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MGT540: Marketing Management

Module Assignment: Marketing & Brand Management Proposal

Contents

Executive summary	2
Introduction.....	4
Assignment answers	6
1-Using relevant industry information, create a marketing proposal that includes a new logo and slogan for Tranquil Water, make sure to emphasize its use of bio-plastics.	6
2-Create a social media PR campaign that promotes Life Water as a greener company, while also manages Miss Leono’s comments.	9
Conclusion	12
References.....	15

Executive summary

The strategic marketing plan is a model of a unit's position in its market relative to competitors and contains a definition of market needs, the objectives to be achieved, the strategies to achieve the objectives and resources required to obtain the desired results.

Based on the above definition, all companies, of course, strive to effectively market their products and services to get as many customers as possible and to maintain their market share and ensure their continuity.

Marketing now has many formats. Marketing operations have included TV ads or promotions and discounts, but with technological advances and millions of multimedia ads being made available to the public, the marketing task is more difficult and challenging, as companies must follow creative marketing plans to acquire the client.

One of the most prominent current marketing methods is social media marketing because it includes the largest possible segment of targeted customers, and social media companies have become providing services to companies, the most important of which is the availability of paid marketing campaigns.

Paid social media marketing takes many forms, including advertising, enhanced posts, influencers, etc. While paid marketing on social media has the same disadvantages as other advertising methods, it also has the same advantages, including wider brand exposure and instant transfers. If used together correctly, the right combination of organic and driven efforts can help raise awareness and then attract long-term audiences with the right content.

LIFE WATER is a premium bottled water brand that fuses creativity and design to serve as a source of inspiration and hydration. It is purified water, pH balanced with electrolytes added for taste. LIFE WATER bottles provide a beautiful canvas for art and design, featuring rotating label motifs created by emerging and developing artists, whose work will serve as a spark of creativity and dose of inspiration.

LIFE WATER has a vision to be the Global Leader brand in bottled water manufacturing by strategic end-to-end transformation that puts sustainability and human capital at the centre of how we will create value and growth by operating within planetary boundaries and inspiring positive change for planet and people.

LIFE WATER recently spent five million dollars creating a greener company and Life Water is just about to re-launch their elite product line, Tranquil Water, with a new bottle that is made from bio plastics.

The reason for Life Water's trend for its new project is to pack water into bottles made of organic plastic. In order to preserve the environment, as a result of the increased use of non-analytical plastics, environmental equilibrium is compromised and is dangerous to the lives of all organisms. By 2050, the proportion of plastics found in the seas will reach more than 60%, which will lead to the death of marine organisms.

In addition, incorrect disposal of plastics results in atmospheric dysfunction as a result of harmful emissions resulting from these practices.

Because of these damage, most of the global ecosystems are now moving to raise awareness of these threats to the planet's safety. These organizations, led by the United Nations, have launched several initiatives that encourage companies to replace environmentally harmful products by using biodegradable organic products to maintain environmental balance.

So life water has embraced this initiative by investing in a project “Tranquil Water “to pack drinking water into bottles made of organic plastic.

So, Water Life Company tasked me with the task of preparing a marketing plan for Tranquil Water's new product, all effective marketing hubs will be presented in this report which will promote the company's plans towards environmentally friendly products more environmentally friendly and also manage the backlash directed at the factory manager, Zara Leono about her recent statements.

Introduction

Strategic marketing planning presents the manager with a major challenge, as it calls for a delicate balance between short-term efficiency and long-term effectiveness. Strategic marketing planning is based on fundamental measures to achieve the objectives of the planning firm, providing the access to markets and the use of marketing programs that meet its objectives. Tactical marketing planning consists of the tools for strategic marketing plan. Preparation of the marketing program provides effective strategies to implement the plan. Marketing planning is an activity of different durations; it also varies by the significance of the various companies and marketing objectives of the program. Distinction is made between the strategic plans (the future outlook), the medium-term plans (e.g. 2-5 years) and short-term (annual and monthly) plans.

