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Deakin University Burwood Campus

Assignment Group Number 36

Research and Planning Report About Craft Yoghurt

Prepared for Marketing Manager

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Group Number 36: Yoghurt Burwood Campus ALR203

Executive Summary

The milk products industry is in the declining stage of its life cycle. However, due to increasing dietary conditions, allergies and lifestyle choices such as veganism, the consumer demand has reclin ed towards healthy options¹. The following report discusses the introduction of a new product range in such a competitive Australian market.

Craft Yoghurts are well established producers of yoghurts and cheese. They are distributed in major supermarkets like Bricks and Mortar. The research draws attention to the fact that yoghurt has been the fastest growing category in terms of innovation, desire for health and convenience which has stimulated the demand for packaging and flavours².

Therefore, after analysing and evaluating the current market conditions, an opportunity to produce high protein and low sugar yoghurts was recognised. The aim of the report is to analyse and position the new range of Craft Yoghurt in a competitive market to gain most attention of the targeted audience.

The new range of products in Craft Yoghurt consists of healthy yoghurts, variety of flavours and environmentally friendly and relatively easy to carry packaging. It is made keeping in mind people who may want to eat a healthy yet tasty snack in the middle of the day. The following report also discusses the competitive and environmental analysis in the market. All the decisions about reaching objectives have been drawn after full research on the behaviour's patterns in consumer's demand and choices.

Furthermore, the report draws the attention towards the target audience and our company's Marketing Mix strategy in terms of conquering the audience. For better understanding of the product, the report also discusses the product's Unique Selling Point (USP), attributes and benefits in comparison to major competitors in the market. Below in the appendix are five customer personas (Please see appendix A). These are hypothetical customers of Craft Yoghurt which would completely fit the audience of the new product range. It is recommended that Craft Yoghurt takes immediate measures to launch its new range of yoghurts and adopts a fresh and healthy image.

¹ IBISworld, 'Dairy Produce wholesaling in Australia', *IBISworld*[Database], 2019, Industry outlook, <http://clients1.ibisworld.com.au.ezproxy-b.deakin.edu.au/reports/au/industry/industryoutlook.aspx?entid=367>, 8 August 2019

² *ibid*

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1. Introduction

The dairy market is competitive in Australia with many brands and products available to consumers. With an increase in climate change awareness³ and consumers opting for more health-conscious products⁴, there is now a gap in the market. Craft Yoghurt has been recognized for its good tasting yoghurt and cheeses, but is now shifting its focus towards a completely new healthy line of yoghurt products based on growing consumer trends, and from product feedbacks and wishes from loyal Craft Yoghurt customers.

The new product by Craft Yoghurt is environmentally friendly but also offers health benefits being low in sugar and fat. It will also come in a variety of different flavours and colorful designs aimed to catch the attention of busy workers and families. Craft yoghurt plans to maintain a 1.5% share of the domestic retail market for dairy products up to 30 June 2020 in major retail outlets. The product introduces multiple sizes to the new range appealing to a wider consumer base offering variety of on the go and large at home sizes. The target for Craft Yoghurt is targeted towards young people caring about their health and the environment, families with young children and students. The product aims to increase sales, brand loyalty and awareness by bringing a competitive product to major supermarkets.

2. Situation Analysis

2.1 Marketing Mix

2.1.1 Product

“Yoghurt has been the fastest-growing category, as product innovation and desire for health and convenience have stimulated demand”(IBISWorld: 2019)⁵. In meeting this need Craft Yoghurt has released a healthy yoghurt that comes in a variety of flavours including; strawberry, mango, blueberries, bananas, passionfruit and plain vanilla. A variety of sizes is also available from one litre tubs for the family or single serves for consumers on the go. A notable feature that Craft has adopted is including these healthy yoghurts variety pack which multiple of their competitors fail to do so, these to include a variety of single serve yoghurts in one package, this type of packaging and serves are a great feature for people

