

Nebia Shower

Crowdfunding Campaign Video
Case Study



BASIC INFO

Nebia Shower

Raised: \$3,126,114

Backers: 8,559 (Avg. \$365 each)

Date: August, 2015

Platform: Kickstarter

Item: Shower Head

Industry: Bathroom Fixtures

Retail Price: \$399

Campaign Price: \$299

TEAM INFO

Founded In 2010 With Three Co-Founders

With a six person team, Nebia's purpose is to fundamentally change the way people think about their relationship to water in their home. The team is driven by the belief that people can be more responsible consumers of earth's most precious resource. Being total rockstars, Nebia secured funding prior to their crowdfunding campaign from Tim Cook (CEO of Apple), Y Combinator (leading startup accelerator), Schmidt Family Foundation (Chairman of Google, Eric Schmidt's organization), and more.

CHALLENGES

The Big Obstacles Nebia Needed To Overcome

1. Let's be real, shower heads aren't sexy or exciting. The frequency of shower heads coming to mind in our lives is the same frequency one thinks about shaving their feet — practically (or hopefully) never.
2. If it ain't broke, don't fix it. This is the mantra most have towards shower heads. It's very difficult to convince somebody to drop \$300 on something they never knew they needed.
3. Sustainability messaging does not move product. It's challenging to mention the 'water conservation' topic in a way that doesn't make people immediately jump out the window to escape from you.

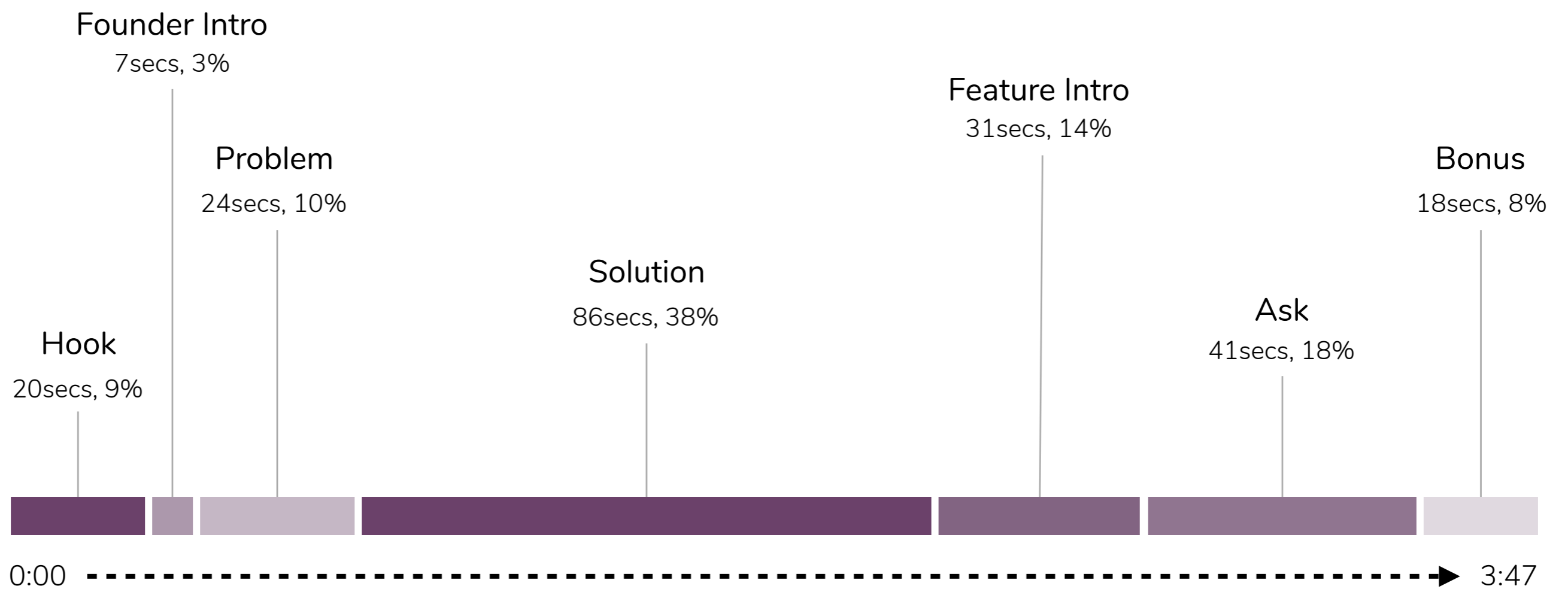
[Watch the Nebia video](#) — before continuing further.

