

Marketing of Ocean Bottle's Your Bottle. Your Legacy Campaign

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Introduction

OceanBottle is a sustainable water bottle brand that addresses ocean plastic pollution. For every bottle sold, the company funds the collection of plastic waste in the waterways. However, the branding feels generic, and the focus on plastic collection makes the messaging feel transactional rather than emotionally compelling. As a result, it misses an opportunity to create a cohesive narrative that inspires users to see themselves as an integral part of the environmental impact. The campaign [Your Bottle Your Legacy](#) empowers consumers to actively participate in ocean conservation, reinforcing OceanBottle's mission of combining personal responsibility with systemic change (Huang, 2026).

Media Selection & Target Audience

An interactive landing page was chosen as the marketing collateral due to its ability to combine interactive engagement, visuals, and a clear call-to-action (CTA). This format aligns perfectly with the digital habits of millennials and Gen Z, who are accustomed to interactive digital content such as active scrolling or data input. Additionally, it caters to environmentally conscious who prioritize sustainability in their purchasing decisions.

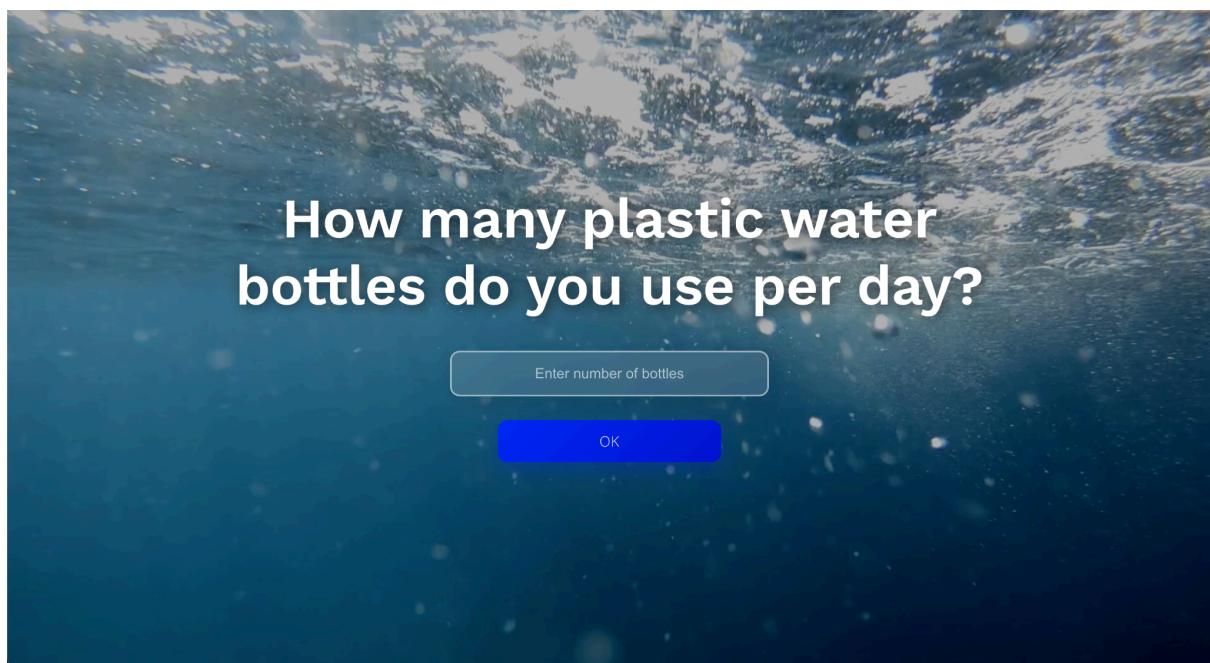
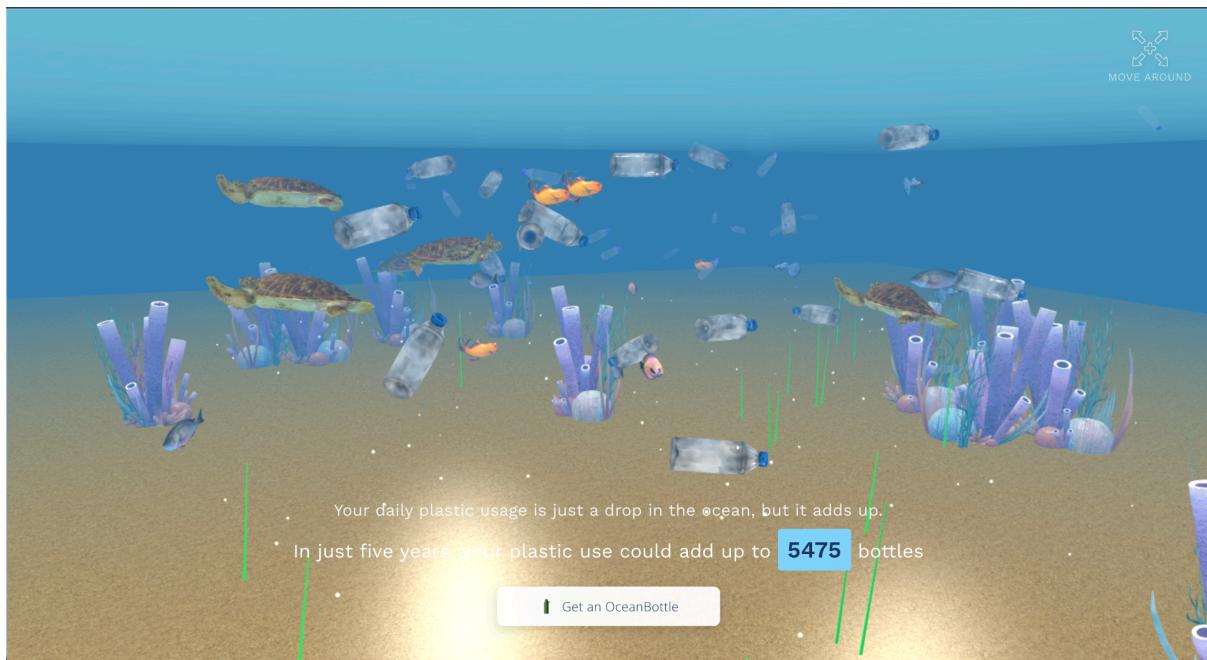


