

#MurderYourThirst



Liquid Death





INFLUENCER MARKETING





The Soul of Liquid Death



Liquid Death is a canned water company known for its edgy branding and humorous marketing, founded by Mike Cessario. The company's mission is to make health and sustainability fun and appealing to a younger demographic, particularly millennials and Gen Z, by using comedy and entertainment. They offer a range of beverages, including mountain water, sparkling water, and iced tea, all packaged in infinitely recyclable cans.





Goal

Liquid Death disrupts traditional water branding with bold marketing, eco-friendly cans, lifestyle appeal, and a mission to expand sustainably while promoting environmental and cultural change.



Objective

Increase market share, expand retail and global presence, grow online and social reach, launch new products, go plastic-free, and support impactful environmental campaigns.





Brand Audit



- Disruptive water brand with bold, edgy marketing.
- Uses eco-friendly aluminum cans to promote sustainability.
- Targets Gen Z, Millennials, and alternative culture fans.
- Strengths: strong identity, viral campaigns, loyal following.
- Weaknesses: niche appeal, risk of backlash.
- Opportunities: global expansion, product innovation, eco-partnerships.





Target Audience

- Gen Z and Millennials seeking bold, unique brands
- Eco-conscious individuals avoiding plastic
- Fans of punk, metal, and alternative culture
- Health-focused, sober-curious consumers
- Social media-savvy trend followers
- People who enjoy edgy humor and viral marketing
- Lifestyle-driven, merch-loving buyers





Selected Platforms



Viral content, influencer marketing, memes.



Direct-to-consumer sales, subscriptions, and merchandise.



Brand storytelling, edgy videos, and music content.





INFLUENCERS

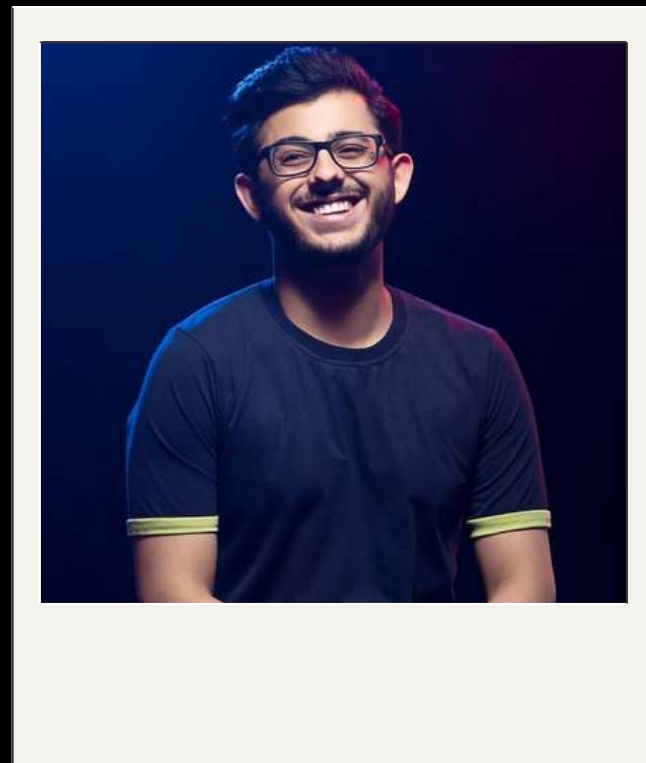


Micro-Influencer



Tanya Roy (@tanyaroyy) Insta
Follower count of 229.4K
Engagement Rate: 1.76%
Funnel Stage: Top-of-Funnel (TOFU)
Role : Brand Awareness and Engagement

Macro-Influencer



CarryMinati (Ajey Nagar) You Tube
45 million Subscribers
Engagement rate of 9.09%
Role: Brand Awareness and Engagement
Funnel Stage: Top-of-Funnel (TOFU)

Mega-Influencer



Shah Rukh Khan (@iamsrk)
Insta
Followers: ~47.8 million
Role: Brand Visibility & Reach
Funnel Stage: Top-of-Funnel (TOFU)
Engagement rate: 3.03%.



