

Chobani

CONCEPTUAL ADVERTISING CASE STUDY

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ARTS 224 (002)

Market Research

Company Overview: Chobani

BACKGROUND

Hamdi Ulukaya saw the importance of making better yogurt than America had offered him as a first-generation immigrant that in 2010, Chobani became “America’s favorite Greek Yogurt” (Chobani, 2021). Such an idea expanded in 2005 with his team, and trade between Kraft Foods and Ulukaya was a switch from one yogurt dream to another (Chobani, 2021 Tamny, 2021). The yogurt factory was located in South Edmeston, New York, and the Turkish immigrant needed a bigger place for his delicious yogurt creations (Tamny 2021). Chobani became a grocery recognized brand when 2010 came, and Twin Falls, Idaho, welcomed Chobani into their state as they moved to a new plant in 2011 (Chobani, 2021).

As their location changed, so did their creativity. Chobani Flip came into their branding in 2016, and “oat milk, dairy, and plant-based coffee creamers, ready-to-drink cold brew coffee, and plant-based probiotic drinks” were advertised in 2019 (Chobani, 2021). When 2020 approached, employees were not ready for what they would do next. Chobani “increased...minimum hourly wage to at least \$15 an hour, with an average hourly wage of \$19 an hour, [and offered] 100% paid parental leave for six weeks for all full-time hourly and salaried employees” (Chobani, 2021). They also spread their love to people through the Chobani pantry to donate food to millions who were in need (Fast Company Staff, 2021). Fast Company saw their innovation to the point where they “named Chobani the most innovative company in North America” (Chobani, 2021).

MISSION STATEMENT

Chobani is a food maker with a mission of making high-quality and nutritious food accessible to more people, while elevating our communities and making the world a healthier place.

DEMOGRAPHICS

Chobani hopes to create an environment where Generation Z feels comfortable to use their Greek yogurt. However, observation from some of their social media platforms, like Instagram and Twitter, represents a media presence towards millennials and older (Chobani, Twitter). According to Donna Berry from Food Business, this is accurate when it comes to people who eat yogurt the most as well as people who pursue healthier lifestyles (2016).

For the purposes of this study, focus will be implemented towards millennials who desire to have healthier lifestyles or are already in such routine presently. The research represents millennials wanting a change to their diets and enjoy that yogurt is part of the alternative. Moreover, part of their search is to find foods that have calcium and those that are more athletic are in pursuit of greater protein (Nermoe, 2022). 20% of Americans eat yogurt in their schedule, especially twenty-five- to thirty-five-year-olds. Changing to a different diet is not a major concern as millennials have mainly chosen this route and 53% listed health as important (Berry, 2016).

Market Research

Company Overview: Chobani

DEMOGRAPHICS CONTINUED

Family Dynamics: Millennials are not focused on having a family as early in life. Women usually become mothers during the end of the millennial age range in their 40s and 14% of millennials live with their parents. Cohabitation can be a common factor as well (Barroso et al., 2020).

Religion: The two greatest religious focuses that millennials have are towards Islam and Hinduism. As many believe in God, church attendance is smaller and only 18% of millennials have some sort of discipleship (Pew Research Center, 2022).

Social Causes: 56% of millennials also “believe systematic racism exists” (Antunes, 2023). Their hope exists in the belief that the government has the power to create such change for the public. Another concern surrounds climate change to the point where millennials now evaluate businesses based on its environmental practices. Moreover, COVID-19 made many alert to how businesses handled their restrictions and political views in this area and others surrounding political issues (Antunes, 2023).

Purchasing Habits: Online shopping is the key for millennials. 91% of millennials are invested in this type of purchasing. This shopping can happen through their smartphones as 42% make this decision and 40% care about what people have to say about the product before they purchase it. Frugality will also be chosen over branding, including using subscriptions and rewards programs to help them make their right buying decisions, even if such ideas increase costs (Grozdanov, 2022).

Health: 40-43% of millennials are concerned that their health will decrease (Eflein 2019). Furthermore, the statistics for good physical health versus mental health have a 30% difference. Generation X did not suffer from problems such as depression, hypertension, substance use disorder, high cholesterol, Type II diabetes at ages 34-36 (Millennial Health Preventive Care Behavioral & Mental Health, 2019). For instance, in 2017, about 15% of millennial deaths relating to health are rooted from heart disease and cancer (Eflein 2021).

