



Dittoe Public Relations Boosts Media Placements for Leading CPG Brand By 216%

CHALLENGE

- ✓ RE-ENERGIZE VITA COCO BRAND
- ✓ PROVE MARKET RELEVANCE
- ✓ ASSERT VITA COCO MARKET POSITION

Vita Coco, which launched in 2004, is the leader in the coconut water category and a growing global brand. During the early years of the coconut water craze, the company earned consistent media coverage across national consumer, business and broadcast news, due in part to partnerships with celebrities like Rihanna, Madonna and Matthew McConaughey. As the company competed with new “better-for-you” beverages emerging in an already-saturated market, Vita Coco and the coconut water industry’s press coverage plateaued.

Vita Coco needed a PR partner to re-energize the brand to not only encourage consumers to desire a taste of the tropics, but also to show that the category was relevant and growing. Vita Coco needed help asserting its position in the market, reinforcing its mission and growth trajectory, and communicating its competitive differentiation and advantages.

SOLUTION

- ✓ PRODUCT LAUNCH SUPPORT
- ✓ IDENTIFY CREATIVE MEDIA OPPORTUNITIES
- ✓ LEVERAGE "REAL PARTNERS"
- ✓ TARGET AD AND MARKETING-FOCUSED MEDIA FOR NATIONAL REACH

Vita Coco’s goal for the partnership with Dittoe PR was to see a larger volume of quality media coverage than what it experienced in recent years. To meet this goal, Dittoe PR was tasked with supporting nearly 20 different initiatives and announcements throughout 2020.

To date, Dittoe PR has helped launch nearly 10 new product announcements for the company. To identify creative and unconventional media opportunities for Vita Coco, Dittoe PR immersed itself in cultural trends and current events. Dittoe PR leveraged Vita Coco’s partners who are authentic fans of the brand and can speak to press genuinely about the benefits of drinking the world’s most popular coconut water.

Dittoe PR was also able to target advertising and marketing-focused media for Vita Coco. These national publications dive into the creativity behind the brand and its campaigns.

RESULTS

- ✓ TOP COVERAGE IN PRIORITY OUTLETS
- ✓ AMPLIFY CO-FOUNDER PROFILE
- ✓ DRIVE BRAND AWARENESS

To reinforce the news that the coconut water category and the Vita Coco business are thriving, Dittoe PR sought out stories to elevate the profile of Co-Founder and the health of the business, resulting in:

- An NPR “How I Built This” podcast interview.
- A full feature in Inc. Magazine’s print issue, including a cover mention and online story.
- A cover spot in a Newsweek print issue about the top businesses that gave back during the pandemic.
- Two pieces of print coverage in The Wall Street Journal, including front-page placement.
- Multiple stories in Forbes, CNN and more.

COVERAGE + STATS



MEDIA HITS



MEDIA IMPRESSIONS



TOP COVERAGE IN PRIORITY OUTLETS



MEDIA PLACEMENTS
^216% from 2019



MEDIA IMPRESSIONS
^137% from 2019