

Death Cells



How Liquid Death is selling the rebellious persona of heavy metal loving, tattooed, caffeine-craving folk and fusing it with the irresistible sin of hydration.



*Killer
Branding*

Liquid Death is building a brand that appeals to the same people who drink energy drinks every day and spend all their money on tattoos (cough me). They are selling a personna, one that many people already embody unapologetically, creating a sense of true belonging.

Partnerships That Make Sense



Liquid Death knows its audience and its brand, and partners with other brands and public figures that attract the same cult following. By collaborating with the greats such as Ozzy Osbourne, Tony Hawk and Whiz Khalifa, every collaboration makes you listen intently.

Staying hydrated has never been cooler. Liquid Death has taken the allure of energy drinks and alcohol, and gathered it all up in a can of sparkling water (and you'd never know just by looking at it!)

Hydration
Rocks



Hardcore Values

DEATH
TO
PLASTIC



Liquid Death is big on values that resonate: the tagline 'Death to Plastic' brings a new and authentically rebellious approach to sustainability.

Plastic pollution sucks, and Liquid Death makes you care about that. Water in cans for the win.

Risks That Pay Off



Liquid Death takes huge risks and stupid ideas that PAY OFF. For example, when it made a one-of-a-kind Casket Cooler in collaboration with YETI - yep, a full size coffin for storing your Liquid Death cans, and there was only ever one made. Genius.



TATTED UP

& TUNED IN



What Da
You Think?