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1. Executive Summery

Life Water is a multi-million-dollar bottled water company is located 150 km outside Los Angeles, California. Life Water is taking a monumental step in changing the company brand. Life Water is preparing to relaunch one of its premium product lines, Tranquil Water, with a new bioplastics-based bottle that is sustainable. Life Water has made the strategic decision at an important time due to the ongoing drought in California, its use of water consumption, or even the recent verbal action by its plant manager, Zara Leono. On social media, Ms. Leono made a public speech stating that the company is not a corporate "suicide" and that Life Water "does not really hurt the environment". The comments generated mixed responses from the public, and now the company has to react to a public relations dilemma to convince the public of their commitment to sustainability. This marketing and public relations plan will offer an action plan for Life Water to reposition itself to a sustainable company, while at the same time market their Tranquil Water product line. Our marketing will focus on our use of bioplastics, the result of renewable materials that leaves us with a reduced carbon footprint. Although our branding will feature a redesigned logo and slogan which will show purity, the renewed tagline of the brand will still contain a kidney message that focuses on the sustainable practices the company uses to be environmental-conscious. The logo will reflect clean and minimalistic elements of nature including the use of flowing water and green colors. The newly created slogan will target environmentally conscious customers offering a premium sustainable option which fits their lives. The marketing strategy will consist of advertising and a mixture of different advertising mediums that include, but are not limited to, digital advertising, influencer marketing, promotions in-store highlighting the new design, and persuading consumers to purchase the Tranquil Water brand to gain as many of those consumers who are increasingly requesting bioplastics and sustainability in their products. The public relations campaign will simultaneously realize the negative backlash of Ms. Leono's comments and at the same period increase public awareness of Life Water's greener initiatives. The PR strategy will include having a solid social media strategy that will strive to re-establish trust back from the public, and stakeholders while working to keep stakeholders engaged throughout the process. The social media element to the campaign will acknowledge the companies commitment of investing \$5

million into sustainable practices, including additional water-efficient production practices, while also informed potential action to add renewable energy practices the operations.

2. Situational Analysis and Target Market

About the Bottled Water Industry

The bottled water sector is dynamic and increasingly competitive, with global sales in excess of \$200 billion but continued pressure on its environmental footprint. The bottled water sector has seen growth in the United States, primarily because employers and consumers prefer to drink water as a healthy and convenient hydration solution. However, these consumers and employers are also desiring environmental impact, particularly water usage and water waste. A California drought has only increased the public and regulatory scrutiny, particularly around water utilizing products and services, with growing concern around who gets access to the water resources. This sector has also felt the increased consumer interest in sustainability. Environmentalism is changing consumer buying habits, currently driving the market toward environmentally friendly practices, and companies are responding with more sustainable packaging products, such as bioplastics, and operational changes with the water use. Life Water also operates in this space and its \$5 million investment in increased greener practices, combined with its relaunch of Tranquil Water with bioplastic bottles position it to meet some of these trends and consumer demand

About Los Angeles, California

Los Angeles, California, a vibrant, culturally diverse, progressive, environmentally aware, and urban city that experiences frequent drought conditions, has experienced tremendous drought conditions intensified by climate change. This climatic effect has lead the public and political sensitivity around water usage and the scrutiny of bottled water production is extreme. Life Water, which is located approximately 150 kilometers from Los Angeles has its hurdles because of local community backlash through the extraction of excessive quantities of water. Environmental awareness in this region is very high, and as a population the commitment to

sustainability is huge, and nearly requires a level of transparency not typically demanded by the average consumer from organizations.

Bioplastics

Bioplastics are mainly new plant-based materials made from renewable sources like corn, sugarcane, or cellulose and show potential for sustainable alternatives to petroleum-based plastics. Bioplastics can reduce our dependence on fossil fuels; consequently, they reduce carbon footprints during production. On top of this, most bioplastics are either biodegradable or compostable, meaning they will degrade naturally under certain conditions, which also reduces waste to the environment. This appeals to eco-conscious consumers who value sustainability and who will purchase known branded labels

PESTEL Analysis

The PESTEL framework is designed to provide a comprehensive and systematic analysis of the factors influencing Life Water's operational landscape for the relaunching of its Tranquil Water product line. While PESTEL examines the political, economic, social, technological, environmental, and legal factors impacting Life Water, the scope here is to identify opportunities and challenges in the bottled water market with California's eco-conscience and sustainability in mind.

