

CHOBANI GREEK YOGURT LAUNCHES 'REAL LOVE STORIES' AD CAMPAIGN



Chobani, a popular brand of Greek yogurt, is engaging in a new style of campaign in which they tap into their actual customers as found by social networks.

According to a Chobani spokesperson, “We did not want a ‘corporate-out’ campaign. We wanted a ‘consumer-up’ campaign, to tap into and extend the ‘Chobani love’ that is rapidly spreading across the country.” Indicating the growth of nation-wide ‘Chobani love’ is the company’s staggering increase in ad spending. Last year the company spent in the hundreds of thousands, while this year they project they will spend over \$13 million. Their first national advertising campaign, called “Real Love Stories,” aims to tell the true stories of fans of the yogurt who went to extreme efforts to obtain some Chobani. According to the company, fans of the brand broadcast their love for Chobani across social networks like Twitter, Facebook and YouTube. The Founder and President of Agro Farma, Chobani’s parent company, says, “The love we’ve seen since Chobani first hit stores in 2007 has been overwhelming. We have the best fans in the world and this campaign celebrates them and their passion for the brand.

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