



EUROPEAN
INTERNATIONAL
UNIVERSITY



COVER PAGE AND DECLARATION

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

I confirm that this assignment is my own work, is not copied from any other person's work (published/unpublished), and has not been previously submitted for assessment elsewhere.

E-SIGNATURE: _____

DATE: _____

EIU Paris City Campus

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

EIU Corporate Strategy & Operations Headquarter

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

Contents

Introduction	3
-Using relevant industry information, create a marketing proposal that includes a new logo and slogan for Tranquil Water, make sure to emphasize its use of bioplastics. (65%)	4
-Create a social media PR campaign that promotes Life Water as a greener company, while also manages Miss Leono's comments. (35%)	8
1. "Infusion:"	10
2. "Distribution of the idea:"	10
3. "Recruiting others:"	11
4. "feel the pulse:"	11
Other methods of marketing	11
Conclusion:	13
References:	14

Introduction

Life Water is a multi-million dollar bottled water company located 150 kilometers outside of Los Angeles Angeles, California. their local communities complain they use too much water during the current drought in California. Ms Leona's testimony drew mixed reactions from Life Water critics. this is a critical moment Recently spent \$5 million for Life Water to create a greener company Life Water is launching a new Tranquil Water Elite range Bioplastic bottle. Bioplastic and calm water logo. Additionally, Life Water expects you to: PR plan to promote the company's greener initiatives and Miss Backlash Leonor's comments Because of humanity's constant tendency to make things easier and more accessible, water is Today, bottling is a very successful business. In the early days, bottled water was sold As a medical treatment in pharmacies and clinics. Later it became available Everywhere, everywhere, everywhere; in grocery stores, stores, restaurants, etc. The water of life is water worth millions of dollars A bottling company that has proven successful in this retail space but faces some difficulties It has been accused of using too much water during California's current drought. Also Ms Leonor said on her personal social media page that the company is facing a critical moment This elicited mixed reactions. A good marketing plan not only saves water Reputation also ensures success and profitability. A well-organized grading program should Always start with an analysis of the market, the country, the consumer and even the market product

- Using relevant industry information, create a marketing proposal that includes a new logo and slogan for Tranquil Water, make sure to emphasize its use of bioplastics. (65%)

Bio-based bioplastics are plastics made from renewable raw materials (agricultural raw materials such as corn, soybeans and sugar cane). Starches, oils and sugars are extracted from these raw materials, modified and used as the chemical building blocks of these new bioplastic products. This is valuable because these commodities are a 'new' carbon source due to their renewable nature. Petroleum/petroleum based products contain "old" carbon. The amount of new carbon in a product can be an important measure of a product's sustainability. Bioplastics can also be made from used cooking oil, straw, food waste and natural gas. These second-generation raw materials for bioplastic products are becoming more and more popular.

Serenity Water caters to the middle and upper classes, especially them Environmental friendly. When it comes to Tranquil Waters, the sustainability profile is Resources, peace of mind and peace on earth will be inspired Unlike plastic bottles, which are often powered by fossil fuels, plastic bottles can build up and fill up There is litter on earth instead of being reused or degraded in nature, bioplastic bottles tend to be Made from organic materials that degrade easily in nature. Therefore, sustainable use of resources and Less negative impact on the environment.

There are many types of bioplastics, but the most suitable for bottle making are starch-based bioplastics as they give the best results when mixed with biodegradable polyesters High-efficiency polylactic acid (PLA), which is waterproof and environmentally friendly

Side effects of bioplastic production While bioplastics are generally considered more environmentally friendly than conventional plastics, a 2010 study by the University of Pittsburgh found that this is not the case when considering the life cycle of materials. The study compared seven conventional plastics, four bioplastics and one plastic made from fossil fuels and renewable resources. The researchers found that the production of bioplastics resulted in more pollutants due to the fertilizers and pesticides used to grow crops and the chemical treatments required to convert organic materials into plastics. Compared to conventional plastics, bioplastics contribute more to ozone depletion and require significant land use. B-PET is a hybrid plastic with the greatest toxic impact on the ecosystem and most carcinogens , and scored the worst in life cycle analysis because it combines the negative effects of agriculture and chemical processing.

