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Tranquil Water Logo

This design features a simple, modern water droplet shape in shades of blue, which represents the purity, freshness, and life-giving qualities of water. The clean lines and minimal design make this logo easily recognizable and versatile for use in various marketing materials.



Slogan Options:

1. Calm is poured into every drink.
2. The earth is properly cleaned by the hues blue and green.
3. Every drop contains tranquilly.
4. Never has water tasted better.
5. Every drink contains a tiny piece of heaven.
6. A jar of nature.

INTRODUCTION TO THE BRAND

The mission of Life Water, which was established in 2013, is to offer people access to clean, natural drinking water. Being natural and organic has always been important to the brand, and even though Life Water is a multibillion-dollar water bottling company, it has made efforts throughout the years to be as ecologically friendly as it can be. The company's message emphasizes the need of safeguarding nature, which provides us with water, an essential element for survival, and making sure that everyone has access to it. With this in mind, the business created the outstanding Tranquil Water product line, which offers water in bio-plastic bottles. With the use of bio-plastics that can be easily thrown away after use, Tranquil Water aims to replace plastic water bottles with degradable ones. This is the first stage in Life Water's journey to become a plastic-free company, which is what the company is working towards. Three different size bottles of Tranquil Water, all constructed of secure and reliable bio-plastics, will be used for delivery. The bottle has been changed to fulfil the needs of the environment and, consequently, the human species, while maintaining the purity of the water. In order to create a precedent for a plastic ban, Tranquil Water wants to promote the idea of a cleaner, healthier environment. All business executives are aware of the damaging effects that plastic has on the environment, and they are currently leading a movement called "PLAS-STICKS" that emphasizes how harmful plastic is to the ecosystem because it is not biodegradable. The company wants to change its reputation by introducing Tranquil Water, which it hopes will show that it cares about the community and the environment. Life Water aims to achieve a balance between its dedication to environmental preservation and its desire to be a more consumer-friendly brand.

MARKETING PLAN

1. Missions:

The Brand's marketing strategy is built on a set of clear aims and objectives (Info Entrepreneurs, 2020). To ensure that no one is left out and that they are all at least partially accomplished throughout the course of this marketing strategy, these goals and objectives are being highlighted. Each objective is distinct and connects to the others in some manner. As a result,

it's important to think about them both alone and together. The Marketing Plan aims to repair the damage done to the company's reputation by marketing Tranquil Water in a less attention-seeking and ecologically friendly way that promotes the idea of being environmentally friendly as well as repairing relationships with the local community.

The Objectives of the Brand Marketing plan are:

- Repairing the company's reputation by positioning Tranquil Water as an item for regular people.
- Creating the perception of the brand as an ecologically friendly product that doesn't negatively impact nature and promotes a healthy lifestyle.
- Increasing public knowledge of the use of bio-plastics and addressing any reservations or prejudices the public may have about them. Highlighting the benefits of bioplastics and the arguments in favor of transitioning to them.
- Developing a reputation as a company that has stopped using plastic in all forms and is making efforts to do so.

- By launching a new product line, you can:
 - Increase sales
 - Speak with audiences and educate them on the need of environmental protection.
- Become more involved with the community and mend relationships with them to win their acceptance and support. Promote the company's greener initiatives. Make an effort to be a more sociable brand. Encourage consumers to switch from plastic to bio-plastic bottled water.

2. Setting a target audience

It's important to recognize that it's impossible to satisfy every potential customer's needs. Each individual has specific wants and preferences. As a result, most businesses have used target marketing strategies when introducing a product. Water Life will attempt to separate the audience into multiple segments while focusing on a select number of them. The target audience is the group being targeted, while target segmentation refers to the complete process (Camilleri, 2017). The marketing plan's second stage involves selecting a particular target market for

a particular product once the goals and objectives have been established. Children in California and the state's local communities have been selected as Tranquil Water's primary target markets, respectively. These two sections have been picked for a number of reasons after careful thought and examination. To begin with, the young people in the community and the adjacent villages are very active citizens. When encouraged appropriately and given chances for active engagement, it has been shown that youth acquire ownership of society. Both social groups take a keen interest in a wide range of societal pursuits. These nonprofit social organizations fervently promote environmental preservation and other issues of a similar nature. Due to their strong opinions on the subject, these organizations frequently come out and take a position. By focusing on calm Water marketing to these markets, the brand may be able to develop a connection with them. By connecting to the goals and objectives of these social platforms, the business may be able to increase awareness of its cause and establish an emotional bond with these demographics.

Additionally, switching to non-plastic bottles will be easier to convince individuals who favor environmental betterment. They will get more deeply attracted to the idea. Such customer-brand closeness or an emotional connection may have a direct bearing on the growth of the brand (Kemp & Bui, 2011). Because of a few incidents, the local communities in California previously had some reservations about the brand. As a result, the marketing plan must be developed to address all of these issues and concerns. The business intends to win the community's confidence and backing by outlining its objectives, motivations, and explanations to them (Appleton, 2018). It is well acknowledged that operating an environmentally conscious company does not ensure success; the company must also include the community (Appleton, 2018). The younger members of the population are also targeted because to their increased societal awareness of a variety of issues (United Nations, 2020). Youth are speaking up in reaction to the California droughts with a range of concerns and recommendations. Due to the generation's youth's intense interest in environmental issues, the brand focuses on working with children and educating them about the use of bioplastics and their growing importance for the future (Lynes et. al., 2013). The United Nations predicted that by 2030, the next generation will be in control of the environment. In light of this, it is crucial to start educating today's young and encouraging the use of both traditional and non-traditional techniques to contribute to environmental care (United Nations, 2020).

