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## COVER PAGE AND DECLARATION

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|  | <b>Master of Business Administration (M.B.A.)</b> |
| <b>Specialisation:</b>                 | Hospitality & Tourism Management                  |
| <b>Affiliated Center:</b>              | CEO Business School                               |
| <b>Module Code &amp; Module Title:</b> | MGT540 Marketing Management                       |
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| <b>Student ID:</b>                     | EIU2021153  |
| <b>Word Count:</b>                     | 3495  |
| <b>Date of Submission:</b>             | 15-04-2023  |

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## **Executive Summary**

This proposal is based on a case study of Life Water. Life Water is a company that deals in packaged water and wants to build a positive reputation as a “Green Company” that practices environmentally friendly operations and is not harmful to nature. The report aims to create a marketing proposal and PR campaign to promote the newly launched product “Tranquil Water”. The marketing proposal will include a logo and slogan for Tranquil Water, the logo and slogan should highlight Life Water’s commitment to sustainability and environment-friendly commitment. The proposal also looks forward to promoting Life Water as a green company and the campaign will be designed in such a way that it can answer and overcome the criticism the company is going through.

The social media campaign will be designed in such a way that it can engage a wider audience and can reach the targeted market which is 25-40-year-old people. The campaigns will be operated on social media platforms like Instagram, Facebook, Twitter, and Youtube. The content of the campaign will highlight the company’s efforts towards sustainable practices.

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## **Introduction**

Management of business activities like the promotion of products and services is known as marketing, marketing and promotion is a crucial aspects of any organization's operations (Mizik & Hanssens, 2018). In recent times marketing proposal is playing a significant role in reputation building, making a unique identity, and achieving marketing goals. A marketing proposal is a form of written document that helps to communicate within an organization. It is a kind of plan of action that sets goals and processes to achieve them, it also discusses the strategies the company would undertake (Hollensen, 2019). The marketing also involves a logo and slogan for the company that emphasizes on specific needs of the company and stays with the audience. The creation of a PR campaign will aim towards building a positive reputation as a greener company. Social media is emerging as a potential promotional tool and the PR campaign will utilize various social media platforms (Olson et al., 2018). This assignment attempts to create a marketing plan for Life Water and particularly a slogan and logo creation for Tranquil Water along with a PR campaign emphasizing sustainable and harmless environmental practices.

## **About the company**

Life water is a company that is located outside of Los Angeles, which deals in bottled water and has grown into a multi-million dollar company. The company claims and promotes itself as an environment-friendly organization. The company practices operations that are not harmful to nature and refines and produces suitable and safe water for consumption (Life Water, 2020). Though the critics and local community has allegedly accused Life Water of using water in excessive amount, especially at a time, when California is going through a condition like a drought.

In response to these allegations, Life Water's water usage manager, Zara Leone, defended the company by pointing out that beverage companies use much more water than Life water. Life water only refines the water and packs it in bottles while other companies practice a huge waste of water in their operations. Leone further clarifies that Life Water does not use an excessive amount of water only packs and sells. The company has recently launched an elite product named Tranquil Water that uses bio-plastic for the packaging of the bottles.

### **Marketing Proposal**

To design a marketing proposal it is important to understand the requirements of the proposal. To start with the company Life Water is facing criticism for environmental issues and water usage, the proposal must highlight the company's commitment to sustainable and eco-friendly practices in Tranquil Water. The marketing proposal should highlight the unique selling proposition of Tranquil Water and its benefits. It can involve sustainable packaging, eco-friendly resources, and minimum waste in production. The proposal should focus on the quality, taste and health benefits of the new product. The proposal will also include effective marketing strategies such as advertising campaigns using digital media, online print publications, and partnerships with organizations that are known for their environmentally conscious take. The proposal should also have the plan to track the success of the marketing plan to evaluate and make changes if required.

### **Problem Statement**

Environmental concerns are rising as the use of plastic in the industry is increasing. Plastic is a well-known synthetic material and in the water industry, it is being widely used as a container or storage (Sinan, 2020). Although plastic has negative implications on the environment as it is non-

biodegradable resultant cannot decompose in a natural manner, and also affect the quality of the soil. Plastic is hazardous for marine creatures and poses a significant threat to them. These plastics eventually end up in the ocean and cause severe damage to aquatic animals. Worldwide much environmental awareness campaigns were initiated due to the excessive use of plastic packaging (Mashood et al., 2022). When California is going through a drought-like condition and a company that is dealing with water without taking sustainable parameters maligns the image of the company. The environmental impact of plastic is a pressing issue that requires global attention and action. By working together, we can reduce our plastic consumption and ensure a cleaner, healthier environment for future generations.

