

Marketing and Branding with a Purpose: The Role of Advertisement Supported Water Bottles in Community Welfare

Jocelyn A, MBA 2024-26 - Finance, CMS Business School, JAIN (Deemed-to-be University) **Chandan Km**, MBA 2024-26 - Finance, CMS Business School, JAIN (Deemed-to-be University) **Bharat Patel**, MBA 2024-26 - Finance, CMS Business School, JAIN (Deemed- to-be University) **C Rishab Cariappa**, MBA 2024-26 - Finance, CMS Business School, JAIN (Deemed-to-be University) **Bhavana Varsha Kothapalli**, MBA 2024-26 - Finance, CMS Business School, JAIN (Deemed-to-be University) **Raksha Kothari R**, MBA 2024-26 - Finance, CMS Business School, JAIN (Deemed-to-be University) **Dr Shalini R**, Associate Professor - Finance, Faculty of Management Studies, CMS Business School, JAIN (Deemed- to-be University)

ABSTRACT

Advertising is an essential tool for businesses to reach their target audience, but traditional methods like billboards and digital ads often go unnoticed. This research explores a unique and impactful marketing strategy—advertisement-supported water bottles—which combines branding with public welfare. Businesses place ads on water bottle labels, ensuring brand visibility while providing free drinking water to the public. This model benefits companies by increasing brand engagement and enhances community welfare by offering hydration in public spaces. Using secondary data from existing studies, reports, and case analyses, this paper examines the effectiveness, financial sustainability, and social impact of this innovative marketing approach. Findings suggest that ad-supported water distribution is a cost-effective branding tool that enhances consumer perception and corporate social responsibility. The study highlights the potential for businesses to align profitability with social good, making marketing more meaningful and sustainable.

INTRODUCTION

Marketing and branding strategies are constantly evolving to capture consumer attention in a highly competitive marketplace. Traditional advertising methods, such as billboards, TV commercials, and digital ads, often struggle to engage audiences effectively. Consumers are either overwhelmed with advertisements or actively ignore them. At the same time, access to free, clean drinking water remains a challenge in many public spaces. This gap presents an opportunity for an innovative solution—advertisement-supported water bottles.

This business model allows companies to place advertisements on water bottle labels while distributing them for free in high-footfall public areas such as parks, transportation hubs, colleges, offices, and events. This approach not only increases brand visibility but also provides a valuable public service by ensuring access to drinking water. Companies benefit by reaching a broader audience in a more direct and practical way, while society gains access to an essential resource at no cost.

This research explores the impact of ad-supported water bottles on marketing effectiveness, brand recall, and community welfare. Using secondary data from previous studies, reports, and case analyses, this paper examines

how this model creates a win-win situation for businesses and society. It also evaluates the sustainability and scalability of this concept in the long term, considering cost, logistics, and consumer perception. The study aims to highlight how businesses can integrate corporate social responsibility (CSR) with marketing efforts, turning advertising into a tool for social good.

LITERATURE OF REVIEW

Advertising plays a major role in shaping consumer behavior, especially in the bottled water industry. Previous studies have explored how marketing strategies influence people's choices and trust in bottled water brands.

Hagmann and Siegrist (2023) studied how advertisements that enhance visualization can increase consumer motivation to purchase bottled water. This suggests that creative and engaging ads on water bottle labels could have a strong impact on brand perception. Similarly, Kim and Seock (2021) examined how trust in advertising and consumer beliefs influence bottled water purchases. Their findings indicate that when consumers trust the brand message, they are more likely to engage with it—making ad-supported water bottles a promising marketing tool.

A recent article in *The Business Standard* (2023) explored the concept of free bottled water as an advertising medium. It questioned whether such a model could be financially sustainable, highlighting both opportunities and challenges. Meanwhile, *UConn Today* (2018) discussed how misleading marketing tactics often drive bottled water consumption. This emphasizes the need for ethical and informative branding, ensuring that businesses using ad-supported bottles focus on genuine consumer engagement rather than misleading claims.

