

Chobani

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1 **Meet the Team**

Who We Are



Rationale:

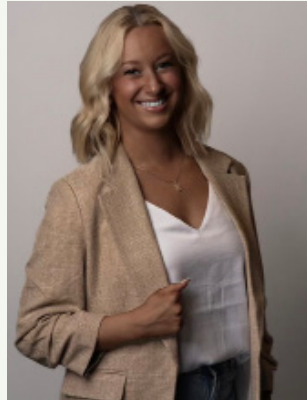
Force Agency's name was chosen to embody the strength and determination of each member. Comprised of four strong-willed women, the agency highlights this unity and individuality through its branding. The number four plays a central role, symbolizing the group's members and is reinforced by four lines drawn beside the number in the logo. To further emphasize the identity of Force Agency, we designed a custom font and intentionally used all capital letters to command attention and reinforce the agency's bold presence. Each design was carefully crafted to represent the essence of who we are as individuals and as a collective.

Meet the Team



Ashlynnne Alber: Creative Advertising major from Richmond, Virginia who is an aspiring brand strategist! I have most enjoyed the research process of this project. In my free time, I enjoy the small joys such as being active, being in nature, and sharing good eats with loved ones. My favorite Chobani Flip flavor is the Salted Caramel Crunch.

Kendall Shafer: Senior Media Arts and Design Creative Advertising major minoring in British Communication & Media from Alexandria, Virginia. Throughout this project, I enjoyed immersing myself in our brand: focusing on the research process and conceptualizing for the deliverables. My favorite Chobani flip flavor is the Almond Coco-Loco.



Meghan Yancy: A senior Creative Advertising major with a General Business minor. I'm originally from Raleigh North Carolina, but am currently located in Gainesville, Virginia. I enjoy developing strategy across projects and especially enjoyed the concepting process for this Chobani campaign. My favorite Chobani flip is the Strawberry Cheesecake flavor!

Sidney Ramos: I am a SMAD Creative Advertising major from Ashburn, Virginia, passionate about creating visual content. My favorite part of the project was filming and editing the videos. My favorite Chobani Flip flavor is the Cookies & Cream.



2 **Secondary Research**

Chobani[®]

Secondary
Research

**Chobani
flip[®]**

Created in
January 2005
by Ceo Hamdi
Ulukaya

\$1.79 per
5.30z cup

\$4.78 per
4 pack

(The Chobani Way, n.d.)

(Where to buy - Chobani, n.d.)

Market Presence

Mass Distribution

The product is sold through mass distribution at grocery chains, including Walmart, Target, Kroger, Food Lion, and Martins.

(Where to buy- Chobani, n.d.)



Shelf Space

Chobani has a strong presence in the dairy section, particularly in the yogurt aisles, which dominate a significant portion of the shelf space. Dividers are used to highlight and organize the different flavors, making it easy for customers to browse and select their preferred options.

(Chobani Greek yogurt, n.d.)

Competitors

YoCrunch

YoCrunch competes with Chobani Flips in the yogurt-with-toppings segment, offering a similar product concept and flavor variety.

\$1.18

(YoCrunch Vanilla, n.d.)

Dannon

Dannon Light & Fit Mixin' is a direct competitor, offering a similar Greek yogurt and mix-in concept, targeting health-conscious consumers seeking a balanced snack.

\$1.49

(Light + Fit Mixin, n.d.)

Noosa

Noosa's similar aesthetic to Chobani Flips, targets consumers who value indulgent flavors and high-quality ingredients.

\$1.25

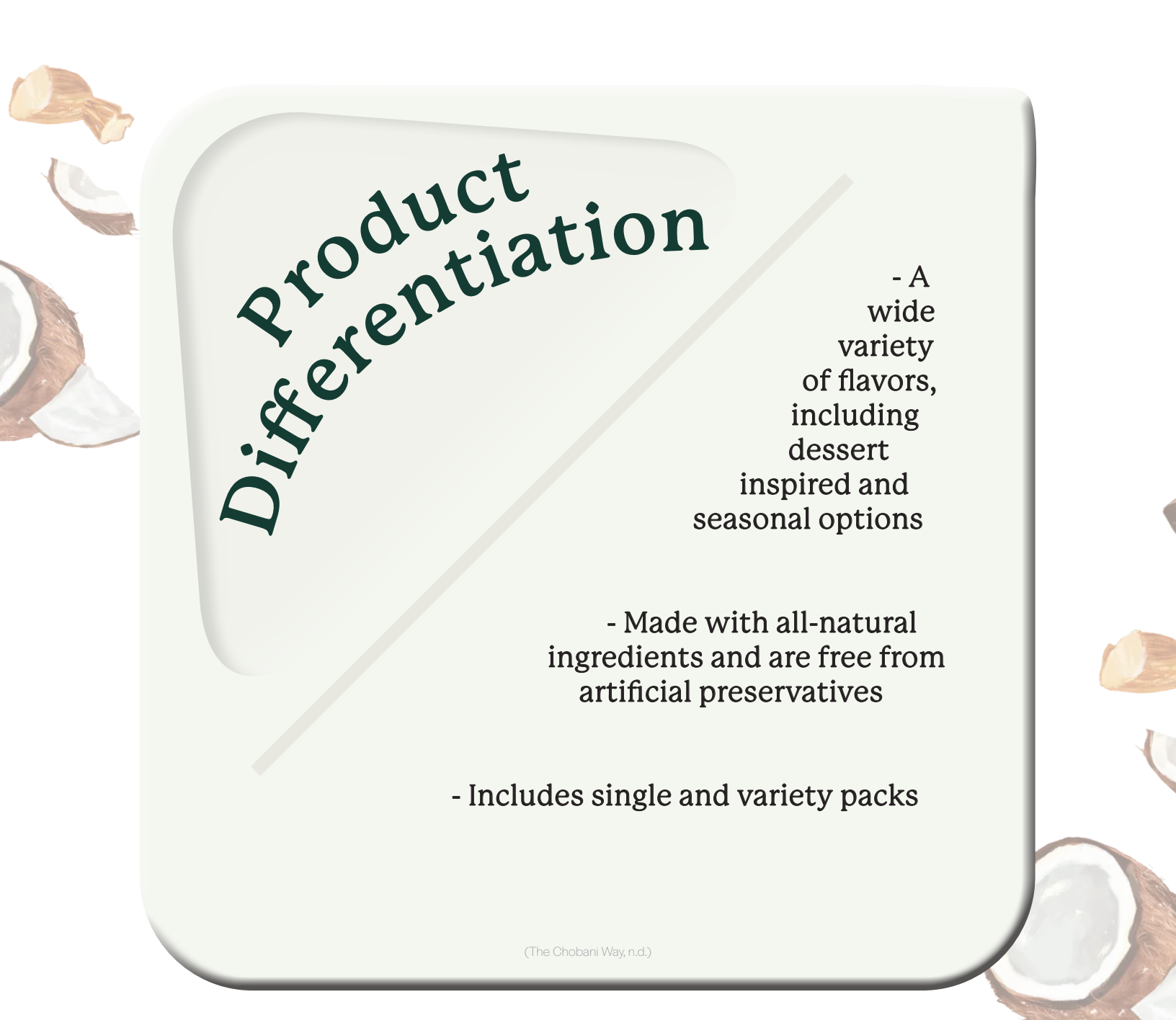
(Noosa® Delights™, n.d.)

Yoplait

Yoplait does not have the same mix-in features, but it serves as a lower-cost alternative to Chobani.

\$0.80

(Yoplait Light, n.d.)



Product Differentiation

- A wide variety of flavors, including dessert inspired and seasonal options

- Made with all-natural ingredients and are free from artificial preservatives

- Includes single and variety packs

(The Chobani Way, n.d.)

Ad Campaign Archive

- **#BreakYouMake” (2015):** The first experimental campaign for Chobani Flips, encouraging consumers to take a break and enjoy a moment with Chobani Flips, positioning the product as a rewarding treat (The Pineapple Agency, 2024)
- **“Better Together” (2017):** A TV ad campaign that emphasized the combination of yogurt and mix-ins, portraying how Chobani Flips brings together delicious flavors in a fun and satisfying way (Chobani Flip Almond Cocco Loco TV spot, n.d.)
- **“Halloween Flip” (2023):** A seasonal campaign that featured special Halloween-themed packaging and a TV ad, capitalizing on the festive spirit and offering limited-edition flavors (Shaul, 2023)
- **“Chobani Creations” (2024):** The latest campaign from Chobani Flips, focuses on the creativity and variety (Chobani, 2024) within the Chobani Flips product line, highlighting new flavor combinations and packaging innovations

Target Audience

Athletes

Active individuals can find that Flips are a good alternative to a sweet snack that also fits into their lifestyle.

(Agnihotri & Virtual Enterprises International, 2016)

Health Conscious

Individuals focused on maintaining a healthy diet, can find Chobani Flips to be attractive because of its nutritious ingredients and no artificial preservatives.

(Agnihotri & Virtual Enterprises International, 2016)

Middle to Upper Class Families

Chobani Flips serve as a quick on-the-go snack for busy families within their pricepoint.

(Agnihotri & Virtual Enterprises International, 2016)

Snackers

People who prioritize convenience, variety, and taste in their snacks.

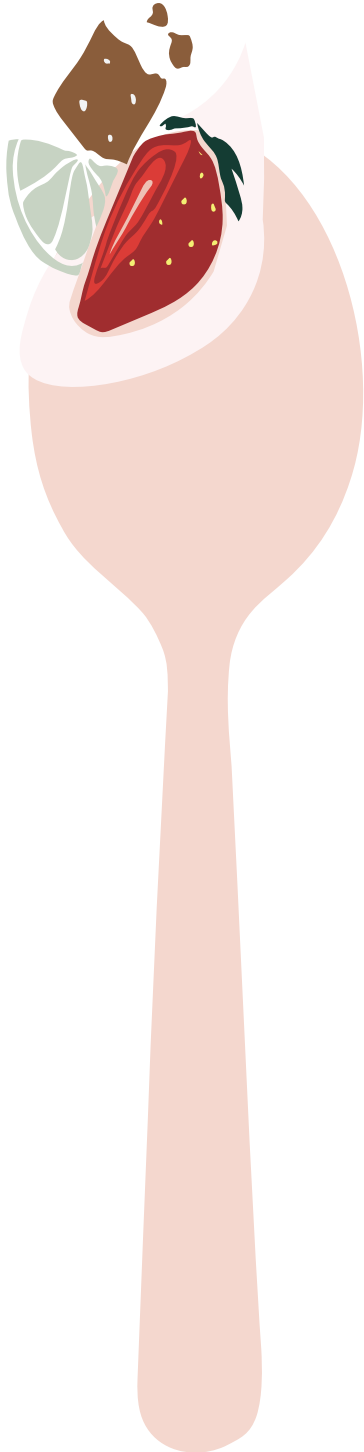
(Agnihotri & Virtual Enterprises International, 2016)

Yogurt Connoisseur

Consumers who regularly include yogurt in their diets, can be drawn to Chobani Flips for their unique flavors and mix-in options compared to the average yogurt.

