



Stay Hydrated Campaign: A Taste of Delight

Executive Summary

The "Stay Hydrated" campaign is a comprehensive marketing initiative designed to increase brand awareness, drive product sales, and foster customer loyalty within the rapidly growing bottled water market. This campaign will leverage a multi-channel approach, combining digital marketing, in-store promotions, and experiential events to connect with health-conscious individuals on a deeper level. Our goal is to position our brand as the go-to choice for quality, purity, and a refreshing hydration experience.

- **Increase Brand Awareness:** Achieve a 25% increase in brand recognition among our target demographic within six months.
- **Boost Product Sales:** Drive a 15% increase in sales of our signature bottled water products over the campaign duration.
- **Enhance Customer Engagement:** Foster a vibrant online community and increase customer interaction through social media and events.
- **Strengthen Brand Loyalty:** Encourage repeat purchases and cultivate a loyal customer base through exclusive offers and personalized experiences.

Target Audience

Our primary target audience includes:

- **Aged 25-55:** Individuals who regularly consume bottled water and are interested in maintaining a healthy lifestyle.
- **Urban Professionals:** Busy individuals seeking convenience and quality in their daily hydration.

- **Fitness Enthusiasts:** Individuals who prioritize hydration during exercise and active lifestyles.
- **Families:** Those who seek healthy and convenient beverage options for their households.
- **Countries:** Germany, Norway, Spain, Sweden, Denmark

Target Products

- **Alpine Spring Natural Mineral Water:** Pure, crisp mineral water sourced from protected Alpine springs, naturally filtered through ancient rock formations. Rich in essential minerals with a clean, refreshing taste. Perfect balance of calcium and magnesium for optimal hydration. Bottled at source to preserve its natural purity.
- **Artesian Well Premium Water:** Naturally pressurized artesian water drawn from a pristine underground aquifer. Protected from surface contamination, this water offers exceptional purity and a smooth, silky mouthfeel. Contains natural trace minerals and zero additives. A truly premium hydration experience.
- **Glacier Peak Alkaline Water:** Premium alkaline water with an optimal pH of 8.8, sourced from glacial melt. Enhanced with ionized minerals and electrolytes for superior hydration. Helps balance body pH levels while delivering a clean, refreshing taste. Perfect for active lifestyles and wellness-focused consumers.

Campaign Strategies and Tactics

1. Digital Marketing

- **Social Media Campaign:**
 - **Platforms:** Instagram, YouTube
 - **Content:** High-quality visuals of bottled water (e.g., refreshing moments, active lifestyles, product shots), short videos of hydration tips, behind-the-scenes glimpses of bottling, user-generated content features.
 - **Engagement:** Interactive polls, Q&A sessions, contests (e.g., "Hydration Challenge"), user-generated content challenges.
 - **Paid Ads:** Targeted ads based on interests (health, fitness, outdoor activities) and demographics.
- **Influencer Collaborations:** Partner with fitness coaches, wellness bloggers, and lifestyle influencers to create authentic content and reach a wider audience.
- **Email Marketing:**
 - **Newsletter:** Regular updates on new products, hydration tips, exclusive promotions, and campaign highlights.
 - **Personalized Offers:** Segmented email lists for targeted promotions based on customer preferences and purchase history.

- **Website Optimization:**
 - **Landing Pages:** Dedicated campaign landing pages for promotions and new product launches.
 - **Blog Content:** Articles on the benefits of hydration, water sources, sustainable practices, and brand story.
 - **E-commerce:** Streamlined online ordering process with clear product descriptions and appealing imagery.

2. In-Store Promotions

- **Sampling Stations:** Offer free samples of new flavored water variations and popular favorites.
- **Loyalty Program:** Introduce a tiered loyalty program with exclusive discounts, early access to new products, and personalized rewards.
- **Bundle Deals:** Create attractive product bundles (e.g., still water + sparkling water, multi-packs).
- **Limited Edition Products:** Release seasonal or limited-edition bottle designs or flavors to create urgency and excitement.

3. Experiential Events

- **Hydration Workshops:** Host workshops on topics like the importance of hydration, benefits of different water types, and sustainable water consumption.
- **Pop-up Hydration Stations:** Set up temporary hydration stations at local events, sporting events, and festivals.
- **Partnerships with Local Businesses:** Collaborate with gyms, health food stores, or wellness centers for joint promotions and events.

Key Performance Indicators (KPIs)

Metric	Target	Measurement Method
Brand Awareness	25% increase	Brand lift studies, social media mentions, website traffic
Sales Revenue	15% increase	E-commerce sales data, POS data
Website Traffic	20% increase	Website Traffic Data

Social Media Engagement Rate	10% increase	Platform insights
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Campaign Timeline

The campaign will run for two months between June 1st and July 30th 2025, divided into three phases:

- **Phase 1: Awareness & Teaser (Month 1):**
 - Launch social media teasers and initial influencer collaborations.
 - Website updates and blog content release.
- **Phase 2: Engagement & Promotion (Month 2):**
 - Intensify social media contests and user-generated content campaigns.
 - Introduce in-store sampling stations and loyalty program.
 - Host first series of hydration workshops.
- **Phase 3: Loyalty & Expansion (Month 2):**
 - Launch limited-edition products.
 - Expand pop-up hydration station presence.
 - Analyze campaign performance and plan for future initiatives.

Budget Allocation

The campaign has a total budget of 100.000 € that is allocated as described in this table:

Category	Allocated Budget
Digital Advertising	40% ▾
Influencer Marketing	20% ▾
Event Production	20% ▾
In-Store Promotions	10% ▾
Content Creation	10% ▾

Conclusion

The "Stay Hydrated Campaign" is designed to be a dynamic and engaging initiative that will significantly impact our brand's presence in the bottled water market. By combining strategic digital outreach with compelling in-store and experiential elements, we are confident in achieving our objectives and fostering a deeper connection with health-conscious individuals everywhere.