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COVER PAGE AND DECLARATION

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Student's Full Name:	Abbas Abdulrasool Turk
Student ID:	Eiu192578
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E-SIGNATURE: _____

DATE: _____ **27 AUG 2021** _____

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

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Introduction

Life water is a company that has been offering its product in the market for a quite a while now and has been pretty successful in maintaining its quality and building a brand that people can actually trust. Life water offers premium water bottles that, along with the aesthetic and efficient design, offer water that has a PH value way better than any other competitor, along with added electrolytes for taste and upgrade of mood. Life water has continued to attract investment over the years and has multiple celebrity investors and endorsers; the company has been committed towards providing the kind of services that make sure that life water is better and a product that sells itself. Life water is well known for its customer service and support, from the first order call to the delivery and to the last installation, life water guarantees support to its customer. Life water has been quite efficient at responding to customer complaints and dealing with their queries. Life water has taken its time to educate and upgrade itself constantly in order to achieve a quality level that pulls customers, the company has invested in understanding the US market and what a premium customer wants from his water bottle, that has led us to be in race to become the biggest sellers in the California region. Life water has 2 manufacturing plants, which are efficiently designed to perform in an eco-friendly manner with each being 30,000 Sq ft, both were built back in 2011, each and every bottle is directly manufactured at these sites with each having a label of life water premium quality. This quality is the result of years of optimizing utility and resources coupled with German engineering that ensures an automated state-of-the-art assembly line, which minimizes the chances for human error while also ensuring the standardization of the product's quality.

Life water has been at constant rise with a revenue increase of over 27 percent last year, and an increase of 19 percent the year before that, the company has been able to achieve that due to local manufacturing and attention to branding. Life water takes pride in stating that everything from the cap of the bottle to the label, all are manufactured within the site, nothing is outsourced. The results are better because the work now is less labor intensive.

The problem at hand:

Life water has been gathered by a controversy that the company is taking up and utilizing loads of water, which is causing extreme water issues for the locals in the area of California, Los Angeles. Life water has denied to take any responsibility for that and the manager has clearly

stated that the water allocated to life water is always efficiently used, problems escalated with the second half of the statement which referred to the beverage companies in a derogatory manner, in which he stated that the beverage company in comparison to life water uses much more water than in an efficient manner.

This comment has added to the fire and was not well received by the water industry and beverage industry for obvious reason, these incidents have caused serious damages to the reputation and goodwill of the life water company especially in the locals, the problem is increasing as the comment by manager got media coverage. This makes the situation very tricky for the company, the company that was on the track to launch their new star products line and spent over 5 million just for the sake of going green and eco friendly in order to earn that much needed goodwill, this was to be the grounds for launching the new line in the lime light of philanthropy but the said incidents have changed now, launching the new line in this atmosphere without any homework, prep and damage control would cause the entire line of products to fail as soon as it hits the market and the company cannot afford that right now.

So the marketing team needs to come up with the kind of plan that not only makes sure the successful launch of the product line but also does the job of restating the company's goodwill to its former glory, this would require market research analysis of the problem at hand and understanding the products at hand much more in depth so the team to connect the line with the needs of the premium buyers, as the importance of branding is utmost when selling a product that is expensive and needs to be bought by the upper 5 percent of the consumer market. This marketing campaign needs to be designed keeping in mind the comments that have been recently made, the campaign should work as the answer to locals, showing them that the company cares about their problems and is willing to contribute in whatever way it can.

Main Body

Logo for Tranquil Water:



Slogan for Tranquil water:

Tranquil Water: your dose of serenity

Marketing Proposal:

The marketing plan will consist of two folds, one fold will cover the way to make sure that we launch our new Tranquil Water line in an effective manner, the second fold will cover ways to control the damage that has been caused by the incidents.

Marketing new line:

Readying the product line is just one part of the job, promoting it properly is an entirely different task, you might have the best product, a product that is better than your market competitor but it might not survive due to bad promotion, it may seem like the options to promote the product are

endless but the difficult art is to narrow down to the method that is compatible with your product the most also making sure it is within the allocated budget of marketing. We also will have to keep in mind the new protocols triggered by Covid 19, here is plan and ways in which we will promote and market the product without losing any money.

Exclusivity

We will start off by getting out celebrity endorsers and investors on the venture, sending them samples Exclusively and asking for their reviews, we will make sure to convince them to use their fan base and reach as a celebrity to market the product in a little informal manner which does not come off as a paid or endorsed promotion, this will act as safe third party promotion and would raise a question in the minds of the people. After that we will have exclusive session with our most loyal customers, will offer them with subsidized membership for their clubs and businesses as they are the key to work properly in the local area, this would market the bottles on its own in the area in which the company operates, this session can be a virtual setup or a strictly monitored party, key is to make sure the exclusivity.

