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Introduction

Life Water Company is a well-known bottling water company that has faced community complaints about excessive water usage during California's current drought. In response, the company has recently invested \$5 million in creating a greener company. As part of its sustainability efforts, Life Water Company has introduced a new bottle for its elite product line, Tranquil Water, made from bioplastics. In light of these developments, the marketing team has engaged me to create a marketing plan for Tranquil Water with the bioplastics packaging, design a logo for the brand, and develop a PR plan to promote the company's greener initiatives and manage local community complaints.

As a marketing specialist with experience in sustainable branding and messaging, I am honored to have been chosen for this project. At a time when consumers are increasingly concerned with sustainability and environmental impact, companies like Life Water are taking meaningful steps to reduce their ecological footprint and meet customer expectations. Through this effort, my goal is to help Life Water Company to convey its commitment to sustainability to customers and stakeholders while also reinforcing the Tranquil Water brand.

In this report, I will present a comprehensive marketing plan for the Tranquil Water product line that incorporates bioplastics as its packaging material. The report will also outline the design considerations that underpinned the creation of the Tranquil Water logo, the rationale for the product messaging and branding strategy, and the PR plan that addresses concerns voiced by local communities.

To develop this report, I have conducted extensive market research to understand the target audience for Tranquil Water with bioplastics packaging. The research identifies

specific demographics and psychographics of the target market which comprise a discerning group of eco-conscious consumers who are willing to pay a premium price for a water product that aligns with their values. I also investigated the attributes of the bioplastics packaging which addresses the limitations of traditional plastic packaging by providing clear environmental benefits.

The report highlights the sustainable aspects of bioplastics as a material, including the fact that they are plant-based and readily biodegradable, leaving fewer environmental footprints compared to the traditional petroleum-based plastics. Additionally, our research shows that end-users regard bioplastics as an indicator of a company's commitment to environmental wellness and can be a valuable marketing tool to maintain brand loyalty and market share.

Lastly, this report addresses the important PR considerations that go hand in hand with Life Water Company's sustainability commitment and community engagement. It details the plan for how Life Water will manage and address the concerns raised by local communities without compromising the company's stated goals. The report also outlines how the company will build positive relationships with local community groups by participating in and supporting community-based water conservation efforts and innovative water-use solutions.

Bioplastics Benefits for Tranquil Water

Environmental benefits of bioplastics

Bioplastics are a relatively new technology that has been developed as a response to the growing awareness of the negative impact that traditional petroleum-based plastics have on the environment. Bioplastics are derived from renewable resources such as corn or sugarcane instead of non-renewable materials like crude oil. Bioplastics not only provide potential solutions to problems associated with traditional plastics, but also offer a range of environmental benefits.

One of the major benefits of bioplastics is its lower carbon footprint compared to traditional plastics. The production of bioplastics produces lower greenhouse gases during manufacture due to the cradle-to-cradle approach taken during the production process. Additionally, as bioplastics are derived from renewable resources, their use reduces reliance on finite resources like fossil fuels, resulting in fewer carbon emissions and other pollutants being released into the environment.

Furthermore, bioplastics have the potential to reduce the burden of plastic waste on landfills, oceans, and other ecosystems. Bioplastics decompose through a natural process called biodegradation. They can break down in industrial composting facilities and in marine environments, reducing the amount of plastic waste that ends up polluting waterways and harming marine life. The biodegradability of bioplastics can help to mitigate the global problem of plastic waste, and contribute to improving the health of our ecosystems.

Finally, the production of bioplastics can be considered sustainable and ecologically responsible through the use of minimal amounts of fossil fuels, water, and energy. Its

biodegradability also ensures that the waste products do not produce secondary negative effects. The production process is an important factor when considering the environmental cost of bioplastics. With sustainability in mind, the choice of sustainable resources ensures greener practices in comparison to traditional plastic production.

Naidoo and Verma (2019) discussed the potential of green marketing in promoting business sustainability and its positive impact on the environment (p. 17).

How bioplastics align with Life Water Company's greener initiatives

Life Water Company has recently invested \$5 million to create a greener, more sustainable business model. As part of this effort, the company has introduced the use of bioplastics as the packaging material for some of its products, including the elite Tranquil Water line. There are multiple ways that the use of bioplastics aligns with Life Water Company's sustainability objectives.

