

ORIGINAL OCEAN BOTTLE

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Integrated Marketing
Campaign - Product

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Ocean
bottle

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I. EXECUTIVE SUMMARY

This campaign aims to increase sales of the Original Ocean Bottle, with each sale bringing Ocean Bottle closer to its 2025 goal of removing 7 billion plastic bottles from the oceans. While the other products in the Ocean Bottle line are specialized for various people and purposes, the Original Ocean Bottle is a water bottle for **everyone** who wants to save the oceans. We believe that the key to gaining increased market share is to elevate Ocean Bottle's market position in our target markets by emphasizing the real, measurable impact that sets Ocean Bottle apart from all other reusable water bottle brands.



OCEANS ONWARD
OCEANS BLUE, BETTER YOU

Campaign Objectives

1. Promote brand exposure through increased social media presence
2. Sell 24,000 Original Ocean Bottles, preventing 600,000 pounds of plastic (the equivalent of 24 million plastic bottles) from reaching the ocean.
3. Establish an authentic brand image and boost brand sentiment by creating a motivating online community for Ocean Bottle users who have similar values

Target Markets

Primary Market - The Green Generation

- Generation Z in the U.S. and the U.K.
- Prioritize sustainability
- Value companies with real impact
- Influenced by social media
- Aware of deceptive marketing tactics
- Support transparent, authentic companies

Secondary Market - The Conscious Consumers

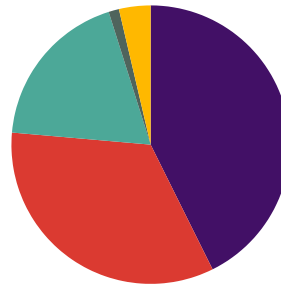
- Millennials in the U.S. and the U.K.
- Prioritize buying sustainably and high-quality
- Committed to improving the environment for the future

Campaign Activities

1. Social Media Engagement
2. Youtube Advertisements
3. Influencer Partnerships
4. Discounts
5. The Oceans Onward 2-Week Challenge
6. Nike Partnership
7. Ocean Bottle Grant

Budget

Total Budget: £136,400 (\$172,444)



- **Social Media**
- **YouTube Advertisements**
- **Influencer Promotions**
- **2-Week Challenge**
- **Grant**

*All monetary values displayed in pound sterling are also given in approximately equivalent US dollar amounts, due to the global nature of the campaign.

Key Metrics

Objective 1	<ul style="list-style-type: none">• Follower count• Reach• Engagement Rate
Objective 2	<ul style="list-style-type: none">• Original Ocean Bottle sales• Nike co-branded "Just Do It Ocean Bottle" sales• Gross Profit• Return on Investment (ROI)
Objective 3	<ul style="list-style-type: none">• Net Brand Sentiment• Net Promoter Score (NPS)



II. DESCRIPTION OF PRODUCT



Price:

£35 (United Kingdom)

\$50 (United States)

Ocean Bottle prices the same products differently depending on the country in which the sale is made. Therefore, both prices are referenced in this paper.

Though all reusable water bottles help reduce the plastic waste that is dumped into our oceans, Ocean Bottle's co-founders, Nick Doman and William Pearson, took things a step further. When founding the company in 2018, they committed to collecting 25 pounds (11.4 kilograms) of plastic, the equivalent of 1,000 plastic water bottles, for every product purchased from Ocean Bottle. 11,540,655 kilograms of plastic later, Ocean Bottle's next goal is to remove the equivalent of 7 billion plastic bottles from the world's oceans by 2025.

Doman and Pearson wanted the company's value to be measured by the positive impact it creates as much as the profit it makes. In addition to plastic collection and eco-friendly products, Ocean Bottle promotes sustainability by assisting with worldwide carbon-neutrality efforts, encouraging other businesses to incorporate eco-friendly practices, and building community-centered hubs for waste management in areas where plastic waste often pollutes the local environment. This net positive business approach has earned the company many investors, customers, and awards, and the product line has grown to include 4 products: the Original Ocean Bottle, the Brew Flask, the Ocean Bottle GO, and the Big Ocean Bottle.