Social Activities: Pertaining to health, they enjoy working out at boutique studio gyms and have health club memberships. Their passion for working out has created credit card debt, including expenses surrounding healthier dietary choices (Howarth, 2023).

Values: One interesting fact about millennials is that they do not like being advertised towards, yet they spend an “average of 211 minutes on apps” (Grozdanov, 2022). This only occurs if they think the app has an appealing format. Another area that they care about is the consequences of hacking. 67% of millennials want their privacy to be protected. As mentioned before, online ordering is important to them, which means that 47% of them enjoy receiving Amazon orders (Grozdanov, 2022).

Locational Focus: For the sake of this study, Mississippi is used as the location for Chobani branding. The reason why this state was chosen is due to its poor health conditions to help millennials that want a different lifestyle and to be free from serious health conditions.

“40-43% of millennials are concerned that their health will decrease. The statistics for good physical health versus mental health have a 30% difference.”

Market Research

Company Overview: Chobani

DEMOGRAPHICS CONTINUED

According to Elliott Davis Jr., Mississippi is not a state that is considered health conscientious economically for millennials: "Mississippi ranks the lowest overall due to its poor performance in the quality of life and economic health categories" (Davis Jr., 2022). Moreover, the south is considered less economically healthy in general (Davis Jr., 2022 & Millennial Health Preventative Care Behavioral & Mental Health 2019).

The state has a population of 2,961,279 people. Most citizens are either Caucasian or African American. 11.9% are without health care coverage. The median age is 38.6 years of age. It was recorded that of 2017 to 2021 88.4% of households own a computer. Moreover from this time period, 78% of households have a broadband internet subscription (United States Census Bureau).

Mississippi Job Status: Mississippi's employment is at 52.5% and there are 58,897 total employer establishments. Most citizens are hired from private businesses at 65.9% while 18.5% work for the local, state, and federal government workers. However, the industries that most citizens work in are the education, health care and social assistance industries. Meanwhile, common occupations are in management, business, science and the arts. Work hours consist of an average of 39.2 hours (United States Census Bureau).

Mississippi Health: In 2017, the number one cause of death was heart disease and the second being cancer. The same was true for 2019 as 7,993 died from heart disease and 6,586 died from malignant neoplasms. From these two separate years, the rate of such death increased (Centers for Disease Control and Prevention, 2018 & Mississippi State Department of Health).

Market Research

Company Overview: Chobani

COMPETITORS

The two main brands in competition with the Chobani corporation are Dannon and Yoplait. Dannon is one of Chobani's main competitors and strives to encourage people to "lead a healthy lifestyle and feel good about the choices they make". This corporation offers its customers various types of yogurt, including but not limited to low-fat, plain, creamy, and blended, along with various flavors of smoothies.

Another main competitor for Chobani is Yoplait. This company also specializes in providing its customers with various types of yogurts and Go-Gurt flavors and, according to its website, is mainly dedicated to "making delicious yogurt everyone in the family can love".

UNIQUE SELLING POINTS

The Chobani corporation as a whole has many unique selling points. To begin, Chobani has expanded its company to create and sell not only various types of yogurt but other products as well. This expansion includes four new subcategories involving oat milk, dairy and plant-based coffee creamers, ready-to-drink cold brew coffee, and plant-based probiotic drinks. They have also created subcategories for their yogurt, including Chobani Flip, Chobani Indulgent (seasonally inspired flavors), plain, blended, fruit at the bottom, zero sugar, and less sugar greek yogurt. Their product is also richer in flavor and creamier in texture. They have twice the protein, half the sugar, and half the carbs with the same amount of calories.

Secondly, Chobani emphasizes environmentally friendly and responsible manufacturing practices. One of their main priorities is to give back to the people in their community and focus on "advocating for the fight against hunger" by "donating and delivering millions of products to food banks and anti-hunger organizations coast to coast" through their Child Hunger Summit.

STRENGTHS AND WEAKNESSES

Chobani's major strength is that it is not a specialty brand, meaning it does not focus solely on promoting one aspect of its company, rather, it branches out and creates new products other than yogurt (which is what they are mainly known for). The expansion of their product line in the past has included oat milk, coffee creamer, cold brew coffee, and probiotic drinks. This results in a more diverse customer profile because it attracts the attention of consumers who may not like or eat yogurt.

