



EUROPEAN  
INTERNATIONAL  
UNIVERSITY



## COVER PAGE AND DECLARATION

	<b>Master of Business Administration (M.B.A.)</b>
<b>Specialisation:</b>	<b>Logistics &amp; Supply Chain Management</b>
<b>Affiliated Center:</b>	<b>CEO</b>
<b>Module Code &amp; Module Title:</b>	<b>MGT540 - Marketing Management</b>
<b>Student's Full Name:</b>	<b>Chaker Naghmouchi</b>
<b>Student ID:</b>	<b>EIU2020899</b>
<b>Word Count:</b>	<b>3016</b>
<b>Date of Submission:</b>	<b>20/11/2022</b>

**I confirm that this assignment is my own work, is not copied from any other person's work (published/unpublished), and has not been previously submitted for assessment elsewhere.**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

**DATE: 20/11/2022**

**EIU Paris City Campus**

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

## Table of Contents

<b>1. Executive Summary</b>	<b>3</b>
<b>2. Introduction</b>	<b>4</b>
<b>3. Marketing Proposal</b>	<b>4</b>
Tranquil Water Logo	4
Tranquil Water Slogan	5
Tranquil Water Product	6
Market Analysis	7
Main Potential Customers	9
Main Competitors	10
Strategies for promotion	11
Market Positioning	12
Pricing	13
Budgeting	13
Sales Marketing Goals	14
Indices of performance	14
<b>4. Social Media Public Relations Campaign</b>	<b>15</b>
Goals	15
Audience	15
Networking Social Media	16
<b>5. References</b>	<b>17</b>

## 1. Executive summary

Life Water is a multi-million dollar water bottling enterprise located about 150 kilometers outside of Los Angeles, California. Its main activity is to manufacture and distribute bottled water in the surrounding area. The severe drought that is presently affecting Los Angeles threatens the company's reputation, despite the fact that it has created a strong brand image over the years due to its commitment to corporate and environmentally sustainable activities. According to experts, almost 80% of the area is dry, a peculiar circumstance that has led some in the area to believe that water bottling firms such as Life Water are contributing to the deepening drought by wasting valuable resources (Life Water International, 2021). Such incidents throw a pall over the company's good name and future. The situation is exacerbated by Life Water's plans to restore a premium product range, including a revised version of their popular Tranquil water packed in bioplastic bottles. Furthermore, the company has invested roughly \$5 million in becoming a greener firm, and now there are concerns that the bad feedback they're receiving will result in unheard-of financial losses. Despite Zara Leono, the plant manager, attempting to proclaim on social media that they only serve water and no other beverages aimed to increase water consumption, the company's reputation and the scope of the product expansion strategy remain unknown. Restoring and replenishing local water supplies is critical to restoring villagers' faith and increasing their knowledge of water conservation. Life Water may relaunch its Tranquil Water Product Range with a smart marketing strategy to address the issue. The strategy for dealing with Miss Leono's comments focuses on promoting the benefits of bioplastics packaging innovation and launching a social media public relations campaign with the dual goals of preserving Life Water's image as an environmentally responsible company and regaining customers' trust and support.

## 2.Introduction

A new Life Water product with the original brand name is being introduced as part of a brand growth strategy. The company has decided to revive a product known as "Tranquil water." Calm water, like the company's other products, is packaged in a new container form made of bioplastics. Approximately \$5 million was invested to make the company more environmentally friendly and appealing to clients. As a result, sales and profits increased (Life Water International, 2021).

However, unprecedented losses are expected if people resist the brand, accusing it of excessive water consumption. While the plant manager, Zara Leono, has endeavored to spread the word online that they only provide water and no other beverages aimed to increase water consumption, the company's image and the breadth of its product expansion strategy remain unknown. Repairing and restoring deficient water systems can increase water conservation awareness and restore public trust.

This report includes a social media strategic communications campaign meant to defend Life Water's image as a more ecologically responsible business while restoring customers' trust in the brand, as well as a strategy for dealing with Miss Leono's criticisms. The latter focuses on the introduction of the new product line, "tranquil water," which is prominently featured in the report's marketing plan.

