



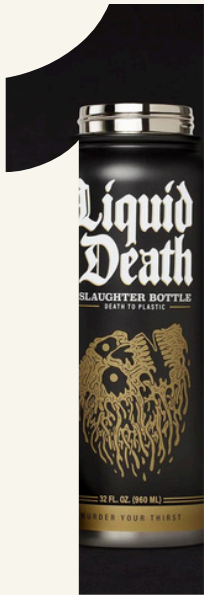
Liquid Death

Social Media Marketing Show and Tell

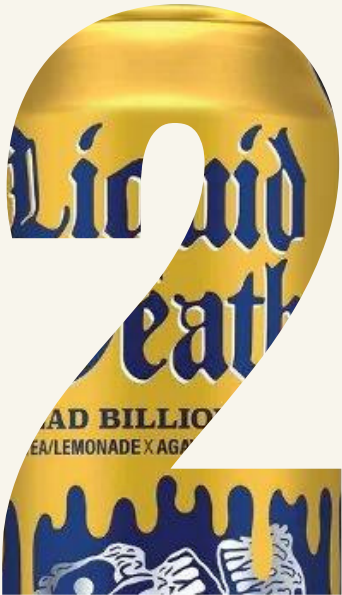
By Zalak Padhiyar



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Introduction

- B2C beverage brand
- Co-founded by Mike Cessario in 2017
- “Murder your thirst”
- Popular due to edgy branding and bold marketing strategy
- Mission: “Death to plastic”, eliminate plastic bottles by packaging water in bold, aluminum cans that resembles beer cans
- Stands out for rebellious, punk rock-inspired branding and viral marketing campaigns

(Asherian, 2023)

(Brand Credential, 2023)



←

Liquid Death

1,771 posts

Following

James

@jamesm

Aug 16

I came home from the US with a crack addiction. The crack being @LiquidDeath



6

↻

25

5.5K

⋮

Liquid Death

@LiquidDeath

Aug 17

Just don't try freebasing it.

