



Coco5: Coconut Water
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Intro to PR Final Project
Krystal Beauregard
Intro to Public Relations
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Kristen Kaza

“You are what you eat.” Everyone is well aware of this statement when it comes to the health and fitness industry. If you are eating McDonalds and drinking sugary pops in your everyday diet then you probably are not in the best shape of your life. Today consumers are starting to turn to the health and fitness world and actually start to think about what they are consuming into their body. Consumers not only have to think about “You are what you eat” but also “You are what you drink”. With that said coconut water has become a popular choice. Coconut water is one of the fastest growing beverage categories and CoCo5 is about to launch into the healthy beverage industry.

CoCo5 is exactly what consumers are in search for. It’s an all-natural, great tasting type of coconut water based right here in Chicago, right off Kinzie Street. Sports nutritionists and professional medical experts from the NHL designed CoCo5. The goal was to correct current problems with traditional sport drinks. The research and development was over a three-year span. In the three years of development, six flavors were created to achieve the best tasting sports beverage on the market. CoCo5 isn’t just for athletes, but for senior citizens, young adults and children. CoCo5 is a great alternative for any other sugary drink. CoCo5 is getting its name out by many outlets for social media. They are currently on Instagram, Pinterest, Twitter, and Facebook. While talking to some of the staff on the street promotions I asked them about what their best way to be noticed was. They told me it was all about social media. Social Media is one of the fastest ways to market a new product in this day and age. It’s easy to get your name out in the industry when you have easily one of the most followed teams in the NHL, the Chicago Blackhawks, tweeting about you. During the 2015 Stanley Cup playoffs, not only were the Chicago Blackhawks tweeting about Coco5 but also had a brand Ambassador from the team, Andrew Shaw. For the Chicago market they could not have picked a better person to help represent this new item. Andrew Shaw has been with the Chicago Blackhawks since being drafted by them in 2011. He is and always has been a fan favorite with Chicago fans. Along with Andrew Shaw, CoCo5 also has the help of Ben Smith and the USA Warriors to help get the name out. Ben Smith played with the Chicago Blackhawks for five years (2010-2015). He was traded in the middle of the 2014-2015 season and is currently playing with the San Jose Sharks. The USA Warriors is a hockey program that was organized for charitable and educational purposes for wounded soldiers in defense of the United States. The team helps educate, train, motivate, and encourage the formation of USA Warrior Hockey programs (usawarriorshockey.org). Not only through

social media and the brand ambassadors is CoCo5 getting their name out, but they also had their commercial aired during the 2015 Stanley Cup Playoffs.

Coconut Water is a refreshing, sweet, nutty taste drink. Coconut water makes it easy to digest carbohydrates from electrolytes and sugar. Electrolytes are mineral that is in your blood. Electrolytes affect the amount of water in your body, muscle functions, and acidity of your blood. The body loses electrolytes when the body starts to sweat. There is a difference from this product to coconut milk/ oil and the clear liquid from the center of the coconut. Coconut water has a stronger advantage than any other sports drink in the industry. Coconut water has lesser calories, less sodium, and more potassium. Typically unflavored coconut waters contain 5.45 calories, 1.3 grams of sugar, 61 milligrams of potassium, and 5.45 milligrams of sodium. Gatorade on the other hand has 6.25 calories, 1.75 grams of sugar, 3.75 milligrams of potassium, and 13.75 milligrams of sodium. (Zelmon) When designing CoCo5 the eliminated chemical additive's, replace fluids, help restore electrolytes, and figured out a way to reduce cramping. When eliminating chemical additives, they eliminated dyes and high fructose from corn syrup that is found in leading fluid replacement beverages. In an 8 oz. serving of CoCo5 it contains only 40 calories (www.coco5.com).

