

How Liquid Death used Killer Branding to Drown the Boring Water Industry

Working paper curated by Roberto Alvarez

It sounds almost absurd: a canned water company achieving a staggering \$1.4 billion valuation. We're talking about *water*, the ultimate commodity, something readily available and often free. Yet, Liquid Death Mountain Water didn't just enter the market; it stormed in, kicked down the door, and spray-painted its skull logo over the bland wallpaper of the beverage industry. How? By understanding a fundamental truth that many entrepreneurs overlook, especially in crowded markets: when the product is a commodity, the brand is everything.

The challenge of selling something like water, where tangible differentiation is minimal, is immense. Traditionally, brands compete on minor variations, price, or vague promises of purity. Liquid Death's meteoric rise and eye-watering valuation aren't just surprising; they signal a profound shift. They demonstrate that investors are betting heavily not just on canned water, but on the power of a unique, defiant *brand* to command loyalty, capture market share, and sustain incredible growth. This isn't just a water company; it's a masterclass in disruption. For young entrepreneurs looking to shake up stagnant industries, Liquid Death's audacious playbook offers invaluable lessons on building a cult following, turning a seemingly "dumb idea" into a market-dominating force, and proving that you don't just have to sell a product – you can sell rebellion, entertainment, and a statement.

The Thirsty Problem: Drowning in a "Sea of Sameness"

To understand Liquid Death's impact, one must first picture the bottled water landscape before its arrival around 2017-2018. It was an ocean of plastic, dominated by PET bottles, with brands constantly striving for lighter packaging. While concerns about plastic waste were simmering, plastic remained the overwhelming norm.

The branding itself was a tranquil, predictable affair. Marketing messages revolved around purity, health, natural origins, and aspirational lifestyles. Think serene mountain springs, yoga poses, and perfectly hydrated, conventionally attractive people. Transparency was key, with clear bottles showcasing the water's supposed clarity. The overall aesthetic often skewed towards mainstream wellness or leaned slightly female. Premiumization was happening, but largely within this established paradigm of gentle health cues.

The result? A visually and conceptually monotonous market – what Liquid Death's founder Mike Cessario aptly described as a "sea of sameness". Brands looked alike, sounded alike, and ultimately, felt boring and corporate.

Cessario saw this homogeneity not as a rule, but as an opportunity. He recognized a fundamental disconnect: *everyone* drinks water, yet the marketing neglected vast swathes of the population. Where was the water brand for the punk rockers, the heavy metal fans, the skaters, the artists, the people who found the traditional wellness aesthetic utterly unappealing?. Liquid Death didn't just spot a gap for water in a can; it identified a profound *cultural* and *emotional* void. While legacy brands sold hydration and aspirational health, Cessario saw the chance to sell identity, rebellion, entertainment, and a sense of belonging to consumer groups the beverage giants had ignored. He understood that even for a basic necessity like water, brand choice could be a powerful form of self-expression.

Birth of a Killer Brand: The Liquid Death Origin Story

The architect of this disruption wasn't a seasoned beverage industry veteran. Mike Cessario came from the worlds of graphic design, punk rock and heavy metal music, skateboarding, and advertising. His background included stints creating viral campaigns, like the memorable "Save The Bros" effort for Organic Valley, and a growing frustration with corporate clients who shied away from genuinely creative, boundary-pushing ideas. This history instilled in him a desire to build something entirely his own, something that wouldn't compromise on a bold vision.

The name itself emerged from a deliberately counterintuitive process. Instead of brainstorming positive, health-focused names, Cessario asked himself, "What is the dumbest possible idea?". The answer: "Liquid Death." This provocative framing wasn't just for shock value; it was a mental exercise to break free from conventional thinking and open the door to more innovative, humorous marketing angles.

The core concept crystallized during the 2009 Vans Warped Tour, where Cessario observed concertgoers hydrating with water poured into empty Monster Energy cans. It was a lightbulb moment: water didn't have to be boring. It could adopt the cool, edgy aesthetics of energy drinks or beer, appealing to a different sensibility. The subversive premise became: take the healthiest thing on the planet – water – and brand it like something unhealthy, like beer.

