

Marketing Management

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## 1.0 Introduction

Marketing and sales are very complicated relation but there is no doubt that marketing is the first step in customers or client relation we are the first step of sales and gaining revenue for any company or activity, but we must be very clear with all our clients.

Regarding to this critical time while we have some issues with our social media followers, we need to go for a new plan developing our new product market reputation and awareness while we solve these issues with our valued clients.

so, in the upcoming few pages we are going to give a new product relaunching plan including the new logo and slogan product's outlines.

## 2.0 marketing plan outlines

- 1- Identifying the new product
- 2- design and develop new logo and slogan for the new product.
- 3- emphasizing our greener plan for the new product and explaining all benefits of bioplastic and being sure that we sent a clear message for all client about that we are green co.
- 4- building a new PR campaign with all social media channel that promoting our company
- 5- using miss leono's personal comment to identify ow is our industry is using less water than any other beverages industries.

also, we will give a wide explain about all plan phases on the next pages to be sure that all of us are going aligned with the plan for all steps.

### 2.1 identifying the new product.

This is to explain what our new launched product is and what is the company directions about this product and how to use these details in our marketing plan.

Product name: Tranquil Water

This is our elite product as you must know but we decide to relaunch the product with a new bottle made of bioplastic with a new logo and slogan which reflect the direction of the company as a green industry.

Product's name indicates the pureness, clear and how much healthy is this product this production line using bioplastic bottles with a high quality of water clearing system in the production.

We are going to use the nutrition facts about this product in our campaign with all the benefits of bioplastic too.

## 2.2 new logo and slogan design

First, we must ask what the logo is? and what is purpose of it.

Because of the importance of the branding and how much sensitive to the customers loyalty we must be very careful about the new logo and slogan and what is the message we must deliver by it which is also must be going with our company's vision as a greener company

We have made a new logo and slogan for the product which reflect all our directions and how elite, pure, and green is this product at the same time it is smooth and clear and easy for all client to identify what is the product, building a good relationship with clients leading to a big customers loyalty and relation with our product and company at the end of way.

### 2.2.1 new logo

Message from the logo: the new logo must send a clear and powerful message to our client about the product.

So here we must think what our message is.

- we are a green company.
- our product is luxury.
- we produce a healthy product.
- we are using an environment friend packaging.

all of this must be taken in consider while we design the logo.

The main points of the logo

- 1- Attraction with the simplest way to be store in minds.

- As much as simple the logo be as much it be stored and start to become a brand for the clients
- 2- leave a great impression.
- The impression means the first step of the loyalty
- 3- gives information.

when a client sees the new logo, he must know what the product is in general, from which company as a specific goal from the design, what is the purpose of this product.

we want the client when he just sees the slogan, he can identify the product also if he only sees the icon or the logo at all.

### 2.2.2 colors scheme for the new design

Colors always reflect what is the product and the vision of the brand, so I choose it carefully to be attractive for eyes, reflecting how mush elite and pure is this product and here are some reasons about why I choose these colors.

- 1- blue and light blue: as our product is healthy water so the customer mind always defines the blue color as the color of sea and rivers so we will use it as main color.
- 2- green: green always reflect the pureness of nature and the pureness general idea.
- 3- white: for clarity and clearness as the purest color
- 4- Turquoise: as relaxing color
- 5- Light purple: for eye attraction we must use a hot color but in simple way.

### 2.2.3 icon design

Icon also uses as a brand ID so I had created a simple and powerful icon to be remembered by the clients and deliver the message of our product this icon must be unique and eye comfort and easy to remember.

### 2.2.4 slogan

I choose this slogan to be a mark with the icon to complete the vision of our company as a green company also to be a trademark for any client it's easy simple and powerful word.

Our slogan will be a water for life.

This inflects purity, healthy and saving which are the main message from our product.

Regarding to all of this here is a suggestion for the new logo



**TRANQUIL**  
WATER FOR LIFE

### 2.3 how to start our plan.

As a new world vision and direction all people now prefer healthy lifestyle specially in food and beverage daily using and how much green is this product too so we will focus on these two points to generate ideas for the marketing plan

Our steps

- 1- Product and company SWOT analysis
- 2- Focusing on our strength and opportunities
- 3- How to fix our weakness
- 4- How to face the threats
- 5- Which marketing channels we are going to use with advantages and disadvantages of each
- 6- Finalize new product's marketing plan.

#### 2.3.1 product SWOT analysis

<b>Strength</b> 1- Pure 2- Elite product 3- High end packaging 4- Green company	<b>Weakness</b> 1- Weak marketing 2- No teasing campaigns. 3- High product cost
<b>Opportunities</b> 1- Use the community campaign against us and reflect it. 2- Give a clear idea about water bottling industry. 3- Use the drought time for marketing	<b>Threats</b> 1- Social communities and their ideas about bottling 2- Strong competitors

#### 2.3.2 our strength points

We will use this strength points in our campaign and focus on it making shiny and pretty ideas about how our company is green in general then we go through the new product's unique specifications.

- 1- Purity: focusing on how the mineral water is pure and our phases to make it valid to human using
  - Define the benefits of mineral water as a pure source of mineral salts.

- The different between the mineral water and other sources of water
- 2- Unique and elite product: focusing on our new product and how it's very elite and pure.
- Introducing the new bottle shape
  - Introducing the color of bottle and define how easy to carry.
  - Introducing the different sizes of our bottles
  - What's the main different between the normal mineral water and the product.

These steps that we are going to build our teasing campaign.

