



Arizona State University, Cronkite School of Journalism and Mass Communication

MCO 598: Writing for Public Relations

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Client: **SOURCE Global**

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## BACKGROUND INFORMATION

*Name:* A Public Benefit Corporation, SOURCE Global

*Website:* <https://www.source.co/>

*Address:* 1465 N Scottsdale Rd #600, Scottsdale, AZ 85257

*Director:* Cody Friesen, [LinkedIn](#)

*Team members:*

1. Melanie Hansen Chief Legal Officer and EVP People
2. Al Dahya Chief Corporate Development Officer
3. Neil Grimmer Brand President
4. Rob Bartrop Chief Revenue Officer

*Mission:* Perfect drinking water for every person, every place.

*Goal:* To sell SOURCE hydropanels and other products to people and organizations who want water independence, are environmentally mindful or gravitate towards this type of an alternative solution for another reason.

*Overview of services:*

1. SOURCE Hydropanels (comes in a package that includes installing it)
2. Bottled Source (offering to become a distributor of locally produced eco-friendly bottled water)

*Target audiences:*

1. Potential customers (homeowners, organizations, schools, hotels, businesses, worksites, distributors, etc.)
2. Government organizations, community management organizations, municipalities, international organizations
3. Journalists
4. The scientific community
5. Investors
6. Environmental activists, organizations selling eco-friendly products

*Examples of relevant publications:*

1. Forbes article - [Solar-Powered SOURCE Hydropanels Can Produce Up To 5 Liters Of Drinking Water Per Day](#)
2. Central Western Daily article - [SOURCE Hydropanels provide drought-proof water solution to Canobolas Public School](#)
3. News release through Business Wire - [SOURCE Global and Arizona State University Bring Sustainable Drinking Water to Reality](#)
4. NBC News article - ['Water from the heavens': South Carolina pastor's crusade for clean drinking water](#)
5. YouTube video published by Source about its panels in the Philippines and its social impact – [SOURCE® for Binta't Karis, Palawan, Philippines](#)
6. Source Global creates water using sun-powered hydropanels in new bet on sustainability, [CNBC coverage](#)

## SWOT ANALYSIS OF THE WEBSITE

Strengths	Weaknesses	Opportunities	Threats
<p>Impressive visuals, modern and innovative design</p> <p>Bilingual website</p> <p>A good amount of white space</p> <p>Elements of social entrepreneurship ('for every liter of SOURCE bottled water purchased one liter of water is given to an area in need')</p> <p>Different subpages</p>	<p>Few CTAs (only 'Talk to us')</p> <p>Few testimonies to create social proof.</p> <p>An exception is under "Residential".</p> <p>Information on prices is available only in FAQ, which is only seen at the bottom of the landing page.</p> <p>Small font for the headlines</p>	<p>The offer to join the mailing list could come up as a pop-up window</p> <p>A free product could be offered (such as a free ebook on water) to generate more leads</p> <p>Colors can be used more strategically (for example, red signals urgency and draws more attention)</p> <p>Principles of</p>	<p>People may visit the website but not engage in a conversation or join the mailing list.</p> <p>Solar-driven atmospheric water may come across as too new of a concept to be considered for a direct and a big investment.</p>

<p>follow the same design, the logo appears everywhere</p> <p>Quotes from renowned media organizations</p> <p>Social proof through social media</p>	<p>Solar-driven atmospheric water is a new concept, which implies additional steps to communicate about it.</p> <p>The product price is considerable, which makes it a big decision for a potential customer and influences the marketing funnel.</p> <p>Creating a website well-adjusted to this will be unavoidably challenging.</p>	<p>persuasion and influence can be incorporated (urgency, scarcity, social proof, etc.)</p> <p>Data from the website analytics can be leveraged</p>	
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# SOCIAL MEDIA

Facebook is the primary social media platform for SOURCE since, statistically, its users have higher levels of income than other platforms. Additionally, the age demographic that is likely to purchase SOURCE products prefer Facebook. Therefore SOURCE has its highest number of followers on Facebook.

As of March 22, 2022, Source has 134,931 “likes” and 134,931 followers. According to Crowdtangle, during the period March 22, 2021 to March 22, 2022, the audience grew dramatically from March to June 2021. After June, the follower base has not grown significantly.



### Follower audience growth from March 22, 2021 to March 22, 2022

The followers engage with photos much more than videos. “Likes” and “shares” are the most common forms of engagement. The interaction rates have been fluctuating.