They also have a strong social media presence online within different platforms such as Instagram and Facebook. These platforms help to develop a strong and direct relationship with customers, spark interest in products, and promote special deals, events, and recipes that the company is known for. Chobani's main weakness involves its high operating costs. According to sources, "it is harder to sustain and keep up with, especially with emerging competition from other organizations".

"This expansion includes four new subcategories involving oat milk, dairy and plant-based coffee creamers, ready-to-drink cold brew coffee, and plant-based probiotic drinks."

Market Research

Conceptual Ad Series Overview

PURPOSE OF CONCEPTUAL ADS

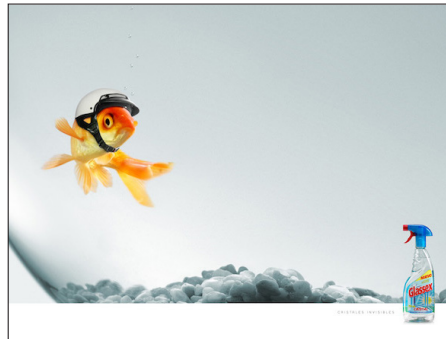
Conceptual advertising uses imagery indirectly to communicate a message or product and “focuses on the underlying benefits and desires, fears, and emotional responses that drive decision-making”. The four main goals of a conceptual advertisement are to inform (“share information or remind the audience of something they’ve forgotten”), entertain (“make the audience laugh or smile”), raise awareness (“bring attention to a certain problem”), or share values (“share what the company values”). It is important to evaluate your audience, determine a goal, establish a strategy, develop a concept, and share the solution when creating a conceptual advertisement series.

TYPES OF CONCEPTUAL ADS

Inform:



Entertain:



Raise Awareness:



Share Values:



The images above represent the four different variations of conceptual advertisements; to inform, to entertain, to raise awareness, and to share values. The companies mentioned above are Volkswagen, Glaxo, the Red Cross Association in Paraguay, and Apple. Each advertisement utilizes imagery in a unique and creative way to communicate their messages to their desired audiences.

Market Research

Visual Audit and Analysis: Chobani



TYPE AND TARGET AUDIENCE

The main purpose of Chobani's conceptual advertisement, which centers around promoting their new Chobani Oat oat milk, is to inform and entertain the consumer. Informing the consumer focuses on communicating a message to the audience, whereas entertaining the consumer focuses on making the consumer feel a certain emotion like happiness or evoke a desired response like laughing or smiling. For this advertisement, the main target audience includes families, Chobani customers, milk lovers, along with everyday people.

STRATEGIES AND TACTICS

Throughout Chobani's conceptual advertisement design, the main goal of this promotion was to highlight and showcase the new line of Chobani Oat oat milk in a playful and identifiable way. According to sources, the ad campaign is a homage to Norman Rockwell's vintage 50's aesthetic, centering around everyday life. The Chobani Oat oat milk is strategically placed in situations where you would see the milk being used, and that "define 'almost' as being premium, just as good as real milk".

The main way the company communicated this message to its audience was through photography, slogans, play on words, and utilizing a bright color palette. The photography in each advertisement focuses on real people in situations where milk is typically seen being used; at breakfast, to drink, and being poured. The bright color palette consisting of blue, pink, and yellow matches the model's clothing or the carton of milk, drawing attention back to the product itself. The slogans, use of the word "almost," and the play on words in "almost milk mustache" are clever ways to draw the viewers' attention to what makes the product unique. It also appears more visually appealing and helps tie the three ads together cohesively.

SUCCESSES AND FAILURES

There are many positive and negative aspects to the conceptual advertisement series Chobani created, highlighting its line of oat milk. For starters, each advertisement does a nice job of entertaining the viewer. In the first ad, using play-on words in the phrase "almost milk mustache" is a clever and funny way to evoke an emotional response from the consumer and allow the customer to interact with the ad itself. The series as a whole also coincides nicely together. Similar elements are used within each individual poster to allow the aesthetics and feel of the design to remain the same, resulting in a more cohesive look to take place. It is also easy to identify what is being advertised because the product is displayed in a unique way within each poster. However, the brand's name is not seen in the last advertisement; therefore, if standing alone, it could be difficult for the consumer to understand what company sells this product, especially because the carton with the brand name on it is so tiny and difficult to read. The lack of slogans in the final advertisement also disrupts the cohesion between the three designs.

