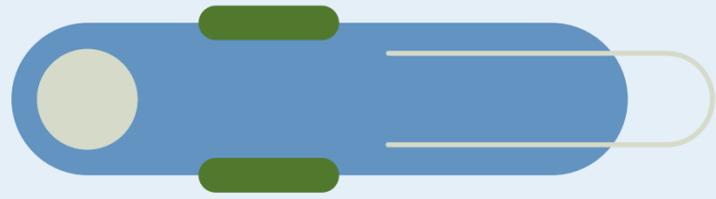


BRAND AUDIT: CHOBANI AND FAIRLIFE

Presented by Dani Cerutti

May 16, 2024



AGENDA



Overview



Brand Identities

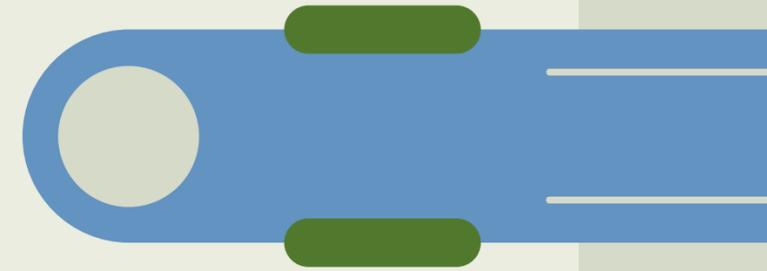


Brand Assessment



Conclusion

OVERVIEW



Chobani

- Created in New York in 2005
- Sells variety of yogurt products
- Market position as “World-Nurturing Dairy”
 - Naturalistic, nourishing, human focus in branding



Fairlife

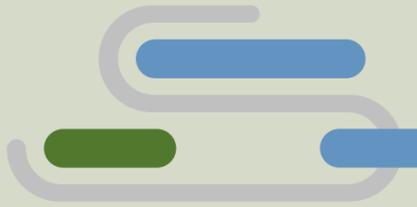
- Created in 2012 with Coca-Cola
- Sells milk and protein shake products
- Market position as “Nutrient Dense Dairy”
 - Playful, healthy, product focus in branding



02

BRAND IDENTITIES

CHOBANI



Verbal Messaging

Make food accessible

Food as a “force for good”

Humanity before anything else



Color Palettes

Primary colors are earthy tones

Secondary colors are brighter and wider ranging

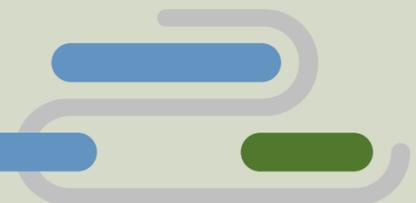


Graphics and Iconography

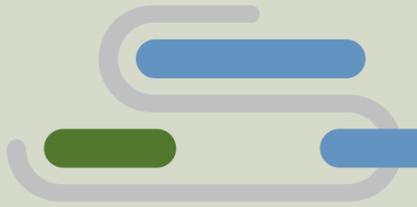
Hand-drawn sense

Naturalistic graphics

Soft, organic feel



CHOBANI CONT.



Typography

Logo is serif, with sophisticated feel

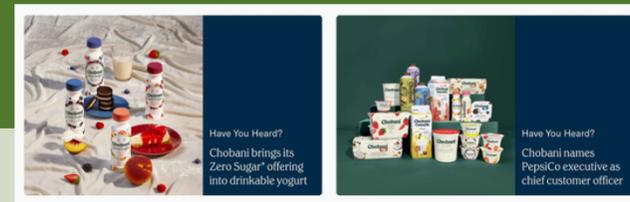
Secondary fonts light and readable



Charts

Slideshows are angular

Balance lighthearted feel



Photography

Focus on nature and airy spaces

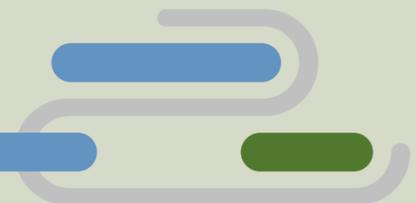
Provide fresh, crisp sense



Animation

Increases human feel

Adds in fun elements



FAIRLIFE

Verbal Messaging

Mission to “nourish the modern world” and “lead healthier lives”