Political:

Life Water operates in a region of California within 150 kilometers of Los Angeles, where water use is heavily regulated by state and local laws, given California's history of droughts and water shortages. Given California's laws regarding water consumption, all businesses have an increasingly arduous level of societal restrictions on resource allocation, with bottled water producers at the forefront of consumer backlash. The backlash from Life Water's prior water consumption shows why it is essential for all businesses to integrate corporate social

responsibility to strategically support sustainability initiatives. It is essential to engage decision makers and show sustainable practices (i.e water management systems) to lower regulatory risks and enhance community relations. Transparency over issues like following the rules of water use permits is critical to operational legitimacy and avoid penalties/ restrictions for Life Water.

Economic:

Life Water is making a serious pro-active commitment to the sustainability of its new Tranquil Water product line when its \$5 million investment into greener technologies, such as bioplastic bottles. Sustainable materials will increase upfront costs, which Life Water is ultimately banking on with longer-term sustainable investment and brand equity and consumer loyalty with now more eco-conscience consumers willing to pay for eco-friendly brands/product offerings. The financially profitable and competitive sustainable marketplace is too lucrative to ignore, especially with the consumer's ability to better trust or support brands that are environmentally respectful. Operational efficiencies from water-saving technologies translates into cost savings over time, which has the potential to lower incurred initial costs and put Life Water in a better place than its competitors in sustainability-focused premium bottled water product within the broader bottled water market. Social:

Socially conscious consumers are arguably now paying more attention to environmental challenges (sustainability) than ever before - particularly if they are in Los Angeles where sustainability can often feel like a part of the cultural experience. Socially conscious consumers are undoubtedly responding to rising alarm bells about social issues such as water waste, shorter seasons (rarest humid day in LA), pollution, which has implications for the way consumers think about and respond to brand communication. Preference for environmentally friendly products is likely a variable affecting consumer purchases more than marketing materials on ethical practices. Life Water can utilize bioplastics and practice more environmentally friendly processes were appropriate, however it must (and will possibly be encouraged) need to bridge the gap of Life Water's plant manager

Technological:

Emerging bioplastics technology provides Life Water with an advancement through sustainable packaging that is a viable option for innovation. Bioplastics are manufactured largely from renewable resources like corn and sugarcane, and provide a reduction in dependence on fossil fuels - while also having both a biodegradable or compostable option. Bioplastics also energizes the Tranquil Water option for eco-friendly consumers, too, and allows Life Water to create a competitive point of difference. Ongoing investment and development may enable improvements in bioplastic manufacturing to make it more cost-efficient and scalable

Environmental:

Environmental groups and communities in California are more vocal regarding the bottled water industry's role in the depletion of water resources nationwide, especially when concerns over plastic waste highlight the industry's contribution. Drought has increased scrutiny on Life Water's operations. Critics say bottling water contributes to depleting the scarce resource. Life Water's use of bioplastics and investment in shrinking water used provides evidence of a commitment to reducing its footprint. Life Water must continue to promote these efforts in a meaningful manner so that we can keep negativity from permeating their brand

Legal:

The bottled water industry is an extremely regulated industry with legal obligations in regard to extracting water, environmental compliance, and advertising goods. Sustainability legislation exists in California that regulates the sustainable sourcing of the water and limit's the impact on the environment. Life Water must follow every water permit, and reporting standards, among others. Under protection legislation, claims made in the advertising of his product about being sustainable must also be proven in order to be free from loose legal ground

SWOT Analysis

The SWOT analysis examines the internal and external factors surrounding Life Water as it prepares to relaunch its premium product Tranquil Water in bioplastic bottles. Through the SWOT analysis, strengths and weaknesses can be assessed while at the same time identifying opportunities and threats relative to the bottled water industry, specifically in California's current environmental crisis conditions and public scrutiny. Life Water can leverage its strengths and opportunities while managing its weaknesses and threats to advance its position in the market, promoting Life Water as a socially responsible environmentally friendly product.

