



EUROPEAN  
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## COVER PAGE AND DECLARATION

	<b>Master of Business Administration (M.B.A.)</b>
<b>Specialisation:</b>	
<b>Affiliated Center:</b>	
<b>Module Code &amp; Module Title:</b>	
<b>Student's Full Name:</b>	
<b>Student ID:</b>	
<b>Word Count:</b>	
<b>Date of Submission:</b>	

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## **Bio-Plastics Marketing and Brand Management Proposal**

### **Tranquil Water Logo and Slogan**



**LIFE WATER**



**TRANQUIL WATER**

**Slogan: Choose Tranquil – Because Green is Life**

### **Introduction:**

The business world is rapidly evolving, and consumer demands keep changing. For instance, consumers are drawn towards companies that go beyond profit-making to creating a better living environment. Life Water Company is at a crucial point of redeeming itself from the negative perception that it uses too much water in a drought. Therefore, the new Tranquil Water product packed in a bio-plastic bottle may resolve the public backlash since it is a positive step towards a cleaner environment and sustainable development goals. Greener plans are welcome by consumers in the current business environment. Therefore, the company can achieve brand loyalty and preference if it can make its consumer base understand the positive aspects of the new bio-plastic packaging venture. This marketing and brand management proposal discusses various aspects of bioplastics. Furthermore, it highlights a marketing and public relations plan to support introducing the new product into the market and resolve the negative feedback from the community.

### **Comparison Between Bio-Plastics and Plastics**

Bioplastics and plastics are in the same industry, but their production differs. Conventional plastics are manufactured from various semi-synthetic and synthetic materials, with polymers being the main ingredient (Naransic et al., 2020). Plastic composition enables molding, extrusion, and pressing into objects of various shapes. Additionally, most plastics are obtained

from fossil fuel-related chemicals, such as; petroleum or natural gas. Every individual has come across plastics in their daily activities. For instance, most kid toys are made from plastics and various food and beverage packaging items. Additionally, plastics, such as PVC (Polyvinyl Chloride), are used for more extensive purposes, such as producing pipes, because they are durable and strong (Naransic et al., 2020). Conventional plastics have dominated the world for decades, but their environmental impact has led the industry to invest in another form of plastic, bioplastics. As mentioned earlier, bioplastics are developed from renewable resources. Biomass renewable resources include corn starch, food waste, woodchips, and vegetable oils, among other products (Cho, 2017). Unlike conventional plastics, a high percentage of bioplastics contribute to economic circularity due to organic recycling capabilities. For instance, once a bio-plastic exhausts its use, it biodegrades to produce a new resource, such as compost, that contributes to the growth of plants. Therefore, bioplastics have better end-of-life disposal than conventional plastics since traditional plastics are disposed of through incineration or landfills, contributing to environmental degradation. On the other hand, bioplastics serve similar purposes to traditional plastics and include items such as; bottles, straws, plastic piping, 3D printing, and car insulation (Cho, 2017; Naransic et al., 2020). Therefore, bioplastics can be termed eco-friendly.

## **Advantages and Disadvantages of Bio-Plastics**

### **Advantages**

It is easier to understand bio-plastic advantages by first identifying their unique features. Bioplastics are special because their production is based on plant-based or organic sources. Secondly, they are biodegradable, compostable, and recyclable. Thirdly, they fulfil the same purposes as oil-based plastics. Most importantly, they do not impact the environment as harshly as conventional plastics (Abe et al., 2021). Bio-plastic advantages are based on their uniqueness. Firstly, they reduce fossil-fuel dependence, which is essential to environmental sustainability. Secondly, they can be melded like conventional plastics and are sometimes lighter and stronger; hence, they can be applied diversely. Thirdly, bioplastics are preferable in today's market to conventional plastics, as consumers are inclined to company brands that promote the green initiative. For instance, research indicates that over eighty percent of European consumers prefer buying products that reduce environmental impact (Abe et al., 2021; Anjoran, 2020). Therefore, Life Water Company's decision to introduce the new bio-

