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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

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MGT540: *Marketing Management*

Module Assignment: Marketing and Brand Management Proposal

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Abstract

Tranquil Water is a new water bottling business that packages its products using biodegradable bottles made of bioplastics. Compared to conventional plastics, which can take hundreds of years to degrade the environment and cause pollution, bioplastics are a more environmentally friendly option. Through the use of bioplastics, Tranquil Water will stand out from other bottled water companies and entice customers who value sustainability and the environment.

This marketing plan outlines the marketing mix, including the product offerings, pricing strategy, distribution channels, and promotion tactics that the marketing department will utilize to promote Tranquil Water and its unique features. The marketing plan also entails market research and company analysis to help understand the current state of the bottled water market, the needs and preferences of the target audience, and the strengths and weaknesses of the company.

Additionally, the second part of this paper entails a social media PR campaign for Life Water, a water bottling company committed to sustainability and the environment. Recently, a company manager made a negative comment on social media, which raised concerns among customers. Consequently, a social media PR campaign that addressed the negative comment and promoted Life Water as a greener company became necessary. The campaign includes tactics such as responding to negative comments, sharing information about Life Water's commitment to sustainability, showcasing the benefits of the company's packaging, sharing customer testimonials, and monitoring and responding to feedback.

The marketing plan and social media PR campaign collectively aim to increase brand awareness, drive sales and revenue, and differentiate Tranquil Water and Life Water from other bottled water brands. By targeting the right audience, leveraging the benefits of bioplastics and sustainability, and utilizing effective marketing tactics, the marketing plan and the PR campaign ensures that the stakeholders believe that Tranquil Water and Life Water have the potential to become leading providers of sustainable bottled water.

Marketing Plan

Tranquil Water, a subsidiary of Life Water bottling company, is a new water bottling business that uses bioplastics for its packaging. Bioplastics are a type of plastic made from renewable resources, such as corn starch or sugarcane, rather than petroleum (Ashter, 2016). They are a sustainable alternative to traditional plastics, which can take hundreds of years to break down in the environment and contribute to pollution (Cho, 2017). In this marketing plan, the benefits of using bioplastics in water bottling and how Tranquil Water can capitalize on this growing trend will be elaborated.

Company Mission

Tranquil Water's mission is to provide premium bottled water that is convenient, high-quality, and sustainable. The company believes that using bioplastics in its packaging can reduce the environmental impact and offer a more sustainable alternative to traditional bottled water brands. It is committed to offering a product that aligns with the values of eco-conscious consumers and contributes to a more sustainable future.

Company Vision

Tranquil's vision is to become the leading provider of sustainable bottled water, setting a new standard for the industry. Tranquil Water wants to be known as a company that values

sustainability and the environment and is committed to offering a high-quality and convenient product that meets the needs of eco-conscious consumers. The company envisions a future where it is a household name and a go-to choice for consumers who prioritize sustainability and the environment.

Slogan

"Quench your thirst, sustain the earth - Tranquil Water, made with bioplastics." (Appendix 1)

This slogan highlights the sustainability benefits of Tranquil Water's bioplastics packaging while emphasizing the product's convenience and high quality. The slogan is concise and memorable and effectively communicates the unique value proposition of Tranquil Water. It can be used in marketing materials, such as advertisements and packaging, to help promote the brand and its unique features. The slogan will also be included in the company's logo.

Company Analysis

This section entails an analysis of the company using the SWOT (Strengths, Weaknesses, Opportunities, and Threats) model to identify the key strengths and areas for improvement.

Strengths

- **Use of bioplastics:** By using bioplastics in its packaging, the company can differentiate itself from other bottled water brands and appeal to eco-conscious consumers who are looking for a more sustainable option (Confente et al., 2020). Furthermore, the company will reduce its overall carbon footprint and play a significant role in making the world cleaner (Atiwesh et al., 2021).
- **High-quality water:** The company sources its water from a natural spring and piped water clean water from the local government and undergoes a rigorous filtration process to ensure

purity and quality. Additionally, it uses distillation the distillation process to purify water in instances the other types of filtration machinery are being serviced. This sets it apart from other bottled water brands that may not have the same level of quality control.

- **Convenience:** The bottles are available in a variety of sizes and multi-pack options, making it easy for customers to choose the right size for their needs. The company also offers online purchasing options through e-commerce platforms, making it easy for customers to purchase the products from anywhere (Sari et al., 2021). f The convenience is also achieved through a wide range of payment options the company offers to its customers.
- **Customer service:** Tranquil Water is committed to providing exceptional customer service, including responsive support and loyalty programs to encourage customer retention.