(Agnihotri & Virtual Enterprises International, 2016)

Personal Impressions



Ashlynnne I am a consumer of Chobani, so I think some of their strengths include a variety of flavors that can appeal to almost any consumer. As a consumer, another positive takeaway from the brand is its aesthetic and clean packaging. One of their weaknesses is the lack of dairy-free products that could be a target audience that from my knowledge they are missing. As well as marketing more for a younger audience since this is a “higher-end” yogurt brand.

Kendall Chobani has a wide range of flavor combinations and even creates seasonal flavors to cater to the unique preferences of consumers and the continuous release of new flavors keeps it exciting for consumers to want to try new flavors. While their flavors are diverse, their product range is limited, only offering Greek yogurt as the base of the Chobani Flips. All of the flip flavors contain a high amount of sugar (16-20g) which might defer the people they are trying to target. By also only using Greek yogurt they are missing out on an audience of people who might not particularly like Greek yogurt or might also be dairy-free or lactose-intolerant.

Meghan I believe Chobani has utilized its expertise in product specialization to promote its flips. I think they have some strong competitors in overall yogurt production but very few have had as much success in a flippable, snacking yogurt. They have some notable advertisements, most strategized in showcasing the product, but I think some other creative routes could catch a consumer’s attention. I believe their biggest weakness is that the flips only come in Greek yogurt which may be limiting the taste palette of a lot of consumers, however, this does offer a lot of health benefits to the yogurt and appeals to other audiences.

Sidney Chobani takes a unique approach to making a product that is usually seen as a breakfast food, to be a healthy snack that can be consumed throughout any part of the day. Their utilization of a live hinge and IML molding with the Flip’s to produce minimal waste is one of their greatest strengths. Their product contains no artificial preservatives and allows consumers to feel guilt-free after consuming a sweet or savory snack. Their weakness with this product is tending to a niche market with high demand for a combination of flavors that will pair well with such a tart taste as Greek yogurt.



SWOT

strengths

- Chobani ranks among the top three competitors in the yogurt production industry, reflecting its strong market presence.
- With a diverse range of flavors, and regularly introducing seasonal options, Chobani offers healthy snacks that serve as a nutritious alternative to conventional ingredients.
- Unique packaging features a live hinge and minimal waste through IML (In-Mold Labeling) molding, as well.

(Liao, 2022)

weaknesses

- *Chobani Flip line exclusively uses Greek-style yogurt, which may limit appeal to those preferring other yogurt styles or might also be dairy-free*
- *The Chobani Flip product diversification is limited, only producing two of four major yogurt types.*
- *Chobani underperforms in annualized revenue growth compared to the industry average, potentially affecting its competitive position.*

(Liao, 2022)

opportunities

- There is potential for Chobani to reposition its Flips product as an “all-day snack” rather than solely a breakfast item, which could broaden its market appeal.
- The targeted audience’s purchasing power and demand for healthier options present opportunities for growth in this segment.

(Liao, 2022)

threats

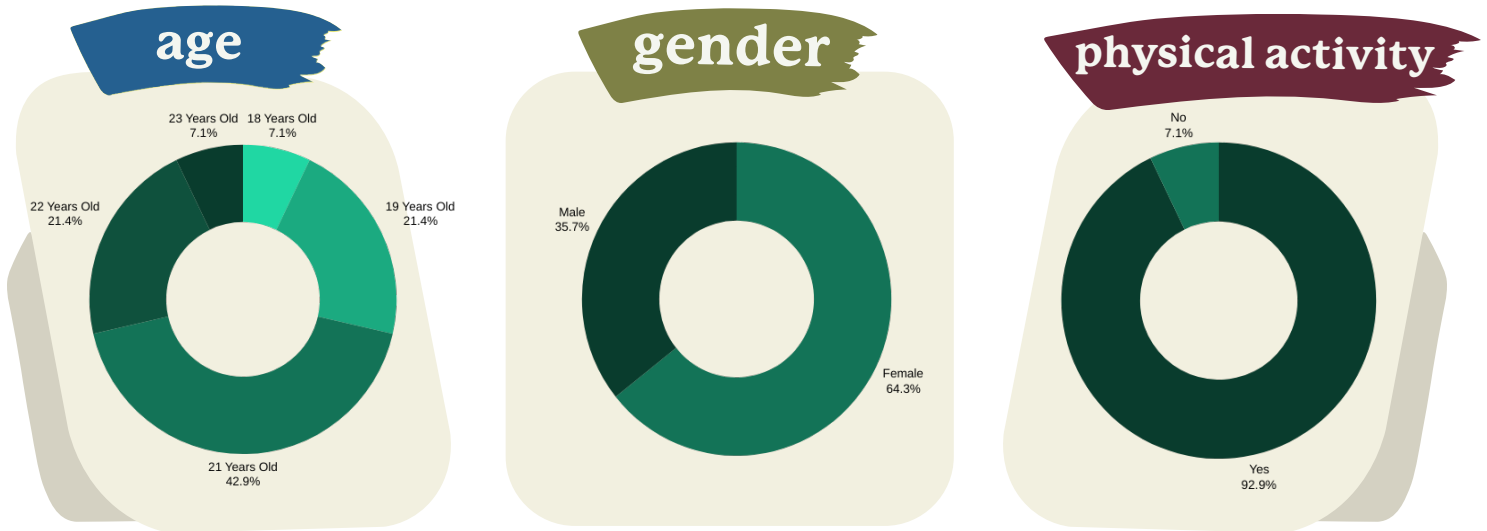
- *Chobani competes in a relatively niche market, which could restrict its ability to grow within this specific market.*
- *Additionally, the presence of cost-conscious consumers can be a threat, as they may opt for more affordable alternatives.*

(Liao, 2022)

3 Primary Research

FOCUS GROUP

Demographics



Purpose

The goal of the focus groups is to gain deeper insights into the thoughts and experiences of yogurt consumers regarding our product, Chobani Flips. We conducted two different focus groups, allowing participants to sample a flavor of their choice, as well as share open and honest feedback on various aspects of the yogurt, including taste, appearance, overall experience, and familiarity with the brand.

Procedure

Participants were selected from a pool of contacts and invitations were extended until the required capacity of participants was met. The selected individuals were informed that the purpose of the study was aimed to gather insights regarding Chobani's Flip yogurts and their branding, with an emphasis on fostering confidentiality throughout the entirety of the focus group. The focus group began with a series of general questions about participants' yogurt consumption habits, as well as their pre-tasting perceptions surrounding Chobani Flips. Each participant then selected a flavor of their choice to sample from the following options: Key Lime Crumble, S'more S'mores, Cookie Dough, Almond Coco Loco, and Chocolate Haze Craze. After the tasting period, participants shared their thoughts on the sampled yogurt, the branding and media presence of the brand, and how the product aligns with their approach to a healthy lifestyle.

Insights

The focus groups had a broad range of knowledge regarding all things Chobani. We had the ability to both grow a better understanding of what consumers' initial perceptions of the Flips were and then bring to light some other aspects about this snack that many don't know. We took participants' input and evaluated it under the scope of appearance, taste, experience, and general knowledge.

Thematic Analysis

Appearance

positive observations

“I like having multipack and individual options”
“Good portion size”
“The packaging is so aesthetic”
“I like seeing the flavor depiction on the top”
“You can’t tilt it the wrong way”
“I like their branding, I think it’s fun”
“I appreciate all the flavor options”

Keywords

Unique
Pre-mixed
Graphics
Effective
Epic
Whimsical/Swag

negative observations

“Plastic color is bland and blends with generic brands”
“Am I going to spill”

Taste

“The cookie dough bites make it way better”
“Toppings pair well with the greek yogurt”
“Great variety of flavors”
“There is a good balance of sweet and unsweet”

Keywords

Yummy/Delicious
Sweet
Crunchy
Protein
Tart
Balanced

“Not completely accurate flavor depiction”
“I wouldn’t eat Chobani without the toppings”
“I would prefer more mix-ins”
“I wish there were a healthy option like granola toppings”
“I wish it wasn’t so sweet”

Experience

“That was so convenient”
“Good protein for its size”
“It sounds healthy”
“Way less messy”
“The only yogurt that does this”
“Really affordable”
“Could be a good dessert option”
“Easier than expected, I like the addition of the toppings”
“I would buy again”

Keywords

Protein
Snack-Friendly
Convenient
Snackable
Fun
Kid-Like

“Hard to refrigerate”
“I wouldn’t reach for this as a sweet treat”
“There’s a lot of sugar in it - hard with my diet needs”
“Messy if not careful”
“I didn’t expect yogurt to have a flavor, the

Chobani Knowledge

“I see it in stores a lot”
“They have a lot of products”
“The rebrand was a needed improvement”
“The new designs would catch my eye”
“Their coffee creamers are all over TikTok”
“I would like to see influencers with the flips”
“I like their product versatility”
“I love their new seasonal tv ad”
“I trust they make good products”
“Known brand”
“Late night craving”
“Healthy dessert”

