

CHOBANI GREEK YOGURT MEDIA PLAN



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CHOBANI[®]

COMPANY ANALYSIS

Founder and CEO of Chobani, Hamdi Ulukaya, came to America from Turkey and didn't believe that the yogurt was as delicious and available here as it was back home. Ulukaya decided to fix this, by creating Chobani. Today, Chobani has multiple types of Greek yogurt such as non-fat, low-fat, blended, Flips and champion. The company produces over 2 million cases of yogurt a week. Chobani also donates 10% of its proceeds from its products to charities.

Chobani's mission is to provide better food for more people. It prides itself on giving people a better option of food by providing all natural, non-GMO, organic yogurt. Chobani uses cows that have not been treated with added growth hormones such as rBST.

In 1998, Fage introduced Greek yogurt to America. However, it wasn't until 2005 when Chobani entered the market and influenced the Greek yogurt industry to what we know today. Chobani now owns 57% of the market share for Greek yogurt.

SITUATIONAL ANALYSIS



PRODUCT AND BRAND ANALYSIS

Chobani was founded in 2005 and is headquartered in New York with its yogurt manufacturing site located in Idaho. The first cup of Chobani yogurt hit the shelves in 2007. Chobani owns 19% of the total U.S. yogurt market and 57% of Greek yogurt market. It is the number one Greek yogurt and the biggest Greek yogurt maker in the United States netting over 1 billion in annual sales annually while producing 2.2 million cases a week. Their yogurt is sold in the United States, Canada and Australia.

The Chobani yogurt is made with solely natural ingredients such as real fruit and natural sweeteners. The process of creating Chobani yogurt starts with milk. The milk they use is from cows not treated with added growth hormones, like rBST, living on regional farms. They use an original straining process to turn the milk into yogurt. This straining process gives the yogurt twice as much protein as regular yogurt as well as a thick, creamy texture and taste. There are multiple types of Chobani Greek yogurt such as Chobani Classics: Non-fat and Low-Fat yogurt as well as blended, flip and champion Greek yogurt with all kinds of flavors.

In 2012 Chobani sponsored the U.S. Olympics and Paralympic Games. Chobani decided to sponsor them due to the similarity that they all are based on dedication, pride and timework as well as advertising benefits. Now every athlete training or living at the U.S. Olympic Training Centers has Chobani available to them.

According to the Entrepreneur website, Chobani's success is from social media as well as major brand exposure. They have earned the brand engagement top spot between yogurt companies and boast nearly 600,000 Facebook fans, according to their Facebook page. To make sure they respond to every consumer inquiry, they have an online team of five who monitor digital communications and social media.

According to the CMR data in 2014 Chobani spent \$31,608,100 on total advertising expenses. Their competitors Fage and Yoplait spending \$17,015,700 and \$27,097,400. Chobani spends the most of their advertising budget on Network TV.

CMR data has shown that Chobani is successful in the Northeast and Western regions. The Northeast region alone is 70 percent more likely to purchase our product with the West at four percent. In these regions we've discovered that it is best to use local outdoor advertisements. The reason being is because this areas are highly populated. Commuting back and forth in metropolis areas like Los Angeles and New York City happen in cars, on foot, by bike or subway. We've decided to emphasize outdoor advertisements in areas like this to develop and increase top of mind awareness. These ads would not be able to be turned off or avoided like television. Spot TV and Network TV are still essential components to our campaign. Although we do feel that local outdoor advertising should be emphasized in metropolis areas of the Northeast and Western regions.



MACRO ENVIRONMENTAL CONDITIONS

Many factors influence the buying minds and behaviors of consumers. Cultural factors that affect the consumption of Greek yogurt are the new and healthy aspect of the product. Our society is increasingly growing as a health-crazed culture drawing consumers to anything that is positioned as a healthy alternative to a food. This increasing cultural trend is shown in the consumption of Greek yogurt from the fact that Greek yogurt has gone from holding 1% of the market share in 2007 to 36% in 2013 and is still growing today. Economically, companies who produce dairy based products have caught on to the increasing trend that Greek based products have created and adapted accordingly. For example, Ben and Jerry's now produces frozen Greek yogurt in order to give ice cream lovers a healthier alternative to their sweet treat.

While health is a factor that draws consumers to Greek yogurt products, it's also a factor that pushes them away. Yogurt in general is a food that needs to be kept refrigerated or else it spoils easily, unlike Chobani's competitor, Dole, whose fruit can go longer without refrigeration. This aspect makes products such as fruit cups more suitable for children's lunch boxes or snacks. Another negative factor influencing the purchase or consumption of Greek yogurt is the negative attention drawn to the waste of acid whey. According to Modern Farmer, for every three or four ounces of milk companies only produce one ounce of creamy yogurt while the rest is acid whey. This waste produced is extremely toxic to the environment and must be disposed of properly (Modern Farmer).