Special launching offers:

Instead of straight on launching the product the company will have to offer introductory offers in a manner that helps market the product in an organic manner and that could be one of the following:

- The company can offer discounted price for the customer who manage to bring bottles or stickers of any of their product, this would encourage people to buy more of the previous inventory and work as a tool of word of mouth.
- Encourage bulk purchases by giving a bulk discount
- The company can give free or extremely subsidized products for orphanages and school near by making sure the company product remains.

Host a party or event:

Events not only get consumers excited about your new product or service, but they may also get new prospects personally involved with you or other employees of your company, which is a great way to win them over as customers.

This event would not be for the media or celebrities to come and promote the product, we will have an unorthodox approach here and we will invite the locals to the facility, especially from the area that had the water problem. We will take this opportunity to make sure that we do two things properly

- Promote our product line
- Showing to the locals how things are done at the facility

The events main attraction would be the presence of a endorsed celebrity and free food, a especial invitation would be spend to the affected. The event will consist of different parts, first we will make sure that as many people can arrive as possible, as soon as we have the desired number we will take the locals for a tour of our facility to give them a hands on experience of our state of the art facility and manufacturing line, we will market this tour by how “How tranquil water is made”, this tour will have all the elements it will repeatedly introduce our new line, it will show people in detail how efficiently we use water in our facility and how most of the water is converted into drinkable water, the tour to the facility will also dictate the local about how we are working on improving ourselves even further in a manner that would ensure more efficient utilization of water.

This event will also be used as tool to market our Bioplastic initiative with environmentalists present at event, they will be given stage time to elaborate how important it really is to shift to Bioplastic and the harm that conventional plastic has caused, this will also cover how this transmission will positively impact the local surroundings for better, and lastly we will be able to see people reaction to the product. The marketing team will make sure the event is covered by media properly; we will also make sure that the interaction with the celebrity is ensured at the very end of the event so people stick around. We will also have a lucky draw for people who posted about the event on their social media with the hash tag for our slogan and tag of our new product.

This event will be ground zero for our marketing campaign because the most important form of marketing that we need as a company in the current situation is positive word of mouth and that can only be achieved by making people believe that not only are we offering a better product but we are also ensuring your safety in every manner and are working for the tomorrow each and every day, no advertisement or endorsement would work if people lost the trust on the brand.

The event management will make sure that only a certain number of people go in for the tour at the time making sure that social distancing is maintained and all SOPs are followed.

Complimentary upgrade

Complimentary upgrades for people who have always been our customers, we can offer them our products on a subsidized price or offer them an entirely exclusive range with styled bottles that are of limited addition. Offer free delivery for a limited period of time on your new goods.

Market the reviews

To market a new product or service, you should allow your consumers do the work for you. Because people trust other people more than any commercial campaign, company, or celebrity, the promotion team will make sure a favorable review is reported and marketed in a way that it makes an impression. For your product to reach a larger audience, you'll need reviews and testimonials. Research shows that 84% of buyers trust online reviews as much or even more than personal referrals from friends and family.

Market our Bioplastic transmission and our investments for environment:

We are hailing as a pioneer in our local market as there is no one else who has successfully transmitted to Bioplastic, with the current conditions of the world and raised awareness in the common audience about pollution and plastic use puts us in a very strong position because of the timely change that the company has made, we will make sure this change, its stature and importance is marketed.

What is Bioplastic and what are its advantages

Bioplastic are plastics made from renewable bio-materials including vegetable oils and fat, maize starch, straw, woodchips, scrap, reused food waste etc. Some biomass plastics are derived from

direct processing of natural biopolymers, including polysaccharides (for example, starch, cellulose, chitosan and alginate) and proteins (for example, soy protein, glutene, gelatine) and others from sugar derivatives (for instance lactic acid) and lipids (for instance oils and fats) either from plants or from animals or from the bio-fermentation of sugar products. However, common plastics, such as plastic fossil fuel (also known as petro-based polymers), are made from oil or gas.

About 0.2 percent of the world's polymer market was made up of bioplastic in 2014. (300,000,000 tons) The study on bio plastics continues despite the fact that they are not economically significant.

Petrol or natural gas is commonly used to make products like fossil fuel plastics (also known as polymers of petroleum).

Bio-plastics are biodegradable, renewable, waste materials that can be utilized to solve the problem of the planet's suffocation and environmental contamination of plastics. Does it make sense that packaging which might last only days or months take decades to disappear in products? Plastic is the world's third-largest petroleum derivative, with an annual consumption of 200 million tons. Is polluting and can't be biodegraded (it can take more than 1000 years to decompose).