Additionally, a study from BPAS Journals analyzed the effectiveness of advertising in promoting bottled water in Ethiopia. The research found that strong branding and well-placed advertisements significantly influence consumer preferences. This supports the idea that placing ads on water bottles in high-footfall areas can maximize brand reach and impact.

Overall, these studies reinforce the idea that advertisement-supported water bottles can be a successful marketing tool. They highlight the power of visual advertising, consumer trust, and ethical marketing while also pointing out the challenges related to sustainability and effectiveness. This research builds on these insights, exploring how businesses can use water bottle advertising as both a branding strategy and a way to contribute to public welfare.

METHODOLOGY

This research is based on secondary data analysis, meaning it does not involve direct surveys or experiments. Instead, it relies on information from existing studies, articles, and reports related to bottled water marketing, advertising effectiveness, and consumer behavior.

Research Approach

- A qualitative approach was used to analyze how advertisement-supported water bottles can serve as both a marketing tool and a public welfare initiative.
- The study focuses on understanding consumer engagement, brand visibility, and business sustainability through this model.

Data Collection

- Information was gathered from peer-reviewed journals, industry reports, news articles, and case studies on bottled water marketing and advertisement strategies.
- The sources provide insights into advertising impact, consumer behavior, and the feasibility of ad-supported free water distribution.

Data Analysis

- The collected data was reviewed to identify patterns, trends, and best practices in advertising through utility-based products like bottled water.
- Key factors such as cost-effectiveness, reach, brand recall, and corporate social responsibility (CSR) were analyzed to assess the success potential of this marketing model.

This research aims to evaluate the benefits and challenges of using water bottles as advertising platforms, helping businesses find a sustainable and impactful way to connect with consumers while supporting community welfare.

ANALYSIS AND RESULTS

This research examines the effectiveness of advertisement-supported water bottles as both a marketing strategy and a public welfare initiative. By analyzing existing studies and reports, several key insights have emerged:

1. Effectiveness of Advertising on Water Bottles

- Studies show that visual and interactive ads (such as QR codes on bottles) increase consumer engagement (Hagmann & Siegrist, 2023).
- Brand recall is higher when advertisements are placed on everyday-use products rather than traditional billboards.

2. Consumer Perception and Brand Trust

- Consumers tend to trust brands that contribute to social welfare, such as providing free drinking water (Kim & Seock, 2021).
- Ethical and transparent advertising improves consumer loyalty, reinforcing the brand's reputation.

3. Business Viability and Cost Considerations

- Direct sales to businesses (where companies buy ad-labeled water bottles for their own distribution) are more cost-effective than public giveaways.
- Free public distribution, while expensive, offers higher visibility and social impact, making it a strong corporate social responsibility (CSR) initiative.

4. Sustainability and Environmental Impact

- Reducing plastic waste by using biodegradable or recyclable materials enhances the eco-friendly appeal of this marketing model.
- Businesses adopting this strategy align with sustainability goals, making them more attractive to environmentally conscious consumers.

KEY FINDINGS

- **Win-Win Model:** Businesses get affordable, high-visibility advertising, and the public benefits from free, clean drinking water.
- **Consumer Engagement:** People are more likely to remember brands seen on useful items rather than traditional ads.
- **Scalability:** This model can be expanded to different locations, including transport hubs, schools, hospitals, and public events, for wider market reach.
- **Financial Sustainability:** Companies willing to invest in cause-driven marketing are more likely to adopt this model as part of their CSR efforts.

The study confirms that advertisement-supported water bottles are an innovative, cost-effective, and socially impactful branding tool. While challenges like cost and logistics exist, strategic partnerships and bulk purchasing can make this model financially viable and sustainable in the long run.

DISCUSSION

The concept of advertisement-supported water bottles presents a unique blend of marketing and community welfare, creating a win-win situation for businesses and the public. This discussion explores the impact, feasibility, and long-term potential of this idea.

1. Impact on Businesses and Brand Visibility

- Unlike traditional advertisements that are often ignored, water bottle ads offer repeated exposure as consumers use them throughout the day.
- The placement of QR codes on labels encourages interactive engagement, allowing businesses to track the effectiveness of their campaigns.
- Companies can use this strategy for brand recall and awareness, especially in high- footfall areas like events, colleges, offices, and transport hubs.

