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**"(Brand Revamp of Aqua Plus)"**  
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**Trans Food Industries**

A Subsidiary of Trans Tech Pakistan

LETTER OF PERMISSION

To,  
Bahria University  
Islamabad.

To Whom it May Concern

This is to certify that this project report, entitled "Brand Revamp of Aqua Plus" by Mr. Zeeshan Azam (01-222152-039), Ms. Maria Sair (01-122152-009) and Ms. Madiha Kausar Butt (01-122152-008), submitted in partial fulfillment of the requirements for the degree of Masters of Business Administration from Bahria University, Islamabad Pakistan, during the academic year of 2017, is a bonafide record of work carried out under my permission and guidance.

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## **Abstract**

Rebranding is a tough and sometimes very crucial step for a brand especially if they are stuck in a rut commercially speaking. Although some brands get by without changing their messaging, logo or approach for years, many industries especially those working in the fastmoving consumer goods industry demand change to keep up with evolving environments. Trans Food group's core product is Aqua Plus which is natural mineral water, boasting high quality and standards of safety; however, the brand has not been able to penetrate the market as effectively as it has the potential to.

Aqua Plus as a brand has been marred with weak and inconsistent marketing when it comes to their messaging and overall lack of market awareness surrounding their brand. The most fundamental issue being their lack luster logo, design, taglines and thematic arrangement of all brand elements rendered the brand of Aqua Plus with a cheap, meek and indiffereniable outlook which works as the brand's most urgent disadvantage.

Secondly, in today's day and age, if brands do not keep up their digital presence, customers will not deem them credible. Aqua Plus must adapt and overcome inadequacies in their brand such as an outdated website or no social media presence may not be as popular compared to those that are more digital savvy, as such platforms like Facebook, Twitter and Instagram as well as a new website to attract their target audience of younger, digital savvy consumers. These problems have impacted Aqua Plus negatively as they currently possess no digital presence what so ever, which is disappointing as their product is of high quality but due to lack of vision, the brand is suffering. We as a team have worked on identifying the multiple branding issues prevalent with the Aqua Plus and accordingly designed strategies to tackle them. The rebranding of Aqua Plus will primarily work on revamping the brand elements, working on clear and impactful messaging which is concise and successful in conveying the new image. The new market will be focusing on the health aficionados and physical fitness oriented customer segments from the middle to elite income groups in Pakistan. All these strategies will work towards revamping and reinvigorating the brand with fresh ideas and a new outlook previously not realized by the Trans Food Group.

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