Traditional petroleum-based plastics—part of almost everything we touch and use every day, from machine parts, computers, toys to product packaging—are made from non-renewable petroleum. 300 million tons of these plastics are produced worldwide each year.

More and more companies are processing renewable raw materials into chemical components and bio-based resins, and more and more companies are using bioplastics to make products and packaging. While bioplastics currently account for less than 1% of the traditional plastics market, the opportunity for future global growth is enormous. The growth rate of bioplastics was 29% from 2013 to 2017; from 2017 to 2022, the global growth of bioplastics is expected to increase by 18%. As crop yields continue to increase, the development of this type of bioplastic product and market is a promising avenue to utilize these raw materials.

Starch has great industrial appeal as it is used by various industries in applications such as beverages, textiles, paper and pharmaceuticals Starch is insoluble in water and alcohol. It is composed of amylopectin and amylose molecules, and is composed of d-glucose monomers. It is the main storage polysaccharide in plant cells.

Starch has great industrial appeal as it is used by various industries in applications such as beverages, textiles, paper and pharmaceuticals Starch is insoluble in water and alcohol. It is composed of amylopectin and amylose molecules, and is composed of d-glucose monomers. It is the main storage polysaccharide in plant cells.

USDA's BioPreferred program works to increase the purchase and use of biobased products through government procurement, certification and labeling initiatives. This program helps federal agencies meet regulatory requirements and improve specifications and procurement of bio-based products, including qualified bioplastics. The program's USDA Certified Bio-Based Product Label is a market development program designed to increase consumer and shopper awareness and purchasing of organic products. Intermediate chemical manufacturers, bioplastic resin manufacturers, and global consumer goods companies bringing new bioplastic products to market can have their new carbon content tested and third-party certified.

Bioplastics have many advantages. Bioplastics help reduce fossil fuel consumption, lower the carbon footprint of the conventional products they replace, and mitigate the impact of climate change in our overall use. Compostable bioplastics reduce waste in municipal landfills by facilitating the diversion of food waste and non-recyclable food-tainted packaging. Bioplastics

perform as well or better than traditional petroleum-based plastics. Bioplastics make this possible.

Our civilization is based on plastic; In 2014 alone, the industry produced 311 million metric tons of plastic, a number that is expected to triple by 2050, according to the World Economic Forum. However, only 15 percent of plastic is recycled. Much of the remainder is incinerated or taken to landfills, or left in an environment where it may remain for hundreds of years given that it is resistant to microbial digestion. Plastic waste that accumulates in the ocean causes all kinds of problems, from killing organisms that accidentally ingest plastic to releasing toxic compounds. Plastic can even enter our bodies through contaminated fish.

Biodegradable plastic can alleviate these problems; It contributes to the goal of a "circular" economy for plastics, in which plastic is derived from biomass and converted back into it. As with typical petrochemical-derived plastics, biodegradable plastics consist of polymers (long-chain molecules) that can be molded into a variety of shapes and are in a liquid state. However, the options currently available - most of which are made from corn, sugar cane or waste fats and oils - generally lack the mechanical strength and visual properties of typical plastics. Recent advances in the production of plastics from cellulose or lignin (the dry matter in plants) raise our hopes of overcoming these shortcomings. An additional benefit to the environment is that cellulose and lignin can be obtained from non-food plants, such as the giant cane plant that grows on marginal lands unsuitable for growing food crops, and can also be obtained from wood waste and agricultural by-products that otherwise serve no purpose.

