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Table of Content

1. Introduction	3
1.1 Brief Overview of Life Water	3
1.2 Statement of the Problem (Water Usage Concerns During the Drought)	3
1.3 Importance of the Assignment	3
2 Marketing Proposal for Tranquil Water	4
2.1 Target Market Assessment	4
2.1.1 Demographics and Psychographics	4
2.1.2 Market Trends and Preferences	4
2.2 Tranquil Water Logo and Slogan	5
2.2.1 Importance of a Strong Brand Image	5
2.2.2 Design Principles for the New Logo	5
2.2.3 Crafting a Compelling Slogan	6
2.3 Benefits of Bioplastics	6
2.3.1 Environmental Impact	6
2.3.2 Consumer Appeal	7
2.3.3 Competitive Advantage	7
2.4 Marketing Plan	8
2.4.1 Product Positioning	8
2.4.2 Pricing Strategy	8
2.4.3 Distribution Channels	8
2.4.4 Promotion Strategies	9
3 Social Media PR Campaign	9
3.1 Introduction to Social Media PR	9
3.1.1 Importance in Modern Marketing	10
3.1.2 Relevance to Life Water's Greener Initiatives	10
3.2 Promoting Life Water as a Greener Company	10
3.2.1 Showcasing Environmental Efforts	10
3.2.2 Highlighting Bioplastics and Sustainable Practices	11

3.3 Managing Zara Leono's Comments	12
3.3.1 Assessing the Impact	12
3.3.2 Crafting a Response Strategy	12
3.3.3 Leveraging PR to Shift Focus	12
3.4 Monitoring and Engagement	13
3.4.1 Implementing Listening Strategies	13
3.4.2 Active Response to Feedback	14
4 Conclusion	14
5 References	15

1 Introduction

1.1 Brief Overview of Life Water

Life Water is a multi-million dollar water bottling company based in an industrial area 150 kilometers outside of Los Angeles, California popular for giving customers high quality products. The company, long-established as a champion of sustainability and innovation has just had almighty facelift with an added \$5 million greening investment. LongWrite The consequence of this change will be the imminent relaunching Tranquil Waters brand, which includes a never-before-seen bottle design made from bio-based plastic. It is a methodically informed decision that certainly makes Life Water the face of recyclable water bottle industry and at par with contemporary environmental anxieties.

1.2 Statement of the Problem (Water Usage Concerns During the Drought)

Problem right now, Life Water? But as California's epic drought drags into its fourth consecutive year, the company has faced withering criticism of its thirst for what little water remains in this parched state. What makes it even worse pair with the idea that life water right, bottled industry is exists to darkening a problem of we have more imminent crisis scarce clean potable. Comments by Life Water plant manager Zara Leono on her own social media have further fired up both sides and increased scrutiny about the business's practice. In light of these challenges, Life Water must navigate public opinion by messaging and reaffirming its sustainability mission in order to rectify misperceptions.

1.3 Importance of the Assignment

This task is very critical as it will help to overcome existing issues related with Life Water and also an opportunity to position the company strategically in a given industry the advantages of Tranquil Water from an environmental perspective and providing insights about marketing Life Water as a responsible player in the market, we go on considering different angles around bioplastics. At the same time, running a social media PR campaign is a necessary part of damage control over what Zara Leono has said. And now, as important than building a marketing plan is to build an authentic story that helps reinforce the fact that Life Water was green before it turned cool and on-trend; something with the power to take some of the heat out of those columns. Under tough times, the tasks that come along build a significant story to change how Tranquil Water

would be looked at and such assignment becomes very important when it comes down to re-launch successfully.

2 Marketing Proposal for Tranquil Water

2.1 Target Market Assessment

2.1.1 Demographics and Psychographics

Target Market: The target market of Tranquil Water is a holistic mix demographic. 25-45 This is the largest consumer segment, who value environmental sustainability and health. Obviously, this lets consumers in high-income urban and suburban areas know where they will be most likely to interact with expensive, paid-for-by-retros sales environmentally friendly products.