First, the production of bioplastics, compared to traditional petroleum-based plastics, requires less energy and emits lower amounts of greenhouse gases. This aligns with Life Water Company's commitment to reducing its carbon footprint and minimizing the environmental impact of its products.

Secondly, bioplastics are derived from renewable resources such as corn, sugarcane, and other plant-based materials. This aligns with Life Water Company's vision of creating a circular economy that relies on sustainable and renewable resources. The use of bioplastics reduces the company's dependence on petrochemical-based products that have a significant environmental impact.

Thirdly, the bioplastics packaging contributes to Life Water Company's goal of sustainable packaging. Bioplastics are biodegradable, which implies that they can break down naturally, contributing to the creation of a circular economy. This aligns with the company's objective to reduce landfill waste by offering solutions, such as eco-friendly packaging, that can be broken down and processed into nutrients, maintaining the overall health of the environment.

According to Naidoo and Verma (2019), green marketing strategies aim to communicate the environmental benefits of products or services, influencing consumer behavior towards more sustainable choices (p. 42).

Finally, the use of bioplastics demonstrates Life Water Company's commitment to offering its customers sustainable products while also enabling them to contribute to environmental conservation. This is important as consumers seek more environmentally conscious alternatives that enable them to reduce their ecological footprint and promote ecological wellbeing.

Bioplastics' positive impact on product quality and customer experience

In addition to the environmental benefits outlined earlier, the use of bioplastics can have a positive impact on the quality of Life Water products and the overall customer experience.

One of the primary advantages of bioplastics is that they are not only environmentally friendly but also protect the product from external factors that can affect taste and freshness. This is especially important for bottled water, where the quality of the product is of utmost

priority. Bioplastics provide the same level of protection and quality as traditional plastics, while also being eco-friendly. Thus, the use of bioplastics for Life Water bottles can enhance the quality of the product, providing customers with a better water experience.

According to Sharma et al. (2021), sustainability marketing involves addressing the triple bottom line – economic, environmental, and social aspects – to create long-term value for both the company and society (p. 28).

Another benefit of using bioplastics in product packaging is the improvement in durability. While some bioplastics may be thinner than traditional petroleum-based plastics, they are highly capable of providing the necessary durability and strength required for packaging. Corrugated bioplastics have been developed, and they have better flexural strength in comparison to some traditional plastics. The durability of bioplastics also contributes to a better customer experience, as customers want to know that the product they are purchasing is robust and will withstand use and transport, ensuring a longer shelf life for the product.

The authors (Naidoo & Verma, 2019) emphasized the role of corporate social responsibility in green marketing, highlighting the importance of aligning business practices with environmental values (p. 76).

Finally, the use of bioplastics in product packaging can be leveraged as a key brand differentiator, providing the customers with a more compelling product. Bioplastics are viewed as more eco-friendly than traditional plastics and resonate with customers who are looking for products that align with their eco-conscious values. The use of bioplastics as part of Life Water Company's greener brand vision can entice customers to switch to the brand, build loyal customers, and raise brand awareness in the market.

Tranquil Water Logo Design

Importance of a strong brand identity

In today's competitive business world, a strong brand identity is crucial for any company that wants to stand out from the crowd. A brand identity is the unique combination of visual and emotional elements that make a company's products or services easily recognizable. A strong brand identity is essential for building trust and loyalty with customers, establishing a positive image and reputation in the marketplace, and driving sales and revenue.

One of the main benefits of a strong brand identity is that it helps a company differentiate itself from its competitors. In an era where customers have countless options to choose from, having a distinctive brand identity can help a company stand out and attract customers who are looking for something unique. A strong brand identity also creates a sense of trust and credibility with customers. A well-established brand identity that has been consistently communicated over time can create a strong emotional attachment with customers, which can lead to greater loyalty and repeat business.

Another benefit of a strong brand identity is that it can help a company command a higher price for its products or services. When customers perceive a company's products as high quality and trustworthy, they are often willing to pay a premium price for them. This can help boost profits and revenue for the company over the long term.

A strong brand identity can also help a company weather difficult times. During times of economic uncertainty or market disruptions, companies with strong brand identities are often better able to weather the storm. This is because their established brand reputation allows them to maintain customer loyalty and trust even in the face of adversity.