Market Research

Visual Audit and Analysis: Chobani

CRITIQUE OF OVERALL DESIGN, CONCEPT, AND EFFECTIVENESS

Overall each Chobani advertisement in the series effectively utilizes its design concepts to present its information and products in a cohesive, playful and aesthetically pleasing way. Each advertisement specifically uses photography, color, typography, and illustration within each design to allow the feel of everyday life as well as the product being promoted to stand out and catch the customer's attention.

For instance, in the first advertisement, the play-on-words in the slogan "Almost Milk Mustache! Almost Milk!" as well as the photographs of the boy's reaction to drinking the milk, is a very clever way to entertain the viewer, make them smile and evoke an emotional response to what is being displayed. The bright color palette within the design, specifically the yellow typography, also helps draw the consumer's eye and focus back on the product itself within the advertisement.

Within the second advertisement, the colors utilized are visually appealing and correlate well with the color of the model's clothing as well as the drink being promoted. The photographs help to enhance the idea that the slogan is hinting at visually, and the vintage aesthetic the brand was aiming for is clearly communicated within the advertisement.

Lastly, the colors in the final advertisement are visually appealing and correlate well with the color of the drink as well as the rest of the advertisements within this promotional series. The photographs and illustrations also allow the design to take on a more expressive and creative view when it comes to highlighting and promoting the oat milk.

**CLEVER.
PLAYFUL.
COLORFUL.**

Market Research

Visual Audit and Analysis: Yoplait (Competitor)



TYPE AND TARGET AUDIENCE

The goal for this campaign was to bring humor or entertainment onto the scene to Yoplait's appreciation for moms and how they contribute to the family world. Another part of this series was to share values by Yoplait explaining to the public and to mothers that they care about them and what mothers stand for and appreciate as well. Therefore, the main target audience for this campaign was mothers.

STRATEGIES AND TACTICS

Part of their strategy is to show what moms experience and their environment. From these three images, it is noticeable that the location is the kitchen and that moms need their own Yoplait snack in the midst of their routine and day. The Yoplait yogurt is shown as the focal point in the pictures though they are placed in different directions to represent the brand and what the mother needs or wants.

For the top left advertising image, there is no person standing in the picture which gives the audience an idea that the yogurt is reserved for moms amidst the large campaign title. It represents ownership. Moreover, the same tactic can be noticed in the other two images by their difference of including a mom in different ways. The bold mottos for both grab the reader's attention to allow the right audience to see and understand that Yoplait yogurt is for them.



SUCCESSES AND FAILURES

This is a great campaign in that it specifically focuses on mothers and their importance. This is also what makes the campaign unique in that it specifically focuses on this audience, which is not the most popular focus in comparison to focusing on single mothers or Generation Z. Concerning the images, the Yoplait yogurt and campaign title is nicely reorganized for each image to have a different style and format. Moreover, the locations stay the same throughout the three which shows consistency to know as the reader how the images could correlate within each other.

However, one failure could be that there are not many images separate from their advertising video to correlate well in magazines or other forms of advertising besides video. This makes it more difficult to reach mothers, especially through magazines.

Another failure could be that some of the ads do not communicate that they are against 'mom shaming', which is why this campaign was created in the first place (Adams et al., 2017). Again, unless the video is included, it makes more sense. So, adding more varieties of advertisements will make this campaign more well known.



Market Research

Visual Audit and Analysis: Yoplait (Competitor)

CRITIQUE OF OVERALL DESIGN, CONCEPT, AND EFFECTIVENESS

From the Mom On Campaign, it is clear that they had a goal to reach concerning making their focal point represent a connection between Yoplait and mothers.

Providing a variety of images and formatting for their logos and branding gave the advertisements uniqueness yet simplicity. Some of their images did not reflect their campaign's message, but showed the audience that Yoplait wanted to focus on mothers. The simple sayings allows the reader to grasp the picture and how it can be applied to them, while it needs to be shown more through print than video. The typography and images represent a sense of confidence that they believe moms to have and to give them the respect they deserve.