CONSUMER AND MARKET ANALYSIS

Chobani has a positive consumer brand image. Chobani's current target audience is middle-aged women who are educated and are health conscious. Chobani is also targeting a younger audience associated with the women. With some research, we found that women ages 25-54 make up nearly 14 percent of the total number of consumers for Chobani yogurt. These women also make up over 48 percent of consumers in their age category. Data also shows that 47.4 percent of the people who graduated college and beyond have a higher index of purchasing Chobani. Chobani has started to target children by creating a Greek yogurt line called Chobani Kids and Chobani Tots. Chobani's third target audience is college students ages 18-24 whose diet is more health and nutrition base. The Chobani consumers are very loyal to the brand because they are willing to pay more for the product. Chobani customers also pay more for the ingredients knowing that they are paying for an organic product. The reason for the willingness to pay for a higher priced food can be inferred from the MRI data. Data suggests that those with a higher household income have an index much higher than those with lower incomes. Chobani is made GMO free, with less sugar than the competitors and no added growth hormones. Chobani's taste is more tart and less creamy than its competitor Yoplait.

Whether it be to maintain weight or weight loss, consumers are buying more Greek yogurt than regular yogurt because it helps consumer improve their dietary system. Chobani believes that the Northeast eats more yogurt than other regions of the United States, according to the MRI data. The data shows that the Northeast has an index of 170 while the second closest highest has an index of 104. This allowed Chobani to launch Chobani SoHo, a café, in the heart of New York. And with the impact of competition, Greek yogurt prices are lowering. Therefore, Chobani is becoming more affordable for more consumers and increasing consumer loyalty.

COMPETITIVE ANALYSIS

Share of voice for Chobani + three competitors: \$75,721,400

Chobani

Out of the three companies, Chobani has the highest share of voice with 42%. The company spends 90% of its budget in network television. The remaining budget was split between two channels, cable television with 8% and another 2% in international display. Their product is geared more toward women ages 25-54. Chobani's blended vanilla yogurt comes in a 5.3 oz cup with 120 calories and 13 grams of protein. On average, a 5.3-ounce cup cost \$1.12 at 21.1 cent per ounce. Chobani offers several different yogurt options: Chobani fruit on the bottom, Chobani blended, Chobani simply 100, Chobani flip, Chobani oats, Chobani indulgent, Chobani kids, Chobani tots, and Chobani snack cups.

Yoplait: Greek

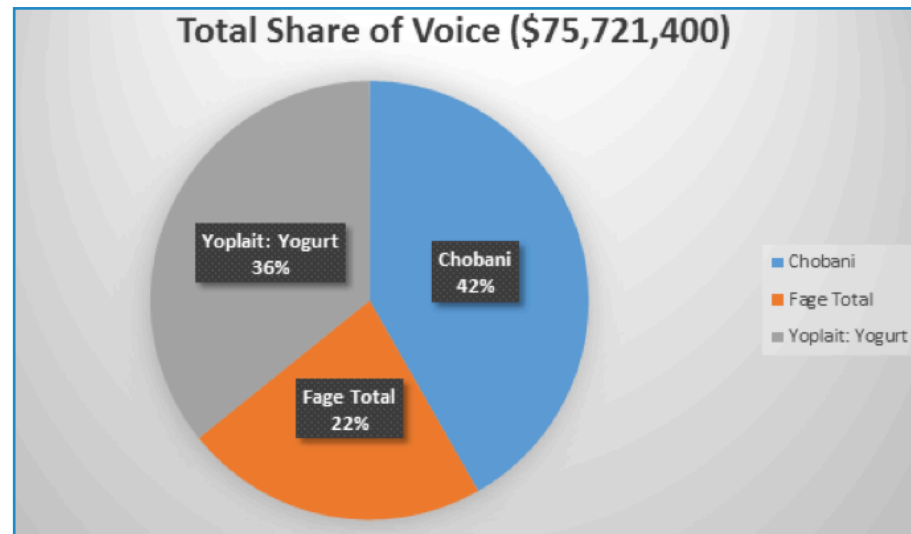
Yoplait has the second highest share of voice with 36%. The company spends the majority of its budget in network and cable television with a combined 86.7%. They also spend 1.6% in international display. However, Yoplait is the only company that invented 11% of their budget in syndication. Yoplait's vanilla Greek yogurt contains 140 calories and is in a 5.3-ounce and 11 grams of protein. On average, the product cost \$1.00 for 5.3-ounce at 18.9 cents per ounce. Yoplait Greek yogurt is geared more toward women aged 25-54. Yoplait has three different Greek yogurt options with regular Greek, Greek 100, and Greek 100 whips.

Fage

Of the three companies, Fage has the lowest share of voice with 22%. The company pretty much spreads their budget amongst network and cable television with a combined 96.5% and the remaining 3.5% in international display. Fage is served in a 7-ounce cup in 190 calories and 18 grams of protein. On average, a 7-ounce cup of Fage cost \$1.37 at 19.6 cents per ounce. Fage is geared more toward women aged 25-54. Fage produces vary from Fage total classic, total 2%, total 0%, total classic flip cups, total 2% clip cups, total 0% flip cups, fruyo classic, and fruyo 0%.