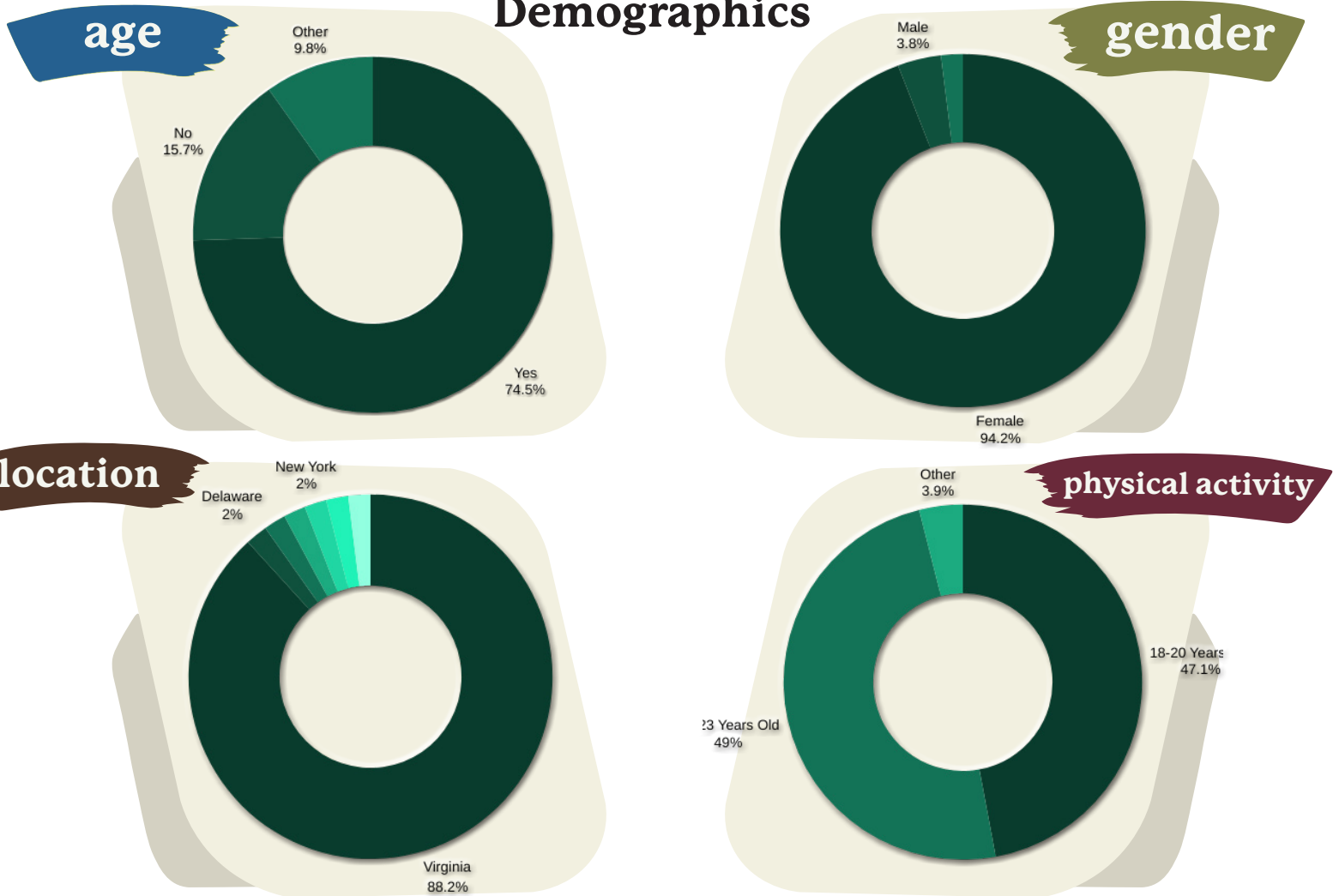
Keywords

Coffee Creamer
Improvement
Social Media
Standout
Known-Brand

“I haven’t seen an advertising for Chobani”
“I wish they incorporated their colors onto the plastic”
“There’s not a lot of content since their rebrand”
“I haven’t seen their ads, but they are eye catching in the store”

SURVEY

Demographics



Purpose

The goal of the survey was to engage with a wider audience of yogurt consumers to gain deeper insights into the thoughts and experiences with our product specifically, Chobani Flips. The survey aimed to better understand consumer perceptions and assess satisfaction levels. Ultimately, 51 participants completed the survey, providing valuable data to our research surrounding the product.

Procedure

Participants were recruited both in-person and online for the survey regarding Chobani Flips. Recruitment strategies included the distribution directly to large audiences through targeted outreach efforts to maximize participation and ensure a wide pool of respondents. The survey, designed using Qualtrics, featured a series of structured questions covering several key areas: yogurt consumption and past experiences with the product and the brand, brand awareness and familiarity, perceptions and impressions, and lastly, demographic and lifestyle. The survey itself took participants between 5-10 minutes to complete and all responses were collected anonymously to maintain confidentiality.

SURVEY FINDINGS

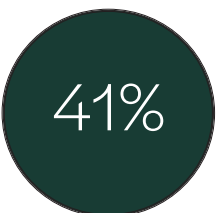
Consumer Experience



consume yogurt



have heard
of Chobani Flip



have consumed Chobani
in the past 6 months



consider Chobani to
be a healthy snack



have seen Flips in
local grocery stores

Taste Satisfaction

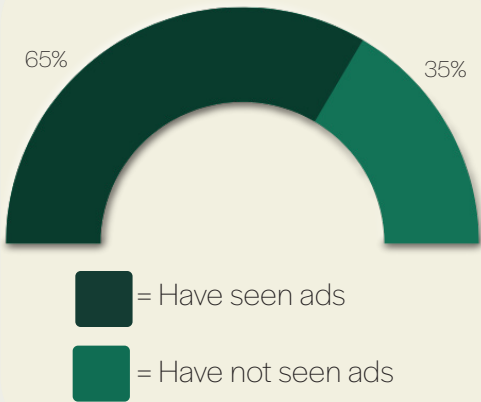


Flip meets snacking standards

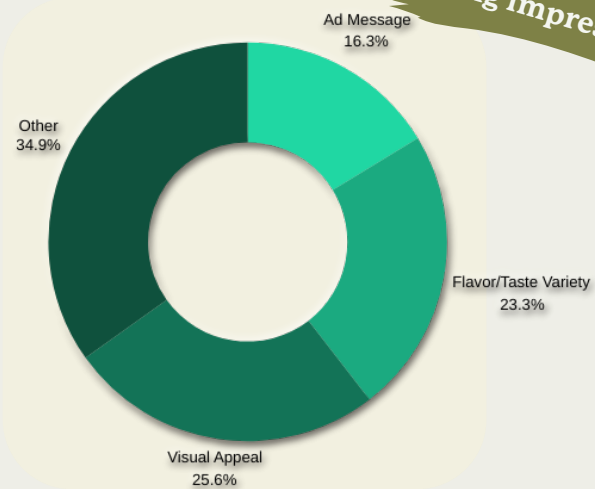


Brand awareness & Familiarity

seen advertisements



lasting impression



Chobani is aesthetically pleasing



4 Creative Brief

Persona



SARAH HOLMES

"If it's not quick and easy, it's not happening in my day."

gender

female

age

29

education

bachleors
degree

(in progress)

BIO

Sarah, a 29-year-old single mom, juggles a full-time job, night classes, and caring for her 5-year-old daughter. With limited time for meals, she depends on quick, high-protein snacks to keep her energized and focused throughout her demanding day. Convenient and nutritious options are essential to keep her fueled and on the go.

Defining Traits

multitasker

family
oriented

independent

resilient

Target

"On-the-goers"

Geographics

Urban/Suburban Areas

Demographics

Gender Predominantly Females

Age 25-40 years old

Income Lower to Middle-class, working individuals

Education High school diploma-some college

Other Considerations

Single parents, or parents who have different responsibilities; value convenience with the limited time to prepare meals; and are health-conscious when it comes to what they consume

Psychographics (AIO)

Activities Attending Mommy & Me events with her child, Scrapbooking/journaling, Going for walks, and Baking

Interests Health and Wellness, Quality Family Time, Work-Oriented, Focused on Professional Growth

Opinions Values her career and being a good parental figure

VALS

An achiever and striver: A career-focused single parent, who values family, convenience, and practical solutions to balance a demanding lifestyle.

Behavioral

Gravitates toward high-protein, tasty, and portable food options that fit into a busy day, ultimately opting for convenience over price in the long run if it saves time.

Frustrations

Constantly pressed for time and juggling multiple daily responsibilities, often feeling drained while preparing meals and managing the demands of work, school, and parenting, with self-care frequently taking a back seat.

Motivations

To fulfill a life long dream, provide for a family, while advaining in a career path.

Social Media

Engages with single-parent communities, follows health and wellness influencers, and connects with mommy bloggers. Enjoys platforms like Instagram and has also recently discovered a new app called Lemon8.

Current Mindset

Sarah believes a Chobani Flip is a breakfast item similar to parfaits and regular yogurt.

Desired Mindset

Sarah believes Chobani is an all-day, accessible snack that fulfills on-the-go needs and appetite.

Competitors

Chobani's main competitors include Oikos, Yoplait, YoCrunch, and Dannon Light & Fit Mixin. Oikos is recognized for its high protein content and creamy texture, though it lacks the flavor variety of Chobani Flips. Yoplait offers a selection of classic yogurt flavors but typically has higher sugar content. YoCrunch also uses a mix-in concept similar to Chobani Flips, while Dannon Light & Fit Mixin emphasizes low-calorie options but may not deliver the same taste and satisfaction as Chobani Flip.

Needs and Pain Points

Needs portable, high-protein snacks that provide sustained energy, addressing limited time, constant motion, and the fatigue of a demanding schedule.



Message Objective

Position Chobani Flip as a reliable snack.

Create a more prominent brand image in the public eye.

Resonate with experiences and challenges the target audience faces.

Creative Execution

Demonstrate a scenario that resonates with this audience and connect them to the Chobani brand.



Evidence

Designed with a custom mold for easy portability and quick, mess free eating, it offers high protein, real ingredients, and a variety of flavor combinations to suit diverse consumer preferences, making it a versatile choice.

Creative Strategy Concept

Chobani is a quick and easy snack.

Tone

Relatable, Empathetic, Practical, Demonstrative

Deliverables

This campaign will consist of print, TV, OOH, guerrilla marketing, product placement, and social media advertisements.