plastic packaged water product can positively impact the brand. Additional bio-plastic advantages include reduced, littering, carbon footprint, and health issues. Plastics have been associated with environmental pollution through littering on land and water. For instance, research highlights that ninety percent of beach litter is plastic. Bioplastics resolve the issue by biodegrading, reducing the littering menace or the climate impact caused by disposing of through incineration. Bioplastics also lack the carbon footprint caused by oil-based plastics since they do not require oil refinement for production. Oil refinement for oil-based plastics production releases significant amounts of carbon dioxide and uses much energy, negatively impacting the environment. Last but not least, commonly used bioplastics, such as PHB and PLA, have no health impacts and are helpful for food packaging, unlike oil-plastic packaging, which may taint food products (Anjoran, 2020). Therefore, bioplastics can be very useful for brands that want to maintain a competitive advantage, brand loyalty, and market relevance.

### **Disadvantages**

Product designers are inclined towards bioplastics to satisfy the demands of environmentally savvy customers. However, bioplastics have disadvantaged that companies like Life Water should consider before making an investment decision. Firstly, bioplastics are twice or thrice more expensive than conventional plastics (Anjoran, 2020). Therefore, they are more suitable for large manufacturing companies that enjoy economies of scale. Secondly, research shows that bioplastics could harm food supplies if rooted in terrestrial crops. Thirdly, crop-based bioplastics require, water, fertilizers, fertile land, and suitable weather conditions. Therefore, their raw materials may be affected during natural phenomena, such as drought. Consequently, bioplastics have a limited lifetime compared to conventional plastics, based on their mechanical properties and weaknesses. For instance, they have more water vapor permeability, are more brittle, and are easy to tear. Finally, they require a structured way of disposal to avoid being disposed of the same way as other plastics; hence, they would not resolve the waste and climate impact problem (Abe et al., 2021). Therefore, bioplastics can fit applications and be a bad decision for others.

### **Relevance to the Plastics Industry:**

Bioplastics are significant to greener environment sustainable development goals. A bioplastic is developed from a resource that breaks down naturally. Various products are used to make bioplastics, including; wood, castor beans, soybeans, corn, and sugarcane (Plastics

101, 2023). However, bio-plastic users do not have to worry about their packaging breaking down on the shelf since their biodegrading process depends on their intended use. Bioplastics are relevant to the plastics industry in several ways. Firstly, they are bio-degradable, reducing plastic waste, which results in environmental pollution. Research depicts that plastic disposal contributes significantly to environmental pollution and climate impact, and bioplastics are a solution to the problem. Therefore, they support sustainability initiatives. Secondly, bioplastics reduce the plastics industry's reliance on fossil fuels, and their biodegradable ability helps diversify feedstock (Roseboom et al., 2022; Plastics 101, 2023). Bioplastics are relevant to the plastic industry because it helps the industry contribute to sustainable development practices and create a greener and safer living environment.

### **Bio-Plastics Sustainability Support**

Bio-plastic sustainability support is more environmentally inclined and correlates with the Life Water Company slogan on the green initiative. For instance, bioplastics do not have toxic chemicals, such as phthalates, and their disposal is eco-friendly; hence preserve land and marine life. Moreover, bioplastics significantly reduce greenhouse gas emissions since less energy is required for production (Yadav et al., 2022). Thirdly, bio-plastics biodegradable ability contributes to environmental sustainability. For instance, most bioplastics decompose within six months, while conventional plastics may take more than four hundred years and release toxic chemicals during their integration. Additionally, bioplastics can be recycled, allowing them to be repurposed before the end of their lifespan (Yadav et al., 2022). Recycling contributes to sustainability because it reduces the amount of production resources and energy, enhancing eco-friendliness. Bioplastics further contribute to sustainability initiatives through natural resources conservation and business practices efficiency. For instance, research depicts that crude oil may become extinct in approximately five decades, and companies must look for alternatives. Therefore, bioplastics are a sustainable solution for the future and also preserve the dwindling crude oil. Moreover, investments in bioplastics provide business practices sustainability. Research establishes that consumers are more inclined to eco-friendly brands and are willing to pay more for the products. Moreover, consumers prefer products with entirely non-toxic (Packaging, 2022; Yadav et al., 2022). Ultimately, the bio-plastics market is expected to expand, and businesses that invest in the sector have higher chances of maintaining market relevance.

