

IÖgo Yogurt/Ultima Foods

Campaign Objectives:

- 1) Reach the shelves of all major retailers and gain viable market share.
- 2) Launch IÖgo without any disruption among employees, union and co-op members.
- 3) Distinguish new yogurt brand.
- 4) Establish credibility and an emotional connection with stakeholders (make IÖgo the Canadian yogurt)
- 5) Acquire 30,000 Facebook fans, 1 million twitter impressions and 150,000 visitors to IÖgo website.
- 6) Encourage *IÖgo mania*.

Strategies:

- 1) Develop and consistently tell consumer-focused stories to educate about business practices, company value and community commitment to engage consumers toward the brand.
- 2) Build anticipation and buzz via teasing techniques.
- 3) Create faces for the new company and brand.
- 4) Consistently reinforce the brand and product differentiators.
- 5) Tailor activities to each specific region in Canada.

Tactics:

Tactics were split into three categories; **Pre-Launch, Launch and Post-Launch**. Pre-launch was devised to address any issues during the company's departure from Yoplait and creation of Iögo.

Pre-Launch (Dec 2010-May 2012)

- Interview management to identify the new UF values, brand attributes and tone of voice to distinguish it from Yoplait.
- Creation of new corporate website.
- Studied 1500 Canadians about yogurt preference.
- Create a 22 page booklet "40 Years of Yogurt".
- Create a consumer teaser campaign.

Launch (May to Dec 2012).

- Announced intentions to launch new brand to over 800 business and consumer/lifestyle journalists across Canada.
- Host pre-briefing events in all key-markets, sampling products to over 400 outlets.
- Secure third-party nutritionist as spokes people.
- Organized tasting events in Montreal, Toronto and Vancouver with spokespeople as well as flash mob style street dancing events.
- Facebook "Choose your Iögo moment" contest and e-coupons campaign.
- Twitter/Bloggers engage in conversations with influencers to cover Iögo events in all major markets.

Post-Launch (since January 2013)

- CEO speaking tour.
- Community kitchen CSR Project.
- Ongoing product outreaches.
- Continued social media engagement.

Evaluation:

All objectives were surpassed including 12% starting market share, 77% awareness, 92M media impressions.

Measurement tools included media rating points from the Canadian Society of PR, UberVu social media monitoring and Ipsos surveys.

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Social media results included 1.5 million twitter impressions in the first month, 50,000 Facebook fans after three months.

The IÖgo website was visited by 243,000 unique people.

Yogurt category grew by 9% from Sep. to Dec. across Canada.

The possible lost revenue from losing the Yoplait line was more than made up for and no one lost their jobs.

What could possibly be done differently in such a successful campaign? This was so perfectly executed the only thing I could think of is doing it again. Why not splinter off another brand that is completely French oriented or American? United Food can become a corporate conglomerate that actually supports local business. There can be a yogurt brand for each market

share. For forty years the company relied on a big name to anchor their business and in two years they managed to create something that surpassed the "trusted" brand. They could do this again and again if they stay true to the original plan, making adjustments as needed for the area.