

Liquid Death



DON'T BE SCARED. IT'S JUST WATER.

By: Sophia Dowie, Henry Harmet, Lindsay Hedges, Meg Hove, Brandon Medina, Jaden Symons

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WHY LIQUID DEATH?



- ❖ Ideal for college students abstaining from alcohol consumption
- ❖ Popular choice at festivals for its unique branding & storytelling
- ❖ Environmentally friendly canned water for socializing responsibly
- ❖ Refreshing choice for college gatherings and social events
- ❖ Managed to differentiate itself and disrupt a saturated market
- ❖ Trending brand among a niche audience

BACKGROUND:

- ❖ Canned water founded by Mike Cessario in 2017
- ❖ Known for its unconventional and edgy marketing approach
 - Rebellious alternative to sugary drinks and alcohol
 - Targets a younger audience
- ❖ Primarily uses TikTok & Instagram #LiquidDeath #MurderYourThirst
- ❖ Prioritizes sustainability with their packaging #DeathToPlastic
- ❖ \$263 million in revenue from sales in 2023
- ❖ Still Mountain Water 8-Pack: \$12 on Amazon
- ❖ Leverages e-commerce and direct-to-consumer sales
- ❖ Expanding into European markets



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CAMPAIGN 1: CELEBRATE LIFE WITH LIQUID DEATH

“TOAST TO THE DEATH, HYDRATE THE LIVING”

Objective:

- ❖ Celebrate the Halloween season with a cultural lens on Dia de los Muertos, a 3000 year-long Aztec tradition
- ❖ Increase engagement and growth
- ❖ #HydrateTheLiving #DiaDeLosMuertos

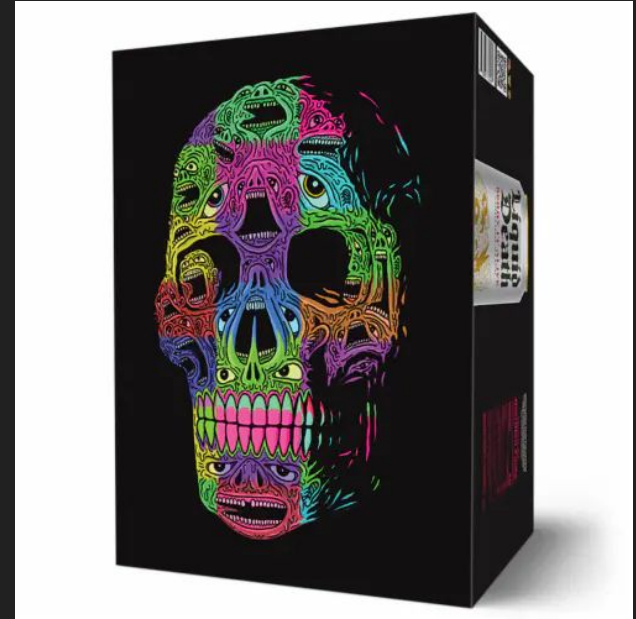
Social Media Platforms:



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CAMPAIGN 1 DESCRIPTION:

- ❖ Collaborate with artists and graphic designers that have a passion for alternative subcultures
 - They would design a Dia de Los Muertos themed can with one winning contestant
- ❖ Each can has scannable QR codes to learn more about the holiday
- ❖ Platforms would have colorful face filters to show they celebration of the holiday and could be promoted by influencers



CAMPAIGN 1 TARGET MARKET:

Persona Name: Luna Calavera

- ❖ Age : 25-35
- ❖ Occupation: Freelance graphic designer, part-time tattoo artist
- ❖ Location: Los Angeles, CA
- ❖ Persona:
 - Imaginative & expressive
 - Fan of gothic, punk, metal music, concerts, art exhibits that showcase alternative subcultures
 - Loves celebrating halloween
 - Social Media Presence: very active
 - Posts include designs from being a graphic designer and tattoo artist



Luna's influence extends beyond graphic design and tattoo artists, she represents people interested in alternative subcultures and creatives.

CAMPAIGN 1:
CELEBRATE LIFE
WITH LIQUID DEATH



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CAMPAIGN 2: THIRST FOR ADVENTURE

Objective:

- ❖ Create notoriety
- ❖ Increase engagement
- ❖ Grow the hashtag #ThirstForAdventure
 - #LiquidDeathContest
 - #AdventureFuel

Social Media Platforms:



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CAMPAIGN 2 DESCRIPTION:

- ❖ The Campaign will feature a contest where customers can share photos or videos on social media of themselves drinking Liquid Death while adventuring
- ❖ To enter the contest, customers will post using #ThirstForAdventure & other related hashtags
- ❖ The top 5 most unique posts will win a year supply of Liquid Death to take on their next adventure

