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Table of Contents	
1. Executive Summary	1–2
2. Situational Analysis and Target Market	3–5
○ PESTEL Analysis	5-7
○ SWOT Analysis	7-8
3. Marketing Objectives	9
4. Marketing Strategies	9-10
5. STP (Segmentation, Targeting, Positioning)	10-11
6. Marketing Mix (4Ps + Logo & Slogan)	11-12
7. Schedules and Budgets	13
8. Implementation	14-15
9. Control Measures	15
10. Conclusion	16
11. References	16-17

1. Executive Summary

LifeWater a bottled water company situated kilometers north of San Diego, California is preparing to reintroduce its line of premium products TranquilWater packaged in biodegradable bioplastic bottles made from sugarcane. This endeavor is backed by an investment of 5 million dollars in practices, such as advanced water production systems and the use of energy sources

like solar power to reduce environmental impact. As these initiatives align with regional demands, for operations particularly emphasized on conservation in California a challenge arose when Zara Leono the Director of Operations shared a post on social media. Claiming that compared to other sectors LifeWater's water usage is insignificant. In terms of irrigation. This statement sparked divided responses heightening scrutiny amidst Californias persistent drought and fueling concerns among activists regarding water resource management in a region dependent on aquifers. The marketing and public relations strategy will provide high visibility of LifeWater as a hydration leader, while promoting the important components of TranquilWater. The marketing campaign aims at eco-conscious millennials and Gen Z consumers in California. LifeWater not only promotes a bioplastic packaging and purchase, which is important to the targeted market segments as they use their buying habits to be sustainably conscientious, but it communicates the environmental aspects of bioplastics, including lower carbon footprints than traditional PET plastics, and ultimately in terms of the future, reducing biodegradable landfill waste. In terms of sustainability, LifeWater will also promote the new brand identity, a logo that shows a water droplet that is surrounded by leaves to signify purity and caring for the environment. The tagline "Good for you and the planet" signals that TranquilWater is providing an excellent quality product while caring for the environment, and this may resonate positively for wealthier and eco-conscious San Diego residents.

The public relations campaign aims to rebuild trust use social media platforms like Instagram, TikTok and X to openly address Zara Leono controversial statements while highlighting LifeWater eco initiatives. A key strategy involves creating a narrative that acknowledges concerns, about water usage. Emphasizes the company's efforts to reduce consumption by 30% through production techniques. We will educate the audience on the bioplastic life cycle from the beginning to end, or harvesting to decomposition through supporting educational videos and infographics to improve the consumer's education and understanding. Establishing partnerships with eco influencers will assist in amplifying TranquilWater's message through genuine content such as the influencer unboxing the product and utilizing it in lifestyle posts. The other aspect of influencer we want to work with is the influencer's followers which mainly consist of active media consumers who are responsive to endorsements. Finally, in demonstrating its support to sustainability and to work alongside organizations such as Surfrider Foundation based in San Diego that is dedicated to protecting coastal and water resources, LifeWater will donate five

percent of TranquilWater sales donated to conservation efforts, which include working with local watershed restoration efforts. LifeWater seeks to reinforce its effort and impact.. These collaborations will also involve sponsoring events, like cleanups and conservation workshops where TranquilWater bioplastic bottles will be featured enhancing the brands credibility. QR codes on bottle labels will direct users to a campaign website offering information on LifeWaters water usage, bioplastic sourcing and sustainability metrics to address stakeholder concerns following Zara Leono remarks. The strategic plan outlines goals; achieving a 20% rise in TranquilWater sales within the year through focused marketing in eco friendly retail spaces such as Whole Foods and fitness centers and a impressive 35% boost in social media engagement within six months gauged by likes, shares and comments on campaign content. By emphasizing transparency, through communication involving stakeholders in initiatives and promoting innovation with bioplastics and renewable energy LifeWater seeks to restore its standing and seize the demand for sustainable products within Californias eco conscious market. This comprehensive strategy not ensures LifeWater tackles challenges but also builds a legacy as a frontrunner, in responsible hydration practices.