Figure 1: The First Page with Interactive prompting users to input plastic consumption

Awareness and Personalization

A standout creative choice was to incorporate personalization into the user journey. The first page of the site prompts users to input their daily plastic bottle usage (see Figure 1). The intention here is to emphasize a direct connection between the user's habits and the environmental impact. This personalization enforces the issue of plastic pollution to be more tangible and relevant to the individual user. After users input their daily plastic bottle usage, they are transported into a fully immersive 3D ocean simulation. Within this environment, they are surrounded by marine life, coral reefs, and a number of plastic bottles equivalent to their reported daily consumption. This visualization translates abstract consumption data into a tangible environmental impact, allowing users to physically navigate the space and observe the consequences of their behavior from multiple perspectives. The metaphor, "*Your daily plastic use is like a drop in the ocean*" appears as a narration when users are going through this interactive. This pairing of language and imagery helps users visually and emotionally comprehend their individual contribution to plastic pollution. By transforming a common dismissive phrase into a concrete visual experience, the interactive reframes personal consumption as significant rather than negligible, fostering a sense of responsibility and motivating behavioral change.



*Figure 2: Immersive 3D simulation***Urgency through interactivity**

The interactive experience further heightens urgency by reinforcing the consequences of daily plastic use. The background displays plastic bottles dispersed throughout the ocean alongside the message: “*Your daily plastic usage is just a drop in the ocean, but it adds up. In just five years, your plastic use could total X bottles*” (see Figure A2). By projecting long-term impact, the visualization emphasizes how small, habitual actions compound over time. This approach leverages a moderate fear appeal strategy, creating concern without overwhelming the user while maintaining a focus on personal accountability and the potential for change.

