



brand unpacking



The Story

Astro Yogurt's story is deeply connected to the introduction of Balkan-style yogurt to Canada. The brand's journey began over 50 years ago when it first brought this traditional, creamy yogurt to Canadian consumers. Balkan yogurt, known for its rich taste and probiotic benefits, became Astro's signature offering. It gave Astro a distinct identity in the yogurt market, and it quickly became a favorite among those seeking a healthy and flavorful alternative to conventional yogurts.

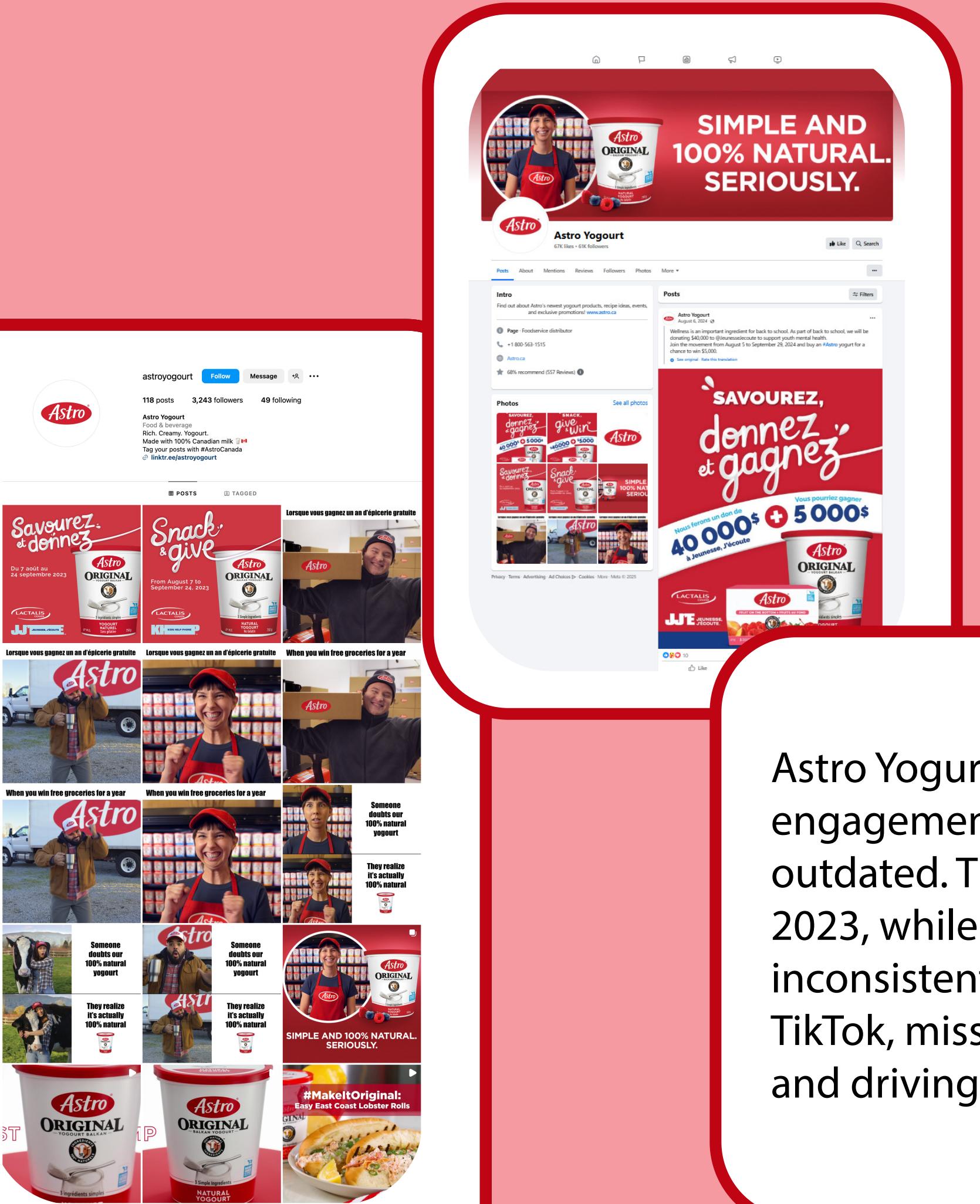


Target Demographic

Astro Yogurt is family-friendly and affordable. Its pride is the Balkan-style yogurt, advertised as natural, rich, simple, and made with Canadian dairy. Astro emphasizes real ingredients and authentic taste, appealing to Canadians who value healthy, nutritious, natural dairy products.



