



Group 6

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3BERG

Idea

The idea is to create a thin, square bottle that fits in the bag without taking up too much space and creating clutter.

Around cities, along the streets and in malls, there will be refill stations placed, where you can fill up your water bottles with either still or sparkling 3BERG water.



Target group

Geographic: Sweden
Demographic: 20-35 Years old students and employees
Psychographic: Sustainable, active, and on the go
Behavioral: Quick purchase process and limited decision making



Background

Linda and Per Forsman are expanding their family farming business into the field of mineral water. The high quality water, rich in minerals and vitamins, is collected from a local spring in Taberg, Sweden.



Goals

- Corporate objectives**
To sell 100 000 new bottles and 15,000 refilled liters within the campaign's duration.
- Marketing objectives**
To reach out to 3 million people within the campaign time frame.
- Communication objectives**
Create awareness and convey a message that changes the audiences' behavior to make a purchase.



Marketing plan

Social media

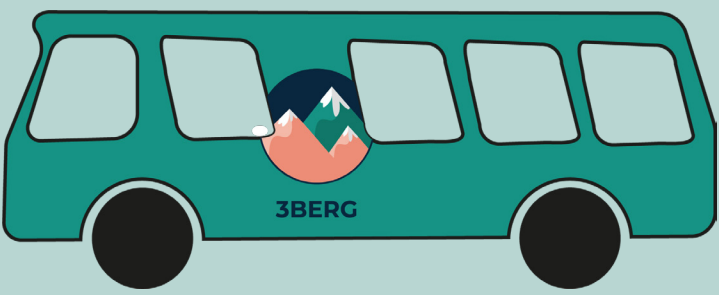
- f** Paid ads on Facebook is important since the target group are frequent users of the app.
- i** Paid boosting plan by daily posts, reels, stories and ads. Influencer marketing will also be used to gain trust
- t** The popularity of Tik Tok and its possibility to create trends will be used in the campaign.
- y** Paid ads will also be used on Youtube videos in order to reach many people.



Physical Marketing



Ads on public transportation such as on buses and at bus stations.



Direct marketing

Giving out free samples at malls and beaches.

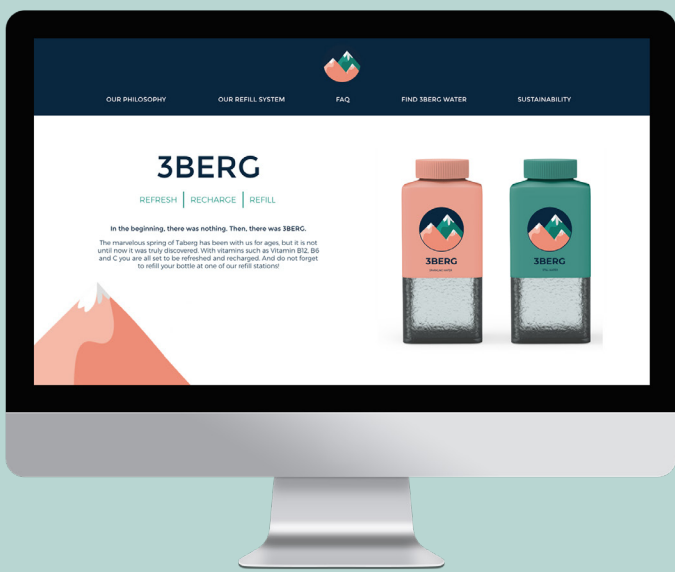


A booth and refill station will be placed at "Summerburst" to position the brand as playful and fun in the consumer's mind.



Landing page

The landing page will be designed in the brand's colors and include our logo, a short background about the brand itself and the products, to make the visitors instantly feel connected to the brand. The bottles are also well displayed to catch attention.



Sales promotion

During the second half of the campaign, a free refill will be included with every new bottle sold.



Different competitions and giveaways will be held on the social media platforms as well as in physical booths. It creates a buzz and brand engagement.