Dole

Dole is a major indirect competitor for Chobani. Dole has various types of products. Their company sells multiple products such as all fresh fruits, frozen fruits, smoothies and an array of fruit snacks. Dole's target audience is naturally targeted to women, especially women with children. The age group of this target audience is 25-45 years old. This target audience is extremely similar to Chobani's target audience. The differences between the two are that Chobani is a healthy opinion that has a tarter taste those children aren't familiar with, where as Dole's product tend to be sweeter and sugary. Although it's not organic, Dole is able to reach an audience with a budget. They are easy to consume and an easy on the go snack. Both moms and their children love them. Another trouble we have with Dole is that they have great brand loyalty. Their products come off as diverse and delicious. They have a wide range of healthy snack with fresh fruits and "no sugar added" products that appeals to many audiences.



SWOT ANALYSIS

Strengths:

- ❑ Chobani is the no. 1 Market share of Greek yogurt brand in the United States.
- ❑ Their yogurt is made with all natural ingredients and non-GMO products.
- ❑ When they create their yogurt they using an authentic straining process.
- ❑ Chobani carries different types and flavors within the Greek yogurt market (ie. Non-fat, low fat, blended, flips, etc).
- ❑ Chobani uses creative handling of social media and major brand exposure to advertise their yogurt.
- ❑ They are the lead the industry in share of voice.
- ❑ They sponsored the U.S. Olympics and Paralympic Games in 2012.
- ❑ Chobani owns 19% of the total U.S. yogurt market and 57% of Greek yogurt market.
- ❑ It is the biggest Greek yogurt maker in the United States.
- ❑ Chobani nets over 1 billion in annual sales.
- ❑ They produce 2.2 million cases a week.
- ❑ The yogurt is sold in the United States, Canada and Australia.
- ❑ Successful product launch with Chobani Champions.

Weaknesses:

- ❑ Chobani can't sell their yogurt in the UK because it is labeled "Greek" and is actually made in the United States.
- ❑ The price of Chobani is higher than most competitors.
- ❑ Chobani consumers are mainly female.
- ❑ Chobani is not sold anywhere other than the United States, Canada and Australia.
- ❑ Chobani has no relationships that promote corporate responsibility.

Opportunities:

- ❑ Chobani is starting to expand to school lunches through their Champion products.
- ❑ Chobani's income level is at a constant increase.
- ❑ Consumers are becoming more health and environmentally conscious therefore making our product more available and accessible to the potential consumer.
- ❑ Consumers are expecting companies to be environmentally sustainable and responsible.
- ❑ Cho Mobile is a vehicle that goes to college campus orientations to give, sell and advertise their products
- ❑ Chobani is expanding their products also to desserts and dips.

Threats

- ❑ Large yogurt companies such as Yoplait and Dannon have been established much longer.
- ❑ The land acquisition is very expensive.
- ❑ New companies are entering the market with more male consumers.
- ❑ Chobani only sells Greek yogurt making Dannon and Yoplait yogurt companies large competitors.



PROBLEM STATEMENT

A major problem with Chobani is that the product is geared toward women. This may be because men aren't doing as much grocery shopping. Or it could be that the yogurt industry has made it a stigma for men to eat yogurt. Either way, a problem is evident when men are 26 percent less likely to purchase the product. Many men feel that Greek yogurt is too feminine. The yogurt packaging comes off as girly with its pastel colors and images of vanilla blossoms and friendly farm views. This problem has allowed other companies, like Powerful Yogurt, to enter the market. Powerful Yogurt is producing protein-pack Greek yogurts with dark, masculine packing. They are producing all-natural, fat-free yogurt in a manly size cup of 8-ounces with 20 to 25 grams of protein varying from 140 to 180 calories.

This presents Chobani with a challenge to develop and formulate a Greek yogurt richer in nutrients and lower in sugar with more protein than their current formula. Chobani needs to create a Greek yogurt for men that assist in their healthier, nutritious eating habits. By doing so, Chobani could raise the number of male consumers drastically; therefore, increasing the number index is male consumers.



ADVERTISING OBJECTIVE

Yogurt generally has the reputation of being feminine. Greek yogurt especially repels the male consumer population from the healthy snack. We would like to change the perception of Chobani Greek yogurt from a feminine, healthy product, to a protein packed, easy to eat, more masculine snack that men and women would find equally appealing. We would like to convey that Chobani Greek yogurt is nutritious, natural and packed with protein and fiber but in a masculine way where men are not ashamed to be seen eating it. Also, we would like to increase awareness of our product by 75% among men and women between the ages of 18-28.

BUDGET

In 2014, Chobani had a total media budget of \$31,608,100. Chobani spends \$4 million more than Yoplait and Fage. We would like to increase our budget by 10% to compete with Yoplait in syndication. However, we will also do an additional 5% increase in media vehicles to reach our male audience such as cable television, network television, men's health magazine, and any other media channel geared toward men.



Regionality

According to MRI data, the index shows a great concentration of target audience in the Northeast and West regions of the United States. The Northeast representing an index of 170 and the West representing the index number of 104.

