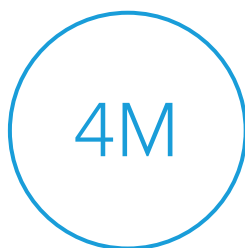


CHOBANI®

A Yogurt for All Occasions

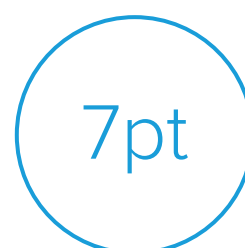
Chobani used beautiful food imagery and realistic, lifestyle settings in a series of sponsored photos on Instagram to showcase how their product can be enjoyed during breakfast and in other non-breakfast contexts. The campaign had significant impact on changing people's perception that Chobani is only for breakfast.



People in the U.S.
Reached



Lift in Ad Recall



Lift in People Who
Considered Chobani
Any Time of the Day

STORY

How It's Made Matters

Born from a single yogurt plant in New York State in 2005, Chobani has risen to become the top-selling Greek yogurt in the U.S. Unique in their unwavering focus on creating delicious and nutritious yogurt made with only natural ingredients, Chobani believes good food brings people together and it should be accessible to all.

GOAL

Think Outside the Cup

Chobani focused on highlighting the day-part versatility of their yogurt to shift people's perceptions away from yogurt being a breakfast-only item.

SOLUTION

A Canvas for Chobani's Versatility

Chobani posted sponsored photos targeted to females age 18-49 in the U.S. over a four-week period. The series of lifestyle posts included a quick breakfast, a savory snack and an indulgent dessert—all made with Chobani Greek Yogurt.

The resulting creative was extremely effective in generating breakthrough impact including a 22-point lift in ad recall compared to the control group, nearly four times higher than Nielsen's average for online advertising. Ad creative that focused specifically on showing Chobani in non-breakfast context had a significant impact (+7 points) in shifting people's perceptions away from Chobani being only eaten at breakfast and the campaign's imagery created a positive shift (+3 points) in people's perception of Chobani's delicious taste.

“Instagram is a great platform for Chobani. It allows us to show how people actually use our product and inspires new ways to savor. This campaign showcased delicious creations and different day-parts, extending our existing presence of real, beautiful imagery to new audiences and effectively changing people's perceptions about enjoying Chobani throughout the day.”

Jessica Lauria
Director of Brand Communications
Chobani