Product Details

	Ocean Bottle	Klean Kanteen	Contigo	Nalgene
Easy to carry	X	X	X	X
10-year warranty	X	X	X	X
Personalization and branding	X	X	X	X
Dishwasher safe	X	X		X
Fully recyclable	X	X		
Leakproof	X		X	
Insulating	X			
No sweat surface	X			
NFC chip	X			

SWOT Assessment

Strengths:

- Verified, measurable impact demonstrates authenticity and transparency
- High-quality, lasting product
- Offers an opportunity for social responsibility
- Clearly defined and demonstrated core values

Weaknesses:

- Lack of social media presence and online advertising
- Low brand visibility in the market
- No established brand identity

Opportunities:

- Growth market characterized by a rise in sustainable consumerism
- Growing product line offers an opportunity for brand loyalty
- Increasing value of brand humanization in an ever-growing market

Threats:

- Existing reusable water bottle brands with popular brand images and consistent customer bases, such as Klean Kanteen and Contigo
- Reusable water bottle brands with strong social media presence and high brand visibility in the Generation Z market

III. CAMPAIGN OBJECTIVES

1. Promote brand exposure through increased social media presence

- Reach 10,000 followers on TikTok and 65,000 followers on Instagram

2. Sell 24,000 Original Ocean Bottles, preventing 600,000 pounds of plastic (the equivalent of 24 million plastic bottles) from reaching the ocean

- Consisting of at least 10,000 unbranded Original Ocean Bottle sales (4,500 sales in the UK and 5,500 sales in the US) throughout the 45 days of the campaign, and 14,000 Nike-branded Ocean Bottle sales (2,100 sales in the UK and 11,900 sales in the US) during the 2-week sales period
- Sales predictions determined based on region-specific factors such as population, Ocean Bottle's current market share, expected daily sales, and number of participating Nike stores

3. Establish an authentic brand image and boost brand sentiment by creating a motivating online community for Ocean Bottle users who have similar values

IV. CAMPAIGN TARGET MARKET

PRIMARY MARKET The Green Generation

Demographic

- Generation Z (12-27 years old)
- Upper-Middle-Class to Upper-Class individuals with consistent disposable income
 - Family income/solo income/combination

Geographic

- Lives in United States or United Kingdom

Psychographic

- Value investing in the future of the planet and view buying sustainably as a key component of their social responsibility
- Active on social media platforms, and factor influencer opinions, user testimonies, and online trends into their buying decisions
- Aware of the use of greenwashing as a marketing tactic, and looks for authentic, transparent companies

Consumer Profile 1



Anna is a high school senior living on the North Carolina coast. Her upper-middle class family values sustainability, and often volunteers for trash pickups and recycling initiatives. Anna uses TikTok regularly and loves hearing about new products from influencers. She makes sure to do her research about products before purchasing anything.

SECONDARY MARKET The Conscious Consumers

Demographic

- Millennials (27- 44 years old)
- Upper-Middle-Class to Upper-Class individuals with consistent disposable income

Geographic

- Lives in United States or United Kingdom

Psychographic

- Value sharing and performing environmentally conscious actions within their families and children
- Invested in environmental health and eager to contribute to the betterment of the planet
- Committed to improving the condition of nature and their surrounding ecosystems for future generations

Consumer Profile 2



Noah is a business owner in London. He lives with his wife and children near the River Thames and have seen many pollution cycles of the river. He wants to help but doesn't always have time to volunteer due to his busy job. However, he often looks to social media for other ways to contribute through personal actions and his company donations.