Focuses on nutritional value



Color Palettes

Almost exclusively uses blues and white

May be to communicate trust and reliability

Gives a playful feel

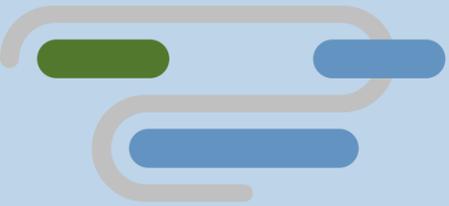


Graphics and Iconography

Relies on cow logo and its' elements

Again brings focus to product offerings





FAIRLIFE

Typography

Logo is playful sans-serif font

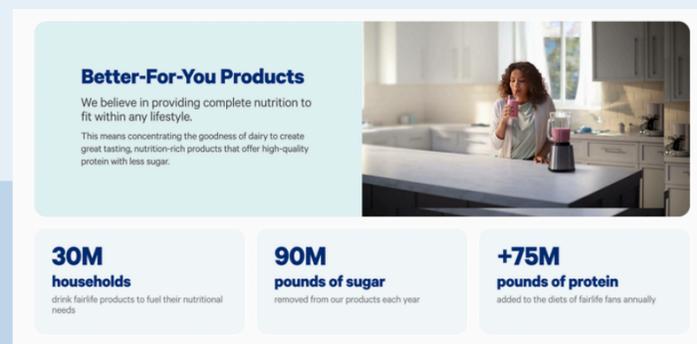
Other text combines cursive and sans serif fonts



Charts

Continues playfulness with rounded edges and blues

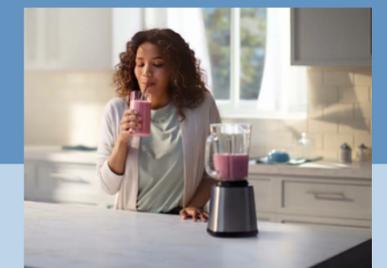
Content still product focused

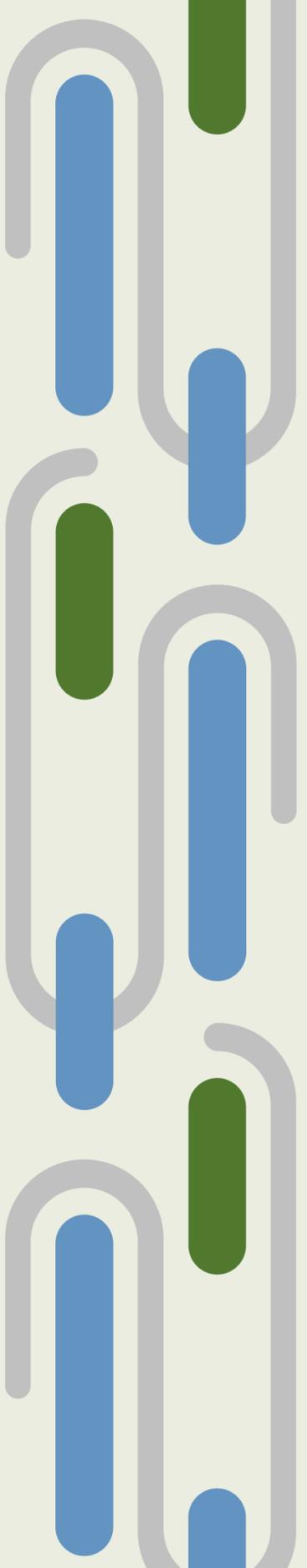


Photography

Minimal, but shows people and realistic sets

Show products in factory

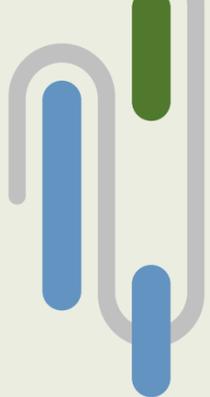




03

BRAND ASSESSMENT

CHOBANI'S BRAND PERSONALITY



Verbals focus on bringing high quality food to all

Visuals bring in nature and humanity



Earthy tones + sophisticated typography bring serenity

Nature focus adds to feeling



Animations and secondary colors add a fun touch

Brings a robustness to the brand overall



CHOBANI'S STRENGTHS AND WEAKNESSES

Strengths

Cohesion between value messaging and visual identity

Cohesion between icons/graphics and images

Balance between naturalistic, sophisticated feel and lighthearted, fun touches

Weaknesses

Lack of focus on the product itself

Broad color palette

CHOBANI'S MARKET POSITION

“World-Nurturing Dairy”