2. Situational Analysis and Target Market

About the Bottled Water Industry

The bottled water market is thriving, with over \$250 billion in value driven by the demand, for convenient and healthy hydration options (Euromonitor International 2024). In the United States there has been a shift among health-conscious consumers from sugary drinks to water contributing to the growth of this industry. This trend is particularly evident in cities where bottled water is viewed as a safe and convenient substitute for tap water. However, the industry faces challenges, due to its impact on the environment. Raised by advocates and regulators regarding plastic waste, water extraction methods and energy consumption. During production in California where drought conditions exist. Scrutiny is being placed on water usage leading companies to adopt sustainable practices. With shifting consumer preference trends there is increasing demand for substitutes such as bioplastics that are less dependent, on oil based plastics. Brands that do not adjust to the trend will fall the competitors that embrace

sustainability. LifeWater's investments in production and renewable energy provide a foundation upon which the company will be able to leverage these trends. The relaunch of TranquilWater, featuring bottles made from bioplastics aligns with the industry's shift, toward sustainability giving the company an edge, in a market increasingly concerned about social responsibility (IBISWorld 2025). By addressing plastic waste and water scarcity issues LifeWater has a chance, to improve its brand reputation and connect with environmentally conscious consumers. About San Diego, California

About San Diego, California

San Diego, a vibrant coastal city known for its progressive values and environmental consciousness, is deeply committed to sustainability. Recurring droughts, exacerbated by climate change, have heightened public awareness of water conservation, making water-intensive industries like bottled water production a focal point of criticism. LifeWater, located 200 kilometers north of San Diego, operates in a region where local aquifers are critical resources, and its water extraction practices have sparked backlash from community groups and environmental activists. This sensitivity is amplified by San Diego's affluent, eco-aware population, which includes a significant proportion of millennials and Gen Z consumers who prioritize sustainable brands in their purchasing decisions.

The city's cultural emphasis on environmental stewardship creates both challenges and opportunities for LifeWater. While the company faces pressure to demonstrate responsible resource use, San Diego's demographic also represents a lucrative target market for sustainable products like TranquilWater. Transparency in operations, such as disclosing water usage data and sustainability efforts, is essential to build trust with this discerning audience. Pure Spring's proximity to San Diego allows it to engage directly with local stakeholders, leveraging community partnerships and eco-focused marketing to mitigate criticism and enhance brand loyalty (Mintel, 2024).

Bioplastics

Bioplastics sourced from materials like corn, sugarcane or cellulose bring an innovation, in eco friendly packaging. In contrast to traditional plastics that rely on petroleum bioplastics help, lower carbon emissions during their production and offer the advantage of being biodegradable. Compostable breaking down naturally under conditions. This contributes to reducing landfill waste and aligns with worldwide efforts, to address plastic pollution. For consumers who care about the planet bioplastics serve as a signal of a brands dedication to responsibility influencing their purchasing choices in markets such as bottled water. TranquilWater bottles made from sugarcane are an example of packaging. Positioning LifeWater as a leader in environmentally packaging. These bottles not decrease harm to the environment but also resonate with San Diegos consumers who prioritize sustainability and are willing to pay for, eco friendly products. By showcasing the advantages of bioplastics—like cutting down on the carbon footprint compared to PET plastics—LifeWater can set TranquilWater apart from competitors such, as Fiji Water and Evian that are exploring sustainable packaging but have not made the shift, towards fully biodegradable options (Johnson, 2024). Ongoing investment, in bioplastic research can further boost scalability and cost effectiveness strengthening, PureSprings position in the market. Pure Spring's market position.

PESTEL Analysis

Political

California's tough water regulations, brought on by a drought impose limits, on water extraction and require adherence to permits. Water companies, like LifeWater face pressure to show responsible management, of resources especially in areas that rely on aquifers. State and local authorities prioritize water distribution for farming and city use scrutinizing bottled water producers in the process. LifeWater \$5 million investment in systems and renewable energy aims to comply with these regulations. Community reporting and engaging with authorities is important for reducing risk and fines. It can also build LifeWaters credibility and connection with decision makers by emphasizing its corporate responsibility in supporting water conservation (U.S. Environmental Protection Agency 2124).

Economic

Making the switch to bioplastics comes, with production costs; LifeWater's investment is anticipated to bring about financial advantages. The use of technologies and energy helps lower utility costs while customer loyalty to brands contributes to increasing revenue. Research by Pew Research Center (2023) shows that of consumers in the U.S. and in California are willing to pay prices for products. This aligns with TranquilWater's pricing strategy. Trends favoring sustainable brands show that the packaging market is expected to expand by yearly until 2030 (Smith & Lee, 2023). By establishing TranquilWater as a high quality eco friendly product LifeWater can tap into this market segment recovering initial expenses and gaining a competitive edge over brands that are slower in transitioning to bioplastics.

