

Recommendations on New Flavors to Launch for Greek Yogurt

MSMA # 1

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Overview

Data Analysis:

Making assumptions from sales data of Greek Yogurt and Regular Yogurt for new flavor launching

Consumer survey:

Validating assumptions by survey on consumers' preferences on flavors

TURF analysis:

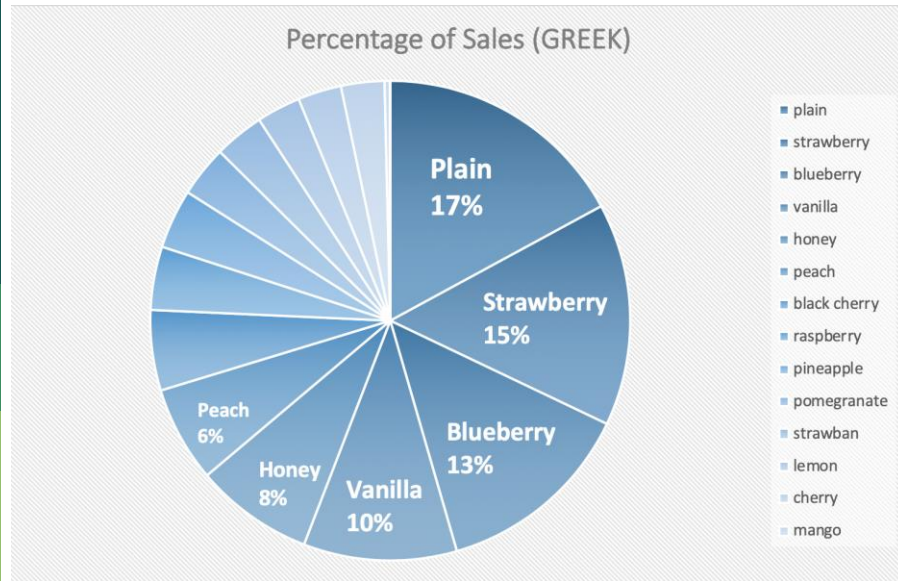
Using TURF analytics to find new flavors which can help enlarge our consumer groups

Final Recommendation:

Considering about original reach and popularity, we recommend Raspberry, Black Cherry as new flavors.

From Sales Data We Assume These Flavors might be Popular for New Launch...

Our company has already launched the Top 6 popular flavors in Greek Yogurt market



1

Launch the **next popular flavors** among Greek Yogurt:

Black Cherry (5.4%)

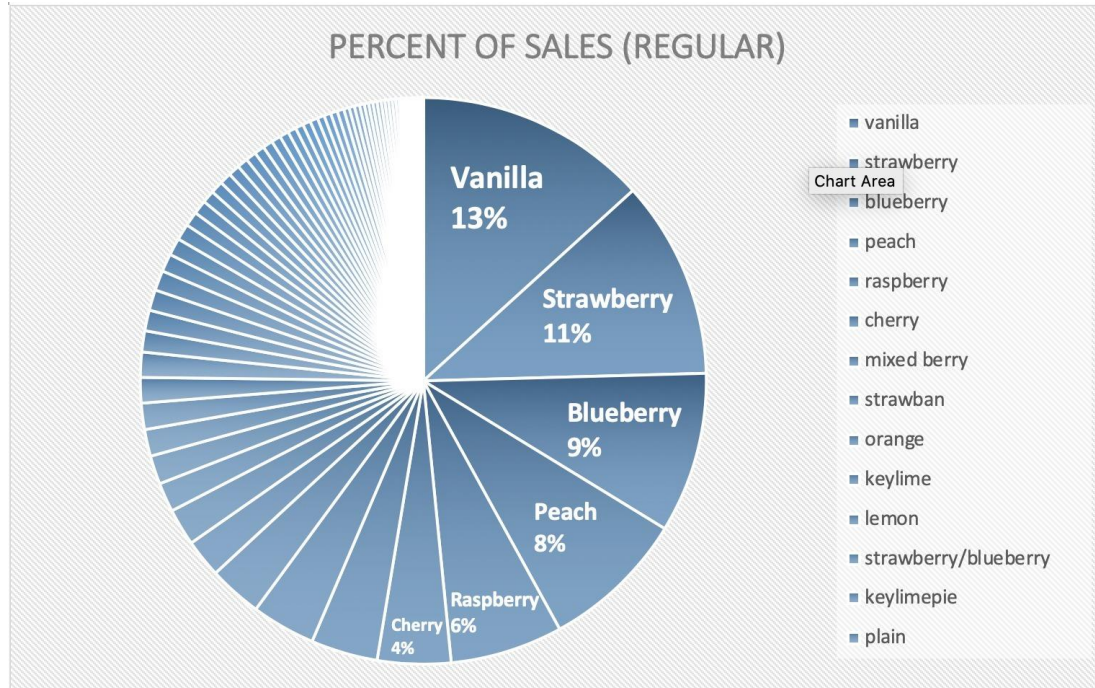
Raspberry (4.2%)

