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MGT540 - Marketing Management

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Tranquil Water Logo



Slogan Options:

1. Tranquility in every sip.
2. Blue and Green makes the Earth clean.
3. Tranquility in every drop.
4. Water could not have tasted better.
5. Nature in a bottle.
6. Be Water Wise

INTRODUCTION TO THE BRAND

Life Water company started in 2013 with the idea of providing clean and natural drinking water to individuals. Being natural and organic is an essential role to the brand among all years, Despite being a multi-million-dollar bottling water company, Life Water has made efforts to be as eco-friendly as possible. The company's mission is to preserve nature, which gives us water—a necessity for survival—and to make this water accessible to everyone. With this precise idea in mind, the company has developed a premium brand of water offered in biodegradable bottles called Tranquil Water plastics. The mission of Tranquil Water is to eliminate the usage of plastic water bottles and rather of using readily disposed of biodegradable plastics after use. This is the company's first move toward its aim of becoming a plastic-free enterprise. Water bottles from Tranquil Water will be available in three different sizes and will all be constructed of safe, dependable bio-plastics. While the quality of the water has not been compromised, the bottle has been upgraded to better fit the environment and, by extension, the human race. Tranquil Water promotes the idea of a cleaner, healthier environment and seeks to establish a standard for those who support a plastic ban. All corporate executives agree that plastic has a negative impact on the environment and have started a campaign called "PLAS-STICKS" to raise awareness of this. They argue that because plastic is not biodegradable, it has a negative impact on the ecosystem. With the introduction of Tranquil Water, the firm hopes to transform its reputation into one of a philanthropic organisation that values both the environment and its customers. Life Water works to strike a balance between its mission to build a more consumer-friendly brand and its commitment to environmental preservation.

MARKETING PLAN

1. Missions:

The Brand has a number of distinct goals and objectives, which form the basis of its marketing strategy (Info Entrepreneurs, 2020). These goals and objectives are being emphasized to make sure that no one is left out and that they are all at least partially achieved during the duration of this marketing strategy. Each goal is different and related to the others in some way. Consequently, it's crucial to consider them both separately and collectively.

By advertising Tranquil Water in a less attention-seeking and environmentally friendly manner that promotes the idea of being environmentally friendly along with mending connections with the local community, the Marketing Plan seeks to undo the harm done to the company's reputation.

The Objectives of the Brand Marketing plan are as follows:

- Damage control for the company's reputation by marketing Tranquil Water as a product for common people.
- Setting the brand's image as an environmentally sustainable product that doesn't affect the in every manner, nature encourages the idea of a healthy lifestyle environment.
- Raising awareness of the usage of bio-plastics and addressing any skepticism or concerns preconceptions held by the general public towards bioplastics. Demonstrating the advantages of bioplastics and the justifications for switching to them.
- Gaining a reputation as a business that has abandoned the usage of plastics in all forms and is working to do so.
- ✓ By introducing a new product line,
- ✓ You can: Boost sales; Speak with audiences and inform them about the value of protecting the environment.
- Become more involved with the community and mend relationships with them to win their acceptance and support. Promote the company's greener initiatives. Make an effort to be a more sociable brand. Encourage consumers to switch from plastic to bio-plastic bottled water.

2. Setting a target audience

It is crucial to recognise that it is difficult to meet all potential customer's demands. Every person has a unique set of wants and demands. As a result, while releasing a product, the majority of businesses use target marketing strategies (Camilleri, 2017). Water Life will also make an effort to divide the audience into several groups and exclusively focus on those groups. The audience being targeted is known as the target audience, and the entire process is known as target segmentation. After establishing the goals and objectives, the marketing plan's second step

entails choosing a specific target market for a certain product. Two target markets have been chosen for the marketing of Tranquil Water: the first is California's children, and the second is the state's local communities. After extensive consideration and evaluation, these two portions have been chosen for a variety of reasons. First off, the young people in the society and the nearby villages are extremely engaged citizens. Youth are discovered to take ownership of society when properly prodded and given opportunities for active participation (Brennan, Barnet & Baugh, 2007). Both social groupings are actively interested in a variety of societal activities. These are the social organisations that strongly support preserving the environment and other related causes. These organisations 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 may help raise greater awareness of its cause and create an emotional connection with these segments by linking to the goals and objectives of these social.

