Branded Content Writing Sample – Smart Water

Headline:

Why it's a MUST to keep water on your nightstand!

Article:

It's 3AM. You're alone. You wake up; feel a dry throat desperate for hydration. You look toward your feet and realize your knees are weak and your arms are heavy but your dreams have become a reality. You're a mermaid. The excitement and adrenaline is pumping through your veins. Thank God you bought that Smart Water at Starbucks earlier in the afternoon because it's the only thing that can keep you breathing. You rise to your 'feet' but stumble. Try multiple times to walk toward your dresser, you work up a sweat, you just can't do it. The salt is drying out your scales; you finish the water in one large gulp. It goes down so smooth, you can't believe it. You're a fish person. You quickly rip the crotch of your jeans so your uni-leg-fin thing isn't left naked to the cool air. You're not sure of the clothing and styles of mermaids so you proceed with caution, and decide: when in doubt pants is always your safest bet. Dressed enough for the outside, you stumble down your apartment hall, desperate again for more water. Is this a dream? You turn on the faucet but no water comes out, you're chocking now, is everyone joking now? Time's almost up. The pipes are frozen. Why did you disregard that email from your landlord earlier in the day? The faucets were supposed to be left dripping.

Hopping on your new fin, growing accustom to what is now your gate you reach for the fridge handle. Open the door...YES another Smart Water you crack open the top pour some into your throat and the rest onto your legs. Surely it's pure crisp electrolyte induced flavor will give you the energy to make it to Lake Michigan...or the ocean?...Yes your mermaid dream has come true, but you are still just so unfamiliar with the habits and organs of the species. Fresh water? Salt water? What do you need? You're doing the best you can. Keep your head up.

Finally, you throw the bottle into the recycling can you keep so neatly under your sink. You look up. Snap back to reality, oh there goes gravity. Some hipster at Starbucks calls out, "excuse me...excuse me...ma'am...is that all...just the smart water?" You sadly reply, "yes, just the water," look to your legs and realize for a moment you were someone and something else.