



Brand Audit



Liquid Death



Washington University in St. Louis

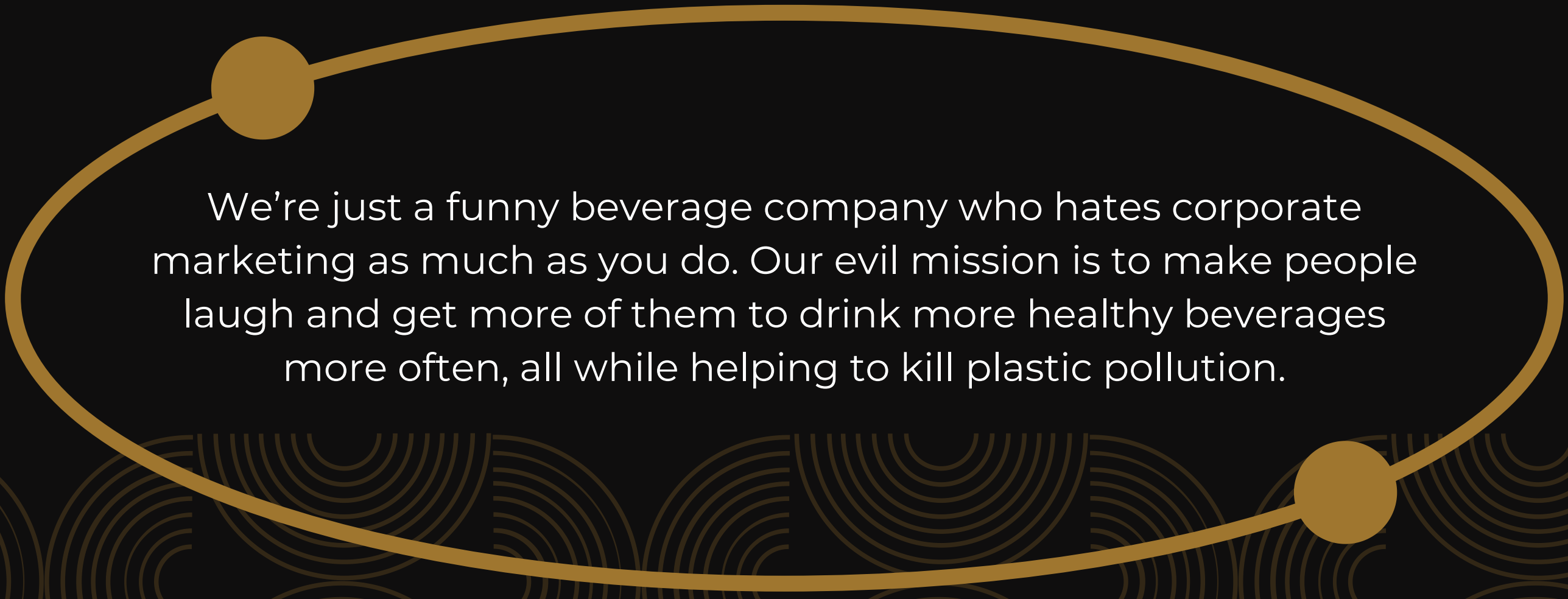
About Liquid Death

Liquid Death (launch 2019) is a water brand that **offers canned water** as an eco-friendly alternative to plastic bottles. The company focuses on **sustainability** and aims to **reduce plastic waste** while providing a unique take on the beverage industry.



DON'T BE
SCARED.
IT'S JUST
WATER.

Mission



We're just a funny beverage company who hates corporate marketing as much as you do. Our evil mission is to make people laugh and get more of them to drink more healthy beverages more often, all while helping to kill plastic pollution.



Brand Elements



Brand Elements

01

Prioritizing **sustainability** by offering aluminum cans as an eco-friendly alternative to plastic bottles.

02

Building a bold **brand identity** with a rebellious and unconventional image.

03

Using **humor**, like witty messaging to connect with consumers and create a distinctive brand voice.

04

Differentiating itself with **unique branding** sets it apart from competitors.

Logo

Liquid Death

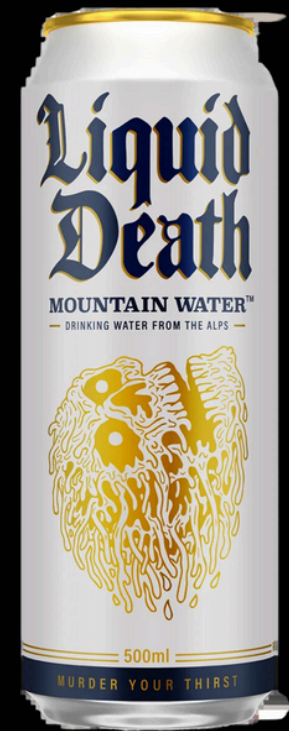
Symbol



Slogan



Packaging



Characters



Merchandise





Brand Elements



Logo & Symbols

The skull logo plays together with the rest of the brand elements to emphasize their disruptive/rebellious visual brand identity.



Slogans

Slogans such as “Murder Your Thirst” and “Death to Plastic” play on the brand name to generate more interest in the brand.





Brand Elements



Characters

Liquid Death created a partnership with Fortnite to create a unique character in line with its brand identity



Packaging

They keep packaging simple yet in line with their brand. Liquid Death lets the brand speak for itself rather than focusing on traditionally “attractive” packaging



Brand Attributes

Brand Attributes



01

Pricing

Positioned as a premium water brand, reflecting the quality of the product and eco-friendly packaging.

02

Distribution

Available online, in major retailers, convenience stores, and through direct-to-consumer channels.

03

Marketing

Combines bold messaging with eye-catching packaging that reinforces its unique brand identity.

04

Communication

Engages with consumers through edgy messaging, a strong social media presence, and a commitment to the environment.