Psychographics: Analysis of people who have an active lifestyle and look for healthy living in perfect balance with environmental responsibilities. Our core audience is involved in green lifestyle choices, appreciates authenticity and is socially minded. Continuing with a pledge to sustainable living, Tranquil Water aims at consumers that incorporate beverage choices as part of their lifestyle and personal values. [1]

2.1.2 Market Trends and Preferences

Ecofriendly Awareness: Green products have undertaken the primary markets. Consumers are attractive to brands that work actively towards better being their green mates. Tranquil Water also perfectly falls under that trend by offering a sustainable and zero waste option with its bioplastic bottle.

Health & Wellness: We are seeing a growing awareness of the role that health and wellness play in our day-to-day lives, which is also reflected within the beverage landscape. The Tranquil Water appears as an essential component for a healthier life and additional offer to hydrate your body. Customers who need all-around appeal to prefer its product purity and ecological packaging.

People have gotten used to paying more for quality unique water products hence bottled water prices are now higher. Not only does Tranquil Water offer superb water quality, the brand sets itself apart in this premium category with a completely new cutting-edge and eco-friendly

packaging. This appeals to consumers with sophisticated palates that use beverages as luxury goods for Child's life.

Online And Social Media Influence: Consumers today use social media and online platforms for information and brand interaction. Digital Marketing Strategy Tranquil Water will implement a marketing plan that utilizes digital platforms to generate awareness and cultivate the sense of community among its target market. Engaging content will underscore the entity's commitment to sustainability and build its reputation as a socially responsible option[2] .

To create a marketing strategy that speaks to the target and commercializes on consumer interest turning trends, it is necessary to be aware of modern market tendencies as well them psychographic/demographic underpinnings.

2.2 Tranquil Water Logo and Slogan

2.2.1 Importance of a Strong Brand Image

In the fierce world of business, a brand image is what stands between the Tranquil Water company customers, and they need a brand image that looks as good on the outside as it feels when using the product nature-inspired yet sophisticated enough to visually communicate excellent water & their commitment of sustainability. Pin it When customers look for brands to identify with in this day and age of shared values, a logo that sticks out along with an unforgettable tagline will leave your mark on the mind, thus enhancing better brand loyalty. [3]

2.2.2 Design Principles for the New Logo

- a. Elegance and simplicity: the logo design stands for elegance, with elements of simple to make it easily remembered and recollected. Purity: As promised, Tranquil Water has the purest of high-tech advanced cold water in a simple and ever-so-clean look.
- b. Symbolism of Sustainability: Symbols associated with sustainability should be used Greenish sediment or natural scenery could show commitment to environmental responsibility at Tranquil Waters. Additionally adding a small leaf or simplistic water droplet modified to represent sustainability can help bolster the brand's commitment to eco-conscious practices.

c. Versatile – The logo must work on a variety of marketing materials such as digital media, packaging and promotional items. It will ensure a brand presence which is reliable as well as robust when it comes to multiple platforms due to its flexibility and scalability.

d. Modernity with Timelessness: Also extremely important to maintain the right balance of modern aesthetics and timeless clichés. While the logo should have a modern look, it also needs to be timeless so that you do not need to rebrand your business every few years [4]

2.2.3 Crafting a Compelling Slogan

a. Reflecting Tranquil Essence: The slogan should be able to reflect the serene and rejuvenating essence of calm water, in a way similar to Tranquillity Water. It must convey the uniqueness of your product, and evoke emotions of purity, calmness & a touch to mother nature.

b. Incorporating sustainability: The slogan needs to include the theme of sustainability. Sentences that highlight the brand's commitment to sustainability and bioplastic use will resonate with a younger audience who increasingly expect brands they interact with more broadly to align on their own values.

c. Memorable and High Impact: An effective slogan should be brief but memorable, so your customers can remember it instantly. When this encounters it each time, that should cause some really good feelings and definitely create a memorable recollection to comply aided by the known [5].

The essence and personality behind Tranquil Water as a brand among their TGs convey the utmost importance of zero water wastage while manufacturing quality, sustainable products.

2.3 Benefits of Bioplastics

2.3.1 Environmental Impact

a. Less Carbon Footprint- Bioplastics, made from renewable resources such as sugarcane or plant starch have a lower carbon footprint compared to the conventional plastics that are produced using crude oil; For Tranquil Water, using bioplastics allows it to work toward its sustainability goals by decreasing the use of petroleum-based fuels in production.