³ Sustainability Matters, Nine in 10 Australians concerned about sustainability: survey, Sustainability Matters, 14 September 2018, para. 3, <<https://www.sustainabilitymatters.net.au/content/sustainability/news/nine-in-10-australians-concerned-about-sustainability-survey-698649130>>, accessed 07 August 2019

⁴ SpiceNews, Australians are spending \$13.6 billion on healthy eating, report suggests, SpiceNews, 25 October 2018, para. 4, <<https://www.spicenews.com.au/uncategorized/australians-are-spending-13-6-billion-on-healthy-eating-report-suggests/>>, accessed 08 August 2019

⁵ IBISWorld Australia, 'Dairy Produce Wholesaling in Australia', *IBISWorld Australia* [website], 2019, <<http://clients1.ibisworld.com.au.ezproxy-b.deakin.edu.au/reports/au/industry/productsandmarkets.aspx?entid=367>>, accessed 24 July 2019

wanting to save money or for consumers who want a variety of flavours without having to buy pricey yoghurt cups from their competitors.

Amongst being a healthy yoghurt we have created packaging that is environmentally conscious in an attempt to minimise our impact on the environment. Craft yoghurt is attractive to multiple target publics as it provides the health benefits that many of the current yoghurts on the market by removing any added sugar and only using natural sugar and ingredients. With an increasing awareness of health in society today this yoghurt boasts the qualities of multiple brands on the market but emphasises the no-sugar feature that isn't very noticeable and supports the demand and need for this type of yoghurt within society.

The choice to do environmentally friendly packaging creates a unique selling point for Craft yoghurt as it caters for environmentally conscious consumers. Providing packaging that is easily recyclable will resonate with the consumers as many of the competitors in the market are missing this feature and therefore it's a feature that will help attract this product to a wider variety of consumers. Craft Yoghurt understands that "Yoghurt product innovation has occurred in the areas of packaging, flavour and the addition of probiotic cultures, and in developing low-fat and organic varieties"⁵ and work towards meeting these in order to meet the demands of society and create a brand and yoghurt that consumers can rely on and go-to for a healthy solution that isn't harming the environment in comparison to its competitors.

2.1.2 Pricing

As an established brand introducing a new product Crafted Yoghurt will use a competitor-based pricing strategy. The release of a new product in the market needs to be introduced at a similar price point to competitors like Chobani who have a very strong following and reputation, allowing consumers to make an educated assumption on the quality and benefits of the product⁶. Furthermore, the use of a competitor-based pricing strategy allows them to stabilise their market with an expected price rise throughout the dairy industry to continue over the next 5 years according to the 2019 IBISWorld report on the Australian Dairy industry⁷.

⁶ Canstar Blue, 'Yoghurt Reviews', *Canstar Blue*, [website] 2019, <<https://www.canstarblue.com.au/groceries/yoghurt/>>, accessed 28 July 2019

⁷ Ibis

2.1.3 Place

When looking at the placement of a product in the market it is important to consider, accessibility and availability. The product needs to be available for consumers when they are hungry but also considering their weekly eating habits⁸. The distribution strategy and supply chain consist mostly as manufacturer to retailers, making the product easy to find and purchase for consumers. The yoghurt is targeting a large market including consumers who are aware of the brand and consumers that purchase similar products from competitors. Due to this, the product will be placed in major supermarkets such as Bricks and Mortar in the yoghurt section with competitors, making the brand more accessible for consumers⁹.

2.2 External Analysis

2.2.1 Customer: Audience and Persona

After completing in-field research at a local supermarket, we discovered that Craft Yoghurt's primary targets are young professionals and parents. Research found that 78% of young professionals were reaching for the healthier yoghurts rather than the standard, less healthy alternatives. Similarly, 70% of parents are also reaching for the healthier alternatives for themselves and their family.

