Content Design

WASA PR Campaign

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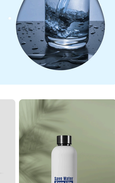
Problem Statement

Thousands still lack access to clean, safe drinking water — yet the issue often goes unnoticed in urban conversations. WASA wants to use World Water Day to spotlight water inequality and inspire collective responsibility toward equitable water distribution.

My Process

Discover | Define | Ideate | Create

Content Design



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