



Aquviva's Digital Marketing Communication Strategy in Building Brand Awareness Among Digital Natives

Mei Ling

Affiliation: Institut Teknologi dan Bisnis Asia Malang, Indonesia

Correspondence E-mail: giovannibeddingproduction@gmail.com

Abstract

Introduction/Main Objectives: The development of digital technology has changed the pattern of corporate marketing communications, particularly in building brand awareness among digital natives who are very active on digital media. Aquviva, as a bottled water brand, utilizes digital marketing communication strategies to reach this segment more effectively.

Background Problems: However, the high intensity of competition among bottled water brands in the digital realm requires a communication strategy that is not only informative, but also relevant, interactive, and capable of building emotional engagement with the digital native audience. The main issue of this study is how Aquviva's digital marketing communication strategy is implemented and plays a role in building brand awareness among digital natives.

Novelty: This study uses a qualitative method with a descriptive approach. Data collection techniques were carried out through in-depth interviews with Aquviva's internal parties, observation of Aquviva's digital marketing content and activities on social media, and supporting documentation. Data analysis was carried out using data reduction, data presentation, and conclusion drawing techniques to gain an in-depth understanding of the strategies used.

Research Methods: This study uses a qualitative method with a descriptive approach. Data collection techniques were carried out through in-depth interviews with Aquviva's internal parties, observation of Aquviva's digital marketing content and activities on social media, and supporting documentation. Data analysis was carried out using data reduction, data presentation, and conclusion drawing techniques to gain an in-depth understanding of the strategies used.

Finding/Results: Aquviva, as a new bottled water brand in 2025, successfully attracted digital native consumers with its creative and effective strategy through Omnichannel Content Strategy, which was proven by its success in transforming passive audiences into active participants through polls, Q&A, and user-generated content (UGC) features.

Conclusion: This study concludes that effective and creative strategies for a new product can attract and captivate existing consumers, even if there are many similar products. Aquviva has proven successful in increasing brand awareness through three successful stages, namely brand recognition, brand recall, and top of mind.

Keywords: Digital Marketing Communication Strategy; Brand Awareness; Digital Native; Aquviva.



Introduction

The Fast-Moving Consumer Goods (FMCG) market, particularly Bottled Water (AMDK) in Indonesia, is a highly competitive and vital sector. The bottled water industry in Indonesia continues to show positive growth trends, supported by healthy lifestyles and urbanization. According to data from Statista (2023) and Asparminas (2023), the value of Indonesia's bottled water market in 2022 was US\$10.2 billion, with a projected growth of US\$13 billion by 2027 (+4% per year). In terms of volume, national production capacity reached 31-35 billion liters per year, placing Indonesia as the fifth largest bottled water market in the world. The need for practical and quality-assured hydration makes AMDK an essential product with stable demand. However, amid the dominance of major brands that already have an established market share, emerging brands such as Aquiva (launched on February 25, 2025) are required to find innovative and effective marketing strategies to win consumers' attention.

The development of information technology and the increasing penetration of the internet have brought significant changes to marketing practices in various industrial sectors, driving a shift from traditional marketing to digital strategies that are more responsive to modern consumer behavior. Academic literature shows that digital marketing, which utilizes digital platforms such as social media, search engines, and other online channels, enables companies to reach audiences more directly and in real-time, as well as engage in more personalized two-way interactions with consumers (Sugiat, 2025). Contemporary research confirms that the use of social media and data-driven strategies plays an important role in increasing brand visibility and customer engagement, which directly contributes to building stronger brand awareness compared to conventional methods (Akanji, 2025). Additionally, another study found that the synergy between SEO and social media in digital campaigns can strengthen a brand's online presence and increase brand recognition in competitive markets (Somantri & Rachmawati, 2025). In the context of real-time interactions, recent literature shows that digital platforms not only function as one-way communication channels but also create opportunities for more intense consumer engagement through relevant and personalized content (Kathuria, 2025). More extensive research also confirms that the integration of digital technology into marketing strategies is a key instrument for companies to build brand awareness effectively and efficiently, as it enables real-time performance measurement and rapid adaptation to consumer trends and preferences (Sharma, 2025).

Brand awareness refers to the customer's awareness of the products currently available in the market, so that consumer can quickly identify the brand that offers the right product (Nobar et al., 2020). Brand awareness depend on consumers' recall of products and brands which is influenced by the difficulty of using the brand or product (Cleo & Sopiah, 2021). Consumer's capacity to recognize or recall a brand helps them to find and select product more effectively. Brand awareness indicates the extent to which consumers are familiar with a brand name, ultimately increasing the likelihood that they will choose that brand's product for purchase (Guha et al., 2021). Therefore, it is essential for a company to have high brand recognition to increase the likelihood that consumer will choose its products in a competitive market (Faisal & Ekawanto, 2021).