[Watch the Breakdown video](#) — where we break down specific areas.

SUMMARY

Campaign Video Breakdown

The Nebia video has the Theme: water is a precious part of our lives. The story is of their quest to transform the way people interact with water. The script totals 702 words and the video has seven segments. It uses all the Essential Elements of a video: Hook, Founder Intro, Problem, Solution, and Ask and infuses some effective elements as well.



+ What Was Awesome

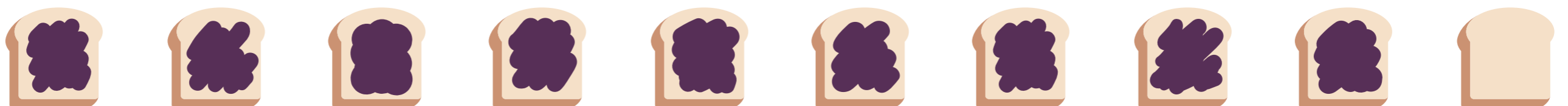
1. Deep understanding of Tribe (customer). The team's messaging was laser targeted at real desires and pain points. Nebia addressed the top objection clearly and thoroughly.
2. Brilliant product positioning and marketing. Nebia didn't bore their audience with water conservation and environmental messages, they made it about being a better experience.
3. Effective storytelling of the journey. It was personal, emotional, and about a mission greater than the team or product.

- What Could Be Better

1. Video is a little long, ideally should not exceed the three minute mark to ensure there's less audience drop off.
2. Cheesy woman showering while smiling and stroking her face. In what world does anybody shower like that!? We ain't letting that go.
3. Debatably, the team was too humble about themselves. Their team credentials, accolades, and their backing by big names was not mentioned at all.

Score: 9/10

Nebia kicked serious ass raising \$3 million. Although a big part of the success was incredible marketing and PR, the video was nonetheless a strong cornerstone.



SEGMENT 1

Hook — Setting The Scene [0:00 - 0:20]

Right out of the gate most campaigns fall flat on their face because they think people care about their products as much as they do. They think the mere mention of ‘IEEE 802.11 Wireless’ will cause people to excitedly jump on tables and start gyrating uncontrollably. We’ve tested this — it doesn’t happen.

Nebia opened the video beautifully by not talking about nozzles technology and shower heads. They knew before mentioning the product, they needed to prime people’s minds with something that was important to them. So they decided on making people remember how awesome water is in their lives.

This is key to their opening. Once people understand how crucial water is, which is always taken for granted in our daily lives, Nebia has something their audience could hook into.

It’s really worth commending the Nebia team. Refraining from screaming ‘shower heads are awesome’ or ‘save water, save the planet’, is not easy to do because it’s unnatural way. We usually speak to others as if we were speaking to ourselves. Nebia opened the video by putting everything in the audience’s terms.

Highlights:


Visual — From the start, the audience is captivated by the beauty of the waterfalls — particularly the misty crashing water. The misty waterfall then gradually dissolve transitions into the misty water stream of the Nebia shower. This creates a psychological association between the two in the audience’s mind. A shower is no longer about cleaning yourself, instead, it’s about rejuvenating yourself in a waterfall.


Script — To paraphrase what’s being said, ‘Earth is mostly water.’ > ‘Our bodies are mostly water.’ > ‘Shower water rejuvenates our bodies.’ = ‘Showers are important to us.’

Visual



Magical and awe-invoking waterfalls with a hint at the misty nature of water. Footage dissolve transitions from a waterfall’s misty water flow to the Nebia Shower’s misty water flow. Slow dissolve transition of Nebia Shower’s misty water flow to a beautiful woman in a nice bathroom about to take a shower in the morning. Product is seen, but not entirely revealed yet, which creates curiosity.