## **The Water Bottle Industry Competitive Advantage and Preference by the Consumer**

The bottled water industry's competitive advantage is primarily based on the world's need to consume clean water. Statistics depict the industry as a multi-billion-dollar sector, with consumers desperate to avoid the health issues of water pollution (Mordor Intelligence, n.d). Additionally, some consumers take bottled water to avoid offensive odors and tastes from water additives, such as chlorine. Consequently, bottled water is useful for additional applications, including skin care, filling humidifiers, and infant formula preparation. Communities in urban areas prefer bottled water based on a naturalness perception. Consumers believe bottled water resolves issues caused by other water supplies, such as disease-causing pathogens, sodium chloride acidity, and iron sulfides presence. Furthermore, research highlights the bottled water industry as one of the most dynamic in the food and beverage business environment. Therefore, consumer perceptions have contributed to the sector's growth, and many companies have ventured into the industry. Life Water Company is among the many that have invested in the sector. However, the company must strategize on remaining relevant in an industry flooded by multiple manufacturers (Sohail et al., 2020). Ultimately, the decision to introduce Tranquil Water packed in bio-plastic bottles is a step in the right direction toward getting consumer preference based on the eco-friendly initiative.

### **Mission and Vision:**

Life Water is an already established firm worth millions of dollars. However, it has faced backlash from the community in its California environment for misusing a natural resource; water, a perception it needs to correct. Therefore, the new product line, Tranquil Water, is a welcome step towards convincing the community that the company is committed to preserving the environment in its own way. As a result, the new product line requires a new mission and vision statement to align with its objectives of creating a better and cleaner environment, as suggested by its slogan, "Choose Tranquil-Because Green is Life." The suggested mission is "To catapult the globe go green initiatives while providing consumers with the best-purified water." In addition, the mission highlights the Tranquil Water go green initiative through its new bio-plastic packaging, significantly reducing environmental pollution. Life Water is dedicated to creating a better environment and supporting the go green initiatives' sustainable development goals. Therefore, the vision must align with the company and the new product line's end goals. The suggested vision is "Creating a better and healthier life for consumers, the environment, and other living beings." The vision statement supports all aspects of the new

product line. For instance, using bioplastics reduces plastics' environmental pollution that degrades the environment and harms marine life. Bioplastics are also made from non-toxic materials, hence a safer packaging option that protects consumer health.

### **Marketing Strategy, Objectives, and Goals:**

The marketing strategy aims to promote the new product line and the company name. Therefore, it will focus on customizing water bottles with the brand name and a go green slogan and giving them out at trade shows and local events to loyal customers, especially those who make large purchases. Additionally, the company will engage in corporate social responsibility initiatives by sponsoring local events exposing the Life Water brand and the eco-friendly initiative of the new product line. Most importantly, charity begins at home. Therefore, employees will be given branded t-shirts and water bottles to help them identify with the company, even in the community. Though most branded bottles will be bio-plastic, some will be stainless steel, which depicts sustainability objectives since stainless branded bottles can be reused for years. Ultimately, the community will become familiar with the new product and embrace its eco-friendly initiatives.

### **Objectives:**

The marketing strategy's objectives include the following:

- Creating awareness of the Life Water brand and the new Tranquil Water Product Line
- Giving back to the community by sponsoring local events
- Changing the community's negative perception of the company by creating awareness of its eco-friendly efforts by using bio-plastic packaging

### **Goal**

The Tranquil Water product line's goal is to enhance Life Water's competitive advantage and market relevance and change the community's negative perception of the company's environmental consciousness.

### **Direct and Indirect Marketing Methods**

The company will apply indirect and direct marketing strategies, enabling consumer base diversification. Direct marketing reaches consumers without intermediaries, while indirect marketing applies a wider messaging style (Narmadhaa, 2021). Life Water is a multi-million-dollar company, depicting a broad consumer base. Therefore, the direct marketing strategies will include sending emails and text messages to the loyal consumer base regarding



the new eco-friendly product line. On the other hand, the company will use social media platforms, content marketing, and TV advertisements as indirect marketing strategies to reach a more extensive consumer base and attract new clientele. Ultimately, all marketing information delivered directly or indirectly will highlight the advantages of bio-plastic packaging to consumers and the environment.

