



Chobani®

by: Andrea Pan

At a Glance..



Chobani's Positioning

What methods does it use to achieve this brand image?

Who are they competing with?

How does Chobani stand out from them?

Who buys Chobani?

What do these buyers value?

How can Chobani improve given current trends?

What do consumers value and how can Chobani better position themselves for the future?

Chobani's Brand

Core Components



Community & Inclusivity

Chobani Foundation works with organizations that help improve various communities

30% of Chobani's employees are **refugees and immigrants**

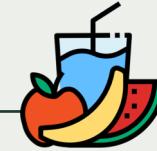
Has a product that raises money for **military families**



Universal Wellness

Posts many recipes on how to cook with Chobani as a **healthy alternative**. Recipes made for **all age groups**.

Cares about wellness of **environment** and their **workers** as well



Simplicity

Promotional videos repeatedly include the words **simple** and **wholesome**

Product descriptions on website proudly showcase each item's **no frills ingredients list**

Chobani positions itself as a **socially conscious, natural lifestyle brand** that caters to **all age groups**. Its emphasis on health and simple ingredients furthers its image as a **premium product** and appeals to those with **higher income**.

Focus on Community & Inclusivity



Released Nov 2018 to support
'Operation Homefront'



Distributes Chobani to communities after disasters. Receives extensive coverage on media.



Has a section on their website called "Impact" which lists all their social initiatives.



The Chobani Foundation has worked with to help children's hunger, those with special needs, and the homeless. These activities are posted on their website and their Twitter + FB accounts.

Universal Wellness



Main course
Chicken Pot Pie



Dip and dressing / Vegetarian
Spinach-Artichoke Dip



Dessert
Peanut Butter Mousse



Dessert
Pumpkin Scones



Side dish
Egg Salad



Breakfast
Almond Butter Banana
Yogurt Bowl

Overview Boards Pins Activity Followers Following

A screenshot of a Pinterest board titled "Chobani Recipes". It features a grid of nine images representing different recipes: Curry Grilled Salmon with Pineapple Raita Recipe, Cinnamon French Toast Recipe | Chobani, White Bean Chicken Chili Recipe | Chobani, Baked Penne with Spinach and Sundried Tomatoes..., Cranberry Oatmeal Bars | Chobani, and two other partially visible images. Each image has a caption below it.

Recipes tab on website and Pinterest page show how to cook with Chobani



Older adults

A resource to connect yogurt benefits and healthy aging.

[Download](#)



Smart snacks in schools

Children are tomorrow's leaders—our yogurts provide the nutrition they need to power their school day.



Child and adult care food program (CACFP)

We're providing nutritious options for those who participate in CACFP.

The diagram illustrates the company's values across six pillars:

- Renewable fuels**: Improving how we ship and transport our products while working to power our transportation fleet with renewable fuels.
- Sustainable packaging**: Making every piece of our packaging either fully recyclable, compostable, biodegradable, or made with recycled content.
- Sustainable sourcing**: Taking extra care to source all our ingredients in a way that protects people and the planet.
- Dairy worker wellbeing**: Ensuring everyone who has a hand in producing our #1 ingredient is protected and thriving.
- Inclusion and diversity**: Championing inclusion, diversity, and equity throughout our company.
- Strengthening rural communities**: Creating opportunity in rural communities through our business, philanthropic, and development initiatives.

Wellness resources for all age groups

Values wellness in many perspectives

Introduction

Company

Competitors

Customers

Future

Simplicity



chobani Real fruit, real flavor. Never artificial. [@grancornett](#)
Load more comments
lexipro27 @tracie20 yummm
tracie20 @lexipro27 very yum
snacksplatypus All delicious.

1,613 likes DECEMBER 4, 2018

Log in to like or comment. ...

"Real fruit, real flavor. Never artificial."



Introduction video on Youtube

Nonfat yogurt (cultured pasteurized nonfat milk),
evaporated cane sugar, peaches, water, fruit
pectin, locust bean gum, natural flavors, lemon juice
concentrate.



Takes pride in their simple
ingredients

Other branding efforts



- In December, partnered with other food companies to host 3 giveaways on Instagram.
- Partner companies—La Colombe Coffee, Justin's Almond Butter, Banza Pasta—are high end & premium in their industries → strengthens Chobani's image as a premium product