 **Sound** *Music Track #1: Intriguing yet soothing music.*

 **Script** *“Water is one of the world’s most fundamental elements. It makes up about 70% of the Earth’s surface, and a similar percentage in our bodies. Each day, we have an intimate interaction with water. For most of us, this starts with our showers. Our showers are deeply personal, our alone time to wake up, to think, to rejuvenate, to unwind.”*

SEGMENT 2

Founder Intro — Giving A Face To The Campaign [0:20 - 0:27]

It's revealed that the voice over from the beginning was the co-founder and CEO all along — luckily, the Nebia CEO's voice is pleasant doesn't resemble a chipmunk. By giving a face to the campaign very early on, it makes it personal immediately. This is so crucial in crowdfunding as you are backing people, not buying products. It's always about something more than the thing itself.

Highlights:

Visual — For simplicity, Philip Winter is introduced using a text overlay with his title. This helps to keep the script clean and makes for efficient use of video time.



Visual



Co-founder and CEO of Nebia, Philip Winter, speaking in the office with a lot of the creative process in the background. Text overlay introduces who he is. Ends with a zoom in to his face.



Sound

Music Track #1: Intriguing yet soothing music (continued from previous segment).



Script

“At Nebia, we set out to see if we could make this important part of our daily rituals, better in every way.”

SEGMENT 3

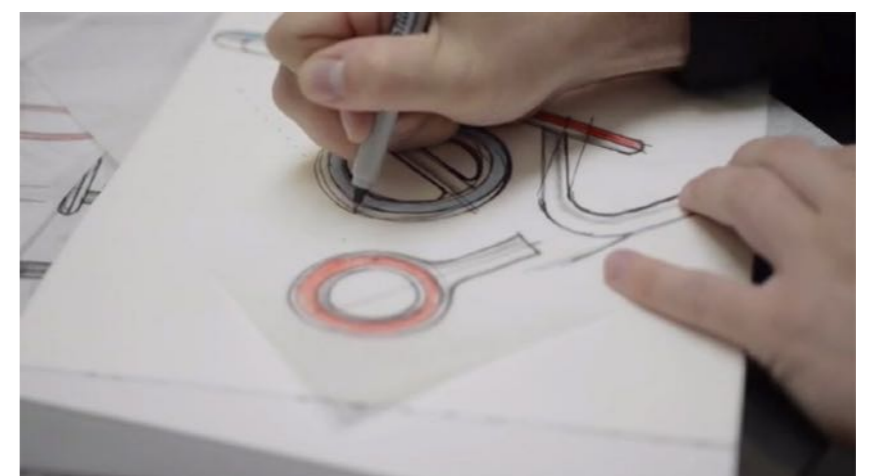
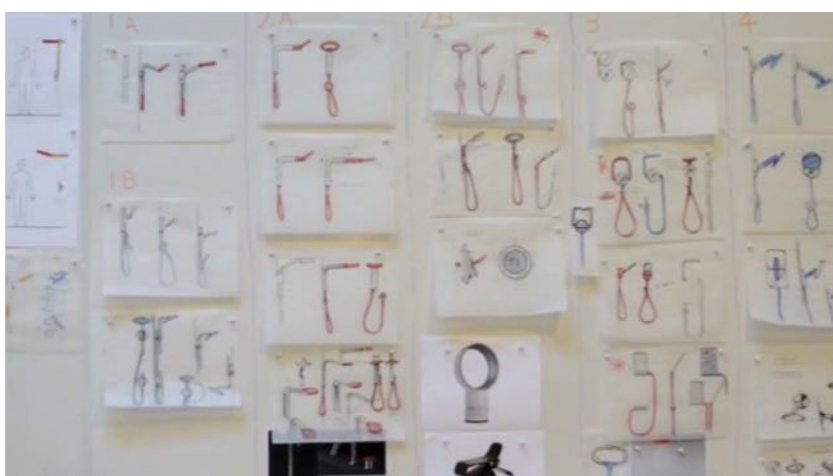
Problem — The Issue We're Living With [0:27 - 0:51]

Nebia needed to show they were solving a real painful problem to quickly overcome the thought: 'My shower is perfectly fine, I don't care.' They very intelligently did this by positioning the problem around wastage and connecting a real person's story to it. Nobody likes to waste stuff, it universally resonates with people. Don't believe us? We suggest you go to a friend's house and just leave all their taps running to see for yourself. We are not liable for any bodily harm caused by taking our sarcastic advice.