V. CAMPAIGN ACTIVITIES & SCHEDULE



Our marketing campaign, **Oceans Onward**, achieves our campaign objectives by bridging themes of self-improvement and social responsibility, two driving factors in our target markets’ buying decisions. Through the use of social media, we aim to build an expansive, but connected, community of Ocean Bottle users who share these core values. We ensure that the Ocean Bottle is accessible to our target markets through discounts and promotions, such as YouTube advertisements and a partnership with the well-known, environmentally conscious brand Nike. Our campaign will leave our audience feeling that keeping our **Oceans Blue**, makes a **Better You**.

Social Media Engagement

The Oceans Onward campaign will primarily run on two platforms, Instagram and TikTok, which are ideal for reaching both our primary and secondary target markets. While millennials, our secondary demographic, use social media to a slightly lesser extent, both generations value these platforms as creative outlets. They say they prefer user-generated, engaging promotional content over traditional advertisements, and that they expect different content types from various social media platforms. Therefore, our content on each platform will have to be specialized to the purpose and aesthetic of that platform. In this campaign, we focus on using social media to impart Ocean Bottle’s values of authenticity, impact, transparency, and social responsibility to potential customers.

Differences Between Instagram and TikTok

Instagram	TikTok
<ul style="list-style-type: none">• Demographics: Reaches Generation Z and Millennials almost equally• Content: More “formal,” with a focus on aesthetics, purpose, and information• Example Posts: Original Ocean Bottles discount reminders, Ocean Bottles impact insights, informative environmental posts• How to boost engagement: Focus on visuals, user interactive content, maintain consistent brand voice	<ul style="list-style-type: none">• Demographics: Strongly appeals to Generation Z• Content: Fun, engaging, and casual video content• Example Posts: Behind-the-scenes footage, A Day in The Life, content that aligns with current trends• How to boost engagement: Utilize tools such as trends, popular sounds, filters, and user interactive content

All content on both platforms will be posted with hashtags and keywords to increase content reach. Our hashtags are **#RealGoodFeelsGood**, **#ThirstyForChange**, **#OceansBlueBetterYou**, **#OceansOnward**, and **#SipForTheSea**. Our keywords include sustainability, reusable, water bottle, wellness, hydration, ocean cleanup, and ocean. In order to achieve the consistent, quality content necessary to make this campaign successful, we will hire a social media team consisting of one social media manager, one Instagram content creator, one TikTok content creator, one social media analyst, one graphic designer, one advertising specialist, and one video editor.

YouTube Advertisements

YouTube is currently the second largest social media network in the world, with 2.7 billion active users, and 62% of internet users in the United States who access the platform daily. Additionally, video advertisements on YouTube are 84% more likely to receive view attention than advertisements played on television. To utilize this extensive reach capability, we will run advertisements on the platform throughout the campaign from May 9th to June 21st to increase awareness about the Ocean Bottle brand and generate excitement for the 2-week campaign challenge and Nike co-branded Ocean Bottle release.

Non-skippable bumper advertisements	Non-skippable in-stream advertisement
<ul style="list-style-type: none">Quantity: 2 videosLength: 6 secondsCaters to the short attention span of Generation Z	<ul style="list-style-type: none">Quantity: 1 videoLength: 15 secondsCaters to the longer attention span of millennials

Influencer Partnerships

To further increase our social media reach, we will leverage influencer marketing. We will work with two **macro influencers** (500K-1M followers) and six mid-tier influencers (50K-500K followers), listed below, who will each make one post about Ocean Bottle on their primary platform:

Instagram Influencers	TikTok Influencers
<ul style="list-style-type: none">@niamhadkins - 1M followers@queerbrownvegan - 118K followers@mayasideas - 89K followers@climatediva - 56.9K followers	<ul style="list-style-type: none">@alex.haurus - 681.9K followers@carissaandclimate - 344.4K followers@jess.cliftonn - 336.1K followers@sophiaxverde - 61.8K followers

These specific influencers were chosen because their content focuses on promoting sustainability and wellness, which aligns with the themes of our campaign. Working with macro influencers will allow us to reach a larger audience, but we may have lower audience engagement rates from these posts. Working with mid-tier influencers will reach a smaller audience, but we can expect higher engagement rates. A combination of these two tactics creates an ideal brand exposure strategy.