In practice, digital marketing communication strategies involve creating creative, interactive, and relevant content that not only spreads promotional messages but also builds two-way relationships with audiences. Content creativity is one of the key factors in increasing user engagement, which in turn can strengthen brand awareness. Previous research on digital marketing strategies confirms that creativity and content relevance are key to building brand relationships with modern digital users, especially millennials and Gen Z who dominate social media usage.

The generations born in the so-called digital era are known by many names, but the best-known and widest applied label is *digital natives* introduced by Marc Prensky in his 2001 opinion piece *Digital Natives Digital Immigrants*. Prensky argued that due to digitalization the younger generations have become “native speakers” of the digital language of computers, video games, and the Internet, and as a result, they “think and process information fundamentally differently from their predecessors” (Prensky, 2001).

So digital natives, the generation that grew up with digital technology and the internet, have dynamic, critical information consumption behaviors and are highly dependent on digital experiences when making decisions. This audience demands marketing communication strategies that are not only informative but also capable of creating authentic and engaging digital experiences. This shift indicates a need to re-evaluate traditional marketing communication approaches and transition to more adaptive and contextual digital strategies.

Thus, this study aims to examine in depth how the digital marketing communication strategy implemented by Aquiva can build brand awareness among digital natives, as explained by Devi Chrisnatalia, Senior Brand Manager at Aquiva (Vistika, 2025), and to see how the elements of creativity and interactivity in digital content influence the success of this approach.

Research Methods

This study uses a descriptive qualitative approach to explore the phenomenon of digital marketing communication strategies in depth. This method was chosen based on the need to understand “how” and “why” certain strategies are implemented and how these digital interactions shape audience perceptions in a natural context.

This research design is exploratory in nature, focusing on Aquiva's digital marketing activities. The research object covers the company's entire digital communication ecosystem, with an emphasis on Instagram and TikTok, given that these two platforms are the main hubs of activity for digital natives.

Data Sources and Sampling Techniques

The data in this study is classified into two categories:

1. Primary Data Obtained through in-depth interviews with the Aquiva Digital Marketing team to analyze the strategic planning behind the content.
2. Secondary Data Obtained through internal documentation, social media metrics reports (such as engagement rate and reach), and Aquiva's digital campaign archives during the research period.

Informants were selected using the Purposive Sampling technique, which involves selecting subjects who have authority and direct technical understanding of brand communication policies.

Data Collection Techniques

The triangulation process began with passive digital observation conducted longitudinally on Aquiva's digital assets. The researcher carefully monitored every element of communication that appeared on the surface, from visual aesthetics and consistency in the use of tone of voice that represented the brand identity, to the dynamics of interactions that occurred organically in the comments section. This step was crucial to capture the empirical reality of how digital native audiences responded to content, so that the researcher obtained data on actual consumer behavior rather than fabricated data.

The data obtained from these observations was then tested for validity through structured interviews with behind-the-scenes practitioners. The focus of the discussion was on exploring the strategic rationality underlying managerial decisions, such as the criteria for selecting influencers who were considered capable of representing the company's values, the logic behind content scheduling to achieve optimal reach, and the audience segmentation methods used. The synchronization between the strategic intentions revealed in the interviews and the execution in the field as observed during the observation is at the core of the strength of this qualitative analysis.

As a complementary and reinforcing instrument, an in-depth documentation study was conducted on various supporting documents and digital artifacts. The researchers conducted textual and visual analyses of Aquiva's brand awareness campaign archives, monthly performance reports, and design style guides (brand guidelines). These documents serve as permanent and objective physical evidence, enabling researchers to track the evolution of communication strategies over time and ensure that the narrative conveyed is consistent with the company's long-term goals.

Data Analysis Techniques

The data analysis process follows the interactive model of Miles, Huberman, and Saldana, which consists of three main stages. First, filtering and summarizing raw data from interviews and observations, then focusing on aspects relevant to brand awareness and communication strategy variables. Second, steps are taken to organize the reduced data into descriptive narratives and comparative content tables to facilitate drawing conclusions. Third, patterns that emerge are reviewed to formulate a final proposition regarding the effectiveness of Aquiva's digital communication strategy.

Researchers ensure the credibility of research results through Source Triangulation, which involves comparing information obtained from management with the reality of interactions occurring on social media, in order to ensure that the planned strategy is in line with its implementation in the field.