### 3. Marketing Proposal

#### Tranquil Water Logo

Tranquil Water is a sparkling water brand produced and distributed by Life Water International in the United States. The tranquil water line is a novel premium offering that comes in bioplastic bottles as opposed to the typical plastic containers used by the company's current affiliates. The product's logo is distinct from that of earlier Life Water drinks. The company intends to use the logo, which was produced in September 2021, to grow the share of its product in both the local and regional markets (Life Water International, 2021). The form and color of the Life Water logo were changed from the original design to reflect the company's dedication to providing healthy drinking water generated in environmentally sustainable ways.



**Figure 1: Tranquil Water Logo**

#### **Waterdrop and Slogan are logo elements.**

Because the product is packaged in bioplastic bottles, the logo has a lock-shaped green-blue water drop on a royal blue background to denote a change in packaging. Because of the royal blue tint, the logo should look equally good on a clear or colored bottle. Following the tagline, the name of TRANQUIL WATER's product is clearly displayed in all capital letters in the middle (Life Water International, 2021). Because its basic parts have been combined to produce a product identity, the logo is modern, trendy, and smart. The logo for the brand-new product is an important aspect of the branding that will help it attract and convert high-quality buyers.

## Tranquil Water Slogan

"Tranquil: Greenest water" is the slogan for a brand of water made by Life Water to promote its new line of products, increase sales, and boost profits. Customers who want pure, safe, and high-quality drinking water will like how Tranquil Water has just started up again. It also meets the needs of people who like mineral water (Life Water International, 2021). The new motto for Life Water's product line is "Improving health by reducing the risks of bad diets." This sets it apart from the many other drinks made by other companies whose main goal is to quench customers' thirst.

Because it caters to such a wide array of requirements and tastes, the term stimulates the desire and preparedness of consumers to make a purchase. Nevertheless, the word is essential in reintroducing the new product line because it is memorable, condensed, and straightforward to comprehend. It is anticipated that consumers who have an interest in the product would give it the attention it merits (Life Water International, 2021). The firm is able to increase product demand and sales thanks to the combination of the effectiveness of the slogan with the product's color and form, the substance of the bottle, and the writer's style.

## Tranquil Water Product

Life Water International Company produces a distinctive beverage known as Tranquil Water. Tranquil is a novel premium product line presented in a bioplastic container, differentiating it from the brand's other products. Redesigning calm water products is motivated primarily by the urgent need to reduce environmental effect. Life Water utilized eco-friendly packaging so as not to compromise their dedication to environmental sustainability. The unique product line is therefore packaged in bioplastic bottles. According to Sidek et al. (2019), bioplastics are plastic alternatives made from renewable resources like starches and vegetable oils. Due to its quick breakdown and minimal carbon footprint, the product was favored over plastics.

It differs from other bottled water options since it contains additional nutrients and minerals in addition to water. Water is fundamental to life, but contaminated water can be fatal. Life Water has demonstrated that the majority of Los Angelenos lack access to potable water.



Consequently, the new product is designed for both immediate problem resolution and long-term, sustainable goals. This reintroduction of the premium product line is intended to meet the evolving needs of Life Water's core market, which consists of health-conscious individuals who like drinking pure, natural mineral water (International Bottled Water Association, 2021). With the return of the product, the company intends to better meet its consumers' changing nutritional needs and tastes. The company's inability to adequately implement its marketing strategy has aroused the curiosity of investors in Tranquil Water.

## **Market Analysis**

This tendency is anticipated to continue as the global use of bottled water has climbed considerably over the previous decade. The market's value is anticipated to increase at 12% as growth rate of investment between now and 2030, from its current level of \$218 billion (Conway, 2021). The increased popularity of bottled water is attributable to its perceived excellent quality, its convenience, and the absence of any potential health hazards. There has been an increase in the usage of bottled water in both residential and commercial kitchens and restaurants.

Based on the results of the survey, it is evident that tranquil water will be in high demand, which will inspire Life Water to increase production of the novel product in order to meet market demands and increase profits. Life Water bottles millions of dollars' worth of water annually to meet the expanding demand for bottled water in California and across the United States.