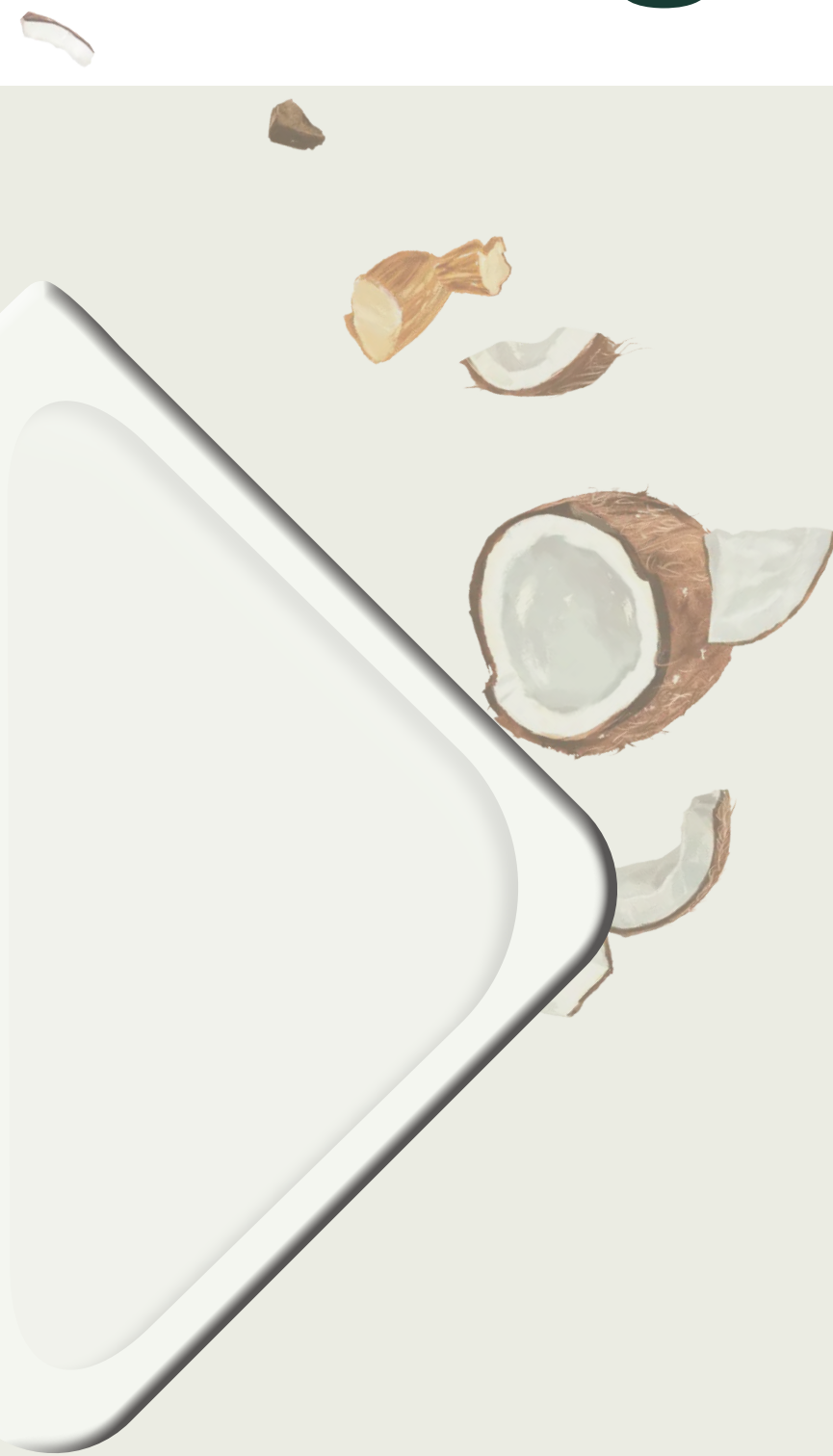
5 **Print**

Headlines

1. Life moves fast, but so does Chobani
2. Good things on the flip side
3. Don't be late, Be Chobani
4. Breakfast? Flip that thought.
5. The Real Deal
6. Life is better on the flip side
7. Name something more satisfying ... we'll wait
8. Savor the rush
9. Not all heroes wear capes
10. Fuel your rush
11. Fuel your drive
12. Ready whenever you are
13. Where flavor meets fuel
14. We're flipping out
15. Grab n' Go
16. Flip the flavor
17. Get a grip and Flip
18. Get hip to Flip
19. Flavors that wont slow you down
20. Stop the Chaos with Chobani
21. The snack as fast as light
22. Endless field of flavor
23. Flip happens...flip it out
24. Find Fun in one Flip
25. Flipping doesn't have to be hard
26. Snack time just got so flipping good
27. From zero to hero in one flip
28. Cant stop the chaos? Flip with Chobani
29. See whats on the flip side! Flavor awaits
30. Snack time? Flip to the good side
31. Do a flip into a field of flavor

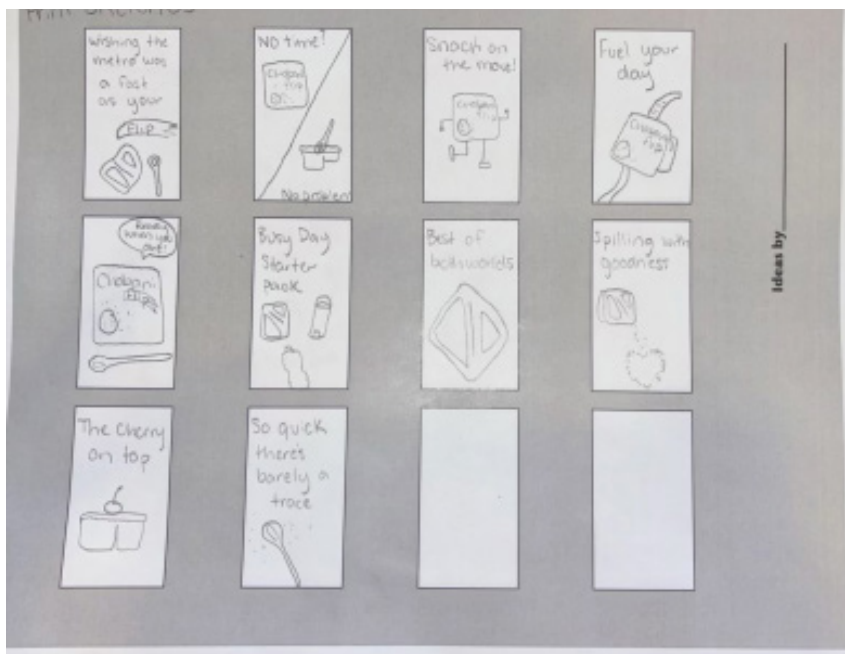


Taglines



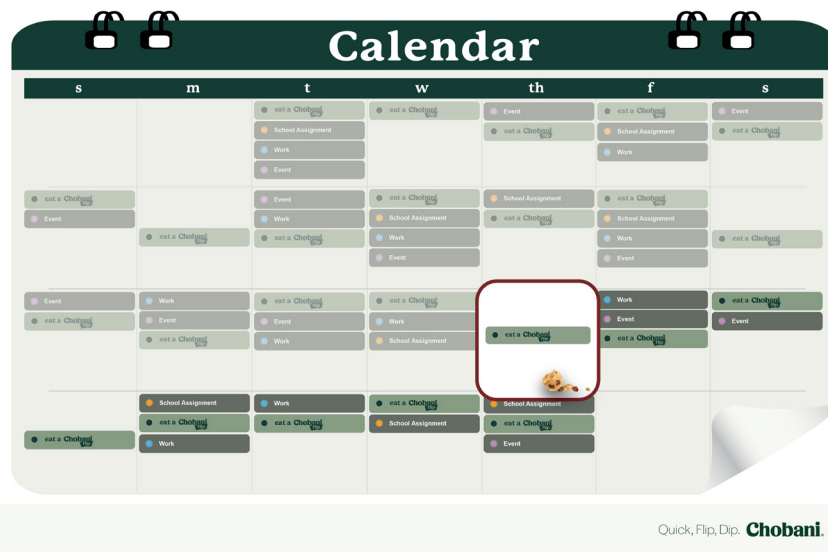
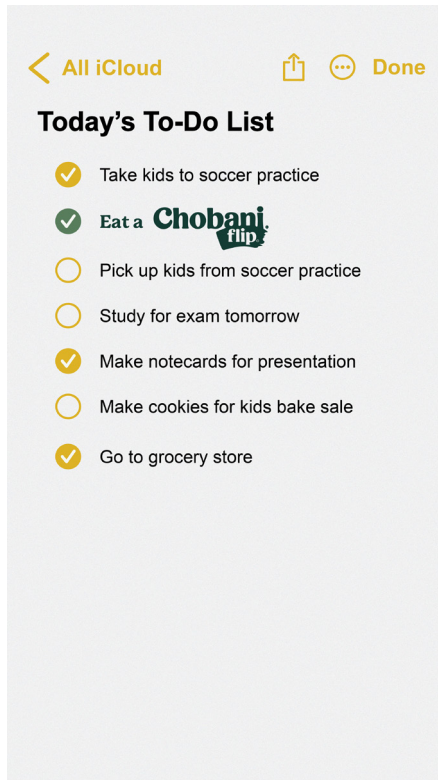
1. Quick, Flip, Dip.
2. Look at the flip side.
3. Flip it, Dip it, Love it.
4. Just Flip and Fuel
5. Ready in a flip.
6. Ready when you are
7. Convenience in a cup
8. Snack smart, stress less
9. Crafted goodness in every flip
10. On the go? Simply flip, then dip
11. Hypnotize your cravings
12. Your daily hero in a cup
13. The exciting snack at home
14. A cup to calm the chaos
15. Crave it, Flip it, Love it
16. Cure your cravings
17. Flip out for Flavor
18. A Flavor-Fix in one Flip
19. Flavor on the Go
20. A Fast Fix
21. Find your flavor
22. Snack Smarter...Flip.
23. Flip to Fuel
24. On-the-go Goodness
25. Fuel your fun
26. Flavor that moves as fast as you
27. Flip away your hunger
28. Fuel fast, flip faster
29. Flip for a flavorful moment
30. Taste the flip side- it's worth it
31. Get a taste of the flip side
32. No need to choose - flip has it all

Thumbnails



Final

Print



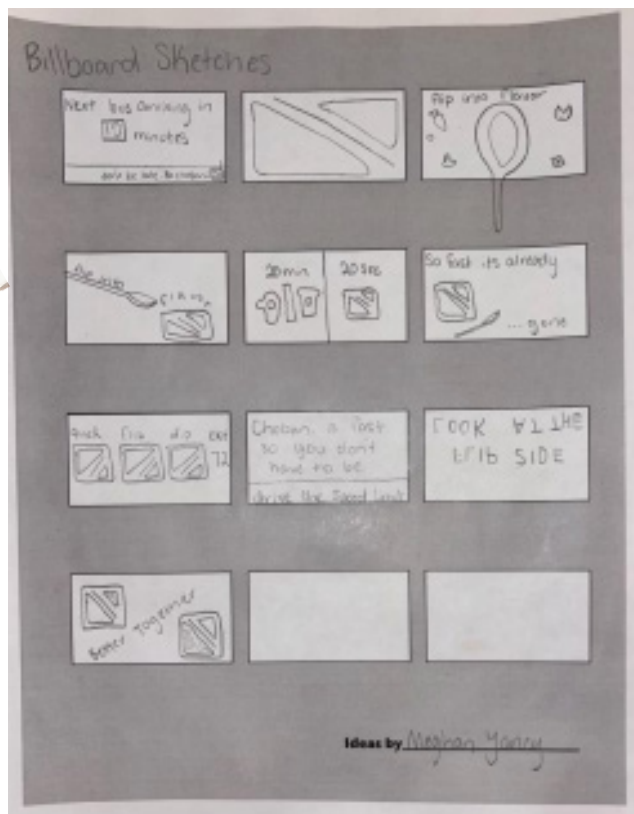
Rationale: To create cohesive print ads, we stayed true to our central theme of “To-Goers,” reflecting the needs of busy, on-the-go individuals. Each ad aligned with this creative strategy by depicting “task tracking” media, with copy tailored to our target persona. The primary challenge was selecting common, versatile items that best captured the essence of a busy lifestyle. Ultimately, we focused on showcasing Chobani Flip as a quick, convenient snack that fits into one’s long list of responsibilities every day.



6 Out-of-Home

Thumbnails

Billboard



Final

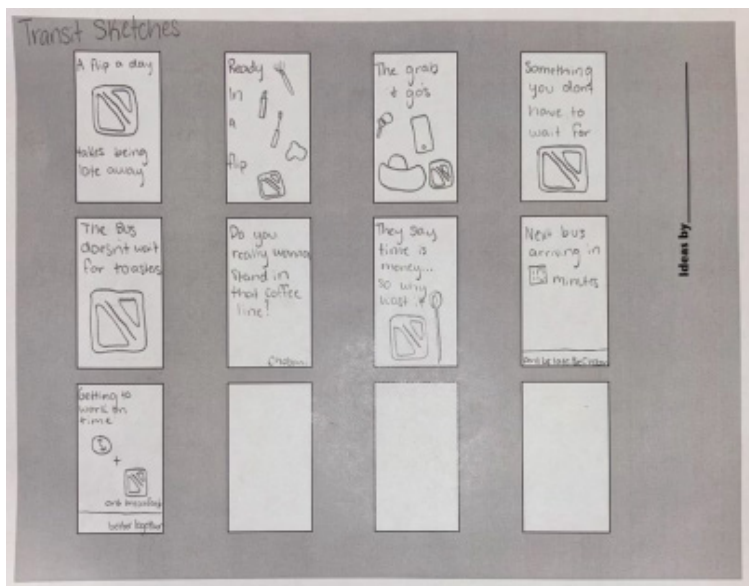
Billboard



Rationale: Our OOH ads will be placed on transit and billboards to effectively convey our Big Idea, connecting with busy, on-the-go lifestyles. The billboard design resembles a laptop notification, symbolizing our audience's packed day.