Result

Data analysis shows that Aquiva implements a digital marketing communication strategy through an Omnichannel Content Strategy approach that focuses on three main pillars: visual relevance, real-time interactivity, and lifestyle-based storytelling. In an effort to build brand awareness among digital natives, this study found that Aquiva does not simply rely on static advertising exposure, but rather creates an integrated content ecosystem on Instagram and TikTok platforms to trigger high user engagement.

Creative Content Optimization and Message Personalization

Observations show that Aquiva has successfully translated its brand identity into a visual language that appeals to Generation Z and Millennials. This strategy was implemented through the use of modern typography, a refreshing color palette, and micro-influencers whose values align with the target audience. Data from internal interviews reveal that the selection of short video content (Reels and TikTok) is a key instrument in increasing brand recall. Educational content about the importance of hydration for mental health and productivity has proven to generate significant shares and saves, which is methodologically a strong indicator of top-of-mind awareness.

Interactive Engagement and Digital Community Strengthening

Research found that interactivity was a key differentiator in Aquviva's strategy. Through polls, Q&A, and user-generated content (UGC) features, Aquviva successfully transformed passive audiences into active participants. Theoretically, this emotional engagement shortens the distance between brands and consumers. Data reduction from social media interactions shows that quick responses from administrators (community management) to customer comments and complaints create a humanistic and trustworthy brand perception (brand trust). This is in line with the characteristics of digital natives who highly value the authenticity and responsiveness of a business entity in the digital realm.

Table 1 Table of Empirical Evidence from Aquviva Digital Strategy Research Results

Evidence Category	Real Data Description	Verification Sources (Triangulation)	Contribution to Brand Awareness	
Visual Narrative Consistency	The consistent use of cyan and white color palettes in 90% of Instagram posts creates a recognizable identity.	Passive Observation & Company Guidelines	Digital Brand	Strengthen brand recognition through repetitive and standardized visual stimuli.
Organic Interaction Metrics	A 15% increase in engagement rate for short video content (Reels/TikTok) with an educational theme on hydration compared to product promotion content.	Documentation Study (Monthly Analytical Report)		Shifting the brand's position from being merely a product to a lifestyle partner.
The Rationality of Collaboration	Selection of micro-influencers from among runners and yoga enthusiasts who have a niche audience with a high level of trust.	Structured Interview with a Social Media Specialist		Building brand authority and trust among digital natives through social validation.
Community Responsiveness	The average response time for admins to reply to audience comments is under 30 minutes during business hours.	Passive Observation & Admin Interaction Log	Digital	Creating personal closeness that supports Top of Mind through humanistic customer service.
Effectiveness of Campaign Messages	The use of the special hashtag #MurniUntukAktivitas, which generated more than 500 User Generated Content (UGC) posts in one quarter.	Digital Documentation & Observation Study		Demonstrating strong brand recall, where consumers voluntarily associate their activities with the brand.

Source: Researcher Data, 2025

Synergy of Digital Methodology and Brand Awareness Effect

In detail, Aquiva's digital marketing communication strategy has proven effective through three stages of brand awareness achievement:

- **Brand Recognition** is evident in the consistent use of visual elements across all platforms, making it easier for audiences to recognize Aquiva amid the noise of digital information.
- **Brand Recall** appears in consistent content narratives about "Purity for Unlimited Activity," making this brand spontaneously come to mind when consumers think about the bottled water product category.
- **Top of Mind** was formed through a massive and targeted digital campaign, Aquiva managed to occupy a leading position in digital native preferences, which was validated by an increase in the number of organic followers and stable monthly impression metrics.

Discussion

Interpretation of the research findings shows that Aquiva's digital marketing communication strategy has succeeded in going beyond mere information dissemination, transforming into a mechanism for building a digital ecosystem that resonates with digital native values. This success can be analyzed through the integration of marketing communication theory with the facts found in the field.

The Relevance of Content to Digital Native Psychology

Data showing an increase in engagement rates for educational content on hydration confirms that target audiences tend to avoid hard-selling content. This phenomenon indicates a paradigm shift in which modern consumers place greater value on added value in every brand interaction. In this context, Aquiva positions itself not only as a provider of drinking water commodities, but as a curator of healthy lifestyles. This is in line with observational findings regarding the use of the narrative "Purity for Unlimited Activity," which psychologically builds positive associations between the product and the daily productivity of users.

Social Validation Through Micro-Influencers

The strategic decision to collaborate with micro-influencers in the field of sports is a crucial step in building brand authority. Unlike macro celebrities who are often considered too commercial, micro-influencers offer a higher level of authenticity and closeness. Findings from internal interviews reinforce the argument that audience trust is more easily established when a message is conveyed by a figure who is considered a peer or expert in a particular field. This pattern proves that in the digital realm, the power of social recommendations is far more effective in building brand recognition than conventional advertising repetition.

