



Creative Brief

Comm 351 – Thursday

Armando J Sanchez II

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## **Overall Objective**

The overall objective of this advertising campaign is to treat the new artist series as brand-wide event. Summer is coming and the heat will encourage people to stay hydrated. Why not have them hydrated with beautiful art canvases that will inspire them to express themselves. This campaign can be present from early May to maybe early/mid-August. The creative strategy for this campaign is to persuade young adult and teens that LIFEWTR will encourage them to show their creative selves because of the art canvases put on the bottle labels. The first key message of this campaign is to use the art piece on the bottle label to captivate consumers. This new series of canvases will draw out the creative and expressive side of those who purchase the product. The other key message of this campaign is that these creative water bottles carry a right amount of PH for people.

## **Target Demographic**

The company is targeting creative teens and young adults (college age) because the art canvases made during this 12<sup>th</sup> series is all about expressing yourself through doing what you love. The target demographic is the young and creative at heart. There is no real target geographic for this campaign except for the countries where this water brand is available at. The target psychographic are those who appreciate art and who care about using environment friendly bottles. The goal is to get the product to inspire the consumers on a creative level. The VALS group that would be associated with this campaign is the Experiential's from VALS 1 because they will want a high PH leveled water that may inspire them with the art.

## **USP and Platforms**

The USP of this product is simple: art on labels. Many different water bottle brands keep the same image/art on the label of their bottles but LIFEWTR not only has unique designs on

their labels, but they constantly change them. This USP can be communicated to people through social media platforms, online ads, and magazines. Social media platforms and websites would probably get more attention than the magazines.

### **Competition**

The two competitors to LIFEWTR are Voss+ Aquamin and Essentia water. Essentia has the higher PH level of 9.5 whereas LIFEWTR has a PH level of 6.4-7.4. LIFEWTR is slightly cheaper than Essentia though because two packs of six 1L bottles is \$9.49 on Amazon whereas one 12 pack of 1L Essentia bottles is \$20.30. Voss+ Aquamin has more electrolytes and minerals than LIFEWTR but the bottles don't reach the size of LIFEWTR's. The largest bottles of Voss+ Aquamin are 850 ml whereas LIFEWTR can have bottles up to 1L.

### **Current and Intended Perceptions**

There is a strong positive reception on the LIFEWTR brand. About 86% of the reviews on Amazon of the 1L six pack are 5 out of 5 stars. While they might not have as much brand awareness as the two competitors previously mentioned, this advertising campaign could bring its attention to more general consumers. While the perception of the water is strongly positive, this new campaign can enlighten consumers into thinking of the product as more than just a water bottle but as an artistic/personal muse.

### **Measurement of Success**

The measurement of success can be varied by many different factors of the product. The goal of this campaign was to broaden and inspire the awareness of product. One measurement of success could be the increase of sales by 5% by the middle of June. This new campaign can bring in an increase of traffic and social media engagement for the brand by 10% near the middle of July. This can shift between followers on the social media pages or the number of hashtags used.

## Brand

- <https://lifewtr.com/en-us/home>
- <https://fashionweekdaily.com/meet-masterminds-behind-lifewtr-brad-jakeman-olga-osminkina-jones/>
- <https://www.beveragedaily.com/Article/2018/01/25/LIFEWTR-We-are-hitting-home-with-millennials-and-culturally-curious-individuals>
- <https://www.amazon.com/LIFEWTR-Purified-Balanced-Electrolytes-Packaging/product-reviews/B01MQ3ZO6B>

## Competitor 1

- <https://essentiawater.com>
- <https://www.amazon.com/Essentia-Water-Electrolytes-Rehydration-Overachievers/dp/B005HG9ESG?th=1>
- <https://www.instagram.com/reel/CjTCZbSDwvz/?igshid=MjkzY2Y1YTY=>

## Competitor 2

- <https://vosswater.com>
- [https://www.amazon.com/VOSS-Artesian-Water-Aquamin-Plastic/dp/B088WBJXY3/ref=sr\\_1\\_2\\_sspa?crid=LBTYFP3FPTIK&keywords=voss+water&qid=1677088237&sprefix=voss+water%2Caps%2C152&sr=8-2-spons&psc=1&spLa=ZW5jcnlwdGVkUXVhbGlmaWVyPUFVMzFBRExJSU5URUcmZW5jcnlwdGVkSWQ9QTEwMzU0MjgyVzVRSzQxVEFSOVc3JmVuY3J5cHRlZEFkSWQ9QTA5MDQ5NzZONjVZWElhTkIPTjQmd2lkZ2V0TmFtZT1zcF9hdGYmYWN0aW9uPWNsaWNrUmVkaXJlY3QmZG9Ob3RMb2dDbGljaz10cnVl](https://www.amazon.com/VOSS-Artesian-Water-Aquamin-Plastic/dp/B088WBJXY3/ref=sr_1_2_sspa?crid=LBTYFP3FPTIK&keywords=voss+water&qid=1677088237&sprefix=voss+water%2Caps%2C152&sr=8-2-spons&psc=1&spLa=ZW5jcnlwdGVkUXVhbGlmaWVyPUFVMzFBRExJSU5URUcmZW5jcnlwdGVkSWQ9QTEwMzU0MjgyVzVRSzQxVEFSOVc3JmVuY3J5cHRlZEFkSWQ9QTA5MDQ5NzZONjVZWElhTkIPTjQmd2lkZ2V0TmFtZT1zcF9hdGYmYWN0aW9uPWNsaWNrUmVkaXJlY3QmZG9Ob3RMb2dDbGljaz10cnVl)

## Outside Sources

- <https://marthamayronson.com/blog/top-5-best-social-media-platforms-for-artists>