WELCOME TO #THECOCONUTCHALLENGE – THE ULTIMATE EXPRESSION OF SUMMER FUN! ALL THE INFORMATION AROUND THE CAMPAIGN CAN BE FOUND ON OUR WEBSITE MALIBURUMDRINKS.COM/THECOCONUTCHALLENGE.

PLEASE POST YOUR #THECOCONUTCHALLENGE DANCE BY AUGUST 24TH AND YOU COULD BE FEATURED IN THE OFFICIAL MUSIC VIDEO FOR DILLON FRANCIS & MALIBU.

Q: What is #TheCoconutChallenge?
A: Malibu is bringing a little bit of sunshine to the world this summer through a partnership with Platinum-selling American DJ and producer Dillon Francis. On August 4th, Malibu & DJ Dillon Francis will drop an unforgettable anthem when they remix The Coconut Nut Song into a summer hit!

And together, with a community of over 30 Malibu Ambassadors from seven different countries around the world — including creative director Ashley Banjo, comedian Hannah Stocking, singer and radio presenter Fleur East, and using the creative choreography of Matt Steffanina — we’re launching #TheCoconutChallenge.

Fans who share their dance moves to the beat of The Coconut Nut Malibu Remix and tag their posts with #TheCoconutChallenge could be featured in Dillon’s crowdsourced music video, scheduled to premiere later this summer.

Additionally, Malibu is leveraging #TheCoconutChallenge to support the recovery of businesses most affected by the coronavirus pandemic. We’ve pledged an initial $150,000 to the National Urban League in support of business recovery and, between August 4th and August 24th, we will be donating $1 per each #TheCoconutChallenge post, for a maximum contribution of $250,000.

Q: Who can be part of #TheCoconutChallenge?
A: #TheCoconutChallenge is for anyone who loves to have a little bit of summer fun. We invite people from everywhere around the world to give us their take on #TheCoconutChallenge dance created by Matt Steffanina to the beat of The Coconut Nut Malibu Remix by Dillon Francis.

Q: Is there a cash prize?
A: It is a once-in-a-lifetime opportunity where you could be featured in the Official Music Video for The Coconut Nut Malibu Remix by Dillon Francis. This is all about having fun – not a competition. No money or prizes involved.
Q: Will I be notified if I’m selected to be featured in the Official Music Video?
A: We’re stoked to see your video, but we do not have capacity to reach out to all of you. Please watch the Official Music Video; The Coconut Nut Malibu Remix by Dillon Francis when it’s released on September 15th to see if you’re featured! (P.S. We hope you are!)

Q: Will my name/handle appear in the Official Music Video?
A: We are looking to feature as many awesome clips (and happy coconuts) as possible. Therefore, we are not able to incorporate names or handles. But we can’t wait to see your dance moves!

Q: Do I retain legal ownership of the content I submit?
A: Great question. In order for us to be able to use your content freely, we need your approval. By filling out the form and sharing your content with us, you agree to give us a license, as described in our Terms & Conditions.

Q: Do I need to pay to participate?
A: Not at all. Just share your dance video using #TheCoconutChallenge and fill out the form and you could be featured in The Coconut Nut Malibu Remix by Dillon Francis. Need a form? Click here.

Q: My clip won’t submit, what’s wrong?
A: We would love you to go back and ensure that all fields are filled in. Also please check that your video has been uploaded. The entire form needs to be filled out or it won’t submit. If that still doesn’t work, DM us!

Q: Do I need to submit all my information to enter the challenge?
A: Yes, please fill in all of the required fields in the form, and you could be featured in The Coconut Nut Malibu Remix by Dillon Francis.

Q: Where / on what channels will this campaign be featured?
A: Catch us on Instagram, Youtube, Facebook, and Twitter. You can also find the remix on major streaming platforms like Spotify & SoundCloud. For more information about #TheCoconutChallenge check out maliburumdrinks.com/the-coconutchallenge.

Q: For how long do you own the legal rights to my submission?
A: Great question. All legal answers can be found in the Terms & Conditions section in our submission form. By filling out the form and sharing your content with us, you agree to giving us a license to use it in the campaign.