

April, 2024



OCEAN

An original drink
by Patrick Harrington



WHO AM I?

Patrick Harrington

Growing up in a coastal community has played a vital part in the person I am today. When I am not working or studying, I am somewhere near the water, or at least plotting how I can be near the water. My attachment to the atmosphere I grew up in has left me constantly searching for ways to tie in my business expertise with the environment I know and love.





CEAN





ABOUT OCEAN

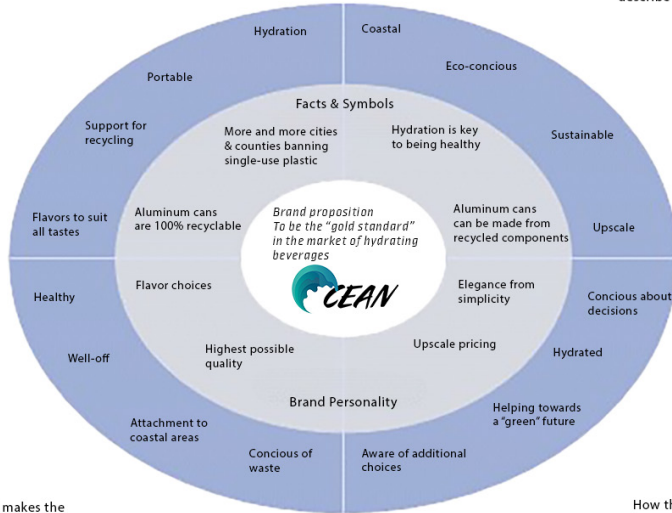
Ocean is a canned water beverage combining my love for coastal communities with a refreshing drink option that positively impacts these areas so important to myself and thousands of other people who grew up, now live or vacation in these spots.



BRAND WHEEL

What the brand does for
the customer

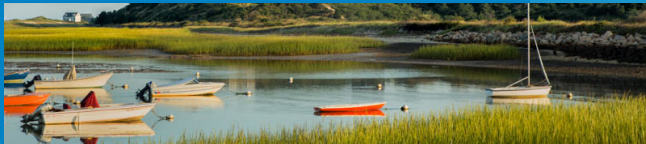
How the buyer would
describe the brand



How the brand makes the
buyer look

How the brand makes the
buyer feel

INSPIRATION



PRODUCT OFFERING

INITIAL THREE FLAVORS

Launching OCEAN with three distinct flavors allows the brand to suit a wider variety of personal tastes from the moment it arrives on shelves. Clear is a classic spring water. Cran offers the refreshing sweetness of cranberries. Lime offers something sour without compromising hydration.



OCEAN CLEAR

Refreshing All-Natural Spring water



OCEAN CRAN

Refreshing All-Natural Spring water with natural Cranberry flavor



OCEAN LIME

Refreshing All-Natural Spring water with natural Lime flavor

PROPOSITION

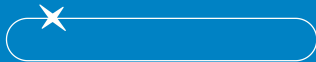
Why this and now?

More and more communities, especially coastal ones, are banning the sale and use of single-use plastic. The primary victim of this ban are plastic water bottles that have been around for years. With plastic water bottles being taken off of shelves for good, OCEAN offers a worthy successor to an antiquated market giant.

Convenience and reliability of bought water has become an unsung part of people's routines, so a logical solution to outgoing plastic water bottles is to replace the now empty shelf space with OCEAN.



INTRO TO THE MARKET



OVERVIEW

CONSUMER

The initial target consumer for OCEAN is members of well-off coastal communities, especially those where plastic bottles are banned. This group tends to be very influential and can lay the seeds for awareness to trickle down to middle-class consumers and other parts of the mass market.



COMPETITION

The only current player in the canned water market is Liquid Death. However, the brand lacks a key target and overall sense of loyalty that OCEAN is now positioned to offer. Plus, current bottled water companies may have access to canning plants to can their bottled water as a short-term solution

SUSTAINABILITY

Metal cans are not affected by bans to crack down on waste because of the fact they are completely recyclable after use, and can be made with 100% recycled aluminum. As consumers become more aware of sustainable practices, an emphasis on OCEAN's sustainability can be a vital tool when implemented at launch

PRICING

1. ♦

Single Can - \$3

Single can of any OCEAN flavor

2. ♦

4-Pack - \$12

Box of 4 OCEAN cans, all of the same flavor

3. ♦

6-Pack - \$18

Variety Pack box, offering 2 of each of OCEAN's flavors

By encompassing as many of the target audience's buying behaviors as possible, the brand is able to get as much market share as possible, as quickly as possible

PROMOTIONAL MEDIA



Advertising Strategy & Tools

The first key step would be to target areas where plastic bottles are already banned, or about to be to be against less competition at the start. Following this initial tactic, we can branch out geographically using these initial areas as a starting point.



PRINT MEDIA

Magazine ads and billboards in the initial launch area



SOCIAL MEDIA

Social media ads on apps like TikTok and Instagram



SEARCH ENGINE

Using SEO and geolocation to target initial market and then expand this tool as we expand

PROMOTIONAL ✱ CONTENT

KEY ASPECTS

Promotional campaigns for OCEAN are derived from the coastal communities of Cape Cod, Martha's Vineyard & Nantucket. By catering content to fit in with this atmosphere, promotion seems familiar to the members of this community, yet the aspiration of many to be in these areas helps build a sense of desire for the product for those who are not.

1. Show Coastal Lifestyle Content
2. Commitment to Recycling
3. Emphasize Natural Ingredients
4. "Slice of Life" for Target
5. Aspirational Marketing

SAMPLE PROMOTIONAL MEDIA





LAUNCH IDEAS



01 - STORE EVENT

OCEAN will hit store shelves in grocery and convenience stores across the areas we launch in, events at these locations to celebrate the launch put the product in people's mind when they shop

02 - LAUNCH BBQ

A party to celebrate the launch of OCEAN taking place in one or multiple of the coastal communities that inspired it featuring boats and food that are staples of the area while allowing the community to try OCEAN

03 - INFLUENCER PR

Sending influencers early access to OCEAN's product offering and having them make promotional content can help get the OCEAN name out before launch, while people are also hearing reviews from people they trust



THANK YOU

QUESTIONS? *