PRICING



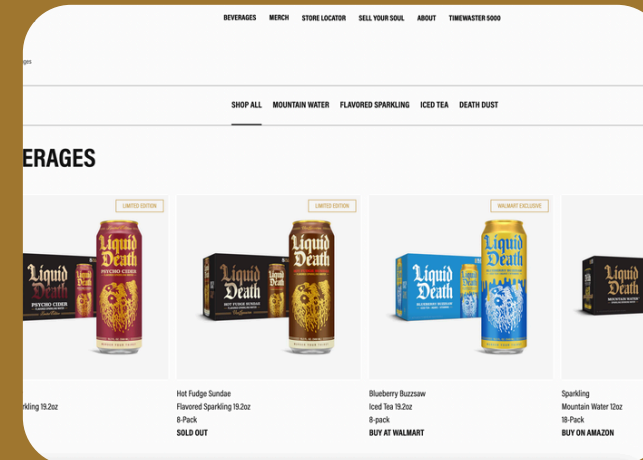
\$1.50-\$2.50 - Single Can



\$15-19 - 12-pack

\$15 - Subscription

DISTRIBUTION



Direct-to-Consumer

LiquidDeath.com & Amazon



Traditional Grocery Stores

Walmart, Target Whole Foods, Kroger, Safeway, Schnucks



Specialty Events

Concerts, festivals, & outdoor events



Specialty Outlets

Bars, gyms, health clubs

Company & Market Performance

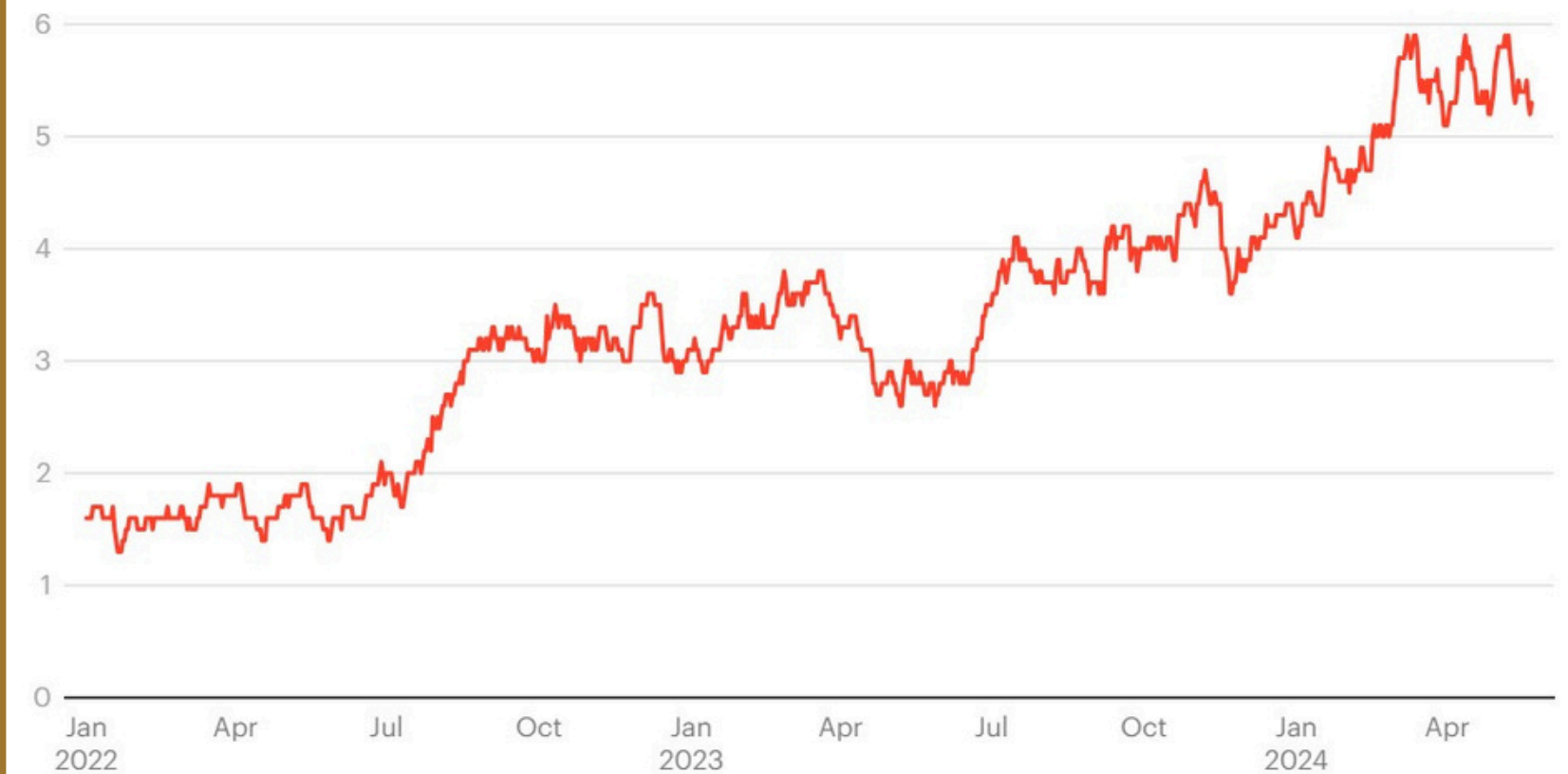
Currently valued at \$1.4 billion, almost double that of its valuation in 2022

March 2024, Liquid Death announced the close of a \$67 million financing round

Revenue grew from \$110 million to \$263 million in retail sales from 2022 to 2023

Purchase Consideration for Liquid Death has been growing steadily year-over-year

When you are in the market next to purchase beverages, from which of the following would you consider purchasing? (% of US adults who selected Liquid Death)



