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# Marketing Plan and PR Campaign

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## **Abstract**

- A new water bottling company, Tranquil Water uses biodegradable bottles constructed of bioplastics to package its goods. Bioplastics are a more environmentally friendly choice than traditional plastics, which can take hundreds of years to destroy the environment and create pollution. Bioplastics will help Tranquil Water to differentiate itself from other bottled water brands and attract consumers who care about the environment and sustainability.

The marketing mix—the product offers, price strategy, distribution methods, and promotional strategies the marketing department will use to promote Tranquil Water and its distinctive qualities—is described in this marketing plan. Market research and company analysis included in the marketing strategy serve to clarify the present condition of the bottled water market, the demands and preferences of the target audience, and the strengths and weaknesses of the organization.

The second section of this article also includes a social media PR campaign for Life Water, a water bottling business dedicated to environmental and sustainability concerns. A firm manager recently posted something unpleasant on social media, which upset consumers. A social media PR campaign that handled the unfavorable comment and highlighted Life Water as a more environmentally friendly brand became therefore required. Responding to unfavorable comments, disseminating knowledge on Life Water's dedication to sustainability, highlighting the advantages of the company's packaging, publishing consumer testimonials, and tracking and reacting to comments are all strategies included in the campaign.

Aiming to raise brand awareness, sales and income, and to distinguish Tranquil Water and Life Water from other bottled water companies, the marketing strategy and social media PR campaign work in concert. The marketing strategy and PR campaign guarantee that the stakeholders feel Tranquil Water and Life Water could be top sources of sustainable bottled water by targeting the appropriate audience, using the advantages of bioplastics and sustainability, and applying smart marketing strategies.

- **Plan of Marketing**

A new water bottling company using bioplastics for its packaging, Tranquil Water is a division of Life Water bottling firm. Made from renewable resources—such as corn starch or sugarcane—rather than petroleum, bioplastics are a kind of plastic (Ashter, 2016). They are a sustainable substitute for conventional plastics, which can take hundreds of years to decompose in the environment and add to pollution (Cho, 2017). This marketing strategy will detail the advantages of employing bioplastics in water bottling and how Tranquil Water may take advantage of this developing trend.

**Corporate Goal**

Tranquil Water aims to offer sustainable, high-quality, convenient premium bottled water. The firm thinks that a more sustainable option to conventional bottled water brands will be provided by employing bioplastics in its packaging, thereby lowering the environmental effect. It is dedicated to providing a product that fits the beliefs of eco-conscious customers and helps to create a more sustainable future.

**Corporate Vision**

Tranquil aims to be the top source of sustainable bottled water, therefore redefining the industry standard. Tranquil Water aims to be recognized as a business dedicated to providing a high-quality and convenient product that satisfies the demands of eco-conscious consumers and supports sustainability and the environment. The firm sees a future in which it is a household name and a first choice for environmentally conscious consumers.

**Motto**

Tranquil Water, produced with bioplastics, will help the planet to last by quenching your thirst.

Emphasizing the product's ease and great quality, this slogan underlines the environmental advantages of Tranquil Water's bioplastics packaging. The slogan is brief and catchy and clearly conveys Tranquil Water's special value offer. Used in packaging and ads, among other marketing tools, it can assist to highlight the brand and its particular qualities. The company logo will also include the tagline.

- **Corporate Study**

Using the SWOT (Strengths, Weaknesses, Opportunities, and Threats) approach, this part examines the business to highlight the main strengths and areas for development.

### **Strengths**

Using bioplastics in its packaging helps the business stand out from other bottled water companies and attract environmentally aware customers searching for a more sustainable choice (Confente et al., 2020). Moreover, the business will contribute majorly to a cleaner planet and lower its whole carbon impact (Atiwesh et al., 2021). The business obtains its water from a natural spring and piped municipal clean water, then goes through a thorough filtering procedure to guarantee cleanliness and quality. It also distills water in cases where the other kinds of filtering equipment are being maintained. This distinguishes it from other bottled water companies lacking the same degree of quality control.

The bottles come in several sizes and multi-pack choices, so consumers may easily select the appropriate size for their needs. The business also provides e-commerce sites with online buying choices, so consumers may buy the goods from anywhere (Sari et al., 2021). f A great variety of payment choices the business provides to its consumers helps to also attain the ease.

Tranquil Water is dedicated to delivering outstanding customer service, including quick assistance and loyalty programs to promote client retention.