Thumbnails

Transit



Final

Transit



Rationale:

Our OOH ads will be placed on transit and billboards to effectively convey our Big Idea, connecting with busy, on-the-go lifestyles. The transit design mimics a crumpled paper list, representing a hectic schedule.

7 **Television**

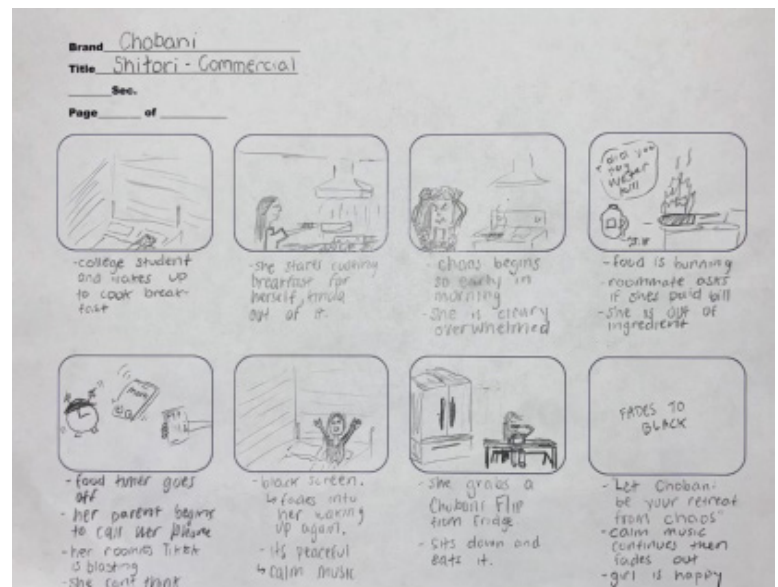
Brainstorming

Yogurt
Tart
Telephone
E-commerce
Empty
Yap
Parent
Timer
Retreat
TikTok

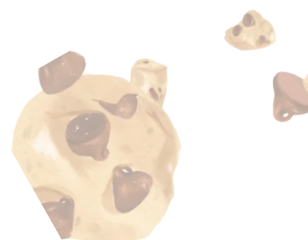
Shitori Activity



Six Hats Activity



Storyboards





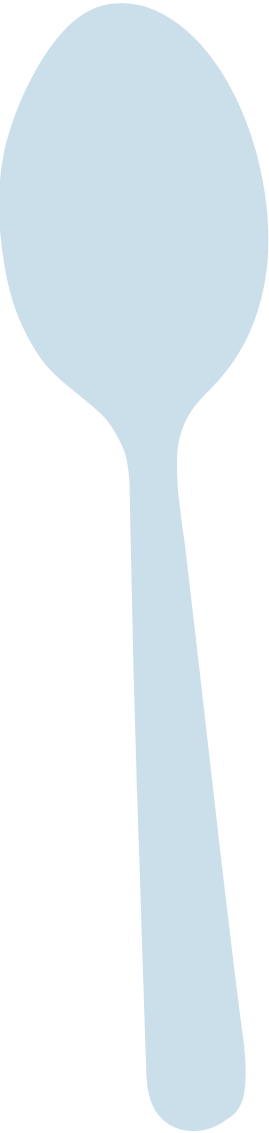
Script

Title: "Life Moves Fast"

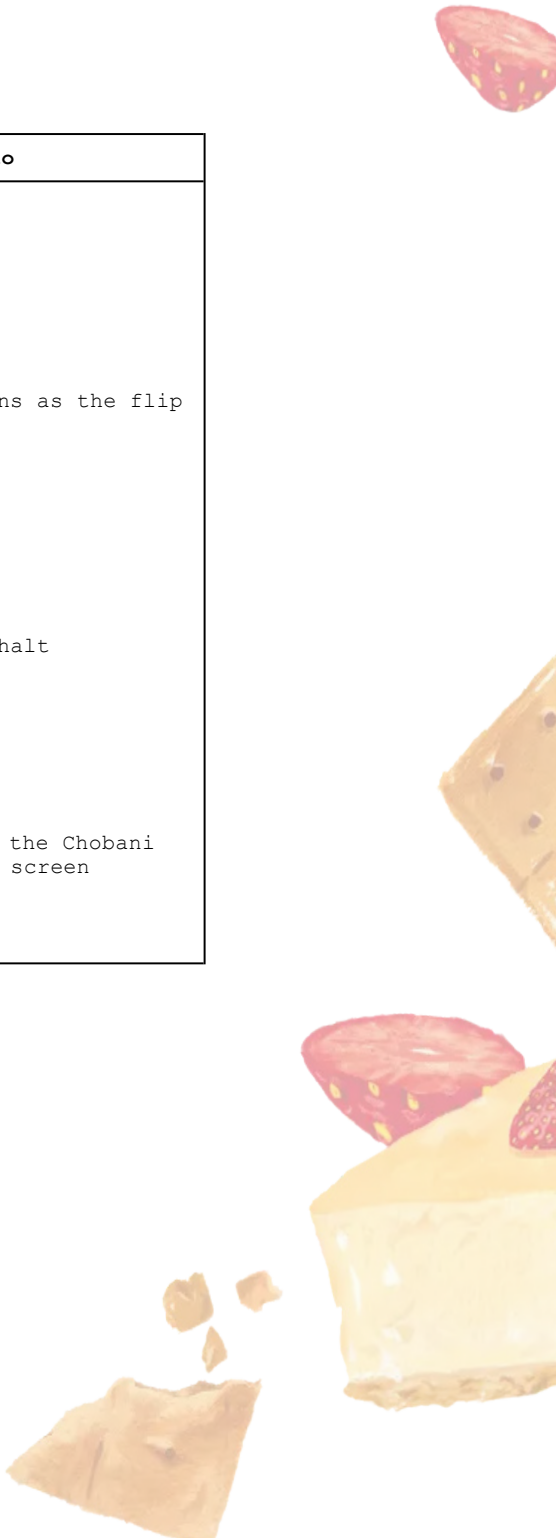
Client: Chobani

Agency: 4orce Agency

Duration: 30 Second Spot



	Video	Audio
1	MS Scene opens to a woman waking up in bed to her alarm She gets out of bed and leaves the frame	SFX: Phone alarm
2	MS Timelapse montage begins showing the daily tasks of this woman's day	Upbeat music begins as the flip cup is eaten
3	MS Scene comes back to the woman's bedroom where she enters the frame and gets back in bed She turns the lights off	Music comes to a halt
4	Green Screen appears showcasing the copy "Life moves fast, but so does Chobani"	
5	Followed by another green screen concluding the ad with the tagline and logo.	SFX: Loud bang as the Chobani logo slams on the screen



Casting

Casting Breakdown

Chobani: Life Moves Fast

Meghan Yancy, *act.* Sidney Ramos, *dir., ed.* And Ashlynn Alber and Kendall Shafer, *prod.*

Shoots Friday, December 6th from 2 PM to 6 PM.

Chobani: Life Moves Fast is a 22-second TV commercial that features a time-lapse of a single mom navigating her busy day. The ad begins and ends with her winding down in bed, with shots in between showing her morning routine, eating, and packing lunches for herself and her child. The commercial showcases how Chobani Flip, a quick and convenient snack, fits seamlessly into her hectic schedule.

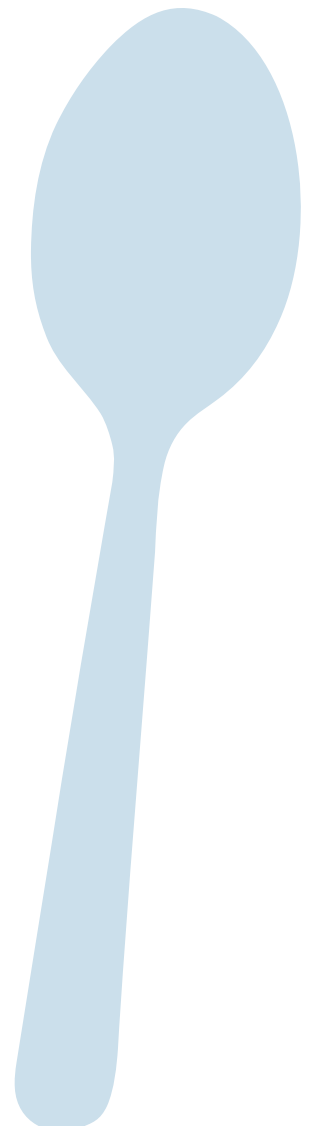
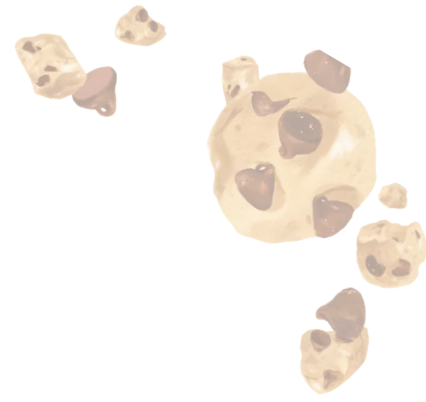
Main Role:

LAUREN EVANS: Female lead, Millennial mother. Lauren has a typical 9 AM-5 PM desk job while juggling the responsibilities of motherhood, a healthy lifestyle, and night school. She has a bubbly, but stern personality and enjoys spending the little free time she gets working out and reading bedtime stories with her daughter. She takes time to care for her appearance because she does not want to appear messy, depicting her busy life.

Location:

Harrisonburg, VA

To embody the life of a busy mother, the TV ad was filmed in an apartment townhome, clubhouse lobby, gym, and public park to encapsulate everyday life in a suburban area. The locations were picked to closely mimic the qualities of a typical starter home. Additionally, camera angles were specifically positioned to include elements that also match this lifestyle. Apartment complex streets stood in as neighborhood bus stops and the clubhouse student workspace was shot to look like a corporate office space.



Location

Frame/Time	Description	Location
	Slept in bed with sheets messy. Lamp is placed on the night stand to turn on.	Lauren's bedroom is in her apartment is located Harrisonburg, VA.
	Kitchen scene, set at the table which is the main shot.	Lauren's kitchen is located in Harrisonburg, VA.
	Gym that has a variety of gym equipment.	Lauren's gym is located in Harrisonburg, VA in her apartment complex.
	Desk and laptop are in the in office and common space.	The office is located in Harrisonburg, VA.
Ideas by _____		

Frame/Time	Description	Location
	Outside park with slides, play areas, and bench.	Public park is located in Harrisonburg, VA.
	Shower and bathroom with towel and cleaning supplies.	Lauren's bathroom is located in her apartment, Harrisonburg, VA.
	Clean bed with made sheets. Lamp is placed on the night stand to turn off.	Lauren's bedroom is in her apartment is located Harrisonburg, VA.
		