Crucially, Cessario didn't rush to market based on gut feeling alone. Facing initial skepticism from potential investors who balked at the name and concept, he took a lean, validation-first approach. Before having a physical product or significant funding, he spent a mere \$1,500 to shoot a low-budget, humorous commercial (using a 3D

render of the can) and a few thousand more promoting it on Facebook. The video exploded, racking up three million views. This viral success was pivotal. It wasn't just market testing; it was a powerful demonstration of the brand's core value proposition. It proved, unequivocally, that the *brand concept itself* – the humor, the heavy metal aesthetic, the sheer audacity – was inherently engaging and shareable, even before anyone had tasted the water or held the can. This tangible proof of concept validated the "entertainment first" strategy from the outset and gave Cessario the leverage needed to secure \$1.6 million in seed funding.

Deconstructing the Disruption: Liquid Death's Brand Playbook

Liquid Death's success wasn't accidental; it was built on a series of deliberate, unconventional branding choices designed to shatter category norms.

A. Packaging That Pops (and Recycles): The Trojan Can

The most immediate and striking differentiator is the packaging. Liquid Death opted for tallboy aluminum cans (initially 16.9oz, later adding 19.2oz), formats instantly recognizable from the beer and energy drink aisles. This was a calculated move to make the product visually arresting on shelves and feel fundamentally different in hand compared to the ubiquitous plastic bottle.

This choice served multiple functions. Practically, it offered a way for non-drinkers or those taking a night off alcohol to hold something that "fit in" at bars, concerts, or parties, avoiding the potential social awkwardness of holding a standard water bottle. More strategically, it transformed water from a mundane necessity into a statement piece, something that felt less boring and more aligned with a rebellious or alternative identity.

The can's design amplified this message. The melting skull logo, the gothic font, and the overall heavy metal/punk rock aesthetic screamed defiance. This wasn't your typical serene spring water imagery; it was loud, unapologetic, and designed to grab attention. The addition of limited-edition artwork on the bottom of cases added an element of collectibility, further engaging fans.

Beyond the aesthetics, the choice of aluminum was central to the brand's sustainability narrative. Under the aggressive banner of "Death to Plastic," Liquid Death championed the infinite recyclability of aluminum cans as a clear advantage over single-use plastic bottles. This wasn't presented as a gentle eco-friendly suggestion; it was framed with the same rebellious energy as the rest of the brand ("Kill Plastic Pollution"), resonating powerfully with environmentally conscious Millennials and Gen Z who were increasingly wary of plastic's impact.

Taken together, the packaging functions as a brilliant "Trojan Can." Its familiar, beer-can-like exterior allows it to infiltrate social settings and consumer awareness. But inside this shell, it delivers multiple, potent messages simultaneously: the rebellion of its aesthetic, the health benefit of water, the sustainability of aluminum, and the social signaling of holding something cool and different. It's the physical embodiment of the entire Liquid Death ethos, using a familiar form to deliver a radically different proposition.

B. Voice That Shocks and Entertains: Murdering Marketing Norms

Liquid Death's branding extends far beyond the can; its voice is equally disruptive. The core philosophy was revolutionary for the category: apply the fun, edgy, and humorous marketing tactics typically reserved for beer, candy, and junk food to the healthiest beverage imaginable. The explicit goal was to entertain first and sell second, operating under the belief that "people like entertainment, but hate ads".

This manifested in a brand voice steeped in irreverence, dark humor, shock value, absurdity, and satire. Liquid Death actively mocked the bland, purity-focused marketing tropes common in the water category.

The taglines perfectly encapsulate this tone. "Murder Your Thirst" is aggressive, visceral, and unforgettable, conveying the product's refreshing power in a way that "quench your thirst" never could. "Death to Plastic" takes the sustainability message and injects it with the same defiant energy, making it a battle cry rather than a passive benefit.

This distinctive voice wasn't confined to advertising; it permeated every single touchpoint – packaging, social media feeds, merchandise descriptions, customer service interactions, and brand collaborations. This consistency created a powerful and unmistakable brand personality. The effect of this unique voice is that it acts as a potent filter. It likely alienates consumers seeking traditional, gentle wellness cues. However, it powerfully attracts and resonates with those who value authenticity, appreciate edgy humor, and are tired of corporate blandness and predictable marketing. This deliberate polarization doesn't aim for universal appeal; instead, it cultivates a fiercely passionate and loyal fanbase among those who connect with the brand's rebellious spirit.