Strengths

Life Water brings a strong company presence, and has built a brand through a strong commitment to quality and visibility in the marketplace over several years. As a multi-million dollar company, it has constructed a strong customer loyalty potential and has established a major share of the market, especially within the premium bottled water segment. Their recent \$5 million investment in green practices, including eco-efficient production methods and the introduction of bioplastic bottles for Tranquil Water, represents a significant commitment to sustainability as a brand. Life Water's investment is equally important in the context of the growing consumer demand for adequate eco-friendly products, which gives the brand a credible foundation as a thought leader for contextual ideas. Being located in Los Angeles, provides Life Water suitability to reach and leverage a larger market of consumers (environmentally-conscious consumers) to connect with

Weaknesses

Despite these underlining positive aspects, Life Water has several major impacts linked to this weak perception, based on comments and attitudes from the public, openly expressed regarding

their usage of California's water supply, when California is in an extended drought. Local communities, particularly around their facility location which is 150 kilometers outside of the Los Angeles region, have openly criticized the company for taking water away from local communities where water, especially underground has historically been over-extracted; and from consideration of the current water shortage; an extremely sensitive issue is being wrongly from perception. Additionally, the social media created by the plant manager, Zara Leono, openly trivializing Life Water's usage of water; really in effect-comparison to water beverage industries such as Coke, has only added momentum to a public relations backlash of negative commentary terms of their brand.

Opportunities

The rebranding of Tranquil Water in bioplastic bottles creates a true opportunity for Life Water to further establish themselves as a sustainable leader. Bioplastics are a renewable resource, sourced from chemicals related to corn or sugarcane, that is hugely beneficial to consumers who are environmentally conscious and who first and foremost look to buy environmentally friendly products/packaging. There is also a market desire indicating that sustained audiences for bottled water - especially millennial and Gen Z, increasingly want bottled water to come in sustainable packaging. In terms of bioplastics, Life Water can focus on the environmentally positive aspects, particularly that these bottles will contribute to less carbon emissions and will biodegrade back into the biosphere. Furthermore, the company stated that they are investing around \$5 million dollars into greener practices, creating the potential for a real eco brand-marketing opportunity, creating true separation with Life Water, and their competitors.

Threats

Life Water has several substantial threats from environmentalist groups and activist coalitions that continue to attack the bottled water sector based on use of resources and plastics. Currently, California has now endured two years of drought, where many are now watching and scrutinizing companies like Life Water who are being openly targeted for contributing to water

scarcity, in public, media and local contexts. Furthermore, the backlash from Zara Leono's comments on their Youtube Channel have only served to amplify to push back against Life Water, and if these pr-endeavors are unsuccessful they pose a considerable risk to the sustainability of its long-term viability of its brand. In addition, bottled water is an extremely aggressively competitive sector, with competitors, including concentrated Major Bottled Water Companies indiscriminately investing heavily into sustainable packaging and sustainable marketing strategies, including Nestlé Waters, Coca-Cola's Dasani and PepsiCo's Aquafina and others.

3. Marketing Objectives

Life Water will work to rebuild its credibility and brand reputation after the backlash they received from consumers regarding the company's water usage in California. Part of the brand relaunch of Tranquil Water will be modern bioplastic packaging, which will help to reframe the brand as a leader in sustainable packaging. Life Water is hoping to achieve a 15% sales increase for Tranquil Water in the first year of building the brand using a targeted marketing approach. Life Water is planning to achieve a 30% increase in engagement levels with their social media accounts within the next six months using a public relations campaign focused on greener practices, responding to the recent controversy, and, ultimately, achieving brand loyalty.

