



CASE STUDY: VITA COCO IS FOCUSING ON DEFINING THE RIGHT OCCASION FOR COCONUT WATER.

BUSINESS CHALLENGE

We have been working with Toluna for three years and have been very happy with the flexibility that the system provides. Consumer insights are constantly changing for a fast growing company and category like ours and we need to be able to respond quickly.

We can reach a lot of people quite fast and this helps us understand which marketing programs work well in certain markets and where to focus next. We know that awareness of the category is high when people are reminded, but we have a huge opportunity in top of mind awareness and brand consideration.

SOLUTION

There is a large group of consumers actively trading up from traditional beverages like CSD's and traditional juice to more premium and natural options and our brand plays right at the heart of this trend. Our targeting is more behavioral than demographic.

CLIENT:



“We are seeing that one of our strengths of our brand is that we can play throughout different moments in the day and source from different beverage categories depending on the different benefits of the product”

Charles Van Es, Vice President of Marketing - Vita Coco

Client Profile/Background:

Coconut water is a fast growing and competitive category and Vita Coco needs to be able to react fast to trends in the market.

For example, electrolytes are effective for post work out hydration and the natural fruit sugars found in coconut water are great for an afternoon pick me up or early morning refreshment. Our consumer research helped us understand these different occasions and what specific benefits we should emphasize in our communication to consumers.