- 3- High end packaging: what is bioplastic ?? this will be the key to our campaign.
- The fact of the bioplastic and how much it's a green material
  - What is the main different between bioplastic and all other kind of bottles?
- As a biomaterial it's a safe container for food and beverages and it's a 100 % plant based
- The benefits of the bioplastic as a material comparing to the other kinds of plastic for the health, environment, and the user
- 4- A green company: we must focus on the green steps of our company to save water for drought and define that the water bottling is using less water than other beverages industries because at the end we are just sell water, so we don't consume it we are just bottling it.

### 2.3.3 our weakness

- 1- Weakness in marketing
- marketing department must be more related to the industry knowing all the facts about it.
  - We must replay and define what is our main industry and focusing on the water saving point.
- 2- No teasing campaigns.
- We must begin the teasing campaign as soon as possible.
  - Starting the campaign focusing on our new product
- 3- High product cost
- This topic must discuss with cost controlling department to define and enhance the high-cost points without any effect on the quality.



### 2.3.4 opportunities

- 1- the current situation with the social media can be a good opportunity for us we can use the high volume of reaction which happens because of Mrs. leono's post to deliver our messages for now we have a large amount of angry followers so they will follow and read what we are posting so we can make it useful by posting information about who we are , what is our industry, what's our new product indirectly to the social media also must focusing on the new bioplastic bottle which is environment's friend and the benefits of it
- 2- using social media and all other media channels we can give a full information about water bottling industry.
- 3- drought time also will be useful for us for marketing purposes which we can use our industry information to define that we don't waste water we are just keep it safe for drought.

### 2.3.5 threats

- 1- social communities and their ideas about water bottling: this is one of the biggest threats because all social communities talking about the drought and how much we are affecting it so we must show them all that these ideas are wrong by clarify our industry facts.
- 2- strong competitors: our market share is good but regarding to the new market research we need more advertising and campaign to keep this share and grow it up.

### 2.4 marketing channels

To face the new situation, we need to choose our marketing channels carefully to reach the largest number of clients also to clarify the facts about Mrs. leono's post.

- to replay about this post, we must make research about how much water the other beverages industries use.
- define that we only keep water safe for drought.

### marketing channels

- 1- social media  
a great powerful channel, fast spread, large number of followers and high reach

but also, we must face the reaction the comments and may be an anti-campaign.

## 2- media

like tv ads or news papers

it's safe we will not face a reaction widely but it's slow spread and limited followers nowadays with a high cost also.

## 3- the street ads

high reach but must be professional designs and carefully choose where and when we also use its high cost.

finally, we must make a mix campaign using all this channels just to reach a good word of mouth between clients.

- we can use social media as a good tool to emphasize the benefits of our new bottle, give a wide information about how and what is our industry.
- media and newspapers to give a quick and short definition about the product.
- street ads and roads signs to give complete view and attract customers.

## 2.5 finalizing the plan.

At the end of this plan, we must consider a lot of points to focus on

### 1- the main core of our industry is to bottle water not to use water.

this point will be the key to our marketing plan we have to give the clients and the society the fact about our industry that even if we use water but at the end water is our product and we give it in a fresh and pure shape this point will be our most key point and we will use it also to replay for miss leono's social media campaign

### 2- we will create a social media campaign focusing on explain how green company are we and managing miss leono's comments this campaign I will explain the phases later

## 3.0 social media campaign

As the social media becomes the most powerful channel in the world of marketing so we will focus on it as our main channel to face and clarify our main points

Using the draught as one of the most problems in the area we have to create a content explains what is draught and why it's happened as a natural threat regarding to over heat and the nature of the soil so we will start our campaign with this topic as the best

- 1- we will explain the nature facts about draught using realistic geographical facts.
- 2- using realistic statistics about the draught periods during the year to explain that we are not a reason of this.
- 3- focusing on that we are helping the soil to retrieve some of the losing water while we are extracting it
- 4- the most important point is how green are we and that we are using a clean energy resource to extract water and all the new lines are using bio plastics so its useful to the land and environment.

the second phase of this campaign is about explaining what the water mining industry is and how it's use full

- 1- explain by statistics that our industry is the less in wasting water between all other beverages industries by clearing the idea about bottling is that we are just clean and clear water then keep it in the natural form of it without transforming it to another kind of beverages like other industries so we can reuse it in draught time for all purposes even this purpose is not for drink.
- 2- start another teasing campaign about a new product will launch soon with a big bottling or containers to use water in all purposes.
- 3- We have to present the statistics about the consumption of other industries from water
- 4- Introduce our new bottles from bioplastic that we are using focusing on the benefits and advantages of bioplastic as a clean and green material

Finally we are now use the teasing campaigns to finalize the main campaign about our company using the history and how we start and where are we now promising that we will increase our communications with the clients and all other who want any clarifications about the industry in general and our company

Also we will increase our social responsibility in the time of the draught by helping and deliver water to the people who can't find or need more help

- Regarding to miss leon's comment we will share that we only responsible about the company's page and we aren't responsible about any personal comments or personal pages on social media.
- Our marketing team is responsible to reply and clarify any question only on the official company's pages

#### 4.0 conclusion

At the end we are the team who is responsible about the company's image in front of all the competitors or the general client or society so we need carefully to take this responsibility and handle it

Also internally we have to clarify that marketing department is the only responsible about social media or any other channels regarding to the company and no one has the right to speak on behalf of the company

## 5.0 References

1	<a href="https://www.foodqualityandsafety.com/article/bioplastics-and-the-future-of-food-packaging/#:~:text=Whether%20the%20material%20is%20bio,that%20many%20food%20products%20need.">https://www.foodqualityandsafety.com/article/bioplastics-and-the-future-of-food-packaging/#:~:text=Whether%20the%20material%20is%20bio,that%20many%20food%20products%20need.</a>
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