It is also noted that planning, like any activity, is based on the decision-making. Preference is given to strategic marketing decisions. Marketing planning cycle is as follows:

- Strategic marketing plans;
- Tactical plans of the implementation of strategies;
- Tactical plans;
- Control of the results;
- Use of the results, preparation of a new strategic

By planning of marketing activities, a widely recognized framework is proposed, which relates to the most important aspects of marketing:

1. Selection of target market;
2. Choice of position;
3. Choice of individual marketing mix elements for functional strategies;
4. Choice of competing policy.

There is also noted that to target market the following marketing strategies are applicable:

- Non-differentiated marketing;
- differentiated marketing;
- Concentrated marketing.

Propaganda campaigns aim at influencing people's mind-set with the purpose of advancing a specific agenda. Propaganda campaigns are a creative and creative means made available by modern technology for a number of reasons, the most important of which is the non-disclosure of the identity of the Internet. and the ability of social networks to partially profiling, and the ease of creating and managing automatically coordinated account networks to reach millions of social network users with compelling messages, specifically targeting subjects for which each individual user is sensitive, and ultimately influencing the outcome in a targeted case. In this report, we review the latest developments in the disclosure of computational propaganda from the perspective of natural language processing and network analysis, citing the need for concerted efforts among these communities.

Publicity has been defined as the ability to control consumers' wishes in a manner that meets the desires of companies to achieve as much sales as possible. Propaganda methods may manipulate customers' wishes through symbols (words, gestures, signs, monuments, music, clothing, badges, hairstyles, designs on coins, postage, etc.)

Propaganda techniques are methods used in propaganda to convince an audience to believe what the propagandist wants them to believe. Many propaganda techniques are based on socio-psychological research. Many of these same techniques can be classified as logical fallacies or abusive power and control tactics.

As a result of heightened interest in the environment and health as a result of the repercussions the world is now facing from the spread of epidemics, diseases and environmental pollution, which constitute the greatest threat to the lives of living organisms on the planet, Water has used these profound motives for all human beings to use as a promotional slogan for its new project " Tranquil Water ".

Forthcoming paragraphs summarize the marketing plan that includes the benefits of the Bio-plastics as well as a logo for Tranquil Water. In addition, Life Water wants you to include a PR plan that will promote the company's greener plans and manage the backlash from Miss Leono's comments.

Assignment answers

- 1- Using relevant industry information, create a marketing proposal that includes a new logo and slogan for Tranquil Water, make sure to emphasize its use of bio-plastics.**

Tranquil Water product marketing plan

Believing in the importance of preserving the environment and its resources, the most important of which is water (the source of life on planet Earth), Life Water Company conducted in-depth studies 3 years ago on how to preserve current water resources and prevent their pollution with harmful materials that threaten the lives of future generations, the most dangerous of which is non-biodegradable plastic. According to the studies conducted by the company with the help of a team of scientists and chemists with the aim of producing and manufacturing bottles from biodegradable organic plastic, the company's efforts succeeded in reaching the final image of its new environmentally friendly product, as Life Water Company recently launched a large investment of 5 million dollars to produce a new product "Calm Water" packaged in environmentally friendly bottles from biodegradable organic plastic, as the company seeks through this large project to achieve balance and success at all environmental - social - and economic levels as well and to obtain a new segment of customers interested in health and preserving the environment.

The following is the product's marketing plan:

I. Market Study:

- Target group: All ages interested in using safe health products.
- Geographical scope: All over the United States of America.
- Income level of people: From middle income to high income.
- Community values: Preserving health - Preserving the environment - Sustainability.
- Competing products: Nestle is the biggest competitor to PepsiCo in the market.
- Market research: Providing trial samples to target customers
- Analysis of collected data: Analysing all data collected to formulate the promotional plan for the product based on the study of the target market

II. The Product Slogan

Advertising Slogan are a short, attractive phrase used to draw customers' attention and try to convince them in an attractive manner that the advertised product is an addition and benefit to them to pay them to buy it.

Accordingly, Life water has selected the following slogan to promote its new product

Drink pure water from nature's hand

III. Visual identity (logo)

Visual identity refers to the elements used to represent a company, organization, or product, such as its logo, colour scheme, web design, illustration style, animation style, typography, icons, photography, and the overall aesthetic representation of the brand.