Additionally, it will be simpler to persuade those that support environmental improvement to convert to non-plastic bottles. They will be drawn to the concept on a deeper level. Such brand intimacy or a connection with a customer's emotions may have a direct impact on the brand's development (Kemp & Bui, 2011). Targeting local communities also serves the purpose of influencing their perceptions of the business (Appleton, 2018). Previously, the local communities in California had some doubts about the brand because of a few incidences. Therefore, the marketing strategy must be created such that all of these complaints and problems may be remedied. The corporation hopes to gain the trust and support of the local community by explaining to them the goals, intentions, and justifications for its actions (Appleton, 2018). It is generally recognised that having an environmentally responsible business does not guarantee success; the business must also engage the community (Appleton, 2018). Because of their societal awareness of numerous concerns, the young in the demographic are also targeted (United Nations, 2020). Youth are speaking up with a variety of worries and suggestions in response to the droughts in California. The brand focuses on collaborating with the kids and educating them about the usage of bioplastics and their rising relevance for the next generation because the generation's youth are extremely engaged with environmental concerns (Lynes et. al., 2013). The United Nations (2020) has also said that by 2030 the youth would have taken charge of the environment. Keeping this in mind, it is essential to start imparting awareness to

the present youth and promote adopting conventional and unconventional methods to contribute to the environmental care (United Nations, 2020).

3. Unique 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 (Shewan, 2020).

To set the company apart from its competition, these USPs must be emphasised in the marketing plan (Shewan, 2020). The unique selling proposition (USP) of the company, which attracts buyers to it, must also be mentioned in advertising campaigns and promotional efforts.

The following are Tranquil Water's distinctive selling points:

A. Life Water is a well trusted multi-million dollar company

Since its founding in 2013, Life Water has had a sharp rise in sales and progressively developed into a multimillion dollar business. The corporate name of Life Water is one of its strengths. Over the years, millions of people have relied on and used the brand for their requirements related to packed water. Life Water is a highly well-known brand, despite the fact that it has been associated with a few accidents in the past. The company has established a reputation for themselves, which will be helpful for introducing Tranquil Water. Tranquil Water should employ the "Life Water presents" logo in its marketing initiatives to assist the brand build some trust and acceptability. The water provided by Life Water is clean and of good quality. It has set a high standard of excellence and hygiene for all its products which will prove beneficial for its coming product.

B. Bottles made of bio-plastics

- The use of bio-plastic bottles rather than plastic bottles distinguishes Tranquil Water from all of its rivals. As a result, the bottles may be disposed of carefree without having to worry about the bottles' breakdown (Goodall, 2011).
- The marketing team's task is to educate the target markets about the various advantages of bio-plastics and to leverage these advantages to differentiate the brand from other water bottles on the market.

- According to Goodall (2011), bio-plastics are viewed as crucial elements of global sustainability. In essence, bio-plastics are plastic polymers manufactured from biological raw components that are not only durable but also capable of doing all the tasks that plastic can.
- When compared to other types of plastic, bio-plastics often use less energy to manufacture and produce fewer pollutants (Goodall, 2011).
- Biodegradable goods, such as bioplastics, promote material recycling and cut down on individual waste production (Razza & Innocenti, 2012).
- Using bio-plastics lessens reliance on finite fossil fuel resources (European Bioplastics, 2020).
- The plants that are used as raw materials to make bioplastics absorb CO₂. (Carbon dioxide) as they grow, and as a result, the net carbon footprint of bioplastics production is reduced. Further, such materials continue to absorb small quantities of CO₂ from the environment thus cleaning up the environment at a slow pace (Lamberti, Roman-Ramirez & Wood, 2020).

C. The company 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 minimise 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. One of the main USPs of the business and the brand, Life Water, is its environmental friendliness. 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.

4. Pricing and Positioning Strategy

How the product is positioned in relation to its rivals is primarily determined by its price and positioning strategy (Wofford, 2015). There are no other bio plastic bottled waters offered on 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 business does not wish to present the brand as a high-end water brand. As long as 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.
- The company will work to establish a reputation for being "community friendly." The firm will take measures to meet the needs of the community and cultivate positive relationships with them since it recognises how crucial it is for the success of the brand to be accepted by the neighbourhood. Additionally, a range of PR initiatives will be prepared to highlight the company's commitment to the neighbourhood.

