

Cocovívo

Taste the tropics

By: Royed Yakub



About Royed Yakub

My name is Royed Yakub. I am from Los Angeles, California, currently a junior at the University of Miami majoring in advertising management with a minor in marketing. I am a passionate, dedicated, and ambitious young man striving to be the best version of myself every single day. I would consider myself a health freak as my health is my priority. Growing up, I played many sports in which created a love for refreshing drinks, specifically sparkling water, and coconut water. I would have to give coconut water the edge as I drink it on a daily basis. My passion is my love for fashion, as I was a model in Los Angeles for 16 years of my life as this leads me into my next journey of hopefully entering the field of fashion management, as well as owning my own modeling industry in the near future. Something that I am very proud of through my lifetime is my love for traveling. Through the span of 21 years, I have traveled to almost 20 countries in which has expanded my way of thinking and so many different ways due diverse differences in each culture of life. My goal in life is to find my purpose in this world as all I want is to make myself and my friends and family proud. Growing up, my mom and dad would always remind me to be the person that I could possibly be. This has led me to living a life that I can never imagine. I am grateful for life and I'm so excited for the future that is yet to come.





Cocovívo's roots



1. Inspired by my love for health and fitness, Cocovívo's origins trace back to my everyday goal over countless years of hard work and dedication to fulfill a healthy lifestyle.
2. During countless trips all over the world, I found a connection with coconut water while laying on the white sandy beaches of tropical paradises. This sparked the idea of Cocovívo as a brand that I could create to further create a product with natural goodness and rejuvenating properties that create a feel of having refreshing drink at the beach.
3. Having a strong desire to share my passion with the world, the vision that I have for Cocovívo is a commitment to creating a company that ties in with my life story along with my journey towards wellness and vitality.
4. Cocovívo stands as a testament to my dedication of crafting a brand that not only promotes health and wellness, but also serves as a reflection of my experience to embody a commitment to authenticity, quality, and a life lived with purpose.



About Cocovívo

A premium coconut water crafted for all to enjoy that is designed to experience the essence of tropics. The use of natural formulas, with a limited ingredient list, delivers a refreshing drink that embodies the purity of tropical paradise. Designed to be a delicious and hydrating option for everyone, Cocovívo provides a taste of the tropics that transcends boundaries. With a combination of flavors combined into one, Cocovívo is inspired by exotic fruits, offering a diverse and delightful experience with every bottle. Embrace the natural goodness of cocovívo and elevate your wellness journey with each sip. See you at the Beach!

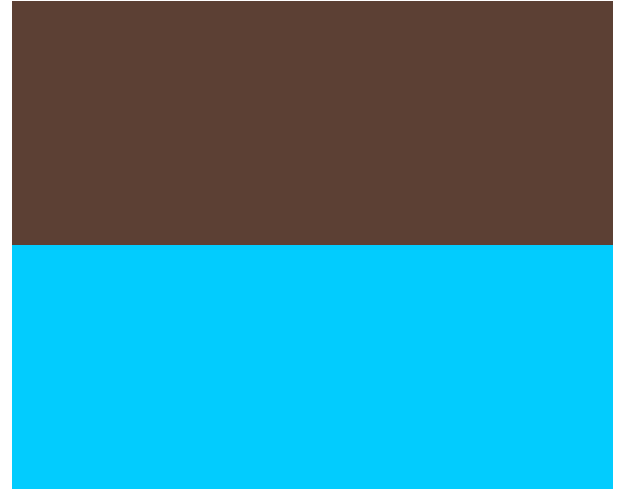


Our Mission statement



Experience the essence of the tropics with Cocovívo, a premium coconut water crafted for all to enjoy. Our all natural formula, with a limited ingredient list, delivers a refreshing and revitalizing drink that embodies the purity of a tropical paradise. Designed to be a delicious and hydrating option for everyone, cocovívo provides a taste of the tropics that transcends boundaries all while promoting your health and well being. With a range of tantalizing flavors inspired by exotic fruits, Cocovívo offers a diverse and delightful experience with every bottle. Embrace the natural goodness of cocovívo and elevate your wellness journey with each sip.