Consumers' increasing awareness of the health benefits of bottled water gives credibility to the data. As healthier alternatives, people are drinking less soda and more mineral water (Conway, 2021). The largest population of bottled water customers are young people, particularly athletes and those in other occupations. Among young people, water consumption is a megatrend that is only projected to increase in popularity, and the desire for healthy beverages will continue to be an issue for years to come.

As with many other beverages offered by the firm, it is anticipated that many individuals, especially in California, will begin drinking silent water regularly. Despite the existence of huge, well-established companies such as Coca-Cola, PepsiCo, Primo Water Corporation, and FIJI Water Company LLC, competitors can anticipate a high demand for their products on the market for still water. Demand for the product has increased due to the product's health benefits, and consumer preferences have moved to favor higher-quality products (International Bottled Water Association, 2021). Due to its dependability and usability, Tranquil Water is positioned to acquire a substantial share of the bottled water market.



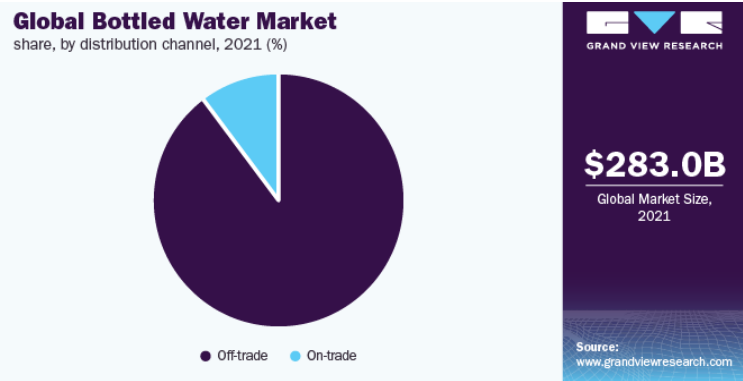
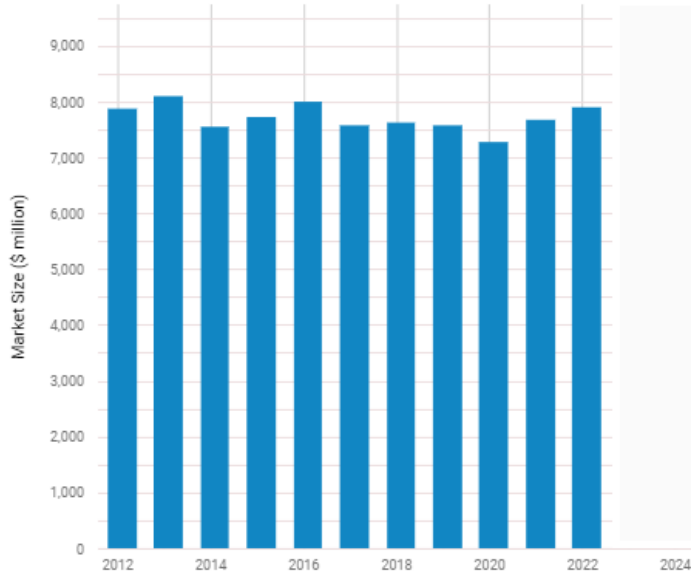
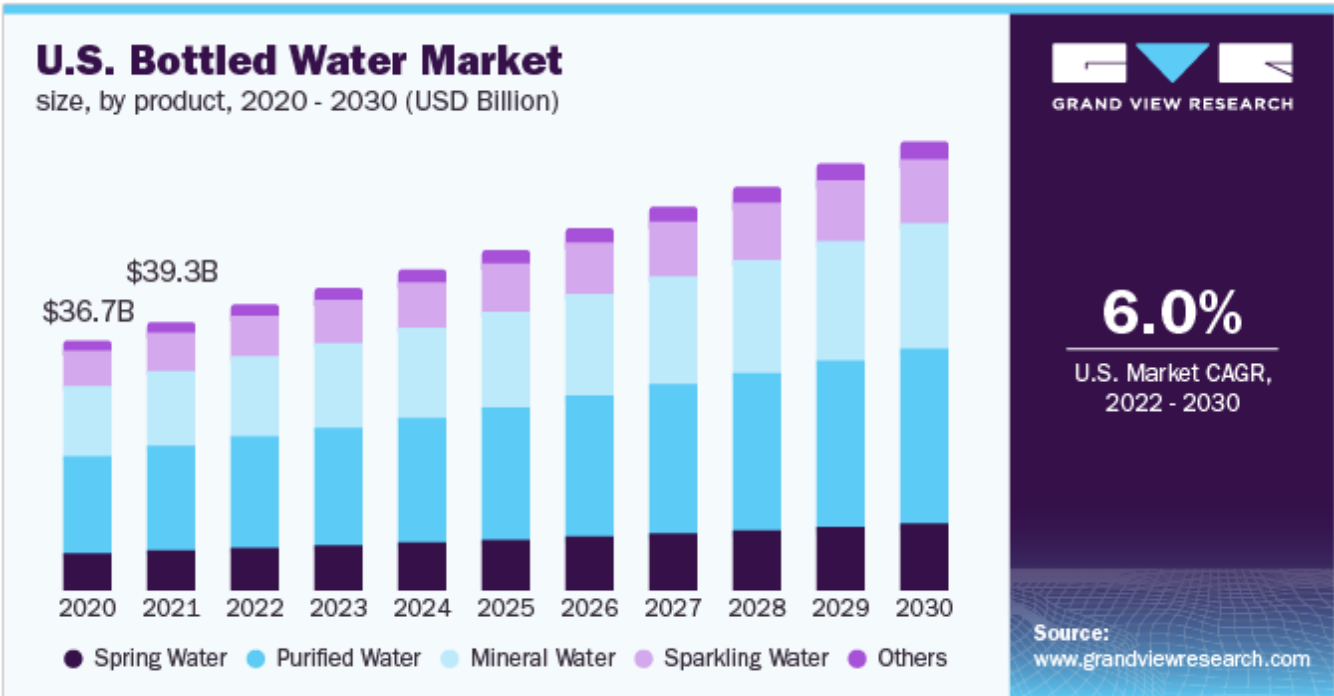


