

A Proposal to Research Essentia Water Marketing Plan for Change of Demographic

Introduction

Essentia Water, a premium bottled water located in Bothell, Washington, brands itself as “Water Perfected”. Currently their marketing plan is based on health and wellness even having conducted the first ever research study proving that their water is more effective at rehydrating than the leading bottled water. This proposal will discuss the current branding problems and how to redirect the product to the correct demographic.

Statement of Problem

Essentia Water for years targeted the athletic, Caucasian soccer mom. Although the audience was receptive to the product it wasn't the best market for premium bottled water. After some statistical research it was found millennial, Hispanic males were actually the largest consumer of bottled water. Now the company is trying to rebrand and retarget. I believe they should start with some focus groups. They did this in the past and it was affective. Because the market is the opposite of their initial target it's almost starting from scratch. The main question is: ***why are millennial, Hispanic, males the largest consumer of bottled water?*** This will help to understand how to target.

Objectives

1. Rebrand targeting a new demographic (Hispanic Millennial Males)
2. Keep existing loyal customer base by not excluding in new marketing plan
3. Understand the new market and how to target them
4. Understand why the initial target was off
5. Compare to other premium bottled water brands

Plan of Action

- Research secondary data provided by consulting firm. After conducting extensive research provided, look into other possible bottle water studies. With this new information try to understand the new demographic and why they are the largest consumers of bottled water.

Questions to ask could include, “is it cultural”, “are they purchasing for their families?”, “How do we target the new demographic without losing the old?”, “Is there a way to target both?”

- Ask why other premium bottled water is also targeting the initial demographic of middle-aged, Caucasian, moms.
- After using secondary research, put together a focus group with the new demographic to compare to other brands. Ask how the waters compare. Also during the focus group ask about interests, find out how to target the new demographic.
- After conducting research put together a report for the marketing team to create a plan to change the target. In the report include information for finance, sales, and the leadership team. Ask for feedback.
- Start new marketing plan.

PROJECT TIMELINE



PROJECT TIMELINE DETAILS

DATE	MILESTONE	POSITION
1-Feb	Project Start	25
5-Feb	Research Secondary Data	-10
15-Mar	Organize Secondary Data to Create Focus Group	20
15-Apr	Start Focus Group	15
15-May	Put Together Focus Group Data	-15
15-Jun	Create New Marketing Plan Based on Research	15
30-Jul	Create Staff Report and Presentation	-20
5-Aug	Gather Staff Feedback	20
15-Aug	Apply Feedback	-15
25-Aug	Project End	15

Conclusion

Essentia will create a marketing plan based on both the initial secondary research followed up by the focus group results. Information to include: Specific target areas, demographic interests, demographic media outlets, demographic influencers, preferred price point, income levels, and product comparisons.

Possible problems may include:

- loss of current demographic.
- Higher costs to market
- Lack of interest in “premium water” compared to regular bottled water

The biggest obstacle is the lack of support from the rest of the company. Because of the cost to rebrand right after spending hundreds of thousands on the research study the buy in from leadership may be difficult. Also, distributors are already seeing other premium waters target their original demographic with great results they may be hesitant to continue the distribution if sales go down initially.

Overall this is a huge undertaking that will require a lot of patience and money.