Serving the Original Yoplait yogurt shows that moms can have this brand too and that they do not have to be judged for such a purchase. It also reveals that Yoplait is more concerned with their audience than with the type of yogurt being involved. The background's blurriness also represents a similar message since the women in the pictures and the yogurt are more clearly focused.

Therefore, this campaign succeeds in celebrating mothers through Yoplait's support while adding onto their campaign to creatively incorporate other mediums.

**UNIQUE.
SIMPLISTIC.
CONFIDENT.**

Market Research

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Project Brief

Chobani Conceptual Advertisement Series

COMPANY OVERVIEW

Chobani is one of the leading yogurt companies within the United States of America. Their mission as a brand is to make high-quality and nutritious food accessible to more people, while elevating their communities and making the world a healthier place.

GOALS OF THE PROJECT

We are doing well against our competitors but we don't just want to do well, we want to stand out and create intrigue in what we offer and/or our mission. In order to do that, let's push away from the traditional type of advertising. Develop 3 ads as a series that are conceptual in nature. Avoid our product as the main visual. We will be using the series as a digital and print magazine advertisement.

TARGET AUDIENCE

The target audience for this Chobani conceptual advertisement series are single, athletic millennials in the state of Mississippi between the ages of 25-35 who are interested in living a healthier lifestyle and incorporating Chobani products into their diets.

COMPETITORS

The main companies that are in competition with Chobani's brand are Dannon and Yoplait.

PROJECT BUDGET, TIMELINE AND SCHEDULE

The budget for this project consists of \$5,000. The deadline aimed for this conceptual advertisement series will be in four weeks, when Pitch Presentations begin.

**HEALTHY.
NUTRITIOUS.
YOGURT.**

Project Proposal

Chobani Conceptual Advertisement Series

PURPOSE

The conceptual advertisement series for Chobani mainly intends to entertain and share the values of a healthy lifestyle with the targeted consumer. This advertisement series will specifically cater to one of the brand's larger demographics; single, athletic millennials in Mississippi between the ages of 23-38. The purpose of this advertisement series is to promote Chobani's Daily Probiotic Greek Yogurt and the benefits that it provides to those who want to eat and become healthier.

CONCEPTS

The first concept that our group discussed for this series was to showcase everyday people performing a variety of athletic activities as they held the probiotic drink in their hands. A fun slogan or a list of health benefits may also be placed somewhere in the advertisement. This will communicate to consumers how the drink can be incorporated into their healthier lifestyles.

The second concept we came up with for this series revolved around being transparent with what ingredients were in the drink and what flavors the probiotic came in. We thought about showcasing a clear outline of the probiotic bottle and stacking the ingredients on top of each other inside the outline, with an entertaining slogan about the drink found in the background.

The third concept we came up with for this was to do a side-by-side comparison of Chobani's probiotic drink and its healthy ingredients with the unhealthy ingredients of an unnamed brand's yogurt or probiotic drink. This will allow consumers to clearly see the benefits of Chobani's product over their competitors.

As far as the design goes for this conceptual advertisement series, we are interested in pursuing the second option, which focuses on transparently showcasing the ingredients found within each probiotic drink. This concept will also include an entertaining slogan in the background, relating back to the company as a whole. This is a simple yet visually appealing way to communicate our message of eating healthier to the target audience.

TONE, MESSAGE AND STYLE

The tone of this advertisement series should be playful, bright, and bold, showcasing the ingredients and flavors of each Chobani Daily Probiotic Greek Yogurt. The message is to encourage our target demographic to live a healthier lifestyle by incorporating Chobani products, specifically probiotic drinks, into their diets. For this Chobani advertisement series, we would like to maintain the aesthetic and style that the brand is known for by utilizing numerous design tactics, including photography, illustrations, and bright color palettes.

Project Proposal

Reference Advertisements: Chobani and Competitor

REFERENCE ADVERTISEMENTS

Chobani:



Competitor:



EXPLANATION

The project will consist of a clear container and showcasing the ingredients involved in the product to create trustworthiness between the consumer and the seller. Bold typography will not be showcased as part of the main focal points to change perspective in relation towards the audience rather than the brand's message. The conceptual ad series will also incorporate a busier background to help the audience relate to the message.