**Budget:**

<b>Element</b>	<b>Cost</b>
Range of Investment	150,000 Dollars
Marketing Strategy through Events	55, 000 Dollars
Direct Marketing	5, 000 Dollars
Indirect Marketing	40, 000 Dollars
Operating Expenses	50, 000 Dollars
<b>Total</b>	150, 000 Dollars

**SWOT Analysis and Chance with Competitors**

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Brand awareness</li> <li>• More than one product line</li> <li>• Increased consumer demand</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• High logistics prices</li> <li>• Consumer environmental concerns</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Consumer preference for eco-friendly products</li> <li>• Local events and trade shows</li> <li>• Sufficient industrial capacity</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Competition from diverse bottled water companies</li> <li>• Community backlash</li> <li>• Water scarcity</li> </ul>

The SWOT analysis highlights several internal and external aspects of Life Water that can make introducing the new eco-friendly product line a success or failure. Life Water is already a recognized brand generating millions of dollars, and any product line affiliated with the brand stands a high chance of being accepted by the market. Moreover, as mentioned earlier, there is increased consumer demand for bottled water, depicting the availability of a market for the additional product line. Consequently, the company has embraced opportunities in the market by tapping into consumer preference for eco-friendly products and investing in bioplastics. Statistics depict that many companies have yet to embrace bioplastics, which gives Life Water a competitive advantage (Future Market Insights, 2022). Additionally, sponsoring local events and selling the brand at trade shows catapults the market's awareness of the new product line. Most importantly, the company has the industrial capability and resources to support the bio-plastics venture.

However, the company is threatened by community backlash based on water scarcity in its California community and multiple competitors in the water industry; hence must find ways to avoid losing preference. Lastly, a bio-plastics venture is not easy based on logistics, and the firm must ensure it gains profits and not losses after the effort. Ultimately, the SWOT analysis exhibits the firm's capability to beat its competitors based on its industrial capabilities and embracement of a venture that is yet to be taken up by most competitors.

### **What to be Achieved:**

As earlier mentioned in the marketing plan's objectives, the company aims to achieve several things:

1. It intends to refresh the Life Water brand by introducing Tranquil Water, which is eco-friendly and preferred by consumers.
2. The plan aims to give back to the community and use the opportunity to entice consumers to the brand's environmental consciousness.
3. The plan will enhance the company's profit margins and revenue income by introducing a preferable consumer brand.

Therefore, the plan will simultaneously benefit the community and the company.

### **Key Performance Indicators**

The marketing plan's impact and success will be measured by several key performance indicators (KPIs), such as; sales, marketing, customer, and finances. The KPIs will be reviewed quarterly to allow for modifications based on the changing environment. For example, the sales

KPIs will include the number of new contracts and percentage growth per quarter year. Consequently, the financial KPIs that will measure the plan's success since the new product line introduction will include the net profit, growth in revenue, inventory turnover, and gross profit margins. Moreover, customer satisfaction KPIs will include the number of new clientele retained consumers and the market share percentage. Finally, marketing KPIs will include evaluating the company's website traffic, articles published about the product, and consumer buying decisions after researching the product online. Ultimately, the KPIs will help the company establish the lagging and leading objectives in the plan and enable modifications to enhance the outcome.

## **Part 2: Public Relations (PR) Campaign**

Brand reputation is essential to how a product is received in the market, and the community's backlash against Life Water is negative publicity. Additionally, Miss Leono made matters worse when she retaliated, depicting that her company was using less water than other beverage industries, making the community's Life Water critics look like liars. However, the community hosts the company, and the firm needs its surrounding community's support to avoid a negative impact on the local and broader market. Therefore, the public relations campaign will mitigate Miss Leono's perceived retaliation and promote Life Water as a greener company.

It is essential to understand the meaning of a PR campaign and its components to implement one successfully. A public relations campaign aims to manage a brand's reputation based on its actions and the public's perception. Therefore, PR aims to maintain a brand's good reputation in the public eye. A successful PR campaign must identify the target audience, have clear objectives, evaluate the context of the campaign's release, choose a suitable environment, and release dynamic content (PR Lab, 2022). Ultimately, creativity is critical to a successful PR campaign.