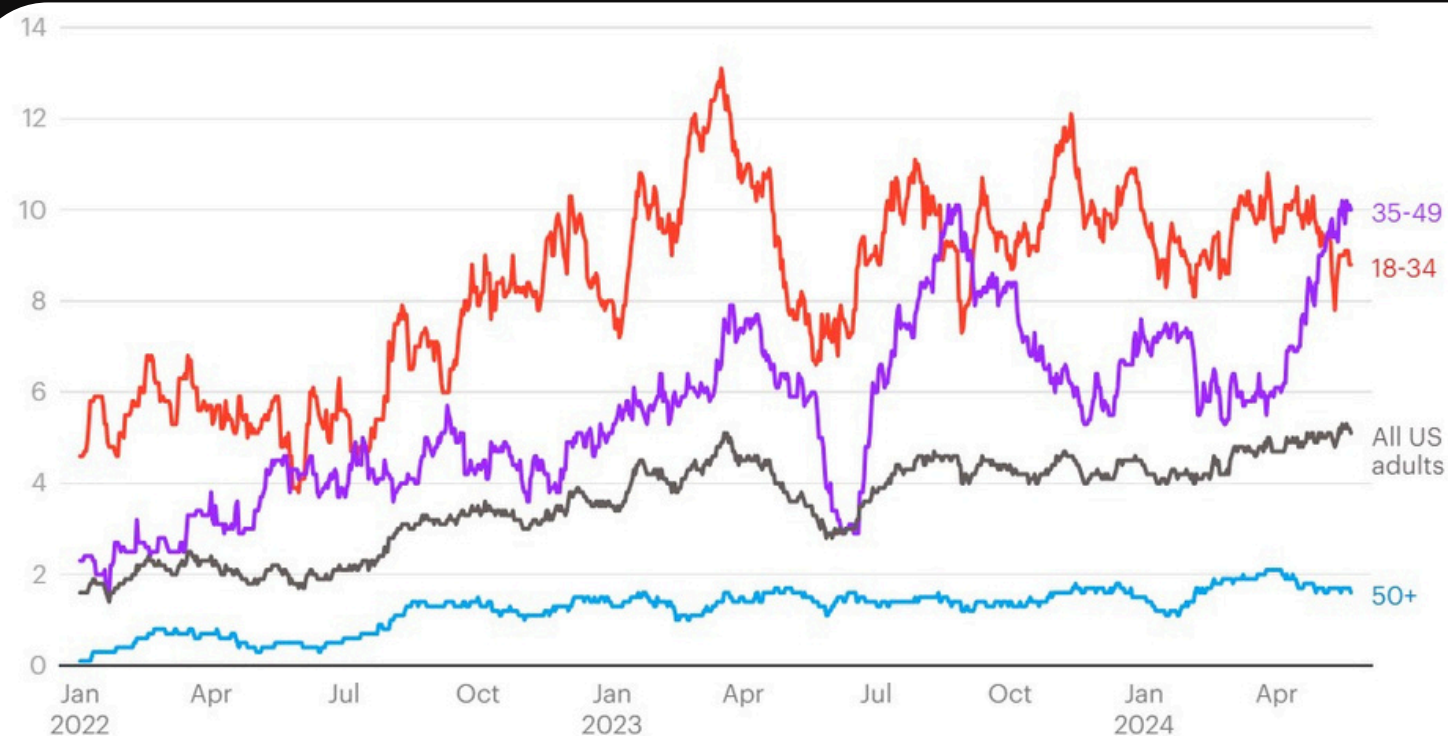
Shown with a 10-week moving average

YouGov

YouGov BrandIndex | Jan. 1, 2022 – May 22, 2024

Target Markets

- “Young, edgy customers”
- Gen Z adults aged 18-24
- Younger Millennials aged 25-34
- Active social life
- Official water at Live Nation music events and other festivals

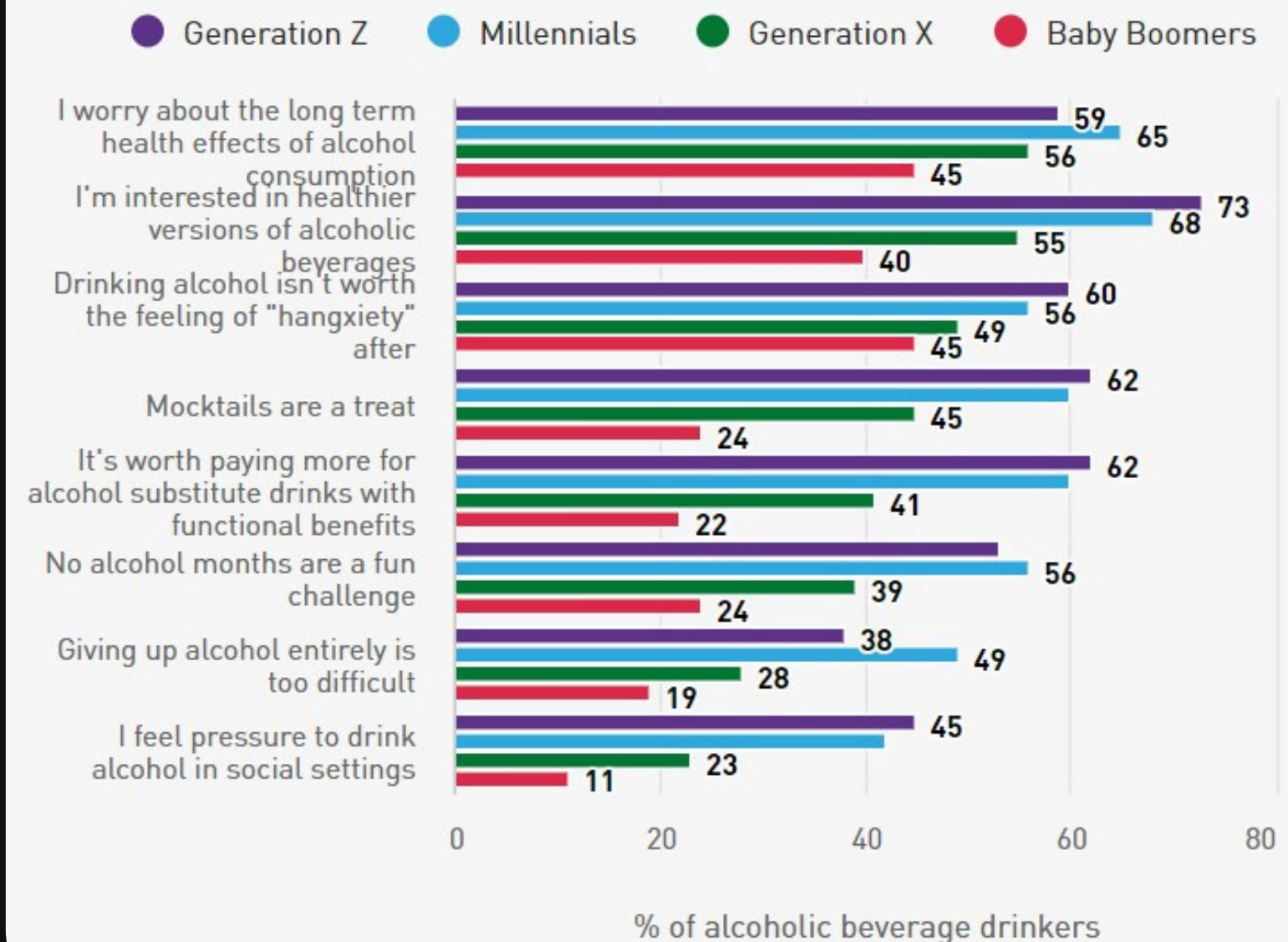


Shown with a 10-week moving average

YouGov

YouGov BrandIndex | Jan. 1, 2022 – May 22, 2024

US: alcohol alternatives attitudes – NET – Agree, by generations, 2023



Base: 1,556 internet users aged 22+ who do drink any alcoholic beverages
Source: Kantar Profiles/Mintel, September 2023

Marketing - 5Cs



Customers

Target: Millennials & Gen Z who value sustainability and resonate with counter-culture, rebellious branding.