### **Weakness**

Being a new firm, Tranquil Water might not yet have the same degree of brand awareness as more established bottled water businesses. This could make it more difficult to connect with the intended audience and create sales.

As a startup, Tranquil can struggle to obtain distribution channels and alliances with retailers and distributors.

### **Opportunities**

The rising movement toward sustainability: Consumers are getting more and more aware of the environmental effect plastics and other contaminants have in the bottled water market, therefore driving sustainability (Howarth, 2022).

### **Threats**

Droughts in New York have caused ongoing water shortages that endanger corporate operations.

The former firm had an online controversy caused by comments made by one of its

staff members. That controversy might also tarnish the reputation of the new business.

- Recession: Business analysts and economists have predicted a potential recession, which would cause consumers to spend less money and raise corporate expenses (Potter, 2023). The downturn endangers the profitability of the business.

## **Market Research**

A comprehensive study of the market helped to understand the circumstances and point out probable growth areas so that Tranquil Water could be marketed successfully. The following important fields were found in the market study:

### **Industry trends**

Examining the industry reports and statistics to grasp the present condition of the bottled water sector and spot trends and possibilities reveals a clear growing trend toward sustainability as consumers grow more worried about the environmental effect of traditional plastics (Howarth, 2022). Moreover, customers are ready to spend extra to guarantee their usage of bioplastics, biodegradable products (Notaro et al., 2022). Tranquil Water may set itself apart from other bottled water brands by employing bio polymers in packaging to take advantage of this trend.

### **Competitor analysis**

Many conventional bottled water brands employ conventional plastics in their packaging, and there are few choices for consumers seeking a more sustainable substitute (GlobalData, 2021). Tranquil Water may fill this gap and provide a distinct and diverse product by employing bioplastics.

### **Consumer insights**

Eco-conscious customers and fitness enthusiasts make up the target market; they appreciate sustainability and convenience and will pay more for goods that meet their values. Tranquil Water may attract this demographic and set itself apart from other bottled water brands by providing a high-quality, convenient, and sustainable product (Matsuura et al., 2008). Ultimately, the market study has offered insightful analysis of the present condition of the bottled water industry as well as the needs and preferences of the target audience.

## **Marketing Objectives**

The marketing activities will be guided by the following goals to guarantee Tranquil Water runs well;

Consistent messaging and positioning stressing the sustainability and environmental advantages of employing bioplastics in water bottling can help to create a good brand image and reputation.

By targeting a rising market for sustainable products and providing competitive pricing for premium bottled water, I hope to boost sales and revenue by 15% during the first year of operation.

By means of focused digital and conventional marketing strategies—including social media marketing, email marketing, and influencer collaborations—I aim to raise brand awareness among eco-conscious consumers by 50% in the first year of operation.

By using bioplastics, Tranquil Water may stand out from other bottled water brands by marketing the brand as a sustainable and ecologically friendly choice for consumers.

Offering a high-quality product and outstanding customer service by means of efforts like quick customer assistance and loyalty programs will help to build client loyalty and retention. To reach a larger audience of eco-conscious consumers, increase the distribution channels by partnering with natural and specialty food stores, fitness studios, and gyms.

To be current on industry changes and consumer preferences and to always change the marketing plans and techniques to remain ahead of the competition.

## **Target Audience**

Tranquil Water will aim at eco-conscious customers that value sustainability and are searching for practical, sustainable choices for their bottled water. These comprise those who frequent natural and specialized food stores as well as those who participate in eco-friendly activities and festivals. These consumers are probably well-educated and wealthier since they are ready to spend more on goods that fit their beliefs. They might also be health-conscious and give the quality and purity of the water they consume first priority.

Tranquil Water will also focus on athletes and fitness lovers as they usually depend on bottled water for hydration during sports events and exercises. Younger and more active, this demographic may give ease and portability top priority in their bottled water selections.

Ultimately, the target market consists of people who are ready to spend more for a product that fits their beliefs since they value sustainability, ease, and quality. Tranquil Water may



stand out from conventional bottled water brands and take advantage of the increasing sustainability movement by targeting this audience and stressing the advantages of bioplastics.

## **Marketing Mix**

### **Product**

Tranquil Water will provide high-end bottled water in several quantities, including single bottles and multi-pack choices. The water will come from local government piped water and a natural spring. To guarantee purity and quality, it will go through a thorough filtering procedure. Made from bioplastics, the packaging is a sustainable substitute for conventional plastics without toxic chemicals. Tranquil Water will stand out from other bottled water brands by employing bioplastics, hence attracting environmentally aware customers that appreciate sustainability.