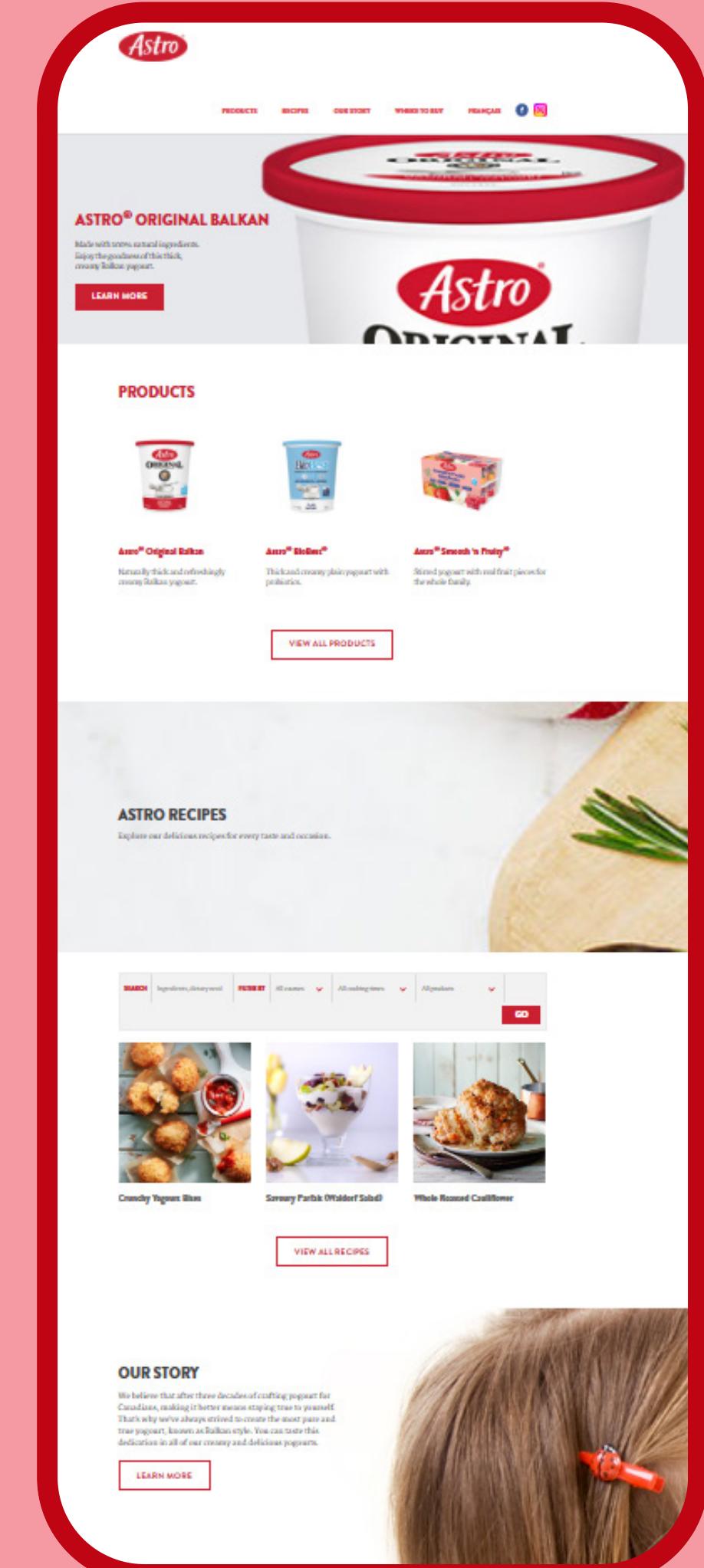
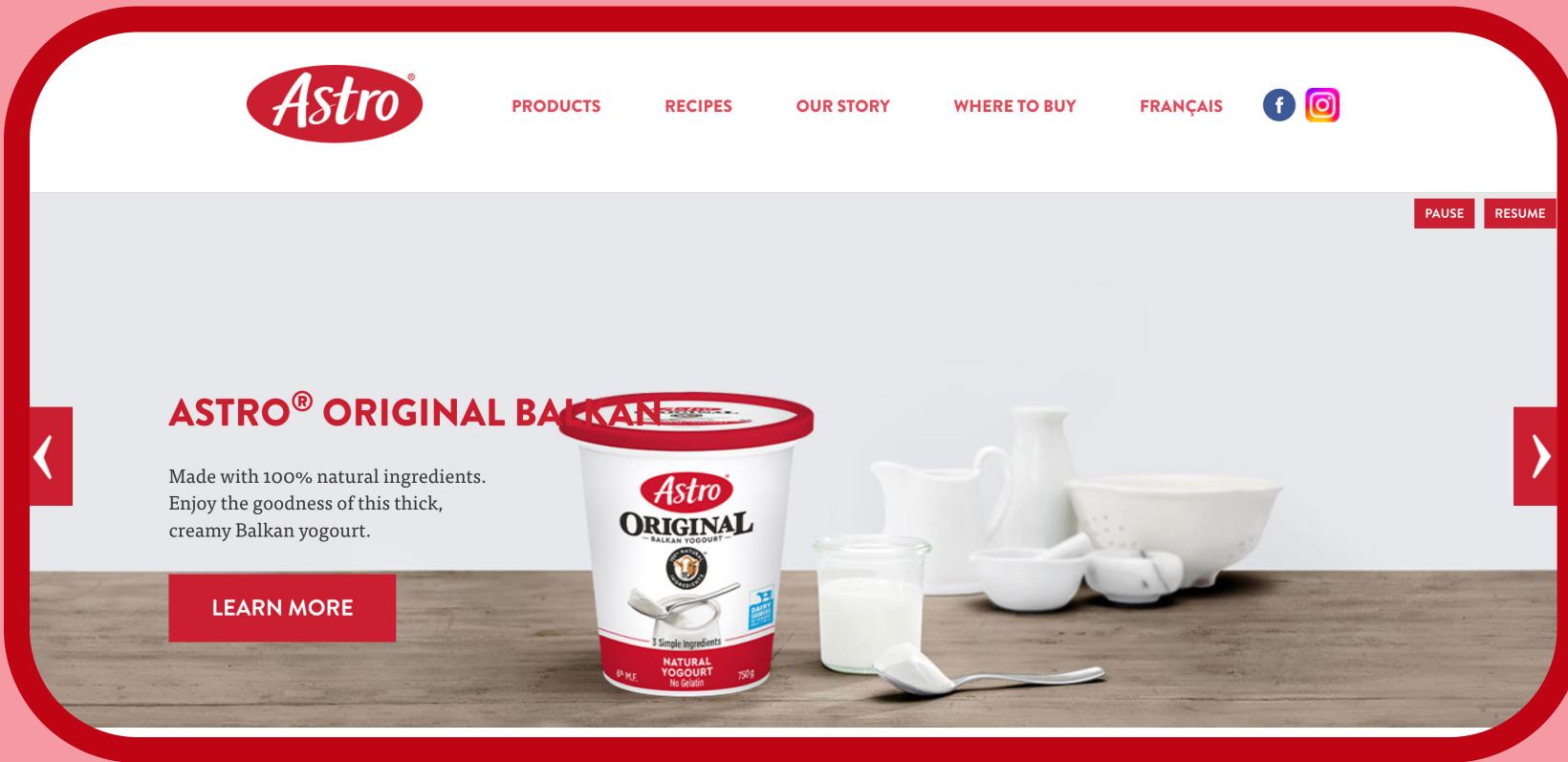
Current Branding



