

## Vita Coco

### Problem

How can Vita Coco continue to grow as new competitors flood the market?

### Solution

By partnering with The Free Ride and other movements to take a stance and create exposure.

### Background

Vita Coco, the world's global leader in coconut water has been facing fierce competition as more brands continue to enter the market and launch new coconut water beverages. To stay competitive and expand its consumer base, the company made a new launch of its own, the Vita Coco Sparkling line. The increasing demand for both flavored sparkling water and packaged coconut water created opportunity for Vita Coco to capture a larger audience. The new sparkling line-up was made to appeal to consumers who like traditional coconut water as well as those who prefer carbonated beverages, but want to avoid high sugar levels. To help launch the new product-line, Vita Coco partnered with the largest supermarket chain in the U.S., Kroger. With over 2,000 stores, the exclusive Kroger launch would allow for high visibility nationwide. Though effective, given the lack of Kroger stores in the New York area, brand awareness became an issue within New York. The marketing team had to create a campaign that would bring attention to the brand's new product line and start garnering a demand. The biggest obstacle became how to capture the attention of thousands, in an area where outdoor media is prominent.

### Objective

Vita Coco's communication objective was to create demand, awareness of, and shape positive associations towards its new Vita Coco Sparkling line. With consumer habits evolving towards a preferred deeper connection and understanding of brand values, Vita Coco wanted a more tangible, but unique interaction. Having partnered with The Free Ride (TFR) in the past, the objective was to partner again to not only bring a new product to New York, but also an eco-friendly, new and convenient service to New Yorkers. Like the new sparkling line, The Free Ride is tailored to attract healthy and environmentally conscious consumers. Also, Vita Coco's outdoor, tropical, and fun focus chimes went well with the open-air nature of the medium. This would ultimately combine functionality as well as brand interaction and exposure.

### Strategy

With the objective of raising awareness and shaping positive attitudes towards the new Vita Coco Sparkling products, the brand would wrap The Free Ride cars to promote the line. The scheduled launch date for New York City was June 24th, for the PRIDE parade including a celebrity ride along with Queer Eye's Antoni Poroski. Launching The Free Ride cars during the parade would allow for heightened visibility, and due to Antoni Poroski's presence, would attract press coverage, and social postings from fans. With consumers becoming more interested on where brands stand on political issues, Vita Coco was making a bold and clear statement of its support for the LGBTQ community. Launching its "Bubbles With Benefits" campaign during PRIDE, with Queer Eye's Antoni Porowski's endorsement, would send a clear message of acceptance. This level of transparency would create a sense of trust with consumers, which is needed to help garner brand loyalty. The wrapped vehicles were chosen because of their 360 marketing campaign approach. Riders see the Vita Coco Sparkling car wrap, take a ride, receive a sample, and watch an interior ad while riding. To request a ride, riders were prompted to download The Free Ride app, which created the opportunity of capturing rider emails. This would later be used for retargeting efforts. The Free Ride cars would also help complement local Vita Coco billboards, influencer events and the brand's first ever pop up shop. To amplify impact and viewing frequency, marketing efforts were focused within the West Village, Soho, and Williamsburg areas. Both the West Village and Williamsburg house a large number of young, high income professionals while also suffering from first to last mile transportation gaps. These



gaps would prove essential in creating a demand for the service. Each vehicle wrap represented one of the brand's new sparkling flavors, while drivers served as brand ambassadors to answer general product questions and distribute samples. The Free Ride cars ran 7 days a week from 12pm – 10pm Sunday – Wednesday and 12pm – 12am Thursday – Saturday to secure the lunch rush, after work rush, and weekend night crowds. To further generate Vita Coco Sparkling sizzle, the brand planned its first ever pop up event. The idea was to create a media-worthy brand “moment” for Vita Coco during the summer selling season with an immersive brand experience for Vita Coco Sparkling. The Free Ride cars would be used to transport passengers to and from the event while also promoting it to the public. On its first day, July 27th, the pop-up would be open to VIP only. A VIP press/ influencer dinner was scheduled with Jaime Chung, a TV actress, and Lifestyle/ Fitness/Wellness blogger to generate celebrity buzz. Also, a cocktail party for partners, influencers, and press including Marie Claire, BuzzFeed, Vogue, and U.S Weekly would be held to further create excitement and social postings before opening to the public. For the following two days, July 28th and July 29th, the pop-up would be for the public. Vita Coco brand ambassadors would control outdoor sampling to attract traffic while e-mails were collected from attendees as point of entry to the pop-up. Events held within the pop-up would be used to further push the idea of a healthy lifestyle by offering yoga & mediation sessions and Better Living panels. To further supplement its pop-up and influencer events, the brand teamed up with Colossal Media, the global leader of hand painted outdoor advertising. Their handcrafted and detailed art allows for a more unique and photo worthy finish. The Vita Coco Sparkling focused murals were planned for Williamsburg, an area known for its photo-ready street art. Social media influencers would be invited to take part in a ride along, where The Free Ride vehicles could transport influencers to and from Vita Coco Sparkling murals. Influencers would be encouraged to take photos with the Vita Coco Sparkling murals, and the branded Free Ride vehicles. The social postings would heighten brand visibility and created positive associations for viewers who look to influencers for product reviews.



## Plan Details

Markets: West Village, NY, Williamsburg, NY

Flight Dates: June 2018 - September 2018

OOH Formats Used: Wrapped Car, Billboard, Pop Up Store

Target Audience: Health and environmentally conscious adults in their early to late 20s.

## Results

The success of the Vita Coco “Bubbles With Benefits” campaign can be seen through its sold out sparkling water inventory for NYC markets, incredible surge in social media features and numerous inquiries by local merchants to sell the product in stores. Over the course of the campaign, more than 40,000 units were sampled. Vita Coco often ran out of product in New York as more and more New Yorkers inquired where they could purchase or when restocks would happen. The look of the cars also caught the attention of passerby who often took photos of the vehicles and posted to social media. In addition to passerby, Vita Coco found itself in a unique position where people were calling out for the cars, and seeking the cars out not only for a ride, but for more samples. With local transportation issues, like the L train shutting down, and being one of the only trains in the Williamsburg area, people were in need of the cars. The “Bubbles With Benefits” campaign successfully pushed the idea of functionality by not only providing nutritional benefits, but by helping real consumer transportation needs as well. Thousands of passengers took rides in The Free Ride cars, allowing for ample email captures and retargeting opportunities via social media and via email. With the vehicles taking people to and from Vita Coco events, the brand found itself having to implement crowd control initiatives to manage the influx of attendees. With coverage from multiple social media influencers, Vita Coco’s sparkling line received hundreds of millions of views. Press coverage also proved successful. Thanks to coverage from Yahoo! The Pop-up shop garnered over 4.9 billion media impressions - which more than a SuperBowl spot!

## Testimonials

“Omega was a great and responsible driver, she [was]very punctual, she was a safe and great driver, she entertained and had great conversation, also supplied coconut water which taste amazing.” - Brandon Jones, Williamsburg “Great service, friendly & helpful!” - Don Choe, West Village “Super Friendly & Fun!” - Ron Lev, Williamsburg “Amazing, amazing, amazing. She is a strong representative of the Vita Coco Brand! -Andru Wright, West Village