Cellulose, the most abundant organic polymer on Earth, is a major component of plant cell walls, and lignin fills the spaces in those walls, providing strength and rigidity. To make plastics from these materials, manufacturers must first break them down into their basic building blocks, known as monomers. And researchers recently discovered ways to do this for both substances. The role of lignin is very important; Because lignin monomers consist of aromatic rings (which are chemical structures or structures that give some typical plastics their mechanical strength and other desirable properties). Lignin is insoluble in most solvents, but researchers have shown that some environmentally friendly ionic liquids (which are composed primarily of ions) can selectively separate lignin from wood and woody plants. Genetically engineered enzymes similar to those found in fungi and bacteria can then break down the soluble lignin into its components.

The term “bioplastics” is used to define plastics made from partially or completely organic materials, which under certain conditions can be completely broken down within a reasonable time frame whether in a natural or manufactured environment, provided that the materials resulting from their breakdown are harmless to the environment. Is bioplastics good for the environment? Is vegetable plastic the dream of every environmentalist? Some ads for bioplastics may make it seem so, especially when they claim that bioplastics generate no waste and no pollutants. Let's check the facts.

Since mass production began in the second half of the twentieth century, the primary material for plastics has been mainly oil and gas. But now bioplastics are made by converting sugar in plants into plastic polymers. This makes bioplastics renewable and better for the environment than traditional plastics.

Some bioplastic manufacturers claim that their production does not use fossil fuels (oil, gas, coal), but this is not the case. Although fossil fuels are not used as feedstocks to make bioplastic products, they are often used to power manufacturing facilities. Bioplastics generally require the same amount of energy to produce conventional plastics. Some environmentalists point to hidden environmental costs, such as carbon emissions from spraying crops with toxic pesticides and harvesting vehicles. It is worth noting that with the growing interest in the use and popularization of renewable and clean energy, the environmentally friendly production of bioplastics is not far off.

- Create a social media PR campaign that promotes Life Water as a greener company, while also manages Miss Leono's comments. (35%)

You may not be able to guarantee that something will go viral on social media. So why not take what is already popular and use it to your advantage? That's exactly what Water is Life has done for their campaign. As their mission states, Water is Life is all about impact. Her wish is to raise awareness of the positive impact clean water can have on different communities.

You may have seen (or even used) the trending hashtag First World Problems. It is defined as "a relatively insignificant or minor problem or setback (implying the opposite of a serious problem that can arise in developing countries)". As a result, you're likely to see tweets and Facebook statuses like "I ate too much and now feel so bad. First World Problems" and "I can't find my name on the Coke bottle. #First World Troubles." "Instead of sitting down and insulting the little trouble people used to complain and complain about, Water is Life takes a popular hashtag and uses it to create something powerful.

They made a video about the serious problems that typical First World Problems face in developing countries. It featured people from Haiti, citing First World Problems. The contrast between the mild dissatisfaction of the Haitian people and the less extravagant situation makes it clear: First World Problems are not the problem. Not only has the video garnered over 6 million views, but it has also provided clean water to those in need for over 1 million days. Water is life, and it's definitely all about impact.

The goal of this movement is to try to demonstrate the importance and necessity of purity Bottle water in a healthy way and with good materials that save and do Harm the lives of individuals like the bioplastics in this company's water supply.

This sport targets women and men of all ages and genders because It offers products that represent great leaders of all ages, especially among very young women interested in everything related to the lives of her family, young and old, and try to search and explore until you find all the needed and necessary products their daily life, but on the condition that they have positive aspects and no negative aspects Effects on personal health and body. The company (Life Water) is helping her This provides them with what life cannot live without (water), which exists in Unique, high quality and pure form, also packaged in healthy

packaging because it uses Bioplastics, that's because it tries to meet the target and meet the needs of the target audience, but in a sane and sane way.