Content

Tone: edgy, humorous, rebellious
Formats: social media, email, partnership campaigns, and offline platforms like concerts & festivals

IG: 4M followers

TikTok: 6.3M followers

YouTube: 45K subscribers



Conversations

Engagement: sparking conversations around sustainability and unconventional themes through viral campaigns and bold statements

Followers: actively participate in the conversation sharing memes, reviews, and reactions to unusual campaigns.



Co-Creation

Partnerships: with celebrities sharing brand identity (Travis Barker) and mainstream brands (Elf, Yeti)
UGC: followers engage in branding initiatives by creating their own Liquid Death content like memes, and creative videos



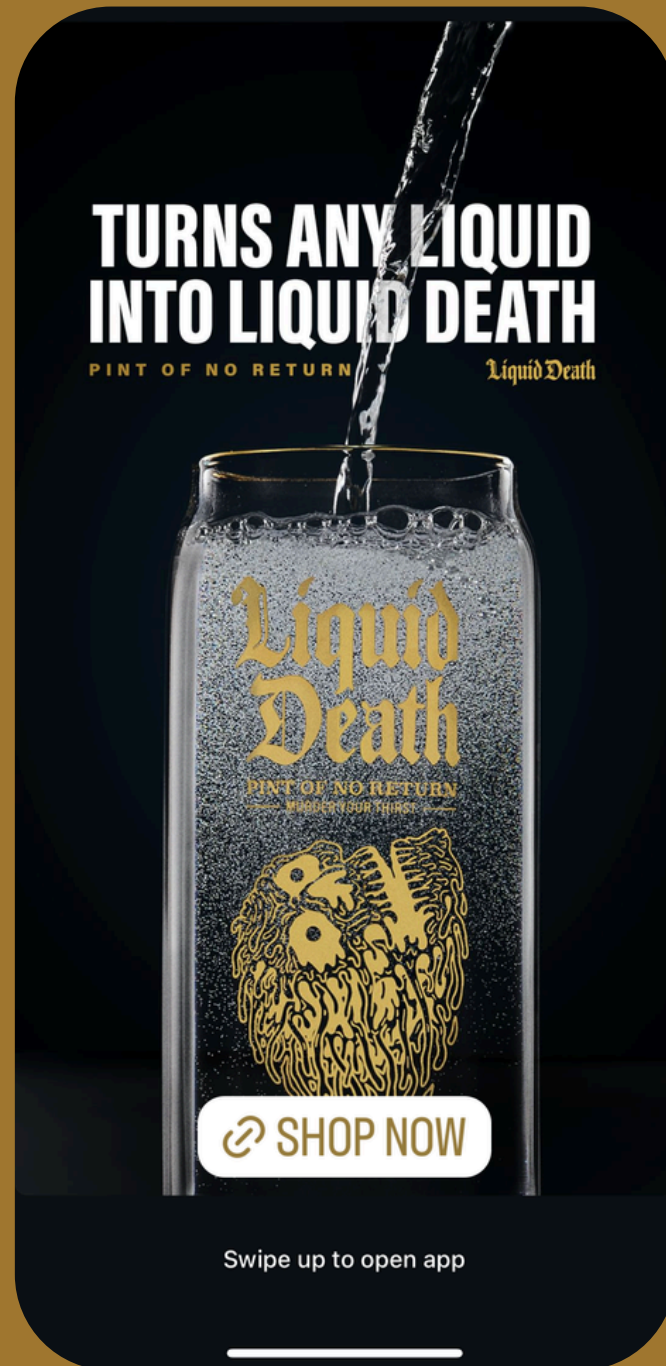
Community

Alternative Culture: built a loyal community surrounding alternative lifestyles - extreme sports, punk & metal fans, eco-conscious rebels, and sober individuals.

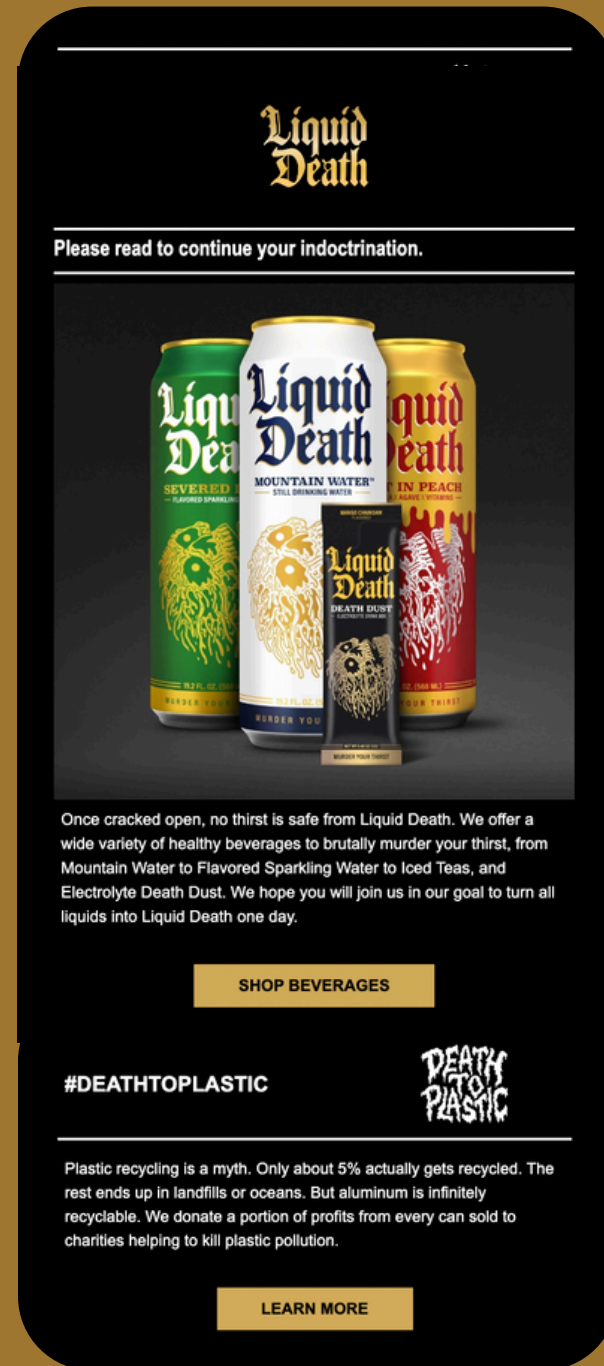
Events: leverage their LiveNation sponsor to participate in music festivals, concerts, and events that align with audience interests to deepen community ties