Highlights:

Sound — Music changes to set the scene and pace here to be slower, more reflective, and little serious.

Script — The first sentence is, "We started with a need." Using the word 'need' was a great way to open. It then states, "There hasn't been any meaningful innovation in over a century." For technology,-loving, early-adopting, Kickstarter-type customers, this sentence hits deep with their identity. A person in the 2000s showering the same way people did before World War I is an atrocious infringement. To them, it screams, 'this problem needs to be addressed now!'

Visual

Reflective stroll in some visually striking woods. Cut to Carlos, second co-founder, sitting down candidly with text overlay introducing him. Discussion ensuing between Carlos, Carlos's father, and Philip. Process of creation being shown. Product is slowly revealed very gradually from drawings to prototypes. This segment ends with a fade to white transition.

Sound Music Track #2: Slow and reflective music.

Script "We started with a need. Carlos, one of our co-founders, ran a large fitness club company, and was deeply concerned about the high use of water. Together with his father, Amilo, they searched for a solution. It turns out, showers are one of the highest wasters of water. And there hasn't been any meaningful innovation in over a century. Nearly 5 years later, dozens of prototypes built, we've had 500 people try it. And now we think we've built something pretty special."

SEGMENT 4

Solution — The Way Our Lives Can Be Better [0:51 - 2:17]

People don't buy shower heads, they buy a clean body and an enjoyable experience. In the video, you can see Nebia was selling the experience itself. The difficulty they faced was in explaining a physical and visceral experience that the audience has never had before. Additionally, without a compelling portrayal of the solution, it can fall short and come across as somebody trying to talk up 'plain water'. Nebia successfully sold the solution by focusing on the intangible aspects that made it better than the regular.

Highlights:

Visual — The product's design is beautiful, modern, and unique compared to existing solutions, so Nebia smartly showcases this. Simply by the Nebia Shower not looking like a regular shower head, it immediately helps to put it in a new category in the audience's mind.

Sound — The new background music is a distinct departure from the previous track the moment the product is revealed. The more upbeat and slightly mystic sound helps to stimulate the audience into an imaginative and positive state.

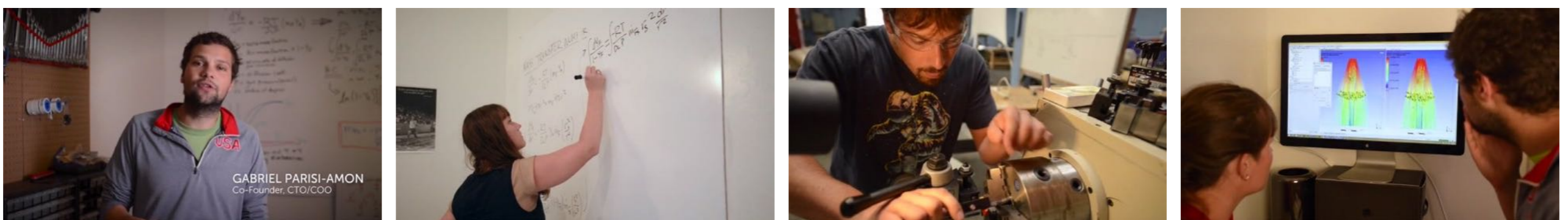
Script — "Imagine being totally embraced by water..." followed by, "Imagine an experience with water so moving..." John Lennon would be proud. These words emotively trigger the audience to put their mind literally into a Nebia shower; it gives them a window into the experience being shown in the video.



Visual



Final product is revealed with panning shots. Demonstration of Nebia Shower in action with beautiful lady showering. Misty water interacting with a person's skin. Wipe transition to show Nebia Shower, finally revealing concrete visual evidence how this shower head is different.



Third co-founder, Gabriel, being the CTO, introducing the mechanics behind how Nebia is special with a workshop in the background. Team discussions with incomprehensible math on the wall. Cuts to complicated technology with lasers and spinning metal. 3D renderings of Nebia shower water cut to real Nebia shower water. Ends with fade to black transition.



Sound

Music Track #3: Upbeat and mystical music.



Script

"Imagine being totally embraced by water from the moment you step into your shower. Imagine an experience with water so moving, you never want to step out. Your skin feels soft and hydrated. Nebia is about experiencing water in a way that you never have before."