Astro Yogurt's current branding suffers from repetitive content and low engagement across digital platforms. Much of the branding feels outdated. The [@astroyogourt](#) Instagram has been inactive since August 2023, while their Facebook last saw a post in August 2024, indicating inconsistent online presence. Additionally, the brand has no presence on TikTok, missing out on a key platform for engaging younger audiences and driving brand awareness.

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The Astro Yogurt website features a selection of recipes that highlight ways to enjoy their products. The site maintains consistent colors throughout, reinforcing brand identity. Social media links are easily accessible, making it simple for users to connect with the brand. However, some images are not scaled properly to match different device screens, affecting the user experience. For example, one issue is that the title blends into the background image, making it less readable and reducing its visual impact.



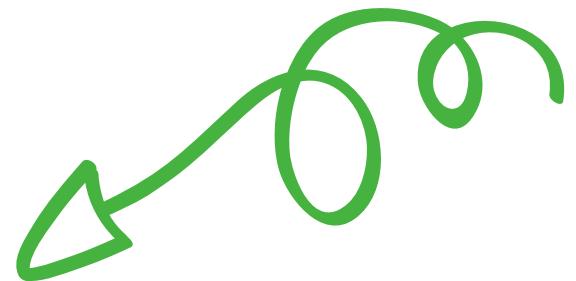
Store Positioning

Astro Yogurt can be found on the top shelf at eye level. Its competitors nearby include Activia, IÖGO, and Source Yoplait.

