

CASE STUDY

How SmartyPants Found Success With a Strategic Charitable Partnership

SmartyPants Vitamins built a cause marketing partnership with Vitamin Angels into the foundation of their business and never looked back.

It's been full steam ahead for sales and support ever since. Here is how we helped SmartyPants bring their values to life and delivered demonstrable results.



Interested in partnering with us? Contact partnerships@vitaminangels.org



CHALLENGE

When SmartyPants founders, Courtney and Gordon Gould, were preparing to launch their startup in 2011, they knew that giving back had to be a key component of their company's mission. Recognizing that this would help drive customer loyalty, employee engagement, and help fulfill their mission of making good health accessible for everyone, the search began.

They wanted a partner that would demonstrate significant and measurable impact on a global scale, which required teaming up with a nonprofit that was credible, transparent and financially efficient.



SOLUTION

Enter Vitamin Angels

With over 26 years of cause-marketing experience, Vitamin Angels partners with multinational retailers and brands, to create custom platforms that help companies demonstrate their commitment to giving back on a global scale.

Here's how we did it for SmartyPants.



SOLUTION

How our Partnership Drove Success

1. Differentiate from Competitors

From day one, SmartyPants Vitamins made a huge decision that is rare for companies to make: an ongoing partnership with no donation cap. They committed to a 1:1 model, meaning that for every bottle of vitamins they sell, they make a matching nutrient grant to a woman or child in need. This model, Vitamin Angels demonstrated, was proven, fully customizable, and simple to set in motion. It also allows SmartyPants' customers to feel empowered with every purchase they make, driving loyalty and sales.

- Snapshot : See our partnership video: <https://youtu.be/7jFTcetburc>



2. Raise Brand Awareness

The decision to showcase how much SmartyPants values its partnership was an intentional move in order to elevate brand awareness. Vitamin Angels provided a host of tools to support the story, including marketing/PR materials, powerful images, videos, and use of our 'Proud Supporter' logo.

SmartyPants incorporated their Vitamin Angels partnership into their website, social media, promotions, packaging, and more, to communicate that the value of their product goes beyond what's inside every bottle. Additionally, SmartyPants used the partnership to break through their own PR efforts, including features in [KTLA](#), [Funding Circle, Inc.](#), [ANA](#), [Inspired Insider](#), [HuffPost](#), [Create & Cultivate](#), [Medium](#).

SOLUTION

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3. Engage/Retain Employees

An unexpected bonus? Employees love working for a company associated with a cause. More often than not, job candidates bring up Vitamin Angels as one of the reasons they applied. SmartyPants incentivizes employees and recognizes top performers by offering multiple opportunities to travel with Vitamin Angels to some of the countries we are impacting including Peru, Ethiopia, and Indonesia!

Overall, the company's partnership gives employees a sense of purpose and commitment to their work, helps attract the best talent, and increases retention.

“

I work a lot with spreadsheets and computers, so to see that it can translate into helping an actual child and help mothers give birth to healthier babies, it's really, really special.”

– Victoria,
Accounting Team



RESULTS

Since 2011, SmartyPants Vitamins has experienced aggressive growth, outpacing their category, and expanding into other territories. As the business grows, so too has its contributions — their annual donations are now about 475x higher than when the partnership began.



“

We knew our commitment would grow as our company grew. And Vitamin Angels has expanded along with us, making it possible for us to have a bigger impact than we possibly could have had on our own. We want to demonstrate to other people that it's possible to be successful while making purpose a part of what you do.”

– Courtney Nichols Gould,
SmartyPants Co Founder & CEO

BY THE NUMBERS

10
Years
of partnership

15M+
nutrient grants
made

1:1
Nutrient
grants made
per bottle sold

8
Countries
traveled to with
Vitamin Angels

Our Support/Capabilities

Vitamin Angels specializes in helping businesses in the following areas:

- Customer Loyalty
- Appeal to Retailers & Investors
- Customized Marketing Assets
- Integrated Marketing Programs
- Corporate Social Responsibility (CSR) Expertise
- Quantifiable Impact
- Dedicated Account Manager
- Networking opportunities at fundraising events



Interested in Working With Us?

We invite you to contact partnerships@vitaminangels.org to learn more about how we can help drive results like these for your business.



CONTACT US TODAY