Content Strategy



Awareness

Objective: Get Liquid Death in front of new eyeballs and make people feel something (confused, amused, curious).

Channels:

- Social Media (TikTok, Instagram, YouTube Shorts)
- PR stunts / Guerrilla Marketing
- Influencer partnerships (esp. alt-culture, music, comedy)
- Branded content





Content Ideas:



- Street Interviews: “Try this beer-looking water – what do you think?” (in Hindi/Tamil/Kannada, etc.)
- Meme collabs with pages like: @andhbhakt, @gabbar_singh, @log.kya.kahenge
- Stunt marketing: Free “beer can water” outside gyms, colleges, gigs
- Regional slang memes: “Jal hi jeevan hai, par cool ban ke” (“Water is life, but now make it cool”)





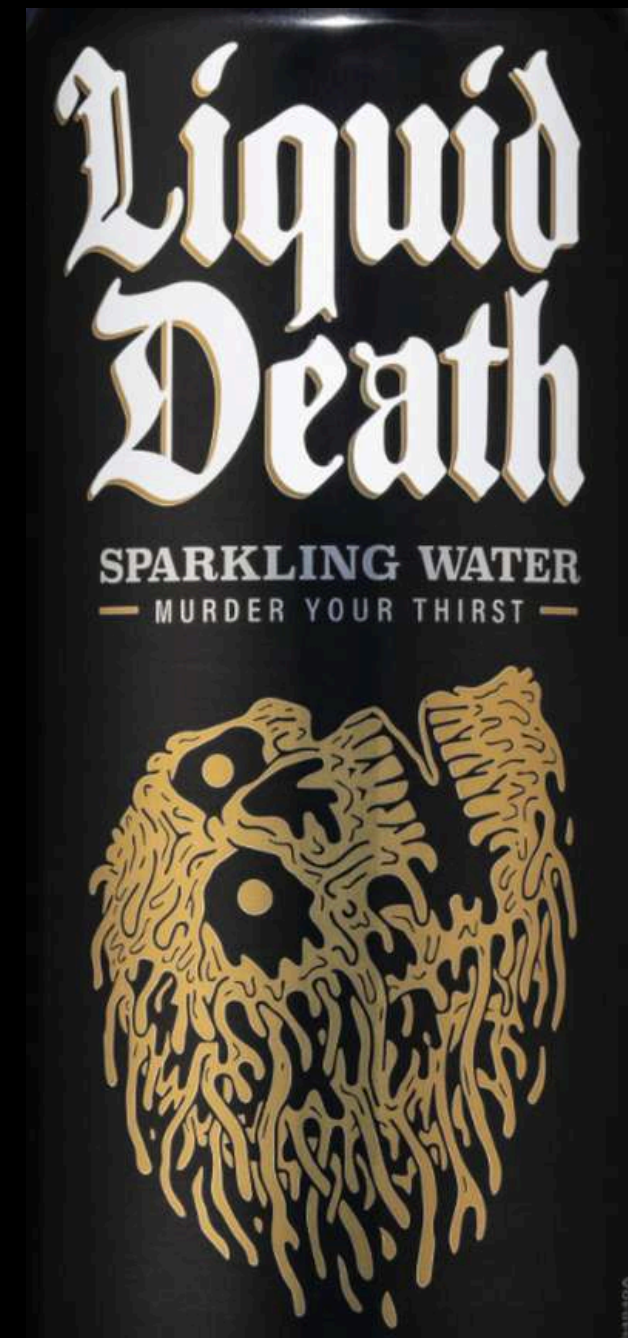
Consideration



Goal: Educate on the brand's mission (plastic-free, healthy, cool) + make it aspirational.