Therefore, nations like Bangladesh ban the conventional plastics bags, Africa calls them a new 'national flora' since they are so apparent over all the landscape, and Europe is thinking of taxing them. They block the sewage pipes and cause flooding. Moreover, this trash is the cause of the deaths of sea animals and birds that they swallow (wales, sea turtles, albatross, etc.) and is a significant environmental concern, such as waste spots (islands of garbage).



Alternatively, the use of bio plastics, i.e. natural polymers, from agriculture, cellulose, or corn starch waste, is encouraged.

PHA is a natural phenomenon that we currently utilize for agriculture, textiles, medical goods, and above all the container and packaging sectors. 10 percent of the European plastics industry's needs will be met by this product in a decade's time.

PHA as Bio plastic:

These are polyesters generated by fermenting a number of bacterial strains of raw vegetable material. PHAs can be utilized in the production of automotive components for injection molding and for many other applications, for example. PHA (polyhydroxyalkanoate) is specifically derived from pseudomonas, for example, bacteria. It looks like a translucent kitchen film in its natural state, yet it is a real bio plastic in its own way. The "tunable" property set is the most interesting aspect of PHA. PHA is not a single chemical structure, but a wide series of linked polymers. Therefore, different polymers with various physical characteristics may be generated, according on the production technique and feedstock employed.

Advantages of Bioplastic:

We may minimize our dependence on fossil fuels by using bio-based polymers. It is expected that in the future, oil will be replaced with renewable energy polymers (currently predominantly annual crops, such as corn and sugar beet, or perennial cultures, such as cassava and sugar cane).

They have the potential to cut greenhouse gas emissions or perhaps become carbon neutral. Carbon dioxide from the air is used as a fuel by plants throughout their growth. Making bio-based polymers from plants (biomass) is a temporary solution to reducing greenhouse gas emissions (CO₂s). Use cascades allow carbon fixation to continue for an extended length of time if the material is reused or recycled as much as possible before being used for energy recovery. In the process of energy recovery, CO₂ is released and renewable energy is generated.

Damage Control:

In the era of social media, when things spread like wildfire from one blog to another, making it worse with every person who shares it, there is nothing worse than a PR crisis for a business. If and when it happens to you, it's vital to be prepared so you don't lose your cool.

Here is how life water should handle the current situation while continuing to market their new product

Stop The Issue From Spreading:

The key here would be staying calm and not panic like the manager did, he panicked and said something that caused the unrequired controversy which lead to larger coverage of the problem. The company needs to stay calm, analyze and work on stopping the spread of the issue. . Issue a statement. Stop the spill.

Anticipate What Might Come Next

Company needs to be ready for the consequences, company needs to evaluate what next action are going to come their way and how will they control or handle them. Don't be in a rush to give a statement, do your homework, review the options that you have and the routes that you can tak, keep them all in mind when going for a statement. Take into account the potential influence on your company's image and be empathetic, especially when the crisis involves someone else's pain or loss.

Consider Your Audience's Perspective:

Don't overlook the perspective of your audience, don't ignore or discard it because that is your main source of information. We all tend to become defensive when confronted with criticism, especially if no one knows the full storey behind a given event.

Social media promotion campaign:

A successful social media campaign means everything today as it can be a make it or break it for a business it fails to satisfy audience with social media brand image.

Here is our social media campaign plan:

The first step would be to take blogger and social media influencers onboard especially the ones that have authority over area of environmental pollution. We will use the influencers across various platforms, including facebook, instagram and Tiktok to market our product as a premium product that ensures all the qualities premium drinkable water, with our brand image being reflected as pro green company that puts environments first.

We will make bloggers write sponsored content for the promotion of better planet campaign endorsed by the company; where for each 10000 bottle the company will install one water purifier in the area with worst water quality index wise.

We will pay the influencers to do give always and competitions involving environment and water pollution related questions which will ensure that our brand image is seen as mascot that cares about its audience and the planet as a whole, this will be mixed with ad campaigns on Facebook and YouTube.

Conclusion 200 words

The company has taken a hit I form of the comments and local situation but it is yet not the kind of situation that cannot be reversed, this the marketing plan mentioned and efficient planning and implementation, the company is well in position to come for this with not only a successful launch on their new product line but also regaining its goodwill in the market. The key would be to win the trust of the general public back by showing them that you care about the local community in general and treat it like home as the locals do. The best marketing to target would be the word of mouth as it sells the products on its own, the best endorsement for a new product is other people because it is sure shot stamp of approval and trust over a certain product. Social media campaigns will play a crucial role because that is where the goodwill lies now days, people believe what they see on social media so the social media campaign plan needs to strictly followed and financed.

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