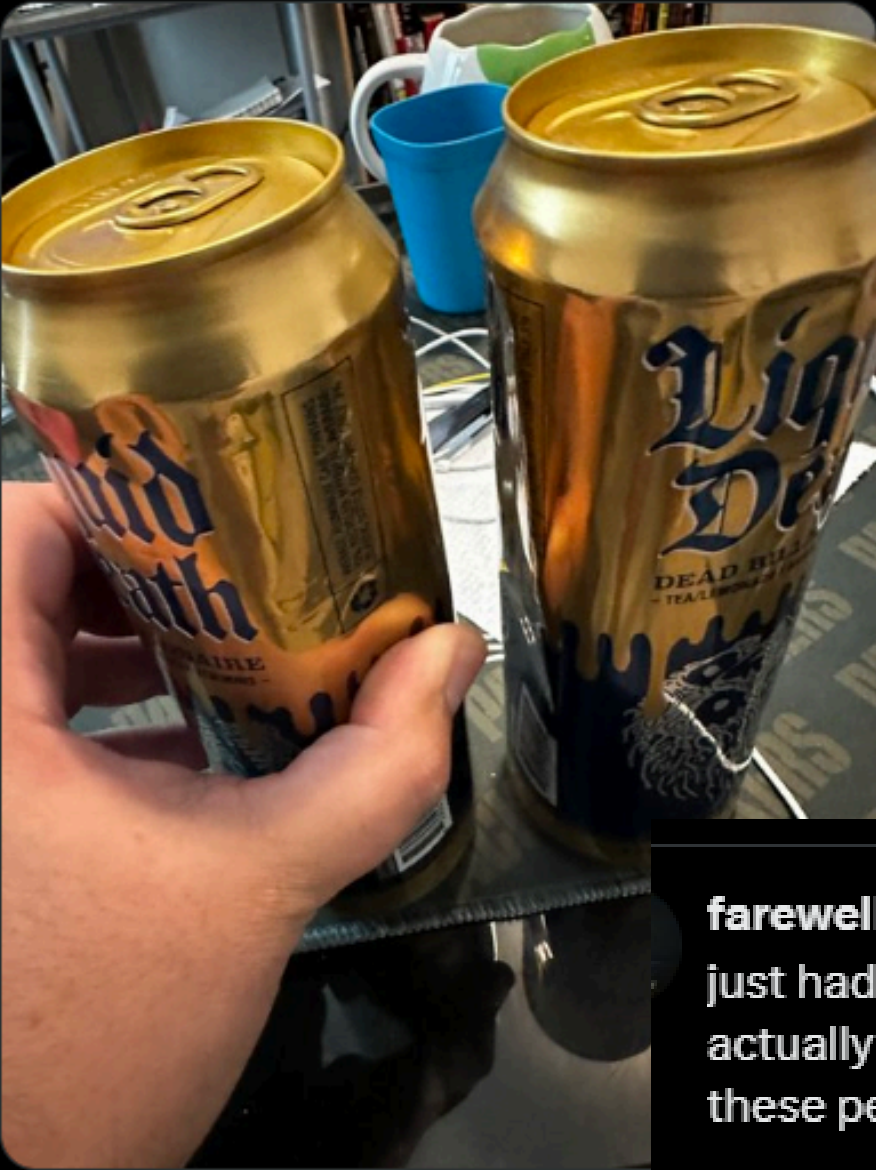
1,771 posts

Malcolm Taylor

@Malcolm_Taylor

Aug 16

@LiquidDeath do better! 2 of the 8 cans are soft and have had air get prior to opening. Your tea is too expensive to lose 2 of 8.



1

↻

♥

Liquid Death

@LiquidDeath

Aug 16

Send us a dm. We'll resolve this 🙌

Liquid Death

1,771 posts

Following


Liquid Death

@LiquidDeath

Aug 16

Liquid Death Joins Van Leeuwen Ice Cream to Offer Hot Fudge Sundae Water

"Don't be scared" is the tag line for the limited edition product.



Your chance to try Hot Fudge Sundae in a can, while supplies last, in the new collaboration from Liquid Death and Van Leeuwen Ice Cream. Source: Liquid Death

17

↻

15

♥

57

32K

⋮

DividendLearning

@Dividend_Learn

Aug 15

Is this any good? Never tried it

2

↻

♥

138

⋮

Liquid Death

@LiquidDeath

Aug 16

Only one way to find out. Since it's sold out on Amazon, head to your nearest @vanleeuwen Scoop Shop and let us know what you think. 🙌

1

↻

♥

2

59

⋮

farewell my beautiful visitor

@xblondexgoux

Jul 20

just had a jarring flashback to an ex i had that thought liquid death was actually cursed and evil. what the fuck is wrong with me. what do i see in these people

1

↻

♥

4

109

⋮

Liquid Death

@LiquidDeath

Jul 22

It's okay, you're safe now, but your thirst isn't.