Design considerations for the new Tranquil Water logo

When designing the new logo for Tranquil Water, there were several design considerations that needed to be taken into account. Here are some of the key considerations that were taken into account:

Reflecting the brand's identity

The new logo needed to capture the essence of the Tranquil Water brand. The brand is all about purity, quality, and a sense of calmness and serenity. As such, the design needed to reflect these attributes.

Simplicity

A great logo is simple and easy to recognize. The goal was to create a logo that could work across a variety of platforms and be recognizable at a glance.

Typography

Selecting the right font was crucial in conveying the brand's identity. A modern and minimalist sans-serif font was selected to give the brand a simple, yet refined look.

Color palette

Tranquil Water already had a specific color palette that was well established. The new logo design needed to work within these color guidelines.

Scalability

A great logo should be scalable and work across a variety of applications, including social media, packaging, and advertising materials.

Emotional appeal

The logo design needed to create an emotional connection with the audience by evoking feelings of calmness, purity, and serenity.

Versatility

The new logo design needed to be versatile and flexible enough to work across a variety of marketing materials, from packaging to website design.

In conclusion, creating a new logo design for Tranquil Water required careful consideration of the brand's identity, simplicity, typography, color palette, scalability, emotional appeal, and versatility. By taking these factors into account during the design process, Tranquil Water was able to create a new logo that reflected its brand identity, successfully differentiated itself from its competitors, and captured the attention of its target audience.

Final logo and style guide for use in marketing and PR materials

The new Tranquil Water logo is a sleek, modern, and minimalist design that captures the brand's identity perfectly. The logo features a blue and white color scheme that evokes a sense of calmness, purity, and freshness. The letter 't' on the brand name is portrayed as a flowing river, symbolizing the source of the water. The flowing river perfectly supports the brand's identity, as Tranquil Water sources its water from natural springs.

The typography is modern, sleek, and minimal, using a sans-serif font that is clean and easy to read. The font has no serifs or other decorative elements, which creates a sense of modernity, simplicity, and clarity. The white text contrasts against the blue background, making the brand's name stand out prominently.

The blue color scheme sits within the cool-toned colors vs warm-toned colors spectrum, which is viewed as being calming and soothing to the mind. Research has shown that the cool tones of blue water can have a therapeutic effect on the mind and emotions. The softness of blue in contrast to the white font creates a refreshing aesthetic for the eye.

The final logo of the new Tranquil Water product and style guide will be an essential part of the brand's marketing and public relations materials. The logo will be used across various promotional materials, such as social media posts, billboards, brochures, website design, and packaging.

In packaging, the Tranquil Water logo will be prominently displayed on the label to help differentiate the brand from its competitors. The new logo design will also be used in advertising materials like banners, billboards, and flyers.

Marketing and PR professionals will use the new style guide as a reference to ensure that all promotional materials are consistent, cohesive, and professional. The style guide will include guidelines on the appropriate use of the logo, typography, colors, and imagery. These guidelines will ensure that all marketing materials, including social media posts, follow a consistent branding strategy.

New Slogan for Tranquil Water

"Sip into Calm" is a new slogan that perfectly captures the essence of Tranquil Water. The phrase conveys the brand's message of relaxation, serenity, and tranquility. It evokes the sense of calmness that can be found in every bottle of Tranquil Water. This slogan appeals to the brand's target audience, who are looking for a refreshing and calming experience. "Sip into Calm" invites consumers to take a moment to enjoy the refreshing taste of Tranquil Water and find a moment of peace and relaxation in the midst of their busy lives.

PR Plan

Overview of PR plan goals and objectives

The primary goal of a PR plan is to create a positive image of the company in the public eye and to maintain trust and credibility with stakeholders. In the case of Life Water Company, the aim of the PR plan is to promote the company's efforts towards sustainability and its commitment to eco-conscious practices. Additionally, the plan will address the community concerns regarding water usage and promote community engagement in water conservation efforts.

One of the key objectives of the PR plan is to develop and maintain strong relationships with local community groups and stakeholders. This involves engaging in an open and transparent dialogue with these groups, addressing their concerns and helping to develop solutions that will benefit the community as a whole. By working together with these groups, Life Water Company can build a strong and positive reputation in the community.

Another objective of the PR plan is to communicate the company's sustainability initiatives to the media and the public. This involves creating targeted communication

strategies that emphasize the company's green efforts, including its use of bioplastics for packaging, sustainable sourcing methods, and water conservation measures.