Accordingly, Life water has selected the following logo to promote its new product



IV. Product Promotion Campaign Plan

- Organization of a press conference to promote the product to users.
- Using TV ads and social media websites to disseminate promotional ads for the product using celebrities, doctors and influencers to lend confidence to the product.
- Contract the most famous food and cafes to provide the product to customers
- Offer offers and discounts on water bottles at all outlets.
- Launch multimedia awareness campaigns on the company's official website to sensitize users about the importance of products manufactured from environmentally friendly materials and the risk of traditional plastic canned products to human health.
- Prepare graphic presentations on new water packaging manufacturing boilers to extinguish confidence in the product in front of customers.

V. Public Relations Plan

1. The company's public relations team must prepare an official statement to be posted on the official website of the company and on all other websites and social media sites. To correct the mental image about her recent statements.
2. The company offers environmentally friendly initiatives and emphasizes its keenness to achieve sustainable development dimensions in accordance with the directives of the United Nations.
3. The company's initiatives for community participation in the California state.
4. Conclude partnerships with community entities relevant to environmental activity.
5. Periodically obtaining certificates and credits from official bodies regulating environmental conservation rules

2- Create a social media PR campaign that promotes Life Water as a greener company, while also manages Miss Leono's comments.

The current business environment has become very fast-paced and competitive, which puts great pressure on all companies operating in the market. The process of maintaining market share and continuity has become very complex, so most companies are currently resorting to the most skilled marketing and advertising teams in order to attract and convince the largest possible number of customers of the quality of their products and convince them to buy those products to achieve the greatest return and ensure their continuity in the market, and based on this, we will review in the following paragraphs :

“Social Media PR campaign that promotes Life Water as a greener company”

Components of the campaign to promote Life Water's products as an environmentally friendly company:

1- Aims of the campaign:

- Promoting the company as an environmentally friendly company that relies on environmentally friendly natural materials to maintain the health of its customers, protect the environment from pollution and adhere to sustainability standards.
- Use the other side of Ms Miss Leono's comments and reformulate them by the PR team to correct clients' impression and correct their views on these controversial statements.
- Extinguishing trust in Life Water and all its products are safe and environmentally friendly products that maintain human health.

2- Propaganda Campaign Strategy:

- (a) Campaign logo: Drink clean water from nature's hand
- (b) Target Groups: All Age Stages
- (c) Targeted social media sites: X platform, FACEBOOK platform, TIKTOK platform
- (d) Publicity Campaign Content: Sharing product specifications, manufacturing stages, offers available discounts and promotional background about the company, its objectives, policy and vision related to environmental preservation and sustainability.

- (e) Strategic partners and sponsors: all interested in environmental activation from community members such as international organizations, research centres, celebrities and influencers.
- (f) Publicity activities:
 - Participate in important environmental events such as conferences and festivals and distribute free water bottles within universities, gatherings and marketing centres.
 - Community participation to clean streets and beaches and appoint young people to work in the company or provide funding for activities supportive of the environment and other meaningful community partnerships that confide confidence in the company's credibility towards preserving the environment.
- (g) 24/7 support team provided to:
 - Respond to customers' inquiries and provide them with permanent support.
 - Follow up on the conduct of the propaganda campaign and submit periodic reports to the highest authorities to make corrective decisions immediately to maintain the success of the propaganda campaign.
 - Teams follow up and analyse responses and trends on the new product.
- (h) Teams design and prepare multi-media offers attractive and direct and indirect messages and disseminate them at all levels to reach the largest possible segment of customers.
- (i) Launch contests and awards pleasantly for customers.

3- Campaign results:

By implementing these steps Life Water can build great trust with its customers, effectively promote its products and correct any false impression about Miss Leono's statements, as respecting the mentality, motivations and values of customers is the basis for the success of any project in the short and long term.