Platforms:

- YouTube (full videos)
- Blog / Medium / Quora
- Brand website
- Influencer explainers (eco, fitness, music, tattoo)
- Twitter (edgy + smart commentary)

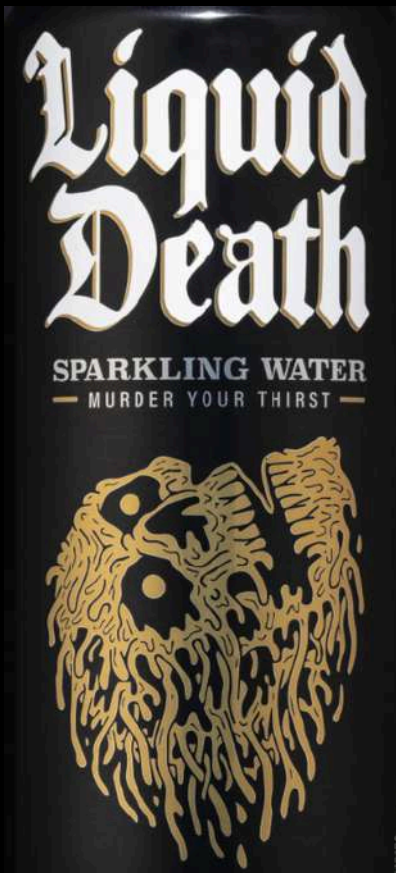




Content Ideas:



- “Plastic ka the End” series: Compare bottled water waste vs. LD’s aluminum.
- “Beer dikhta hai, paani hai bro” explainer – why the can isn’t alcoholic, but still badass.
- Collabs with Indian tattoo studios, streetwear brands, or rap crews
- Fitness creator content: “Replacing sugary drinks with Liquid Death – honest review.”
- Sustainability-focused reels with punchy edits: “1 can = 1 bottle saved. Now do the math.”





Conversion



Goal: Push people to order online, try it at events, or subscribe via app/website.

Platforms:

- D2C site
- Amazon India
- Swiggy Instamart / Blinkit / BigBasket
- Retargeting ads (Meta, Google, YouTube)
- WhatsApp marketing
- Merch + event collabs

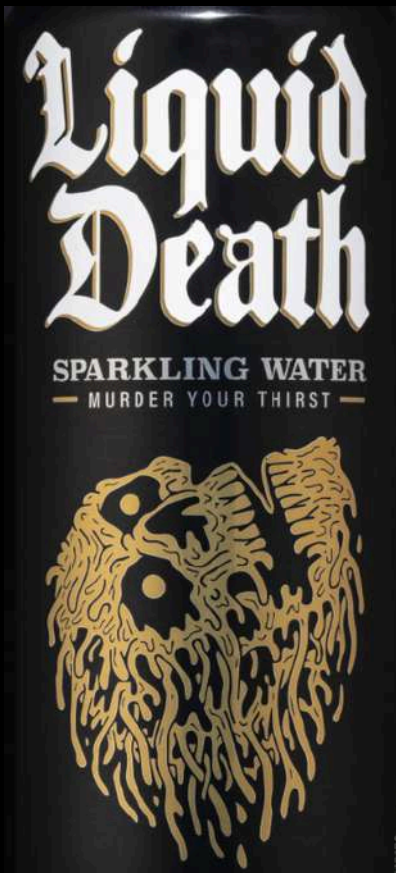




Content Ideas:



- First-timer discounts: “₹69 to murder your thirst. Coincidence? We think not.”
- Merch drops with collabs: e.g., with BoAt, H&M, or underground streetwear
- Conversion videos: “Why this can is converting soda drinkers, gym bros, and your cousin from Delhi.”
- Event sampling: College fests, indie music gigs, Bira/Simba collab events, Comic Con India



