



**EUROPEAN
INTERNATIONAL
UNIVERSITY**



COVER PAGE AND DECLARATION

	Master of Business Administration (M.B.A.)
Specialisation:	M.B.A
Affiliated Center:	CEO Business School
Module Code & Module Title:	MGT540 Marketing Management
Student's Full Name:	Enaam Alsraisri
Student ID:	EIU687421
Word Count:	4080
Date of Submission:	19 November 2024

I confirm that this assignment is my own work, is not copied from any other person's work (published/unpublished), and has not been previously submitted for assessment elsewhere.

E-SIGNATURE : _____

DATE : _____

EIU Paris City Campus

Address: 59 Rue Lamarck, 75018 Paris, France | **Tel:** +33 144 857 317 | **Mobile/WhatsApp:** +33607591197 | **Email:** paris@eiu.ac

EIU Corporate Strategy & Operations Headquarter

Address: 12th Fl. Amarin Tower, 496-502 Ploenchit Rd., Bangkok 10330, Thailand | **Tel:** +66(2)256923 & +66(2)2569908 | **Mobile/WhatsApp:** +33607591197 | **Email:** info@eiu.ac

Table of Contents

1. Introduction	3
2. Marketing Proposal for Tranquil Water	4
2.1 Market Assessment and Target Market	4
2.2 Marketing Mix (4Ps).....	6
2.3 Creation of the Logo and Slogan for Tranquil Water.....	7
3. Social Media PR Campaign	9
3.1 Managing Public Perception Objectives	9
3.2 Addressing the Plant Manager's Comments	10
3.3 Promoting Life Water's Green Initiatives	12
4. Conclusion	13

1. Introduction

Life Water is a business specializing in the dispensing of bottled water targeted basically at health-conscious and environmentally-friendly customers. Life Water's business model focuses on providing products that are not only of great quality but, are also readily available and natural. Recently, the company has introduced Tranquil Water which features bioplastic's packaging. This packaging aims at reducing the adverse effects of single-use plastics which increasingly, are not favored by consumers.

Nevertheless, the growth as well as business activities of Life Water has not been smooth, particularly, in recent times. Operating in the state of California, Life Water experienced public outrage during a prevailing drought within the state. This prompted environmentalists and locals alike who felt the company was heavily utilizing local water resources to voice their concerns over its activities and their impact on local water shortage. Things took a turn for the worse when a statement made by the manager of the plant went viral on social media where he appeared to ridicule the issues related to water consumption in the drought. This, even more, heightened tensions among customers and figures from the local community, who were angry about Life Water's sustainability efforts.

Given these concerns, the purpose of this assignment is in two parts:

1. formulate a marketing strategy for Tranquil Water that places greater emphasis on its packaging materials made out of biodegradable substances. This strategy is intended to create brand loyalty among those who are environmentally conscious.
2. Work on a public relations strategy in order to quiet the social media outcry, elaborate the conflict about the comments of the plant manager, and further strengthen the believes of the company towards green initiatives. Through constructive promotion of its positives and taking responsibility, Life Water seeks to rehabilitate and improve its brand image.

The purpose of this proposal is to offer marketing strategies which are suitable for the operations of Life Water and at the same time contain the current public relations problems. This report aims at enhancing and protecting the image of Life Water through proper marketing and public relations. Life Water can improve its brand image and credibility by emphasizing the uniqueness

of Tranquil Water and dealing openly with the community concerns which in turn can lead to an enhancement of Greater Trust among consumers and enhance its brand image position as an environmentally friendly brand in the bottled water sector.

2. Marketing Proposal for Tranquil Water

2.1 Market Assessment and Target Market

Industry Analysis

The outbreaks of diseases worldwide have contributed to the steady expansion of the bottled water market over the last decade as individuals have regarded it as a healthy alternative. Additionally, this market segmentation has expanded further because of individual lifestyle changes and the lifting of restrictions on international travel. Recent reports predict that until around 2026 the bottled water market will be growing at about 6.7 percent on average each year (Marketsandmarkets.com). Despite the increasing concern about plastics, one trend that has emerged is the demand for sustainable products as consumers become more mindful of environmental issues related to single use plastic.

Today's customers are increasingly concerned about finding brands that resonate with their eco-friendly principles and values. Nielsen (2020) carried out a survey where, almost 73 %, of the participants across the globe said that they are willing to change their habits to lessen their impact on the environment, especially the younger population such as Millennials and Gen Z. Because of this change, businesses in the bottled water space have been pressured to transform practices in such a way that it achieves using recyclable or biodegradable materials, emitting lower carbon footprints or the company being vocally green oriented. Their new product 'Tranquil Water', which is PBI-packaged, is poised to meet this needs as consumers increasingly demand responsible products. Emphasis on unique packaging sets apart Tranquil Water from the average bottled water brand and is consistent with trends in the industry which are screening for more environmentally-friendly options.