2. Social and Public Welfare Benefits

- Free distribution of water bottles helps address a basic human need—access to clean drinking water.
- Businesses engaging in such initiatives can improve their corporate social responsibility (CSR) image, building trust and goodwill among consumers.
- This model can also be used in disaster relief, social campaigns, and public awareness drives, extending beyond commercial advertising.

3. Financial Feasibility and Business Model

- The Direct-to-Business Model (selling ad-supported water bottles to companies for their events or offices) is cost-efficient and profitable.
- The Public Distribution Model, where bottles are given away for free, requires higher investment but can yield wider brand exposure.
- Bulk purchasing and strategic partnerships with wholesalers can reduce operational costs, improving overall sustainability.

4. Challenges and Considerations

- Logistics and Distribution: Efficient supply chain management is crucial to ensuring cost-effectiveness and timely delivery.
- Environmental Responsibility: Using biodegradable or recyclable materials can make this model eco-friendly and appeal to sustainability-conscious consumers.
- Consumer Perception: Some consumers may perceive the model as a marketing gimmick rather than a genuine social initiative, so ethical and transparent branding is necessary.

5. Future Potential and Scalability

- This model can be expanded into international markets, especially in regions facing water scarcity.

- Collaborations with government agencies, NGOs, and event organizers can make large-scale implementation more feasible.
- By incorporating digital marketing elements, such as personalized offers through QR codes, businesses can enhance customer engagement and data tracking.

The advertisement-supported water bottle model is a practical, innovative, and socially responsible marketing approach. If executed with a strong strategy focusing on cost efficiency, environmental responsibility, and consumer engagement, it has the potential to become a sustainable and widely adopted branding tool.

CONCLUSION

The concept of advertisement-supported water bottles is a creative and impactful marketing strategy that benefits both businesses and society. By placing advertisements on water bottle labels and distributing them in high-footfall areas, companies can increase brand visibility and consumer engagement while also providing a valuable public service—free drinking water.

This research, based on secondary data, highlights that people are more likely to notice and remember ads placed on essential, everyday-use products rather than traditional forms of advertising. Businesses gain affordable, high-impact exposure, while the public benefits from convenient access to clean water. Additionally, companies that participate in this initiative improve their corporate social responsibility (CSR) reputation, strengthening customer trust and brand loyalty.

However, the success of this model depends on cost management, logistics, and environmental sustainability. Using biodegradable or recyclable materials can reduce plastic waste and make the initiative more eco-friendly. Bulk purchasing, strategic partnerships, and digital integrations (such as QR codes for promotions) can further enhance its effectiveness.

Overall, this model offers a win-win solution, combining marketing innovation with social good. If implemented strategically, it has the potential to scale across different regions and industries, making a lasting impact on branding, consumer engagement, and community welfare.

BIBLIOGRAPHY

- 1) Haggmann, D., & Siegrist, M. (2023). Representational shifts: Increasing motivation for bottled water through simulation-enhancing advertisements. *BMC Public Health*, 23, 17109. <https://bmcpublihealth.biomedcentral.com/articles/10.1186/s12889-023-17109-1>
- Kim, S., & Seock, Y.-K. (2021). Exploring bottled water purchase intention via trust in advertising, product knowledge, consumer beliefs, and theory of reasoned action. *Social Sciences*, 10(8), 295. <https://www.mdpi.com/2076-0760/10/8/295>
- 2) *Bottled water for free: Will this new advertising model sustain?* (2023). *The Business Standard*.

<https://www.tbsnews.net/features/panorama/bottled-water-free-will-new-advertising-model-sustain-776254>

3) *Misleading marketing fuels bottled water consumption.* (2018). *UConn Today*.
<https://today.uconn.edu/2018/06/misperceptions-bottled-water-fueled-marketing/>

4) *Effect of advertisement on promoting bottled water in Ethiopia.* (n.d.). *BPAS Journals*.
<https://bpasjournals.com/library-science/index.php/journal/article/view/3987/3755>