The Northeast region of the United States holds 30.6 percent of sales and the West holds another 22.5 percent. It is only fitting that the two regions show above average index levels. New York holds a great amount of sales. This is due to the fact that Chobani was created and started in New York and is the location of their headquarters. And the West region has always been known for its healthy living and fad diets. Baltimore, Boston, Columbus, Knoxville, New York City, Washington D.C. have the highest media mix within Chobani. The South region is 23 percent less likely to purchase Chobani products but they have more sales than the West. This makes the South region a large contender.

We decided to focus our local campaign throughout the Northeast and West regions due to their high indexes. While our national campaign will be distributed throughout the country in all regions, we will put more emphasis on the South to keep our sales growing.

We will be promoting our campaign throughout college campuses in their residential halls, college food courts, on-campus convenience stores and outside of the school recreation centers. We will also be advertising throughout grocery stores, sports arenas and overall in regions with high sales for Chobani products. The weights will be distributed differently throughout the country. Due to our target audience ranging from ages 18-28, our campaign will have higher focus on sports arenas, grocery stores and convenience stores in cities with populations of 125,000 or greater.

	Total '000	Proj '000	Pct Across	Pct Down	Index
North East	26,585	4,685	17.6	30.6	170
South	56,352	4,486	8.0	29.3	77
Midwest	32,532	2,688	8.3	17.6	79
West	31,790	3,447	10.8	22.5	104

SEASONALITY

We have decided to use pulsing and continuous strategies to successfully advertise and raise awareness about Chobani. With our objective statement stating we would like to increase awareness by 50 percent we believe these strategies will help us successfully fulfill our strategy. Our campaign will be throughout a 12 month period. We will use pulsing along with the continuous strategies for half of the year during the months January, March, May, June, July and December, The continuous strategy will be used the other half of the year during the months February, April, August, September, October and November.

We chose to use pulsing throughout these time periods due to consumers working on their healthy new years resolutions, preparing for spring break or summer, and getting ready to return back to school. Yogurt sales become higher these months due to consumers eating yogurt instead of unhealthy foods such as desserts. We believe using the pulsing tactic at various times throughout the year will be successful to maintain a top-of-mind mentality for consumers and our target audience. And we will be using the continuous strategy throughout the rest of the year due to yogurt being a short-term product. We are predicting sales to not be as high during the time period we are planning on using continuous strategy. We want to use the continuous strategy during these months to keep our brand awareness still visible to consumers and keep our product still in the back of their mind. Even though sales may stabilize during these months, we want to showcase Chobani as a year-round yogurt and be ready to promote Chobani full-force once our pulsing cycles begin. Using our strategies and tactics this way we believe this will help further promote Chobani and overall help sales increase year-round.



TARGET AUDIENCE COVERAGE

Frequency

Based on the calculations made from the Ostrow Model, our frequency should average 2.6 exposures per person in our target audience. This number was calculated by examining each of the many factors that affect frequency and applying them to this specific campaign. Chobani is a well-established brand and dominant among other Greek yogurt brands. Its dominance allows it to be a market leader and possess a high market share. Although it is well known and liked, our target audience of men ages 18-28 are known to have low brand loyalty when it comes to everyday products. The copy on Chobani ads is generally simple and image based and the ad units used are small. Chobani also creates multiple new messages to avoid message wear out. The yogurt market suffers from high ad clutter with low amounts of opportunities for media repetition. Continuous scheduling is the method that Chobani mostly uses.

After examining these various factors, we have concluded that this environment, with a few changes, will be ideal for Chobani Greek yogurt. The established presence of Chobani and dominance of the brand combined with continuing the simplicity of copy and image in ads will allow us to easily expose our ads to our target audience. Although our average number of exposures is 2.6, as we know 3 is the optimal level for advertising exposures. We hope to take 2.6 exposures per person and use this to reach the objective of increasing awareness 50 percent among men and women ages 18-28.

Reach

A reach of 75 percent to our male and female target audience is the ideal goal for our campaign. We believe that with our pulsing strategy January through December we can achieve this goal. We plan to reach the majority of our audience with at least 2.6 exposures, ideally 3, each time with continuous advertising. When pulsing is happening, our level of exposure will increase to 5 for the volume of our advertisements, just temporally. Besides pulsing to gain the attention of our audience and increasing potential exposures, we will increase the amount of vehicles in which Chobani will be marketed. We plan to continue using television and magazines, while also including Internet and strongly pursuing out of home advertisements.

Ostrow Model

Marketing Factors That Affect Frequency

Established brands
High market share
Dominant brand in market
High brand loyalty
Long purchase cycle
Product used occasionally

-2	-1	+1	+2
-2	-1	+1	+2
-2	-1	+1	+2
-2	-1	+1	+2
-2	-1	+1	+2
-2	-1	+1	+2
		+1	+2
		+1	+2

New brands
Low market share
Smaller, less known brand
Low brand loyalty
Short purchase cycle, high volume
Product used daily
Need to beat competition
Adv. to older consumers/children

Copy Factors That Affect Frequency

Simple copy
Copy more unique than competition
Continuing [old] campaign
Product sell copy
Single kind of message
To avoid wear out: new messages
Larger ad units

-2	-1	+1	+2
-2	-1	+1	+2
-2	-1	+1	+2
-2	-1	+1	+2
-2	-1	+1	+2
-2	-1	+1	+2
-2	-1	+1	+2