C. Targeting the Anti-Target: Building a Cult Following

Liquid Death's approach to its target audience was as unconventional as its branding. Initially, the focus was narrow, zeroing in on subcultures like straight-edge adherents and fans of heavy metal and punk rock. These were groups who naturally resonated with the can's aesthetic and might appreciate a non-alcoholic option that still looked cool in social settings where alcohol was prevalent.

However, the brand's appeal quickly proved broader. It tapped into the zeitgeist of Millennials and Gen Z – demographics known for valuing authenticity, individuality, sustainability, humor, and rebellion against the establishment. These consumers are often skeptical of traditional advertising and drawn to brands that speak their language. Data confirms this resonance, showing Gen Z (42%) and Younger Millennials (38%) as the brand's top consumers.

Intriguingly, Liquid Death also found traction in unexpected places. It appealed to "everyday consumers" who weren't necessarily health fanatics but were drawn to the *idea* of a healthier choice presented in an exciting way. Construction workers grabbing a drink at a convenience store became part of the audience. Even parents reported buying Liquid Death for their kids, finding that the can's "forbidden," adult look paradoxically encouraged them to drink more water.

This demonstrates that while Liquid Death has demographic leanings (younger, slightly more male), its core target is defined more by psychographics – a shared mindset that embraces irreverence, rejects corporate norms, seeks entertainment, and cares about sustainability. They successfully executed a "niche-to-mainstream" strategy. By anchoring the brand's identity in the authentic credibility of specific subcultures (metal, punk), they built a strong foundation. Then, by leveraging universal triggers like humor, entertainment, sustainability, and a shared disdain for blandness, they managed to broaden their appeal significantly without fatally diluting the original edgy core. The initial niche provided the authenticity; the universal themes provided the pathway to scalable growth.

Marketing Mayhem: Campaigns That Went Viral (and Sold Water)

Liquid Death's marketing strategy is a direct extension of its brand philosophy: create entertainment, not ads. They operate more like a media company that happens to sell beverages, focusing on creating content so outrageous, funny, or shareable that it cuts through the incessant marketing noise. This approach deliberately minimizes reliance on expensive, traditional paid media buys, instead prioritizing organic reach and virality.

Social media platforms like Instagram, TikTok, and YouTube are their natural habitat. Their feeds are a chaotic mix of dark humor, shareable memes, satirical skits mocking marketing conventions, behind-the-scenes glimpses of their punk-rock culture, user-generated content, and collaborations with aligned influencers.

Several campaigns exemplify their unique approach:

- **"Deadliest Stuff On Earth?" Ad:** The initial low-budget video that started it all. It used shock, profanity-laced narration, rapid cuts, and humor to introduce the

brand's core contradiction – dangerous name, healthy product – securing vital early validation.

