

Vita Coco spreads brand awareness using professional athletes, powered by OpenSponsorship

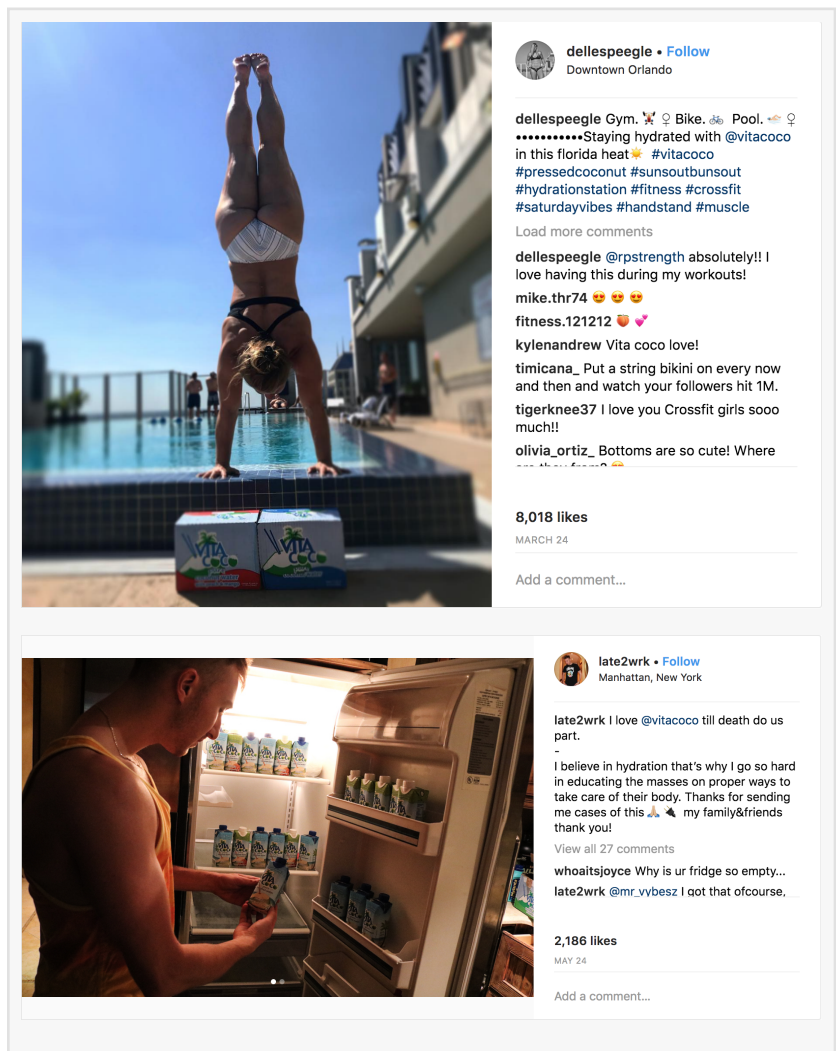
Vita Coco wanted to start utilizing professional athletes in their marketing and have already completed over 50 deals through www.OpenSponsorship.com

NEW YORK, NEW YORK, UNITED STATES, June 11, 2018 /EINPresswire.com/ -- [Vita Coco](http://VitaCoco.com), the world's leading coconut water brand, was looking to diversify their marketing efforts and take advantage of sports sponsorship as a part of their marketing strategy. Naturally, they turned to [OpenSponsorship](http://OpenSponsorship.com), the world's largest sports sponsorship platform, in order to make that process as seamless, and painless, as possible.

Vita Coco was able to utilize OpenSponsorship to access more than [3,500 professional athletes](#) from over 70 different sports worldwide in an effort to increase awareness around their product. They wanted to increase word of mouth about the health benefits, taste, and overall excellent quality of their products, and they believed working professional athletes was a no brainer.

But searching through thousands of athletes and finding the right ones that fit your brand's message and who actually drive results sounds difficult, no? With OpenSponsorship, professional athletes find your brand and apply to work with you, rather than the other way around, saving brands hours of time and hundreds of headaches for internal marketing teams.

After posting a Campaign on OpenSponsorship titled, "Looking for Athletes to Show Us How Vita Coco Refuels and Rehydrates Them!", Vita Coco immediately experienced the benefits of Open Sponsorship. They were offering free product (no cash) in exchange for athletes to post about their product on their social media accounts. Check out some eye-popping numbers below from their Campaign:



- 100+ applications from professional athletes worldwide
- 50+ deals with athletes for free product (no cash)
- 700k+ impressions through social media... and counting
- 40k+ engagements on content created by athletes they worked with
- \$0.16 average CPE (Cost per Engagement) from athletes
- Worked with an NFL Super Bowl Champion, Team USA medalist, and more athletes across 25 different sports

Vita Coco recently launched their 2nd campaign through Open Sponsorship, in which they are seeking athletes to stop in to a local 7-Eleven and highlight their new Vita Coco slim bottles, in hopes of

increasing awareness and exposure of their new product. Vita Coco is currently available in approximately 60 percent of 7-Eleven locations in The United States; their latest initiative will increase that number by 30%, putting them into 90 percent of stores across the country. They are using OpenSponsorship to continue to scale their regional marketing efforts, finding athletes all over the country to spread awareness about this new product release.

If you are a new company looking to break into sports marketing, go create a Campaign on OpenSponsorship.com and start making relationships with professional athletes now! What you waiting for?

About Vita Coco

Vita Coco, launched in New York City in 2004 by Mike Kirban and Ira Liran, 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.

Today, Vita Coco is a growing global brand sold in 30 countries. More recently, the brand has introduced non-beverage products, including Vita Coco Coconut Oil.

About OpenSponsorship

OpenSponsorship is a sports technology marketplace connecting brands to athletes, teams and sports events for sponsorship opportunities. The company is backed by notable VCs in New York, San Francisco and Hong Kong and is headquartered in New York. The company mission is to make sports sponsorship more accessible, transparent and accountable. The company was named a finalist in the Sports Technology Awards, and the founder and CEO Ishveen Anand was included in the Forbes 30 under 30 sports list.

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