We will ask the influencers to make content that they believe will resonate with their followers, creating an additional layer of credibility for our brand and motivating audiences to try the Ocean Bottle and share their own experiences online.

Offering Discounts

Throughout the 45 days of our campaign, all unbranded Original Ocean Bottles will be sold at a 10% discount (£31.50 in the UK, \$45 in the US). This will increase sales during the campaign period, allowing for greater total profit despite a lower individual selling price. On three Discount Days during the 2-week challenge, unbranded Original Ocean Bottles can be purchased with a 40% discount (£21 in the UK, \$30 in the US). The Discount Days will not apply to the Nike co-branded “Just Do It Ocean Bottle.”

2-Week Challenge

The Oceans Onward 2-Week Challenge will be an interactive social media challenge on Instagram and TikTok that encourages Ocean Bottle's followers to appreciate the outdoors and helps our audience realize the importance of Ocean Bottle's impact on our planet every day. It will begin on **June 8th**, also **World Oceans Day**, and run until the end of our campaign on June 21st.

Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
8  World Oceans Day	9  Share Your Impact Sunday	10  Discount Day!	11 Share Your Story	12	13	14  Discount Day!
15  Service Saturday	16  Share Your Impact Sunday	17 Share Your Story	18	19 Share Your Story	20  Discount Day!	21

Daily Activities

Each day, participants will be challenged to drink 64 ounces of water and complete an outdoor activity, like going for a bike ride or having a picnic. They will be encouraged to share their experiences on social media by tagging Ocean Bottle's account and using our campaign and challenge hashtags: #TwoWeeksOnward and #OceansOnwardChallenge. We will also post a daily "Sustainability Practice of the Day," consisting of practices that followers can implement into their everyday lives to preserve their natural environment.

Service Saturday

June 16th, 2024 (the second Saturday of the challenge) will be "Service Saturday." During the previous week, a list of environmental service opportunities will be shared for different locations, allowing our followers to make an impact in their own community. Users will be encouraged to share their service on social media throughout the day.

Share-Your-Story Days

There will be 5 individually themed "Share Your Story" days during the challenge, including "Share your favorite ocean story," "Share your favorite sustainability story or practice," "Share your favorite Ocean Bottle story," and two "Share-Your-Impact Sundays." All users who share their stories on these days will be entered into a drawing for a free Nike co-branded Original Ocean Bottle, with twenty winners. Ocean Bottle's founders will also choose 5 of the most impactful stories to be permanently featured on Ocean Bottle's social media platforms; these users will win a £150 Ocean Bottle gift card.

Share-Your-Impact Sundays

The two Sundays during the challenge will be opportunities for Ocean Bottle users to share their impact using the Ocean Bottle app, which displays a user's total impact on plastic waste collection through Ocean Bottle. Each time the user refills their bottle at an Ocean Bottle partner location, Ocean Bottle collects an additional amount of plastic waste. To participate, users can share their dashboard, their Ocean Bottle purchases, or other environmental impact stories.

Nike Partnership

To increase brand awareness, we will partner with Nike to release a limited edition co-branded water bottle, called the “Just Do It Ocean Bottle,” which will only be available for purchase between June 8th, 2024 to June 21st, 2024 during the campaign challenge.

The bottle will be available in 220 participating Nike retail stores, 200 in the United States and 20 in the United Kingdom, as well as on both the Nike and Ocean Bottle websites.

We chose to partner with Nike because the company pledged to become zero carbon and zero waste, protecting the planet’s future.

Nike has also been a part of the UN Global Compact CEO Water Mandate—a special initiative working to improve global corporate water stewardship—since signing in 2008.