- **Super Bowl Ad (Kids "Shotgunning" Water):** A masterstroke of misdirection. The ad depicted children and a pregnant woman seemingly engaging in underage/inappropriate drinking at a party, set to rebellious music, creating immediate shock and discomfort on national television. The punchline – "Don't be scared, it's just water" – released the tension and generated massive buzz, showcasing the brand's confidence and boundary-pushing humor.
- **"Greatest Hates" Album:** Instead of ignoring negative online comments, Liquid Death embraced them, turning actual hate mail into lyrics for a death metal album. This brilliantly flipped criticism into engaging content, reinforced their metal aesthetic, and demonstrated their self-aware humor.
- **Blind Taste Tests:** Campaigns pitted Liquid Death against absurdly priced luxury waters ("Blind Taste Test") or even more absurd comparisons like "licking sweat off a fat guy's back" (based on a real hate comment). These used extreme humor and shock value to highlight taste preference while mocking beverage industry pretension.
- **Celebrity & Influencer Collaborations:** Liquid Death partners with figures who embody their edgy, counter-culture ethos. This includes Tony Hawk (releasing a limited-edition skateboard infused with his actual blood), Martha Stewart (promoting a satirical "Dismembered Moments" candle and a "Glory Hole"), Steve-O (a voodoo doll containing his hair), Ozzy Osbourne, Travis Barker, comedians, and even "The Deep" from the TV show *The Boys*. The focus is always on outlandish, memorable stunts that generate conversation, not just standard endorsements.
- **Brand Collaborations:** They've successfully teamed up with unexpected partners like e.l.f. Cosmetics (creating corpse paint makeup) and Dr. Squatch soap ("Dirt Murderer" soap). These collaborations work by finding the "hilarious opportunity" in the overlap between brands, leveraging shared irreverent humor to reach new audiences and inject Liquid Death's signature chaos into new categories.
- **"Sell Your Soul":** A campaign inviting customers to sign a tongue-in-cheek legal agreement "selling their soul" for a free case of water, with proceeds tied to plastic cleanup donations. This perfectly blended humor, exclusivity, and the brand's sustainability mission.
- **Auctioning Ad Space on Cases:** Rather than buying a costly Super Bowl ad slot, Liquid Death cheekily auctioned off ad space on its own packaging to other brands. This generated significant media attention for a fraction of the cost and served as a meta-commentary on the advertising industry itself.

What emerges from these campaigns isn't just a series of isolated viral hits, but a cohesive *entertainment ecosystem* built around the Liquid Death brand. They consistently produce content that their audience actively seeks out, enjoys, and shares, effectively blurring the lines between product marketing and genuine media creation.³ They've become a source of entertainment in their own right.

From Cult Following to \$1.4 Billion Behemoth: Charting the Mayhem

Liquid Death's disruptive branding and marketing translated directly into explosive business growth. Launched to consumers via their website in January 2019, the brand quickly moved beyond its initial direct-to-consumer (DTC) roots.

The expansion into physical retail was swift and impactful. By February 2020, Liquid Death landed in Whole Foods Market, reportedly becoming the fastest-selling water brand on its shelves. A trial run in 7-Eleven stores followed in August 2020. Major chains like Publix and Sprouts came on board by December 2021.. Today, Liquid Death boasts a presence in over 113,000 retail locations across the US and UK, including giants like Target and Walmart.

This retail expansion fueled staggering revenue growth. From \$3 million in its first year (2019), revenue climbed to an estimated \$10 million in 2020, \$45 million in 2021, somewhere between \$110 million and \$130 million in 2022 (estimates vary), and a remarkable \$263 million in 2023. Estimates for 2024 suggest revenue could reach \$333 million. The company achieved triple-digit growth for three consecutive years through 2023.

Investor confidence kept pace, pouring fuel on the fire. After the initial \$1.6 million seed round in 2019, funding rounds rapidly increased in size and valuation: \$9 million Series A (Feb 2020), \$23 million Series B (Sep 2020), a \$15 million Series C tranche led by Live Nation (May 2021) followed by a larger \$75 million Series C (Jan 2022), a \$70 million Series D valuing the company at \$700 million (Oct 2022), and most recently, a \$67 million venture round in March 2024, pushing the valuation to \$1.4 billion. In total, Liquid Death has raised approximately \$267.6 million. While its overall market share remains relatively small (e.g., around 1% of sparkling water, 0.2% of still water), it holds the title of the fastest-growing brand across the water, flavored sparkling water, and iced tea categories and is a top seller on Amazon.

Liquid Death Growth Snapshot

Year	Estimated Revenue	Key Funding Round / Valuation	Key Retail / Product Milestones
2019	\$3M	\$1.6M Seed	Launched D2C (Jan); Mountain Water
2020	\$10M	\$9M Series A; \$23M Series B	Entered Whole Foods (Feb); Sparkling Water launched; 7-Eleven trial (Aug); ~200 stores
2021	\$45M	\$15M Series C (Live Nation)	Entered Publix/Sprouts (Dec); Merch sales surpass \$3M; ~16,000 stores
2022	\$110M-\$130M	\$75M Series C; \$70M Series D (\$700M Val)	Flavored Sparkling Waters launched; ~60,000 stores
2023	\$263M	-	Iced Teas launched (top Amazon seller); Leading flavored sparkling in C-stores; ~90k-113k stores
2024	\$333M (est.)	\$67M Venture (\$1.4B Val)	Death Dust launched; Distribution expands to 113k+ stores (US/UK)