Pineapple (4.0%)

.....

From Sales Data We Assume These Flavors might be Popular for New Luanch...

From Regular Yogurt Market, we assume Consumers might also like these flavors...



2

Launch the **popular flavors** among Regular Yogurt we don't have:

raspberry (6.4%)
cherry (4.2%)
mixed berry(3.8%)
orange (3.0%)
keylime (2.2%)
lemon (2.1%)

To Validate our Assumptions We Made a Survey on 23 flavors and Found the Preferences from our Respondents

Question: How often you would eat ...? - Regularly / Occasionally / Never

13 in Greek, 5 in Regular, 5 brand new

Here we calculate the frequency of consumers choosing 'regularly' to value consumers preferences.

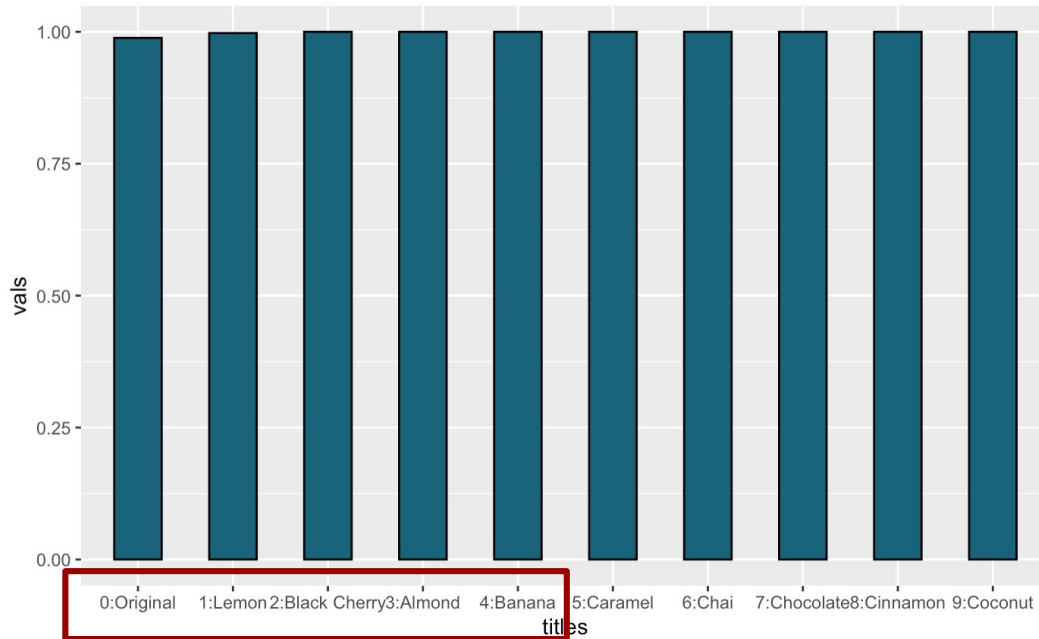
Raspberry
Black Cherry
Mango
Pomergranate
Lemon

might be the potential flavors



Taking Reach into Consideration, We made TURF Analysis and Found the Launching Priority for Larger Consumer Sizes

We set our current flavors as original and see which flavors can help our brand cover more consumers. We found original flavors have taken over 90% of the market.



We recommend these flavors based on TURF Analysis in priority:

Lemon (reach to 99.7%)
Black Cherry (reach to 1)

...However, they can not help with obvious incrementality.

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Final Recommendation based on popularity:

Black Cherry, Raspberry

However, our company should take cannibalization into consideration