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Introduction:

One of the most crucial tools in an organisation, marketing management provides guidance for achieving the organization's vision, mission, and goals. Typically, marketing management strategy includes more analytical procedures for assessing the company's current market situation and considering a variety of factors, based on this analysis, the company can define its strategy.

With the assistance of sensible distribution, PR campaigns, and community involvement, green Water ought to be a financially successful product. The approach must be regularly assessed to ensure that no elements are missed. In case the initial plan is unsuccessful, the PR activities team will also want a fallback plan. There shouldn't be any ambiguities about the facts pertaining to the environment and the product, and everyone should be aware of them. The marketing needs to be well planned and coordinated. Please carefully study the information and grasp the marketing plan from beginning to conclusion.

Background about brand

Life Water was a brand established in 2016 providing people with access to pure, natural drinking water. Even though Life Water has tried to be as ecologically friendly as it can be. The brand has always placed a premium on being natural and organic. Businesses are committed to ensuring that everyone has access to clean water while promoting environmental awareness as the source of this precious resource.

The business has created a premium product line called Green Water, which is water supplied in bioplastic bottles, with this specific concept in mind. It is Tranquil

Water's goal to replace plastic water bottles with readily discarded biodegradable polymers. This is Life Water's first step towards its goal of operating without using plastic.

Three different sizes of green Water bottles, all made of tried-and-true bioplastics, will be available. While the quality of the water has not been compromised, the bottle quality has been raised to be more environmentally friendly and, as a result, more suited to the needs of humans. Tranquil Water wants to set the bar for taking a position in favor of a plastic ban by promoting the idea of a better and healthier environment.

All corporate leaders agree that plastic has a negative impact on the environment to raise awareness of this. This initiative emphasizes the fact that plastics are not biodegradable and cause environmental harm.

By introducing Tranquil Water, the business hopes to transform its reputation into one of a philanthropic organisation that values both the environment and its customers. Life Water aims to strike a balance between spreading awareness of its brand and helping to protect the environment.

Brand logo

Green Water (TW)

Slogan

better bottle
better water
green planet



Missions in Marketing Plan

The Brand's goals and objectives are the main emphasis of this marketing plan. This marketing plan's goals and objectives are being emphasized to make sure that none of them are overlooked and that they will all be partially or fully achieved. Each purpose is different and related to the others. The importance of considering them both separately and collectively may therefore be seen.

By promoting Green Water in a less attention-seeking and environmentally concerned manner that also promotes the idea of being environmentally responsible and mends relationships with the neighborhood, the promoting Plan seeks to heal the damage done to the company's reputation.

The goals of the brand marketing strategy:

1. Control for the company's reputation by promoting Tranquil Setting the brand's image as an eco-friendly product that does not affect the environment in any manner while also spreading the message of a healthy environment.
2. Gaining a reputation as a business that uses no plastic and is working to stop using it altogether in all forms.
3. Using the new product line, boost sales; engage audiences; and inform them of the value of protecting the environment.
4. Promote the company's greener initiatives; engage the community more; and mend fences with them to win their support.
5. Being more empathetic to the community.
6. Encourage people to switch from drinking water packaged in plastic to water packaged in bioplastic.
7. Increase community involvement and repair your relationships with them to get their endorsement and backing. Be a brand that values the community more.
8. · Encourage consumers to switch from plastic to bio-plastic bottled water.

Identifying target market

Recognizing that it is difficult to meet all potential customer's demands is vital. Each person has their own unique wants and demands. As a result, most businesses now use target marketing strategies when releasing new products. Water Life will also try to divide the audience into several groups and just focus on a few of them. Target segmentation refers to the complete process, and target audience refers to the group of people being targeted.

Selecting a specific target market for a product is step two of the marketing plans, which comes after identifying the goals and objectives. Two target markets have been chosen for Tranquil Water marketing:

The first segment focuses on the youngsters living there. After thorough consideration and evaluation for several factors, these two portions were chosen. First, young people and residents of the neighborhoods are quite engaged in society. Youth take ownership of society when properly prodded and given opportunities for active participation, research shows.