Weaknesses

- **Lack of brand recognition:** As a new company, Tranquil Water may not yet have the same level of brand recognition as established bottled water brands. This may make it harder to reach the target audience and generate sales.
- **Limited distribution channels:** As a new company, Tranquil may face challenges in securing distribution channels and partnerships with retailers and distributors.

Opportunities

- **The growing trend towards sustainability:** There is a growing trend towards sustainability in the bottled water market, with consumers becoming increasingly concerned about the environmental impact plastics and other pollutants have (Howarth, 2022).

Threats

- **Water shortages:** The recurring water shortages resulting from droughts in New York threaten to cripple business operations.

- Existing negative publicity: The previous company had an online scandal due to remarks by one of the employees. That scandal threatens to stain the image of the new company too.
- Recession: Economists and business analysts have forecasted a possible recession, leading to people spending less money and increasing business costs (Potter, 2023). The recession threatens to reduce the company's profitability.

Market Research

A thorough analysis of the market helped to comprehend the situation and identify possible growth areas in order to develop an effective marketing strategy for Tranquil Water. The following crucial areas were identified in the market research:

Industry trends

After assessing the industry reports and data to understand the current state of the bottled water market and identify trends and opportunities, it is evident that there is a growing trend toward sustainability, with consumers becoming increasingly concerned about the environmental impact of conventional plastics(Howarth, 2022). Furthermore, consumers are willing to pay more to ensure they use biodegradable products like bioplastics (Notaro et al., 2022). By using bioplastics in packaging, Tranquil Water can tap into this trend and differentiate itself from other bottled water brands.

Competitor analysis

Many traditional bottled water brands use traditional plastics in their packaging, and there is a lack of options for consumers who are looking for a more sustainable alternative (GlobalData, 2021). By using bioplastics, Tranquil Water can fill this gap and offer a unique and differentiated product.

Consumer insights

The target audience of eco-conscious consumers and fitness enthusiasts values sustainability and convenience and is willing to pay a premium for products that align with their values. By offering a high-quality, convenient, and sustainable product, Tranquil Water can appeal to this audience and differentiate itself from other bottled water brands (Matsuura et al., 2008). In conclusion, the market research has provided valuable insights into the current state of the bottled water market and the needs and preferences of the target audience.

Marketing Objectives

The following objectives will guide the marketing operations to ensure Tranquil Water succeeds in its operations;

1. To foster a positive brand image and reputation through consistent messaging and positioning that emphasizes the sustainability and environmental benefits of using bioplastics in water bottling.
2. To increase sales and revenue by 15% within the first year of business by targeting a growing market for sustainable products and offering competitive pricing for premium bottled water.
3. To increase brand awareness among eco-conscious consumers by 50% within the first year of business through targeted digital and traditional marketing tactics, including social media marketing, email marketing, and influencer partnerships.
4. To differentiate Tranquil Water from other bottled water brands through the use of bioplastics by positioning the brand as a sustainable and environmentally friendly option for consumers.

5. To increase customer loyalty and retention by offering a high-quality product and exceptional customer service through initiatives such as responsive customer support and loyalty programs.
6. To expand the distribution channels by entering into partnerships with natural and specialty food stores, as well as fitness studios and gyms, to reach a wider audience of eco-conscious consumers.
7. To stay up-to-date on industry trends and consumer preferences and to continuously evolve the marketing strategies and tactics to stay ahead of the competition.

Target Audience

Tranquil Water will target eco-conscious consumers who prioritize sustainability and are looking for convenient and sustainable options for their bottled water. These include individuals who shop at natural and specialty food stores, as well as those who are active in eco-friendly events and festivals. These consumers are likely to be well-educated and have a higher income, as they are willing to pay a premium for products that align with their values. They may also be health-conscious and prioritize the quality and purity of the water they drink.

Additionally, Tranquil Water will target fitness enthusiasts and athletes, as these individuals often rely on bottled water for hydration during workouts and sporting events. This group is likely to be younger and more active, and they may prioritize convenience and portability in their bottled water choices.

In conclusion, the target audience is made up of individuals who value sustainability, convenience, and quality and who are willing to pay a premium for a product that aligns with their values. By

targeting this audience and highlighting the benefits of bioplastics, Tranquil Water can differentiate itself from traditional bottled water brands and tap into the growing trend towards sustainability.

Marketing Mix

Product

Tranquil Water will offer premium bottled water in a variety of sizes, including individual bottles and multi-pack options. The water will be sourced from a natural spring and piped water from the local government. It will undergo a rigorous filtration process to ensure purity and quality. The packaging will be made from bioplastics, which are a sustainable alternative to traditional plastics and do not contain harmful chemicals. By using bioplastics, Tranquil Water will differentiate itself from other bottled water brands and appeal to eco-conscious consumers who value sustainability.