Furthermore, the plan will also address the community's concerns regarding the company's water usage. Life Water Company aims to work with community groups and stakeholders to develop best practices that conserve water while continuing to provide high-quality water to its customers. Through community involvement, Life Water Company can maintain its commitment to being a responsible corporate citizen while also addressing the community's concerns.

Messaging for addressing community concerns about water usage

As part of the PR plan for Life Water Company, it is essential to address the community concerns raised about the company's excessive water usage. The message should reflect the company's determination to prioritize environmentally sound practices while maintaining a strong focus on providing high-quality bottled water to its customers.

Messaging should highlight the steps the company has taken to minimize its impact on water resources. This includes efforts to increase water efficiency, adopting new technologies and methods to minimize waste during production, contributing to community-based water conservation efforts, and supporting initiatives that promote sustainable water practices.

The messaging should be tailored to reach a variety of audiences, including local communities, stakeholders, and media. Outreach must articulate the company's continued commitment to making water sustainability a priority.

The message should also engage with customers by highlighting how Life Water's use of bioplastics as a packaging material delivers environmental and health benefits. Outreach should highlight the company's belief that implementing sustainable practices is not only responsible but can be both a competitive advantage and may instill a sense of pride in their customers.

Strategies for building positive relationships with local community.

Building positive relationships with local community groups and stakeholders is critical to the success of any business, especially in an environmentally-sensitive industry like the bottled water market. Life Water Company recognizes the importance of connecting with local communities to maintain its social license to operate while fulfilling customers' needs in a sustainable manner. Here are some strategies that the company can employ to build positive relationships with local community groups and stakeholders:

Participating in community water conservation efforts:

Life Water Company can engage in community-based water conservation efforts, leveraging its expertise and resources in the field. The company can collaborate with local government agencies and community groups to educate local residents on water conservation practices and actively participate in watershed management initiatives.

Sponsoring environmental programs

Life Water Company can sponsor environmental programs that foster community engagement and promote sustainable practices. This can include supporting environmental groups and sponsoring initiatives aiming to protect and conserve natural resources like water.

Establishing a transparent and open communication channel:

To foster trust and transparency with local communities and stakeholders, Life Water Company needs to establish a two-way communication channel. The company could hold periodic meetings with community groups, regulated authorities, and local residents, to listen to their concerns, solicit feedback and provide updates on its sustainable practices.

Participating in community activities:

Aside from supporting water conservation initiatives, Life Water Company can participate in other community activities, such as festivals, fairs, and events. This will give the company an excellent opportunity to interact with local residents, businesses and learn more about their needs, concerns, and preferences.

Providing relevant community benefits:

Life Water Company can provide community benefits that are responsive to the needs of local residents and stakeholders. This can include improving access to drinking water, supporting initiatives that promote better health outcomes, or enhancing the overall quality of life for local residents.

Supporting local businesses

Life Water Company can support local businesses and entrepreneurs by sourcing from local businesses and investing in reskilling programs and sustainable job creation opportunities designed to improve local economies and promote social equity practices.

In conclusion, building positive relationships with local community groups and stakeholders is essential for Life Water Company to achieve its long-term sustainability and

business goals. By participating in community-based conservation initiatives, establishing transparent communication channels, providing relevant community benefits and participating in community events, the company can build trust and credibility in the marketplace and achieve meaningful collaboration with local communities and stakeholders.

Marketing Plan

Overview of marketing plan goals and objectives

The marketing plan for Tranquil Water has several goals and objectives that aim to increase brand awareness and promote the brand's unique selling proposition.

The primary goal of the marketing plan is to increase brand awareness and promote Tranquil Water as a premium bottled water brand. This will be achieved by utilizing a range of advertising and promotional tactics, such as social media advertising, influencer marketing, and press coverage. These tactics aim to create a buzz around the brand and increase its visibility in the marketplace.

According to Aaker and Joachimsthaler (2012), effective brand leadership involves building strong brand equity, creating brand extensions, and maintaining a consistent brand image (p. 78).

Another objective of the marketing plan is to increase sales by targeting specific demographic groups, such as active lifestyle consumers, health-conscious individuals, and eco-conscious individuals. This will be achieved by creating marketing campaigns that target these groups, featuring messaging that resonates with their values.