The brand didn't just rely on its original mountain water (sourced initially from Austria, now also from the US). It strategically expanded its product portfolio to capture broader beverage occasions: adding Sparkling Water in 2020, followed by Flavored Sparkling options like Mango Chainsaw and Severed Lime (which notably contain agave nectar, differentiating them from typical zero-calorie seltzers) , Iced Teas ("Grim Leafer," "Dead Billionaire") , and most recently, "Death Dust" electrolyte drink mixes. Merchandise also became a significant revenue stream (over \$3 million in 2021) and a vital tool for community building, allowing fans to wear their allegiance.

Strategic partnerships further amplified growth. The deal with Live Nation provided exclusive access to concert venues and strategic investment. Perhaps most tellingly, the latest funding round included investments from several major beverage distributors. This move transforms key distribution partners into stakeholders, aligning incentives and creating powerful allies motivated to push the entire Liquid Death portfolio deeper into the market. It's a clear signal of the industry's belief in the brand's staying power and platform potential.

This entire expansion strategy highlights how Liquid Death shrewdly leveraged its potent *brand equity*. The instantly recognizable name, aesthetic, and attitude acted as a powerful platform, allowing the company to enter adjacent beverage categories like tea

and electrolytes with immediate consumer interest and credibility – a feat much harder for a less defined or conventional brand. Consumers trust and identify with the Liquid Death brand enough to follow it into new territories.

Key Takeaways for Young Entrepreneurs: Lessons from the Chaos

Liquid Death's journey offers a wealth of actionable insights for entrepreneurs aiming to disrupt established markets:

1. **Dare to Be Different (Radically):** Don't settle for incremental improvements. Challenge the fundamental conventions of your category in branding, packaging, tone, and marketing. Asking provocative questions like "What's the dumbest idea?" can unlock true innovation. In a crowded market, being boldly and authentically different is often your greatest competitive advantage.
2. **Brand IS the Product (Especially for Commodities):** When product features offer little differentiation, your brand becomes paramount. Invest heavily in building a unique, memorable identity that forges an emotional connection and creates perceived value far beyond the physical item. As marketing guru Seth Godin suggests, sell belonging, status, or entertainment – the product is merely the vehicle.
3. **Know Your Tribe & Speak Their Language:** Identify underserved or overlooked audiences. Build genuine connections by reflecting their values, aesthetics, humor, and language. Authenticity and cultural resonance cut through the noise far more effectively than generic corporate messaging, particularly with younger, more skeptical consumers.
4. **Entertain, Don't Just Sell:** Shift your mindset from marketing *at* people to creating content *for* them. Aim to be the most interesting, funny, or shareable thing your audience encounters that day. Humor, shock value, and genuine entertainment can generate massive organic reach and build brand love more effectively (and often more affordably) than huge traditional ad spends.
5. **Purpose Can Be Punk Rock:** Integrating values like sustainability doesn't require a soft, gentle approach. Weave purpose into your brand narrative authentically, using a voice consistent with your overall identity. Liquid Death proved that sustainability can be framed aggressively and rebelliously ("Death to Plastic"), and it still resonates powerfully.
6. **Validate Early & Often:** Before committing significant resources, test your core concept and brand appeal. Use low-cost methods like social media experiments or small-batch launches to gauge market reaction, gather feedback, and build crucial early momentum and proof points.

7. **Leverage Brand Equity for Expansion:** A strong, well-defined brand is more than just a logo; it's an asset. It can serve as a platform to launch new products, enter adjacent markets, or build lucrative partnerships with a built-in advantage of consumer trust and recognition. Think beyond your initial offering from day one.

Ultimately, Liquid Death's triumph stems from building a remarkably *coherent ecosystem*. Every element – the product (simple water), the packaging (rebellious can), the branding (metal aesthetic), the marketing (shocking entertainment), the target audience (anti-establishment), and the company values (aggressive sustainability) – was radically different from the industry norm, yet perfectly aligned *with each other*. This internal consistency created an authentic, powerful, and undeniable disruptive force.