Target Market

Tranquil Water targets three primary segments of its customers who appreciate health, environmentalism and good-quality products.

1. Health-Wise Consumers: These are people who deem it necessary to use products which they are in the long run. To beverage options, particularly bottled water, of which Tranquil Water provides purified water, attract them as replacement for such unhealthier options. This segment causally understands that drinking is a component of living a healthy and balanced life and appreciates brands' that promote such virtues in their marketing (Euromonitor International, 2021).

2. Millennials and Gen Z: The two younger ages are more politically active and supportive regarding climate change and its adverse effects. This gives them an edge as most of them are cognizant of the active brands that they wish to support. Polls have indicated that 81% of the younger aged cohort expect corporations to integrate in their activities positive corporate social responsibilities (Chatzopoulou and Kiewiet, 2020). For them, buying 'green' items is a political statement. The bioplastics packaging that Tranquil Water uses fits perfectly with this eco-focused audience and adds value for the large amount of young customers who want to make an environmentally friendly choice.

3. Professionals and Fitness Lovers: This category encompasses individuals who are engaged in their endeavors and due to time restraint want streamlined solutions such that they are still within the bounds of health. Most are in cities and are ready to spend on high-end items that fit their active and health oriented lifestyles. With Tranquil Water being a premium bottled water with an eco-friendly feel, urban consumers know that the packed water is good for their health, which is a bonus, and that the company behind the concept practices responsibility and cares about the environment.

Sustainable consumer market trends suggest that businesses should be concentrating on designing their offerings in a manner that appeals to buyers who are concerned about the quality that they support and the brand accountability. These target segments, combined with an emphasis on the quality aspects of Tranquil Water, allow the company to be firmly established within the bottled water industry's premium range that caters to the health and environmentally conscious consumers.

2.2 Marketing Mix (4Ps)

Product

Tranquil Water is strictly a premium bottled water brand marketed with the use of bioplastics, which it describes as environmentally friendly plastic. This unique selling point (USP) appeals to a growing number of satisfied consumers since it intersects perfectly with the increasing tendencies towards ecological consumption in modern society. For consumers who are trying to reduce their impact on Mother Nature the bioplastic bottles are a terrific alternative to conventional plastics and their additional environmental problems. Additionally, Tranquil Water is presented in the market as purified and good quality, which corresponds to the need of health-conscious consumers in the market looking for safe and clean water for drinking (Euromonitor International, 2021). With a clear focus on both purity and sustainability, this brand proves to be a unique product with clear differentiation that positions itself to meet professional health standards yet appeals to modern/actual peoples values.

Price

As Tranquil Water aims to strengthen its prestige appeal, a premium pricing strategy will be employed. This pricing strategy is consistent with the high quality of the product and its patented features and ecological added value. There is evidence that there are actually a great number of environmentally responsible consumers who are willing to pay high premiums for products that are unique or which offer sustainable materials (Nielsen, 2020). In addition, Tranquil Water will introduce certain bundles, for example, who buy packs of 6 or 12 bottles will get them at a discount which will encourage shoppers to buy in bulk and offer good solutions for repetitive consumers. Taking into consideration Life Water's green platform this way bundle offers increases the efficiency of packaging by reducing the frequency of packaging trash disposal. The bundling add to convenience of the customer.

Place

Tranquil Water is meant for distribution in the high- end super markets, gymnasiums, fitness centres and health stores to target health and eco- conscious consumers as well as the urban professionals. These types of Stores provide a good penetration into the target markets such as fitness lovers, and urban professional who are willing to pay a premium to use eco friendly products (Kotler & Keller, 2016). And, Life Water's direct-to-consumer strategy also includes selling through DTC's websites because the modern day consumer is increasingly searching for convenient and eco friendly ways of purchasing. Moreover, e-commerce works in favor of Life Water since it helps in directly explaining the i.e. environmental aspects of Tranquil Water to customers in the first place. As purchasing of Tranquil Water products online increases, so does the amount of greenhouse gases associated with retail distribution, a part of Life Water's commitment to sustainability.

Promotion

In positioning the brand, Tranquil Water plans to position itself as a sustainable alternative by using bioplastics in its packaging. Its messaging will focus on other benefits such as the product being eco-friendly (Akhmetov, 2020). Tranquil Water intends to use a dual branding strategy when packaging Tranquil Water because the brand will have its values communicated in the product packaging. The company plans to reinforce its CSR messaging through its bioplastics promotion and its influence on other stakeholders Amit, Bärtsch & Meyer, 2020).