Additionally, the marketing plan aims to promote Tranquil Water as an eco-friendly brand by emphasizing the use of sustainable packaging materials, such as bioplastics, as well as partnerships with eco-conscious organizations.

The marketing plan also includes objectives to build brand loyalty and customer engagement through personalized e-mail campaigns, mobile apps, and customer feedback. Customer-centric plans provide an avenue to ensure continued engagement with the brand, ensuring a loyal following.

The authors (Kotler et al., 2019) emphasized the significance of customer relationship management in building long-term customer loyalty and enhancing customer satisfaction (p. 118).

In summary, the marketing plan for Tranquil Water aims to increase brand awareness, promote the brand's unique selling proposition, target specific demographic groups, promote eco-friendliness, and foster brand loyalty. By utilizing a variety of promotional tactics that resonate with the brand's unique identity and positioning in the market, Tranquil Water can establish itself as a premium bottled water brand that meets the expectations and needs of its target audience.

Kotler, Brady, Goodman, Keller, and Hansen (2019) discussed the importance of marketing management in creating and delivering customer value (p. 14).

Brand positioning and messaging for Tranquil Water with bioplastics packaging

Aaker and Joachimsthaler (2012) discussed the concept of brand leadership and how it plays a crucial role in shaping a company's success (p. 45).

The marketing plan for Tranquil Water with bioplastics packaging includes an emphasis on the brand's sustainability values and eco-friendliness. The packaging shows the brand's commitment to reducing its environmental impact, which appeals to eco-conscious customers and strengthens brand loyalty.

One of the marketing plan's key objectives is to position Tranquil Water as a premium bottled water brand with eco-conscious values. This will be achieved by utilizing messaging that highlights the use of bioplastics for packaging, which reduces the company's carbon footprint while maintaining the quality of the water. The emphasis on sustainability will give the brand a competitive edge and attract customers looking for eco-friendly alternatives.

The messaging will be communicated through a variety of channels, including social media, television advertising, and print campaigns. The focus on eco-friendliness and sustainability also provides great public relations opportunities, potentially attracting media coverage on environmental initiatives.

The authors (Aaker & Joachimsthaler, 2012) emphasized the importance of brand storytelling in engaging customers and creating emotional connections with the brand (p. 102).

The marketing plan will also aim to engage its audience by utilizing influencer marketing. Influencers who share the brand's eco-friendly values will be targeted to help broaden the consumer base and improve the brand's social proof.

To remain faithful to the brand's eco-friendly values and messaging, Tranquil Water will need to embrace a digital marketing strategy. This will entail an overhaul of the current website to promote the brand's connection between its eco-friendly values and bioplastic

packaging, enhancing user experience (UX) functionality by ensuring that the website is optimized for mobile and desktop users.

Holt (2004) introduced the concept of cultural branding and discussed how iconic brands are able to resonate and connect with consumers at a deeper cultural level (p. 23).

Tactics for reaching target audience.

The marketing plan for Tranquil Water with bioplastics packaging includes a variety of tactics for reaching its target audience including social media, influencer partnerships, and events. Armstrong, Adam, Denize, Volkov, and Kotler (2017) argued that understanding consumer behavior is crucial for effective marketing (p. 23). Here are some tactics that the company can use to reach its target audience:

Social Media

Tranquil Water can utilize social media platforms such as Instagram, Twitter, Facebook, and LinkedIn to reach its target audience by creating sponsored posts, running contests, and offering exclusive promotions to followers. Social media platforms are perfect for engaging with a younger demographic that is environmentally conscious and engaged in topics related to sustainability.

Influencer Partnerships

Partnering with eco-conscious influencers who resonate with Tranquil Water's values and messaging can help the brand attract new customers and build brand awareness. Identifying influencers in the same niche market and who share similar values with Tranquil Water can foster a more targeted approach to the marketing communication efforts.

Events

Tranquil Water can host events that appeal to the brand's target audience, such as sustainability-themed events or sporting events. This provides the brand with an opportunity to showcase its eco-friendly credentials and engage with its customers directly. Attending such events which identified with the brand's values is also an excellent way to reach out to potential customers that are keen to try out sustainable products.

Collaboration with green organizations

Tranquil water can partner with eco-friendly organizations that share its values and messaging. These organizations can become excellent brand voices for Tranquil, leveraging their networks and memberships to attract new customers.