*Figure 3: Interactive Component encouraging users to buy an OceanBottle*

Additionally, the experience introduces a virtual Ocean Bottle that appears within the simulation, prompting users to move toward it (see Figure 3). As users approach the object, the plastic bottles gradually disappear, and the ocean environment visibly restores itself (See Figure 4). This cause-and-effect interaction creates a powerful feedback loop, reinforcing the idea that individual choices can produce meaningful environmental impact.

By encouraging users to physically navigate toward the product, the interface subtly simulates the act of taking action. This embodied interaction not only strengthens psychological commitment but also bridges the gap between awareness and purchase intention, positioning the Ocean Bottle as a direct and accessible solution to the problem presented.

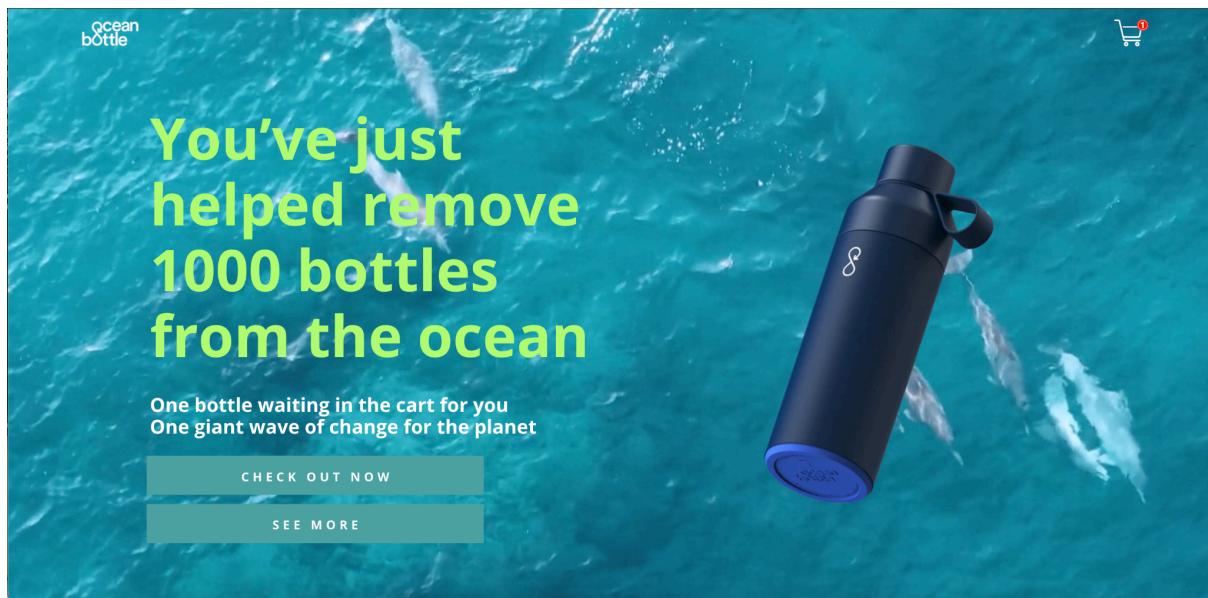


Figure 5: Simulation to Landing Page

Immediate Call-To-Action and Urgent Purchase Flow

The call-to-action, “See how OceanBottle can transform your impact” emphasizes the word “transform” allowing users to think about how it can make a difference. Additionally, the phrase, “See how” creates anticipation and excitement about the positive outcomes. The final page of the website effectively showcases the impact of purchasing the product with the heading, “You’ve just helped remove 1000 bottles from the ocean,” as it gratifies the user with a sense of contribution and reinforces the CTA by linking the action (buying the bottle) to a measurable, visible impact (see Figure 5). The item is automatically added to the cart, accompanied by the button “Check out now”. The phrase, “One bottle in your cart. One giant wave of change”, creates a ripple effect metaphor, making users feel their purchase is part of a larger impact. Additionally, making it one click away from checkout, helps simplify the purchasing process and reduces decision fatigue. Since Gen Z prioritizes convenience and quick decision-making, the campaign capitalizes on impulse-driven sustainability purchases, increasing conversion rates and making the CTA highly effective.