Both social groupings are actively interested in a variety of societal activities. These are the social organisation that strongly support preserving the environment and other related causes. These organisation often speak up and take a position on certain issues because they have strong ideas about them.

The company may establish a relationship with these markets by concentrating on calm Water marketing to them. The brand can help disseminate greater awareness of its cause and create an emotional connection with these social groups by linking to their goals and ambitions. It will also be simpler to persuade those who care about the environment to switch to non-plastic bottles. They'll be more drawn to the concept overall. The development of the brand may be significantly impacted by such brand intimacy or a connection with the consumer's emotions. The local communities are being targeted to alter local views of the business.

By focusing on green Water marketing to these markets, the brand may be able to develop a connection with them. By connecting to these social groups' aspirations and aims, the brand can promote increased awareness of its cause and establish an emotional bond with its target audience. Those that care about the environment will find it easier to convince them to switch to non-plastic bottles.

Overall, they'll be more attracted to the idea. Brand connection with the consumer's emotions may have a big impact on how the brand develops. To change how people see the company locally, the local communities are being targeted.

Special Selling Points

Every successful company needs a USP, or unique selling proposition, that essentially explains how and why it differs from other products in the same category. To set the brand apart from its rivals, the marketing plan must emphasize these Unique Selling Points. The unique selling proposition (USP) of the company, which attracts buyers to it, must also be mentioned in advertising campaigns and promotional efforts.

The Unique Selling Points are as follows:

1. Life Water is a well-respected business:

Life Water's sales have skyrocketed to high quality levels, and its brand recognition is one of its strongest points. For their demands in packed water, customers have trusted the brand. Life Water is a highly well-known brand, and the company has been associated with various problems in the past.

The brand name come in helpful when introducing green Water which obtain acceptance, and employed in the marketing plans. The water that Life Water offers is pure and of high quality. Its commitment to quality and cleanliness in all its goods will be advantageous for its next offering.

2. Bio-plastic bottles:

One-way green Water differs from its competitors is by using bio-plastic bottles rather than regular plastic bottles. The bottles can therefore be thrown away carefree

without having to worry about their decomposition harming the environment. The marketing team's job is to inform the target customers of the many benefits of bioplastics and use these benefits to set the brand apart from competing water bottles on the market.

Bioplastics are seen as crucial elements of a sustainable world. In essence, bioplastics are plastic polymers manufactured from biological raw components that are not only durable but also capable of doing all the tasks that plastic can. It satisfies our demand for plastic but also benefits the environment, making it beneficial to use frequently. One of the most crucial advantages of bioplastics over non-degradable polymers is their capacity to degrade.

When compared to other types of plastic, bioplastics often use less energy to manufacture and produce fewer pollutants. This indicates that compared to the production of plastics, the production of biodegradable plastics has a lower impact on global warming.

Individual trash production is decreased, and material recycling is increased by biodegradable items like bioplastics.

Utilizing biodegradable materials increases recycling rates on average by roughly 50%. This number alone demonstrates how important it is to switch over to utilizing bioplastics right away.

3. The water bottle is going green

Concern for the environment is another one of Tranquil Water's Unique Selling Points. The parent firm, Life Water, has launched an effort whereby the business is moving toward becoming totally free of plastic and environmentally friendly. The

organisation is making every effort to minimize the harm it causes to the environment while also raising awareness of the significant adjustments that must be made in order to save the ecosystem. Being environmentally friendly is one of Life Water's key USPs as a business and a brand.

The corporation has accepted responsibility for its actions and is now allocating extra funds to building a greener business as opposed to investing them in technology or development. The firm also produces water bottles made of bio-plastic in an effort to decrease and eventually stop using plastics. It is crucial to keep in mind that using these advantages as USPs is not meant to brag; rather, it is meant to inform consumers about what the firm is doing to protect the environment. The society's citizens won't know if the corporation doesn't inform them.

Bioplastics are essential components of a sustainable society. Bioplastics are essentially plastic polymers made from biologically sourced raw materials that are strong and functionally equivalent to plastic. It satisfies our need for plastic while also helping the environment, making regular use advantageous. The ability of bioplastics to breakdown over non-biodegradable polymers is one of its most significant advantages.