Conclusion: Don't Just Satisfy Thirst, Murder It

Liquid Death's story is a testament to the transformative power of branding. It's the tale of how a "dumb idea" for canned water morphed into a \$1.4 billion cultural phenomenon that completely rewrote the rules for one of the most mundane product categories imaginable.

The central lesson echoes loud and clear: in today's hyper-competitive, attention-scarce market, especially for young entrepreneurs challenging entrenched players, a bold, authentic, and entertaining brand isn't just a marketing tactic – it's a fundamental strategic weapon. It's the difference between blending in and breaking through.

Liquid Death proved that even water could be made exciting, desirable, and conversation-worthy through sheer force of brand personality. Their journey should inspire every entrepreneur to look critically at their own industry's conventions, to question the status quo, and to find the courage to be unapologetically different. Don't just aim to satisfy a need; aim to build a brand people connect with, talk about, and rally behind. Go out there and "murder" the boring – whatever that looks like in your market.

References:

Liquid Death - Wikipedia, accessed April 28, 2025,
https://en.wikipedia.org/wiki/Liquid_Death

How water brand Liquid Death made its mark - Full show on CBS, accessed April 28, 2025, https://www.cbs.com/shows/video/iYaT1knxQcsRS_1fqBO_GyRcNHJbEEW_/

The Insane Origin Story of Liquid Death - YouTube, accessed April 28, 2025,
<https://www.youtube.com/watch?v=XWOOQmXVg6vE>

How Liquid Death founder, Mike Cessario, created a billion dollar water brand, accessed April 28, 2025, <https://uncensoredcmo.com/125>

Liquid Death Marketing Breakdown: How They Became a Billion-Dollar Brand - OptiMonk, accessed April 28, 2025,
<https://www.optimonk.com/liquid-death-marketing-breakdown/>

How Liquid Death Turned Water into a \$1.4 Billion Brand & Murdered the Amazon Market, accessed April 28, 2025,
<https://www.junglescout.com/resources/articles/liquid-death-amazon/>

How Much Did Liquid Death Raise? Funding & Key Investors - Clay, accessed April 28, 2025, <https://www.clay.com/dossier/liquid-death-funding>

8 Liquid Death Statistics (2025): Revenue, Sales, Market Share, Stores - TapTwice Digital, accessed April 28, 2025, <https://taptwicedigital.com/blog/liquid-death>

Liquid Death: Disrupting the Beverage Industry with a \$1.4 Billion Valuation - Xtalks, accessed April 28, 2025,
<https://xtalks.com/liquid-death-disrupting-the-beverage-industry-with-a-1-4-billion-valuation-3590/>

Liquid Death valued at \$1.4B after latest funding round - Food Dive, accessed April 28, 2025, <https://www.fooddive.com/news/liquid-death-funding-investment/709912/>

The Cult of Liquid Death and Why Brand Matters Way More Than ..., accessed April 28, 2025, <https://www.heyitskyle.com/blog/liquid-death-branding>

How Liquid Death built a \$1.4 BILLION brand around water (founder Mike Cessario) | Masters of Scale - YouTube, accessed April 28, 2025,
<https://www.youtube.com/watch?v=NQqEowaZrG8>

Quenching Customer Thirst: Marketing Bottled Water - Venture Stream, accessed April 28, 2025,

<https://venturestream.co.uk/blog/quenching-customer-thirst-marketing-bottled-water/>

Liquid Death revenue, valuation & growth rate | Sacra, accessed April 28, 2025,

<https://sacra.com/c/liquid-death/>

Liquid Death: Mike Cessario - How I Built This with Guy Raz - Apple Podcasts, accessed April 28, 2025,

<https://podcasts.apple.com/us/podcast/liquid-death-mike-cessario/id1150510297?i=1000641472937>

The Brand Story: Liquid Death - MarcomCentral, accessed April 28, 2025,

<https://marcom.com/liquid-death-making-a-dumb-idea-profitable-with-great-branding/>

Liquid Death Gets Creative - Beyond the Arch - UGA, accessed April 28, 2025,

<https://stories.uga.edu/liquid-death-vp-of-creative/>

Liquid Death: Beverage Positioning Strategy Marketing Example ..., accessed April 28, 2025,