I. Social Media content that manages Miss Leono's comments

To avoid the negative impact of Ms. Miss Leono's statements on customers and all stakeholders targeted by the company, the company must assign a team of experts to the Department of Public Relations and Marketing to take all possible measures to correct this error, the most important of which are:

- Prevent any employee of the Company from making any statement without the approval of the Company's Board of Directors.
- Collect as many assessments as possible and feedback on the impact of negative statements made by Miss Leono.
- Study and analyse customer audience responses.
- Develop a strategic plan to avoid the effects of negative statements and turn them into opportunities for the benefit of the company by conducting SWOT analysis to assess the company's current position.
- Issuing an official statement explaining the company's position in support of the wishes and trends of customers and clarifying the values and policy of the environmentally friendly and supportive company.
- Direct communication and continuous support with customers to meet their needs and achieve their aspiration for customer loyalty.
- Organize periodic actions to emphasize the company's concern for the environment and the health of its customers.
- Evaluate the results of those steps to determine the next steps to gain the trust and loyalty of the largest possible segment of customers.
- Attempting to attract customers by offering attractive offers and discounts, holding competitions, announcing the winners and giving them valuable prizes, and other tools to attract customer satisfaction.

Conclusion

As a result of the telecommunications technology revolution and the Internet giant, the world has come together as a small village. This has led to the emergence of new markets and areas of work and marketing giant, as well as the emergence of social media sites and websites to provide any product or service desired by the owner in minutes sometimes. As a result of recent statistics, the number of Internet users in the world currently stands at about 5 billion, or 56% of the Earth's population. Smartphone users account for about 83% of the Earth's total population.

There are currently more than 133 social media platforms around the world with about 4 billion users. Using such social media, it is possible to inform a large number of people at the same time about the idea of a product or service. In keeping with today's times, new techniques are being incorporated into the marketing process. One of these strategies is using social media in marketing activities, a clear idea of a product or service can easily be delivered to the customer's threshold through advertising. Accordingly, advertising companies attach greater importance to social media in advertising campaigns. Because it is possible to advertise a particular product or service to a particular customer through the use of social media. As a result, the importance of social media in advertising campaigns is growing by the day.

Since Life Water is a company that works in the field of manufacturing and producing drinking water, one of the most important strategies that must be followed to market its products across all digital platforms is to promote that it is a company that cares about and believes in the necessity of preserving the environment and providing healthy and useful products to its customers. Based on these values, the company has planned to launch its new environmentally friendly project, which is to produce pure drinking water packaged in bottles made of environmentally friendly biodegradable organic plastic.

In conclusion, as a result of the company's efforts in preparing and marketing the giant of its new product Tranquil Water, the company will be able in 5 years from now to make millions of dollars as a result of the company's investment in an environmentally friendly product as one of the first companies to adopt this investment trend.

The company has undertaken all its efforts through the development of a carefully considered strategic plan and marketing plan. In all its steps, it has relied on the scientific curriculum. Thousands of dollars have been spent on R&D operations and the use of modern digital technology and technologies. All these factors have helped the company to counter its recent attack as a result of some of the statements made by Mrs Leono.

The company has put the marketing of its new product at the forefront by emphasizing the safety of this product on the health of its customers to meet the aspirations of its customers and achieve their health well-being with a flexible pricing policy that meets the capabilities of its customers of all segments.

The product has been provided extensively at all outlets at a price appropriate to all, encouraging customers to experience the product. Indeed, the product has achieved great success in the market and has met a huge turnout of consumers interested in health and the environment, a natural consequence of the steps taken by the company to market this product. As a result of the great success, Life water's brand name has risen in the market and increased its market share at the expense of its competitors over the past period. This was thanks to the company's good planning and keeping up with the requirements and trends of consumers, which placed it in the lead in the industry.

During the coming period, the company plans to trend for new markets through its giant electronic marketing network, which qualifies it to penetrate new markets.

The company's shares also made significant gains after the success of its last environmentally friendly product, and of course the company's brand became linked to sustainability and environmental preservation, enhancing the company's success and increasing confidence in its products in the market.

Finally, According to the promotional campaign carried out by water life company as a result of my recommendations as responsible for the promotional campaign for the company's new product " Tranquil Water" Eco-friendly, the company will gain the trust of its customers because the company is keen to provide the best service at competitive prices and also preserve the environment and serve the community. All these factors enhance the company's brand in the market and ensure that its market share rises in the future.

The existence of a professional public relations team that works to preserve the mental image of the company and its products is also very important especially after the recent controversial statements that have affected the credibility of the company in front of its customers. This is also what we made recommendations on to avoid and manage the statement made by Mrs Leono Well for the good of the company.

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