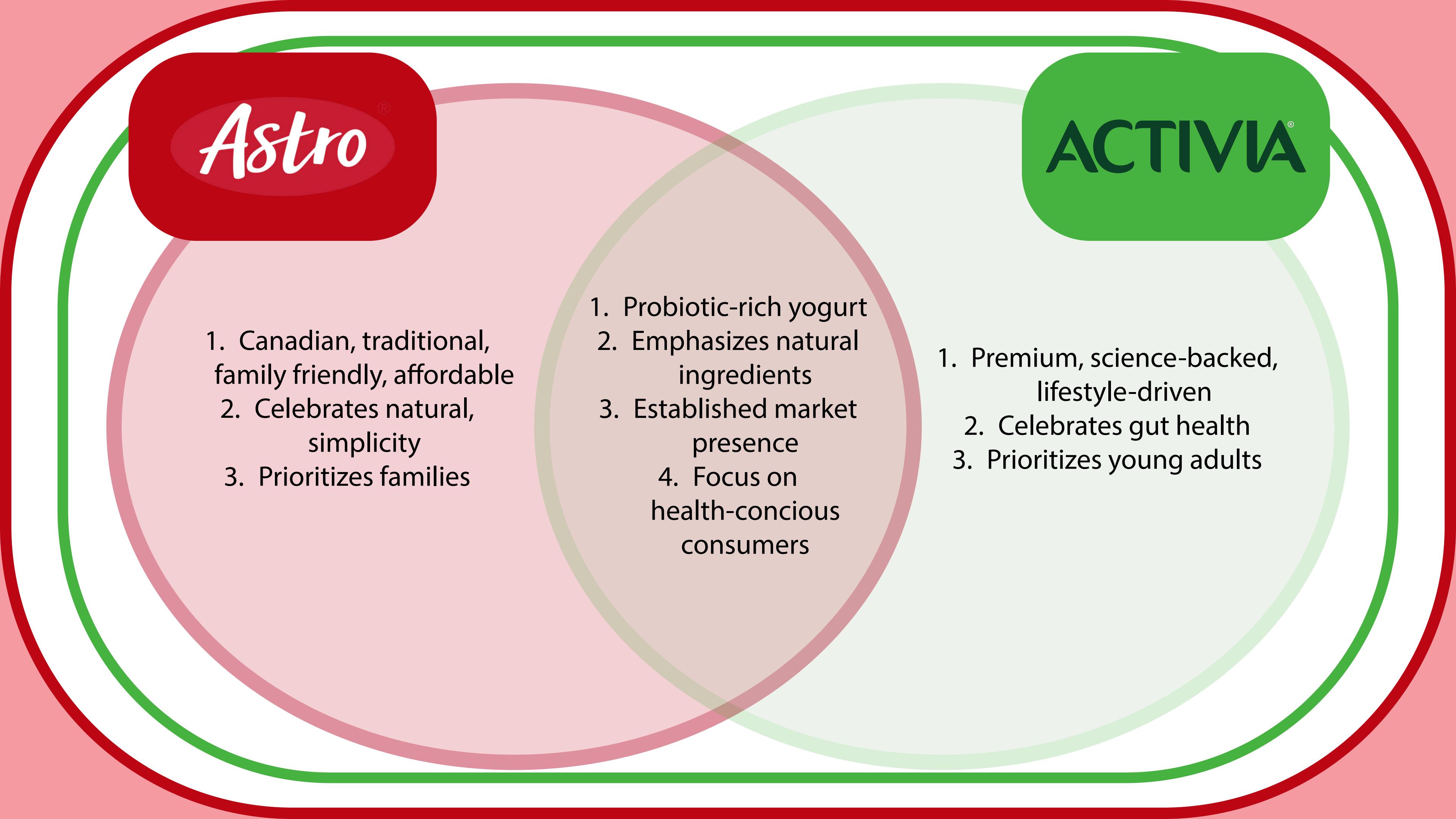


Biggest Competitor

Iconic. Simple. Clean. Important.