Biodegradability: Bioplastics are designed to degrade faster than the traditional plastics thus solving one of the most challenging global environmental problem plastic litter in our environment

b. In an effort to address the concerns of its community, Tranquil Water now uses biodegradable materials in place of plastic and has proven it can make sustainable packaging decisions.

c. Resource Efficiency: Often, creating bioplastics uses fewer natural resources to take the pressure off ecosystems. Tranquil Water is championing more sustainable packaging that reduces resource scarcity by using readily replenished materials.

2.3.2 Consumer Appeal

a. Alignment with Values: One of the strongest drivers for consumers is to search for and source products that align with their values; Sustainability being one such proponent in many cases Tranquil Water has built brand equity with environmentalists and consumers who lean that way, thanks to the use of plant-based packaging.

b. Safety and Health: Because bioplastics do not absorb toxic chemicals into their contents, they are generally believed to be safer for health (Favoio et al., 2007). This becomes even more attractive to customers who place a high concern for their personal health, as well as the impact of this feature on our environment.

c. Premium Image: By further demonstrating the environmental consciousness of Tranquil Water by using bioplastics, its premium image is reenforced These types of pro-eco moves further add on to the value proposition for a product as consumers assume that well this company is definitely going beyond what it has to do bare stencil at its doorstep.

2.3.3 Competitive Advantage

a. Differentiation in the market supplying a product made of bioplastics allows Tranquil Water to be competitive since consumers are now considering sustainability as an important feature when choosing between products and services. Such a unique selling proposition indeed targets the brand at certain special segment of market and sets it apart from its rivals found bottled water category.

b) Meeting Regulations: Tranquil Water stays ahead of the curve by imagining and surpassing environmental regulations for plastic use. Leading to more effective communication with regulatory authorities, legal compliance and demonstration of a commitment towards sustainability.

c) Positive Public Perception: The use of bioplastics can be seen as an effort to adopt sustainability practices, which could present a positive public perception (in today's world where corporate social responsibility remains at the forefront). It can create a positive image and in turn generate more customer loyalty which also tends to mean increased brand trust.

Marketing the benefits of bioplastics has put Tranquil Water at a competitive advantage in the market. In addition to addressing environmental problems, this method taps into the increasing consumer market for eco-friendly goods.

2.4 Marketing Plan

2.4.1 Product Positioning

a. Premium Eco-Friendly Hydration- Encourage Tranquil Water as a great choice of eco-friendly hydration. At the same time, underscore the sustainable use of bioplastics and how great uncarcinogenic nature water is. Allure would allow Tranquil Water customers to appeal to End-Users based on its ability of blending sophistication with eco-friendliness in a symbiotic way

b. Lifestyle Improvement: Incorporate Calm Water into the consumer's day-to-day life and present it as an indispensable element of a green, health-oriented lifestyle. Emphasize the tranquil and healthy feelings related to drinking Calm Water.

c. Positioning Your Brand against Competitors: Transparency regarding the difference between Tranquil Water and its competitors (premium product, bioplastic packaging, environmental sustainability).

2.4.2 Pricing Strategy

a. Provide Tranquil Water as luxury and environmentally-friendly packaged water with its premium package, high-quality artesian spring source guaranteeing the quality of bottled still mineral water bottling, and commandship to Earth-friendly green life for our future. The

configuration of the plan should support a premium price strategy that is consistent with the brands positioning in market.

b. Create Value Perception: Ensuring the customer gets what value they should receive, and consider it worth paying extra for salient feature of Tranquil Water focus on the longevity and long-term impact both environmentally and for your health that you could get from a product.

c. Promotional Bundles and Discounts: Implementing promotional bundles or incentives for bulk purchases would encourage bigger transaction size, hence make it more attractive to the consumers than the competitors' offers from Tranquil Water.

