

Liquid Death Case Write Up
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The main problem that Liquid Death is facing is that they want to maintain their cool, edgy, and alternative brand image, but still attract new consumer markets. The company originally started off by targeting punk and metal heads; however, they soon realized other segments were interested, which is why they want to make sure the company is expanding to be if not the one then one of the largest companies in the industry.

Although the packaged water industry is extremely competitive with Coca-Cola's Dasani and PepsiCo's Aquafina; generating over \$1 billion in revenue annually, Liquid Death is a more alternative and sustainable option for their target consumers who value a company or product with a distinct personality and culture. From creating a horror movie, vinyl album records, a Beyond Meat pop-up collab, and a Tony Hawk skateboard collab, Liquid Death has been no stranger to what innovation means in the industry and through general marketing. Liquid death's strengths include optimized market research, brand imaging, and alternative marketing strategies, which sets them apart from other competitors. As far as Liquid Death's main weaknesses', they have a narrow target market, their aluminum tallboy can is not convenient for everyone, and their mission statement is not always clear for new consumers. The brand started to notice some additional markets trickle in as brand loyalists which they did not expect, missing some potential customers with their original launch strategy focusing on targeting those more edgy and alternative individuals like themselves. Additionally, the tallboy can can lead to some unwanted frustrations from consumers due to not being able to twist a cap on and off which may be a necessity for some based on their daily tasks or environments. Although the company is confident in what they are trying to do as far as sustainability, they do not always highlight it in a way for consumers, more specifically new ones, to be aware of it. This can cause their sustainability value that they claim to view as a top priority, to be a secondary realization or worse looked over. The goals that Liquid Death have and the outcomes that matter to them include:

- Integrating the brand through various environments such as convenience stores, major grocery stores, and performance venues across the United States and the nation.
- Being a sustainable option for packaged water. Be the choice for those consumers who value packaging that is good for the environment.
- Going against traditional marketing techniques to be more lighthearted and make the consumers find humor and appreciation for the transparency of the brand.

I suggest the following as alternatives for the company to consider as ways to successfully serve their goals:

- Promote product on university campuses and popular areas on campus such as bookstores, gyms, common areas, and vending machines.
- Promote their sustainability initiative more outwardly through collabs or donations.
- Utilize social media, specifically TikTok, to start viral trends or skits that will be quickly digested and enthusiastically accepted by younger consumers who also happen to be the purchasing power.

An alternative of expanding product into large environments is to conduct a student ambassador program for college campuses. By integrating the brand into large universities,

Liquid Death can reach new markets by creating an exciting experience for students interested in the ambassador role. One risk that can be found with this alternative is that it can be viewed as a mainstream and an ingenuine marketing strategy which they actively avoid. However, ambassadors could receive enticing perks and exclusive promo deals from the brand as well as share them with peers around campus. Secondly, this case mentions multiple times how much Liquid Death values sustainability and the importance of integrating that value into their packaging. The brand does not have anything other than the physical can to support that claim, which is why I think this aspect of doing a collab could be much stronger and in tune with their brand image. I think that doing a collaboration with the brand CHNGE, would be a way for the brand to highlight their sustainability initiative. CHGNE is sustainable streetwear clothing brand which only manufactures with fair trade–certified factories, uses 100% GOTS-certified organic cotton and OEKO-TEX–certified dyes, and donates 5% of sales to relevant organizations. By designing a line with this company, Liquid Death can promote their sustainability initiative and target more of that audience. A collab with CHNGE could be a risk with costs and manufacturing; however, the clothing brand is in line with the brands unique and edgy graphic creative direction. Lastly, becoming more involved with TikTok and social media in general will bring attention to the humor and lighthearted marketing that Liquid Death has always enforced. The power of viral sounds, videos, and skits on TikTok goes a long way when reaching millions of views and recognition through shares, reposts, and likes/comments.

Finally, one recommendation that I think Liquid Death should follow through with is a creation of a sub-brand of drinks that is directed towards specific health concerns of customers. In 2017, Mike Cessario was inspired to launch Liquid Death based on his view on health and the importance of nurturing health. Since this brand already was built on promoting a healthier option compared to alcoholic drinks and energy drinks, this strategy already falls in line with the brand's ethos. Drink options that the brand could manufacture for a new market would target specific health concerns/goals such as gut health, relaxation, natural energy, joint health, etc.. This segment would most likely be older women consumers who value health and who are already purchasing liquid death for their kids, grandkids, or their partners. Some risks with this launch could be a missed opportunity with other markets if the segment is once again too narrow, if they are overpowered by competitors, and lastly if there is a lack of need in the market based on the time of launch.