Life Water 150km ahead of multi-million dollar bottled product in Los Angeles, California company If there are some questions and public opinion about the company and its During the event, Life Water Operations Manager Zara Leono said on her personal social media page" : The bottled water industry is not the industry that uses the most water, other industries are Beverages use more water to produce the extra product needed to make them drinks. We only sell water. "

Ms Leono's testimony drew mixed reactions from Life Water critics. this is a critical moment Recently spent \$5 million for Life Water to create a greener company Life Water is relaunching its new Tranquil Water Elite range Bioplastic bottle. So companies want to schedule and review this event to fix bugs have arisen and dealt with any issues, as well as submitting their new plans to Produce bottles and materials from bioplastics.

follow up: The type of follow-up performed by Al-Hayat Water Company is determined externally In order for a campaign to function optimally and be requested on social media sites, it must Achieved the necessary and appropriate form to publicize the campaign Connect and engage with the media on social and Strive to meet the needs of the target audience in an efficient manner Achieving the goals and success required by the company.

measure: At this point, how widespread the campaign is and everything related to it on social media

Monitor the website and measure the audience, especially in the first phase We can define and set metrics for success. A good PR campaign will attract attention and increase and generate sales Benevolence.

According to the global "Ad Age" website, which is interested in the field of marketing and advertising, there are four factors that can be relied on in public relations campaigns to be a successful alternative to advertising or a good start before starting the advertising campaign, and they are as follows:

1. “Infusion:”

Public relations campaigns for new products often start with a leak about what this product is, its shape, design, advantages that distinguish it from competitors' products, its price, and other things that are important to the target customer.

These factors are targeted by some public relations companies, journalists who are always looking for any leak to race to publish it.

For example, when Steve Jobs was alive, he had three favorite journalists who could search for those leaks: Walt Mossberg of the Wall Street Journal, David Bogey of the New York Times, and Ed Page of “US Today,” where a leaked device had been leaked. The iPhone was brought to the media through them months before its launch, which created a set of stories that opened the media's appetite to talk about it.

But why would the company do this that might help potential competitors develop new products of their own?

Certainly that will happen, but it must be noted that no big brand in any of the sectors has been able to succeed without the presence of competitors, and the evidence is that the best thing that happened to Coca-Cola is its association with competitor Pepsi-Cola.

It is strange that Coca-Cola once filed a lawsuit against Pepsi-Cola, in which it demanded that the word “Cola” be removed from its trademark, to be unique in the cola category alone, and this was not a good idea, because the more competitors in the category or field of work of any company the more poured This is in the interest of the consumer and motivates companies to rely on public relations.

2. “Distribution of the idea:”

The public relations program needs enough time to obtain tangible results for it, and for this reason, the public relations campaign often begins before announcing the details of the product or service, because the role of public relations is not to present those details to the public because this is the role of advertising, but its real role in Presenting a new idea that raises the media's interest to talk about it, and thus it becomes an indirect advertisement for this product or service.

3. “Recruiting others:”

Why do you stand alone, even though you can get the help of others in getting your message across? This is the question that Steve Jobs found the answer to before the launch of the Apple phone “iPhone”, as he succeeded in attracting many companies that were keen to provide applications for the phone, and thus When these companies advertise their applications that will be available via the iPhone, this was an indirect advertisement for the phone without any additional cost.

4. “feel the pulse:”

Launching a public relations campaign prior to launching the product or service you provide, will allow you to get acquainted with the public's reactions firsthand before it is officially launched in the market, which allows the product owner enough time to modify it, whether in materials, features or price before launching it in the market, according to the reactions that It was spotted just to announce his idea, especially if the idea was new to both the public and the market.

Other methods of marketing

The communication capabilities available in social media contributed to pushing public relations departments to use these means to achieve more communication and interaction with the public, and to achieve the spread and popularity desired by the institution. Accordingly, the problem of the study is limited to identifying the public relations practitioners' use of social media, by revealing the extent to which they are used in the practice of public relations communicative activities, and identifying the most prominent social media that public relations practitioners are keen to use in their work, and the obstacles that prevent Use it, and their attitudes towards using it in practicing the profession of public relations.

And that the majority of public relations practitioners in the public and private sectors in Saudi organizations and institutions are male, and that the majority of them are in the third decade and the beginning of the fourth count, and that their average monthly income, and that they hold a scientific qualification, and that the majority of them are not specialists in public

relations, and the majority of them are employees in public relations departments and do not take leadership positions, and that most of them have practical experience of six years or more, and that public relations practitioners use social media mostly in public relations programs and spend from one to less than three hours in using them.