Additionally, Nike has a large reach, and partnering with such a large company would help increase awareness about Ocean Bottle immensely.

The bottles will be sold at £45 (\$57). A 70% Ocean Bottle-30% Nike profit split ensures that Ocean Bottle makes as much profit from Nike co-branded Original Ocean Bottles as all other unbranded Ocean Bottles sold at the discounted price during the campaign.

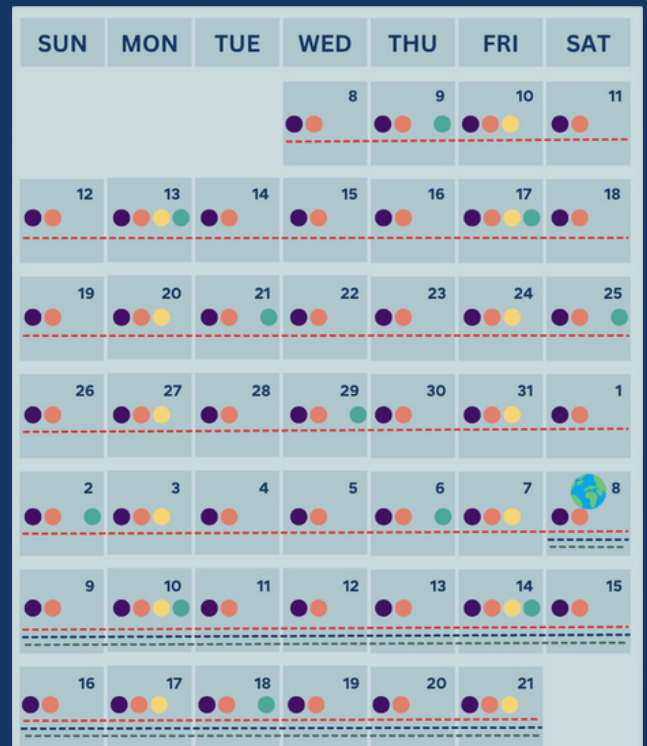


Mockup of Nike co-branded “Just Do It Ocean Bottle”

Ocean Bottle Grant

The Ocean Bottle Grant will allocate £5,000 (\$6,250) to give away in grants for environmental service projects. The application window will open on May 8th, and close on June 11th. Judging will occur as submissions are received, but final decisions will only be made between June 12th and June 20th. Grant award winners will be announced and recognized on social media on June 21st, at the conclusion of the campaign. The grant money will be split between winning applicants evenly, depending on the number of applications received and the type of projects applied for.

Campaign Schedule



Legend

- YouTube Ads
- Nike Partnership
- 2-Week Challenge
- 🌍 World Oceans Day
- TikTok Video Post
- Instagram Post
- Instagram Reel
- Influencer Promotion Post

VI. BUDGET

Influencer Partnerships

Item	Unit Price	Quantity	Subtotal
Macro Influencer Instagram Post	£6,000 (\$7,500)/post	1 post	£6,000 (\$7,500)
Macro Influencer TikTok Post	£4,000 (\$5,000)/post	1 post	£4,000 (\$5,000)
Mid-Tier Influencer Instagram Post	£3,000 (\$3,750)/post	3 posts	£9,000 (\$11,250)
Mid-Tier Influencer TikTok Post	£2,000 (\$2,500)/post	3 posts	£6,000 (\$7,500)
Original Ocean Bottle for Influencers	£35 (\$44)/bottle	16 (2 per influencer)	£560 (\$704)
Category Subtotal			£19,560 (\$24,454)

Youtube Advertisements

Item	Unit Price	Quantity	Subtotal
Bumper Advertisements	£10 (\$13)/CPM	2,000 CPM	£20,000 (\$26,000)
In-stream Advertisements	£8 (\$10)/CPM	1,000 CPM	£8,000 (\$10,000)
Bumper Advertisement Production	£5,000 (\$6,250)/ad	2	£10,000 (\$12,500)
In-stream Advertisement Production	£8,000 (\$10,000)/ad	1	£8,000 (\$10,000)
Category Subtotal			£46,000 (\$58,500)

