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Student's Full Name:	Ahmed ahmed eid ahmed
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E-SIGNATURE: Ahmed ahmed eid ahmed

DATE: 03-11-2021

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

Marketing & Brand Management Proposal

Tranquil Water

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Tranquil Water Logo



The Logo

Options for slogans include:

1. Every sip is infused with tranquilly.
2. The colors blue and green help to keep the Earth clean.
3. There's serenity in every drop.
4. Water has never tasted so good.
5. There's a little bit of heaven in every sip.
6. Nature in a jar.

THE BRAND'S INTRODUCTION

1. Life Water was founded in 2013 with the goal of providing folks with safe, natural drinking water. Being natural and organic has always been vital to the brand, and despite being a multibillion-dollar water bottling firm, Life Water has taken attempts to be as environmentally responsible as possible over the years. The brand emphasizes the need of protecting nature, which supplies us with water, an important component for

living, and ensuring that everyone has access to it. With this in mind, the company has developed an exceptional product line called Tranquil Water, which is water provided in bio-plastic bottles. Tranquil Water focuses on eliminating the use of plastic bottles for serving water in favor of degradable bio-plastics that can be readily discarded after use. Life Water is on its way to become a plastic-free firm, and this is the first step in that direction. Tranquil Water will be delivered in water bottles of three different sizes, all made of safe and proven bio-plastics. While the quality of the water has not been compromised, the bottle has been modified to meet the needs of the environment and, as a result, the human species. Tranquil Water intends to establish a precedent for a plastic ban by spreading the idea of a better and healthier environment. All corporate leaders recognize the negative impacts of plastic on the environment and are currently leading a movement known as "PLAS-STICKS," which emphasizes that plastics are not biodegradable and so hurt the ecosystem. With the launch of Tranquil Water, the corporation hopes to transform its image into one that is community-oriented and concerned about people and the environment. Life Water seeks to strike a balance between its goal of being a more people-friendly brand and its commitment to environmental preservation.

MISSIONS MARKETING PLAN

This marketing strategy is focused on the Brand's defined goals and objectives (Info Entrepreneurs, 2020). These goals and objectives are being emphasized to guarantee that none of them are overlooked and that they are all partially or totally met during the marketing plan's implementation. Each goal is separate, but they are all linked together. As a result, it's critical to examine them both separately and together.

The Marketing Plan attempts to repair the company's reputation by advertising Tranquil Water in a less attention-seeking and environmentally friendly manner that promotes the message of environmental stewardship while also repairing connections with the local community.

The following are the goals of the Brand Marketing Plan:

- Damage control for the company's reputation by presenting Tranquil Water as a product for the masses, by the masses.
- Establishing the brand's image as an environmentally friendly product that does not hurt the environment in any manner while also promoting the message of a healthy environment.
- Raising public awareness about the usage of bio-plastics and addressing any doubts or preconceptions people may have about them. The advantages of bio plastics are highlighted, as well as the motivations for switching to bio plastics.
- Developing a reputation as a plastic-free corporation on the verge of totally eliminating the usage of plastics in any form.
- Use the new product range to boost sales.

- Reach out to the public and educate them on the necessity of environmental preservation.
- Promote the company's eco-friendly initiatives.
- Increase your community engagement and repair your relationships with them in order to win their approval and support. Make your brand more community-friendly.
- Encourage consumers to switch to bio-plastic bottled water instead of plastic bottled water.

Setting a target audience is the second step.

It's critical to recognize that meeting the demands of every potential consumer is unattainable. Every person has their own set of requirements and needs. As a result, while releasing a product, the majority of corporations have utilized target marketing techniques (Camilleri, 2017). Water Life, too, will try to divide the audience into numerous segments and target only a few of them. Target segmentation refers to the entire process, and the audience being targeted is referred to as the target audience (Camilleri, 2017).

After identifying the aims and objectives, the second step in the marketing plan is to choose a specific target audience for a product. Two audience segments have been chosen for the marketing of Tranquil Water: the first is the youth of California, and the second is the local communities of California. For a variety of reasons, these two portions were chosen after extensive research and evaluation. To begin with, the organization's youth and local communities are extremely engaged members of society (Brennan, Barnet & Baugh, 2007). It has been discovered that when young are appropriately motivated with active involvement, they assume responsibility of society (Brennan, Barnet & Baugh, 2007). Both social groupings are quite engaged in society and are interested in many facets of it. These are the social groups that campaign for environmental protection and other relevant topics. These groups frequently have strong ideas and are the first to speak up and take a stance on certain topics. The business can establish a relationship with these categories by focusing on the marketing of calm Water. By relating to the purposes and objectives of these social organizations, you may help them achieve their goals.