Figure 3: Bottled Water Market in the US



## **Potential Customers**

Life Water's target audience consists of all consumers. Several factors, such as age, income level, and family composition, should be considered when trying to locate the ideal clientele. People in their twenties and thirties are the target demographic for Life Water. Adults in the labor force, collegiate athletes, and students all fall under this category. Ages 18–29 and 40–70 make up the bulk of the brand's target demographic, with the upscale "tranquil water" line being the only notable exception (Life Water International, 2021). Life Water also considers the discretionary income of potential clients when dividing up the market. A family's income has a direct correlation to its average size. A new healthier product with a higher price tag than the company's usual fare is now available.

When it comes to market coverage, Life Water prioritizes Southern California. Locals make up a sizable portion of the clientele. This new product represents a significant opportunity for the company to expand into new markets, especially in neighboring states. To attract customers from all over the country, the company has started using health-focused advertising. Health consciousness has led to a heightened level of scrutiny among modern American consumers regarding the foods and drinks they consume. Dietary and health-oriented products have gained widespread favor among consumers (Conway, 2021). Life Water makes less of an effort to segment its market based on gender. The company targets customers of both sexes in its advertising campaigns because they report no taste differences between the products. Successful marketing campaigns play a critical role in attracting buyers of both sexes and driving product sales.

## **Competitors**

Life Water faces stiff competition from mineral water and other fizzy drink manufacturers. Brand study shows that Coca-Cola, PepsiCo, Primo Water Corporation and FIJI Water Company, LLC are its primary competitors (Conway, 2021). Although they are a worldwide company, these firms have cornered a sizable portion of the American market. Mustard Seed, Mend, Coptic Orphans, and Worldwide Village are just few of the other local NGOs that Life Water faces competition from (International Bottled Water

Association, 2021). Although the aforementioned companies bring in more money overall, Life Water has a larger part of the Los Angeles and California market.