2.4.3 Distribution Channels

Specialty Retailers: Through the network fashion to create image that is highly distinctive and key feature associated with high quality of premium output from a specialty retailer where secures sourcing which could be add exclusive designer available for area or region. These places can be health food stores, upscale or boutique grocery stores and eco-conscious retailers.

a. Online Platforms: Use e-commerce sites to reach a higher number of buyers translating into more demand for Tranquil Water. Subscription services keep people buying and loyal to the brand.

c. Environmental and trade-shows place: Exhibit Tranquil Water to environmental / sustainability oriented events, as well at relevant tradeshow That increases brand noetic and simultaneously reach out to the environmentally conscious consumers.

2.4.4 Promotion Strategies

a. Digital Marketing Campaigns: Create a full-scale digital marketing campaign through social media and online advertising to highlight the sustainable nature of Tranquil Water, its bioplastic packaging and describe it as a superior product

b. Influencer Collaborations: Team up with influencers who align with Tranquil Water's beliefs and ideal customer profile Influencers are used to help carry the brand message and reach a larger audience.

c. Cause Marketing Campaigns: Participate in cause marketing with a focus on environmental causes and supporting native water conservation efforts. With that in mind, communicate these

efforts to consumers, thereby emphasizing the commitment of Tranquil Water to enrich today and make tomorrow better.

d. Public Relations Campaign: A well-publicized public relations campaign describing the steps Tranquil Waters will take to become greener and the beneficial parts of Zara Leona's comments. Be open and transparent about addressing insecurities, showing the ongoing commitment brand to betterment.

With correct position, differentiation and strong relationships Tranquil Water may occupy a significant place in the market through marketing as will be integrated into its main launch strategy.

3 Social Media PR Campaign

3.1 Introduction to Social Media PR

3.1.1 Importance in Modern Marketing

In the contemporary landscape of marketing, social media plays an integral role in shaping public perceptions, building brand awareness, and fostering direct engagement with consumers. Social media platforms have become the primary channels through which individuals seek information, voice opinions, and participate in brand narratives. A well-crafted social media PR campaign has the power to amplify a brand's message, reach a global audience, and influence the public's perception of a company. It is not merely a communication tool but a dynamic space where brands can establish authenticity, transparency, and connect emotionally with their audience.

3.1.2 Relevance to Life Water's Greener Initiatives

Social media has, obviously, become a crucial part of how we market in the digital age. Social is how most consumers form an opinion about our brand and possibly even discover us initially; it's more often than not their first point of contact with them. Today, one no longer would need to visit Wikipedia for information when you can gather everything from these sources because social media platforms are the place where we look out for answers and share our views on any story or brand narrative. An artful and thoughtful social media PR campaign can scale a brand voice to global proportions, impacting how the public see such company. More than just a communicator but rather, an interactive space where the brand can authentically appear to be seen more human with emotion and transparency.

The sustainability messaging and greener initiatives of Life Water make it a perfect match for the justifiable social media venting. Among the trending topics on these platforms is environmental awareness, where users hunt and post information related to eco-friendly products or production methods. Utilizing social media to move the heralding needle, Life Water can communicate its greener perspectives in a new light namely planting itself directly on Tranquil Waters' packaging with soft-branded messaging about water that uses bioplastics directed towards an audience simply curious at one moment or thirsty at another. Being an interactive channel, it lets Life Water not just to share its story but also engage with the digital public by answering questions in real time, solving any doubts and showing a direct commitment towards sustainability.

Similarly, social media allows the brand to show a more human side too pulling back the curtain with behind-the-scenes insights into how it has been made in an eco-friendly way while introducing people who contribute and share stories of sustainability across its journey. Something which, when done right, can create a connection or loyalty with the person on an individual level.

It provides a direct and friendly communication channel with the public, helps to boost Life Water's corporate sustainability credentials by appealing directly to consumers and becomes an active part of how Tranquil are perceived as they re-enter the market.

3.2 Promoting Life Water as a Greener Company

3.2.1 Showcasing Environmental Efforts

- a. Transparency in practices use social media channels to show Life Water's provided transparency around its environmental efforts display the company's dedication for sustainability by telling about water savings processes, energy-saving systems and waste discharge initiatives.
- b. Behind-the-scenes content develop exciting behind-the-scenes content that leads followers on a narrated tour of how your product is made, highlighting all the eco-friendly practices deployed along the way. Such material can consist of everything from video tours and interviews with main players to infographics showcasing green accomplishments.