4. Marketing Strategies for Tranquil Water

The marketing strategy for Tranquil Water will focus on making the brand a leader in sustainable hydration. The brand will educate their target market about the environmental benefits of bioplastics. Key content will be placed on digital platforms used by their target market to engage them. The goal is to turn Hi Water brand into a leading green innovation lifestyle. One of the marketing strategies is going to be very transparent by sharing details of the source of its product, with specific details of how it is made, and what the environmental impacts are, for consumers to make their own decisions on purchasing. Given that consumers are more skeptical of green consumers, engaging with eco-influencers and sustainability advocates will help to

create credibility, trust, and a relevant presence with environmental-segmented consumers. This is very important as the demand for sustainable products picks up speed.

5. STP (Segmentation, Targeting, Positioning)

Segmentation

The market segmentation for Tranquil Water product is to appeal to consumers who are environment-conscious, primarily young millennials and Gen Z consumers with heightened focus on sustainable products during purchasing decisions. The second target market is with fitness minded consumers that are looking for unique, pure hydration

Targeting

The company is targeting only youth, urban demographics, 18–40 years of age, in California that are passionate about environmental sustainability and health

Positioning

Tranquil Water is positioned as a premium, sustainable water brand- with the tagline, "Tranquil Water - Pure, Fresh, and Clean for You and the Planet." By emphasizing the use of its bioplastic bottles and sustainability as a core tenet of the company, the brand differentiates itself to be a leader in green technology

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

Product

Tranquil Water is a premium mineral water that is based on purity and sustainability. The key differentiator is the use of bioplastic made from 100% plant-based materials that decompose quicker than regular PET plastic.

Price

Tranquil Water is positioned as a premium product and holds an intentional value-based price. Single bottles are priced at \$2.99, while a 6-pack retail price is around \$15.99. Subscriptions (i.e. monthly) will receive a 10% savings - this includes thirty days / - one rinse. The price reflects the cost of production with bioplastics, while still being comparable and aligned to other competitors such as Essentia and JUST Water.

Place

Distribution has specific targets in mind by reaching health-oriented retail channels. Some of these channels include organic grocery stores (Whole Foods, Erewhon), gyms (Equinox, SoulCycle) and boutique cafes. The ecommerce spaces include Amazon, Thrive Market and Life Water's ecommerce site. Distribution will reach its maximum ability by partnering with zero-waste home delivery services.

Promotion

A 360° green marketing campaign includes:

- **Social media:** Educational content on bioplastics, influencer unboxings (e.g., eco-bloggers).
- **QR codes:** Scannable labels sharing Life Water's water-conservation efforts.
- **Limited-edition launches:** Collaborations with environmental NGOs (e.g., 5% of sales donated to drought relief).

Logo & Slogan

- Slogan: Pure, Fresh and Clean – For You and the Planet



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• 7. Schedules and Budgets

- The following table outlines the proposed schedule and budget:

Task	Timeline	Cost
Campaign Design	Month 1	\$500,000
Product Launch	Month 2	\$2,000,000
PR Recovery Campaign	Month 1-3	\$1,000,000
Social Media Ads	Month 1-6	\$1,000,000
Influencer Partnership	Month 2-6	\$500,000
Total		\$5,000,000

8. Implementation Schedule for Tranquil Water

The launch of the marketing and public relations plan for Tranquil Water is intended to establish the brand as a sustainable means of hydration in the minds of consumers, or help to mitigate public concerns around hydration, while promoting the virtues of the bioplastic packaging. The plan is divided into discrete phases to provide a seamless and impactful implementation plan and to try to establish long-term credibility with practicing environmental consumers.

Phase 1: Packaging Redesign (Weeks 1-8)

First, Tranquil Water's packaging will shift from bottles made of plastic to bioplastic containers to minimize the brand's environmental footprint. The packaging design will establish an aesthetic that is both environmentally sound (bioplastic) and in line with life water with the updated logo and slogan - "Tranquil Water - Pure, Fresh and Clean for you and the Planet". Tranquil Water will work with bioplastic consultants to ensure the environmental attributes of

the bioplastics have both environmental standards and consumer expectations. Prototypes of the design will be tested to ensure the durability of the bioplastics and that they appeal to customers, feedback will be included in the final redesign. This phase also includes replacement/revision of all life water branded materials which contains any references to promote-going eco-friendly or sustainable attributes, especially labels like, 'mother earth approved' and any promotional branding collateral to provide for environmentally conscious promotional campaigns.