One reason for the company's success is that its bottles are more popular than those of competitors. They specialize in selling bottled water, however their product is usually of higher quality than similar offerings from other companies. When compared to its rivals, Life Water's pricing are significantly lower, which contributes to the company's success in the marketplace (International Bottled Water Association, 2021). Life Water's prices are among the lowest in the industry. It is hoped that the premium bottled water, which is a combination of design and creativity to provide both hydration and inspiration, would help the company get more customers.

TOP U.S. Water Bottles Suppliers							Life Water International's Competitors	
Rank	Company Name	City	State	Business Activity	Year founded	Sales \$	Company	Headquarters
1	<a href="#">Carnelbak</a>	Petaluma	CA	Reusables	1989	10-25 mil	NEW AGE BEVERAGES	Denver, CO
2	<a href="#">Platypus</a>	Seattle	WA	Reusables	1969	10-25 mil	UNION BEVERAGE PACKERS	Hillside, NJ
3	<a href="#">Thermos</a>	Rolling Meadows	IL	Reusables	1904	10-25 mil	HEALTH-ADE	Torrance, CA
4	<a href="#">Nalgene</a>	Rochester	NY	Reusables	1949	--	PEPSI COLA OF FLORENCE	Florence, SC
5	<a href="#">SIGG</a>	Switzerland	--	Reusables	1932	--	PEPSI COLA BOTTLING COMPANY OF GUAM	Tamuning, GU
6	<a href="#">Plastipak</a>	Plymouth	MI	Preforms	1967	250 mil +	CELSIUS HOLDINGS	Boca Raton, FL
7	<a href="#">KG International</a>	Miami	FL	Preforms	1902	10-25 mil	CENTRAL PRODUCTION FACILITY CO-OP	Ayer, MA
8	<a href="#">Velendo</a>	Portland	OR	Preforms	2009	1 mil	LEMON-X	Chicago, IL
9	<a href="#">Midwest Container</a>	Barnhart	MO	Preforms	--	--	COCA-COLA BOTTLING YAKIMA TRICITIES	Yakima, WA
10	<a href="#">rPlanet Earth</a>	El Segundo	CA	Preforms	--	--		
11	<a href="#">The Cary Co.</a>	Addison	IL	Premades	1895	250 mil +		

## Promotional Strategies

Life Water has an extensive toolkit of promotional strategies to promote its drinks. Advertising is a crucial part of any marketing strategy that aims to bring in new customers. Any form of paid, impersonal presentation given by a company in an effort to acquire customers might be considered an advertisement. Billboards, television and radio commercials, and other forms of mass media are just some of the ways Life Water spreads its message (Sobirovna, 2021). Even if advertisements only pique consumers' interest for a short time, they nonetheless help spread your message to more people.

Sales promotion, defined as "marketing a product or service through sales means through temporary discounts or freebies to potential purchasers," is another method the organization use to reach out to potential customers (2018). To maintain a positive relationship with clients over the long term, Life Water employs sales promotion methods like free vouchers to grab their attention and get fast responses.

However, the firm uses inventive product placement in its stores to attract customers' attention the instant they walk through the door (Conway, 2021). Using this tactic can help increase sales, which is especially beneficial if the business needs to get rid of surplus stock.

On occasion, Life Water will use direct marketing strategies to attract new customers. According to Al Badi (2018), the goal of direct marketing is to build stronger ties with customers through personal contact. For instance, when Life Water reintroduces a product, the company follows up with customers via email to get their feedback and learn how to better meet their needs. In addition, direct marketing is used to promote new products to unreached markets (Cheong et al., 2013).

Life Water promotes itself via social media and its own website in addition to more conventional offline means. The sheer amount of people you may reach with social media ads makes them more effective (Rupolia et al., 2013). Life Water uses social media platforms like Facebook, Instagram, and Twitter to communicate with its audience. Connecting with the target audience through the dissemination of product-related information is an effective promotional strategy for Life Water, which uses public relations in addition to social media to build a positive reputation for the company and client base.

## **Positioning**

Delivering high-quality products and services on a regular basis is crucial to successfully placing a brand in the minds of its target audience. As opposed to other bottled water brands, Life Water is significantly less expensive. We have seen an increase in the brand's market share and the attraction of new customers as a direct result of our careful positioning. The company's plan to expand into new markets, develop existing ones, and raise income relies heavily on a rise in manufacturing of high-quality items (Hydock et al., 2020). Strategic positioning, which helps consumers better comprehend the product's value proposition, can give a brand a significant competitive edge in select markets.