3. Unique Selling Points

A USP, or unique selling proposition, that essentially outlines how and why a product stands out from others in the same category is required for any successful business (Shewan, 2020).

These USPs must be emphasized in the marketing strategy for the firm in order to differentiate it from the competitors (Shewan, 2020). In advertising and promotional initiatives, the company's unique selling proposition (USP), which draws customers to it, following are Tranquil Water's distinctive selling points:

A. Life Water is a well trusted multi-million-dollar company

Life Water has had a fast increase in sales since its establishment in 2013 and has steadily grown into a multimillion-dollar company. One of Life Water's advantages is its brand name. Millions of people have relied on and utilized the brand for their packaged water needs throughout the years. Despite being connected to a few incidents in the past, Life Water is a widely recognizable brand. The business has a solid reputation, which will help with the introduction of Tranquil Water. The "Life Water presents" logo should be used by Tranquil Water in all of its marketing campaigns to help the company's brand gain some acceptance and credibility. The water that Life Water offers is pure and of high quality. It has set a high bar for quality and cleanliness across the board, which will be advantageous for its next offering.

B. Bioplastic-made bottles

- Tranquil Water sets itself apart from all of its competitors by using bio-plastic bottles rather than regular plastic bottles. Because of this, it is possible to dispose of the bottles carelessly without having to worry about them breaking down (Goodall, 2011).
- The marketing team's job is to inform the target markets of the many benefits of bio-plastics and use those benefits to set the brand apart from competing water bottles on the market. According to Goodall (2011), bio-plastics are viewed as crucial elements of global

sustainability. In essence, bio-plastics are plastic polymers manufactured from biological raw components that are not only durable but also capable of doing all the tasks that plastic can.

- Bio-plastics frequently need less energy to make than other forms of plastic and generate fewer pollutants (Goodall, 2011).
- Biodegradable products, like bioplastics, encourage material recycling and reduce the amount of individual garbage produced (Razza & Innocenti, 2012).
- Using bio-plastics reduces dependency on scarce fossil fuel supplies (European Bioplastics, 2020).
- Because the plants used as raw materials to manufacture bioplastics absorb CO₂ (Carbon dioxide) as they develop, the manufacturing of bioplastics has a lower overall carbon footprint. Additionally, these materials continue to take up trace amounts of CO₂, slowly restoring the ecosystem (Lamberti, Roman-Ramirez & Wood, 2020).

B. The company is going green:

Another one of Tranquil Water's USPs is its concern for the environment. The parent company, Life Water, has started a campaign to transition the company to being completely plastic-free and ecologically beneficial. The organisation is doing all possible to reduce the environmental damage it produces while simultaneously bringing attention to the enormous changes that must be done in order to save the ecosystem. Environmental friendliness is one of Life Water's key USPs as a company and brand. The company is now spending more cash to creating a greener business instead of investing them in technology or development since it has taken responsibility for its actions. In an effort to reduce and ultimately eliminate the use of plastics, the company also manufactures water bottles made of bio-plastic. It is important to remember that highlighting these benefits as USPs is not meant to brag, but rather to educate customers about the company's environmental protection efforts. If the corporate doesn't tell the public, they won't be aware.

4. Pricing and Positioning Strategy

A product's positioning relative to its competitors is primarily determined by its pricing and positioning strategy (Wofford, 2015). There is no other bioplastic-bottled water on the California market. However, water in plastic bottles offers competition. The aim of the positioning strategy is to present the product as beneficial for “people and the environment”, as opposed to polluting plastic water bottles.

- The product costs the same as regular bottled water at no extra charge. Standard, small and large bottles of still water will be available. Since the production of bioplastics does not involve any additional costs compared to the production of a plastic bottle and the brand does not want to be associated with the statement "biodegradable materials are expensive", everyone can afford the price of bioplastic bottles has remained the same as the plastic bottles of mineral water.
- The company does not want to present the brand as a luxury water brand. As long as you want to do something good for the environment without harming it when it's not necessary, anyone can drink still water. Despite being a quality product, the brand name does not sit above the typical range for another reason. In addition, making big profits has never been the company's primary goal. The company is content with making just a small profit on each bottle as long as the target market uses them frequently.
- The company will work to build a reputation as a “community friendly” company. The company will act to meet the needs of the community and maintain a positive relationship with it, as it understands how important neighborhood acceptance is to the brand's success. In addition, numerous public relations activities are carried out to highlight the company's commitment in the district.