-The results indicate that there is a large use by public relations practitioners of social media, and they have the ability to deal with new media. This result is in contrast to what was reached in their study on identifying the future trends of the use of social media in public relations, where they concluded that there is a deficiency in the use of social media among public relations practitioners and that the majority of public relations practitioners use social media. Therefore, public relations practitioners in the public and private sectors have the ability to use social media.

The study revealed that the most used social media by public relations practitioners in the programs and activities carried out by Twitter, then YouTube, then Instagram, and these new media find demand from all segments of society that public relations practitioners are keen to use social media, especially Twitter.

The most important reasons for not using social media in public relations programs lies in being busy with other activities, and the institutions not accusing the study sample of being on social media, and although the level of answers for the sample members is average, it is a great indicator of the absence of specialists in public relations. In those institutions, in addition to the poor qualification, and the failure of the senior management to be convinced of the importance of having accounts for the institution on social media, which indicates that public relations practitioners in China face some reasons that impede or limit their use of social media that highlight the lack of clarity in the goals of social development. And the fact that these means are a fertile environment for rumors, in addition to the unclear relationship between the higher management of the institution and the public, which in turn affects the transparency of dealing with it by publishing information on the website.

Conclusion:

Water is the healthiest drink and the source of life. So know him Importance is a key factor in their preservation Life Water is one of the leading companies Value water and do our best to keep natural resources sustainable. That The company's efforts should not be discouraged by blame and criticism. Overall Communities have a responsibility and should work together to ensure a bright future for the planet.

References:

1. Luengo, J. M., Garcíá, B., Sandoval, A., Naharro, G., & Oliver, E. R. (2003). Bioplastics from microorganisms. *Current opinion in microbiology*, 6(3), 251-260.
2. Arikan, E. B., & Ozsoy, H. D. (2015). A review: investigation of bioplastics. *J. Civ. Eng. Arch*, 9, 188-192.
3. Chen, Y. J. (2014). Bioplastics and their role in achieving global sustainability. *Journal of Chemical and Pharmaceutical Research*, 6(1), 226-231.
4. Quiroz, A. U., & Collares-Queiroz, F. P. (2009). Innovation and industrial trends in bioplastics. *Journal of Macromolecular Science®*, Part C: Polymer Reviews, 49(2), 65-78.
5. Shamsuddin, I. M., Jafar, J. A., Shawai, A. S. A., Yusuf, S., Lateefah, M., & Aminu, I. (2017). Bioplastics as better alternative to petroplastics and their role in national sustainability: a review. *Advances in Bioscience and Bioengineering*, 5(4), 63.
6. Branson, E. (2013). *Campaign in a Box: Creating a Universal Public Relations Plan for Community Success for any Small Business*.
7. (Valuates Reports)
https://reports.valuates.com/market-reports/ALLI-Auto-2D104/bottledwater?gclid=CjwKCAjwnK36BRBVEiwAsMT8WAbOLTUgaZHmg9sBfd_yEguwEo3HB8xCmMY_tqGsfQZMO4_MPQq_hoCXgcQAvD_BwE
8. (IBWA)
<https://bottledwatermatters.org/economics>
9. "Bottled Water in the U.S. through 2022." Beverage Marketing Corporation. Aug 2018
https://en.wikipedia.org/wiki/Bottled_water#cite_note-53
10. (Nathanael Johnson , May 6, 2015)
<https://www.vox.com/2015/5/6/8556203/california-drought-water-market>
11. (Reportlinker.2020)
https://www.reportlinker.com/p05817810/Global-Bottled-WaterIndustry.html?utm_source=GNW
12. Silicon Valley. Wikipedia)
https://en.wikipedia.org/wiki/Silicon_Valley
13. Nieswiadomy ML, Molina DJ (1989) Comparing residential water estimates under decreasing and increasing block rates using household data. *Land Econ* 65 (3): 280–289.