## **Pricing**

Marketing pricing tactics affect the product's supply and demand. The business implements what is called "penetration pricing" in the marketplace. Customers' budgetary constraints play a major role in selecting which of Life Water's many available product options they ultimately choose. When trying to gain market share from competitors, one technique is to offer commodities at lower prices through a process called "penetration pricing" (Huang, 2020). Since the company's products have a lot of room to move in the market, setting pricing below the high point is an excellent strategy to attract new customers.

## **Budgeting**

The marketing division's efforts have a significant impact on a company's bottom line. Life Water suggests spending \$350,000 on advertising over a six-month period. With podcasts, videos, and infographics being fundamental to any firm's online presence, inbound content marketing can easily cost a company \$100,000 each year. Promoting something on the internet and other social media platforms falls under this category. The company is investing \$50,000 in email marketing campaigns that target all of their customers.

Since email marketing is less expensive than content marketing, it may be used to maintain a satisfactory return on investment (ROI) (Huang, 2020). The \$150,000 allocated to marketing will cover the costs of more traditional strategies such as advertising, direct sales, personal sales, and public relations. The

marketing plan includes a \$50,000 safety net to cover any unforeseen expenses that may crop up during the campaign's rollout.

### **Sales and marketing Goals**

After relaunching their premium product, the marketing team's major objective is to double sales of "calm water" within the first six months. It's impossible to reach the goal without managing the villagers' conflicting reactions to Ms. Leono's speech. Locals blame the company's excessive water consumption for the devastating drought they're experiencing. For this reason, the marketing campaign will help with the management of the comments, the restoration of confidence among locals, and the attainment of lucrative sales when the new product has been introduced to the market.

The second primary objective is to raise Life Water's market share in California to 70 percent. In order to achieve the goal, it is necessary to educate about 40% of the local communities about environmental management and conservation. Peaceful water packaged in bioplastic bottles is one of the premium products Life Water aims to bring to the market. The major goal is to bring attention to the use of bioplastics as an alternative to plastics due to the material's eco-friendliness and its support to a green economy (Shamsuddin et al., 2017). The corporation has a chance to regain consumer trust and attract new customers by switching to more environmentally friendly products.

## **Indices of Performance**

The amount of money made as a result of the advertising campaign will be taken into consideration when determining its success. Results can be monitored this way, along with the efficacy or failure of individual promotional strategies. The statistic will shed light on market performance by comparing marketing costs with sales (Won et al., 2018). The test will continue for the full six months of the planned advertising campaign. As an illustration, if the marketing effort succeeds in increasing Life Water's market share in California to 70% and informing 40% of the local population about the significance of environmental management and conservation, then it has met its goals. By creating a performance indicator and tracking actual campaign outcomes, the company may assess if its marketing efforts are yielding results.

## **4. Social Media**

### **Goals**

The PR campaign's overarching goal is to promote Life Water's image as a green company. Life Water is relaunching a high-end product line, and the bioplastic bottle it will use to sell its Tranquil Water is already in production (Shah et al., 2021). In an effort to differentiate itself from the competition, Life Water has expressed an interest in employing bioplastics for the packaging of their premium product. Since bioplastics are produced from renewable natural resources, they are both biodegradable and environmentally beneficial (Narancic et al., 2020). Thus, the company's objective is to educate customers on the relevance of reducing individual impacts on the environment. It's an opportunity to get ahead in the market while also helping the planet.

The public relations campaign also aims to manage the plant manager's responses to locals' claims that the company wastes water despite the drought. The reputation and financial performance of the business will be harmed by these charges. What's worse is that Life Water is rumored to be reintroducing an

upmarket brand, Tranquil water. Ms. Zara Leono defended the water-bottling industry on her personal Twitter account, claiming that other beverage producers use more water than they do in their manufacturing processes, and thus the water-bottling industry is not to blame for the world's excessive water use. The public relations campaign will be used to deliver an apology to customers and restore trust in the company following the backlash.