Social

San Diego's conscious community, especially millennials and Gen Z prioritizes sustainability impacting their purchasing choices. The awareness, around water usage due to droughts calls for companies like LifeWater to be transparent in their operations. Zara Leono's comment on social media downplaying water concerns by equating bottled water with agriculture could alienate this group. Whose perspectives might consider such statements insensitive. Social media platforms amplify these views prompting LifeWater to respond through effective PR efforts, to rebuild trust with its audience. By emphasizing the alignment with sustainability values, LifeWater can enhance the credibility of the TranquilWater bioplastic bottles by collaborating with eco influencers. Engaging in community initiatives, like supporting beach cleanups would also help LifeWater connect with local ideals. (Mintel, 2024).

Technological

The progress, in bioplastic technology has made it possible to produce sustainable packaging using cost effective methods. TranquilWater, a bottle manufacturing company, is taking advantage of these advances to position itself in the market where eco friendly packaging is a requirement. With continued research and development efforts perhaps bioplastic costs can be reduced and their performance may increase through longer lives of bottles and more compostable. On the hand LifeWater is embracing energy technologies like solar power for its production facilities. This aligns with its approach towards reducing impact through bioplastics.

By staying up to date with green technologies LifeWater aims to meet consumer demands, for sustainable and innovative solutions (Johnson, 2024).

Environmental

As California faces a drought and anxiety rises, bottled water companies are facing increased scrutiny in addition to the anxiety of plastic pollution. Environmental advocates have voice outrage toward drinking water companies for denying use of a natural resource while creating additional waste to landfills. Upon that sentiment, LifeWater adopted bioplastic bottles and water filtering technologies for their bottled water to mitigate the possible environmental consequences. However, responding to anxiety by informing the public through communication is the only way to change perceptions. By highlighting TranquilWater's biodegradable properties and LifeWater's \$5 million commitment to sustainability the company can stand out from its peers while aligning with priorities. Neglecting to respond to criticism could harm the reputation, in San Diego's environmentally conscious market (U.S. Environmental Protection Agency, 2024).

Legal

California's sustainability regulations govern the extraction of water, waste management practices, and advertising claims. To prevent facing penalties LifeWater needs to adhere to water permits, environmental reporting requirements and waste reduction obligations. When promoting TranquilWater's bioplastic bottles as environmentally friendly it is crucial to back up these claims with evidence in line, with consumer protection laws. Transparent labeling provides information on the bottles biodegradability conditions plays a role in preserving credibility and avoiding allegations of greenwashing. PureSprings dedication to following regulations enhances its legitimacy and reinforces its message of sustainability (Smith & Lee, 2023).

SWOT Analysis

Strengths

LifeWater brand and revenue give it a foothold in the market allowing for investments, in sustainability. Their \$5 million commitment to practices like bioplastics, water efficient systems

and renewable energy boosts credibility and aligns with consumer preferences, for eco friendly products. TranquilWater use of bottles bolsters its premium image appealing to San Diegos environmentally aware audience. Being close to a market helps with marketing efforts and community outreach.

Weaknesses

Criticism regarding water extraction during Californias drought impacts LifeWater reputation. Zara Leono post on social media dismissing water usage concerns worsens views risking consumer confidence. Among millennials and Gen Z. The initial expense of bioplastics might affect short term profits, necessitating financial management to strike a balance, between sustainability and growth.

Opportunities

TranquilWater relaunch with bioplastic bottles presents an opportunity to excel in packaging capturing the eco conscious market. Millennials and Gen Z, who make up San Diegos population prioritize sustainability creating an audience for TranquilWater. Collaborations with NGOs like the Surfrider Foundation and partnerships with eco influencers can enhance LifeWater image helping rebuild trust following the Leono controversy. Educational initiatives about bioplastics can further set the brand apart.

Threats

Environmental activism targeting bottled water companies poses a risk, to LifeWater reputation particularly in drought impacted California. Competitors like Fiji Water, Evian and Nestlé Waters are investing in packaging options increasing competition levels. If the backlash from Zara Leono comments is left unaddressed it could damage brand equity and sales over time especially if public sentiment remains unfavorable. Regulatory changes, such as stricter limits on water extraction could pose challenges, to LifeWater operations.