"To innovate on the shower experience, we had to look outside the current industry and approach the engineering problem from a completely new angle. The last half century of nozzle technology has completely changed what we can do with droplet sizes and distributions. However this technology..."

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SEGMENT 4

Solution — The Way Our Lives Can Be Better [0:51 - 2:17]

— continued —

 **Script** *“...has only been applied to very specialized fields, like rocket engines and medical devices. We used these same tools and technology to develop Nebia. What we do is atomise streams of water into millions of tiny droplets. By doing this, we can achieve ten times the surface area of water compared to a regular shower, while using a fraction of the volume.”*

As skeptical as we are of commercials interviewing ‘real people using products’, this can be hugely convincing when done right. In this segment, Nebia absolutely killed it because they had an exceptional understanding of their Tribe’s desires and filmed it convincingly. Most commendable of Nebia’s efforts is the three customer profiles they chose to showcase: a male ‘Airbnb Super Host’, a female ‘Skeptic With Thick Hair’, and a child ‘Shower Enthusiast’. This was an intentional and well-thought out decision.

An Airbnb host’s income deeply relies on many guests highly reviewing their stay, and the bathroom experience plays a big role in that. When this Super Host recommends Nebia, it’s a significant stamp of approval worth a lot more than a regular joe’s recommendation.

In Nebia’s research, they likely found women with thick or unruly hair to be especially critical of the product’s misty nature — so they brought in a person who fits the physical profile to recommend the product. This persuasive psychological technique of ‘social proof’ with ‘social liking’ works like a charm.

Finally, the little girl who loves showers adds powerful genuineness to the testimonials. It seals the deal in believability. In our minds, a smiling and excited child enjoying a Nebia shower can’t possibly be lying. Unless she was bribed with cookies. In that case, all children are lying devilish monsters.

Highlights:

Visual — The candid and raw way the testimonials were shot added a lot of trust. The man and woman both with towels still on their body, clearly indicating they just had a shower. The cup in the hand, the wet hair, and the walking out of the shower. All these scenes were not overly ‘produced’, which would destroy the believability. Nebia walked the line well.

Script — Jay reemphasises in his own words the same main takeaway of the entire Nebia campaign, which is: ‘better experience, save water/money.’ This repetition is important. Foremost, it is a better shower and experience. And on top of that, you can save money and water. Switching those messages around would change the positioning entirely.

Visual





Cute girl and regular guy coming out of a shower with Nebia installed. Jay, Airbnb Super Host, candidly in post-shower attire, mug in hand, speaking about his personal experience. Joy, Skeptic with Thick Hair, in towel with wet hair, speaking about her personal experience. Miranda, Shower Enthusiast, happily and excitedly playing in the shower. Footage has raw and casual aesthetic.

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SEGMENT 4

Solution — The Way Our Lives Can Be Better [0:51 - 2:17]

— continued —

-  Sound *Music Track #4: Playful and positive vibes music.*
-  Script *Jay: “I just got out of my first Nebia shower. It was a totally unique experience and I loved it. I was getting hit by these little water droplets...”*
- Joy: “I loved the feeling of all the droplets hitting your skin, it’s like you’re being enveloped by water.”*
- Jay: “And as an Airbnb host, there are a lot of showers going on at my place. And, this is important, you know, this thing is, uh, it’ll not only make the experience better for my guests, but it saves me money.”*
- Joy: “It felt great. It was a really fun, comfortable experience.”*
- Male Voice: “The whole thing just felt awesome.”*
- Female Voice: “I could take that shower everyday.”*

SEGMENT 5

Feature Intro — The Important Details [2:17 - 2:48]

