



Design Brief

BACKGROUND RESEARCH (vitacoco.com)

Vita Coco Coconut Water is never from concentrate and contains naturally-occurring electrolytes, including potassium, making it an excellent source of hydration. Vita Coco is great for replenishing after a workout, boosting your smoothie, or recovering after a night out!

ABOUT

One night in 2003, childhood friends Mike Kirban and Ira Liran met two young women from Brazil. Soon after, Ira hopped on a plane to Brazil to see one of the girls and learned about "agua de coco." When Mike came to visit shortly after that, they got down to business with a plan to bring coconut water to the US. Vita Coco was born.

Before long, the two friends produced the first Vita Coco in Brazil. Then they released the first line of natural coconut water in the US. It turns out Mike and Ira were on to something (besides the Brazilian girls)! Vita Coco quickly became a household name - attracting super-fans like Madonna, Matthew McConaughey, and Rihanna, to name a few, and taking the coconut craze to a whole new level.

What began as a bright idea in NYC quickly grew to distribution in dozens of thirsty countries worldwide and sourcing our coconuts from thousands of farmers throughout Brazil and Southeast Asia! Vita Coco has truly become a global brand. Is there anything the coconut can't do? (hint: No.)

VITA COCO PROJECT: GIVE, GROW, GUIDE

We find and invest in projects that give back to our coconut farming communities.

Without coconut farmers and their families, there would be no Vita Coco. Because of weak infrastructure, poor farming practices, and a shortage of schools these communities are not thriving as much as they could be.

So our mission is simple: We are committed to raising 1 million people in coconut farming communities out of poverty through our Give, Grow, Guide philosophy. Currently we focus on Sri Lanka and the Philippines because they are two of the largest coconut producing regions in the world and where we can make a bigger impact.

SOURCED

Brazil, Indonesia, The Philippines, Thailand, Sri Lanka, and Malaysia

COMPETITION

- Harmless Harvest Coconut Water
- Taste Nirvana
- Coco Libre
- ZICO



COMMUNICATION OBJECTIVE

The goal of Vita Coco's redesign is primarily to turn Vita Coco into a more upscale brand through design objectives. A secondary objective is to redesign Vita Coco's bottle to make it easier to drink out of and ensure that every last drop is drunk. Another goal would be to persuade affluent members of society to donate to Vita Coco's Give, Grow, Guide Project.

TARGET AUDIENCE

This redesign is meant to reach affluent members of American society.

DEMOGRAPHICS

Primarily affluent member of society; high income earners that likely are substantially educated, have high-status occupations, and maintain powerful social networks. The upper-middle class consists of highly educated salaried professionals whose occupations are held in high esteem, such as lawyers, engineers, and professors. These social groups primarily include those who have families with younger children, particularly the women of these families.

BEHAVIOR

The social groups targeted believe in taking care of their health by eating healthy and doing daily exercise, and have lots of free time on their hands. These mothers simply want the best and healthiest for their children, and will pay whatever the cost for it.

CREATIVE STRATEGY

LOGO & SYMBOL

Vita Coco's logo redesign will use a sans serif, to make it appear more simple and sophisticated. It's symbol will be a geometric coconut, made of one circle inside the other.



DESIGN

Vita Coco's redesign will be much more simple and sophisticated, with hand drawn and watercolor decor of palm leaves and coconut similar to the packaging on the right. It's color palette will be made of an off white or grey, light and dark brown, and turquoise.



BOTTLE

The bottle will be a round, coconut or tear-drop shaped bottle made of glass to convey a sense of wealth, with some sort of tag to provide necessary information.



CARRIER

Because the bottle will be round-shaped and bottom heavy, the carrier will only be held by the bottle's neck with no bottom support; a cluster clip with a handle.



"Splash" of coconut

Illustrated line decor

Sketches (beach, coconut tree)

Simple: Electrolyte, Nutrient and Coconut symbol

Resemblance of coconut

Typography: Sans Serif

Color: Mainly clear, with

IN STORE