Ideas by _____		





Final

Television



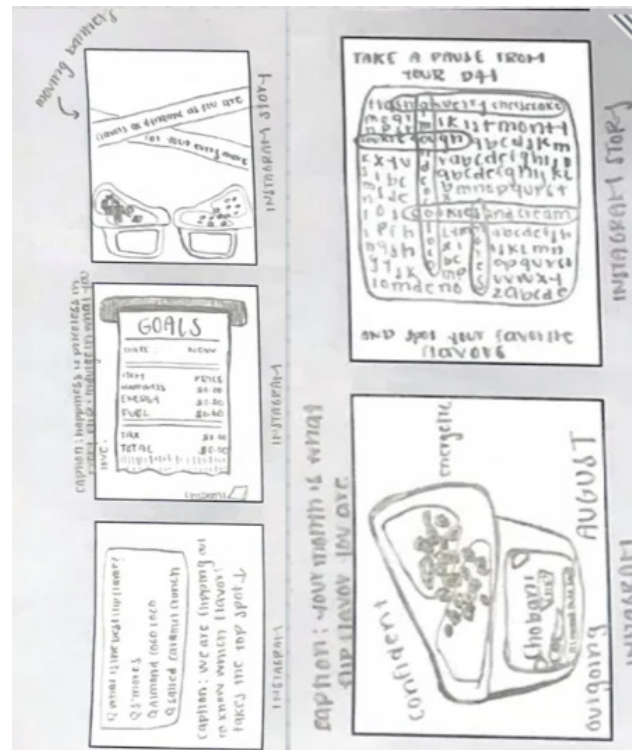
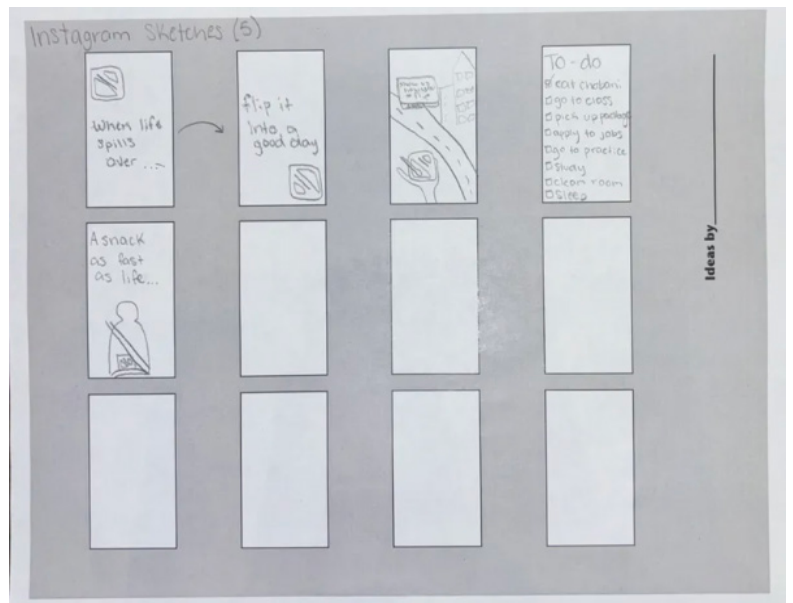
Key Frame

Rationale:

For our TV ad, Life Moves Fast, we further strengthen this campaign's target persona, focusing on a busy single mom managing her fast-paced life. The ad features a time-lapse showcasing her daily tasks, emphasizing her on-the-go lifestyle. We paired this visual with an upbeat soundtrack to match the pace of her day. The time-lapse stops showing copy explaining, "Life moves fast, but so does Chobani." It concludes with our tagline, "Quick, Flip, Dip," This is the only source of verbal message throughout the ad and is meant to resonate with the audience while strengthening the argument that Chobani is quick and efficient.

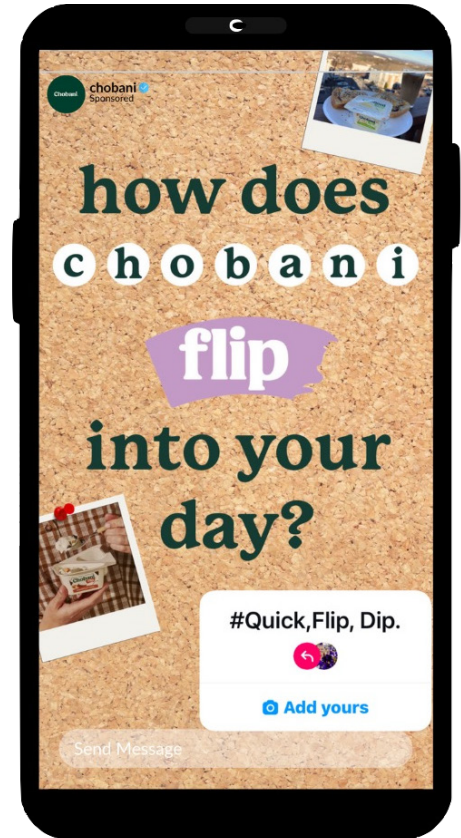
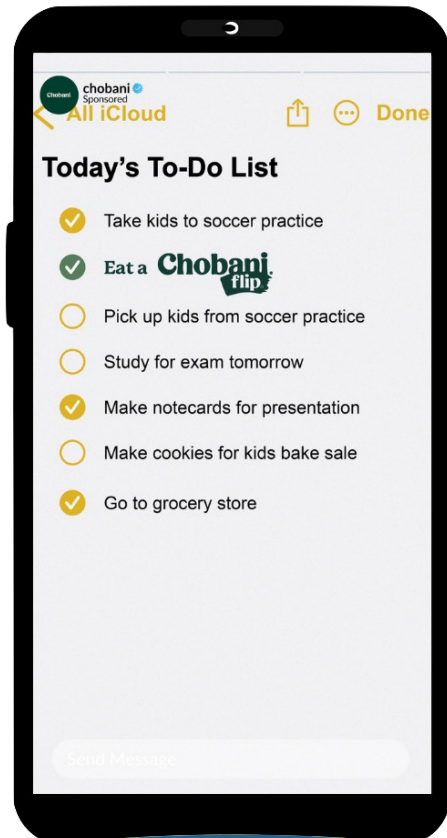
8 Social Media

Instagram



Final

Instagram



Stories

Rationale:

The majority of our target audience actively uses Instagram, so we chose to utilize a variety of Instagram's features to maximize consumer visibility. Our deliverables include stories, reels, and carousel posts, each showcasing relatable content aligned with themes of task tracking and busyness. While the format varies, all content incorporates our tagline, either as part of the copy or as a hashtag in the caption. The hashtag provides an additional way for viewers to explore Chobani Flips and connect with the broader Chobani brand.

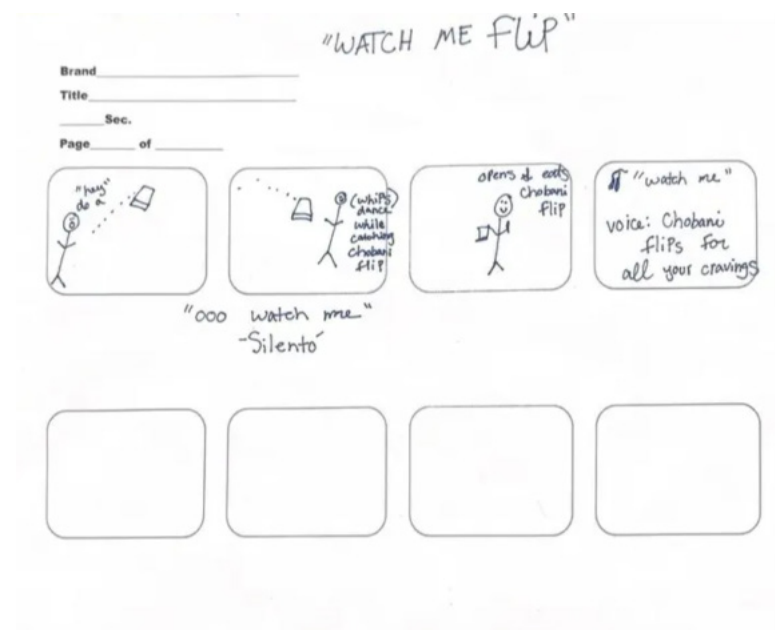
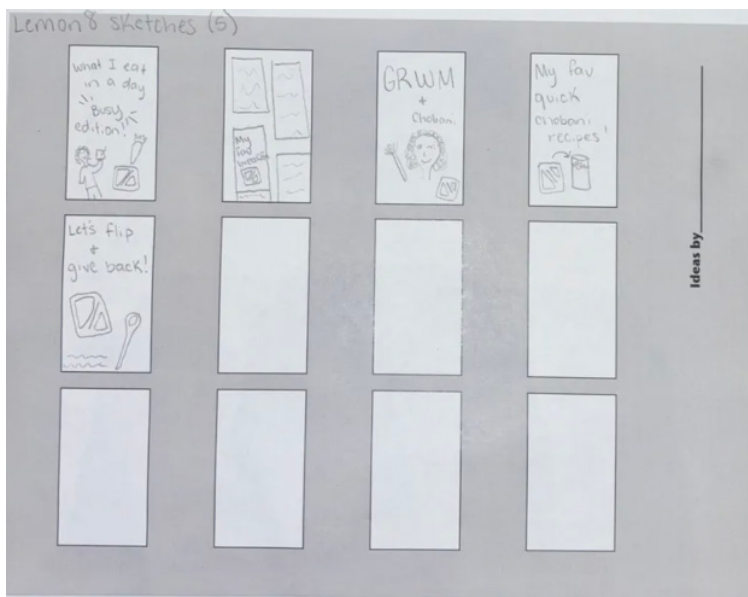
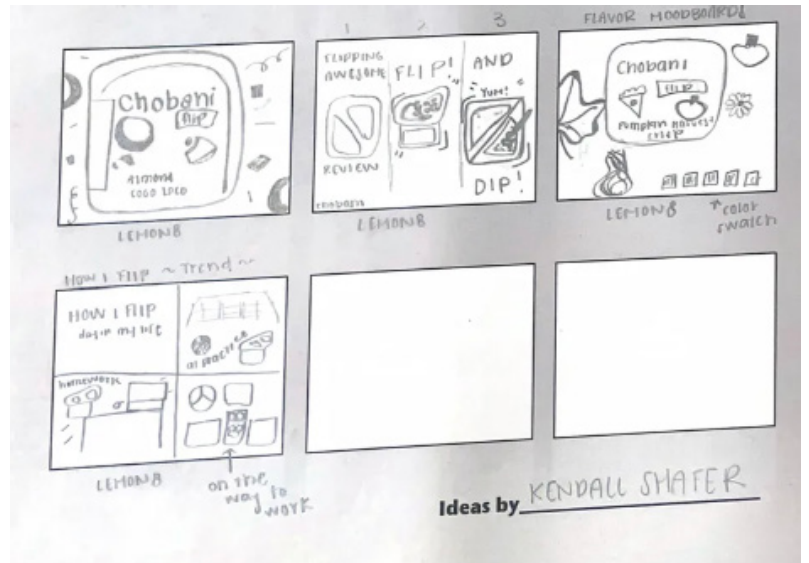
Carousel Post