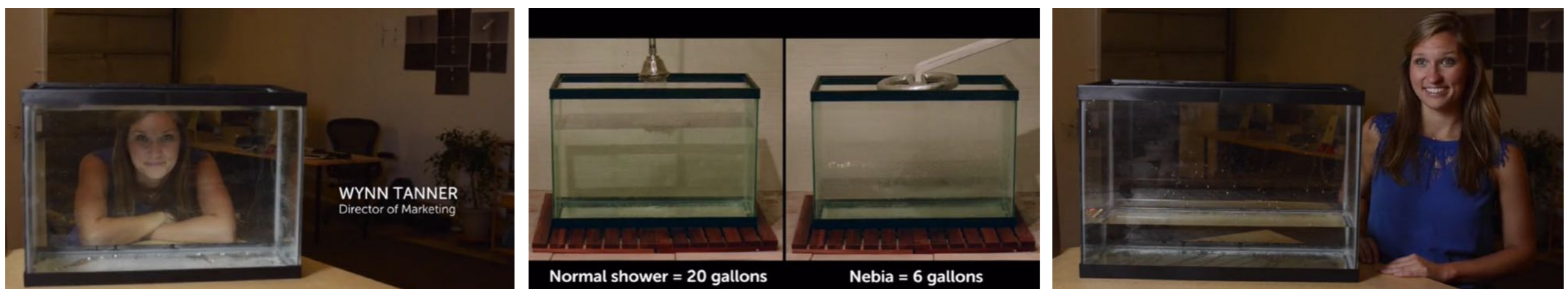
In this segment, the Nebia team are doing two things: hammering home how Nebia solves the problem and mitigating the top objection in their customer's mind to purchase. The problem is wasted water, so they show a side by side comparison of how much water is wasted by regular showers. The top objection is that it's too much effort to install a new shower, so they explain how simple it is.

An audience watching a video always has one foot out the door. By addressing the top concern (not all of them), it keeps the potential customer interested. Many crowdfunding videos spend every second saying how awesome they are, but never address the skepticism in their audience's mind. This is a must.

Highlights:

Visual — Having an additional team member do the demo adds to the credibility and trust of the campaign. The more team they see, the more 'established' the project seems. Putting a regular shower head and a Nebia side by side in comparison shows great understanding of the Niche they're playing in.

Script — "You don't have to call the plumber or break tile." This key sentence swiftly removes the top objection from the customer's mind. Nobody likes calling the plumber. Nobody likes making irreversible decisions like breaking tiles. To have known to put this in the script, Nebia had to have a strong understanding of their Tribe's objections.

Visual

Another team member, Wynn Tanner, Director of Marketing, doing a real-world comparison of regular showers to Nebia. Normal shower with Nebia shower put together side by side to shower water wastage.



Creative process of team discussions and renderings are mixed in with product shots of Nebia installed in a house. Depicts a person's lifestyle reimaged with the Nebia Shower.

Sound *Music Track #5: Happy and simple music.*

Script *"We put Nebia to the test. On average, Americans take about 8 minutes to shower. For the normal shower, that's over 20 gallons of water. For the Nebia, it's only six. That's 70% less water."*

"We built Nebia to be easy to install. You simply unscrew your existing shower, and screw on Nebia with a wrench, some plumber's tape, and included adhesive. You don't have to call the plumber or break tile. In addition, Nebia slides up and down a couple of feet, pivots at an angle, and includes a portable wand, which you can position wherever you choose."

SEGMENT 6

Ask — What You Should Do [2:48 - 3:29]

This segment is what everything before it leads to: asking the audience to support the campaign by buying the product. To make this convincing enough for people pull out their wallet, Nebia employs the tactic: we've come a long way and we're almost at the finish line. This is done by emphasizing the difficulty of the problem, showing all the hard work put into the solution, building trust and credibility of the team, visualising the greater mission of the campaign, and making a personal plea of how the audience's help is necessary.

