

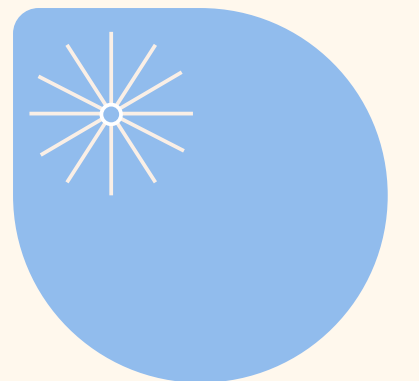
CASE STUDY

Chobani



Group 5

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Executive Summary

1. Chobani's job to be done by scenarios, such as healthy snacking, morning snacking, daily routine breaks, healthy diet commitment, and sustainability, targeting health-conscious consumers and active young adults.

2. Chobani should strategically focus its innovation efforts, which include profit model, network, product offering, and brand to sustain growth and maintain consumer interests.

3. To align with Chobani's brand positioning, Chobani should launch a UGC campaign on TikTok and Instagram, participate in wellness events with interactive booths, organize a month-long gamified healthy habits challenge, and create co-branded products with popular health food brands.

4. To foster habits in purchasing behavior, Chobani leverages visual cues (e.g. distinctive packaging), routine integration, consistent product quality, and emotional connections.

Positioning

"For active and health-conscious consumers, Chobani provides an authentic Greek yogurt enriched with high protein and real fruits. It is crafted to be a delicious, convenient snack that supports a healthy lifestyle. Available nationwide at an affordable price, Chobani features easy, on-the-go packaging, making it ideal for young consumers and athletes who value both nutrition and convenience."

JTBD

Healthy Snacking: Perfect for satisfying hunger between lunch and dinner.

Morning Convenience: Quick, nutritious option for rushed mornings.

Daily Routine Break: Offers a delightful variety of flavors to enhance your daily snack experience.

Healthy Diet Commitment: Packed with natural, high-quality ingredients for guilt-free consumption.

Sustainability: Supports a lifestyle committed to sustainable food products.

Recommendation

Collaborations with Lifestyle Products:

Chobani can partner with on-the-go lifestyle brands, offering bundled products like insulated food containers to emphasize convenience and health, catering to active consumers.

Chobani Wellness Cafés:

Chobani could open wellness cafés that serve Chobani-based dishes and organic, locally sourced foods. These hubs would also host wellness events, reinforcing Chobani's commitment to a healthy lifestyle.

Innovation Efforts



Profit Model

Chobani could develop a **subscription service** for regular deliveries of Chobani products, enhancing convenience for consumers and ensuring steady revenue flow.



Network

1. **Partner with complementary food brands** to create new/bundled products, combining the nutritional benefits of both partners.
2. **Collaboration with fitness apps or wellness platforms** to integrate Chobani products into consumer's health and wellness routines.



Product Offering

Chobani could leverage its reputation for quality, health, and natural to introduce new products that align with its brand image.

- **Frozen Yogurt** (for both dessert lovers and health-conscious consumers)
- **Yogurt Spread** (expanding usage occasions)
- **Savory Yogurt Dip**
- **Baby Yogurt** (appeal to health-conscious parents)



Brand

Sponsor health and wellness events that align with Chobani's corporate values, enhancing brand visibility and strengthening its association with a healthy lifestyle.



Marketing Activations



Social Media Contest


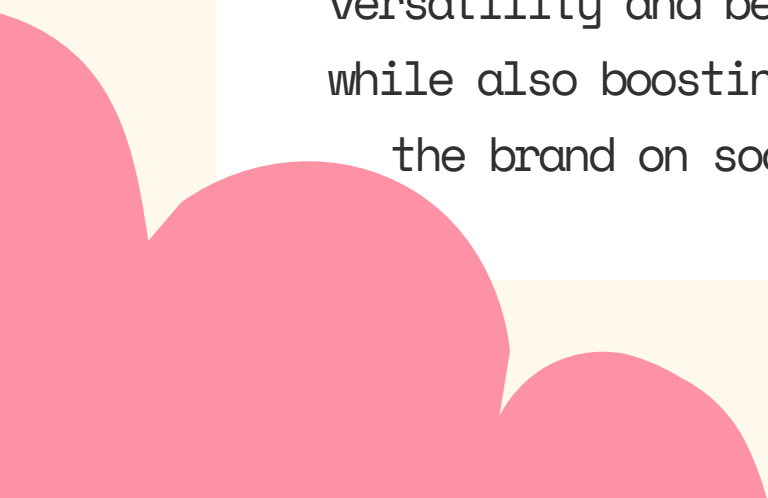
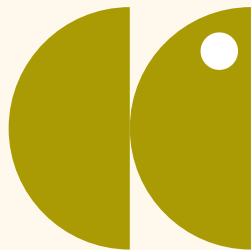
In order to drive awareness and engagement for new product offerings, Chobani can launch a campaign on TikTok and Instagram where followers can share photos or videos of their different uses and how Chobani comes into play in their daily routines. This campaign will showcase the product versatility and benefits of Chobani while also boosting engagement with the brand on social platforms.

