



Liquid Death

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Strengths

- Unique and innovative branding
- Strong social media presence
- Coincides with rising trends of health consciousness amongst consumers
- Continuing to innovate new products to keep up with consumer trends/interests

Weaknesses

- Niche target audience; therefore limiting market share
- The beverage market is heavily saturated and very competitive

Opportunities

- Collaborate with other wellness food/beverage companies to increase visibility and awareness
- Partner with different athletes and sport organizations similar to what Gatorade and Body Armour currently do with goal of entering consumer's consideration set
- Have the beverage be carried at festivals, events, etc.

Threats

- Large number of competitors, and threats of copycat brands
- Change in consumer preferences have a threat of moving away from what currently appeals them to Liquid Death
- The competitive pricing of well-established brands

Brand Positioning & Key Elements

Brand Positioning:

- Liquid Death's brand strategy revolves around positioning itself as a **disruptive, edgy, and an unconventional brand of water**. The brand was created to reduce consumption of plastics through bottled water, while also challenging how “healthy” beverages are traditionally marketed

Key Elements:

- *Visual Identity*
 - Primary product are tallboy cans filled with water that mimic the branding that you would typically see for energy or alcoholic beverages
- *Emphasis on Sustainability*
 - Use of metal cans as opposed to plastic
- *Humorous and Aggressive Marketing*
 - Wild commercials that have an edge to them with heavy metal or death
 - Run campaigns similar to that of Red Bull for a water brand



Strengths & Weakness of Brand Positioning

Strengths:

- *Market Disruptor*, different than any other water brand; therefore making it stand out in a competitive environment and making it memorable for consumers
- Strong engagement via their media channels which utilize edgy humor to reach and connect with their target market

Weakness:

- Very saturated market
- Niche marketing may limit the type of consumers that will purchase their product



Recommendations

Overall we **agree** with the positioning of Liquid Death, as they have reached a larger audience and profit than ever anticipated.

- They can execute better by **distributing more to stores**, and to continue getting their brand name out.
- They should consider utilizing innovative partnerships and collaborations with social influencers and through large festivals and sporting events to increase brand awareness and visibility. This will allow them to enter the consumer's consideration set
- Make some **less edgy advertisements** to try to reach larger audience
- Continue to **stress sustainability of the metal cans** as that can reach an even broader market of consumers