Social Media Team

Position	Salary	Hours	Subtotal
Social Media Manager	£27 (\$34)/hour	8 hours * 45 days = 360 hours	£9,720 (\$12,240)
Instagram Content Creator	£22 (\$28)/hour	8 hours * 45 days = 360 hours	£7,920 (\$10,080)
TikTok Content Creator	£22 (\$28)/hour	8 hours * 45 days = 360 hours	£7,920 (\$10,080)
Social Media Analyst	£26 (\$33)/hour	8 hours * 45 days = 360 hours	£9,360 (\$11,880)
Graphic Designer	£23 (\$29)/hour	5 hours * 45 days = 225 hours	£5,175 (\$6,525)
Video Editor	£23 (\$29)/hour	5 hours * 45 days = 225 hours	£5,175 (\$6,525)
Advertising Specialist	£22 (\$28)/hour	8 hours * 45 days = 360 hours	£7,920 (\$10,080)
Category Subtotal			£58,190 (\$73,660)

Other

Item	Unit Price	Quantity	Subtotal
Nike Ocean Bottle Giveaway	£45 (\$57)/bottle	20 bottles	£900 (\$1140)
Ocean Bottle Gift Card	£150 (\$188)/gift card	5 gift cards	£750 (\$940)
Ocean Bottle Grant	£5,000 (\$6,250)		£5,000 (\$6,250)
Content Creation Materials	£5,000 (\$6,250)		£5,000 (\$6,250)
Category Subtotal			£11,650 (\$14,580)

Total Budget: £136,400 (\$172,444)

VII. KEY METRICS

Objective 1: Promote brand exposure through increased social media presence

Follower Count

Current:

Instagram: 46.1K followers
TikTok: 2,048 followers

Projected:

Instagram: 65K followers
TikTok: 10K followers

Reach

Social media reach refers to the number of unique accounts that an account's content reaches. It can be determined from platform-provided analytics. We aim to increase reach by 30%, comparing campaign data to data from the month before the campaign.

Engagement Rate

Formula:

$$\frac{(\text{Likes} + \text{Comments} + \text{Shares})}{\text{Reach}} \cdot 100$$

Engagement rate tells us what proportion of the accounts we reach with our content interact with our page.

It is a measure of the quality of our content, as well as the success of our overall social media strategy. We aim to increase engagement rate by 30%, in comparison to baseline levels from the period before the campaign.

Objective 2: Sell 24,000 Original Ocean Bottles, preventing 600,000 pounds of plastic (the equivalent of 24 million plastic bottles) from reaching the ocean

Profit from Unbranded Bottles:

**For unbranded bottle sales, we estimate that around 1,000 sales from each region will be on the Discount Days during the 2-week challenge.

UK Sales:

$$3,500 * £31.50 + 1,000 * £21 = £131,250$$

US Sales:

$$4,500 * \$45 + 1,000 * \$30 = \$232,500$$

Profit from Nike Co-Branded Bottles:

$$\text{UK Sales: } 2,100 * £45 = £94,500 \text{ GBP}$$

$$\text{US Sales: } 11,900 * \$57 = \$678,300 \text{ USD}$$

Total Profit from
Unbranded Bottles
(in GBP): **£317,250**

Total Profit from
co-branded Bottles
(in GBP): **£637,140**

Total Profit:

$$£317,250 + £637,140 = \textbf{£954,390}$$

Return on Investment (ROI):

$$\frac{(954,390 - 136,400)}{136,400} * 100 = \textbf{599.70\%}$$

Objective 3: Establish an authentic brand image and boost brand sentiment by creating a motivating online community for Ocean Bottle users with similar values

NET BRAND SENTIMENT

Formula:

$$\frac{(\text{Positive Mentions} - \text{Negative Mentions})}{\text{Total Mentions}} * 100$$



Net brand sentiment allows us to measure our brand's social perception. We aim to maintain a positive brand sentiment value, indicating that community members feel positively about our brand and product.

