2023 to January 2024



 With URLs - 8

 Without URLs - 9

Number of articles with a call-to-action (CTA) from December 2023 to January 2024



 With CTA - 3

 Without CTA - 14

allup

42Bruton