3. Marketing Objectives

1. Aim for a 20% increase in sales for TranquilWater in year one by appealing to consumers in California with its biodegradable bioplastic packaging. This goal taps into the demand for sustainable products highlighting TranquilWater's impact to encourage purchases, among millennials and Gen Z who favor eco friendly brands. Targeted marketing efforts will focus on the bottles' features to expand market share.
2. Boost social media engagement by 35% within six months through a strategic PR initiative addressing Zara Leono' post and promoting LifeWater's sustainability efforts. By leveraging platforms like Instagram, TikTok and X the campaign aims to connect with conscious audience using transparent messaging, influencer collaborations and informative content, on bioplastics to rebuild trust and foster online interaction.
3. Position LifeWater as a leader in hydration, to regain public trust and strengthen brand loyalty among Californias demographic. This plan involves targeting its \$5 million investment in energy systems and renewable sources to shift criticism related to drought and foster long term consumer confidence. It will also allow for community building and collaborations with NGOs.

4. Marketing Strategies

TranquilWater's marketing strategy focuses on establishing itself as the top sustainable hydration brand, in California's eco friendly market. Here are the key tactics being implemented.

1. Content Creation: The company's mission is to increase awareness of the benefits of bioplastics by effectively communicating their biodegradability and lower carbon footprint, as compared to PET plastics. Social media posts will be viewable on Instagram, TikTok, X, and a campaign website. Using engaging content such as videos and infographics, the consumer will quickly understand TranquilWater's impact on the environment.

2. Working with Influencers. TranquilWater will work with influencers and sustainability advocates on social media (e.g., Instagram, TikTok, etc.). The intention of having influencers create content - such as unboxing videos - is to be appealing to millennials and Gen Z, and also provide additional exposure for the brand's packaging.

3. Ensuring Transparency, The campaign focuses on providing details about TranquiWater water efficient production processes and the sourcing of bioplastics. This information will be available on a website and through QR coded labels. Aimed at rebuilding trust following a controversial post by Zara Leono on social media.

4. Community Engagement TranquilWater is working with organizations such as the Surfrider Foundation, donating 5% of its sales to water conservation projects. Sponsoring cleanups not only extends LifeWater commitment to sustainability, but helps also establish goodwill and brand loyalty with customers.

5. STP (Segmentation, Targeting, Positioning)

Segmentation

- **Eco-Conscious Consumers:** Millennials & Gen Z (age 18, 40) are individuals who weigh sustainability as part of their purchasing decisions. This psychographic group appreciates brands, and their efforts to lessen their impact, by using recyclable and biodegradable packaging, as well as responsibly utilizing their resources specifically in areas like California which faces water shortages.
- **Health-Conscious Consumers:** Health-Conscious Consumers: Consumers who are physically active and generally moderate to health-conscious are looking for a quality

hydration product. These consumers want bottled water that is void of contaminants to support their active lifestyle and health efforts in urban segments.

Targeting

LifeWater, is targeting consumers who are aged 18 to 40, specifically in California as well as San Diego, who are issues-oriented shoppers, environmentally conscious, concerned about the sustainability trend and are looking and purchasing from brands aligned with their values of being planet-friendly and health-promoting. By going to the affluent and progressive community, and a part of the population that's willing to pay premium prices, LifeWater wants consumers, who prioritizes the products and durability, to invest in sustainable and reuseable hydration products like TranquilWater.

Positioning

LifeWater is positioned as a premium, eco-friendly hydration brand with the slogan: “TranquilWater – Good for you and the planet” It emphasizes biodegradable bioplastic bottles, made from sugarcane, to reduce environmental impact. By highlighting LifeWater’s \$5 million investment in water-efficient production and renewable energy, TranquilWater differentiates itself as a leader in sustainable hydration, appealing to California’s eco-conscious and health-focused consumers while addressing concerns raised by Zara Leono’ controversial remarks.

6. Marketing Mix (4Ps + Logo & Slogan)

Product

TranquilWater is a premium mineral water packaged in biodegradable bioplastic bottles made from sugarcane. The bottles decompose faster than PET plastics, reducing environmental impact.

Price

TranquilWater is priced at \$2.29 per bottle and \$12.99 for a 6-pack, reflecting bioplastic costs but competitive with brands like Voss. A subscription model offers 15% savings, encouraging repeat purchases.

Place

Distribution targets eco-friendly channels: organic stores (e.g., Sprouts, Whole Foods), fitness centers (e.g., 24 Hour Fitness), and e-commerce platforms (e.g., Amazon, LifeWater's website). Partnerships with zero-waste delivery services enhance reach.

Promotion

A 360° eco-marketing campaign includes:

- **Social Media:** Educational videos on bioplastics, influencer endorsements, and X posts addressing Leono's comments transparently.
- **QR Codes:** Bottle labels with QR codes linking to LifeWater's sustainability reports.
- **NGO Collaborations:** Limited-edition bottles with 5% of sales supporting water conservation NGOs.