1

↻

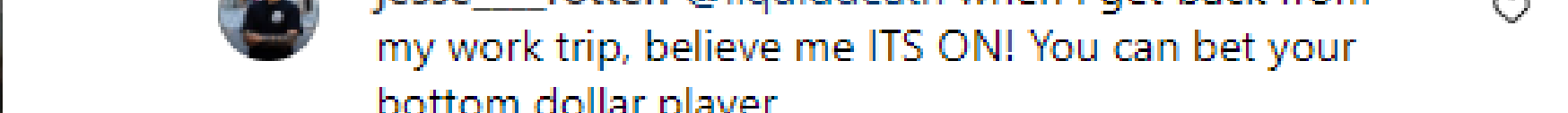
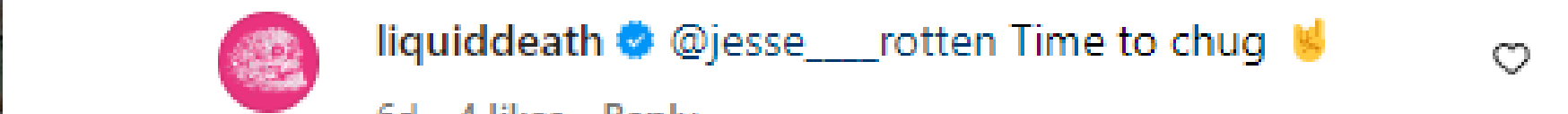
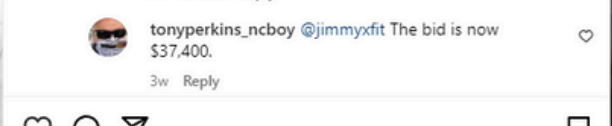
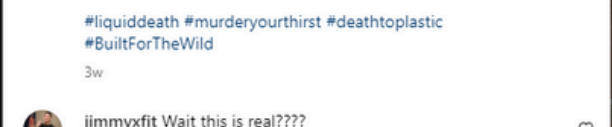
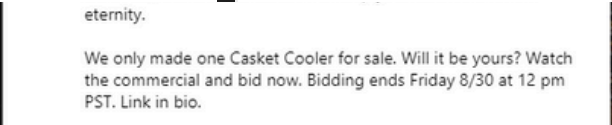
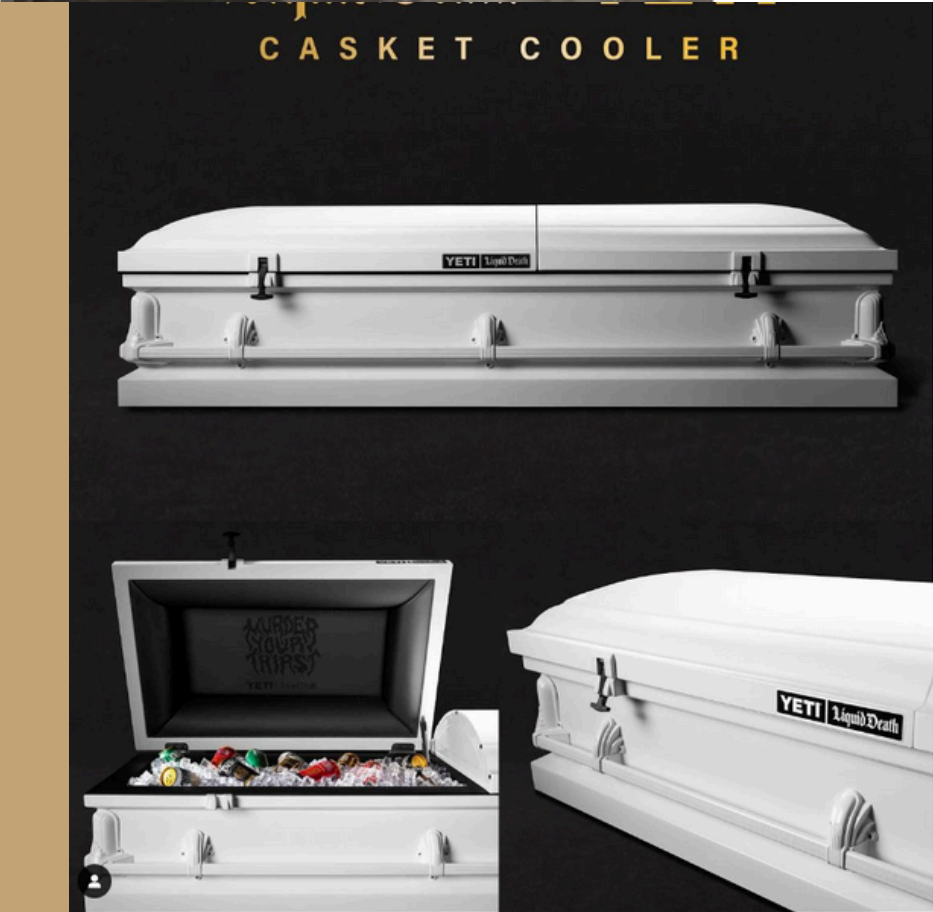
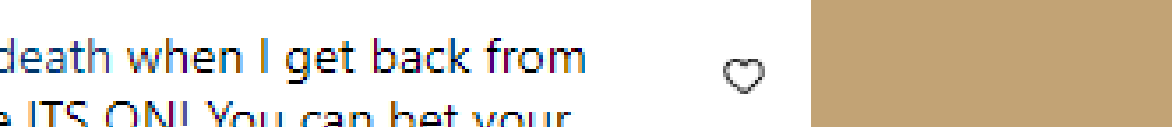