NET PROMOTER SCORE (NPS)



Formula: % of Promoters - % of Detractors = NPS

Net Promoter Score quantifies customer loyalty, by using a survey to measure customers' likelihood to recommend our brand to others. Based on their numerical response, customers are labeled "promoters," "passives," or "detractors." NPS values can range from -100 to 100. We aim to maintain a positive NPS value, which indicates that customers have a positive experience with our brand.

VIII. BIBLIOGRAPHY

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- <https://www.linkedin.com/pulse/youtube-ads-worth-comprehensive-2023-analysis-digital-marketer-#:~:text=Conclusion,%240.10%20to%20%240.30%20per%20view>

IX. APPENDIX

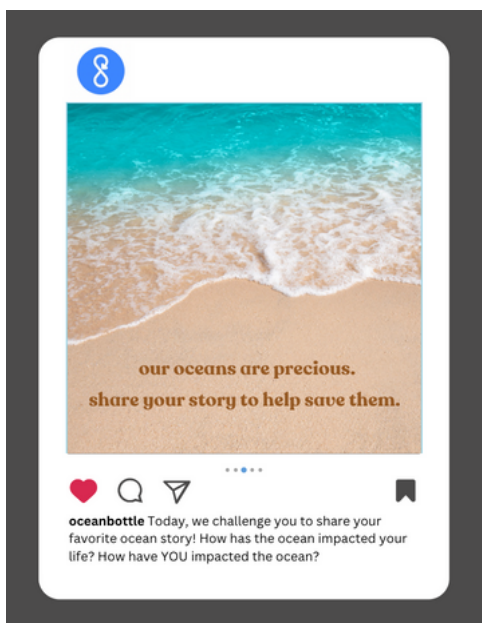
Campaign Banner



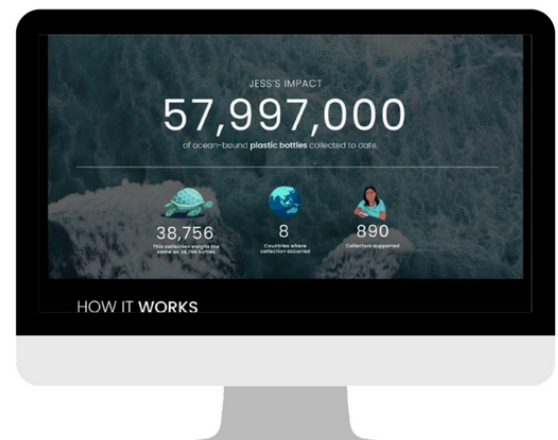
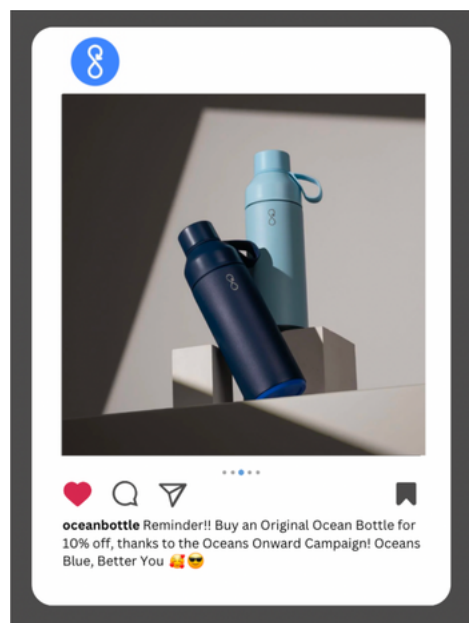
Example TikTok Posts



Share Your Story Instagram Post



Example Day-to-Day Instagram Post



Ocean Bottle Website/App Dashboard