Threads





Ingredients/Macros



Macros

Serving Size: 8 fl oz (240ml)

Servings Per Container: About
2

Calories: 45

Total Fat: 0g - 0%

Sodium: 60mg - 3%

Total Carbohydrate: 11g - 4%

Sugars: 9g

Protein: 0g

Ingredients

Coconut Water

- Vitamin C (Ascorbic Acid)

- Natural Flavors

- Citric Acid

-Sea Salt



Target Audience: Health freaks!

We welcome everyone!

Health conscious individuals

- Consumers focused on maintaining a healthy lifestyle
- Those seeking natural, low-calorie beverage options
- Individuals with dietary restrictions looking for clean-label products

Fitness enthusiasts

- Athletes and gym rats in need of natural hydration
- People involved in outdoor activities like hiking, cycling, and running
- Yoga practitioners looking for a refreshing post-workout drink

Millennials and Gen Z

- Young adults interested in sustainable and eco-friendly products
- Trendsetters following and promoting health and wellness trends
- Social media influencers promoting healthy living

Young professionals

- Busy professionals needing a convenient, healthy drink option
- Ages: 21-35
- Individuals looking for a quick and nutritious beverage during work hours
- Office workers and commuters seeking something refreshing on the go

Eco-Friendly Consumers

- Individuals concerned about environmental impact and sustainability
- Consumers supporting brands with eco-friendly packaging
- People interested in supporting ethical and responsible companies

Vegans and Vegetarians

- Individuals following plant-based diets
- Consumers looking for natural and animal-free products
- Health-focused vegans and vegetarians seeking nutritious drinks



We are targeting individuals who crave pure tropical hydration with the essence of paradise and every sip of our natural coconut water.

We're different!

We stand out from other coconut water companies in several ways, primarily due to our unique approach to sourcing and producing coconut water.

Limited ingredients:

Cocovivo uses a minimalistic approach to its coconut water, focusing on keeping the product as natural and pure as possible. Many other coconut water companies may add preservatives, sweeteners, or other ingredients to enhance flavor, extend shelf life, or cut costs. Cocovivo's commitment to using only a limited number of natural ingredients sets it apart in the market.



Sustainability

Cocovivo has a strong commitment to sustainability and ethical practices, this differentiates us from other coconut water companies. Customers are increasingly conscious of the environmental and social impact of the products they buy, so a company that prioritizes sustainability can attract a loyal customer base.

Sourcing

Cocovivo likely takes great care in sourcing its coconuts from specific regions known for high quality coconuts. Some other companies may not prioritize the quality or origin of their coconuts, leading to variations in taste and quality.



Our story

Sharing the story behind Cocovivo, such as how the company was founded, our mission, and values, can help establish a connection with consumers. Transparency about sourcing, production methods, and ingredients can also build trust with customers who value authenticity.

Processing Method

The method used to extract and package coconut water can greatly impact its taste and nutritional value. Cocovivo uses a unique processing method that preserves the natural flavors and nutrients of the coconut water, setting it apart from companies using more industrial or less careful processes.



Promotion

Promotion will be conducted by creating engaging social media content, partnering with influencers, encouraging customers to share their experiences, highlighting the health benefits, sharing our brand's origin and sustainability story, organizing giveaways, collaborating with fitness and health-related businesses, and using email marketing to offer exclusive deals and updates.

Social media campaigns:

- Using Instagram, Facebook, Twitter, and TikTok with visually appealing content to leverage customers.

Influencer partnerships:

- Collaborations with fitness, health, and lifestyle influencers.

Customer engagement:

- Encouraging customers to share their experiences with a branded hashtag and repost

Health Benefits:

- Highlight the natural and health benefits of coconut water.

Engaging stories:

- Share the origin story and sustainability efforts of Cocobívio.

Contests and giveaways:

- Run promotions to increase engagement and brand awareness.

Collaborations:

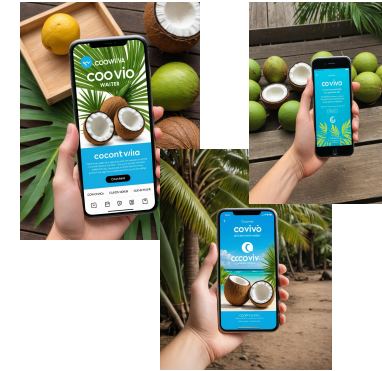
- Partnering with gyms, yoga studios, and health food stores.