Phase 2: Internal Staff Training (Weeks 9-12)

To be consistent with the messaging, every Life Water employee from production to marketing must be trained with the new plan. This training program should help to educate Life Water employees about what bioplastics are; the benefits to the company, sustainability initiatives; and the public concerns related to the public's usage of water during California's drought or other environmental issues. Training staff to communicate these environmental initiatives share transparently will be a component of the program and will include what and how to tell the staff to talk about Life Water's new platforms and product as ethically as possible. Training staff should also include outlining the potential for customer feedback about possibly negative impacts of their product, or particularly Zara Leono's comments that taint products public perceptions of them, so they know how to respond consistently and professionally.

Phase 3: Integrated Marketing Campaign Launch (Weeks 13-20)

The marketing campaign will be introduced through a variety of digital and traditional routes to promote the client's new state of sustainability - environmentally conscious millennials, Gen Z and fitness minded consumers in the urban California market. Short-form and educational posts about bioplastics and environmental impacts will be posted on social media by the advertising agency and other Life Water ambassadors. Instagram, TikTok and X will feature specifically targeted posts with education using images, video and influencer support. Information about Life Water's sustainability practices will be made available on a campaign website so that the

company can transparently respond to the public's concerns of using water during upfront, data-based negotiation of the business' water use to promote how to defend their benefits to the environment. Outdoor and print ads in urban areas will further illustrate the brand's green positioning.

Phase 4: Partnerships and NGO Engagement (Weeks 21-26)

All of the aforementioned partnerships and NGO's engagement will help enhance credibility. For example, Tranquil Water will engage a number of different environmental NGO's. For example, engaging with the Sierra Club to explore sponsorship partnership to clean crew work showing their community committed to environmental practices or participating in community clean-up days' with eco influencers who can help prove the brand's environmental target. Eco influencers will share organic content with Tranquil Water's bioplastic bottles to expand reach with sustainability or eco-focused audiences. In addition to reaching a wider audience, partnering with environmental NGOs can help farmer when dealing with possible public backlash associated to other environmental commitments by showing key environmental issues they are committed to use on Line Water's proposed support. They are in turn further pushing Life Water's evidence of repositioning as another eco-friendly advocate.

Monitoring and Evaluation (Ongoing)

While implementing all phases of the campaign, I will be tracking metrics to monitor consumer engagement, sales volume growth and general comments' and impressions' sentiment analysis outcome on social media posts promoting the campaign. As well, I will provide weekly to Biweekly reports evaluating the impact of the campaign so that can make course corrections on an as needed basis. This streamlined and multi-tiered approach for the Tranquil Water's return as a sustainable brand should help consumers return as a trusted and loyal brand.

9. Control Measures for Tranquil Water

Control measures are crucial to forming part of Tranquil Water's marketing plan. Control measures, also called performance measures and indicators (PMI), include: sales figures, engagement rates with the brand, and public sentiment, which will be tracked and summarised by month, along with other SMART goals for COVID-19 type restrictions and deliverables for the identified time frame.

There will be customer feedback surveys conducted at regular intervals to assess customers' opinions, perceptions, and satisfaction. Social media responses will be captured and measured on a real-time basis, allowing Tranquil Water to view consumers' reactions, and adjust messaging and communication strategy for any objections or issues. At the completion of their campaign, the components of any campaign designed to form consumer behaviour patterns will have been evaluated and improved in accordance to the data gathered, further aligning the strategy to meet brand objectives.

10. Conclusion

Life Waters strategy for reintroducing Tranquil Water focuses, on sustainability using bioplastic bottles and investing \$5 million in eco friendly practices. As they work towards restoring public trust after comments made by the plant manager the plan involves a strong PR campaign, on social media collaborations with environmental NGOs and targeted marketing efforts aimed at environmentally conscious youth. The company aims to achieve a 15% increase, in sales. For Tranquil Water and a 30% boost in engagement, on social media over a period of six months solidifying its dedication to environmental responsibility and positioning itself as a leader in sustainable hydration practices.

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