Content Calander

📅 Liquid Death India: 4-Week Inf					
Column 1		Column 2	Column 3	Column 4	Column 5
Week	Day	Platform	Influencer / Brand	Content	N
Week 1: Tease	Mon	Instagram Reels	Tanya Roy	Mysterious unboxing of edgy car	Builds sus
	Tue	YouTube Shorts	CarryMinati	“Something insane just landed” -	Teaser with
	Wed	Twitter + Threads	Brand	“India, ready to murder your thirst	Launch tag
	Fri	Instagram Reel + Story	SRK	“I don’t usually do this...” holdin	Cinematic
	Sun	TikTok / IG Reels	Tanya Roy	Street prank: public reactions to	Viral vibe
Week 2: Launch	Mon	YouTube + IG	Brand	Hero video: SRK voiceover + cine	Main launc
	Tue	Instagram Reels	Tanya Roy	First taste reaction: “This isn’t wa	Humor & r
	Wed	YouTube Main	CarryMinati	“Last to stop drinking Liquid Dea	Challenge
	Fri	Instagram + Twitter	SRK	Meme-worthy line: “This water is	Wide share
	Sat	Live Pop-Up	All 3	Delhi/Mumbai “Murder Zone” eve	FOMO, fan
Week 3: Culture	Mon	IG Carousel	Tanya Roy	Styling + BTS with Liquid Death	Lifestyle c
	Wed	YouTube Shorts	CarryMinati	Prank: mistaken for beer in temn	Edgy but f
Sheet1 Sheet2					

influencer outreach email

Subject: Collaboration Opportunity with Liquid Death - Let's Murder Your Thirst 💀

Hi [Influencer's Name],

I hope you're doing great! I'm [Your Name], and I'm reaching out on behalf of Liquid Death, an exciting new brand that's shaking up the beverage industry with a bold twist on water. We're launching in India, and we'd love for you to be a part of our journey!

About Liquid Death: Liquid Death is water like you've never seen before. Packaged in a 100% recyclable aluminum can, Liquid Death's mission is to "Murder Your Thirst" while also promoting sustainability. It's rebellious, bold, and definitely not your average bottled water brand. We're all about turning the mundane into the extraordinary—and we think your audience would totally vibe with this.

What We're Looking For: As part of our India launch, we're partnering with a select group of influencers who align with our brand values of creativity, edge, and individuality. We believe you'd be a great fit to help us spread the word about Liquid Death and share the brand's unique persona with your audience.

Here's What We Have In Mind:

- Product Seeding: We'd love to send you some of our killer Liquid Death cans to try and share your experience with your followers.
- Custom Content: If you're into creating creative, engaging content, we'd love to collaborate on Instagram Reels, YouTube videos, or even a live stream that's as bold as our brand.
- Giveaways or Challenges: We can collaborate on a fun giveaway or meme challenge that engages your audience while spreading the word about Liquid Death in a memorable way.
- Compensation: Of course, there will be compensation based on your tier and content requirements. We want to ensure it's mutually beneficial.

Why You?

We've been following your content, and your personality and engagement are a perfect match for the Liquid Death vibe. We know that your audience will resonate with the rebellious, no-holds-barred attitude we stand for.

If you're interested, I'd love to discuss how we can work together. Please let me know if you'd be up for a conversation or a call to chat more about this exciting collaboration!

Looking forward to hearing from you!

Best regards,

[Your Full Name]

