

Greek Yogurt Survey Case

In the Greek Yogurt Case, the subject is **Greek Yogurt** sold in grocery stores. The timing is the beginning of 2011 and Greek Yogurt is one of the hottest categories in grocery stores, experiencing tremendous growth. Chobani, a relatively new brand, has reached a broader market than the existing major brands Fage and Oikos. **Fage** was the leader with its side-by-side cups that **separated the fruit from yogurt** and **Oikos** was relevant because it was the only **organic** offering. **Chobani** had a distinct taste, texture, and consistency from these other brands as well as offered more flavor options.

In this case, you will be interacting with a Manager Ken Billerica who works for Daymon International, a company that at the time of the case is **servicing the Greek Yogurt category** for Wegmans. Ken works closely with the Wegman's managers and recently his team ran a survey with Wegman's about Greek Yogurt category behaviors and attitudes.

Ken has a Simon MBA and he requested your team to do this work when his team was drawn away with other urgent business for Daymons. You normally work on a different analysis team, but you have been temporarily assigned to do the analysis and presentation for Ken. Ken is really influential in the company and doing a good job in this project could shape the trajectory of your career.

In this case, you will receive an email from Ken inviting you to a project "kick-off" meeting. That meeting will actually consist of a video clip you watch and a zoom interaction with an experiential facilitator. The video will contain Ken's opening comments in the meeting. The scheduled zoom interaction with an experiential facilitator will act as the follow-on interaction directly following the video. The experiential facilitator will play the role of Ken a key **stakeholder**, or his associate. During that zoom meeting, you will be able to ask questions.

You need to complete the assignment by **translating the information you receive from Ken and/or his associates into your analytics needs and analysis design**. You will need to conduct the analysis and create a presentation. Your presentation you will submit ahead of your presentation, which will be given live to Ken and/or his associates.

You will be graded using the **FAcT approach**. The detailed scheme is given on the next page.

- * We need relatively importance measure dimensions - protein, sugar, fat, etc
- * do they also important in the consumer's mind? maybe from comments
 - * how do brand differ from certain attributes?
 - * does snaking usage need a display?

Grading Rubric with key points:

Frame (4 pts):

1. Did you **frame the analysis** and **insights** to both cover the research questions?
2. Did address the **most important aspects** of the project mandate?
3. Did you utilize the interaction with Ken and associates to **clarify the key points**?
4. Did you translate the analyses into **managerially-relevant insights**?

Analyze (3 pts):

5. Did you use appropriate **statistics** to create the information related to the questions?
6. Did you obtain correct numbers?
7. Did you interpret the statistics correctly?

Communicate (3 pts):

8. Does the presentation tell the story of the data?
9. Do you use visuals and content to present the information effectively?
10. Do you link the information to the insights effectively?
11. Are the tables/figures easily understood without explanation?
12. Are concise statements used to convey points via text?
13. Is the language and level of detail appropriate for the intended audience?