Complex copy
Copy less unique than competition
New copy campaign
Image type copy
More difficult kinds of messages
Older messages
Small ad units

Media Factors That Affect Frequency

Lower ad clutter in media mix
Compatible editorial environment
Attentiveness (to media) high
Continuos schedule campaign
Few media used in media mix
Opportunities for media repetition

-2	-1	+1	+2
-2	-1	+1	+2
-2	-1	+1	+2
-2	-1	+1	+2
-2	-1	+1	+2
-2	-1	+1	+2

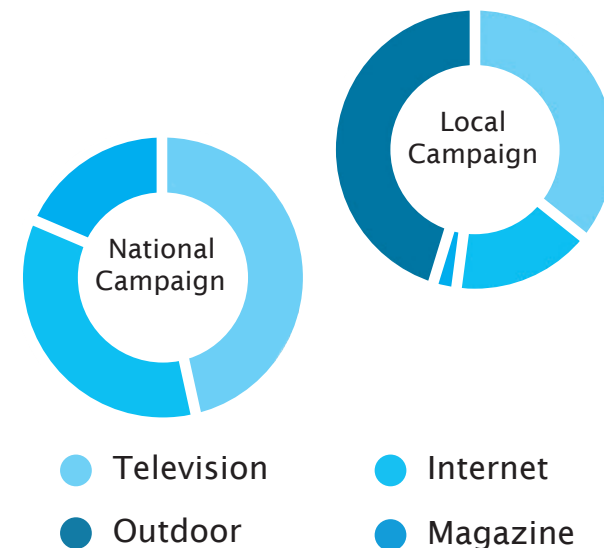
Higher ad clutter in media mix
Non-compatible environment
Attentiveness (to media) low
Pulsed or flighted campaign
Many media used
Fewer opportunities

$$\begin{aligned}
 &\text{Marketing Factors That Affect Frequency} = (+0.1) \\
 &+ \text{Copy Factors That Affect Frequency} = (-0.1) \\
 &+ \text{Media Factors That Affect Frequency} = (-0.4) \\
 &= (-0.4)
 \end{aligned}$$

$$\begin{aligned}
 &+ 3.0 \text{ (Optimal Frequency)} \\
 &\hline
 &2.6 \text{ Average Frequency}
 \end{aligned}$$

MEDIA MIX TABLE

Media	National Campaign	Media Mix %	GRPs	Local Campaign	Media Mix %	GRPs
Television	Cable TV \$15,509,002	46%	104	Spot TV \$3,034,340	36%	81
Internet	Internet \$12,137,663	36%	81	Internet \$1,432,906	17%	38
Magazine	Magazines \$6,068,775	18%	40	Local Magazines \$168,577	2%	5
Outdoor	Outdoor \$0	0%	0	Outdoor \$3,792,987	45%	101
Total	\$33,715,440	100%	225	\$8,428,860	100%	225



After we analyzed both MRI and CMR data, we were able to determine which media to use. This also helped us distinguish how much money to allocate to each media vehicle. The results of our findings from CMR data, we decided to increase the budget by a third to a total of 42,144,300. Because Chobani Greek yogurt is sold throughout the country, we allocated four-fifths of the budget toward the national campaign and the remaining fifth toward the local campaign.

Through MRI Plus, we were able to analyze and determine that network television, Internet, magazines, and outdoor would be the best media to use in order to effectively reach our target audience successfully. With the considerations of each media's Quintile ranking, CMR and MRI data, we believe we've successfully come up with a final decision.

Outdoor media has the highest Quintile I and Quintile II rankings, with an index of 121 in the first Quintile and an index of 120 in the second. We only allocated 8 percent of the national budget toward outdoor media because according to CMR data, no money was spent on outdoor media originally. Outdoor media can assist in our local campaign to effectively meet our reach and frequency goals; therefore, we allocated 45 percent of the budget for outdoor media. We decided that outdoor media was the best media for our local campaign for two reasons. Outdoor media is great because it is displayed 24 hours a day. It can neither be turned off nor put away. Individuals can frequently pass by it multiple times to view the advertisement. Secondly, the geographical region of our audience in the Northeastern and Western regions react more effectively to outdoor media. In areas like New York City and Los Angeles, billboards and outdoor advertising seems to be more active. Therefore, we will strategically place billboards across the nation with emphasize in large metropolitan areas.



With the data we received from MRI and CMR data, we would like to increase the Internet media by significant amount. Chobani only assigned two percent of their total budget to Internet display. The highest Internet quintile is Quintile III. It holds an index of 125 followed by Quintile II with an index of 122. We intend to allocate 38 percent of the national budget to Internet as well as 17 percent of the local budget to Internet. We want to take advantage to the use of social media to maintain consumer’s top of mind awareness. Our target audience is 18-28 year old demographic. With the improvements and innovations of technology, we can utilize the amount millennials and young adults spend on the Internet and social media. We believe the Internet is a great way to quickly reach more people at a much greater scale.

