

Showermate inspires “healthy” competition in Alameda County



IMAGE 1 of 1 | Showermate Design Front and Back

Residents of Alameda County took to Twitter last night with the Trending Topic [#ShowermateComp](#) to spawn some friendly rivalry amongst neighbors. Tweets such as “Save Water, Shower Together [#Oakland #ShowermateComp](#)” took storm in this battle of eco-friendly competition.

Just one month ago, Showermate tweeted about a county-wide contest promoting water sustainability for East Bay’s Alameda County. Whichever city used the least amount of water for the month-long contest would receive a city-wide party funded by Showermate as well as lifetime warranties for the shower head product. The reaction was immediate as happy consumers took to social media to promote their water usage - or lack thereof.

Showermate’s website reveals the usage of sensors and algorithms to track user’s shower data, visible on both the compatible app and the company’s webpage. They then aggregate each individual user’s data into a conglomerate of data visualizations to legitimize and publish the efforts of their product. They do so without identifying individual users to protect data privacy, but they are able to track and display city-wide efforts; hence [#ShowermateComp](#).

It’s not unheard of for companies to utilize social media to make something look cooler. At first glance, nothing is really sexy about water sustainability. But Showermate thrives on their mission statement of “sustainable yet comfortable.” They are all about saving water and feeling good while doing it, providing a wide range of personalization tools on the app. Showermate’s California Tax Break also has corporate hotels installing the product in each individual room, and when “everyone else is doing it,” so does the average consumer. Throw in a catchy hashtag, a slick user interface, and some hygienic models using the shower head, and caring about the environment is now trendy. Having a regular shower head isn’t just unsustainable, it’s also boring now.

The [#ShowermateComp](#) ends this Friday, June 10th. You can learn more at [Showermate’s Website](#).