Concerning the second advertisement, the conceptual advertisements will focus more on millennials involved in the ad series than a hand holding the yogurt shown above. Graphics may be incorporated but will not become the focal point as the point is to represent the fruit and the yogurt ingredients involved. Concerning typography, a simpler font will be incorporated to make the message appear through the images being represented.

The conceptual advertisement series will be simple and less bold, which will help the reader grasp the main message of the advertisements. Various flavors will be represented in separate pieces creating less of an overwhelming picture. Fruits will not be as enlarged, creating a greater understanding of each advertisement individually and together, so each picture is considered rather than a few large elements.

Project Proposal

Chobani Conceptual Advertisement Series Mood Board

MOOD BOARD



LORA
 A contemporary serif, great for screen texts, Latin & Cyrillic script.

Billions of Probiotics*
 *per serving

Good Source of Calcium
 10%

Cultured lowfat milk, strawberry puree 🍓, water, cane sugar 🍯, banana puree 🍌, natural flavors, chicory root fiber, fruit pectin, locust bean gum, vegetable juice concentrate and beta carotene (for color), lemon juice concentrate.

Project Proposal

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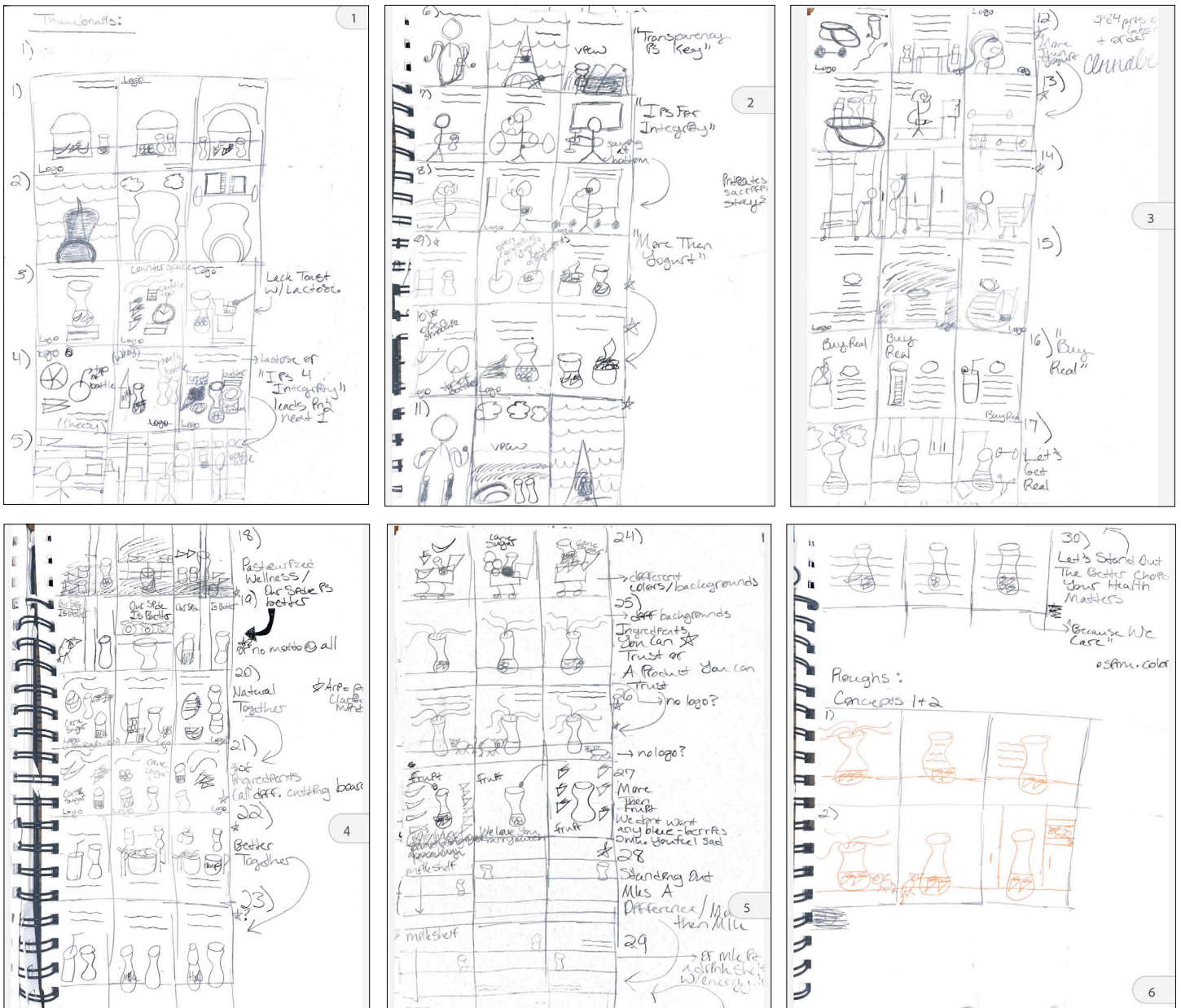
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Final Solution Series