Magazines are another focus for national campaign. They cover a wide array of subjects and topics that will reach both male and female demographics. Magazine quintile rankings has Quintile II as the highest at an index of 111 and Quintile I with an index of 110. Magazines are another great way for us to creatively advertise to specific audiences. With the magazine’s pass-along relationship, the advertisement will create a lasting impression while potentially increasing the number of reach.

We have a reach goal of 75 percent and a frequency of 2.6. Television, as a total, has its highest index of 129 in Quintile IV and 111 in Quintile V. We’re hoping that by using cable TV for our national campaign and spot TV for our local campaign will help us achieve our goals through television viewership. According to the MRI data, 84 percent of consumers watch cable TV in the last week. We know that television is unique because it paints an image for the audience. It incorporates both visual and audio into our advertisements that is not possible in outdoor and magazine advertisements.

The strategies above as advised for continuous scheduling. But in the months where Chobani will be using pulsing scheduling, GRP will be raised to 375. With an additional 150 GRP, we decided we would utilize them by increase the media mix of Internet and television in both local and national campaign. With much thought, we’ve allocated a 20 percent increase in media mix for Internet, which gives local and national Internet campaigns an additional 30 GRP. We gave cable TV an additional 35 percent, which turns into a GRP of 52. Lastly, spot TV gained an additional 25 percent with a GRP of 38. We decided on these media mixes rather than outdoor and magazines. This is because we thought television and internet as a fast-pace, ever-changing medium. Whereas with magazine and outdoor, it’s more stable and consistent.

TV (total)	Index
Quintile I	58
Quintile II	97
Quintile III	108
Quintile IV	129
Quintile V	111

Magazines	Index
Quintile I	110
Quintile II	111
Quintile III	99
Quintile IV	101
Quintile V	80

Internet	Index
Quintile I	117
Quintile II	122
Quintile III	125
Quintile IV	98
Quintile V	42

Outdoor	Index
Quintile I	121
Quintile II	120
Quintile III	102
Quintile IV	93
Quintile V	65

RECOMMENDED VEHICLES



Cable Television

After looking at the CMR and MRI data we do not feel it is necessary to put more money towards cable television. Instead we are going to invest our money toward network television. Cable television has so many genres that it is harder to narrow down which cable network to advertise on. Our target audience is consumers ages 18- 28 and are specifically targeting men. With that the cable networks that Chobani is advertising on is geared more toward the channels the female demographics are watching.

For the advertisement we do have in cable television, we will increase ad volumes on shows like comedy central and sporting events to cover the gender neutrality. As well as, continuing our advertisements on channels such as HGTV and E!

Internet

After analyzing the MRI data we came to the conclusion that we could allocate more money towards Internet advertising. Since we are targeting a young audience, we have chosen Weather Channels website, Pandora, Amazon and Gmail as they are all websites popular among young adults and receive heavy traffic.





Magazines

For our target audiences of young adults ages 18-28, we have decided to focus on six specific magazines. The money we will be spending will go to People Magazine, The Costco Connection, Southern Living, Shape Magazine, Men's Health and National Geographic.

We chose these specific magazines because of the sales margin the readers of the magazine. The Men's Health was chosen because we are wanting to increase customer loyalty with men in the target age group. Southern Living had a very large percentage of sales from the readers. National Geographic is a good gender neutral magazine and appropriate for all ages. Since we are wanting to reach beyond the house moms or older dads, National Geographic is a great way for us to reach a young age as well. Shape magazine was a very obvious choice for us because of the yogurt's health benefits. Shape will allow us to keep a positive image and a brand preference to Chobani. Southern Living will also keep us relevant to housewives and young women who are health conscience. People magazine because women are reading tabloids all the time and we are wanting to maintain a loyal following. Costco Connection will be beneficial because of the young families who will be flipping through looking for the coupons and sales that Costco has. But ultimately, each magazine is chosen to its high potential of pass-along readership.

Outdoor

Chobani has little money devoted to outdoor advertising. We as a group looked at the opportunity to increase that area. Since we are wanting to target young men ages 18-28, we saw lots of room to advertise in sporting arenas. We would also like to put ads on billboards around the arenas to get the brand preference from men.

We would also like to put advertisements outside on the Northeast and West region. Chobani is not spending lots of money on advertisements in the West so we will be putting billboards outside in the highly populated areas. We would like to focus on cities such as Boston, New York City, Los Angeles, Portland and any other major metropolitan areas. Our main strategy for outdoor advertising is to be present in areas with commuters. Whether the commuters are walking, driving, or cycling, we want our advertisements to be reach our target audience.



