

ALIEN MARKETING AGENCY

Product: Reusable Water Bottle | Target: College Students | Platform: TikTok

1. Alien Diagnosis

Humans are making a critical marketing error.

They are selling water bottles as **containers for water**.

This is extremely primitive.

Humans already possess cups, sinks, taps, plastic bottles, and approximately 47 different ways to carry liquid. Therefore, telling a college student:

“Stay hydrated!”

is approximately as exciting as telling them:

“Remember to have bones.”

The real product isn't the bottle.

The real product is **a tiny piece of personal territory in an environment where everything belongs to the university, the roommate, the professor, or the dining hall.**

Students don't necessarily want another object.

They want something that says:

“**This is mine.**”

So stop selling hydration.

Sell **identity disguised as a water bottle**.

2. Alien Positioning

“**Your Emotional Support Bottle.**”

Position the bottle as the one object that survives the student's entire academic ecosystem.

It goes to:

- 8 a.m. lectures
- libraries
- exams
- cafeterias
- gym sessions
- group projects
- questionable late-night decisions

The bottle becomes a **silent witness to college life**.

The positioning:

“The bottle that knows what you went through.”

This turns a boring functional product into a personal companion.

It isn't:

“A reusable water bottle.”

It is:

“The only classmate who never drops your GPA.”

3. 🧠 Psychological Trigger

Identity + Recognition

College students constantly navigate social identity:

What do I wear?

What music do I like?

What kind of person am I?

Which aesthetic am I?

A minimalist bottle can become a small but visible **identity signal**.

The psychological trick:

Don't ask:

“Do you need a water bottle?”

Ask:

“Which bottle looks like you?”

Now purchasing isn't about hydration.

It's about **self-expression**.

And because the bottle appears repeatedly in daily life, it becomes a tiny piece of the student's visual identity.

4. ⚡ Impossible Hooks

Hook 1

“We analyzed 10,000 college students. Their water bottles know more about them than their therapists.”

Then reveal ridiculous but recognizable bottle personalities.

Hook 2

"Your water bottle has been carrying your academic career. The least you can do is give it a personality."

Cut to dramatically cinematic shots of the bottle entering a lecture hall.

Hook 3

"POV: You bought a water bottle and accidentally gave yourself a new personality."

Show different bottle designs transforming ordinary students into exaggerated archetypes.

Hook 4

"Scientists have discovered that college students become 17% more mysterious when carrying a metal bottle."

Completely fake.

Obviously fake.

That's the point.

Hook 5

"Stop buying water bottles. Choose your college character."

Then:

THE OVERACHIEVER

THE SLEEP-DEPRIVED PHILOSOPHER

THE GYM PERSON

THE 'I'M JUST HERE FOR ATTENDANCE' PERSON

5. 🧠 Campaign Concept

THE BOTTLE PERSONALITY TEST

Core Idea

Instead of advertising the bottle directly, create a TikTok personality test that determines **which bottle the viewer deserves**.

Example:

"Answer 3 questions. We will determine your academic survival bottle."

Questions:

1. Your professor says "This will be on the exam."

- A. Panic
- B. Write it down
- C. Pretend you're taking notes
- D. Drop the class mentally

2. Your group project has started.

- A. Become CEO
- B. Do everything yourself
- C. Disappear
- D. Ask when it's due

3. You have 8 a.m. class tomorrow.

- A. Go to bed at 10
- B. Stay up studying
- C. Stay up scrolling
- D. What is an 8 a.m.?

The algorithm assigns a **Bottle Personality**.

Visual Concept

Fast TikTok cuts.

Extreme close-ups.

Dramatic cinematic lighting.

The bottle appears like a character introduction in a superhero movie.

YOU GOT: THE ACADEMIC SURVIVOR

Hydration level: questionable.

Attendance: technically alive.

Vibes: immaculate.

Customer Interaction

Customers comment their answers.

The brand responds with personalized videos:

"You answered A, C, D. Unfortunately, we have identified you as **The Academic Goblin**. You need the black bottle."

People then tag friends:

"Bro this is literally you."

That creates a natural sharing loop.

Why It Works

The product isn't asking:

“Do you want to buy this?”

It's asking:

“Who are you?”

That's a much more interesting question.

The bottle becomes the **physical answer to the personality test.**

And TikTok gets something it loves:

participation + identity + humor + comments + friend tagging + product discovery.

6. 📌 Marketing Copy

Headlines

1.

Your Bottle Has a Personality. Unfortunately, So Do You.

2.

Choose Your College Survival Bottle.

3.

Hydration, But Make It Character Development.

Short Social Captions

Caption 1

We asked 3 questions and discovered your academic personality.

Unfortunately, yours is concerning. 🙊

Caption 2

Your GPA may be temporary.

Your bottle can be iconic.

Caption 3

Tag the friend whose water bottle has seen things.

Advertisement

Your bottle has been there.

The 8 a.m. lectures.

The library at midnight.

The group project nobody wanted.
The exam you definitely studied for.
The exam you definitely did not study for.

So maybe your bottle deserves better than being called “the water bottle.”

Find the bottle that matches your personality.

Take the Bottle Personality Test.

We will judge you scientifically.

Call-to-Action

Find Your Bottle Personality →

7. 🧐 Alien Verdict

Would humans buy this?

87 / 100

Yes.

But not because humans desperately need another container for liquid.

They don't.

They will buy it because you've transformed an ordinary object into **a small piece of identity.**

The strongest commercial mechanism is the personality test.

Someone may initially watch because:

“What ridiculous personality am I?”

Then they discover a bottle associated with that identity.

Then they see someone else's result.

Then they tag a friend.

Then they compare.

Then they click.

The bottle is no longer the advertisement.

The student's personality is the advertisement.

🧐 FINAL ALIEN OBSERVATION:

Humans will apparently purchase containers for water if you first convince them that the container understands who they are.

Your species is fascinating.