Customer reaction has been nothing but positive. Everyone enjoys the different flavors and feel as if the product actually lives up to its expectations. Coconut water has been a very popular trend for the summer of 2015. Food Manufacturing reports that Coconut water was a surprise to the beverage industry in the past couple of years. In the past five years coconut water has taken off. Reports suggest that coconut water is doing so well in the US because it is used as a sport's recovery drink and also used as vitamin-enhanced water (Datamonitor Consumer). Sales of coconut also rise because of the popularity it comes to celebrities. Along with coconut water being a trend the water product is not alone. Coconut oil has also become a popular rising trend. Laura Jones, a global good science analyst at Mintel, explains why the trend of coconut products is up and coming. "Coconut profiles have been on a rise for multiple reasons but one main one is for its health benefits. Coconut oil has been implicated in strengthening the immune system, as well had helping prevent obesity." Coconut products are in trend and look to be staying in trend for years to come.

CoCo5 is not alone when it comes to the coconut water industry. They have many competitors including Nature Factor Organic, Zico, Naked, Vita Coco, O.N.E., and Amy & Brian. Vita Coco is probably the most known brand from the competitors (Breslouere). Vita Coco is sourced from Brazil and is sold for about \$3.00 at Target. Vita Coco has 12 different flavors varying from kids drinks, cafes, the traditional coconut water, and their own coconut oil (vitacoco.com). Like anything else when it comes to brands, the price on something doesn't always equal the quality. All these brands vary from price, which will give a different taste and experience. Some feel the more the cost, the better the tasting. The less the cost, the grosser it will be. Its common sense but if there is one thing that no matter what price point you are buying at, they will all contain the one simple ingredient, coconut water.

The coconut water trend is real. It is quickly expanding and people are excited about the benefits of coconut water. CoCo5 was developed a product they feel confident in. They have done an outstanding job in marketing their product and aligned with respected people who endorse their product. CoCo5 hopes not only to be a trend, but a product that is here to stay for good.

SWOT Analysis:

S:trength

1. Health benefits: Coconut water has lesser calories, less sodium, and more potassium. Coconut oil has been implicated in strengthening the immune system, as well as helping prevent obesity.
2. Unified Relay & USA Warriors: strategic communication process. The strategic communication process is a way that helps build beneficial relations between organizations and the public.
3. Brand ambassador: Andrew Shaw and the Chicago Blackhawks are two big ambassadors for Coco5. Both are always promoting the product through social media and TV ads during games.

W:eakness

1. Where to buy? Only sold only in 5 retailers and online
2. Inform other psychographics: Sometimes the marketing focus is only put for athletes, but the drink isn't only for athletes. They should be able to open the psychographic groupings to make it a product for everyone and have people understand that anyone can use this product.
3. Grow a stronger social media presence: Even though Coco5 has multiple social media accounts including Facebook, Instagram, Twitter, and Pinterest they do not post as often as they could be. Social Media is one of the fastest ways to market a new product in this day and age and I think a strong presence in social media is needed with a new product on the market.

O:pportunity:

1. adding other retailers: Being able to add Coco5 to different retailers other than 5 stores will help increase sales and brand recognition. Coco5 is doing so much marketing through out the city where the product needs to be sold in different locations not just the 5 stores up north.
2. Branch into other coconut products: Coconut products are trending and Coco5 could in the future invest their time into creating other products other than coconut water. For example, they could create a coconut oil with their brand.
3. Grow into other sports industries and clubs: Coco5 was developed specifically for the Chicago Blackhawks and the team was the first focus group for the product. After distribution begins to ramp up Coco5 would want to focus on not only staying in the NHL, but also putting themselves into the NFL, MLS, MLB, and fitness clubs and events.

T:hreat:

1. VitaCoCo: One of the biggest competitors in the market. They are sold at every major retailer.
2. Customers are not educated about product: Coconut water is just starting to hit it big in the market and customers may not know what makes coconut water so great. A big thing in today's market is shoppers like to know the information about their product. Coco5 could educate their customers while promoting the product.
3. Other sport enhancement drinks: Other than the threat of other coconut water brands another contender for the sports market is Gatorade, Vitamin Water, and Powerade. They already have a distinguished name in the market, which can be a hard thing to break through.