### **Marketing Strategy**

Market strategy is a plan of action that is made to achieve the set goals and objectives of the organization. It is an important aspect of the company as it guides and articulates the activities and helps the company to be more organized, boosts sales and promotes products effectively (Seretny & Seretny, 2012). Life Water is introducing a new product named “Tranquil Water” and to ensure its success, it needs to opt for specific marketing strategies to promote the new product among various social media channels, highlighting the use of bio-plastic, emphasizing the company’s green initiatives and building product awareness through a memorable slogan and logo.

The company is looking forward to achieving certain objectives through marketing plans such as:

- Life Water wants to position and establish itself as a “greener” company that works for a sustainable environment through its services and activities.
- To promote the product “Tranquil Water” across various media platforms as a better drinking option.

- To highlight the packaging with the bio-plastic usage undertaken by Life Water.
- To create product awareness through a logo and a memorable slogan.

The careful planning is required for the success of Life Water's marketing strategy it also need to take care of proper execution and effective messaging. To build a positive reputation and reach wider audience Life water need to implement the marketing strategy well and focus on benefits of bio-plastic and sustainable environmental practice.

### **Marketing mix**

The marketing mix is an essential factor every company must keep in mind while making a promotional and marketing plan to achieve the set goals and objectives of the company, it helps to make the marketing plan more organized, involves different crucial factors and makes a balance of all and strategies accordingly (Ismail et al, 2018). The marketing mix generally involves four key aspects that are known as the 4Ps of Marketing (Datta et al., 2017). The marketing mix for an organization is mentioned below:

**Product:** The product for the proposed marketing plan is Tranquil Water. The marketing plan aims to introduce the product in the market and capture the target market with the introduction itself. Tranquil water is bottled water with well-known eco-friendly material bio-plastic packaging. Bio-plastic is safe for the environment as it decomposes naturally and it is also safe for aquatic animals.

**Price:** The marketing mix suggests that the price of service and product has a significant impact on sales, price should be strategies to meet the necessity of the product as well as a consumer (Hinterhuber & Loizu, 2018). In this case study, Life Water wants to go for a premium price strategy for the elite product Tranquil Water, which will be served with the packaging of biodegradable and eco-friendly bio-plastic material. This is the primary cause for higher prices

than other regular bottled water and the use of eco-friendly packaging justified the value of the product and attract attention.

**Promotion:** Promotion is an inseparable part of marketing. Sometimes layman people even use change and marketing interchangeably, promotion aims to advertise the product through different mediums. It can be social media or print media, offline or online, mouth-to-mouth marketing branding etc. Tranquil Water can utilize social media platforms like Instagram, Twitter, Facebook and Youtube for advertisements and these platforms can provide the audience Tranquil Water needs (Elderidge et al., 2016). As it is a premium product Tranquil water should be advertised at malls and shopping centres as there is the possibility of meeting potential consumers. To reach more audience Tranquil water can be advertised on television and radio also pamphlets can be distributed in newspapers.

**Place:** Online marketing and sales on online platforms can be challenging when it comes to the distribution of the products as the order can be placed from anywhere, the company should specify the delivery area and make pre-planned arrangements if make delivery on time at an accurate delivery address. Failing to do so can bring negative reviews for the product and company. Life Water can also place Tranquil water in wholesale or retail offline stores. It can collapse with cinema halls and restaurants to their water and it will be helpful for cinema and restaurants too.

### **Target Market for Tranquil Water**

A specific product fulfils the needs of a specific section of society, so a product is designed by keeping in mind that section, that particular is known as the target audience. The company puts all effort to present products to them through a marketing plan as they are the potential consumers. In the case of Tranquil Water target audience is the one who falls under the category of 20-35 age



group and belongs to the upper middle and upper class. This particular is more conscious about health issues and environmental hazards that different industries cause. In addition, Tranquil Water packaged in bio-plastic and premium price strategy is more likely to attract consumers from this specific section.

### **Positioning and Branding**

**Positioning:** Positioning is understood by every organization that has a unique position in the market. Usually, it is understood by brand, every brand holds a position in the perception of consumers and it also distinguishes the brand or organization from its competitors. By building a unique brand image companies can easily attract consumers (Blankson & Coffie, 2019). In the case of Life Water introducing Tranquil Water as a new product will be positioned as an eco-friendly and sustainable product company that protects its surroundings with bio-plastic packaging. These practices reflect Life Water's commitment to the environment and ethical practices. Recently, environmental issues have gained enough limelight, it will help Life Water to become a more visible brand and consumers will be willing to join Life Water in this initiative.

**Branding:** Branding is known as a crucial component of marketing management to make it effective, it includes a set of activities that are specifically designed to act as a differentiator for the company's services and products from industry competitors. These involve textual and visual components such as slogans and logos to capture the attention of the audience. The logo should be unique and the slogan should be memorable, it builds a brand identity for the organization (Keller, 2017). The slogan and logo are crucial factors in an organization's success as they are strong symbols associated with the company that consumers identify. Effective branding can also be helpful in enhancing consumer loyalty and building a positive reputation in the industry.