User-Focused Messaging

Throughout the page, second-person pronouns are used extensively to engage the user. The campaign's slogan, "Your Bottle. Your Legacy" is evident. Messages such as, "Here's how you can make a difference" and "Your bottle. Your impact at a glance," fosters a sense of ownership and involvement. By focusing on 'Your bottle', it subconsciously makes the user feel like the bottle is already in their possession. This psychological tactic makes the user feel more invested in the cause because it makes them feel like an integral part of the impact.

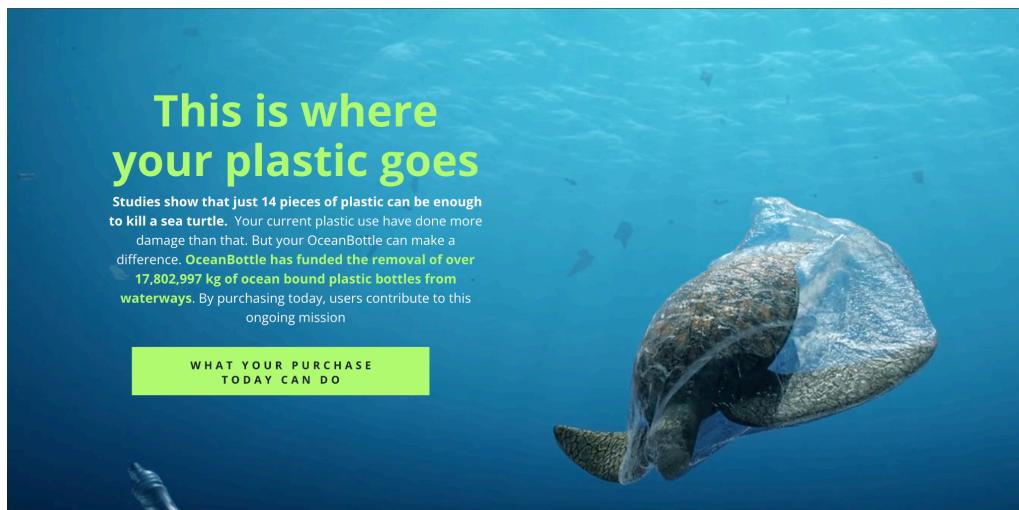


Figure 6: Environmental Impact Section

JOIN US IN FIGHTING THE OCEAN



Environmental lobbying

We push for governments to protect oceans and marine life. This includes improved recycling infrastructure, collectors benefits and traceability practices in Americas, Africa, and Asia.

Our partner





Coastal Clean-ups

Funding allocated to our collection partners. Our global partners organizes cleanups, plastic waste collections clear litter around coastlines.

Our partner

[Careers](#)