<https://itoaction.com/liquid-death-beverage-positioning-strategy-marketing-example/>

Liquid Death & the Value of Unconventional Marketing - PostNet, accessed April 28, 2025,

<https://www.postnet.com/blog/liquid-death-brand-development-value-of-unconventional-marketing/>

Liquid Death Marketing Strategy: How Rebellion and Humor Made Water Cool Again, accessed April 28, 2025,

<https://goatagency.com/blog/social-media-marketing/liquid-death-marketing-strategy-how-rebellion-and-humor-made-water-cool-again/>

Liquid Death Water: Branding Lessons from a Killer Campaign | Vivid Creative Studio, accessed April 28, 2025,

<https://www.vividcreative.studio/post/branding-lessons-from-a-killer-campaign>

Bottled Water Packaging Market Size, Share & Industry Report 2034, accessed April 28, 2025,

<https://www.marketresearchfuture.com/reports/bottled-water-packaging-market-5187>

Packaging water: Plastic bottles as market and public devices - ResearchGate, accessed April 28, 2025,

https://www.researchgate.net/publication/232926600_Packaging_water_Plastic_bottles_as_market_and_public_devices

Thinking inside the box: Water gets a new container | Food Dive, accessed April 28, 2025, <https://www.fooddive.com/news/boxed-water-sustainability/438179/>

Ethics of Manufacturing and Supplying Bottled Water: A Systematic Review - MDPI, accessed April 28, 2025, <https://www.mdpi.com/2071-1050/16/8/3488>

Beverages 2017 The Shifting Beverage Landscape And What It Means for Packaging, accessed April 28, 2025, <https://www.beveragemarketing.com/docs/packaging-conference-2017.pdf>

Liquid Death's Marketing Strategy Winning Over Consumers - MetricsCart, accessed April 28, 2025, <https://metricscart.com/insights/liquid-death-marketing-strategy/>

Death Sells: F&B Marketing with Masochistic Undertones on the Rise - The Food Institute, accessed April 28, 2025, <https://foodinstitute.com/food-industry/death-sells-fb-marketing-with-masochistic-undertones-on-the-rise/>

Mike Cessario · Liquid death - Founderoo, accessed April 28, 2025, <https://www.founderoo.co/playbooks/mike-cessario-liquid-death-mountain-water>

Liquid Death Marketing Case Study: Making Water Cool | NoGood, accessed April 28, 2025, <https://nogood.io/2023/07/31/liquid-death-marketing/>

Liquid Death Marketing: 5 Bold Strategies For Breaking The Mold - Sky Society, accessed April 28, 2025, <https://www.skysociety.co/blog/liquid-death-marketing-5-bold-strategies-for-breaking-the-mold>

How Liquid Death cuts through marketing noise without big media ..., accessed April 28, 2025, <https://www.marketingdive.com/news/liquid-death-creative-beverage-category-brand-interview/723142/>

Mountain Water 19.2oz (8-Pack) - Liquid Death, accessed April 28, 2025, <https://liquiddeath.com/products/mountain-water>

About Us - Liquid Death, accessed April 28, 2025, <https://liquiddeath.com/pages/manifesto>

How to Market Water Filtration to Millennials - Dataman Group, accessed April 28, 2025, <https://www.datamangroup.com/market-water-filtration-millennials/>

Killer Clean: The Viral Success of Liquid Death's Horror-Inspired Soap Ad - Media Shower, accessed April 28, 2025, <https://mediashower.com/blog/liquid-death-viral-marketing-campaign/>

Analyzing Liquid Death's INSANE Marketing Strategy! - YouTube, accessed April 28, 2025, <https://www.youtube.com/watch?v=cj7aB6h94ZM>

How Liquid Death Built a \$1.4B Brand by Breaking the Rules - Bigblue Blog, accessed April 28, 2025, <https://www.bigblue.co/blog/how-liquid-death-built-a-1-4b-brand-by-breaking-the-rules>

The Cult of Water. How Liquid Death's Marketing Team ..., accessed April 28, 2025, <https://growthcurve.co/how-liquid-deaths-marketing-team-stole-our-attention>