## Logo and Slogan

A logo is a visual symbolization of the company that acts as a differentiator for its product services and brand. It also distinguishes brand identity from its competitors and acts as an identifier for the consumer, as it is easy to remember and recognize. It helps to create a unique brand identity and is useful in effective branding, marketing and promotion. The logo is beneficial for the organization in standing out and gaining recognition and differentiating it from its competitors (Girard et al., 2013). The suggested logo for Tranquil Water can be:



A slogan is used as a powerful tool by the organizations to convey their message in less words and in a way that it is easy to memorize. It is often a group of words or a phrase used by the organization to convey its unique message and differentiator for its products or services from competitors. It allows an easier way for the consumers to identify and recognize the company's offerings (Reece et al., 2012). A slogan for Tranquil Water must highlight its commitment to sustainability, eco-friendly practices, bio-degradable packaging and promotes the product as a green option for customers. A well-designed slogan will be helpful for Tranquil Water to build brand awareness, customer loyalty, and enhance sales.

*“A drop of pure water”*

### **Social Media PR Campaign**

A PR campaign can be understood as an initiative by the organization to introduce and increase public awareness about the product and keep them informed and updated regarding any news connected to the organization along with highlighting the benefits of the product. The PR campaign is always used with the objective of enhancing the organization’s reputation and image and connecting to a wider audience (Kendrick, 2017). PR campaign generally uses various methods to achieve goals and objectives such as social media campaigns particularly on Facebook, Instagram, Youtube etc. where a wide audience is already present and the product can be showcased to a big audience at the same time. For example, sponsored ads are receiving good attention nowadays, and digital platforms can help in the identification of the target audience and can avail data of the target market. Like Tranquil Water, Life Water is specifically targeting the audience who fall under the age category of 20-35 years.

Considering the change in consumer behaviour in recent times, the consumers are growing more conscious about the environmental issues and specifically in California water usage is becoming a hot topic of discussion due to drought like condition. Life Water can use it to build a positive brand image as an environmentally conscious brand with the introduction of a new product named Tranquil Water. The PR campaign can utilize tools such as videos showcasing the beneficial impacts of usage of bio-plastics for packaging of the water and highlighting the company's eco-friendly practices in its operations. Moreover, a video can also be useful in addressing the criticism the company had to go through and highlighting Life Water's efforts to improve water management, eventually indicating its commitment to minimum usage of water.

Another way of addressing criticism can be a video featuring and illustrating the process of operation, to avoid confusion and future criticism. The usage of hashtags helps in algorithm of online platforms and to gain more visibility among audience available on digital media. Hashtags are also symbols that are largely being used and understood by the wider audience, by incorporating relevant hashtags, brands can easily reinforce the main message. Influencers on social media can also be used as a medium to reach the audience as their content is already been seen and considered authentic, people are influenced by their content, and Tranquil Water can promote itself with collaboration with the influencers.

Along with the hashtag program, Life Water can opt for the creation of an app that will be helpful to regulate a person's water intake. The social media campaign run by Life Water for Tranquil Water can emphasize on the usage of this app, which can be useful to enhance brand awareness. The link to download the application can be distributed on the organization's social media page, which will play a significant role in increasing its visibility and gathering more audience for the campaign.

The PR campaign for Life Water on social media can be utilize to educate the target audience and emphasize on the beneficial factors of bio-plastics, along with the promotion of Tranquil Water. The numerous advantages of bio-plastic are well-known such as it has a lower carbon footprint when compared to other fossil fuel-based counterparts, it reduces dependency on petroleum which is a non-renewable resource, and bio-plastic is comparatively easy to produce bio-degradable, less harmful for the environment. However, bio-plastics are comparatively expensive to produce but it is way less energy-intensive than the production of plastics that are fossil-based (Rosenboom et al., 2022). Bio-plastics are also known for their design to degradation in either anaerobic or aerobic environments, which depends largely on its manufacturing process. Resultant, bio-plastics are

more environment friendly options and are easy to decompose into its natural form when buried in the ground (Singh & Pandey, 2012).

The campaign will also be utilized to address any concerns and question or confusions raised by the manager, emphasizing on the organization's commitment to save and conserve water resources. By highlighting the fact that the organization Life Water is not involve in excessive usage of water in its operational processes, the campaign can be advantageous to manage the criticism and in improvement of the Life Water's reputation.

## **Conclusion**

Marketing is an integral part of business operations as it involves promotion and sell of products. As marketing is necessary to establish a business and for its growth, the area has expanded to include making of effective business proposals. Marketing proposal could be defined as written document which suggests about company's marketing activities to its stakeholders and help make strategies and plans for marketing department. The report includes new logo and slogan for the product Tranquil water and a social media PR campaign championing the company as an environmentally conscious, it also(at last) includes comments from its manager. The other major aspects has also been covered such as marketing strategies, branding, targeting, marketing mix, problem statement with detailed explanations. The aim is to endorse tranquil water as an eco-friendly company simultaneously advertising it's new product line.

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