Sustainability: embraces sustainable eco-conscious practices by donating to environmental causes and initiatives focused on reducing plastic pollution

Content



Social Media



Email



Brand Partnerships



Festival Country Club



Liquid what?

Grandma tries Liquid Death



new fav makeup look



Liquid Death merch never fails

Liquid Death Community





Competitors

Perceptual Map
Direct & Indirect Competition

Edgy



Value



Conventional

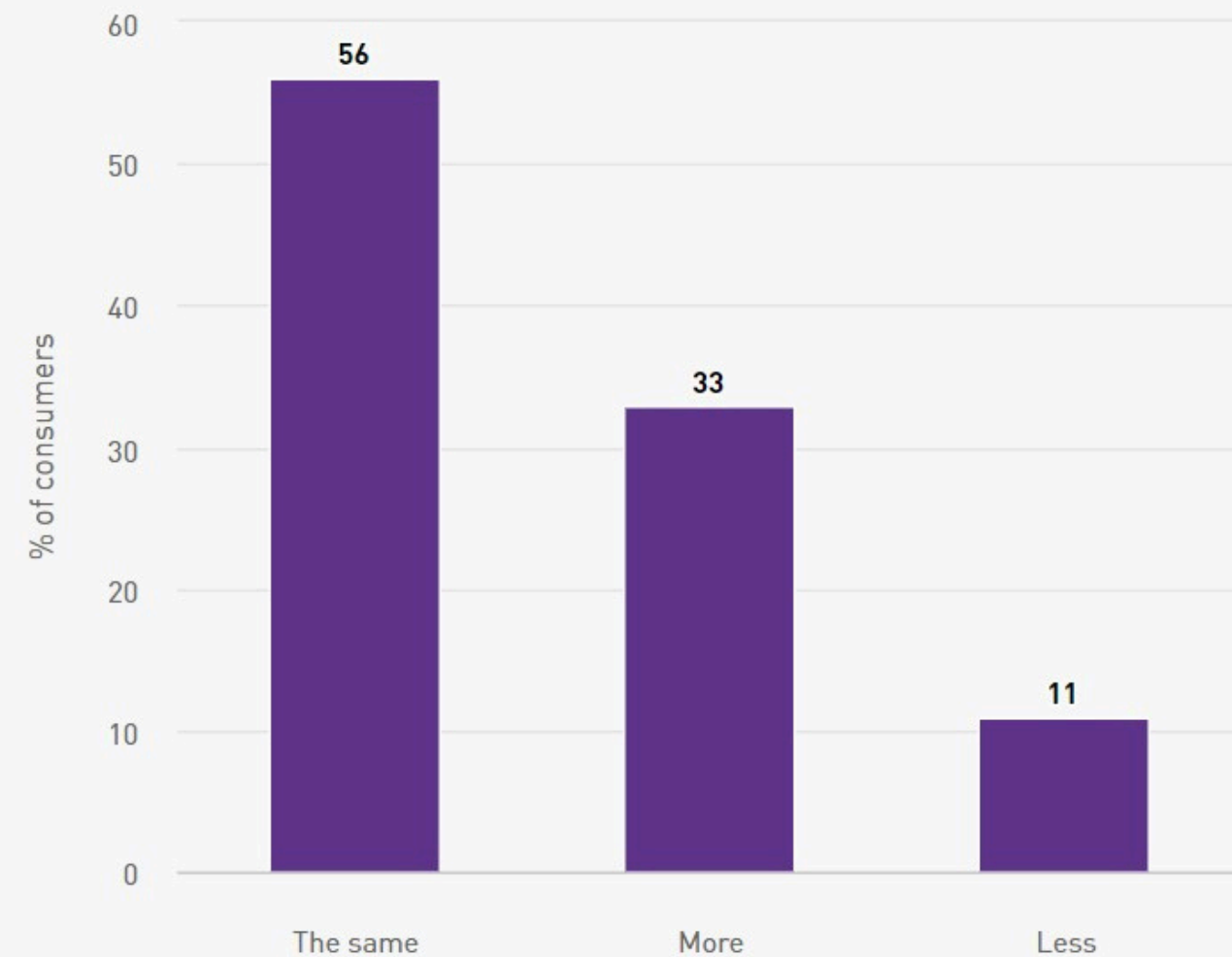
Premium



Trends in Industry

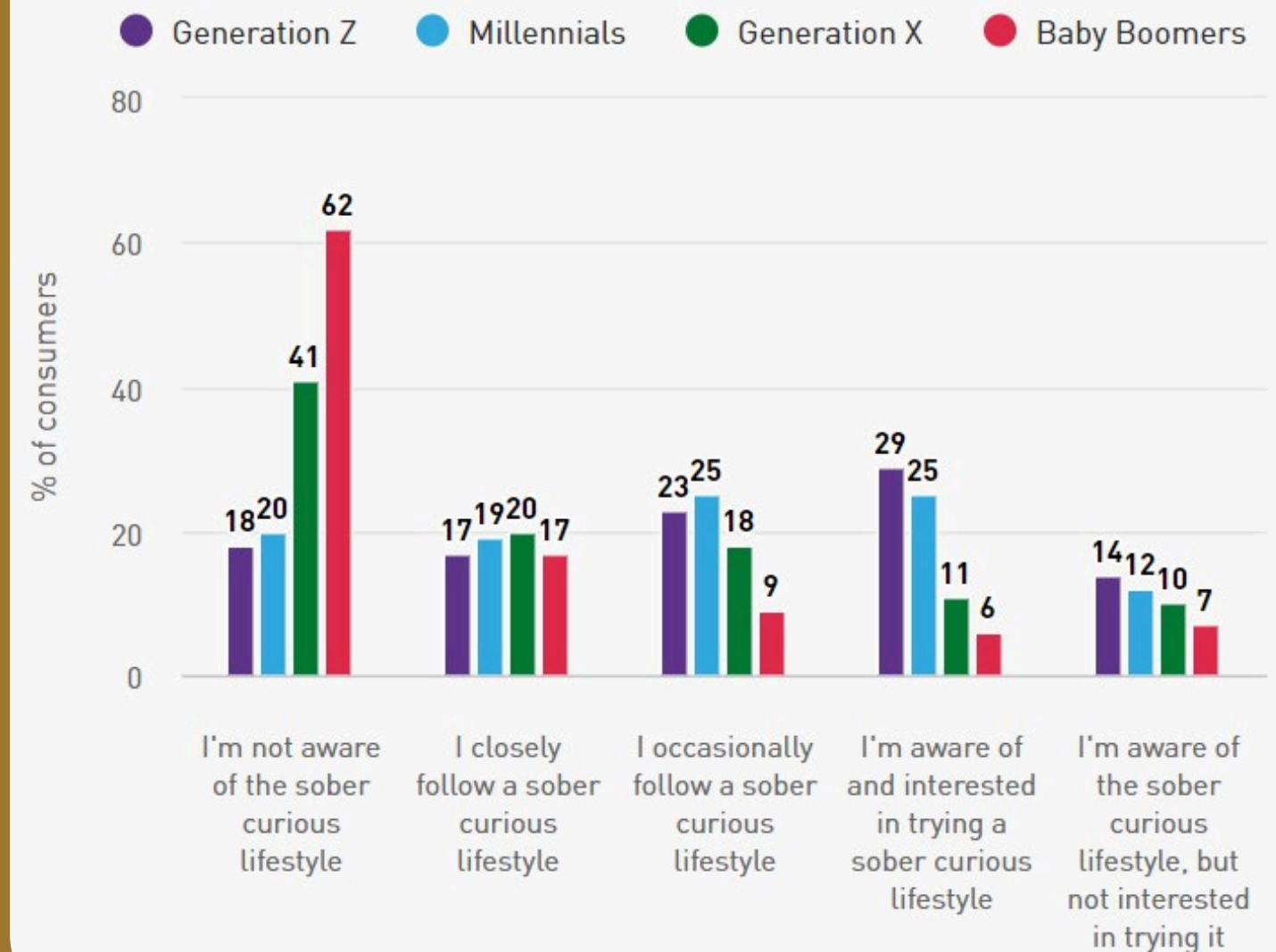
Mintel Data

US: change in packaged water consumption from last year, 2024



Base: 1,687 internet users aged 18+ who have consumed any packaged water in the past three months
Source: Kantar Profiles/Mintel, December 2023

US: awareness and interest in sober curious lifestyle, by generation, 2023



The bottled water market has a projected growth of 5.3% CAGR through 2033.



Direct Competitors

Liquid Death competes directly with established bottled water brands that prioritize convenience and accessibility.

Brands like Nestlé **Pure Life** and **Dasani**, offer a range of options for consumers looking for quick and easy hydration solutions.

Brands like **Fiji Water**, **Evian**, and **SmartWater** offer a more premium look & feel for differentiation in the refreshment market.

Direct Competitors



Points of Parity

Both Liquid Death and their direct competitors are focused on hydration and high-quality, purified water. Many competitors also emphasize sustainability through eco-friendly bottles/cans

Points of Difference

Liquid Death sets itself apart through its branding/visual identity. They have also begun to expand their product line whereas direct competitors tend to stick to plain bottled water.



Indirect Competitors

Indirect competition comes from sparkling water and soft drink brands that attract health-conscious consumers.

Brands like **LaCroix**, **Olipop**, and **Perrier** provide refreshment alternatives, while traditional soda companies like Coca-Cola and Pepsi compete for the same refreshment market, often appealing to those seeking typical beverage choices.



Indirect Competitors



Points of Parity

The focus between Liquid Death and their indirect competitors is on health-conscious beverage options. They all seem to position themselves as alternatives to soda.

Points of Difference

Again, Liquid Death's visual identity is what makes them stand out from. Liquid Death also does not directly advertise themselves as a wellness product whereas Olipop and LaCroix do.