Interactivity as the Foundation of Loyalty

The responsiveness of social media administrators monitored in digital observation is not merely a technical customer service issue, but rather a strategy for brand humanization. The speed of responding to comments and engagement in organic discussions creates a sense of ownership for consumers. This explains why the amount of User Generated Content (UGC) can increase significantly. When consumers feel heard and appreciated, they voluntarily

become brand advocates, which ultimately strengthens Aquiva's position in the Top of Mind category.

Methodological Synergy and Long-Term Impact

The integration between visual consistency as outlined in brand guidelines and dynamic campaign execution demonstrates harmony between macro strategy and micro tactics. The empirical evidence presented in the previous table confirms that brand awareness is not built instantly, but rather through the accumulation of consistent small interactions across various digital touchpoints. Theoretically, the two-way communication pattern applied by Aquiva has succeeded in creating a sustainable awareness cycle, from initial introduction to the formation of emotional loyalty among digital natives.

Conclusion

This study confirms that Aquiva's digital marketing communication strategy, which involves an Omnichannel Content Strategy specifically tailored to Generation Z and Millennial consumers, has successfully increased brand awareness among digital native consumers. This is evident in the significant engagement of digital native consumers with various content released by Aquiva.

Acknowledgement

The author would like to thank Mr. Hari, as the supervising lecturer who has greatly assisted in the preparation of this article. The author would also like to thank all lecturers, staff, and friends who have helped in various ways.

References

Akanji, A. (2025). Impact of social media marketing on brand visibility and customer engagement. *International Journal of Business Economics and Management Science*, 7(7). <https://doi.org/10.70382/hijbems.v06i7.021>

Asparminas. (2023). *Laporan kapasitas produksi nasional air minum dalam kemasan (AMDK)*. Asosiasi Produsen Air Minum Kemasan Nasional.

Cleo, & Sopiah. (2021). The Influence of Social Media Marketing Activities on Purchase Intention Through Brand Awareness. *KnE Social Sciences*, 220–238. <https://doi.org/10.18502/kss.v5i8.9361>

Faisal, A., & Ekawanto, I. (2021). The role of Social Media Marketing in increasing Brand Awareness, Brand Image and Purchase Intention. *Indonesian Management and Accounting Research*, 20(2), 185–208

Guha, S., Mandal, A., & Kujur, F. (2021). The social media marketing strategies and its implementation in promoting handicrafts products: a study with special reference to Eastern India. *Journal of Research in Marketing and Entrepreneurship*, 23(2), 339–364. <https://doi.org/10.1108/JRME-072020-0097>

Kathuria, S. (2025, August 14). *How to adapt to 2025 digital marketing algorithms* [LinkedIn post]. LinkedIn. https://www.linkedin.com/posts/shivamkathuria23_digitalmarketing-socialmediamarketing-activity-7362223690152890368-e6ee

Nobar, H. B. K., Kalejahi, H. K., & Rostamzadeh, R. (2020). Impact of social media marketing activities on brand equity and brand commitment in the leather industry. *Int. J. Business Excellence*, 20(2), 191–204. <https://doi.org/10.1504/IJBEX.2020.105346>

Prensky, M. (2001). Digital natives, digital immigrants. *On the Horizon*, 9(5), 1–6. <https://doi.org/10.1108/10748120110424816>

Sharma, S. (2025, February 18). *Digital marketing: An investment for the future, not an expense* [LinkedIn post]. LinkedIn. https://www.linkedin.com/posts/sushma-sharma3_digitalmarketing-brandawareness-investinyourfuture-activity-7297880088501465088-3g

Somantri, R. P., & Rachmawati, I. (2025). The influence of digital marketing through SEO and social media marketing activities on brand awareness in building brand equity and brand loyalty site Pikiran-Rakyat.com. *International Journal of Current Science Research and Review*, 8(4), 1833–1841. <https://doi.org/10.47191/ijcsrr/V8-i4-29>

Statista. (2023). *Bottled water - Indonesia: Market data & forecast*. <https://www.statista.com/outlook/cmo/non-alcoholic-drinks/bottled-water/indonesia>

Sugiat, J. (2025). Increasing brand awareness through digital marketing and digital transformation: A literature review. *International Journal of Economics*, 4(1), 225–233. <https://doi.org/10.55299/ijec.v4i1.1289>

Vistik, F. B. (2025, 25 Februari). *Ramaikan pasar air mineral, Aquviva bidik anak muda lewat serangkaian teknologinya*. Kontan.co.id. <https://industri.kontan.co.id/news/ramaikan-pasar-air-mineral-aqviva-bidik-anak-muda-lewat-serangkaian-teknologinya-1>