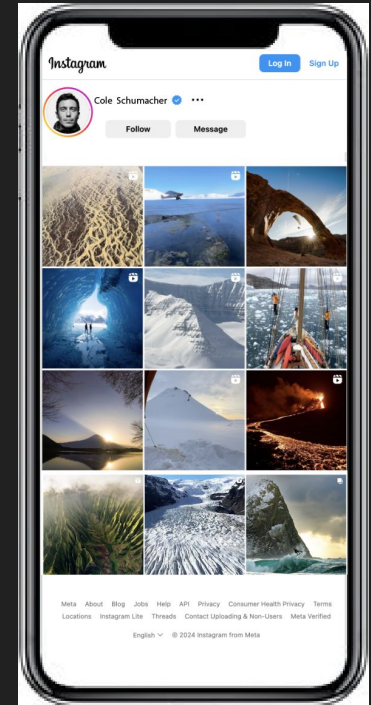


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CAMPAIGN 2 TARGET MARKET:

Persona Name: Cole Schumacher

- ❖ Age: 23-38
- ❖ Occupation: Professional Water Skier
- ❖ Location: Fort Collins, CO
- ❖ Persona:
 - Adventurous
 - Spends Free time outdoors in nature
 - Enjoys hiking, waterskiing, nature photography,
 - Social Media Presence: very active
 - Posts include photographs of his adventures and nature



Cole's influence extends beyond waterskiing enthusiasts; he appeals to anyone with a love for nature, adventure, and the pursuit of adrenaline rushes.

CAMPAIGN 2: THIRST FOR ADVENTURE



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CAMPAIGN 3: ALCOHOL-FREE BAR EXPERIENCE

Objective:

- ❖ Partner with local bars in San Diego to host alcohol-free themed nights featuring Liquid Death mocktails
- ❖ Increase engagement 21-30 year olds that like going out but maintain a sober lifestyle
- ❖ #DeathtoThirst #LiquidDeathMocktails #DeathDust

Social Media Platforms:



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CAMPAIGN 3 DESCRIPTION:

- ❖ Host alcohol-free themed nights at local bars with Liquid Death mocktails, live music, and entertainment
- ❖ Use Instagram, Tiktok, and Facebook for visual content and influencer collaborations
- ❖ Partner with alcohol-free lifestyle influencers, run targeted social media ads, and create event pages for RSVPs.
- ❖ Content: Mocktail tutorials, behind the scenes footage, influencer endorsements, user-generated content, and event highlights.



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CAMPAIGN 3 TARGET MARKET:

Persona Name: Katy Quinn

- ❖ Age: 21-30
- ❖ Occupation: Recently graduated student that lives an active, sober lifestyle
- ❖ Location: San Diego, CA
- ❖ Persona:
 - Enjoys going out & live music
 - Prefers non-alcoholic beverages due to personal preference and family history of addiction
 - Enjoys experimenting and trying new mocktails
 - Social media presence: somewhat active
 - Posts include her at concerts, festivals, and trendy restaurants



Katy's influence extends beyond interest in sobriety, she appeals to anyone who is all about living a healthy and fun lifestyle.

CAMPAIGN 3: ALCOHOL-FREE BAR EXPERIENCE



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CAMPAIGN 4: EXCLUSIVE PARTNERSHIP WITH PETCO PARK

Objective:

- ❖ Increase awareness on dangers of single-use plastics
- ❖ Create exclusive packaging for Petco Park to boost brand recognition & sales
- ❖ #DeathToPlastic #SustainableSips

Social Media Platforms:



CAMPAIGN 4 DESCRIPTION:

- ❖ Launch a campaign advocating for reduction of single-use plastics by having Petco Park only offer Liquid Death water
- ❖ Cans will have an exclusive San Diego Padres design and will be sold at all Petco Park events
 - Add plastic pollution statistics to help educate fans
- ❖ Fans drinking their Liquid Death will be featured with the Death to Plastic on the jumbotron
- ❖ Partner with Padres players and artists who perform at Petco Park to talk about sustainability



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CAMPAIGN 4 TARGET MARKET:

Persona Name: Kevin Johnson

- ❖ Age: 25-60
- ❖ Occupation: Market research analyst for a mid-size firm
- ❖ Location: San Diego, CA
- ❖ Persona:
 - Married father of 3
 - Enjoys watching sports and attending live entertainment
 - Becoming more aware of sustainability efforts
 - Social media presence: somewhat active
 - Posts his experiences outside of busy work schedule, comments on his favorite sports teams



Kevin's influence extends beyond sports enthusiasm; he appeals to people who love live entertainment in San Diego and are environmentally-conscious.

CAMPAIGN 4: EXCLUSIVE PARTNERSHIP WITH PETCO PARK



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CONCLUSION

Insights:

- ❖ Reinventing “bottled water” through clever value proposition
- ❖ Great at resonating with core audiences and loyal fanbase
 - Through relatable and humorous content on TikTok & IG
- ❖ Extremely active and engaging social media presence

Future Directions:

- ❖ Organic content: UGC focus
- ❖ Leveraging unique influencers
- ❖ Sustainability messaging

Advice:

- ❖ Attract different audiences through new campaign styles while still sticking to strong branding
- ❖ Improve presence on Twitter and Snapchat
- ❖ More brand awareness & product education to unfamiliar consumers
- ❖ Diversification of product line in the future



THANKS FOR LISTENING!



Any questions?



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