Thumbnails

THUMBNAIL SET 1

The concept was decided upon by representing a clear bottle with some of the Chobani probiotic ingredients inside. Therefore, thumbnails and roughs were about creating a clever, simple advertisement to reveal the product's trustworthiness. The first set of thumbnails incorporated two different ideas. The first was to find different ways to incorporate the bottle in different settings or scenarios, such as backpacking, hiking, working out at the gym, or simply being outside. The second was to place the bottle as the main focal point without focusing on a specific background. For instance, one thumbnail set placed the clear bottle on a shelf with other milk-related products to show how the Chobani probiotic stands apart. Another example showed the ingredient descriptions coming out of the clear bottle to give a better emphasis on what it contains.

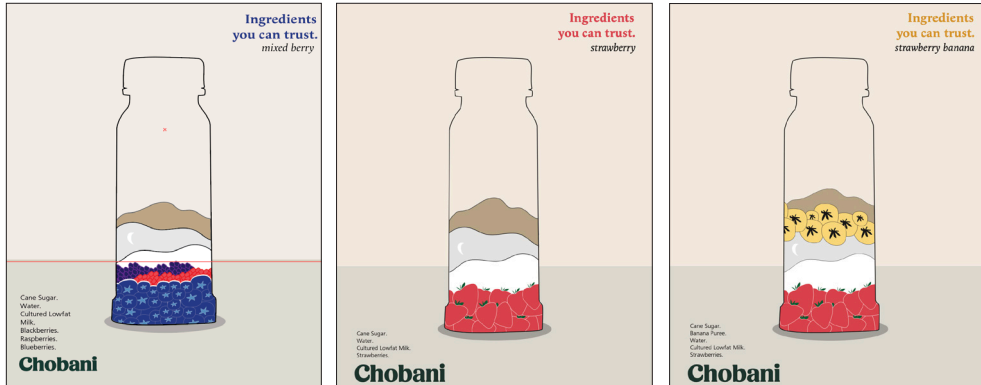


Final Solution Series

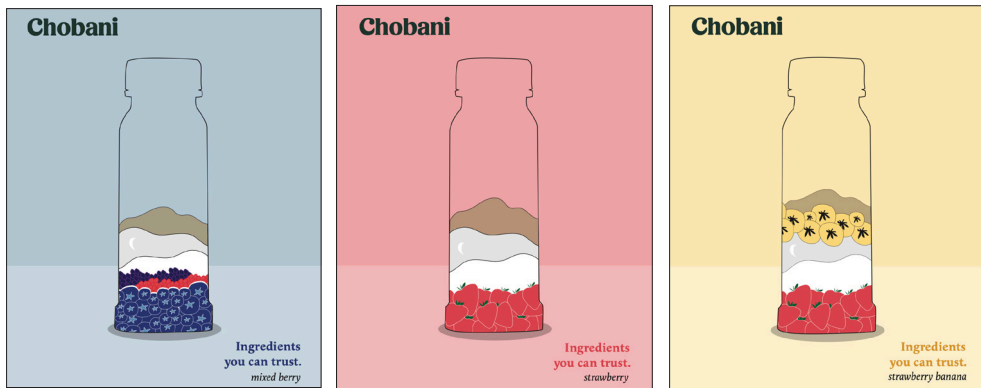
Comps

COMPS

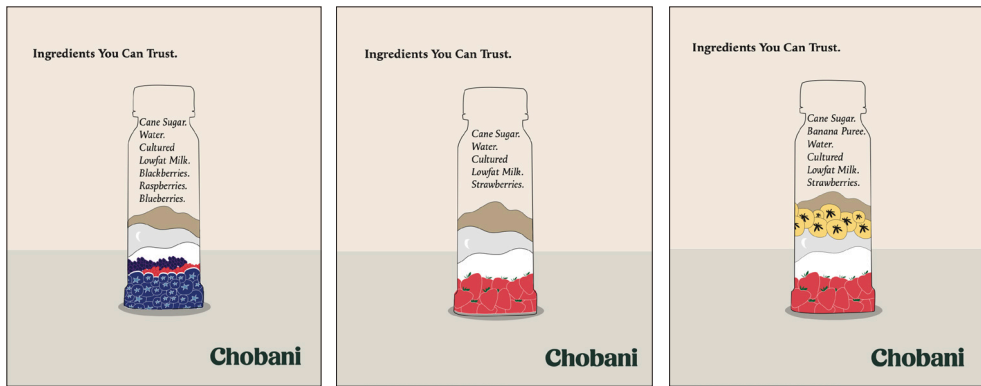
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2.



3.

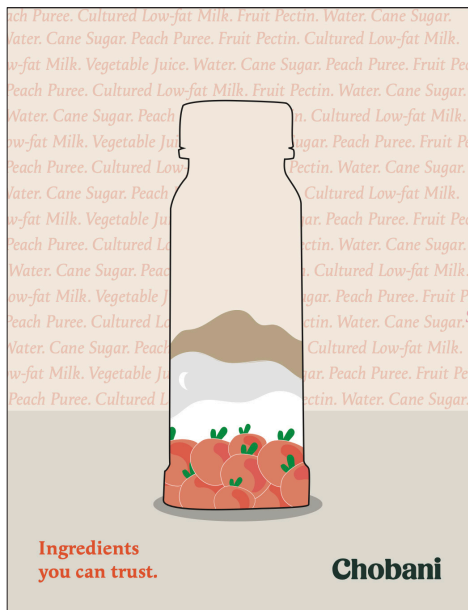


As the project continued, Illustrator was used instead of Photoshop. It was not working extremely well using the previously assumed method of design, while Illustrator created a better, professional look for viewers. The rest of the ideas for the three sets of comps did not change. The first set contained a plainer background. The slogan was placed in the right-hand corner of each one with the probiotic's description, while the logo was placed in the bottom left corner. Apolline italicized and bold was the font used throughout, and the slogan's color was the same for the first two sets, dependent upon the flavor. The second set of roughs was created with the colored background, and the logo was switched to the top left-hand corner while the flavor and slogan were placed in the bottom right-hand corner. The third set incorporated more of the