Using visually stimulating material like infographics and photos to highlight how Life Water is making a beneficial difference for the environment. Graphs or other visuals that compare the company's current practices to industry standards is a great way of showing just how committed they are, and simply look better than plain numbers.

3.2.2 Highlighting Bioplastics and Sustainable Practices

- a. Educational: Create content that informs followers on the benefits or advantages of bioplastics and how it has an edge over traditional polyethylene in more than one way, at the same time being environmentally friendly use language that is easily intelligible, and supplement your message with visuals.
- b. Development stories like how Tranquil Water came up with the bioplastic bottle in future. Conversation will cover the research, innovation and challenges inherent in developing this groundbreaking product as Kellogg works towards its goal of 100% re-newable or recyclable packaging by the end of next year.
- c. User generated content motivate others users to tell their experience with the recently bioplastic packaging of Tranquil Water Establish branded hashtags to pull together and publicize consumer-generated content around the good environmental habits of Life Water consumers.
- d. Sustainability milestones reveal Life Water's key sustainability milestones (i.e., fewer plastic, renewable energies and healthy community involvements). These are key milestones in the brand's sustainability vision.

However, Life Water can readily depict its greener efforts on social media by blending school-appropriate teachings with behind-the-scenes moments and visually exciting content. Through positioning sustainability as a focal point of its online brand, the business can appeal to eco-minded buyers and position itself as an industry leader in sustainable innovations.

3.3 Managing Zara Leono's Comments

3.3.1 Assessing the Impact

- a. Social Listening: Conduct a thorough analysis of social media platforms and other online forums to gauge the extent of the impact of Zara Leono's comments. Identify key sentiments,

concerns, and reactions from both supporters and critics. Understanding the landscape is crucial in developing an effective response strategy.

- b. **Stakeholder Perception:** Evaluate how Zara Leono's comments have affected various stakeholders, including customers, employees, and the local community. Assess the potential risks to Life Water's reputation and identify areas where public sentiment may need to be addressed.

3.3.2 Crafting a Response Strategy

- a. **Timely and Transparent Communication:** Acknowledge Zara Leono's comments promptly and transparently. Clearly communicate that her remarks do not reflect the company's official stance and emphasize Life Water's dedication to responsible water usage and sustainability.
- b. **Apologize and Clarify:** If Zara Leono's comments were inappropriate or misconstrued, issue a sincere apology. Clarify any misunderstandings, emphasizing the steps the company is taking to address concerns raised by the community and reinforce its commitment to environmentally responsible practices.
- c. **Highlight Positive Actions:** Shift the narrative by highlighting the positive actions and initiatives Life Water has undertaken, particularly its investment in creating a greener company and the launch of Tranquil Water with bioplastic packaging. Emphasize the company's commitment to making a positive impact.

3.3.3 Leveraging PR to Shift Focus

- a. **Strategic PR Messaging:** Create a strategic messaging plan that shifts focus away from the comments of Zara Leono and onto all the great things Life Water has done to move toward true sustainability from messages surrounding the long-term environmental stewardship of company and what steps are being done to address water use concerns.
- b. **Community Engagement:** The community should be actively involved in upgrading older city areas using forums, meetings or online channels as the medium message commitment to corporate responsibility; address concerns with specific responses and promote current community benefits.
- c. **Partner with Environmental Organizations:** By partnering up with established and organizations regarding environment to show the dedication of Life Water for sustainability, etc. Being certified

by, or being a partner of, these organizations is an indication that you have credibility and helping our planet.

d. Employee Advocacy: Have employees be advocates for the good that company does Employee testimonies, backstage stories or their participation in community programs can add elements of humanness to the brand and bring a lot to narrative positivity.

With Life Water carefully tracking the effect, creating a considered reaction plan and using PR to move attention away from negative statements towards successful plans, it will be possible for them to navigate the Zara Leono comments without allowing damage while also confirming its sustainability assurance.

3.4 Monitoring and Engagement

3.4.1 Implementing Listening Strategies

a. Social Media Monitoring Tools: Use some of the more advanced social media monitoring tools and software to keep tabs on all comments, mentions & conversations about Life Water products This is useful for drawing on real-time public sentiment to keep the company aware of discussions happening.

b. Keyword alerts create keyword alerts for Zara Leono, Tranquil Water and any controversies surrounding them as such. Acting in this manner keeps Life Water ahead of the conversation and able to respond to any issues that arise quickly.