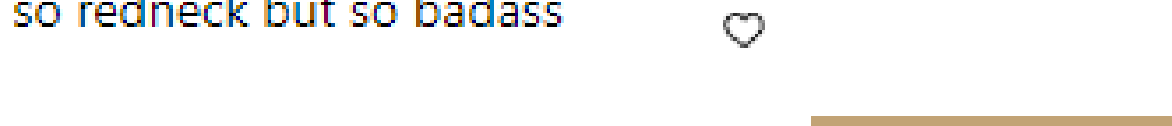
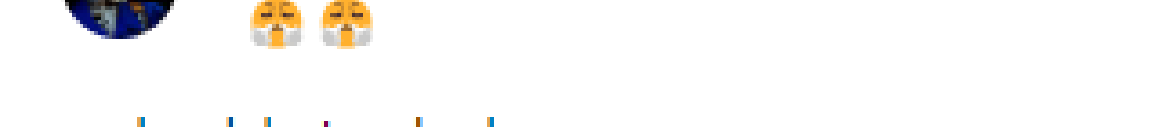
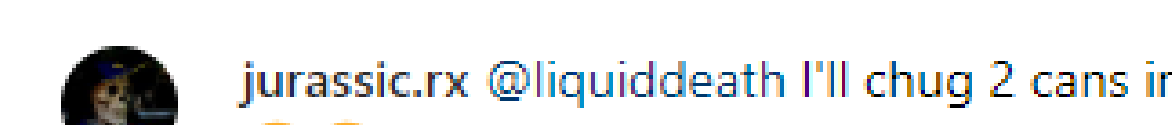
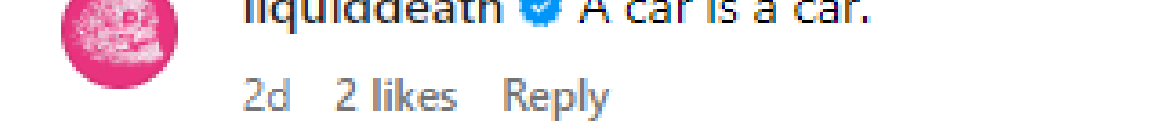
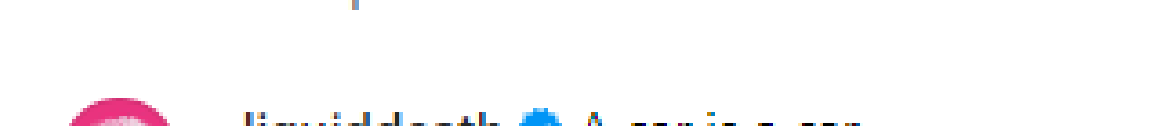
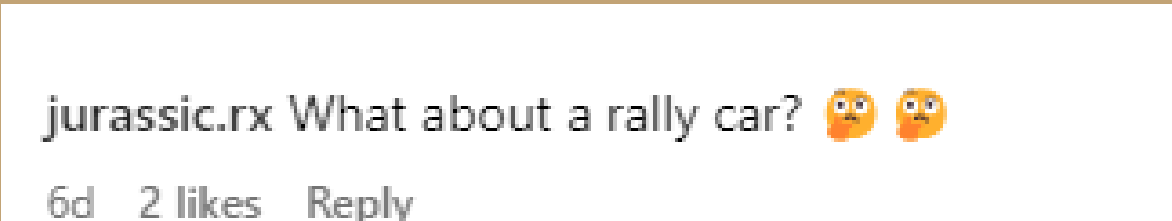
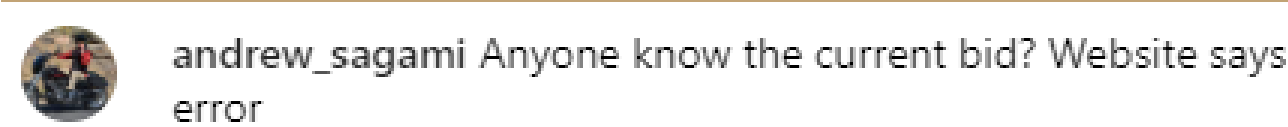
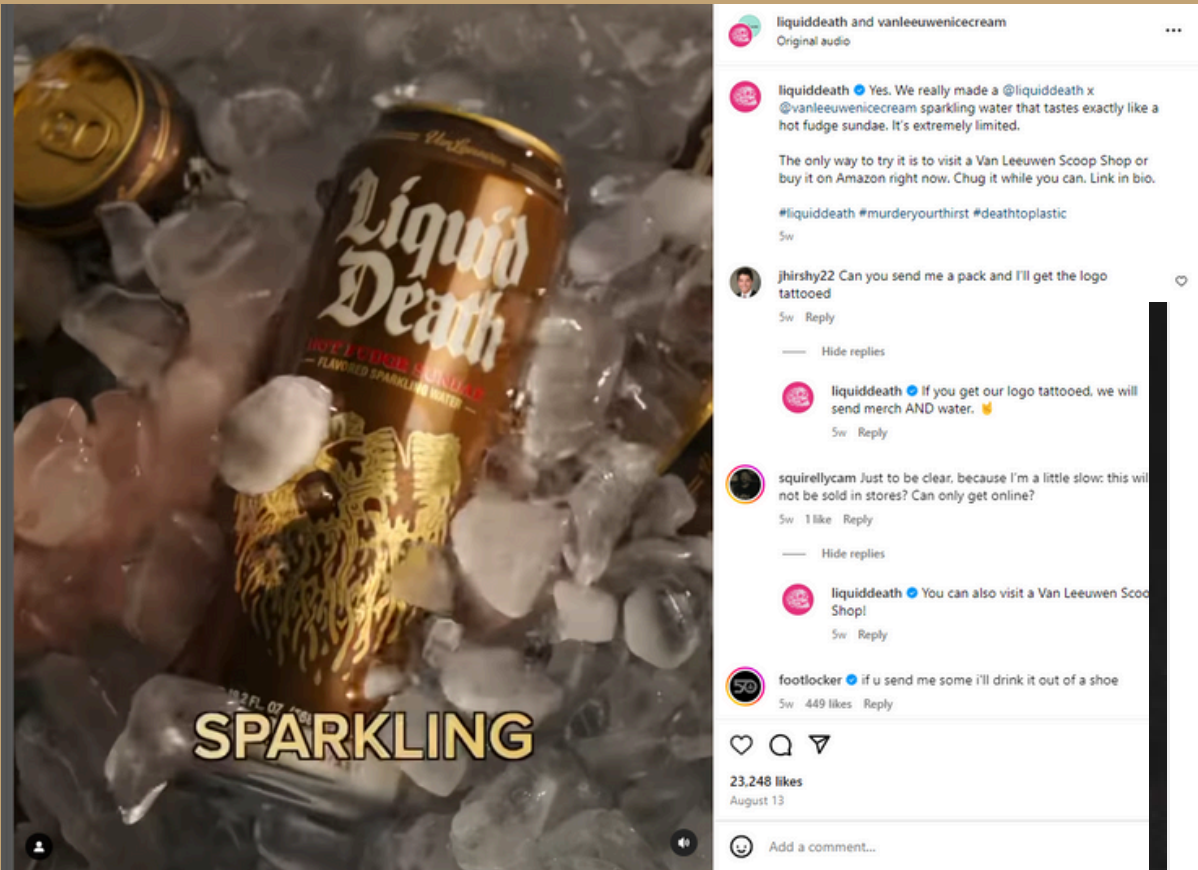
♥