Price

Tranquil Water will offer competitive pricing for its premium bottled water, with a slight premium to reflect the added sustainability of the bioplastics packaging. The pricing strategy is based on the belief that consumers are willing to pay a little more for products that align with their values and contribute to a more sustainable future. Furthermore, the cost of packing using bioplastics is higher than using conventional plastics (Waldrop, 2021).

The company will offer a range of price points to appeal to a variety of consumers, including individual bottles and multi-pack options. Tranquil will also offer discounts and promotions to encourage sales and increase customer loyalty.

By offering competitive pricing and value-added benefits, such as sustainability and environmental friendliness, Tranquil Water can differentiate itself from other bottled water brands and appeal to eco-conscious consumers who are willing to pay a premium for a product that aligns with their values.

Place

Tranquil Water will distribute its product to reach its target audience of eco-conscious consumers and fitness enthusiasts. These channels will include:

- Natural and specialty food stores: These stores often cater to eco-conscious consumers who are looking for sustainable and natural products. By distributing Tranquil Water through these channels, Tranquil Water can reach a targeted audience of individuals who are already interested in sustainable products.
- Online e-commerce platforms: By selling Tranquil Water online, the company can reach a wider audience of consumers who may not have access to natural and specialty food stores in their area. The marketing department will consider partnerships with popular e-commerce platforms such as Amazon and Thrive Market to increase its reach and visibility.
- Fitness studios and gyms: Fitness enthusiasts and athletes are a key target audience for Tranquil Water, as they often rely on bottled water for hydration during workouts and events. By partnering with fitness studios and gyms, the company can reach this audience directly and offer its products as a convenient and sustainable hydration option.
- Eco-friendly events and festivals: Eco-conscious consumers are often active in eco-friendly events and festivals, and these events can be a great opportunity for Tranquil Water to reach its target audience and showcase its products. The company will consider partnerships and

sponsorships with events such as music festivals and outdoor events to increase visibility and reach.

Generally, the distribution strategy will focus on reaching the target audience of eco-conscious consumers and fitness enthusiasts through channels that are most likely to appeal to them. By targeting these channels and highlighting the benefits of using bioplastics in packaging, the company can successfully differentiate its products from other bottled water brands and tap into the growing trend toward sustainability.

Promotion

To promote Tranquil Water and its use of bioplastics, the marketing department will utilize a combination of traditional and digital marketing tactics. This will include the following:

- **Print and online advertisements:** The marketing department will create ads that highlight the sustainability and environmental benefits of using bioplastics in water bottling and place them in relevant publications and websites that are likely to reach the target audience of eco-conscious consumers and fitness enthusiasts.
- **Social media marketing:** Tranquil Water will utilize social media platforms such as Facebook, Instagram, and Twitter to promote its products and their unique features. This will include creating engaging and informative content that highlights the benefits of bioplastics, as well as offering promotions and discounts to encourage sales.
- **Email marketing:** Tranquil's marketing department will create an email newsletter to stay in touch with the customers and keep them informed about new products and promotions. This will be a great way to build customer loyalty and drive repeat sales.

- Influencer partnerships: Tranquil will consider partnering with influencers who align with the brand's values and can help promote Tranquil Water to their followers. This can be an effective way to reach a larger audience and create buzz around the brand.

Creating interesting and educational content that emphasizes the sustainability and environmental advantages of utilizing bioplastics for water bottling will be the main focus of the promotion campaign overall. Tranquil will distinguish its goods from other bottled water companies and entice the target market of eco-conscious consumers and fitness enthusiasts by highlighting the special characteristics of the product.

Budget

To effectively promote Tranquil Water and its use of bioplastics, the company will allocate a budget for marketing and advertising expenses. This budget will be used by the marketing department to cover the costs of traditional and digital marketing tactics, such as print and online advertisements, social media marketing, email marketing, and influencer partnerships.

The budget will also cover the costs of creating marketing materials, such as brochures and product packaging, as well as the costs of research and market analysis.

Below is a breakdown of the marketing budget for the first year of business:

- Print and online advertisements: \$50,000
- Social media marketing: \$30,000
- Email marketing: \$10,000
- Influencer partnerships: \$20,000
- Marketing materials: \$5,000
- Research and market analysis: \$10,000

- Total marketing budget: \$125,000

The budget is subject to reviews and adjustments on an ongoing basis to ensure that the company is maximizing the effectiveness of its marketing efforts and achieving its business goals. By allocating a budget for marketing and advertising, the marketing department can effectively promote Tranquil Water and its unique features and drive sales and revenue.

