SAVE THE BLUE
Communication Strategy Case Study

https://www.bluenectar.co.in/pages/save-the-blue

Communication Objective

Strengthen Blue Nectar's purpose-led brand positioning by connecting every purchase to a measurable environmental impact.

Big Idea

Water is the Blue Nectar of Life.

Instead of treating sustainability as a separate CSR initiative, Save the Blue transforms water conservation into a shared mission between the brand and its customers.

Customer Journey Analysis

PHASE 1: LIVING

Customer State

Consumers are focused on skincare, wellness, and daily life.

Barrier

Most consumers do not think about groundwater depletion in their everyday routines.

Water conservation feels like a distant environmental issue rather than a personal responsibility.

Communication Task

Make water conservation emotionally relevant.

Communication Solution

Connect water directly to life, beauty, farming, and future generations.

Key Message

Every drop saved today helps create a better tomorrow.

Media & Touchpoints

Website
Social Media
Brand Storytelling
Packaging Inserts
Educational Content

PHASE 2: LOOKING

Customer State

Consumers discover the Save the Blue initiative and want to understand it.

Barrier

Consumers may question:

Why is a skincare brand talking about water conservation?

How does my purchase create impact?

Communication Task

Build understanding and credibility.

Communication Solution

Explain the partnership with SRDS and demonstrate how groundwater recharge projects work.

Key Message

Your purchase contributes to real water conservation projects that support farmers and strengthen communities.

Media & Touchpoints

Dedicated Landing Page
Impact Reports
Blog Content

Email Communication
Educational Videos

PHASE 3: ACTING

Customer State

Consumers believe in the initiative and are considering participation.

Barrier

People want proof that their contribution matters.

Communication Task

Provide visibility and reassurance.

Communication Solution

Allow customers to track impact and become part of the movement.

Key Message

Together, we are helping save water, support livelihoods, and create a greener future.

Media & Touchpoints

Contribution Tracker
Customer Communication
Impact Updates
Community Stories
Campaign Reporting

The Ripple Effect

Purchase
↓

Curiosity About Impact
↓

Learning About Save the Blue
↓

Understanding Water Conservation
↓

Emotional Connection
↓

Brand Trust
↓

Advocacy & Repeat Purchase

Strategic Outcome

The initiative successfully moves beyond traditional CSR by creating a direct relationship between consumer behavior and environmental impact, turning customers into participants rather than passive observers.