Creative marketing strategy:

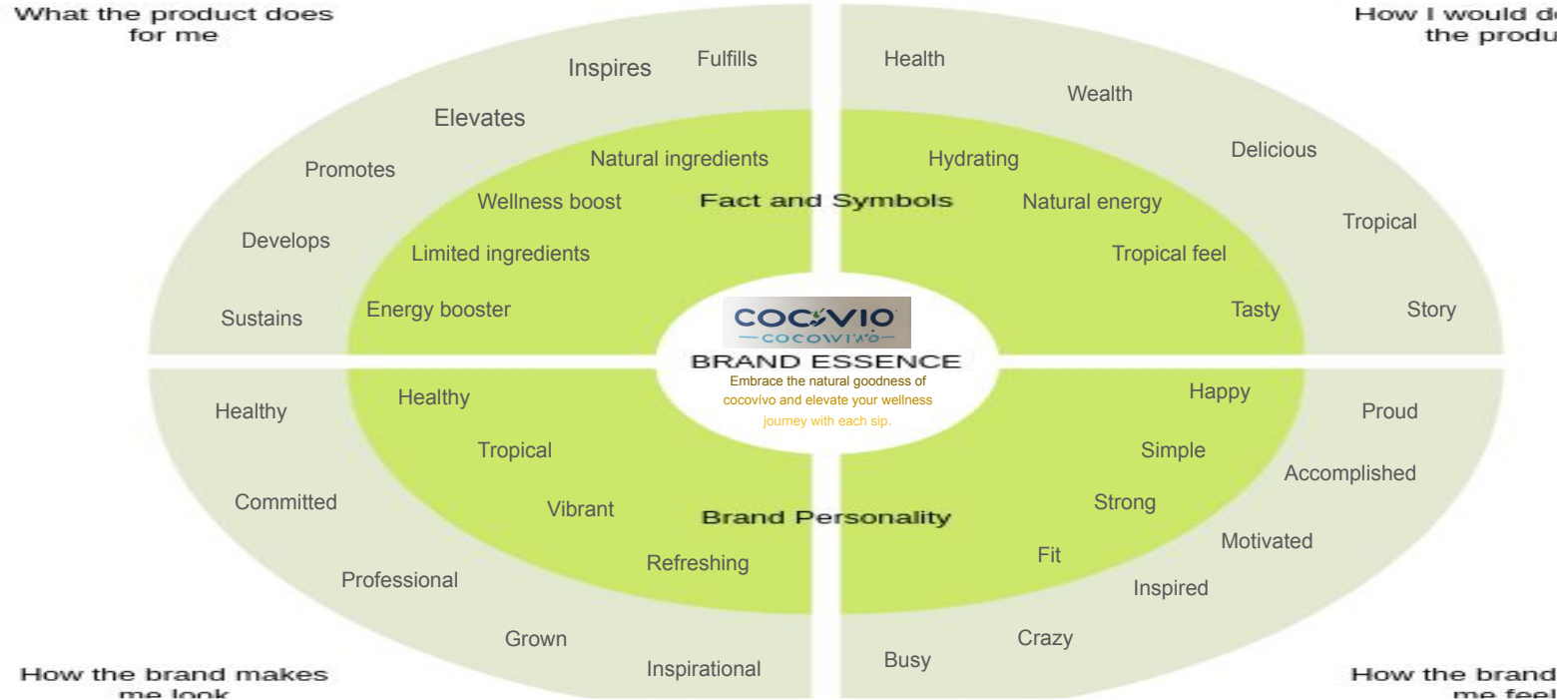
- Building a subscriber list for exclusive offers and updates

Merchandise:

- Creating trending appeal for our loyal customers to rep at all times



Brand wheel



Competitors



Vita Coco
Single: \$4.34
Pack: \$16.86



Parrot
Single: \$1.41
Pack: 28.00



Harmless Harvest
Single: \$4.89
Pack: 48.00

Where we stand



- At cocovivo, we believe in the power of true choices. That's why we offer only the purest coconut water, untouched by additives or preservatives. Indulge in the authentic taste of nature with every sip. Whether you opt for a single bottle or a value pack of 12, we ensure you get the best quality at the most affordable price. Embrace the essence of cocovivo - where each sip is a unique celebration of pure refreshment.
- We will be selling our product individually or packs of 12

Pricing:

- Single: 75C
- 12 Pack: 10.99



- We believe that making our pure coconut water affordable for all means more people can enjoy its benefits. We're committed to providing the highest quality products at the best prices to ensure everyone can experience the refreshing taste of nature without breaking the bank.

