

Press Release

Mediaplus Wins International Media Account for Microdrink Brand waterdrop®

In recent years, waterdrop® has created a new category around conscious hydration with its small beverage cubes and has established itself as a modern lifestyle brand. Back in 2020, Mediateam360°, part of the Mediaplus Group, supported the brand’s first major campaign in Germany. Now, waterdrop® and the agency group are continuing their collaboration on an international level with the joint campaign “House of Hydration.”

Munich, May 21, 2026 — waterdrop® is changing the way people drink water. With its “microdrinks” – small, sugar-free drink cubes made from natural fruit and plant extracts – the brand adds flavor to water and encourages healthier hydration habits. For the international rollout of its products, waterdrop® has now appointed Mediaplus as its media agency partner. Following an international pitch, the agency group will be responsible for strategic media planning and buying in Germany, France, Austria, and Belgium.

Mediaplus subsidiary Mediateam360° will continue to manage the German market, while the Mediaplus Group will lead the international campaigns. The team will work closely with local Mediaplus experts in each market to position waterdrop® in a culturally relevant way.

The joint launch campaign kicked off on May 20, 2026, under the slogan “Water. Drop. Enjoy!” At the center of the campaign is the “House of Hydration” in Mallorca, where influencers, community members, and partners immerse themselves in the world of waterdrop® over several weeks. The media strategy combines data-driven location targeting, large-scale out-of-home activations, and placements in sports and lifestyle environments. Retail media activations will further strengthen visibility at the point of sale.

MediaTeam360° previously supported waterdrop® with media services during the brand’s first major campaign in Germany. For the current “Hydration Season” campaign, waterdrop® and Mediaplus are focusing on offline, out-of-home, retail media, audio, and CTV activities. The goal is to expand waterdrop®’s brand presence in urban environments further and reach target audiences in relevant everyday contexts throughout spring and summer.

“From the very beginning, Mediaplus understood both our brand and its momentum. What impressed us most was the combination of international expertise and a strong understanding

of each market's cultural nuances and consumers," says **Mark Henning, Global Commercial Senior Director at waterdrop®**.

"waterdrop® is a modern lifestyle brand that connects authentically with people in their everyday lives. Our continued collaboration with the Mediaplus agencies internationally, following the successful product launch in Germany, reflects the mutual trust between our teams and our shared understanding of the brand, its audiences, and the markets," says **Aninka Vetter, Managing Director at Mediateam360°**.

Digital activities, excluding CTV, are managed in-house by waterdrop®.

About waterdrop®

Founded in Austria in 2016, waterdrop® set out to revolutionize the beverage industry with the world's first "microdrink." The concept is simple yet effective: small, sugar-free cubes that dissolve in water to create a flavorful drinking experience made from natural fruit and plant extracts. At the heart of the brand's concept is one clear mission: Drink More Water. With a strong focus on reducing plastic waste, waterdrop® microdrinks can save up to 98% plastic compared to pre-filled beverages sold in 500 ml plastic bottles. In addition to drink cubes, the brand develops reusable bottles and water filtration systems designed to make hydration more sustainable and innovative. Today, waterdrop® has more than five million online customers, employs over 400 people, and is available in more than 20,000 retail locations, as well as over 50 company-owned stores, across Europe and the United States. Its products are currently sold throughout Europe, the U.S., Japan, and Australia.

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