Mobile and Online advertisements

Utilizing mobile and online advertising channels that resonate with the brand's target audience and consumer behavior. Mobile based ads increases the engagement level of promotional and marketing efforts intended at creating brand awareness and further driving positive brand visibility.

The tactics discussed here are all great ways that Tranquil Water with bioplastics packaging can attract and engage its target audience. By implementing an integrated marketing communication strategy that encompasses the use of these tactics, Tranquil Water can effectively reach its target audience, communicate its brand message, and ultimately achieve its marketing goals.

According to Clow and Baack (2016), effective advertising and promotions play a critical role in building brand awareness and influencing consumer behavior (p. 85).

Timeline for implementing marketing and PR plans

The timeline for implementing the marketing and PR plans for Tanquil Water and Life Water Company requires careful planning, coordination, and execution. Here is a potential timeline for the implementation of these plans:

Months 1-2:

- Conduct market research to identify target audience, preferences, and competitors
- Develop a comprehensive marketing plan that outlines strategy, objectives, tactics, budget, and timelines
- Conduct a brand audit and develop a public relations strategy

Months 3-4:

- Develop a social media plan, content, messaging, and editorial calendar
- Identify and collaborate with eco-friendly organizations to promote environmental programs
- Develop a mobile app and email campaigns that target existing customers

Months 5-6:

- Launch influencer marketing campaigns to promote eco-friendly values using social media platforms

- Develop creative and engaging video marketing ads advocating sustainability, health, and well-being

- Roll out website upgrades, including improved UX for mobile and desktop browsing

Months 7-8:

- Deploy outdoor advertising, including transit ads, billboards, and street furniture

- Host an event to promote environmental conservation activities and sustainability

- Conduct a sustainability report that highlights eco-friendly initiatives and engages with local community groups and stakeholders.

Months 9-10:

- Conduct public relations outreach, with a focus on environmental issues, print, and digital media coverage.

- Optimize local search marketing and SEO that promotes eco-friendly values and sustainability

- Create a brand style guide for consistent messaging and ensure brand message consistency across all marketing channels.

Months 11-12:

- Evaluate and monitor marketing and PR campaigns effectiveness and adjust accordingly
- Plan and collaborate with sustainability-focused organizations to expand reach
- Engage customers through targeted promotions for positive customer feedback

In conclusion, implementing the marketing and PR plans requires thorough research of the target audience, thorough planning and coordination, and execution within timelines. Careful implementation of these marketing tactics will ensure that the brand gains much-deserved recognition, loyalty, and respect in competitive markets. The tactics to be executed may continue beyond the suggested timeline, assessing the impact of new marketing ideas and expansion of the existing customer base.

Metrics for tracking success and making adjustments as needed.

Williams and Curtis (2007) discussed the practical application of marketing management strategies and techniques in their book (p. 23). The metrics for tracking success during the marketing plan for Tranquil Water and Life Water Company will depend on the specific objectives and goals set by both companies. Here are some potential metrics that can be used to track the success of the marketing plan:

Increased brand awareness

One of the primary objectives of the marketing plan is to increase brand awareness. The metric for measuring the success of this objective would be monitoring the brand's website traffic, social media followers, and mentions in the media.

Sales trends

The marketing plan aims to increase sales by targeting specific demographic groups. The metric for tracking the success of this goal can be monitored through monthly sales reports and tracking the conversion rate of social media campaigns.

Social media engagement

The social media campaigns aim to create engagement and build brand loyalty. The metric for tracking this can be measured by social media mentions and particularly the number of likes, comments, and shares.

Customer retention

Marketing plans aimed at customer engagement and satisfaction should be measured through monitoring customer retention rate and engagement activities on the platforms used to engage with customers.

Brand Maturity

The brand's maturity can be measured through various metrics, including brand awareness index, which takes into account several aspects such as brand recall, customer satisfaction.

Conclusion

In conclusion, this report provides a comprehensive plan for how Life Water Company, through its Tranquil Water brand, work to address and overcome the concerns of the target audience as well as the local community groups who have raised complaints regarding the company's excessive water usage. The plan is focused on sustainable packaging, branding and messaging that will resonate with eco-conscious consumers who are willing to pay a premium for products that best match their values. By implementing this plan, Life Water Company will be harnessing the latest advancements in the packaging industry while reaffirming its commitment to reduce water consumption and lead the industry towards more sustainable practices.

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