### **Target Audience:**

The campaign's target audience is public, specifically the community complaining about Life Water using too much water during a drought. Additionally, as discussed earlier, the campaign will target environmentally savvy consumers, who take up most of the market when the globe pushes toward sustainable practices. Luckily, this is the digital era, and most people interact online in one way or another; hence the campaign can quickly impact the target audience.

## **Objectives:**

The campaign has two primary objectives. Firstly, it aims to reduce the negative impact caused by Miss Leono's comments on her personal social media page. Secondly, it will promote Life Water as a greener company by creating awareness of its efforts toward eco-friendly products. Therefore, based on its go green initiative and water conservation efforts, the public is expected to have a better opinion of the firm at the end of the campaign, which will take a year.

## **Context Evaluation:**

The campaign will be implemented on social media platforms, with the hashtag "Life Water go green initiatives and water conservation efforts." Some social media platforms will include Twitter, Facebook, and Instagram. Additionally, the company will work with media outlets to advertise its new product line to prove its transition to a greener company. Moreover, the company's leadership will participate in talk shows hosted by media outlets to enable the public to ask questions and get instant feedback. The media reaches millions of public viewers, enabling the company to market itself in a better light, primarily through its bio-plastics venture. Most importantly, the company will use influencers to market the brand. Research depicts that listening and dialogue are critical to convincing the public. Moreover, the public trusts recommendations from their choice influencers. Therefore, influencers will boost public engagement through their daily engagement platforms and unlimited content-sharing potential (Place, 2019; Matin et al., 2022). The ultimate engagement plan is to sell the brand and accept public feedback.

## **Right Environment for Spreading Positive Brand Information**

Every environment with the public eye will be good to share the brand's intention to enhance environmental sustainability by transitioning into a greener company and reducing the community's backlash after Miss Leona's comments. For instance, the firm will share on social media platforms about its bio-plastics venture and how it has contributed to environmental sustainability. Additionally, the firm will own up to the critics' perception of using too much water instead of creating an argument. This may look like a bad idea, but major companies have achieved public trust through the strategy. For instance, when Kentucky Fried Chicken (KFC) ran into a chicken crisis in February 2018 and could not provide the chicken it was

famed for, it owned up to the inconvenience it caused its consumers and issued a public apology online and in major newspapers. Owning up to the crisis built public trust, and consumers believed the company was doing everything possible to restore normalcy. As a result, business continued as usual when KFC resolved the problem, and the brand was not severely affected (Hayes, 2023). Therefore, owning up to public backlash sometimes does greater good to a brand.

The company's acceptance of the community's backlash on using too much water in a drought and the resulting impact of Miss Leona's post can be mitigated by informing the public of what the firm is doing to avoid water wastage. For instance, the firm can tell the public through social media platforms that; it has improved bottling and water processing processes, has sealed all leaks in tanks and plant piping, and has implemented efficient plant cleaning methods. But ultimately, the public must be convinced that the firm has heard the public opinion and is resolving the perceived problem.

### **Measuring the PR Campaign Outcome**

A PR campaign needs to achieve the expected goals, and the company can ascertain the outcome through several metrics. Some metrics include; website visitors, domain authority, press articles, online public engagement, sales figures, and mentions. For example, the company's website traffic helps assess how many consumers seek information about the brand. In contrast, the domain authority assesses a website's relevance based on how high it appears on a search engine's results. Additionally, online engagement can be measured through the number of public shares, likes, and comments, and sales figures help identify if consumers trust the brand enough to buy its products.

On the other hand, mentions online or in the media and press articles about the campaign assist in establishing brand visibility (PR Lab, 2022). PR campaign metrics can be hard to quantify since measuring loyalty, reputation, trust, and credibility is challenging. However, the highlighted metrics can create a sober framework for the campaign's outcome.

### **Conclusion**

The world is focused on creating sustainable practices in every sector, and the bottled water industry is no exception. Life Water's decision to invest in bio-plastics is a positive step towards eco-friendly industrial initiatives. Moreover, the venture gives the company a competitive advantage since most companies are yet to embrace the venture. However, every

new product requires comprehensive marketing strategies to reach the public; hence the Tranquil Water product line marketing proposal. Moreover, the company must mitigate the community and online backlash through an effective PR campaign, as highlighted in the paper. Ultimately, the company's reputation and the new product line's success heavily depend on how convinced the public and consumer base is about the brand.

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