### **Price**

With a little more cost to show the increased sustainability of the bioplastics packaging, Tranquil Water will provide reasonable pricing for its premium bottled water. The pricing approach is founded on the idea that people will spend a bit more for goods that fit their beliefs and help to create a more sustainable future. Moreover, bioplastic packing costs more than traditional plastics (Waldrop, 2021).

The business will provide several pricing alternatives to attract different customers, including single bottles and multi-pack choices. Tranquil will also run promotions and discounts to boost sales and foster consumer loyalty.

Tranquil Water can stand out from other bottled water brands and attract eco-conscious customers ready to pay more for a product that fits their values by providing reasonable pricing and value-added perks including sustainability and environmental friendliness.

### **Place**

Tranquil Water will sell its product to target eco-conscious consumers and fitness enthusiasts. These channels will consist of:

- Natural and specialty food stores: These stores usually serve eco-conscious customers searching for sustainable and natural goods. Distributing Tranquil Water via these outlets will help it to reach a specific audience of people already interested in sustainable goods.

Selling Tranquil Water online allows the brand to reach more consumers who might not have access to natural and specialty food stores close by. To expand its reach and awareness, the marketing team will look at alliances with well-known online retailers including Amazon and

Thrive Market.

**Gyms and fitness studios:** Tranquil Water's main target market is fitness fans and athletes since they usually depend on bottled water for hydration during activities and events. The business can immediately contact this audience and provide its goods as a practical and sustainable hydration choice by working with gyms and fitness studios.

Eco-conscious people are usually involved in eco-friendly activities and festivals, which can provide Tranquil Water a wonderful chance to connect with its intended audience and promote its goods. To raise awareness and reach, the company will look at sponsorships and alliances with outdoor events and music festivals.

Usually, the distribution plan will emphasize reaching the target market of eco-conscious consumers and fitness enthusiasts via channels most likely to attract them. Targeting these channels and stressing the advantages of utilizing bioplastics in packaging will help the business to stand out from other bottled water companies and take advantage of the increasing sustainability movement.

### **Advertising**

The marketing team will use a mix of conventional and digital marketing strategies to promote Tranquil Water and its use of bioplastics. This will consist of the following:

- Advertisements in print and online: Ads stressing the sustainability and environmental advantages of utilizing bioplastics in water bottling will be produced by the marketing department and run in appropriate magazines and websites probably reaching the target population of eco-conscious consumers and fitness fanatics.

Tranquil Water will use social media channels including Facebook, Instagram, and Twitter to market its goods and their special qualities. This will involve producing interesting and educational material stressing the advantages of bioplastics as well as running discounts and incentives to drive sales.

Tranquil's marketing team will develop an email newsletter to maintain contact with consumers and update them on new items and offers. This will be a fantastic approach to increase repeat purchases and foster consumer loyalty.

Tranquil will think about working with influencers who share the brand's beliefs and can assist spread Tranquil Water to their following. Reaching a bigger audience and generating brand buzz could be done successfully by this.

The promotion effort as a whole will mainly concentrate on producing engaging and informative material stressing the environmental benefits of using bioplastics for water bottling. By stressing the unique qualities of the product, Tranquil will set its wares apart

from other bottled water brands and attract the target market of eco-conscious consumers and fitness enthusiasts.

### **Budget**

The firm will set aside a marketing and advertising budget to properly promote Tranquil Water and its use of bioplastics. The marketing team will utilize this budget to pay for the expenses of traditional and digital marketing strategies like print and online ads, social media marketing, email marketing, and influencer collaborations.

The funding will also pay for market analysis and research as well as the production of marketing materials including product packaging and brochures.

The first year's marketing spend is itemized below:

Print and web ads: \$50,000

Social media advertising: \$30,000

Email marketing: \$10,000

Influencer collaborations: \$20,000

- Marketing tools: \$5,000

- Market research and analysis: \$10,000

Marketing budget overall: \$125,000

The budget is under constant evaluation and revision to guarantee the company is optimizing the impact of its marketing activities and meeting its business objectives. The marketing department may efficiently market Tranquil Water and its unique qualities by setting aside funds for marketing and advertising, therefore boosting sales and income.

## **Conclusion**

Tranquil Water will provide a more sustainable and environmentally friendly choice for consumers by using bioplastics in its packaging. Moreover, it would aim at environmentally aware customers and highlight bioplastics' advantages. Thus, Tranquil Water will be able to stand apart from conventional bottled water companies and take advantage of the rising sustainability movement. Tranquil Water will build brand recognition and boost sales and income by means of a mix of conventional and digital marketing strategies and an emphasis on interesting and educational material.