Conclusion

By utilizing bioplastics in its packaging, Tranquil Water will be offering a more sustainable and environmentally friendly option for consumers. Furthermore, it will target eco-conscious consumers and promote the benefits of bioplastics. Therefore, Tranquil Water will be able to differentiate itself from traditional bottled water brands and tap into the growing trend towards sustainability. Through a combination of traditional and digital marketing tactics and a focus on engaging and informative content, Tranquil Water will increase brand awareness and drive sales and revenue.

Life Water's PR Campaign

Social media has become a key platform for companies to communicate with their customers and build brand awareness (Parida & Prasanna, 2021). However, it also carries the risk of negative comments and criticism, which can have a negative impact on a company's reputation. This social media PR campaign entails an outline of a plan for managing negative comments and promoting Life Water as a greener company.

Life Water is a water bottling company that is committed to sustainability and the environment. Recently, a manager of the company made a negative comment on social media, which has raised

concerns among customers. As a result, a social media PR campaign that will address the negative comment and promote Life Water as a greener company has become a necessity to help sustain the brand image.

The campaign will include a range of tactics, including responding to negative comments, sharing information about Life Water's commitment to sustainability, showcasing the benefits of the company's packaging, sharing customer testimonials, and monitoring and responding to feedback. By implementing this campaign, the company will aim to mitigate the negative comment and build trust with its audience.

Altogether, this social media PR campaign will help to manage the negative comment and promote Life Water as a greener company. By leveraging the company's commitment to sustainability and the benefits of its packaging, the company can effectively communicate the brand's values and differentiate it from other bottled water brands.

Respond to the Negative Comment

The first step in managing a negative comment is to respond to it directly and professionally in a conversational manner (Allagui & Breslow, 2016). Acknowledge the concerns raised and apologize for any offense caused. While responding to the negative comment, social media managers should adhere to the following tactics and procedures;

- Acknowledge the concern: The first step is to acknowledge the concern raised by the negative comment. This can be as simple as saying, "Thank you for bringing this to our attention. We apologize for any offense caused."

- Apologize if necessary: If the negative comment is justified and the company has made a mistake, it is important to apologize and take responsibility. An apology can go a long way in diffusing the situation and showing that the company values its customers.
- Offer a solution: If the negative comment raises a valid concern, it is important to offer a solution. This can be as simple as offering to resolve the issue through customer service or explaining how the company is addressing the issue.
- Keep it professional: It is important to remain professional and courteous in your response, even if the negative comment is rude or inappropriate. This will show that the company is composed and professional and is more likely to defuse the situation.

Share Information about Life Water's Commitment to Sustainability

Sharing information about a company's commitment to sustainability can help to mitigate negative comments and show that the company is committed to improving its environmental impact (Finkbeiner, 2016). The company should engage in the following activities to ensure it shares information about Life Water's commitment to sustainability in an effort to run a PR campaign.

1. Use visual content: Visual content, such as infographics and images, can make information about sustainability more engaging and easy to understand. Social media managers should use visual content to showcase the company's green initiatives and the benefits of its sustainable practices. For instance, its intention is to open a subsidiary company that packages using bioplastics.
2. Sharing data and statistics: Data and statistics can help to back up claims about the company's commitment to sustainability. The social media managers should use the company's social media platforms to share data and statistics that demonstrate the

company's progress in reducing its environmental impact and improving its sustainability. For instance, the company's statistics on how it has been reducing its carbon emissions in the past years.

3. **Highlighting partnerships and certifications:** If the company has partnerships with environmental organizations or has received certifications for its sustainability practices, it should ensure it shares the information on its social media pages. These partnerships and certifications can help to build trust and credibility with customers.
4. **Sharing stories and case studies:** Life Water social media managers should share stories and case studies about the company's sustainability efforts. This can help to make the information more relatable and personal and can help to build an emotional connection with customers. It should also showcase the benefits of Life Water's packaging: Share content that showcases the benefits of Life Water's packaging, such as its ability to reduce waste and its biodegradability. Lastly, social media managers should ensure they use infographics and visual content to make this information more engaging and easy to understand.
5. **Sharing customer testimonials:** Sharing customer testimonials that highlight the positive experiences people have had with Life Water and its commitment to sustainability will ensure the customers restore the trust in the company that they had lost as a result of the negative comment by the manager. This will help show that Life Water has a strong customer base that values the company's commitment to sustainability.
6. **Monitoring and responding to feedback:** Social media managers should monitor social media channels and respond to any additional feedback or concerns that may arise. By

being proactive and responsive, Life Water will show that it values its customers and is committed to continuous improvement.

In conclusion, this social media PR campaign will help to promote Life Water as a greener company and manage the negative comment by highlighting the company's commitment to sustainability and the benefits of its packaging. By using a combination of informative content and customer testimonials, Life Water can effectively communicate its brand values and build trust with its audience.

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Appendix 1