Industry Forums and Blogs (Look beyond social media channels; track industry forums, blogs or online communities) This widened perspective is vital in locating possible concerns or misinformation that might not typically surface on more mainstream social channels.

3.4.2 Active Response to Feedback

a. Respond in a timely manner to any positive or negative feedback. Accept concerns, respond to all questions and thank the customers for good feedback A quick response shows that the team is engaged and ready to communicate, But it also demonstrates a focus on open communication and customer success.

b. Communication Transparency: Communicate if there are criticisms or concerns raised by customer transparent about what steps are being done to fix problems and update progress of your initiatives, reminding everyone the company is committed in carrying out its commitment towards transparency.

c. Customer Feedback Surveys: Utilize customer feedback surveys to ask for both opinions and suggestions on continuing improvement efforts. Utilize the feedback from these surveys to direct informed decisions, and that Life Water does really care about what its customers feel.

F. Engaging Content: Produce content that encourages people to engage and share their thoughts on a topic. Ask questions, create polls and start conversations on sustainability by empowering Life Water to gain useful knowledge out of it as well keep their audience connected in a sense.

e. Online Q&A Sessions: Conduct online question answer sessions or webinars by Life Water representatives so that the users can directly interact with them. This is a chance to talk about fears and bust myths while showing the company's dedication for customer collaboration.

f. Employee Advocacy: Empower employees such that they step up and interact with customers and respond to feedback in social media. Employee advocacy will help brand sound more human and it makes you approachable which is very important when dealing with people.

By employing these listening tactics and then reacting to the feedback that you receive accordingly in a timely manner, not only can Life Water protect itself from hearing about it once it becomes an issue but also build an even better bond with its audience. The dedication to openness, ready responses and ongoing dialogue will contribute toward a favorable reputation online and underline the company's intention of both customer care and sustainability.

4 Conclusion

In the final analysis, combined marketing proposal and PR campaign for Life Water™'s Tranquil Water represents a strategic answer to its situation. The multi-pronged initiative includes a newfound emphasis on highlighting the innovative aspects of Tranquil Water like its bioplastic packaging, and also serves to preempt any negative impact Zara Leono's comments might have strengthening Life water's position as an agent for sustainability.

In turbulent times, the 5-Year marketing plan for a peaceful water-specific demographic The marketing proposal lives into details of focusing the specific demographic with Tranquil Waters and explains that it is imperative to have a premium position, pricing strategies, and diverse distribution channels. Adding visual elements like a stunning logo accompanied by some powerful wordings would also boost the brand recognition and convey the persona of what sort values are appended with that product.

But at the same time, their social media PR campaign is a important piece of saving face after Zara Leono's comments rocks through society. The campaign aims to balance the communication out by showing the benefits of bioplastics, emphasising its environmental efforts through storytelling around Life Water's work and proactively engaging with followers when they question them. Social media offers the opportunity to reach audiences globally whilst remaining interactively responsive in real-time, making it a crucial foundation for forming and sustaining an amiable brand position.

It deploys a good synergy between marketing and they get the feel of oneness being attached at it. The marketing plan gives Tranquil Water a green appeal as a premium product and, during periods of controversial statements, draws on a PR campaign to control fallout with tact. This holistic approach, and in this case, the most salient message of all sustainability *prima facie* would see impeccable alignment across each channel alongside the brand showing its true commitment to ensuring everything it says is done with transparency coupled with clarity.

In the long term, this integrated marketing and PR approach won't just react to what is happening now but will work as part of their plan for a successful relaunch of Tranquil Water. Life Water has positioned itself as a frontrunner in the eco-friendly bottled water space for battling not only challenges but also smartphones by effectively demonstrating that marketing and PR are capable of working harmoniously with one another to drive an entire industry forward towards beneficial effects on environmental friendly. The campaign was a success because it combined marketing and PR efforts so seamlessly, allowing its mission of working towards a sustainable future that is socially responsible at the same time.

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