Reel

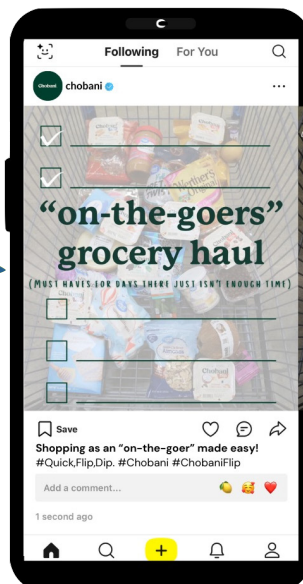
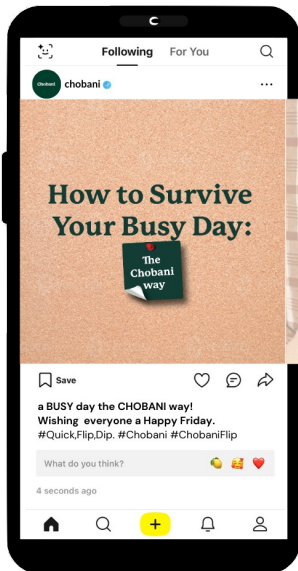
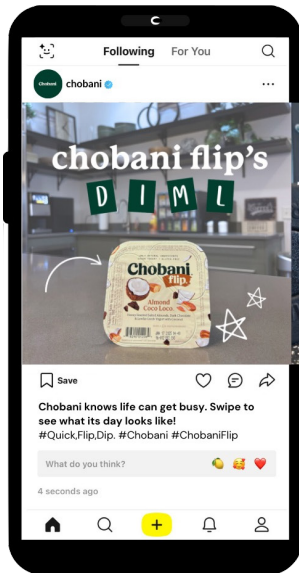


Lemon8



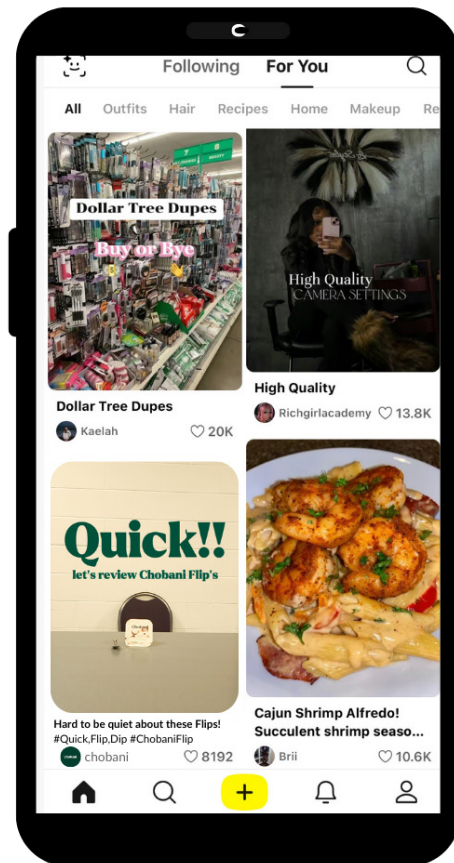
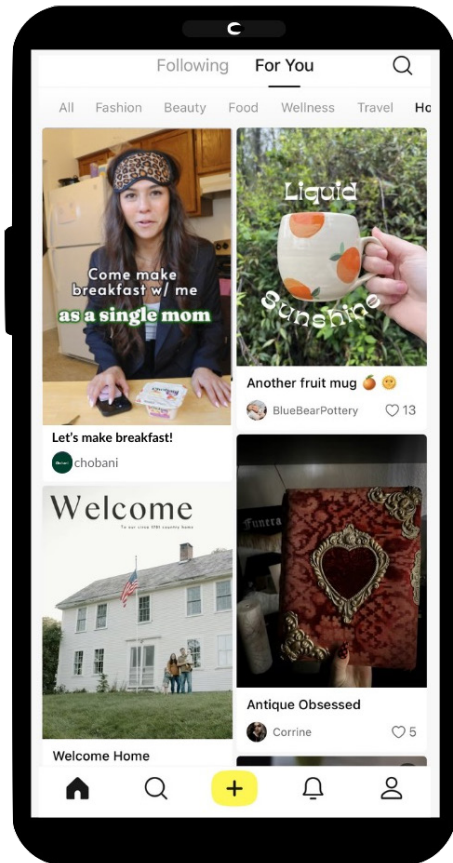
Final

Lemon8



Carousel Posts

Videos



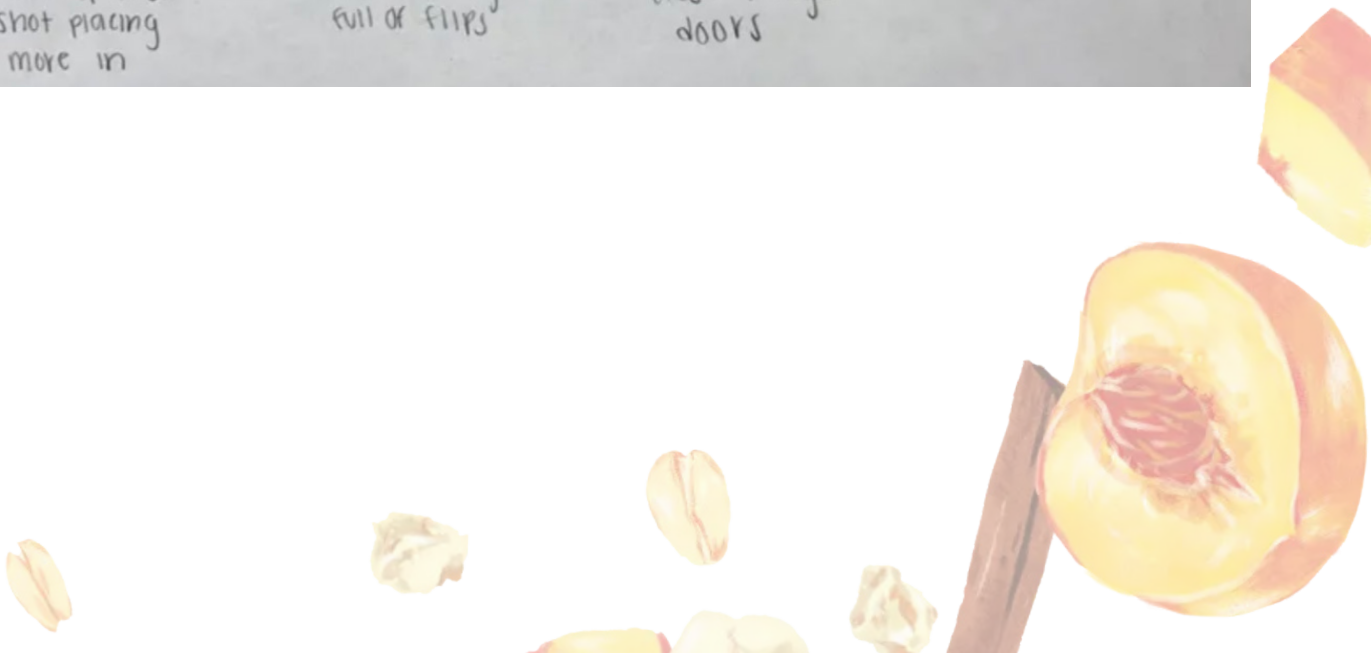
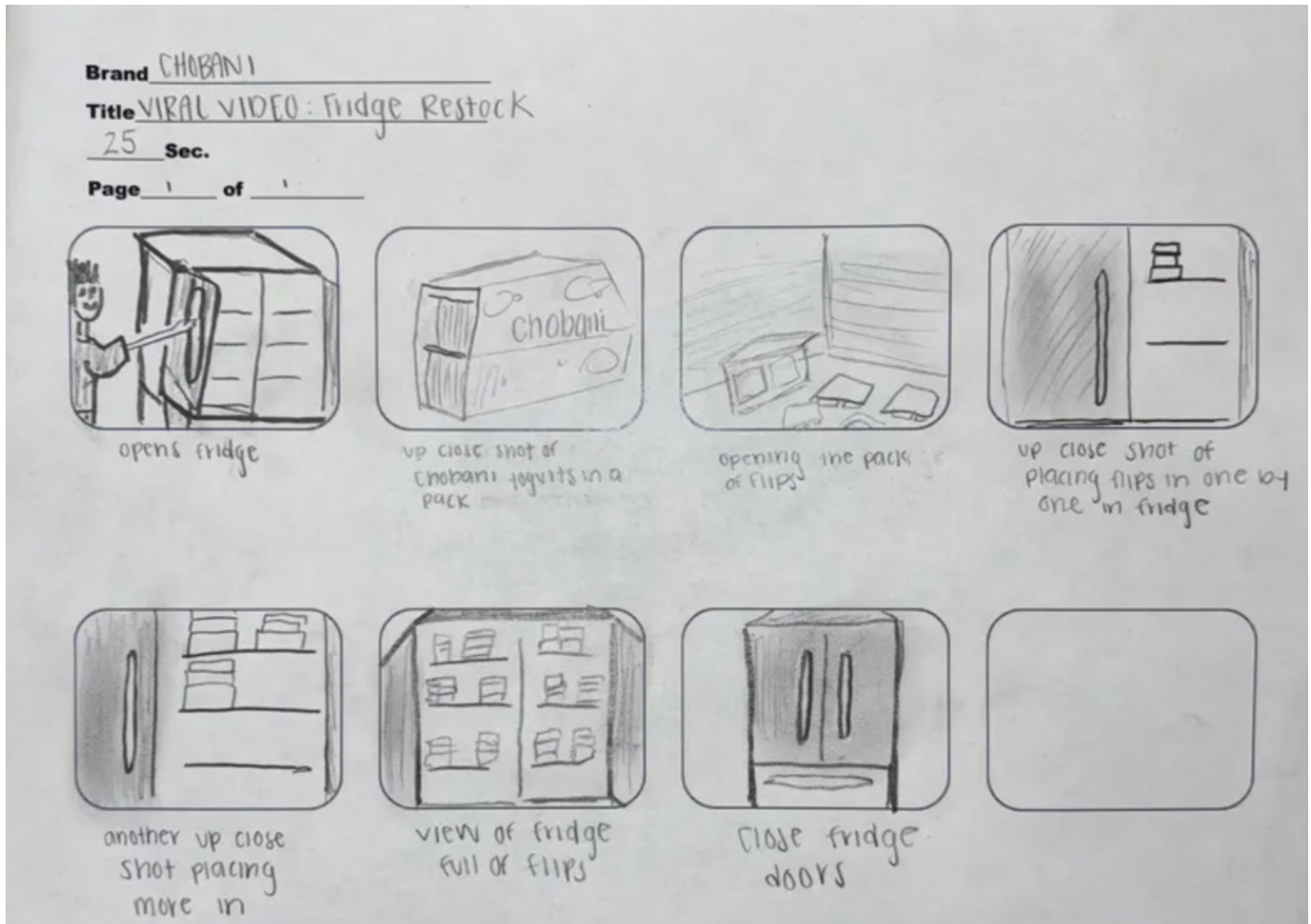
Rationale:

Lemon8, an emerging lifestyle platform blending features of Instagram and Pinterest, offers an aesthetic and well-being-focused space centered on storytelling and inclusive advice. This platform aligns well with Chobani's social advertising goals, as it resonates with millennials who often seek peer recommendations, including what to eat. We connected our posts to the campaign's core idea by presenting Chobani as a relatable user, showcasing how it's a quick and easy snack for even the busiest individuals. Additionally, Lemon8's caption capabilities, similar to Instagram's, provide another opportunity to feature our "Quick, Flip, Dip." tagline and reinforce brand messaging.