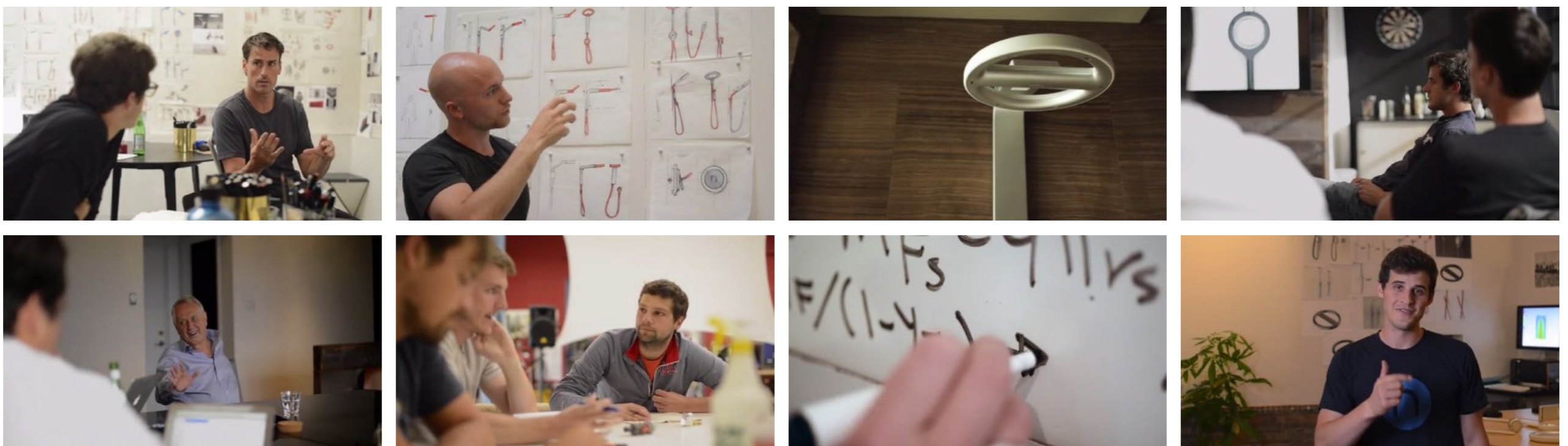
Nebia portrayed themselves as 'just so close' to their goal they can almost taste it. It makes the audience feel that their small action is all that's needed to help them cross the finish line. The action feels small relative to the large and awesome result obtained. This gives people the psychological nudge to act, the same way a loyalty card with 9/10 stamps would. Seriously people, who the heck has enough superhuman willpower to resist getting that last stamp?

Highlights:


Visual — You begin to see more faces, more work in progress, and more discussion. By showing the creative process, high quantity of work and effort put in by many people, it increases the perceived value of the Nebia Shower. Additionally, by making the co-founder and CEO personally point to the camera and ask for help, it makes it a more persuasive call to action.


Script — By saying, "partnered with world-class design firm," and, "assembled a team of thermo-fluids experts," Nebia is raising their credibility and esteem. By restating their purpose of transforming the way people interact with water, it makes the audience understand that this is bigger than just a shower head.

Visual



Cuts to footage of the many team members working together on various difficult problems. Ends back on Co-founder and CEO from the beginning of video making an ask the audience to support the mission in a personal and direct way.

 **Sound** *Music Track #6: Relaxing and happy music.*

 **Script** *"Nebia provides a totally new and refreshing shower experience. We've partnered with world-class design firm, Box Clever, to create a design that is both beautiful and intuitive, yet offers a totally new degree of adjustability. On top of that, the water and energy savings just make sense.*

We've set out to build a company that will transform the way we interact with water over the course of the next few decades. We've assembled a team of thermo-fluids experts to solve some of the difficult engineering challenges that have prevented innovation in showers for a long time. And, finally, we're ready to bring Nebia to the world. And we've decided to start with you, the Kickstarter community. Our U.S. based manufacturers are ready to go, and all we need is your initial support. Thank you, Kickstarter."