By developing an emotional link with these segments and raising knowledge about the company's purpose, the brand will be able to disseminate more awareness about its cause. It will also be simpler to persuade those who care about the environment to switch to non-plastic bottles. They will be drawn to the concept on a deeper level. Such brand intimacy, or a connection with the emotions of the customer, can have a direct impact on the brand's growth (Kemp & Bui, 2011).

Another motivation for focusing on local communities is to change people's perceptions of the business (Appleton, 2018). Previously, local communities in California had doubts about the brand owing to various instances. As a result, the marketing strategy must be

structured in such a way that all of these complaints and difficulties may be addressed. The corporation hopes to gain the trust and support of the local community by communicating the company's intentions, motives, and justifications for its activities to them (Appleton, 2018). It is common knowledge that being an environmentally responsible firm is insufficient; the company must also garner community support and involvement (Appleton, 2018). The corporation must develop goodwill in the community, and one method to do so is to become active with the community (Appleton, 2018). As a result, by focusing on local communities, the corporation may not only fix any previous concerns, but also form a link with them and encourage them to assist one another in the cause.

The rationale for addressing the demographics' young is also due to their societal awareness of numerous concerns (United Nations, 2020). Due to the droughts in California, members of the young have expressed a variety of worries and thoughts about the disaster. The generation's young are particularly concerned in environmental concerns; therefore the brand focuses on collaborating with them and educating them about the usage of bio plastics and their rising relevance for future generations (Lynes et. al., 2013). The United Nations has also stated that by 2030, the youth would have taken control of the world.

The natural world with this in mind, it is critical to begin educating today's kids and encouraging them to use both traditional and unorthodox approaches to contribute to environmental protection (United Nations, 2020).

III. Differentiating Features

Every successful company needs a Unique Selling Point, or USP, which explains how their product differs from other companies in the same category (Shewan, 2020). To set the company apart from its competition, these Unique Selling Points must be underlined in the marketing plan (Shewan, 2020). The USP of the brand, which attracts clients, must also be included in advertising campaigns and promotional efforts. The following are Tranquil Water's unique selling points:

1. Life Water is a multi-billion-dollar firm with a solid reputation:

Life Water, which was founded in 2013, has seen a remarkable surge in sales and has steadily grown to be a multi-million-dollar corporation. The firm name is one of Life Water's strong advantages. Millions of people have trusted and used the brand for their packaged water requirements throughout the years. Despite the fact that Life Water has been engaged in various controversies in the past, the fact remains that it is a well-known brand. The company has established a reputation, which will help with the introduction of Tranquil Water. The "Life Water presents" mark should assist Tranquil Water obtain some trust and acceptability, and should thus be employed in marketing campaigns. Life Water provides clean, high-quality drinking water. It has established a high level of quality and hygiene for all of its products, which will benefit its next offering.

Bottles constructed of bio-plastics include the following:

The use of bio-plastic bottles rather than plastic bottles distinguishes Tranquil Water from

its competitors. This implies that the bottles have no negative impact on the environment and may be disposed of without fear of decomposition (Goodall, 2011). Bio-plastics offer several advantages, and it is the marketing team's role to make target segments aware of these advantages and utilize them to differentiate the brand from regular water bottles.

a. Bio-plastics are regarded as essential components of global sustainability (Goodall, 2011). Bio-plastics are plastic polymers manufactured from biological raw materials that are not only biodegradable but also robust and capable of performing all of the activities that plastic can. It not only meets our demand for plastic in our life, but it also does not affect the environment, making it beneficial to use on a daily basis. One of the most significant advantages of bio plastics over non-degradable plastics is their degradability.

b. When compared to plastics, bio-plastics need less energy to manufacture and produce fewer pollutants throughout the process (Goodall, 2011). Essentially, this indicates that the impact of manufacturing biodegradable plastics on global warming is lower than that of manufacturing plastics.

c. Biodegradable materials, such as bio plastics, minimize individual waste production and promote material recycling (Razza & Innocenti, 2012). According to studies, utilizing biodegradable materials increases the average recycling rate by roughly 50%. This number alone demonstrates how critical it is to transition to bio-plastics as soon as possible.

d. Bio-plastics assist to lessen reliance on finite fossil resources (European Bioplastics, 2020). These materials are created from renewable resources rather than oil, minimizing the reliance on non-renewable resources in the manufacturing process.