Activia is a probiotic yogurt brand known for its strong association with digestive health. Owned by Danone, they differentiate itself through science-backed claims toward better gut health. The brand has a premium, lifestyle-driven approach, appealing to health-conscious consumers, particularly young adults. Their visual identity is formed by its sleek green and gold color scheme, evoking freshness, vitality, and high quality. Activia's marketing strategy mainly utilizes engaging digital campaigns, influencer partnerships, and aspirational messaging. However, their products are slightly pricier, and some perceive it as a more commercialized option compared to traditional-made yogurt brands like Astro Yogurt.



Astro

- 1. Canadian, traditional, family friendly, affordable
- 2. Celebrates natural, simplicity
- 3. Prioritizes families

- 1. Probiotic-rich yogurt
- 2. Emphasizes natural ingredients
- 3. Established market presence
- 4. Focus on health-conscious consumers

ACTIVIA®

- 1. Premium, science-backed, lifestyle-driven
- 2. Celebrates gut health
- 3. Prioritizes young adults

Eye-catching color
Red and white
emphasizes Canadian
identity



Retro fonts evoke a
traditional and
homemade feeling

Canadian dairy identifier is
clearly marked to promote
the idea of local ingredients

Natural and simple
ingredients are
highlighted

The Not So-Good



Biggest text is not the most important text

Unattractive gray image does not print well on physical products

Too many fonts

Branding Critique



Astro Yogurt's branding is rooted in tradition, with a familiar but dated aesthetic. The red and white color scheme aligns well with its Canadian identity.

The logo and packaging design feels functional but uninspiring. The text is cluttered and unattractive, and while it conveys a sense of heritage, it does not stand out on shelves as it lacks modern appeal.

Astro's brand voice is straightforward, focusing on trust, simplicity, and real ingredients. It does not lean heavily into emotional storytelling or aspirational language, which makes it feel less engaging for younger audiences who connect with brands on a lifestyle level. Competitors like Activia use a more empowering tone, connecting gut health to overall wellness and vitality.

Astro Yogurt uses a warm, friendly female voice in their voiceovers, sounding like a woman in her 30s. This choice is effective as it conveys a sense of trust, approachability, and familiarity, aligning well with the brand's family-friendly and authentic positioning.

The
Big
Idea

Simply Canadian.



With a fresh yet familiar look, it delivers pure, natural yogurt that Canadians can trust and take pride in.



The **Big** Idea

Astro Yogurt embraces its Canadian identity, celebrating its local roots to encourage national pride. By modernizing its branding while maintaining their familiar charm, Astro will stay true to their identity but with an authentic vibe. A clean, simplified design will make the product more inviting and easy to navigate. This update in visuals will promote a fresh image while displaying Astro's original values. Eating Astro Yogurt will feel like a return to nature, allowing consumers to enjoy it with confidence, already knowing the three simple ingredients.

Tagline

Simply Canadian,

Simply Astro.

Other

Slogans

How do you Canadian?
Simple, natural, Canadian.
Tastes like Canadian.

Astro



Logo Remake

Astro

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For the logo redesign, we maintained the iconic red color to ensure the brand remains recognizable and retains its connection with existing customers. We changed the font to a round and thick style to represent the consistency of Astro's signature Balkan yogurt, and to maintain a friendly, fun feeling. We incorporated a Canadian maple leaf to highlight and celebrate the brand's Canadian heritage. Especially with the current political tensions, now is the perfect time for Astro to emphasize its Canadian background. This will make Astro yogurt easily identifiable, and also stand out from its competitors.