TOTAL INTERACTIONS

**3.2K**

AVG. MONTHLY INTERACTIONS

**243**

MONTHLY INTERACTION RATE

**0.02%**

POST TYPE

TOTAL

%

Photos

1.8K

55.53%



Links

591

18.27%



Facebook Videos

829

25.63%



YouTube Videos

18

0.56%



### Interaction dynamics from March 22, 2021 to March 22, 2022



TOTAL INTERACTIONS

**3.2K**

AVG. MONTHLY INTERACTIONS

**243**

MONTHLY INTERACTION RATE

**0.02%**

INTERACTION TYPE

TOTAL

%

👍 Likes

2.6K

81.29%



💬 Comments

65

2.01%



🔗 Shares

397

12.28%



😡 Angry

0

0.00%



😂 Haha

2

0.06%



😱 Wow

6

0.19%



😞 Sad

12

0.37%



❤️ Love

110

3.40%



🤔 Care

13

0.40%



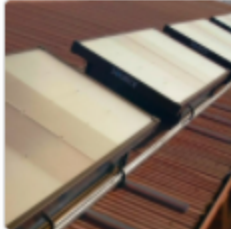
### Types of interaction from March 22, 2021 to March 22, 2022



**SOURCE-Water**

8 months ago

Innovation and leadership underway at #NavajoNation - thank you for partnering with us to bring SOURCE Hydropanels to over 500 homes. 🌱The Hill



### Revolutionary engineers invent a way to create water out of thin air

In overheated areas like Navajo Nation in the American Southwest, a magical new technology is conjuring desperately...

THEHILL.COM

4.1x 111 +85 1 -1 16 +13

Best performing post from March 22, 2021 to March 22, 2022



**SOURCE-Water**

1 month ago

We are proud to be a sponsor of the Arizona State University Innovation Open! The world's top entrepreneurial-minded students solving some of humanity's biggest problems. 30 teams from 20 schools, and \$325,000+ in funding. RSVP at <https://asu.io/> to attend virtually on Friday, Feb. 11th at 1pm MST. <https://youtu.be/N-gSpoyFgAk>



### ASU Innovation Open

The ASUio provides critical venture mentorship and funding for student competitors who are launching a hardware...

ASU.IO

-4.4x 5 -21 2 +0 0 -3

Worst performing post from March 22, 2021 to March 22, 2022



As of March 22, 2022, Source has 16,200 followers on Twitter, 14,308 followers on LinkedIn and 10,000 followers on Instagram and 2.29K subscribers on YouTube.

## MESSAGING ANALYSIS

SOURCE focuses on highlighting the innovation of hydropanels. The first words that stand out on the website are *“perfect drinking water form sunlight and air”*. The idea that water can be created from sunlight and air is unusual, so SOURCE frequently mentions this in press releases, CEO interviews and social media. From the perspective of influence, this is a sticky message as it has an element of unexpectedness. The headlines of articles covering SOURCE Global mention this aspect often. The most recent example of SOURCE being covered by a major media outlet is CNBC’s report titled *“Source Global creates water using sun-powered hydropanels in new bet on sustainability”*.

The innovation the company leverages was invented by its CEO Cody Freisen, so the PR team often refers to him as an academic. Additionally, the company highlights its partnership with Arizona State University to create a sense of authority and social proof.

The company presents itself somewhat inconsistently on different social media channels. On Facebook, the handle “SOURCE-Water” is used, while “SOURCE” is used on Twitter and “sourcewater” on Instagram.

The primary direction of messaging has been to demonstrate the benefits of sustainably and innovatively made water. The company has abstained from a negative direction of messaging or what people lose if they do not use the technology. This can be opportune as the science of persuasion has demonstrated how people can be motivated more by the scarcity of what isn’t versus the abundance of what is. Moreover, the recent developments in Ukraine demonstrated how vulnerable communities become when their water source is centralized, so this could be an opportunity for SOURCE to present itself with a new urgency and its hydropanels as a form of

strategic defense. At the same time, this direction of messaging is not without risks and may politically charge the public perception of SOURCE Global.

Finally, since this is a brand-new product, it is important for people to imagine the benefits of hydropanels more tangibly. This relates to the price, how quickly and how exactly the hydropanels can be installed, or for how long they can be used. For example, a standard SOURCE array includes 2 hydropanels, at an estimated project cost between \$5,500 and \$6,500. This is not concrete enough and may seem very expensive, so SOURCE has to find ways to reformulate and compare this to more relatable examples. A successful example is “With a 15-year life, hydropanels can provide a case of delicious water every day or 12 standard bottles for less than \$0.15 per bottle”.