Bioplastics frequently use less energy to make and emit fewer pollutants than other kinds of plastic. This suggests that the manufacture of biodegradable plastics has a smaller influence on global warming than the production of plastics.

Pricing and positioning strategies

How the product is positioned in relation to its rivals is primarily determined by its price and positioning strategy. There are no additional bioplastic bottled waters offered in the Californian market. However, the plastic bottled water offers competition. The goal of the positioning strategy is to present the product as one that benefits "the people and the environment" as opposed to plastic water bottles, which are bad for the environment.

The product will cost the same as a conventional water bottle without any additional fees. The standard size, small size, and big size Tranquil Water bottles will all be available.

Because there aren't many additional costs involved in producing a bio-plastic water bottle compared to producing a plastic bottle, and because the brand doesn't want to be associated with "biodegradable materials are expensive," everyone can afford them, the price of the bottles has been kept the same as plastic bottled water.

The corporation isn't interested in positioning the brand as a premium water brand. If they wish to contribute to environmental preservation by not destroying the environment when it's not essential, everyone can drink tranquil water.

The primary goal of the corporation was never to make enormous profits. If the client segments use the bottles often, the corporation is content with a small profit per bottle.

The company will try to establish itself as a "community friendly" brand. The business will take measures to address community needs and foster positive relationships with them since it recognizes how crucial it is for the future of the brand that it be accepted by the neighborhoods.

The business does not wish to present the brand as a high-end water brand. If they desire to do their part for the environment by not causing it harm when it is not essential, everyone can drink tranquil water. Despite being a high-quality product, the brand has not been priced over the typical range for another reason. Additionally, the company's primary goal was never to make enormous profits. The business is content to make only a small profit on each bottle as long as the target market uses it frequently.

Plan for distribution

When discussing a consumable product, the product's distribution is a crucial factor. It's critical to comprehend the main justifications for bottled water usage. The market's supply of bottled water is handy to buy, drink, and carry but is also inexpensive, safe to use, and produced in hygienic settings.

One of the most crucial characteristics of bottled water is convenience which Customers won't order a bottle of water online and then wait two days for delivery; instead, they will buy it when they need it right away. At light of this, Tranquil Water must be made accessible for purchase in all the department stores and other outlets.

All department stores and other retail establishments must sell Tranquil Water. The merchants will be the only ones responsible for the product's sales. The business open a store and selling directly to clients, but this idea would need to be well examined, have a sound financial strategy, and planned. Life Water will work out an agreement with its regular sellers to make Tranquil Water available in their stores until then.

Promotion and Advertising

The business has a robust promotion and advertising campaign planned to coincide with the introduction of Tranquil Water. The business intends to aggressively market its "go green" project, which it launched to encourage people to use less plastic.

Along with the introduction of green Water, a marketing initiative will be launched to highlight the company's environmentally friendly objectives and carry out some damage control for the harm that has been done to the brand's reputation.

Innovative commercials will be produced and targeted at both local communities and young people. The company will work to build its distinctive selling propositions and inform the public of the advantages of converting to bioplastics.

The company will work to build its distinctive selling propositions and inform the public of the advantages of converting to bioplastics.

The brand hopes to motivate customers to take such little actions themselves in addition to educating them about the company's efforts to be more environmentally friendly.

The corporation will also employ a variety of promotional initiatives, such as cleaning campaigns, workshops, and seminars, to raise public awareness of the environment's declining health and to promote the advantages of biodegradable goods. Additionally, a variety of PR initiatives may be employed to engage audiences and strengthen links with the community.

The corporation will try to explain to the audiences why it is becoming green and what motivated it to launch the "PLAS-STICKS" initiative. The organisation wants to

emotionally connect with customers by sharing its own experience. The goal of Life Water is to bring about a revolution and alter how society functions. The business hopes to have an influence on society through participating in community involvement and other similar initiatives.