Plastics are used far less.

e. Because the plants used to make bio-plastics absorb CO₂ (carbon dioxide) as they develop, the net carbon footprint of bio-plastics production is lowered. Furthermore, such materials continue to absorb little amounts of CO₂ from the atmosphere, gradually cleaning it up (Lamberti, Roman-Ramirez & Wood, 2020).

2. The firm has made the decision to become green:

Tranquil Water's care for the environment is another unique selling factor. Life Water, the parent firm, has launched an attempt to make the corporation 100% plastic-free and environmentally friendly. The corporation is making every effort to limit the amount of harm it causes to the environment while also raising awareness of the big changes that must be made in order to save the ecosystem. The fact that Life Water is environmentally friendly is one of the company's and brand's most prominent USPs. Instead of investing in technology or development, the corporation has accepted responsibility for its actions and is instead allocating spare resources to developing a greener company. Another initiative taken by the corporation to limit and eventually eliminate the usage of plastics is the creation of bio-plastic water bottles. It's important to keep in mind that adopting these points as USPs isn't about bragging; it's about informing people about what the firm is

doing to help the environment. The members of the society will never know if the corporation does not inform them.

I. Strategy for Pricing and Positioning

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The price and positioning strategy fundamentally determines how the product is positioned in comparison to its rivals (Wofford, 2015). No other bio- • Plastic bottled water is available in the California market. Plastic bottled water, on the other hand, provides competition. The goal of the positioning strategy is to present the product as a

In contrast to plastic water bottles, which are harmful to the environment, this product benefits "the people and the environment."

-

The product will be priced at the same level as a standard water bottle, with no additional costs. The Tranquil Water bottles will be available in three different sizes: ordinary, small, and big. The bottles' prices have been kept the same as plastic bottled water because a) there aren't many additional expenses in the manufacturing of a bio-plastic water bottle compared to the manufacturing of a plastic bottle, and b) the brand doesn't want to be labeled as "biodegradable materials are expensive," because they aren't and can be afforded by anyone.

-

The corporation does not want to be associated with a high-end water brand. Tranquil Water is for everyone who wants to do their part to help the environment by avoiding damaging it when it isn't required. This is another reason why, although being a high-quality product, the brand has not been priced more than the standard range. Furthermore, the company's principal goal was never to make big profits. As long as the bottle is widely utilized by the consumer groups, the corporation is OK with a modest profit on each bottle.

- The brand will work to establish a reputation as a "community-friendly" brand. The firm recognizes that being accepted by the local community is critical to the brand's success, and as a result, initiatives will be done to meet the community's needs and foster positive relationships with them. Various public relations initiatives will also be arranged to highlight the company's community friendliness.

II. Distribution strategy

When talking about a consumable product, the distribution of the product is critical. It's crucial to understand why consumers use bottled water in the first place. Bottled water on the market is safe to drink and is produced under strict guidelines.

- Sanitary conditions, inexpensive, and, most importantly, difficult to purchase, consume, and transport (Leonard, 2020). One of the most essential advantages of bottled water is its convenience. A bottle of water is not something that a customer will order online and wait two days for; it is something that they require immediately. With this in mind, Tranquil Water must be made accessible for purchase in all department stores and other retail outlets. Retailers will be fully responsible for the product's sale. The corporation might also try selling directly to clients by opening a shop, but this strategy would need a thorough study, as well as a financial plan and careful preparation. Life Water will arrange a contract with its regular dealers to make Tranquil Water available in their stores until then.
- I. Promotion and Advertising to coincide with the debut of Tranquil Water, the firm has prepared a robust promotion and advertising campaign. The corporation intends to extensively market its "go green" project, which aims to encourage people to use less plastic. Along with the introduction of Tranquil Water, the corporation will start a promotional effort to showcase the company's greener goals and to repair the harm to the brand's reputation that has already occurred.
- • Innovative commercials will be created to directly target California's kids as well as the local communities. The company will aim to build its distinct selling features and educate the public about the advantages of using bio-plastics. Along with informing customers about the company's efforts to become more environmentally friendly, the brand hopes to motivate people to take similar little actions.
- • The firm will employ various promotional events such as cleaning drives, workshops, and seminars to raise awareness about the decreasing health of the environment.
- Environment, as well as disseminating the advantages of biodegradable goods. In

addition, a variety of public relations initiatives may be employed to engage audiences and strengthen community relations (McLachlan, 2020).