### **Audience**

There will be no discrimination in the PR campaign's target audience of Los Angeles, CA. People of all ethnicities and sexes fall under this category. They've been profoundly affected by Ms. Zara's criticism of water consumption in the region, particularly in light of the present drought. The company intends to reintroduce a premium product to the target market, which is worth emphasizing. That's why an apology to the public is necessary to restore public trust and boost sales.

### **Networking and Social Media**

Organizations of all sizes use numerous social media platforms in their public relations campaigns. All of the company's social media accounts (Facebook, Twitter, Instagram, and YouTube) will be used in the PR campaign. Through these mediums, customers can engage with the brand online, perhaps reviving public opinion and increasing the business's customer base (Quesenberry, 2020). A fantastic piece of literature demonstrating empathy for the locals will be released in which the company apologizes for Ms. Zara's comments and assures potential customers that it is taking meaningful actions to minimize water use in the area.

YouTube and Facebook are the most popular video sharing platforms because they attract a big number of high-income consumers (Voorveld et al., 2018). This means they'll appeal to a wide range of people. Instagram should target the Z-generation because of the high demand for content that displays bold opinions and distinctive styles. In light of the water usage crisis, the marketing campaign will benefit from the use of these social media platforms in order to accomplish a number of goals. These goals



include, but are not limited to, increasing web traffic, increasing brand awareness, building conversions, and creating a positive brand association.

## 5. References

- Al Badi, K. S. (2018). The impact of marketing mix on the competitive advantage of the SME sector in the Al Buraimi Governorate in Oman. *SAGE Open*, 8(3), 2158244018800838
- Conway, J. (2021) *U.S bottled water market: Statistics and facts*  
<<https://www.statista.com/topics/1302/bottled-water-market/>>
- Huang, S. C. (2020). Exploring the Formulation of Book Pricing Strategies with a TRIZ Approach to Business Management. *International Journal of Systematic Innovation*, 6(1)
- Hydock, C., Paharia, N., & Blair, S. (2020). Should your brand pick a side? How market share determines the impact of corporate political advocacy. *Journal of Marketing Research*, 57(6), 1135-1151
- Ibrahim, A. N., Mahat, N. A., Kamaruddin, M., Mud, N. N. N., & Rahman, R. A. (2018). The Effectiveness of Promotion Strategy Influence Consumer Buying Behavior of Menara Optometry. *International Journal of Academic Research in Business and Social Sciences*
- International Bottled Water Association, (2021) *Bottled water and California*  
<<https://bottledwater.org/bottled-water-california/>>
- Life Water International, (2021) *The Life Water story: More than 40 years of service, sacrifice and safe water* <<https://lifewater.org/lifewater-story/>>
- Narancic, T., Cerrone, F., Beagan, N., & O'Connor, K. E. (2020). Recent advances in bioplastics: application and biodegradation. *Polymers*, 12(4), 920
- Quesenberry, K. A. (2020) *Social media strategy: Marketing, advertising and public relations in the consumer revolution* US: Rowman & Littlefield Publishers
- Shah, M., Rajhans, S., Pandya, H. A., & Mankad, A. U. (2021). Bioplastic for future: A review then and now. *World Journal of Advanced Research and Reviews*, 9(2), 056-067

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. *Advanced Bioscience & Bioengineering*, 5(4), 63

Sidek, I. S., Draman, S. F. S., Abdullah, S. R. S., & Anuar, N. (2019). Current development on bioplastics and its future prospects: an introductory review. *INWASCON Technology Magazine*, 1, 03-08

Sobirovna, M. Q. (2021). The Role of The Language of Advertising As Means of Speech in Mass-Media. *Central Asian Journal of Literature, Philosophy and Culture*, 2(4), 33-38

Voorveld, H. A., Van Noort, G., Muntinga, D. G., & Bronner, F. (2018). Engagement with social media and social media advertising: The differentiating role of platform type. *Journal of advertising*, 47(1), 38-54

Won, J., Hon, L., & Lee, A. R. (2018). Predicting public interest issue campaign participation on social media. *The Journal of Public Interest Communications*, 2(1), 129-129