2.3 Creation of the Logo and Slogan for Tranquil Water

Concept of the Logo

For Tranquil Water's logo, it will feature a minimalist design approach with blue and green color schemes that represent water and sustainability. The color blue is a good opportunity since it is known to depict attributes like purity, peace and trust which is appropriate for a bottled water company that preaches peace and purity (Armstrong, 2020). Green on the other hand, strengthens the cause since it is aligned with the company's purpose encouraging environmentally friendly products which most people are now embracing (Kotler & Keller, 2016). Life Water's palette is also indicative of the company's basic policies of maintaining quality and ecological protection.

To further highlight this eco-initiative feature of the project, a leaf or water drop symbol will form part of the logo. The leaf stands for nature and sustainability while the water drop is a descriptive image of the product that emphasizes cleanness and moisture. Such visual images enhance not only consumers' perception of the logo as being relevant to eco-friends but also provide customers with the most important feature of the product – bioplastics packaging – with a single glance. There is a perception that modern consumers are more favorable towards brand logos and symbols which are environmentally embedded as they indicate the social responsibility of an organization (Nielsen, 2020). In this way, this logo design will reflect the positioning of Tranquil Water as an expensive green product while enabling instant identification of the brand with environmental sustainability.

Slogan Proposal

The proposed for Tranquil Water slogans such as – “Refresh Sustainably”, or “Pure Water, Pure Planet”, or “Tranquility in Every Drop” are meant to enhance Life Water’s quality and environmental friendliness message. The proposed slogans are aimed at environmentally conscious customers and positions the brand in favorable light by focusing on the three core attributes of Tranquil Water: clean, eco-friendly and peace.

- “Refresh Sustainably” supports the brand’s sustainable mission indicating the possibility of consuming the product and making an eco-friendly choice. It appeals to those consumers who are looking to purchase products that help them lessen their impact on the environment (Kotler & Keller, 2016).
- “Pure Water, Pure Planet” links the cleanliness of products to the brand’s ideal of taking care of the environment which appeals to customers looking after themselves as well as the environment. It has been found that consumers tend to flaunt their loyalty aggressively to brands who help them in both personal and social responsibility, this slogan is good for building strong brand loyalty for that reason (Armstrong, 2020).
- “Tranquility in Every Drop” communicates tranquility and premium experience in the consumption of Tranquil Water. This slogan can be used to position the product as a premium, high quality hydration product targeting the health conscious, mindful regards to how they can incorporate hydration into their lifestyle (Nielsen, 2020).

These slogans coupled with the simplistic, symbolic branding elements help strengthen the brand to create a unified, appealing brand image to the ever increasing eco-friendly population. While supporting both visual imagery and text to project principles of sustainability and purity, Life Water will deepen Tranquil Water's positioning in the high-end bottled water segment.

3. Social Media PR Campaign

3.1 Managing Public Perception Objectives

The recent discrediting of Life Water after the comments from the plant manager and the water use by the company during California's drought has triggered the need to win back the people and to show Life Water to be a sustainable company. Trust is important to win back because a brand's ethics and values as perceived by a consumer play a major role in their buying decisions where such ethical and eco-friendly products are concerned (Kotler & Keller, 2016). The main objectives of this project include rebuilding credibility for the company with the public by emphasizing on Life Water's eco-friendly image and undertaking specific measures which the public has expressed concerns about. Campaign Strategies With regard to these objectives, Life Water will roll out a holistic plan which will seek to interact with consumers, promote the ecological aspects of its bioplastics packaging and the company's devotion providing ecologically sound products and services.

Initiate a GreenerLifeWater Campaign

Bader and his associates propose that this campaign will introduce a #GreenerLifeWater hashtag which will be utilized in social networks to support Life Water's new Tranquil Water product and the green activities of the company as a whole. All of Life Water's environmental features, including the introduction of a new product and reports on the advantages of bioplastics, will be included in this hashtag collection. Bringing all of the information into a single campaign will increase the consistency of the Life Water message and enhance brand equity in terms of sustainability (Armstrong, 2020). This technique also helps potential and real customers and followers to participate, which increases the organic scope of the campaign as users interact with and share Life Water's marketing assets.

Employ Testimonials and Case Studies

Testimonials of Life Water's consumers, environmental activists, or community leaders will be used to prove that Life Water's bioplastics packaging is environmentally desirable. Apart from personal testimonials, Life Water can prepare case studies on plastic waste and other pollution deterrents that can be attributed to its projects. By offering factual proof of achieving its ecological goals, Life Water stands to gain confidence and reassure doubtful patrons that its activities are not at variance with polite marketing (Nielsen, 2020). Trust is built through case studies and testimonials because customers are more likely to trust the green attributes of a brand when they have seen its effectiveness in action and the brand endorsed by people they trust (Kotler & Keller, 2016).