Demographics:

- Age: 18-30: The individual focus is going to be age groups from college students to young establish individuals with a steady career. This age group is very focused on health and fitness, which is why Coco5 would be a product to fit their lifestyle.
- Race: All
- Sexual Orientation: Open
- Gender: Men & Women
- Ethnicity: All
- City living: These individual's are living in some part of the city or commutes to the city on a day-to-day base.

Psychographics:

- Workaholic
- Dedicated: This individual is a person who is devoted to a task. In this purpose a task they put a lot of time an effort would be their workout schedules.
- Active
- Health conscious: Within the last ten years there has been a gain in interest in an individuals diet and healthy lifestyle. An emphasis has been put on what an individual puts inside their bodies so they can promote good health.
- Sports enthusiasts: Sports enthusiasts are going to be a prime target audience. Coco5 has an option to focus on all type of athletes, clubs, and health and fitness outlets.

Target Audience:

Cameron:

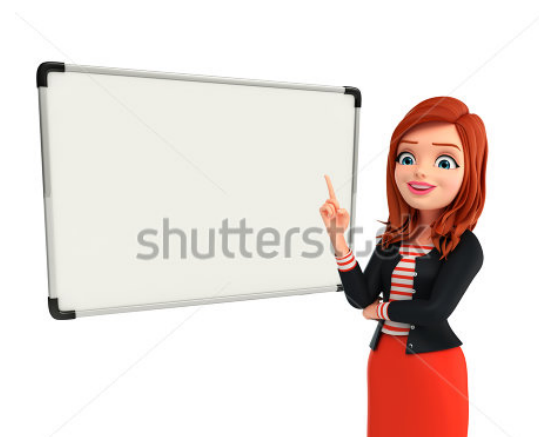
Cameron is a 21-year-old white male. He is currently a junior at Roosevelt University in Chicago studying accounting. He is a former college athlete. Cameron use to play baseball throughout his entire life up until currently. Cameron is now a intern at an accounting firm in downtown Chicago. He makes \$16.00 an hour as an intern. Cameron spends most of his time downtown except for when he visits home about once a month. He is living downtown in the Roosevelt dorms. He spends a lot of time on go running from his internship, to class, and spending late nights working on homework. With the little free time Cameron does have he enjoys working out. His workouts include long runs, bike rides, ab workouts, and lifting weights for at least an hour and a half. During his workouts and his crazy schedule he has to find a way to keep in shape and keep up his health.



Cameron knows that a way to keep him energized and feeling great while running around is by drinking Coco5. The electrolytes from the coconut water keep him refreshed and energized from work, to class, and through his entire workout.

Caroline:

Caroline is a 24 year old in the real working world. She is a special education teacher in the south side suburbs. She graduated just a year ago from Illinois State University. Caroline spends most of her time with her students or making lesson plans for the weeks to come her classes. She is the girl that is always busy working on something.



She needs to keep her up with her students and the running around from school to school. Caroline is adventurous and spends her free time hiking through the woods for her workout schedule. She enjoys being outside and being able to adventure through nature as much as she can. The craze of coconut water keeps surrounding her and she also wanted to join the trend.

Elizabeth:

Elizabeth is an event coordinator. Having a busy schedule is an understatement for her lifestyle. She spends almost every second of her day with a planned schedule. She is running to the office, having meetings with clients, or trying to sit down but catch up on all her emails. With the very little time she does have she likes to enjoy her free time working out or spending time going to sporting events. Elizabeth played soccer for 14 years and grew up with a sports focused family. A perfect Tuesday night would be a night off of work with friends or family going to a Chicago Blackhawks game. Along with working out and going to different sports game Elizabeth also likes to run marathons. During her workouts she goals herself to shorten her time or increase mileage to focus on doing better on each race she runs. She is always trying to stay healthy and stay on track with her diet. Having such a crazy schedule does make it a little difficult to eat and drink healthy but she still will turn it around and get right back on track.