typographical idea concerning ingredients. This idea changed from flowing out of the bottle to being listed inside with a black, bold slogan rather than basing it on the flavor. The logo was placed in the bottom right-hand corner instead. A final decision was made to continue with the first set for a final draft and advertisement because of its simpler background and colored slogan.

Final Solution Series

Final Draft and Mock-Ups

FINAL DRAFT AND MOCK-UPS



Concerning the final draft, changes were made to improve the trustworthiness and transparency between the Chobani brand and its consumers. For instance, the slogan (“Ingredients you can trust.”) was placed in each design’s bottom left corner to help viewers first notice and understand the advertisements’ message. A new background was added, which included the ingredients of each flavor. This was designed to help the consumer trust what was in the product and create better communication between Chobani and their audience. Furthermore, specific colors associated with each flavor were added to such typography to give the advertisement a brighter appearance. Concerning the actual ingredient illustrations themselves, the stroke surrounding the ingredients was decreased or deleted. For the mixed berry and the strawberry and banana flavors, the fruit was designed to have more variations of the same fruits rather than the same drawings for each. Again, this was created for a more realistic approach so viewers could trust the brand. The second flavor was also switched to peach rather than strawberry to further differentiate the three advertisements. Finally, the logo was placed in the bottom right-hand corner to allow the readers to notice the ingredient-infused background rather than the brand itself. This was done to demonstrate to the consumer that the advertisements are more concerned about their health than Chobani itself.

Final Solution Series

Bibliography

VISUALS

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