Use Social Media to engage to Customers

It is vital to be heard over social media during a crisis and build up the right external picture. It is believed by LIFE Water that developing a trusting and respectful relationship with customers is essential for successful social media interactions, especially during crises like the recent one. By reframing issues at the first opportunity to do so, it will be possible to prevent consumers from being misled about LIFE Water's objectives. Research shows that consumers are happy to be engaged by brands directly on social media and recommend this engagement to other brands (Daft, 2020).

People can socialize with the company by participating actively in organized events. Also, regular social media updates regarding the company and its sustainability efforts can be offered to its customers. Keeping the customers abreast of what positive steps are being taken by Life Water will only reinforce the brand strength claiming sustainability. The Life Water company has always stressed the importance of clear and direct communication with its customers. In times of trouble, this trust can ease the process and, over time, allow for the strengthening of the brand's relationship with customers.

3.2 Addressing the Plant Manager's Comments

Crisis Communication Strategy

As recent events related to Life Water's plant manager's remarks have sparked a controversy, it is important for the organization to articulate a clear crisis communication strategy that would

help restore its image and own the situation. The first prong of this strategy is offering an apology to the public, as recognizing the concerns expressed by the community and the anger that the complaints raised is paramount. Research suggests that timely and appropriate interventions like apologies or retractions during crises can help restore the damaged image and confidence to intended users (Coombs, 2020). By acknowledging the concerns of the members of the community, Life Water would be in a position to demonstrate that it is committed to accountability by taking measures that would address the concerns raised and the effects of its activities on the society.

Besides the apology, Lifewater should make a clarification regarding the comments made by the plant manager. This explanation should highlight the company's water conservation strategies, since it operates in California, a drought-stricken state. To strengthen the company's position on environmentally friendly practices, the explanation should, among others, specify what measures Lifewater implemented to minimize its water consumption, such as the application of water recycling technologies and high-level water-saving regulations in its production processes. Such a stance will enable the company to portray itself as making efforts to lessen its adverse environmental impact (Kotler & Keller, 2016).

Use of Social Media

In general, social media is very important for companies in behaving during a crisis since it provides a clarification twist. As for Life Water, it would be better to record a video message where the CEO addresses the issues systematically. Even if it does not resolve the issues entirely, it serves as an oriented message about what the company is doing to promote the green initiatives. Leaders are naturally the faces of any organizing and hurting some of them or even the whole team can be challenging (Armstrong, 2020).

Additionally, the social media team at Life Water needs to be on the lookout for negative commentary that concerns comments made by the plant manager. The company must respond instantly to criticisms with factual and credible information to maintain the story and avoid falsehoods about the matter. Life Water should maintain an open and honest manner in communicating these issues since audiences are more inclined to accept brands that communicate in an honest way during troubled times (Daft, 2020). Life Water needs to continue

engaging with their consumers and receiving feedback so that the company can be able to gain back their brand image and win back their customers' trust slowly but surely.

3.3 Promoting Life Water's Green Initiatives

Highlight Recent Investments

Despite the apparent guilt associated with investments, life water must prove that it has not been resting and has recently put \$5 million into clean technology. Such an investment makes sense along the context of the entire company's goals towards minimizing their ecosystem impacts and being active in promoting cleanliness. This information is also useful to Life Water, in that it allows for the construction of an image of a modern and responsible company committed to the idea of progress in environmental improvement (Kotler & Keller, 2016). It is not only about building these social values but also projecting this responsibility, as this strategy is now common and preferred by eco-customers looking for outstanding brands (Nielsen, 2020).

This information should be supplemented and visually supported by Life Water in the context of such a strategy, promoting materials on social networks that reveal a number of the "tricks" used in the manufacturing of Tranquil Water. For example, short videos can promote the hemp plant enclosure while a photo series can show the incorporation of the manufacturing of bioplastic, recycling within its plants, and some elements such as secondary ones. Such information does serve a purpose, as it helps in creating awareness about the Company's sustainability initiatives, but most importantly, it helps in emotionally connecting the consumers to the brand (Armstrong, 2020).

Connecting with Environmental Influencers

Working with environmental activists and even influencers makes it easier for Life Water to promote its green message. Influencers engaging with Life Water's activities can reach a growing audience of sustainability enthusiasts who are willing to be endorsing voices of the brand's eco-friendly initiatives. Since Life Water is associated with these influencers, it makes it easy for Life Water to market to potential customers who care about environmental issues (Nielsen, 2020).