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Instagram - Influence



Instagram - Influence





**liquiddeath** Original audio


**liquiddeath**  We'd like to issue a public apology. The video above is our second failed attempt to work with celebrity superhero The Deep. Given his connection to the ocean, we first hired him 2 years ago as our Chief Sustainability Associate. But due to an incident where he filmed himself burning plastic trash next to children, we parted ways.





The Deep's team at [@voughtintl](#) recently convinced us to give him a second chance as a health and wellness ambassador for the brand. He had the idea to redeem himself by educating kids on the dangers of high-sugar sodas. And that he would do it in a controlled classroom environment. However, he then released this new video. Liquid Death would NEVER condone exposing minors to tobacco products. And effective immediately, we have now terminated our relationship with The Deep for good.

Please send any further questions to [@theboystv](#) and catch the Season 4 premiere of The Boys this Thursday, June 13th on [@primevideo](#).


[#liquiddeath](#) [#deathtoplastic](#) [#murderyourthirst](#)
14w


**fivebelow**  why's Nate dressed like that? 🤔
14w 71 likes Reply
[View replies \(2\)](#)




**artistraymond** So I don't get it. Back in the day I worked in advertising did commercials ect... I never had a client that would blindly let the agency do an ad and posted it without their sign off. So how is this his fault? Is he just the escapegoate for your company? Please explain wtf is the issue - was this all set up on your part to get clicks and news? That I could see. Are we all just getting scammed again. The



550,512 likes
June 11

 Add a comment... [Post](#)


[View this post on Instagram](#)



A post shared by Liquid Death (@liquiddeath)

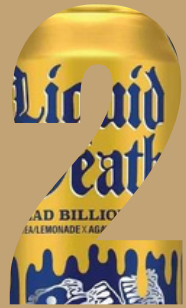
- An unconventional and highly effective marketing strategy
- The core components of their marketing strategies are as follows:
 - **Unique branding and messaging:** embraced the **Outlaw Brand Archtype**
 - **Point of Sale (PoS) Strategy:** Liquid death utilizes a hybrid distribution model, combining **Direct-to-Consumer (DTC)** sales
 - **Integrated marketing campaigns:** mastered **multi-channel marketing**



3 Main Takeaways



- Disruptive branding can drive success



- Sustainability as a Core Value



- Multi-channel and experiential marketing creates a cult following





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

Thank You!

- **Asherian, N. (2023, July 31). Liquid Death Marketing Strategy: Making Water Cool Again. Retrieved from Nogood: <https://nogood.io/2023/07/31/liquid-death-marketing/>**
- **Brand Credential. (2023, October 13). Liquid Death Marketing Strategy Case Study: Slaying the Beverage Industry with Killer Branding and Marketing. Retrieved from Brand Credential.: <https://www.brandcredential.com/post/liquid-death-marketing-strategy-case-study-slaying-the-beverage-industry-with-killer-branding-and-marketing>**