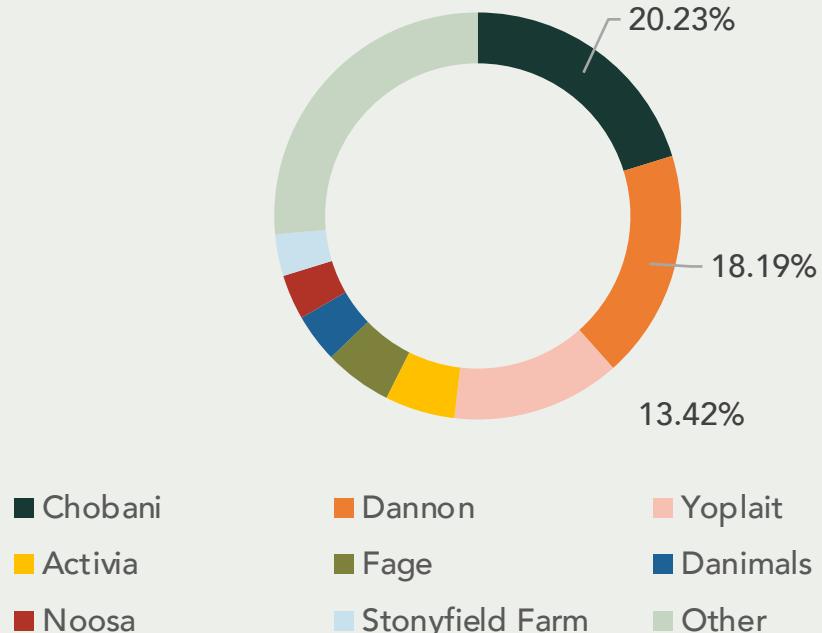


Recent releases including plant-based yogurt and a sour cream alternative contributes to Chobani's image as a healthy and inclusive brand

Chobani's Competitors

Market Shares of Top Yogurt Brands in 2017

source: Gale



- From the pie chart, it is evident that Chobani, Danone, and Yoplait are the leading yogurt brands in America.
- Based on similar revenues, reports from IBIS World and Owler, Chobani's main competitors are **Danone** and **Yoplait**.

Chobani vs Yoplait & Danone

Similarities

	Product Mix	Distribution Channels	Price
		Mass produced. Can be found at all grocery stores and Costco.	\$\$
		Mass produced. Can be found at all grocery stores and Costco.	\$
		Mass produced. Can be found at all grocery stores and Costco.	\$

All include: Standard, Children, "light"

Differences

-3.4%

How much US retail sales of yogurt fell in the 52 weeks prior to Jan 26, 2019

+7.6%

Chobani's growth in Jan-Feb 2019 → the only major brand to show growth that month

Source: Food Navigator USA



Chobani has much stronger brand identity



Chobani caters to changes in consumer preferences

At the most basic level, there doesn't seem to be a significant difference between Chobani and their competitors but trends in sales prove otherwise. Shows the importance of branding and staying current.

Chobani's Customers

Who are they?

- Chobani does not limit who they target but their most common buyer is **24-35 yr old**
- Most common income bracket is **\$125k+** and the highly educated. These shoppers tend to buy healthy foods that are free from chemicals and only made from **pure ingredients**.
- They **steer clear from "diet" foods** that contain more processed and unnatural ingredients → this is one of the main reasons why Chobani was able to steal market share from Yoplait and Danone
- **Values social impact.** High positive feedback whenever Chobani posts about their social impact activities.



Source: Numerator,
Fortune, Facebook

Chobani's current customers are young, educated, high-end, and strongly value natural foods and social impact.

Next Steps



Trends in the yogurt industry

Trends in the food industry

Recommendations for Chobani

Yogurt Trends



Overall yogurt sales **fell by 3.4%** (in the past yr)



- After 3 years of losing money, Yoplait launch 'Oui' a **French style yogurt**. Due to this launch, for the first time, Yoplait was able to experience gains.
- Australian-inspired** yogurt also extremely popular



Non-dairy yogurt sales **rose by 39.6%**

- Regardless of scientific backing, many consumers have the perception that plant-based foods are healthier than dairy

Source: Food Navigator USA

Food Trends



Transparency

- 9 in 10 consumers globally rate ingredient transparency as important or very important for companies to address



Natural

- 7 in 10 consumers would be willing to give up a familiar food for one that did not contain artificial ingredients



Emphasis on health

- 9 in 10 millennials consider diet to be one of the pillars of wellness
- Consumers are looking for functional foods that promote good health or lower risk for disease



Social impact

- 55% of consumers are willing to pay more for products and services from companies committed to positive social and environmental justice

Source: Accenture,
FoodInsight.org

Recommendations

1

Increase Transparency

In order to strengthen its image as a simple, natural, and healthy brand, Chobani should utilize its website and social media platforms to increase transparency on where it's sourcing its ingredients as well as the process behind creating the yogurt.



Noosa shows its consumers their cow farms and where they source their honey.



"making skyr: a simple process": Siggi's has a video on their website that shows their yogurt making process

2

Strengthen the "healthy-lifestyle" branding

Make the recipes that Chobani has into fast, short cooking tutorial videos to release on Facebook, YouTube, and Instagram. → can efficiently showcase Chobani as a healthy solution

- 90% of consumers watch video through their mobile device
- 91% of millennials enjoy cooking
- Can reach a large audience very fast, videos online are highly shared

3

Emphasize Chobani's social initiatives

- Currently, only promoted on Facebook and Twitter. Should also use Instagram since their Instagram page has the most engagement.
- Can utilize their product packaging as well



Lush's Charity Pot:
the lid tells you
what organization
you are supporting
if you buy the pot.



A central white rectangular area contains the text "Thank you!" in a dark green, sans-serif font. The background is a light beige color, decorated with various abstract, organic shapes in shades of pink, green, orange, and grey. These shapes include a large pink blob at the top left, a dark green star-like flower, a small orange fruit with a stem and leaf on the left, a green sun-like shape with radiating lines at the bottom left, a large grey oval with white spots at the bottom right, and a large green leaf-like shape at the top right.

Thank you!