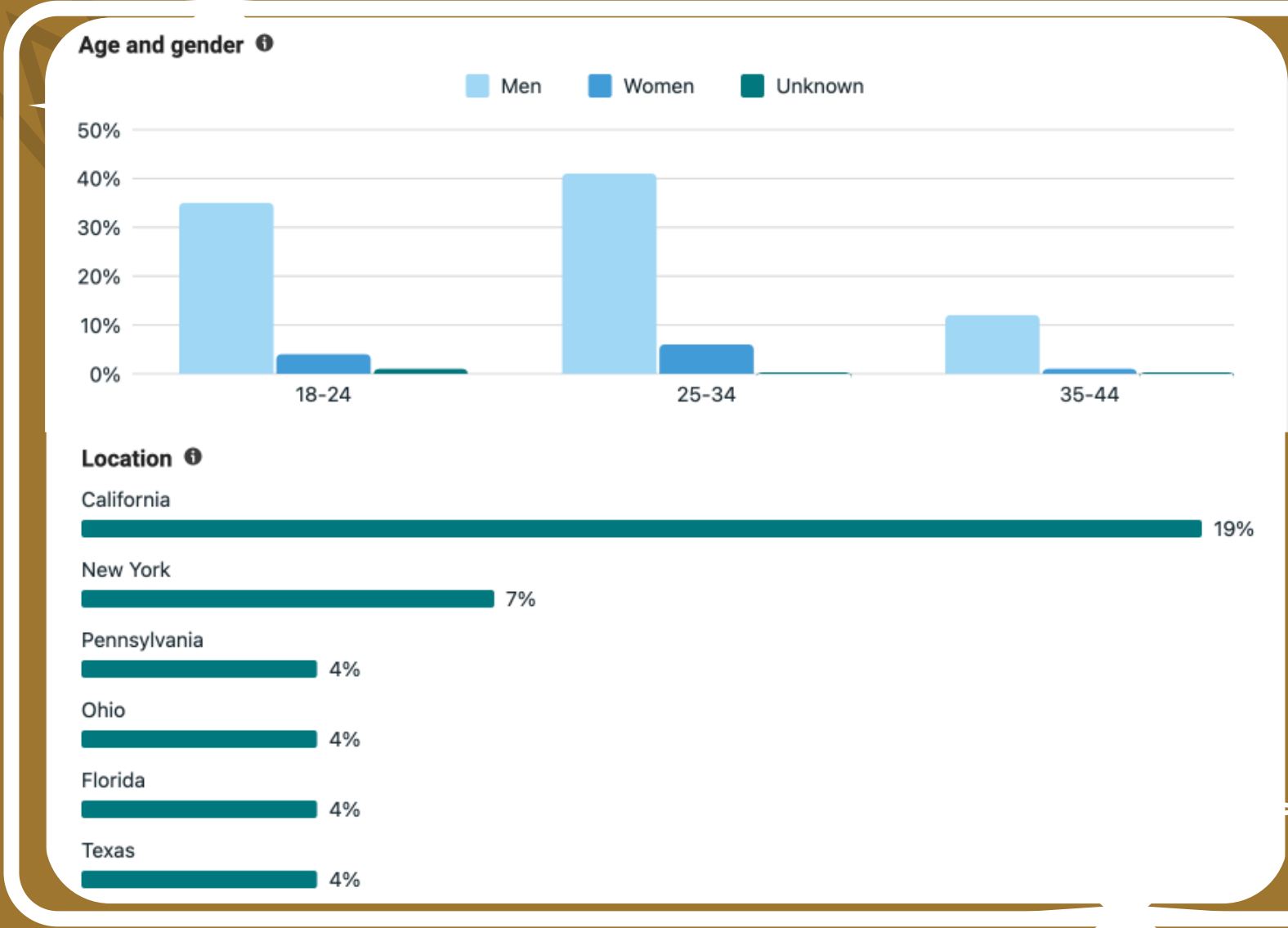
Consumer Information

Brand Awareness

Brand Associations: Liquid Death is linked to rebellion, sustainability, and counter-culture, positioning itself as a disruptor in bottled water.

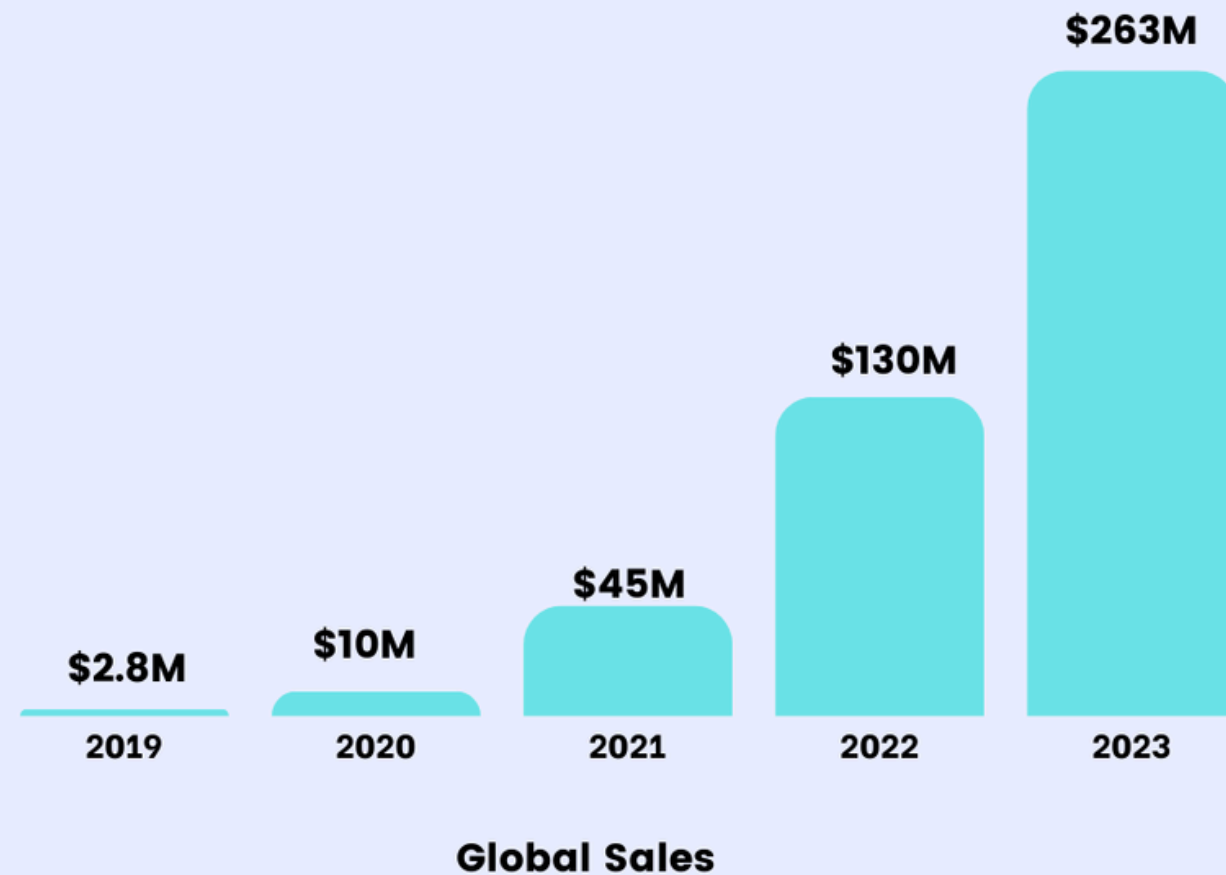
Brand Image: The beer can-like packaging appeals to consumers seeking an alternative to traditional bottled water, challenging the perception of water as a bland commodity.