Logo & Slogan

- **Slogan:** "Good For You and The Planet"
- **Logo:**



7. Schedules and Budgets

Activity	Timeline	Budget
Bioplastic Packaging Design	Weeks 1–8	\$1,500,000
Staff Training	Weeks 9–12	\$200,000
Marketing Campaign Launch	Weeks 13–20	\$2,000,000
NGO Partnerships	Weeks 21–26	\$800,000
Monitoring & Evaluation	Ongoing	\$500,000
Total	26 Weeks	\$5,000,000

8. Implementation

Phase 1: Packaging Redesign (Weeks 1–8)

Create bottles using bioplastic materials for TranquilWater while ensuring they meet durability and environmental standards. Collaborate with specialists to improve materials sourced from sugarcane to give them sustainability and consumer appeal. Revise the branding: add the logo (the leaf droplet) and the slogan ("Good for YOU and THE PLANET"), and modify all promotional materials (labels, digital assets) to promote those sustainable features.

Phase 2: Staff Training (Weeks 9–12)

Educate all LifeWater employees on the benefits of plastics sustainability efforts and effectively tackling public concerns about water usage during California's drought. Provide training to staff members on skills enabling them to address Zara Leono's controversial post consistently and transparently underscoring; LifeWater's dedication, to environmental responsibility.

Phase 3: Marketing Campaign

Launch (Weeks 13–20) Initiate a diverse campaign aimed at eco conscious consumers in San Diego. Social platforms (Instagram, TikTok, X) will showcase videos, on bioplastics and Pure Spring's \$5 million investment in water systems. Billboards and print ads in urban San Diego will promote TranquilWater's credentials, amplifying the sustainability message.

Phase 4: NGO Partnerships (Weeks 21–26)

Partner with NGOs, such as the Surfrider foundation to participate in community events (beach cleanups) to build credibility. Eco influencers will leverage TranquilWater's bottles to extend exposure into targeting millennials. Committing 5% of sales to conservation efforts will build

goodwill in your community.

Monitoring and Evaluation (Ongoing)

Every week you should measure sales, social media engagement and brand perception using analytics tools. You should analyze the feedback you get to adapt the campaign and improve performance and react to negative perceptions in a swift manner.

9. Control

Measures Performance indicators play a role in assessing the effectiveness of TranquilWater's marketing and public relations campaign. Key metrics to consider;

Sales

Keep track of TranquilWater's aim, of achieving a 20% increase in sales through comprehensive monthly reports. Analyze both retail and e commerce data to evaluate market penetration among San Diego's environmentally conscious consumers.

Engagement

Aim for a 35% increase in engagement in all social channels including Instagram, TikTok, X, and others by using Hootsuite and other analytics tools to benchmark and examine the activities on the company social account and the total engagement as it relates to multiple campaigns, including likes, shares, and comments.

Sentiment

Conduct real time monitoring of media using tools like Brandwatch to evaluate public perception, particularly concerning LifeWater's response to Zara Leono' controversial post and its sustainability initiatives. Customer satisfaction surveys conducted quarterly will assess trust and consumer opinions on TranquilWater's eco friendly packaging. Timely adjustments, to

messaging based on survey results and feedback from media will address sentiments ensuring alignment, with LifeWater's goal, of rebuilding trust and fostering loyalty within California's environmentally conscious market.

10. Conclusion

Pure Spring's relaunch of TranquilWater, using biodegradable bioplastic bottles made from sugarcane, positions the company as a leader, in eco friendly hydration. By investing 5 million dollars into sustainable initiatives like water efficient production and transitioning to renewable energy, LifeWater is addressing some of the environmental consequences California faces, particularly during a drought. Their marketing strategy is extremely successful in promoting the benefits of bioplastics and their logo is a droplet with green leaves and the slogan Good for YOU and The Planet. Both are successful in reaching eco- conscious consumers. An effective public relations strategy is also available to respond to the backlash from Zara Leono's controversial post on social media , where he minimized the importance of water usage, by focusing on transparency and commitment to sustainability and the environment. Through social media platforms such as Instagram, TikTok and X along with partnerships; and collaborations with NGOs like the Surfrider Foundation LifeWater aims to boost TranquilWater sales by 20% in year and increase social media engagement by 35% within months. Additionally donating 5% of sales, towards water conservation efforts enhances credibility. This diverse approach ensures that LifeWater aligns, with Californias sustainability goals manages risks to its reputation and fosters customer loyalty in an eco conscious market landscape.

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