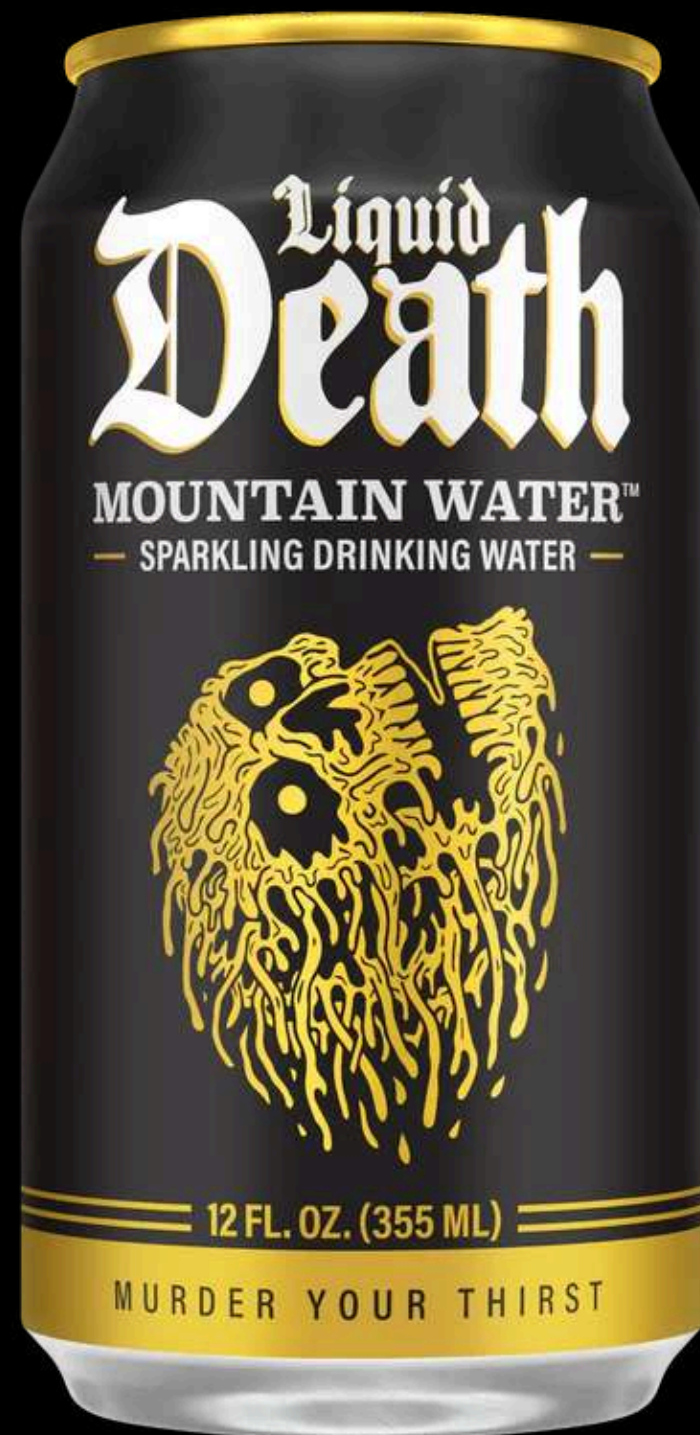
[Your Position]

Liquid Death India Team

[Your Contact Information]

[Social Media Links]

Key Performance Indicators



- Reach & Impressions – Overall visibility
- Follower Growth – Social growth tracking
- Engagement Rate – Content performance
- Click-through Rate – Link effectiveness
- UGC Volume – Community participation
- Sentiment Analysis – Audience mood
- Sales & Conversions – Purchase impact
- Media Mentions – PR reach



DEADTILLDEATH

The image is a promotional graphic for Liquid Death. The top half features a dark, atmospheric night scene of a campsite. A small tent is illuminated from within, and a bright fire burns in a fire pit to the left. The background is filled with dark, silhouetted evergreen trees under a deep blue night sky. Overlaid on this scene is the brand name 'DEADTILLDEATH' in a large, bold, red font that resembles dripping blood. The bottom half of the image shows a close-up of two cans of Liquid Death. The can on the left is white with a black label that reads 'Liquid Death' and 'CANNED WATER'. It has a yellow cap and a yellow pull-tab. The can on the right is silver with a black label that reads 'Liquid Death' and 'CANNED WATER'. It also has a yellow cap and a yellow pull-tab. Both cans are lying on a dark, textured surface.



THANK YOU