Marketing objective:

Increase sales and awareness of Coco5 through 18-30 year old active athletes.

PR Objective:

Have athletes running into line to purchase and recognize Coco5.

Strategy 1: Coco5 is going to engage in interactive events with active runners.

Tactic 1: Partner with Active Run and help sponsor a tent at expo pickup and on race day.

- Each year a participant packet and bag pickup expo takes place at the McCormick Place. Vendors and sponsors throughout the race are shown at the expo. Coco5 is a new sponsor to the Chicago race. Coco5 will have a vendor booth giving samples to the runners and able to explain the benefits for the athletes that drink coconut water in their daily routine.

Tactic 2: Coco5 will hand out samples with runners running on the lakefront.

- Summertime in Chicago is the best time of the year to be in Chicago. Everyone and everybody are outside during the warm weather. It's the time to get active and enjoy the Chicago weather. Runners are running along the lakefront from morning to night. The Coco5 team will be at different parts of the lakefront where runners are ending their runs and the team will be handing out samples of different flavors and getting feedback from the runners.

Strategy 2: Coco5 is going to team up with brand ambassadors to promote product

Tactic1: Chicago Blackhawks

-Chicago is on a status high for their sports teams and the Chicago Blackhawks is on top of fan favorites lists. Blackhawk Fans are dedicated to the Blackhawks with everything they do and teaming up Coco5 is the perfect outlet to network fromCoco5 to customers. Coco5 will have their own table at Chicago Blackhawks home games and promoting and sampling to fans. At the stand they can also receive promo codes and coupons.

Tactic 2: Andrew Shaw #stayhydrated

-While promoting a new product, word of mouth is the fastest way to promote. After drinking or buying Coco5 customers are going to be able to reach back to the company and brand ambassador Andrew Shaw posting the #stayhydrated hashtag through Twitter and Instagram. Andrew Shaw during the 2015 Stanley cup playoffs started promoting Coco5 and created the hashtag #stayhydrated. Getting customers to use the hashtag #stayhydrated will get a way for the word to get out about Coco5 to other psychographics other than Blackhawks fans and athletes.



1932 W Kinzie St,
Chicago, IL 60622
(P) 312-243-1115
(E) contact@coco5.com

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Coco5 teams up with Active Run to help sponsor Bank of America 2016 Shamrock Shuffle 8k.

Celebrate St. Patrick's Day and kick off your spring racing season with the Bank of America Shamrock Shuffle 8K!

Chicago, IL December 12, 2015—The Bank of America 2016 Shamrock Shuffle is just around the corner as the 2015-year comes to an end. Runners have a way to kick off the 2016 spring running season by joining in on the shuffle. The Chicago Shamrock shuffle will take place on Sunday, April 3. This will be the 37th annual race in one of the many running celebrations throughout the city. The shuffle is a one-of-a-kind course that weaves through Chicago's Loop, starting and finishing in Grant Park.

Each year a participant packet and bag pickup expo takes place at the McCormick Place. Vendors and sponsors throughout the race are shown at the expo. Coco5 is a new sponsor to the Chicago race. Coco5 will have a vendor booth giving samples to the runners and able to explain the benefits for the athletes that drink coconut water in their daily routine.

The Bank of America Shamrock Shuffle 8k Health & Fitness Expo will take place the week of race day. During pickup runners will receive a timing device, event bib number, Nike participant running shirt, and new to the packet is a bottle of Coco5 coconut water. Packets are not available for pickup the day of the race or cannot be mailed to runners.

Enjoy the post race festivities by visiting the Coco5 booth set up right after the finish line. Coco5 will have representatives giving samples, product promotions, and other free goody bags for runners. The Bank of America Shamrock Shuffle 8k after party will be hosted at The Scout Waterhouse & Kitchen (1301 S. Wabash St.) Sunday, April 3 following the race.

CONTACT US:
(312) 243-1115
contact@coco5.com
1932 W. Kinzie
Chicago, IL 60622

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