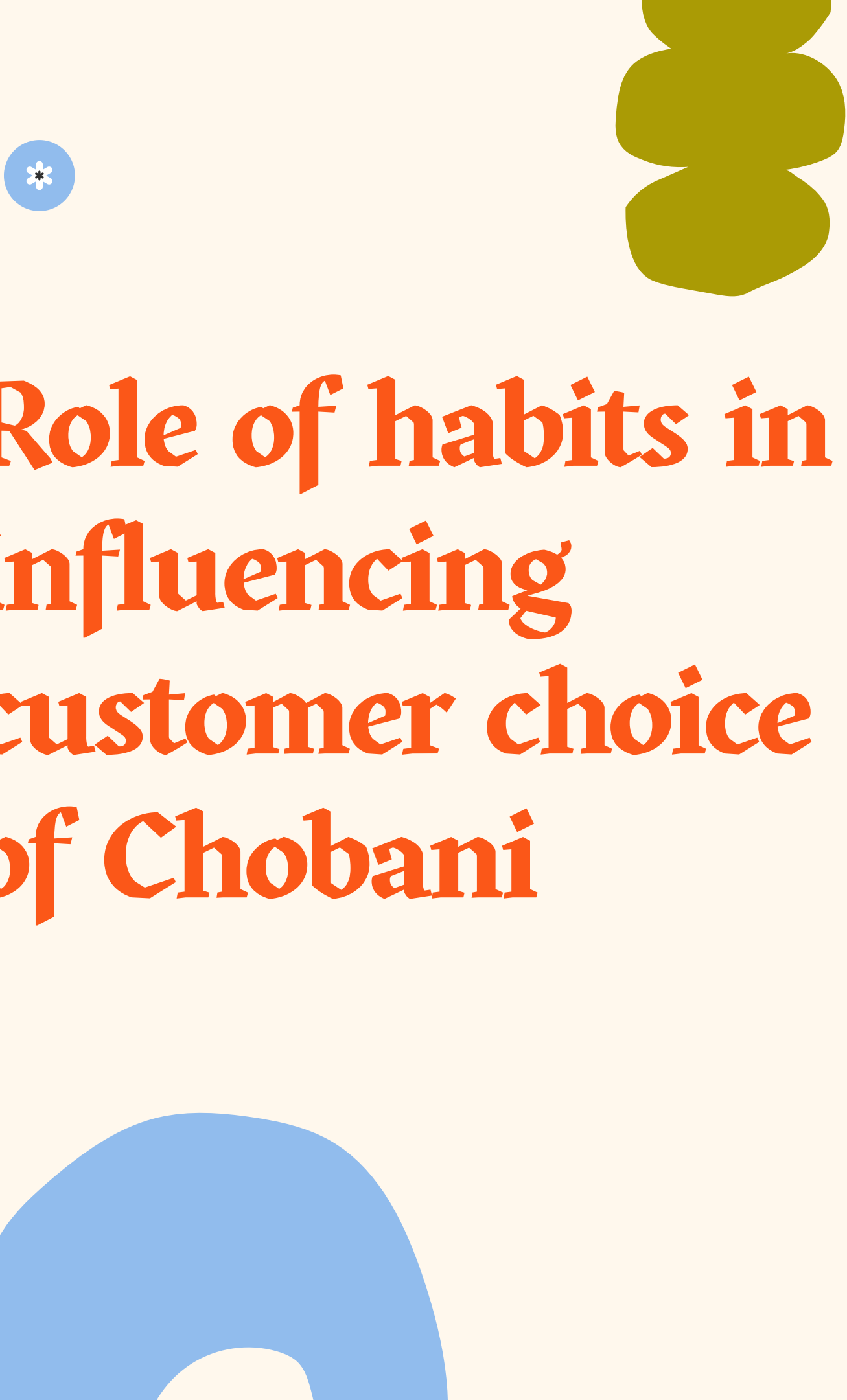
Co-Branding

Chobani can partner with well-known health food brands to create co-branded products, such as a Chobani smoothie mix with a popular plant-based protein powder brand, in order to establish more credibility behind a changing positioning of the company while simultaneously gaining exposure to their desired audience. This will also help Chobani continue to build their network from a B2B perspective.

In-Person Events

In order to reach a target of consumers looking for specific ingredients/nutrition/habits, Chobani can participate in wellness or fitness events with booths or stations available for consumers to get immersed in samples, nutrition consultations, or different product usage experiences. In-person events can help functional benefits be communicated more effectively and more efficiently.





Role of habits in influencing customer choice of Chobani



Triggered Decisions

Customer habits are often triggered by specific cues or contexts. For example, seeing Chobani in a particular section of the grocery store or with promotions can trigger a habitual purchase. Chobani's distinctive design and packaging also serve as visual cues that can prompt habitual choices.



Routine Purchase

Once consumers integrate a Chobani into their daily or weekly routines, it often becomes a habitual purchase. For instance, if a customer starts incorporating Chobani yogurt into their breakfast or snack routine and enjoys the experience, it's likely they will continue to choose Chobani out of habit.




Consistent Satisfaction

Consistency in product quality ensures that once consumers develop a habit around Chobani, they are more likely to stick with it. Chobani's commitment to quality ingredients and taste ensures that each experience reinforces the consumer's decision to repurchase, solidifying the habit.



Emotional Connection

Chobani's marketing campaigns often emphasize not just the health benefits of their products but also a sense of community and ethical consumption—like using non-GMO ingredients, promoting environmental sustainability, and supporting social causes. This can create a strong emotional bond between the brand and the consumer, fostering a habitual preference based on values as well as product quality.





**Thank
You!**