Brand Promise: Liquid Death's brand promise is to deliver a premium, environmentally friendly hydration experience that challenges norms and inspires consumers to rethink their choices, all while injecting fun and rebellion into the everyday act of drinking water.

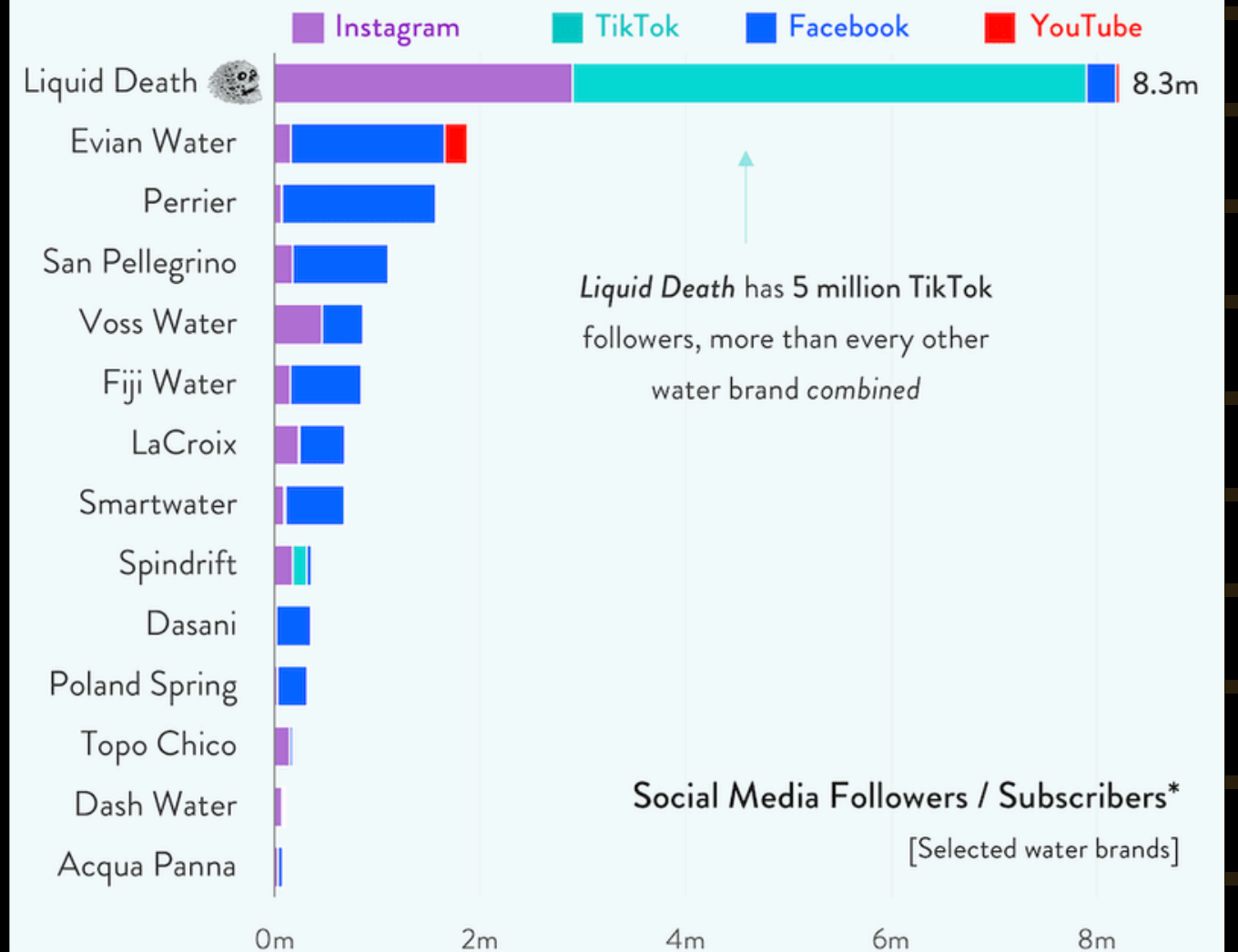


Brand Promise & Equity Fulfilled

Liquid Death - The Fastest Growing Sales In Thirst Slaying Known To Man



Liquid Death Has Built A Social Brand Around The Ultimate Commodity: Water



Source: Instagram, TikTok, Facebook, YouTube

chart

*Excludes X because negligible followers

Usage Patterns

Proponents

Consumers purchase Liquid Death for daily hydration, as a non-alcoholic option at social events, or as a novelty item to signal their social alignment.

Overview

The primary consumer base consists of millennials and Gen Z individuals who are attracted to the brand's edgy aesthetic and humor.

Liquid Death is available in retail outlets like Whole Foods, 7-Eleven, and on e-commerce platforms including Amazon and the company's website.

While the brand enjoys strong recognition and a loyal customer base, it must address potential misconceptions and market challenges to sustain its growth.





Recommendations

Extending Brand Equity



01

Resealable Cans

Sustainability + fortify against Direct Competition

02

Death to Drivers

Designated Driver program. Reward your DD with Quality Products. The guy who DD's gets a case/can of Liquid Death! Death to Drivers!

03

Liquid Games

Drinking games with Liquid Death. Tired of being left out? Play with water instead of alcohol!

04

Right Place, Right Time, Right Audience

Partner with Comedy Central, Adult Swim, etc. Mature commercials aimed toward mature adults.

Would need workshopping: Liquid death on tap, at bars? Couldn't generate revenue (you'd have to charge per glass and no one would pay for that); would be more for exposure.



Questions?

Resources

<https://www.brandcredential.com/post/liquid-death-marketing-strategy-case-study-slaying-the-beverage-industry-with-killer-branding-and-marketing>

<https://www.peppercontent.io/blog/unhinged-or-genius-deconstructing-liquid-deaths-marketing-strategy/>

https://medium.com/@gesso_singh/how-liquid-death-designed-a-700m-valuation-canned-water-brand-c175f1817cc6

<https://nogood.io/2023/07/31/liquid-death-marketing/>

<https://beloved-brands.com/liquid-death/>

<https://www.ninetwothree.co/blog/market-fit-before-actual-product-a-liquid-death-case-study>

<https://www.novel.com/post/case-study-liquid-death-wallet-pass>