

Chobani

Mindful Communications:

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+ Executive Summary

- Chobani is committed to creating rich, delicious and nutritious yogurt using only ingredients from the highest quality.
- “Chobani didn’t start the trend but Greek yogurt grew because Chobani truly capitalized on the appeal of the product” (Ackerman).
- Mindful Communication wants to display Chobani in a positive light and break free from the fallacy



+ Situation Analysis



- Chobani is a new company looking to meet the needs of the demands of the current consumer.
- They have created a product that is full of probiotics, all natural ingredients, and low in fat (Chobani).
- Chobani Champions is a healthy alternative for children with all of the same nutrients that the original yogurt has.
- Following closely behind Chobani are Greek yogurts under the names; Oikos, FAGE, and Dannon



+ SWOT Analysis

- Strength: Chobani yogurt is currently listed as the number one brand of Greek Yogurt
- Weakness: Chobani does not partner with a well-known foundation that many people have heard of to promote their corporate social responsibility
- Opportunity: Create awareness of the health benefits of Chobani Greek yogurt v. regular yogurt
- Threat: Chobani is struggling to keep up with demand of the consumers.



+ Problems and Opportunities

Problems

- New Company, started in 2007. Already dominators in yogurt market.
- Consumers haven't heard of Chobani.
- Large competitors; Dannon, Fage, Oikos
- Price: Chobani is slightly more expensive
- Inability to product enough product for the demand

Opportunities

- Create awareness of health benefits of Chobani Greek yogurt vs. regular yogurt.
- Create awareness of the new product; Chobani Champions for kids.
- The great ways Chobani can be integrated into a healthy lifestyle rather than just a breakfast.
- Chobani creates a community not just a yogurt.

+ Target Market

■ Moms and Tots:

- Middle-class individuals who focused on providing their children with a healthy lifestyle.



+ Target Market

■ Health Nuts:

- These health-conscious individuals make conscious decisions regarding their health.
- Eat yogurt on a regular basis and appreciate quality ingredients and good flavor.



+ Objective #1

- **Generate positive publicity for Chobani.**



+ Strategy: Use the ChoMobile to generate health education among elementary school students.

- Tactic 1: Our nutritional expert will travel with the ChoMobile to inform students on proper nutrition
- Tactic 2: Students will engage in activities that highlight the nutritional value of Chobani Champions. Coloring pages will be provided to children to take home and share with their families.
- Tactic 3: Students will participate in activities that involve Chobani Champions Greek yogurt. Volunteers will help them create their favorite snacks using the yogurt as a substitute.



+ Objective #2

- **Create Brand awareness and loyalty.**



+ Strategy: Create “Love” of the brand Chobani among adults through the overarching theme of “Love”

- Tactic: Chobani has created monthly “Recipes for Love”
 - January: New Years
 - February: Valentine’s Day
 - June: Wedding Season
 - October: Breast Cancer Awareness Month



+ Objective #3

- **Increase number of Chobani Greek Yogurt cartons purchased by 7% by June 2012**



+ Strategy: Educate consumer on how to “Pack the Perfect Lunch

- **Tactic 1:** “Back to school with Chobani.” Creating a coloring book lunch bag with Chobani logos and creative images for kids to color in. Incorporate with Tactic 2.
- **Tactic 2:** Promote consumer YouTube videos featuring parents and children “Packing the Perfect Lunch” together. Direct parents to consumer videos of how other parents are incorporating Chobani products into their children’s school lunches.
- **Tactic 3:** Consumers will participate in a photo contest outlining the most interesting locations to each lunch.

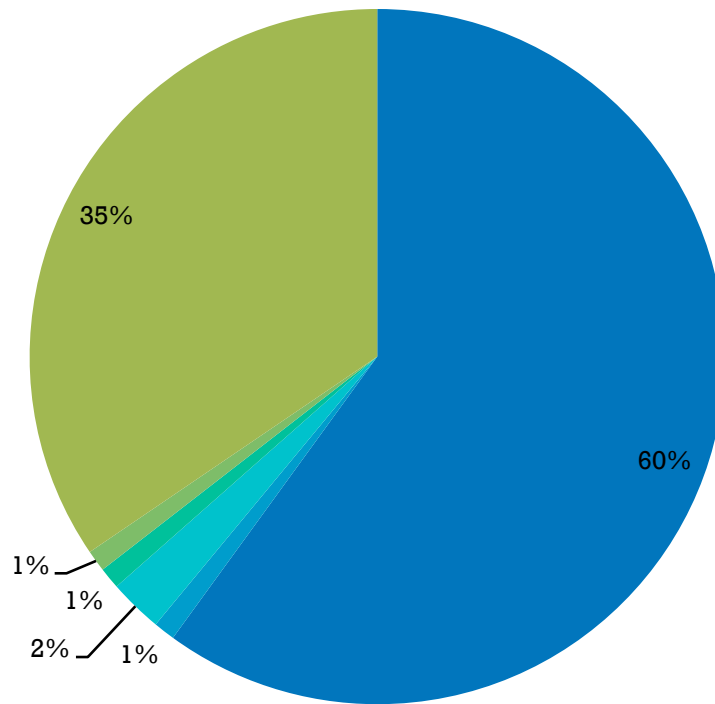


+ Evaluation

- Objective 1: Generate positive publicity for Chobani
 - Parent Surveys
- Objective 2: Create brand awareness and loyalty
 - Number of press releases printed
 - Article clippings
 - Participant satisfaction survey
- Objective 3: Increase number of Chobani Greek Yogurt cartons purchased by 7% by June 2012
 - Comparison of yearly sales



+ Budget



- ChoMoblie Expenses
- Cake Boss Expenses
- HoneyMoon Giveaway
- Chobani Lunch Bags
- Chobani Coloring Book Pages
- Unexpected Expenses