YEAR AT A GLANCE

	Reach		Avg Freq		GRPS		
	Goal	Est	Goal	Est	Goal	Est	Balance
January	75	94.9	5	24.3	375	2304	-1929
February	75	94.9	2.6	24.3	195	2304	-2109
March	75	94.9	5	24.3	375	2304	-1929
April	75	94.9	2.6	24.3	195	2304	-2109
May	75	94.9	5	24.3	375	2304	-1929
June	75	94.9	5	24.3	375	2304	-1929
July	75	94.9	5	24.3	375	2304	-1929
August	75	94.9	2.6	24.3	195	2304	-2109
September	75	94.9	2.6	24.3	195	2304	-2109
October	75	94.9	2.6	24.3	195	2304	-2109
November	75	94.9	2.6	24.3	195	2304	-2109
December	75	94.9	5	24.3	375	2304	-1929
Total					3420	27651.37955	0

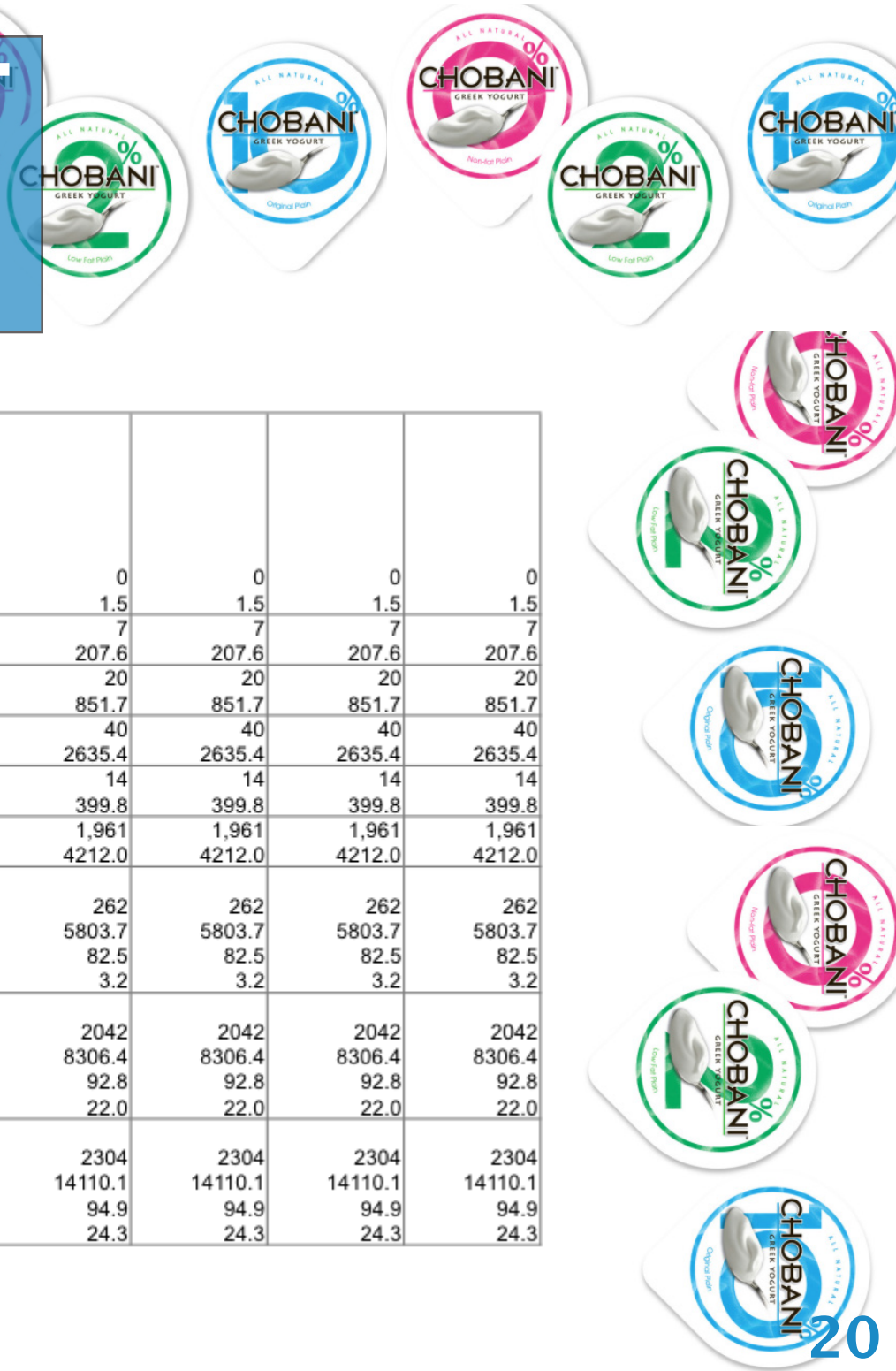


FLOW CHART

Medium	Jan	Feb	Mar	Apr	May	Jun
Net TV-E Morning \$(000)	9 271.2	9 271.2	9 271.2	9 271.2	9 271.2	9 271.2
Net TV-Daytime \$(000)	6 230.5	6 230.5	6 230.5	6 230.5	6 230.5	6 230.5
Net TV-Early News \$(000)	38 1138.1	38 1138.1	38 1138.1	38 1138.1	38 1138.1	38 1138.1
Net TV-Prime \$(000)	26 1164.5	26 1164.5	26 1164.5	26 1164.5	26 1164.5	26 1164.5
Net TV-L Nite/L News \$(000)	20 405.7	20 405.7	20 405.7	20 405.7	20 405.7	20 405.7
Net TV-Sports \$(000)	5 172.4	5 172.4	5 172.4	5 172.4	5 172.4	5 172.4
Net Cable-Daytime \$(000)	9 35.7	9 35.7	9 35.7	9 35.7	9 35.7	9 35.7
Net Cable-E Fringe \$(000)	38 319.6	38 319.6	38 319.6	38 319.6	38 319.6	38 319.6
Net Cable-Prime \$(000)	26 583.9	26 583.9	26 583.9	26 583.9	26 583.9	26 583.9
Net Cable-L Fringe \$(000)	20 167.7	20 167.7	20 167.7	20 167.7	20 167.7	20 167.7
Natl Syndication \$(000)	20 393.7	20 393.7	20 393.7	20 393.7	20 393.7	20 393.7
Magazines-Mens \$(000)	18 427.3	18 427.3	18 427.3	18 427.3	18 427.3	18 427.3
Magazines-Womens \$(000)	17 328.2	17 328.2	17 328.2	17 328.2	17 328.2	17 328.2
Magazines-General Interest \$(000)	10 163.6	10 163.6	10 163.6	10 163.6	10 163.6	10 163.6



FLOW CHART CONTINUED



Digital National						
- Ad Networks - Run Of Network						
- Ad Networks - Demo Targeted						
- Video Networks						
- Publisher Video Sites						
- Social						
- Mobile	0	0	0	0	0	0
\$(000)	1.5	1.5	1.5	1.5	1.5	1.5
Spot TV-Daytime	7	7	7	7	7	7
\$(000)	207.6	207.6	207.6	207.6	207.6	207.6
Spot TV-Early Fringe/News	20	20	20	20	20	20
\$(000)	851.7	851.7	851.7	851.7	851.7	851.7
Spot TV-Prime	40	40	40	40	40	40
\$(000)	2635.4	2635.4	2635.4	2635.4	2635.4	2635.4
Spot TV-Late Fringe/News	14	14	14	14	14	14
\$(000)	399.8	399.8	399.8	399.8	399.8	399.8
Outdoor	1,961	1,961	1,961	1,961	1,961	1,961
\$(000)	4212.0	4212.0	4212.0	4212.0	4212.0	4212.0
National Only Area						
GRPS	262	262	262	262	262	262
\$(000)	5803.7	5803.7	5803.7	5803.7	5803.7	5803.7
Reach	82.5	82.5	82.5	82.5	82.5	82.5
Avg. Freq.	3.2	3.2	3.2	3.2	3.2	3.2
Spot Only Area						
GRPS	2042	2042	2042	2042	2042	2042
\$(000)	8306.4	8306.4	8306.4	8306.4	8306.4	8306.4
Reach	92.8	92.8	92.8	92.8	92.8	92.8
Avg. Freq.	22.0	22.0	22.0	22.0	22.0	22.0
Spot + National						
GRPS	2304	2304	2304	2304	2304	2304
\$(000)	14110.1	14110.1	14110.1	14110.1	14110.1	14110.1