CAMPAIGN ON SOCIAL MEDIA

Along with the introduction of green Water, the firm plans to undertake a social media PR effort to market a greener company. The effort is dubbed "# green bottle" and participants submit a recent photo of planting a tree. A social media PR effort that will be launched on Instagram, Facebook, and Twitter, requires all participants to plant a tree anywhere in the globe, take a photo of it, and publish it on their social media accounts with the hashtag **"# green bottle."**

The creation of creative advertisements with a focus on young people and local communities will be undertaken. The business will work to develop its unique selling propositions and educate the public about the benefits of switching to bioplastics.

Children will be the focus of creative public service announcements. The business will work to develop its unique selling propositions and educate the public about the benefits of switching to bioplastics.

Along with informing them of the company's efforts to be more environmentally friendly, the brand hopes to inspire customers to take such simple actions on their own.

To increase public understanding of the environment's importance, the company will also use a number of promotional strategies, including cleaning programs, workshops, and seminars.

Aim of campaign:

This social media public relations effort tries to appeal to everyone's greener side. The ad urges people to plant trees and then learn why doing so is so crucial for our environment. It inspires others to plant trees when they see people doing it. People will become better informed about the need for more trees because of this, taking time out of busy schedules to do so. To build its reputation as a green business and spread awareness of its green project, the company plant 500 new trees as a result.

Sending a certificate of appreciation to everyone who plants a tree is the most straightforward way to encourage people to do so, as well as to give the company access to a database of people who care about the environment and may become brand customers. In addition, these people can serve as brand ambassadors later in the campaign to raise awareness of the products and the environment.

Plan of Action:

For the "#green products" campaign, a member of staff is temporarily appointed. The campaign begins with creative images of Life Water staff planting trees. Employees creative as they like, whether it's applying green face paint or growing a cactus in a container and nurturing it. To raise awareness for the future product and to disseminate the idea that "plants deserve high-quality treatment," employees may also post photos of themselves planting trees and watering them with Tranquil Water bottles. To encourage more people to join the campaign, efforts will be made to spread these images along with the concept.

To encourage more people to join the campaign, efforts will be made to spread these images along with the concept. Due to the company's established social media presence, it will be possible for it to contact an increasing number of people about this campaign. The campaign may be promoted further by using a variety of coupons, rewards, or other similar items. If necessary, the firm may provide free seeds together with its already-on-the-market water bottles to enhance the campaign's goals of spreading awareness.

If the audience members respond well, this full month, the green month, might potentially become a yearly tradition. The business may support both the green movement and the "PLAS-STICKS" campaign, which advocates for the complete absence of plastic from images.

Reputation recovery:

Enabling community participation in this campaign is one strategy to improve the brand's reputation and win community support. The business might get in touch with the neighborhoods groups and enlist their assistance in determining which geographic areas require the planting of trees. The firm will be able to function better with the assistance of the community and can share their thoughts with the community. This will be a great chance for the company and the neighborhoods to team together and collaborate to plant more trees.

Responsibilities and Activities:

The firm will oversee making sure that the trees are planted in the right places and are routinely maintained.

A green month may become an annual custom if this initiative is a success. It is important to appropriately conserve and use any images of these trees that are available. This knowledge may be applied to various marketing methods as long as a

lot of trees are planted during the green month. However, it should also be mentioned that this PR campaign needs to be carefully planned and carried out. The campaign should involve a variety of environmentalists, and its suggestions should be considered, because it is concerned with the environment.

But it's also important to remember that this PR campaign needs to be carefully planned and carried out. Since the campaign was focused on the environment, numerous environmentalists should be involved, and their opinions should be considered. No environmental damage of any kind should be done. Additionally, the opinions of the neighborhoods should be considered. No one's beliefs or values should be compromised in any manner.

Conclusion

Green Water should be a commercial success with the aid of appropriate distribution, PR initiatives, PR campaigns, and community participation. To guarantee that no aspects are overlooked, the strategy must be continually evaluated. The PR activities team will also need to have a backup plan available in case the first strategy fails. Everyone should be aware of the facts relating to the environment and the product, and there shouldn't be any misunderstandings. The marketing must be scheduled and organized correctly. Please attentively read the material and comprehend the marketing strategy from top to bottom.

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