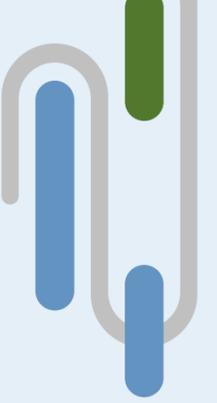
Consumer Values

Self-care

Caring for the world

Wellness

FAIRLIFE'S BRAND PERSONALITY



Focus on products'
nutrient-dense
qualities

Emphasize filtration
processes

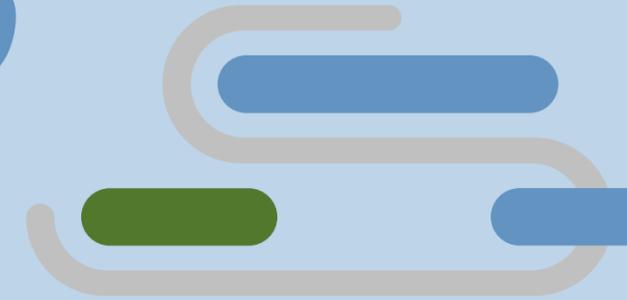


Reliance on logo and
its' elements

Strong blues, curves,
and differing fonts



FAIRLIFE'S STRENGTHS AND WEAKNESSES



Strengths

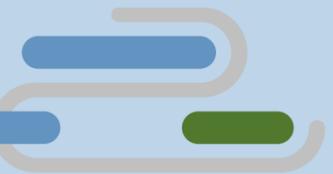
Strong color palette

Clear product offering

Weaknesses

Lack of cohesion between playfulness
and nutrition

Overreliance on direct product offering





FAIRLIFE'S MARKET POSITION

“Nutrient Dense Dairy”

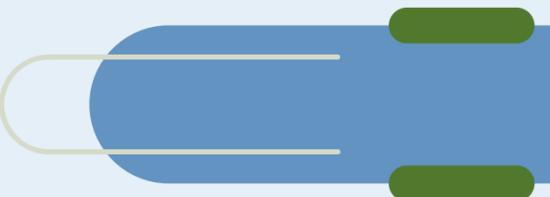


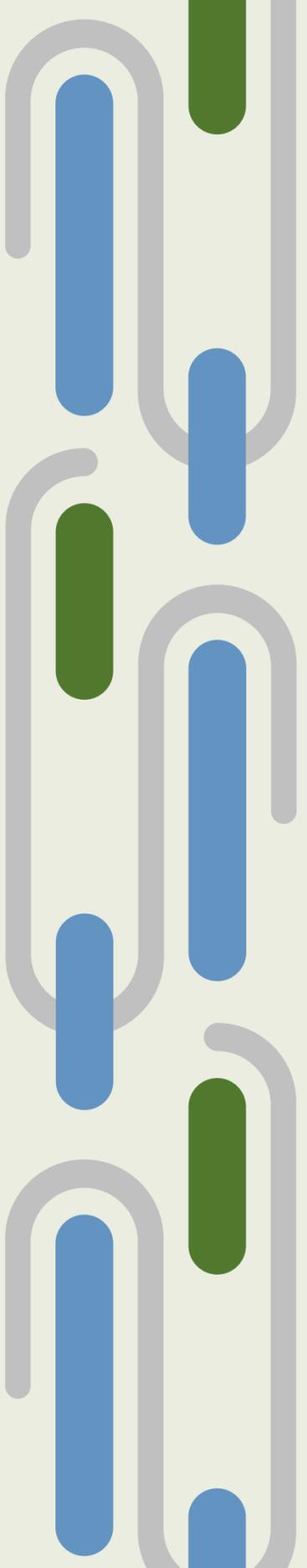
Consumer Values

Strength

Resilience

Clean eating





04

CONCLUSION

COMPARING AND CONTRASTING

Points of Similarity

Sell dairy products, which are supposed to support healthy living

Verbal messaging emphasizes helping to fuel the community

Points of Differentiation

Chobani focuses on a naturalistic approach,
Fairlife focuses on the product itself

Chobani provides a wide value proposition
Fairlife offers a narrower proposition

Chobani portrays a calm and light, yet sophisticated brand identity

Fairlife shows a playful brand image

IN CONCLUSION

Chobani utilizes a human-centered approach focused on **humanity and nurturing**, with greater **congruence** between their **verbal and visual** messaging.

They connect more deeply with **consumer values** that extend beyond the product into **broader cultural** ideals.

Fairlife focuses on **specific product offerings** and production processes, **emphasizing direct values** of health without dipping into broader cultural ideals.

This, combined with **competing traits in their brand personality**, leaves Fairlife with a **weaker brand** overall.



Thank You!