To promote even further, Life Water can run user-generated content campaigns encouraging its followers to adopt creative challenges on how they practice sustainability. For instance, consumers could be drawn into a 'Reduce Plastic Waste Challenge' where pictures and videos of plastic-use minimization in the average consumer's daily routine is posted online to show their commitment. Such user-generated content that extends the campaign's dimension will, in the same breath, enhance Life Water's message with examples of how sustainability is well integrated within our day to day living (Kotler & Keller, 2016).

Community Engagement

Aside from social media campaigns, Life Water should host community events that invite people to be active and create positive feelings. Tree planting or beach clean-up campaigns allows consumers to interact with the brand while making an impact on such environmental tasks. These events allow Life Water to engage more with local communities as it practices sustainable actions and not only talks about them (Daft, 2020).

Such community engagement initiatives can be used as a public relations tool as well because the local press usually covers them extending the exposure of Life Water. Life Water's outreach on the other hand incorporates the commitment of the corporation to environmental issues and builds up the support for the brand as a socially responsible company.

4. Conclusion

This is also authoritative in saying that Life Water is fully integrated with green practices and initiatives while at the same time, developing business solutions and strategy to cater for the sustainable market which has become a prerequisite in this age. The launch of Tranquil Water comes with eco breakthrough and bioplastics packaging which puts the Life Water at the pinnacle of sustainable products' markets within a growing concern for premium green products. The mix proposed in the marketing strategy of the proposal continues in addressing brazen this focus with regards to the quality of products, premium strategies of prices, the distribution of products on a limited basis and promotional activities that support the green agenda by Life Water (Kotler & Keller, 2016).

Trust in Life Water's competent management of the crisis created after the comments made by a manager of one of the companies' plants, increasing awareness of Life Water, as a company responsible for the environment. The PR strategy comprises of the ongoing crisis management and the building of a brand capsule built on integrity and transparency through customer engagement and the promotion of campaigns like #GreenerLifeWater, endorsements, and community activities including tree-planting and beach clean-ups (Coombs, 2020). It is possible for Life Water to restore its good image and earn back customers' trust simply by providing information about its eco-friendly solutions in a straightforward manner and demonstrating new technologies it has invested a lot in promoting the very principles it stands for.

Adopting this integrated approach in the working of Life Water is likely to yield benefits in the long run. Businesses with a strong emphasis on sustainability will build stronger relationships with their customers who are ethically responsible encouraging repeat purchases and brand endorsement. Studies indicate that such brands who incorporate social responsibility and care for the environment are likely to command higher brand value and consumer trust which makes them immune to market volatility and public scrutiny (Nielsen, 2020). Further, collaboration with influencers as well as inviting the community to participate in Life Water's sustainability efforts further increases the brand's awareness so that it does not walk out of the minds of consumers who have an inclination towards saving the environment.

Through the implementation of the strategies proposed in this proposal, Life Water is well placed to enhance its brand image in the market as a socially acceptable and environmentally friendly brand. This strategy not only tackles existing problems but on the other hand puts in place measures for future growth allowing Life Water to continue being a force for good in the water bottling sector.

References

- Coombs, W. T. (2020). Ongoing crisis communication: Planning, managing, and responding. Sage Publications. <https://collegepublishing.sagepub.com/products/ongoing-crisis-communication-6-270207>
- Chatzopoulou, E. and Kiewiet, A. (2020). Millennials' Evaluation of Corporate Social responsibility: the Wants and Needs of the Largest and Most Ethical Generation. Journal of Consumer Behaviour, [online] 20(3). <https://doi.org/10.1002/cb.1882>.
- Euromonitor International. (2021). Global bottled water trends and market segmentation. <https://www.custommarketinsights.com/report/bottled-water-market/>
- Grand View Research. (2021). Bottled water market size, share, & trends analysis report. <https://www.grandviewresearch.com/industry-analysis/premium-bottled-water-market>
- Nielsen. (2020). Global sustainability report. <https://microsites.nielsen.com/globalresponsibilityreport/wp-content/uploads/sites/12/2020/09/Copy-of-200709-create-pdf-of-2020-nielsen-global-responsibility-report-d03.pdf>
- Armstrong, M. (2020). *Marketing principles and strategies*. Pearson Education. <https://www.pearson.com/en-us/subject-catalog/p/principles-of-marketing/P200000005954/9780136713982>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education. https://books.google.com.eg/books/about/Marketing_Management.html?id=UbfwtwEACAAJ&redir_esc=y