5. Distribution plan

When it comes to a consumer product, product distribution is the key factor. In this case, it is extremely important to understand the main reasons for drinking bottled water. Bottled water is convenient to buy, consume and transport, as it is hygienic, drinkable and readily available (Leonard, 2020). One of the most important attributes of bottled water is its convenience. Customers will not order a bottle of water online and wait two days for delivery; instead, they buy it when they need it immediately. Therefore, clear water should be available in all major stores and other outlets. Until then, Life Water will enter into an agreement with its regular retailers and will offer Tranquil Water in their stores.

6. Promotion and Advertising

The Company has prepared a strong marketing and promotional campaign to accompany the launch of Tranquil Water. The company plans to aggressively promote its "Go Green" project, which it launched to encourage people to use less plastic. With the launch of Tranquil Water, the company will also implement a marketing initiative that will emphasize its environmental goals and seek to undo any damage it has already done to its brand reputation. There will be ads specifically targeting children in California and surrounding boroughs. The company will work to build distinctive selling points and educate the public on the benefits of moving to bioplastics. The brand hopes to inspire customers to take these small steps themselves and educate them about the company's efforts to be greener.

Companies to raise awareness of deteriorating health by sharing the benefits of biodegradable products while protecting the environment use various marketing initiatives, including cleaning, workshops and conferences. In addition, various PR initiatives can be used to engage the public and enrich the neighborhood.

The company will try to explain to the public why it is moving forward, what motivated the company to start the PLAS STICKS movement was green. The company seeks to connect with others by sharing their experiences at the emotional level. Life Water is committed to starting a revolution and changing the way society works. By participating in charitable and similar activities, the company wants to make an impact on society..

SOCIAL MEDIA PR CAMPAIGN

With the launch of Tranquil Water, the company plans to take social action media PR activities to promote Life Water as a greener brand. Participants expect posting a recent photo of himself planting a tree as part of the #iamgreen campaign. The Challenge, launched on Instagram, Facebook and Twitter, continue thirty days and ask all participants to plant a tree in any region of the world, photograph it and post it on any of your social media accounts with a hashtag "#Iamgreen."

- Goal: This social media PR campaign should appeal to everyone Page. The goal of the campaign is to get people to plant trees and then find out why are so important to our environment. It will see different people planting trees motivate others to do the same. This will create a green wave of consciousness in between to the public, inspiring them to step out of their busy schedules to find out why additional trees are needed. (McLachlan, 2020) to create your green corporate image and promote your green developer, the company will plant about 500 new trees.

- Strategy for engaging people: The initial phase of this campaign consists of arousing interest in the campaign among the target group. With a celebrity or using a famous song in marketing is a great technique (McLachlan, 2020). Even if these choices are not available, nice ads and social media posts can help spread the word about your campaign. In the context of Campaign, you can offer rewards and certificates. The simplest idea to send a certificate of thanks for each person who plants a tree can:

- a) Encourage people for tree planting,
- b) provide the company with a ready-to-use database of individuals who have planted trees and therefore care about the environment or are potential customers of the brand
- c) these people can later also act as brand ambassadors

- Action plan: The #iamgreen campaign will set up a small health team temporarily. The campaign begins with creative photos by Life Water employees seedlings. Employees can let their creativity run wild with face painting green for growing and caring for a potted cactus. Employees can also download photos of them planting trees and watering them with bottles of still water promote the new product and spread the idea that "plants deserve quality treatment." Attempts are made to disseminate these photos and the idea of a campaign to increase participation. Why the company currently has a strong social media presence, will be able to achieve one growing number of people. It will make it possible for the business to communicate with an increasing number of people about this promotion. The campaign may be promoted further by using a variety of coupons, rewards, or other similar items. If needed, the company can provide free seeds and commercial bottled water to reinforce the campaign's awareness goals. If listeners respond well, this entire month, Green Month, could potentially become an annual tradition. The company can support both the environmental movement and the "PLAS-STICKS" campaign, which promotes a completely plastic-free image.

Reputation Repair: Community participation in this campaign is a strategy for restoring brand reputation and gaining community support (McLachlan, 2020). The Society may contact neighborhood groups and ask for their help in determining geographic areas where trees need to be planted. The company will work better with the help of the community and will have the opportunity to share their thoughts with the community. This will be a great opportunity for the company and the neighborhood to work together and plant more trees. Responsibilities and Future Actions: It is the company's responsibility to ensure that trees are planted in the right places and regularly cared for. If these efforts are successful, Green Month could become an annual tradition. It is important to keep and use all images of these trees with care. This knowledge can also be applied to other marketing techniques as long as many trees are planted during the green month. However, it should be emphasized that public relations work must be carefully planned and carried out. Many environmentalists should be involved in the campaign and their views should be taken into account, as it is a pro-environmental action. The environment must not be harmed in any way. The local community, their views should also be considered, and no beliefs or values should be biased in any way.

Conclusion

Tranquil Water is expected to be commercially successful with proper distribution, public relations initiatives, publicity campaigns and community engagement. To ensure that no aspect is overlooked, the strategy must be constantly evaluated. The PR team must also have a contingency plan in case the first strategy fails. Everyone should know environmental facts and products, and there should be no misunderstandings. Marketing needs to be properly planned and organized. Please read the material carefully and understand the marketing strategy from start to finish.

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