- The company will attempt to explain the audience its narrative, including why it is becoming green and what prompted it to launch the "PLAS-STICKS" initiative. The organization wants to connect with individuals on an emotional level by sharing its own experience. Life Water aspires to bring about a revolution, a shift in how society operates. The firm hopes to have an influence on society through participating in community involvement and other initiatives.

CAMPAIGN FOR SOCIAL MEDIA PR

- Along with the introduction of Tranquil Water, the firm plans to undertake a social media PR effort to market Life Water as a greener brand. Participants are expected to post a recent photo of them planting a tree as part of the "#iamgreen" campaign. The challenge, which will be launched on Instagram, Facebook, and Twitter, will last thirty days and ask all participants to plant a tree in any region of the world, photograph it, and publish it on any of their social media accounts with the hashtag "#iamgreen."
- Aim: This social media public relations effort tries to appeal to everyone's greener side. The goal of the campaign is for people to plant trees and then understand why they are so crucial for our environment. Seeing different people plant trees will motivate others to do the same. This will spark a green wave of awareness among the public, prompting them to take time out of their busy schedules to investigate why more trees are needed. 2020 (McLachlan)

- To create its image as a green firm and raise awareness about its green programmer, the company will plant around 500 new trees.
- • Getting People to Participate Strategy: The initial phase in this campaign is to generate interest in the campaign among the target demographic. Involving a celebrity or using a well-known song as part of the marketing is an excellent technique (McLachlan, 2020). Even if these choices aren't accessible, beautiful advertising and social media posts can help get the word out about the campaign. As part of the campaign, you can offer rewards and certificates. The simplest idea of sending a certificate of appreciation to every person who plants a tree can: a) encourage people to plant trees, b) provide the company with a readymade database of people who planted trees and thus care about the environment or are potential customers of the brand, and c) these people can also act as brand ambassadors in the later stages of the campaign, spreading awareness about the product and the environment.
- • Action Plan: For the "#iamgreen" campaign, a small team will be appointed on a temporary basis. The campaign will go off with creative images of Life Water staff planting plants. Employees may be as creative as they like, from painting their faces green to growing and tending a cactus in a container. Employees may also upload photos of themselves planting trees and watering them with Tranquil Water bottles to raise awareness about the new product while also spreading the notion that "plants deserve high-quality treatment." Attempts will be made to distribute these photos, as well as the campaign idea, in order to increase participation. Because the firm currently has a strong social media presence, it will be able to reach out to an increasing number of people.
- In relation to this campaign. Various coupons, incentives, and other similar items can be used.

Used to promote the campaign further. If necessary, the corporation may provide numerous

seeds for free together with its already-on-the-market bottles of water, further promoting the campaign's concept. If the audience members respond positively, this full month, the green month, can be turned into an annual rite. Along with the green movement, the corporation can support the "PLAS-STICKS" movement, which specifies that no plastic material of any kind should be featured in the image.

- **Repairing one's Reputation:** Enabling community interaction in this campaign is one strategy to repair the Brand's reputation and garner community support (McLachlan, 2020). The firm can go out to local communities and enlist their assistance in determining which geographic areas require tree installation. The firm will be able to perform better with the support of the community, while also having the opportunity to share their ideas with the community. This will be an excellent chance for the brand and the local community to work together to increase tree planting.

- **Future Actions and Responsibilities:** The firm will be responsible for ensuring that the trees are planted in appropriate geographic regions and are maintained on a regular basis. If this effort succeeds, a green month might become a yearly tradition. All of these trees' photographs should be carefully conserved and used in any way feasible. This information may also be used in other marketing initiatives if a big number of trees are planted during the green month. It should be mentioned, however, that this PR effort must be well-planned and implemented. Because the campaign is about the environment, many environmentalists should be invited to participate and their suggestions should be considered. In no way, shape, or form, should the environment be destroyed? The residents of the area and their viewpoints

Should be considered as well, and no one's beliefs or ideals should be hurt in any manner.

CONCLUSION

Tranquil Water should be effective in the market with the support of good advertising and marketing, PR efforts, community participation, and proper distribution. To guarantee that no aspects are overlooked, the strategy must be evaluated on a regular basis. In the event that the PR strategy fails, the team in charge of the activity will need to have a backup plan in place. Everyone should be aware of the facts about the environment and products, and there should be no misunderstandings. The marketing needs to be well-planned and structured. Please read the material thoroughly and comprehend the marketing strategy from beginning to end.

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