Additional Mockups





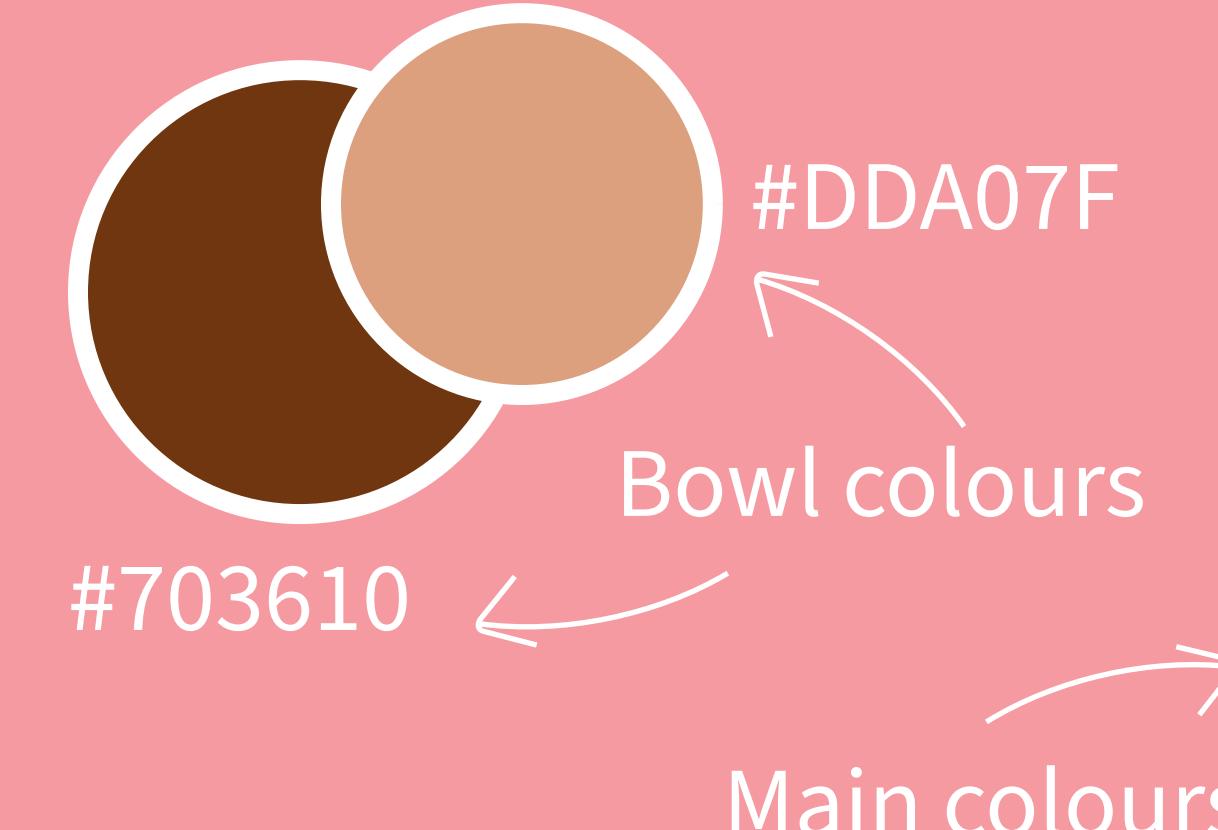
Astro

New Packaging



Colour Palette

To emphasize the Canadian identity, we've decided to continue with the red and white theme. However, we also wanted the different flavours to be recognizable upon just a glance. Many people already associate different colours with different items around them. For example, blue is for blueberry and red is for strawberry. On our new packaging, we would like to integrate that sense of immediate recognition by colouring the bottom of the product with the colour associated with the fruit. This ensures minimal confusion as well as an aesthetic appearance for customers.



#DDA07F

Bowl colours

#703610

Main colours

#FFFFFF

#BD0614

Typography

Heading

Decorative Heading

Body Text

Jumble

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9

Shelby

A B C D E F G H I J K L M N O P Q R S T U V W X
Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9

Myriad Pro

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9

Photo/Film Style

Promoting the natural essence of Astro Yogurt, we wanted the new photo and film style to have a more dreamy effect. This includes nature scenery and videos with families and friends. We want most of the product shots to be taken in nature while having a bokeh-like effect. As for videos, it can showcase the same style, but with family and friends enjoying the product as a group.



Socials Campaign

The primary audience would consist of health-conscious millennials and Gen Z (ages 18–35) who value natural, locally sourced products. The secondary audience would be families looking for healthy products. The audience's interests would include food trends, sustainability, supporting Canadian businesses, and wellness.

In order to increase brand awareness, update the Facebook and Instagram, and also create a Tiktok account to reach the younger audiences. Start by producing short, engaging videos showing the journey of milk from Canadian farms to Astro Yogurt cups. We can advertise its Canadian heritage and naturalness by using nature and Canadian activities and culture as visuals. We can also showcase the farmers, cows, and natural processes behind the yogurt production to personalize the brand. Adding facts or stories would spark interest and curiosities. For more engagement, collaborate with food influencers or athletes to popularize fun, easy recipes using Astro Yogurt (eg what I eat in a day videos). We can also encourage viewers to play around with these recipes and even create their own. If they post about them, we can feature the best submissions or even provide some prizes.

By focusing on authenticity, community, and creativity, Astro Yogurt can build a strong, loyal following while showcasing its commitment to natural, Canadian-made products. This strategy will not only drive engagement but also position your brand as a trusted and beloved choice for health-conscious consumers.

Lookbook



Thank you!