SEGMENT 7

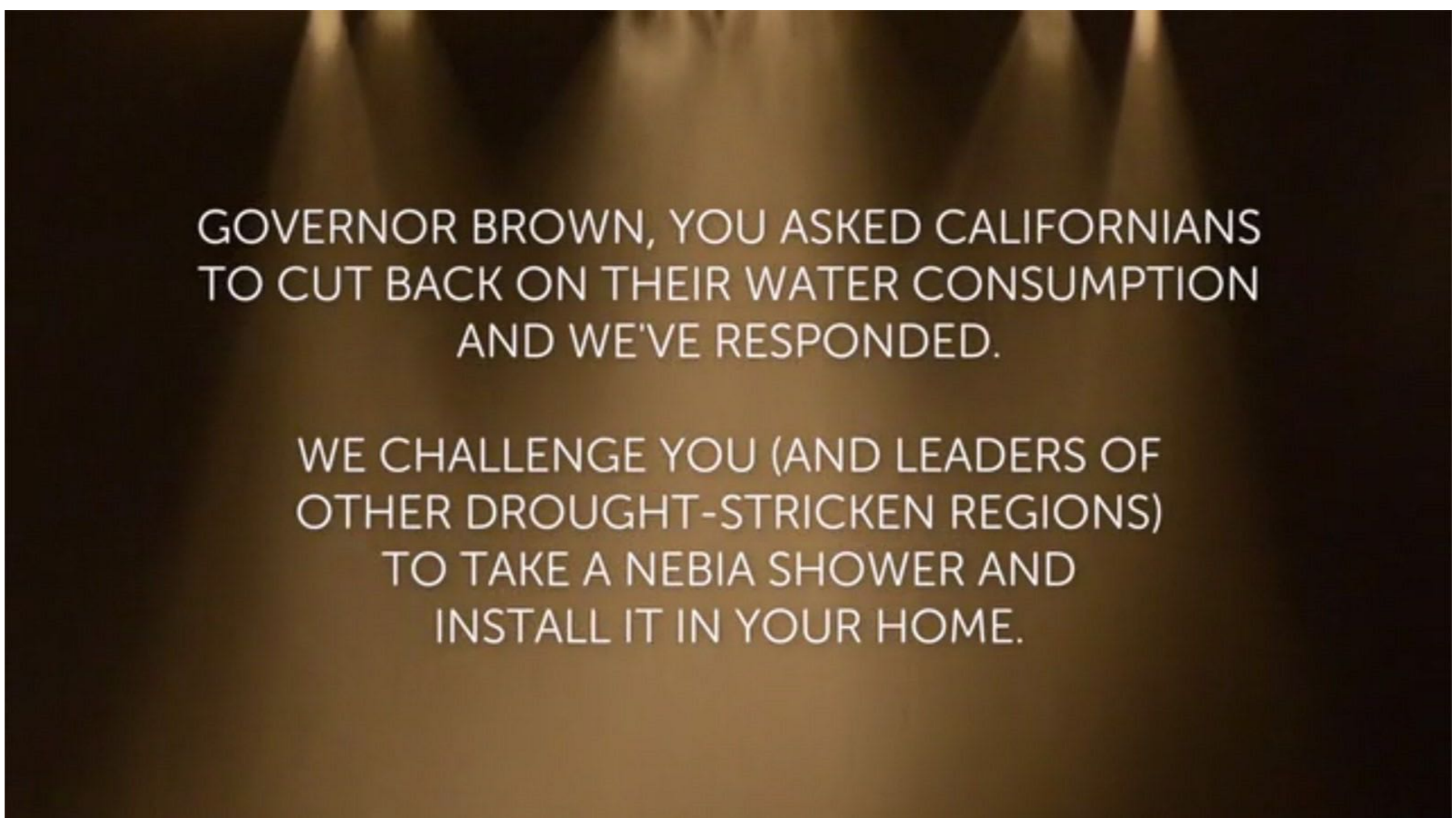
Bonus — End Note [3:29 - 3:47]

Nebia brought up a current news trend and issue (at the time) that related to them. A severe drought was ravaging places in the U.S., this note leveraged the existing societal energy that was building up and funnelled it to an action. The message: 'Frustrated at the drought? Do your part and buy a Nebia Shower!'

A strategy like this can provide dramatic benefits, it gives reason for media to pick up the campaign — it ties in with their current topic. By being relevant to a bigger trend/issue, the campaign can ride on the greater wave already built instead of relying on only its own waves. We all love making our own waves, especially in the kiddie pool, but taking advantage of existing resources others have created beforehand is what sets the top performers apart from the average.



Visual

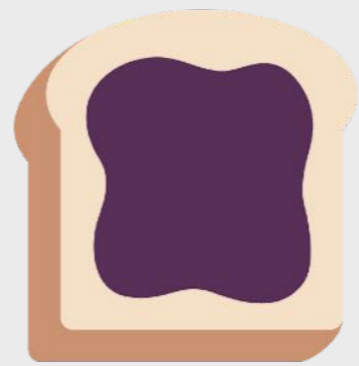


Text overlaid on screen making a direct plea for people to act. Placed on the backdrop of the Nebia Shower's water stream.



Sound

Music Track #4: Playful and positive vibes music (same as previous track).



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