Client: Vita Coco

Location: Amagansett, East Hampton, Montauk, Southampton, NY, Santa Monica, CA


Campaign: 5 wrapped vehicles in the Hamptons, 2 in Santa Monica, Product Sampling, Street Team, Social and Sporting Events.

Goal: Raise brand awareness in key markets, educate consumers, sample products.

= Events and Sampling

Launch Party Raffles
Reboot and Recovery Day Party
Approximately 10,000 samples distributed coast to coast in 2013
Santa Monica Pub Crawl
Vita Coco sponsored parties and Social gatherings
Competitive beach Volleyball tournaments

= Earned Media and Social Buzz

Steve-O, of Jackass and Aida Turturro, of Sofranos, both enjoy an ice cold Vita Coco from the Free Ride!

= Lasting Impressions

“The Hamptons Free Ride has become an important element of our Summer marketing mix here in New York, and in Santa Monica, as well. For a company like Vita Coco, the ability to provide product samples to consumers is key, and being a part of a consumer’s ride to the beach (in a green vehicle at that) places our products in their hands as they are enjoying themselves and having fun! For our second summer season with the Hamptons Free Ride, we increased our presence over last year’s program and we plan to continue working with them in the year’s to come.” – Vita Coco Marketing