### **Life Water's PR Campaign**

Companies have started to use social media as a major channel to interact with their consumers and create brand recognition (Parida & Prasanna, 2021). On the other hand, it runs the danger of unfavorable remarks and criticism, which could harm a company's image. This social media PR strategy offers a framework for handling unfavorable feedback and marketing Life Water as a more environmentally friendly business.

Committed to sustainability and the environment, Life Water is a water bottling firm. A corporate management recently posted a critical statement on social media, which has alarmed consumers. A social media PR effort meant to counter the bad remark and market Life Water as a more environmentally friendly business has thus become essential to maintain the brand image.

Responding to unfavorable remarks, disseminating knowledge on Life Water's dedication to sustainability, highlighting the advantages of the company's packaging, publishing consumer testimonials, and tracking and reacting to comments will all be part of the campaign. The firm will try to reduce the bad comment and gain confidence with its audience by means of this campaign.

All things considered, this social media PR effort will help to control the unfavorable criticism and present Life Water as a more environmentally friendly business. The business can clearly convey the principles of the brand and set it apart from other bottled water brands by using its packaging advantages and dedication to sustainability.

### **Address the Bad Comment**

Managing a bad comment starts with a direct, professional, conversational response to it (Allagui & Breslow, 2016). Acknowledge the issues brought up and express regret for any offense caused. Social media administrators should follow these strategies and policies while

addressing the unfavorable remark;

Admit the issue: The first step is to accept the issue highlighted by the unfavorable remark.

This might be as easy as stating, "Thank you for bringing this to our attention. We regret any offense caused.

- If required, say sorry. Should the unfavorable remark be fair and the business at fault, it is essential to say sorry and accept responsibility. A sincere apology can help to calm the problem and prove the company's appreciation of its clients.

Should the unfavorable comment bring up a legitimate issue, it is crucial to provide a remedy.

This might be as easy as saying how the business is handling the problem or promising to fix it via customer service.

Though the unfavorable remark is unpleasant or inappropriate, your reaction should be professional and polite. This will indicate that the business is professional and composed and is more likely to calm the conflict.

#### Share Knowledge on Life Water's Sustainable Commitment

Discussing a company's dedication to sustainability helps to offset criticism and demonstrate the company's will to change its environmental effect (Finkbeiner, 2016). To guarantee it distributes information about Life Water's dedication to sustainability in an attempt to run a PR campaign, the corporation should participate in the following activities.

1. Employ visual material: Infographics and pictures are examples of visual material that can help to clarify and interest sustainability-related information. Social media managers ought to highlight the advantages of the sustainable practices of the business and its green projects using visual material. Its goal, for example, is to launch a subsidiary firm packaging using bioplastics.

Sharing statistics and information: Claims on the company's dedication to sustainability may be supported by data and statistics. The social media managers should post facts and statistics on the company's social media channels showing its development in lowering its environmental impact and enhancing its sustainability. Such as the company's figures on how it has been lowering its carbon emissions in the past years.

Emphasizing alliances and certifications: The business should make sure it posts the information on its social media accounts if it has alliances with environmental groups or has earned certifications for its sustainability activities. These alliances and accreditations can foster confidence and trustworthiness among consumers.

Life Water social media managers should post tales and case studies about the company's

sustainability initiatives. This can help to create an emotional connection with consumers and make the material more personal and relevant. It should also highlight the advantages of Life Water's packaging: Share materials highlighting the advantages of Life Water's packaging, including its biodegradability and waste-reducing capacity. Finally, social media managers need to make this material more interesting and clear by using infographics and visual content.

Sharing customer testimonials that emphasize the good experiences individuals have had with Life Water and its dedication to sustainability will help customers regain confidence in the business they had lost owing to the unfavorable remark by the manager. This will help demonstrate that Life Water has a solid consumer base that appreciates the company's dedication to sustainability.

Social media managers should keep an eye on social media platforms and address any extra comments or issues that might come up. Life Water will demonstrate its value for its consumers and its dedication to constant improvement by being proactive and responsive.

Ultimately, this social media PR campaign will help to market Life Water as a greener firm and control the unfavorable criticism by emphasizing the company's dedication to sustainability and the advantages of its packaging. Life Water can efficiently convey its brand values and earn confidence with its audience by using a mix of educational material and consumer testimonials.

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## Appendix 1