Reach	94.9	94.9	94.9	94.9	94.9	94.9
Avg. Freq.	24.3	24.3	24.3	24.3	24.3	24.3

EXECUTIVE SUMMARY

Chobani Greek yogurt holds more than half of the market share for its industry while also acquiring 42 percent share of voice between three of the top yogurt companies. Chobani's total media budget for _____ was \$31,608,1000, \$4 million more than Yoplait and Fage. While this amount creates elite sales for Chobani, our team decided to increase the media budget by a third, specifically to compete with Yoplait in syndication, as well as increase our media vehicles 5 percent. Chobani's current target audience is middle-aged women as well as children who are educated and health conscious. We would like to continue women being a main focus in advertising while also advertising to men the health benefits of our product and making it seem less feminine. We aim to portray Chobani as masculine and healthy in a way men would be drawn to. Along with targeting men we also aim to increase awareness by 75 percent among men and women ages 18-28. Based on MRI data, our campaign will be ran in the Northeast and Western regions of the United States, as these regions have a significantly higher index than the others.

Using the information from the Ostrow Model, we calculated our average frequency to be about 2.6 exposures per person with a goal to reach 75 percent of our target audience. Along with these calculations, we concluded that a pulsing strategy mixed with a continuous strategy in both national and local campaigns would be best for our campaign as we pulse during major health-crazed seasons such as New Year's and Spring Break.

After examining all information from the Ostrow Model, MRI, CMR and quintile data, we decided the best media vehicles for our campaign would be television, Internet, magazines and outdoor. We would plan to spend 42 percent of the budget on television, 36 percent on Internet, 14 percent on magazines and 8 percent on outdoor for our national campaign. For our local campaign, 36 percent would be spent television, 17 percent on Internet, 2 percent on local and 45 percent on outdoor. This allowed for roughly 80 percent of our budget to be spent nationally, with the remaining 20 to be spent locally.

Using Media Flight Plan software, we took our goals and vehicles and applied them. After analyzing the data, we found our data to be closely in line with our projected goals. Our national frequency reached an average of 3.2 and our spot frequency reached an average of 22.0. We also surpassed our goal on reaching 75 percent of our target audience and reached 89 percent nationally and 93 percent locally. Our goals were met with flying colors, and because we went above and beyond our goals, we could reevaluate and distribute funds to other areas needing more attention.



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