Direct to consumer approach/Marketing support

Cocovivo is a premium coconut water brand that offers pure, refreshing, and natural hydration sourced from the finest coconuts.

1. Online presence and e-commerce platform:

- Establish a Cocovivo website for direct sales.
- Utilize our social media platforms for brand awareness and online promotions.
- Offer subscription/ bundle services for recurring revenue.

2. Influencer Partnerships & Brand Ambassadors:

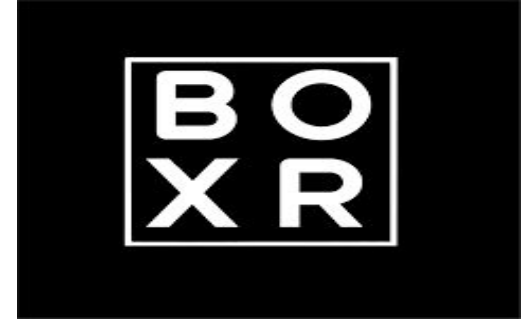
- Collaborate with influencers and celebrities to reach a wider audience.
- Engage brand ambassadors to promote Cocovivo's health benefits and quality.
- Leverage trending content to enhance brand credibility.

3. Sampling Programs & Events:

- Attend health and wellness events to distribute samples and create brand awareness.
- Understand and implement targeted sampling campaigns in gyms, yoga studios, and grocery/convenience stores.
- Collect feedback to improve products and customer experience



Collabs/Partnerships



We plan on collaborating with local Miami gyms like Powerhouse Gym, Elevation, and BOXR to further promote health and wellness. By partnering with these esteemed fitness centers, Cocobívo aims to provide natural hydration and support the active lifestyles of their members, enhancing their fitness journey with our premium coconut water.

In store physical appearance



Besides partnering with local gyms, Cocobívo plans on establishing in-store physical appearance partnerships with GNC and Nutrishop. These collaborations will be a great way to target our audience and promote our product, ensuring that health conscious consumers have easy access to our premium coconut water while shopping for their nutritional needs.



Future goals



National expansion

We aim to strategically expand Cocovivo nationwide by focusing on market research, effective branding, distribution partnerships, and consumer engagement.

Brand recognition

Building strong brand recognition through innovative marketing strategies, authentic storytelling, and exceptional product quality.

Consumer satisfaction

Prioritizing customer satisfaction by delivering premium quality coconut water, responsive customer service, and listening to feedback to continuously improve the consumer experience.

Product innovation/Expansion

Driving product innovation and expansion by exploring new flavors, packaging options, and product lines to meet diverse consumer preferences and market demands.

Quality assurance

Ensuring top tier quality assurance through numerous testing, sourcing the finest ingredients, and maintaining strict production standards to deliver a consistent and superior product to our customers.

Industry leadership/ Job opportunities

Establishing industry leadership by attracting top talent, fostering a culture of innovation, and creating diverse job opportunities that empower employees to contribute to our success and drive the company forward.



Resources



- Paradigm , Visual . “Brand Essence Wheel Template | Brand Essence Wheel Template.” Online.visual-Paradigm.com, Feb. 2AD, online.visual-paradigm.com/diagrams/templates/brand-essence-wheel/brand-essence-wheel-template/.
- Canva. “Canva.” Canva, 2013, www.canva.com/.

A tropical beach scene with several palm trees leaning over a sandy shore. The ocean is a vibrant turquoise color, and the sky is a clear, bright blue. The sun is visible in the upper left, creating a lens flare effect. The overall atmosphere is warm and serene.

iThank you!

The logo for COCOVIO, featuring the brand name in a bold, dark blue sans-serif font. A small green leaf icon is positioned between the 'C' and 'O' of 'VIO'. Below the main name, the word 'COCOVI' is written in a smaller, lighter blue font, flanked by two horizontal lines.

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