9 Viral Video

Brainstorming

Storyboard



Final

Viral Video



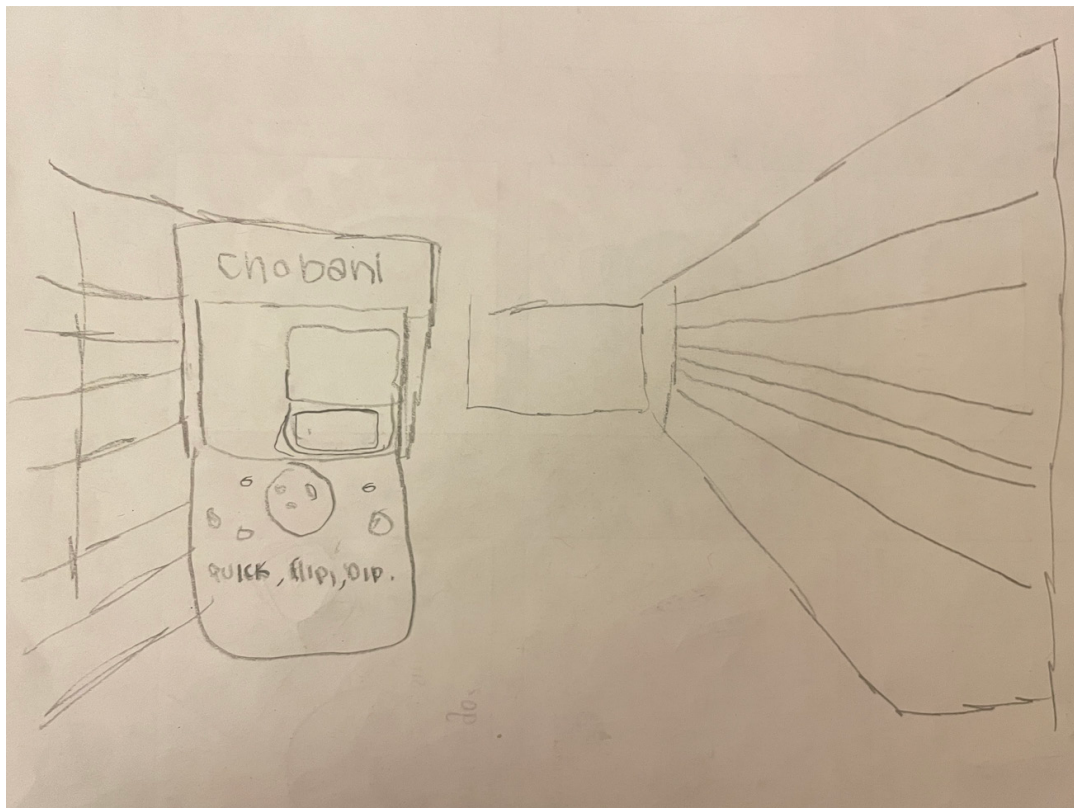
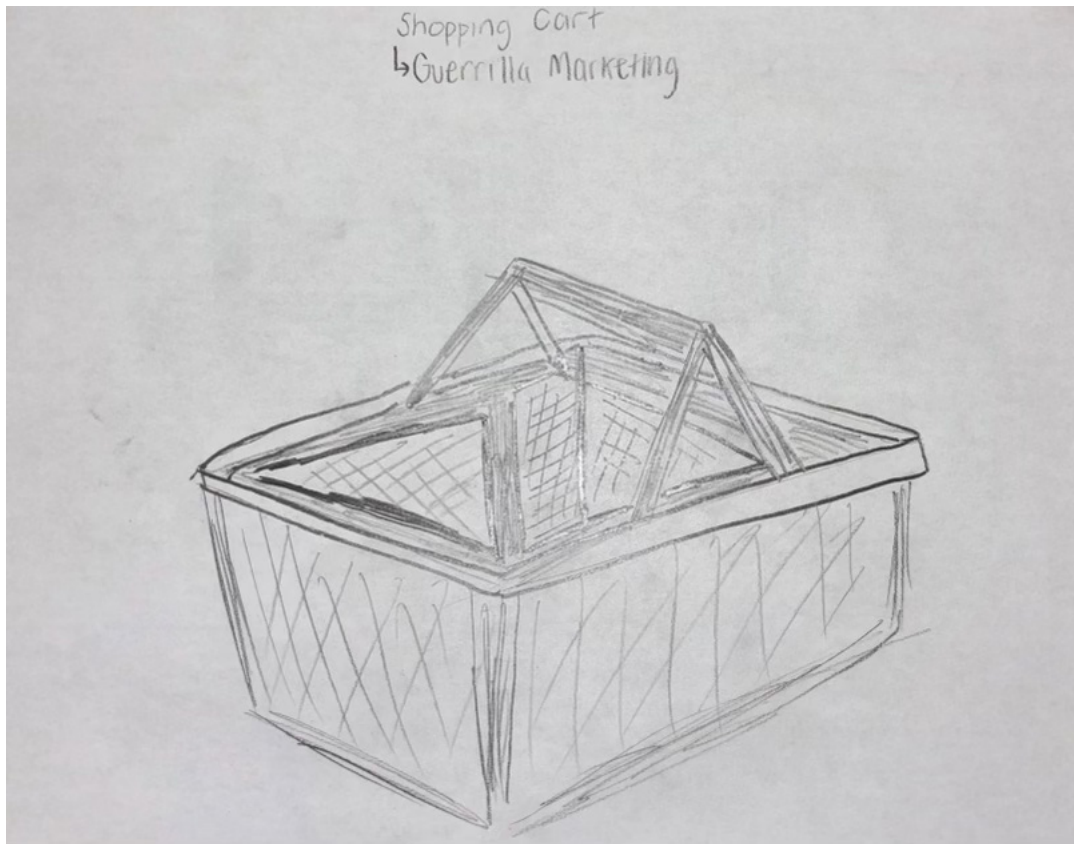
Key Frame

Rationale:

For our viral video, we aimed to connect with our target audience by joining in on trending restock videos. These style videos tend to come from the general age range and gender of our target and incorporate trendy elements like "ASMR" and "aesthetics" to appeal to the viewer. We focused on creating typical ASMR-inspired sounds, such as snapping and the satisfying clicks of Chobani Flip cups falling into place to match the execution of the trending videos.

10 Guerrilla Marketing

Thumbnails





Final

Guerilla Marketing



Rationale: For our guerrilla marketing, we targeted a common destination for our audience: the grocery store. We designed a Chobani-branded basket with spoon-shaped handles, highlighting that a spoon is all you need to enjoy a Chobani Flip. The basket's interior mirrors the divided design of a Chobani Flip cup that is notable to the Chobani brand. Additionally, we placed a Chobani cooler in the yogurt aisle, offering quick samples and featuring our tagline, "Quick, Flip, Dip." This aims to persuade shoppers to try a sample and quickly pick up Chobani Flips as they're in and out of the store.

11 **Branded Product Placement**

Scripts

Title: Modern Family S9 Episode 2 - "The Long Goodbye"

Client: Chobani

Agency: 4orce Agency

Link: <https://youtu.be/WG45o1A0ZE4?si=Y0-dHcutdKB1PAJ->

Video	Audio
WS: Pam, Cam, and Mitch in the living room	Pam: You're low on frozen mangoes, put it on your lists. Oh and get me a box of lady sticks Cam: What are you making?
MS: Pam making a smoothie	Pam: I'm making one of your fruit smoothies
MS: Mitch walking over to Claire	Phil: Oh Pam Pam: Alright I'm making one of your homosexual smoothies. You know the ones with that good Chobani greek yogurt.
MS: Blender sparks up	SFX: Spark/electricity noise

Title: Modern Family S2 Episode 16 - "Regrets Only"

Client: Chobani

Agency: 4orce Agency

Link: <https://youtu.be/jbbFFtEFU0k?si=Z7cHdmLay8XF1Lhj>

Video	Audio
MS: Claire slams bag of lettuce on the counter	SFX: Salad bag rustling
MS: Claire yelling at Phil	Claire: What are you doing?
MS: Phil standing opposite to Claire	Phil: What is happening? What? What did I do? I just want to eat my Chobani in peace.
CU: Claire responding to Phil	Claire: Are you serious? You are. Forget your Chobani, we've had this conversation 100 times. No, no, no, I'm not doing this again. You tell me what you did.
CU: Phil standing confused	Phil: Uhhhhh

Title: Modern Family S11 Episode 2 - "Snapped"

Client: Chobani

Agency: 4orce Agency

Link: https://youtu.be/DpoHJWk4Bm4?si=l1a9htP-1G8eW_5H

Video	Audio
CU: Mitch with his face against the smart fridge singing.	Mitch: In the shall-al-low
MS: Cam entering the kitchen	Cam: What are you doing?
WS: Mitch releasing from his hug with the refrigerator	Mitch: Heyyyy
MS: Cam pointing to the refrigerator	Cam: Were you just singing a duet with the refrigerator
MS: Mitch holding his plate	Phil: Well, um, yea, um, apparently Bridget has a karaoke function. So I was just standing here eating my apple sandwich and Chobani, when suddenly she.
WS: Cam walking around the kitchen island	Cam: An apple sandwich and karaoke?



Final

BPP



Rationale:

For our brand product placement, we chose Modern Family as it aligns perfectly with our Big Idea and target audience. The show, which aired from 2009–2020 and remains popular on TV and streaming platforms, follows the busy, on-the-go lives of the Pritchett-Dunphy-Tucker family. Its blend of humor and heartfelt moments reflects the balance of work, parenting, and modern life. We selected scenes that seamlessly integrate Chobani, combining the show's fun energy with our brand's identity.

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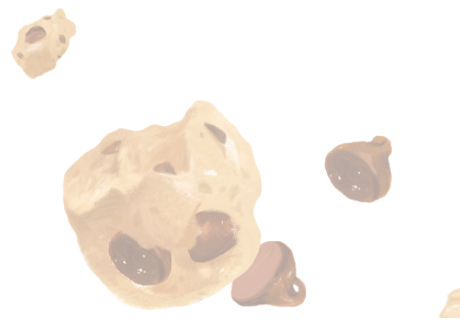
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