5. Distribution plan

When discussing a consumable product, the product's distribution is a crucial factor. Here, it's critical to comprehend the main justifications for bottled water consumption. It is convenient to buy, consume, and transport bottled water since it is produced in sanitary

circumstances, is safe to drink, and is readily accessible (Leonard, 2020). One of the most crucial characteristics of bottled water is convenience. 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 has to be made accessible for purchase in all of the department stores and other outlets. Till that time, Life Water will strike a deal with its regular retailers and make Tranquil Water available in their stores.

6. Promotion and Advertising

The firm has prepared a robust marketing and advertising campaign to go along 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 Tranquil Water, the business will also roll out a marketing initiative that will highlight its environmentally friendly objectives and attempt to repair any harm already done to the brand's reputation.

Ads will be created those precisely target California's children as well as the surrounding neighbourhoods. 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.

Several marketing initiatives, including cleaning campaigns, workshops, and lectures, will be utilised by the business to raise awareness of the declining health of the sharing the advantages of biodegradable products while also protecting the environment in addition. Additionally, a variety of PR initiatives may be employed to engage audiences and enhance with the neighbourhood.

The business will attempt to explain to audiences why it is moving forward what motivated the business to launch the "PLAS-STICKS" movement was green. The Company seeks to connect with others by sharing its own experience.a feeling level. Life Water seeks to bring about a revolution, a shift in how society functions. Participating in community service and other such activities the company wants to make an impact on the society.

SOCIAL MEDIA PR CAMPAIGN

In order to position Life Water as a more environmentally friendly brand, the business plans to start a social media PR campaign at the same time as Tranquil Water. Participants in the "#iamgreen" campaign are expected to submit a current photo of themselves planting a tree as part of the campaign. A thirty-day social media PR challenge will be launched on Twitter, Facebook, and Instagram, and all participants will be asked to plant a tree anywhere in the globe, take a photo of it, and post it to any of their social media accounts with the hashtag "#iamgreen."

This social media PR effort tries to tap into everyone's inner environmentalist. The goal of the campaign is for people to plant trees and then realise how crucial it is for our ecosystem. Observing different people planting trees will motivate others to follow suit. People will become more knowledgeable of the need to plant more trees as a result, and they will take time out of their busy schedules to do so (McLachlan, 2020). To establish its reputation as a green business and raise awareness of its green programme, the company will plant 500 to 600 new trees.

Creating interest in the campaign among the audience members is the first stage in the strategy to encourage participation. A smart move would be to either utilise a celebrity or a well-known song in the ad (McLachlan, 2020). Even if these choices aren't offered, engaging commercials and social media posts can help spread the word about the campaign. The campaign may also contain prizes and certificates. Sending a certificate of thanks to each person who plants a tree is the most straightforward strategy that can: encourage people to do so, provide the business access to a ready-made database of these individuals can also act as brand ambassadors in the later stages of the campaign and help spread awareness about the product and the environment.

Plan of Action: For the "#iamgreen" campaign, a small staff will be temporarily appointed. The campaign will begin with creative images of Life Water staff planting trees. Employees may be as 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. Since the business already has a reputable social media presence

It will make it possible for the business to communicate with an increasing number of people about this promotion. 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 Repair: Enabling community participation in this campaign is one strategy to restore the reputation of the Brand and win community support (McLachlan, 2020). The business might get in touch with the neighbourhood 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 have the opportunity to share their thoughts with the community. This will be a great chance for the company and the neighbourhood to team together and collaborate to plant more trees. **Future Responsibilities and Actions:** It will be up to the firm to make sure that the trees are planted in the right places and are routinely maintained.

If this effort is successful, a green month may become an annual tradition. It is important to carefully conserve and make use of any images of these trees. This knowledge may also be applied to other marketing techniques, provided that lots of trees are planted during the green month. It should be highlighted, nevertheless, that this PR effort needs to be carefully planned and carried out. Numerous environmentalists should be involved in the campaign and their opinions should be taken into account because it is an environmental effort. The environment should not be harmed in any way of form. The local community and their opinions should also be taken into consideration and no beliefs or values should be harmed in any way.

CONCLUSION

Tranquil 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 has to be scheduled and organised correctly. Please attentively read the material and comprehend the marketing strategy from beginning to end.

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