Figure 7: Partnerships and Collective Action Section

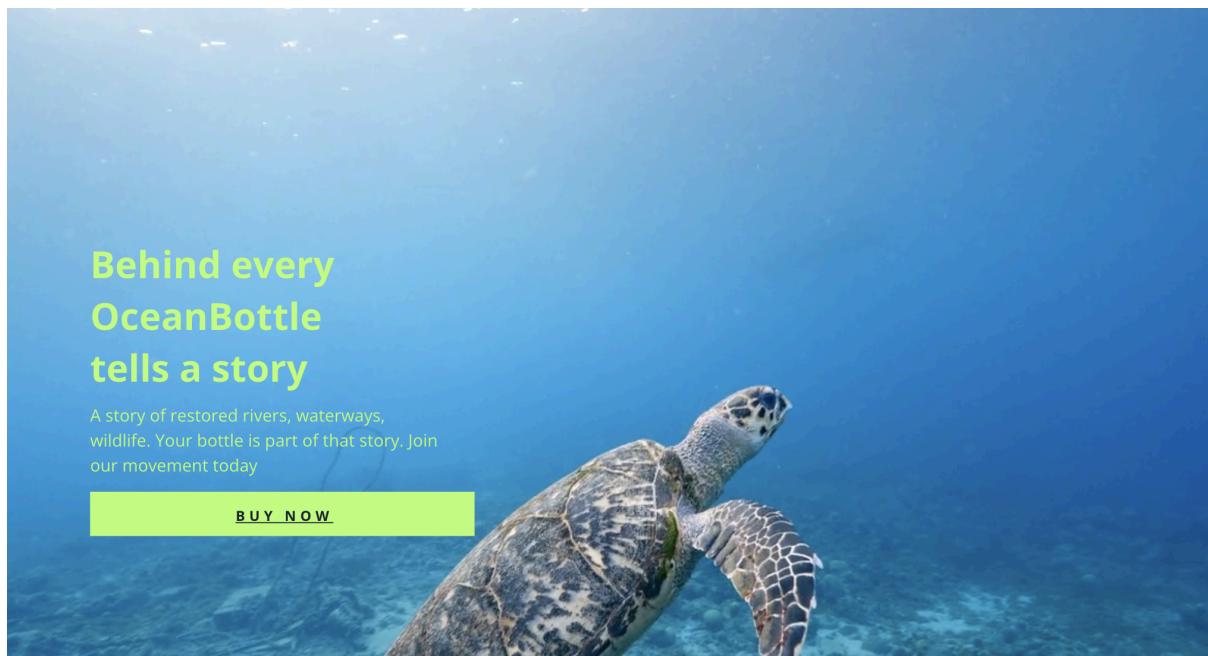


Figure 8: Final Concluding Section

Emotional Appeal: From Crisis to Action to Hope

The campaign's narrative takes users on a journey from distress to hope. The visual element of sea turtle symbolizes marine life, taps into an emotional appeal, evoking empathy and the message urges to protect these creatures. Initially, the campaign employs fear appeal by showcasing a distressed marine life such as the image of a turtle entangled in plastic, and emphasizes the devastating impact of plastic on the environment (e.g., "Studies show that just 14 pieces of plastic can be enough to kill a sea turtle") (see Figure 6). An interactive CTA button, "What your purchase today can do," reinforces the positive effect of the purchase, fostering a sense of direct action. As users scroll down, the narrative shifts towards empowerment, offering information about actions taken when the bottle is bought. For instance, a section details the initiatives and non-profit partners OceanBottle collaborates with, showcasing collective efforts (see Figure 7). By highlighting non-profit partners, the campaign assures users their purchase supports verified, large-scale efforts. Finally, the last page has a media of a sea turtle swimming with the heading, "Behind every OceanBottle tells a story... Your bottle is part of that story" symbolizing hope (see Figure 8). This emotional shift positions the CTA as a way to protect marine life, rather than just a purchase. It reinforces the idea that the product can lead to a tangible and positive impact.



Figure 9: Consistent Environment Focus

The theme of the campaign is specifically centered around the ocean, with blends of ocean blues and vibrant green colors, complemented by ocean wave backgrounds to immerse users in a marine environment. Furthermore, a clean open sans-serif typography conveys sustainability and a minimalistic aesthetic. This continuity extends to every design element, creating an immersive experience. Additionally, the product demonstration specifically focuses on the environmental impact rather than the technical and product details, reinforcing the campaign's central message about the environment (see Figure A9). This approach uses informational appeal—by prioritizing metrics like “1.368 kg of ocean-bound plastic collected per bottle” over features like insulation specs, the campaign tailors to an audience that values transparency and measurable impact.

Conclusion:

The *Your Bottle, Your Legacy* campaign turns a simple purchase into a powerful story - one that embodies how the product can create impact, ownership, and action. It inspires users to see how the product is not just a bottle, but it's their bottle and a symbol of their commitment.

Reference

- Huang. (2026). Your Bottle. Your Legacy. <https://oceanbottle.shirleyproject.com/>
- Ocean Bottle.* (n.d.). *Oceanbottle.co.* Retrieved Month Day, Year, from <https://oceanbottle.co/>