Secondary research confirms our findings by Fine Foods Australia stating that consumers are more open minded about purchasing premium products they believe are healthier for them. In a recent survey, 67% of Australian have shown that they are willing to pay twice as much for all-natural products and for packaging that is environmentally friendly.¹⁰ This research helps Craft Yoghurt target young professionals and parents as they are more likely to have a higher disposable income to spend on healthier alternatives and for packaging that is environmentally friendly.

Craft Yoghurt's secondary targets will be children, university students and adults. Upon primary research, only 18% of children were asking their parents to purchase the healthier yoghurt options compared to the 82% who wanted the fun, colourful, less healthy kid's yoghurt. Only 56% of university students and 25% of adults were reaching for the healthy yoghurt brands. Due to these figures, Crafted Yoghurt won't be targeting these markets as they all show less interest in purchasing high protein, healthy yoghurts.

(Refer to Appendix B for all survey data)

⁸ Roy Morgan, 'Natural/plain yoghurt more popular than flavoured or fruit yoghurt', Roy Morgan research [Website], <<http://www.roymorgan.com/findings/8011-australian-yoghurt-market-march-2019-201906070624>>, accessed 25 July 2019

⁹ Ibis

¹⁰ Fine Food Australia, "The Rise of Consumer Demand for Natural and Organic" in Fine Food Australia, 5 July 2017 <<https://finefoodaustralia.com.au/industry-updates/natural-organic/>> accessed 27 July 2019

2.2.2 Competitor Analysis

Competitors	Tasmanian Tamar Valley Dairy	YoPro	Chobani	Gippsland Dairy	Dairy Farmers
Team member	Kirsten Sinclair	Hannah Keely	Rhiannon Davies	Suvani Salhotra	Katherine Stangeland
Product attributes	<ul style="list-style-type: none"> - dairy based Greek yoghurt selection - varied sizes - Australian made - All natural - 96% Australian all-natural ingredients¹¹ 	<ul style="list-style-type: none"> - Naturally sweetened yogurt -15-17g of protein per serve - no added sugar or artificial sweeteners⁷ 	<ul style="list-style-type: none"> - All Natural - Variety of Packaging and Sizes - Australian Made 	<ul style="list-style-type: none"> - Creamy yoghurt Sweet flavoured Variety of flavours - Two different sizes¹² 	<ul style="list-style-type: none"> - Australian made yoghurts made of full cream milk -No artificial colours, flavourings or preservatives -Many different flavours to pick from -Comes in 150g and 600g tubs
Key benefits	<ul style="list-style-type: none"> -Australian made and Australian ingredients -Sizes to suit all consumers - low fat and no added sugar options¹⁰ 	More natural type of yoghurt that provides a variety of flavours using natural sugars with all-natural ingredients.	<ul style="list-style-type: none"> High in Natural Protein Low Fat & No Added Sugar Suitable for all ages 	<ul style="list-style-type: none"> All yoghurts are gluten & gelatine free The milk used is pasteurised The tub, foil, lid and label are recyclable.¹³ 	<ul style="list-style-type: none"> Supporting the local farmers with their FARMER SUSTAINABILITY INITIATIVE¹⁴ - Price worth - Gelatine free
Unique Selling Point (USP)	Taste of Tasmania ¹⁰	Naturally high in protein	<ul style="list-style-type: none"> Fruit on the bottom of the pot. Two times the amount of protein than regular yoghurt. 	Tastier, creamier and richest in flavour yoghurt ¹⁵	Deliciously thick and creamy full cream yoghurt.
Positioning	An Australian made Greek style yoghurt with low fat and no added sugar ranges created to have	A healthy yoghurt that has no added sugar and great for people who want to start making more conscious efforts of	A healthy Greek style yoghurt with a wide range of variety for all ages and for all lifestyles.	A premium yoghurt made for all age groups with a sweet tooth. ¹⁷	An Australian made full milk thick and creamy yoghurt in many different flavours, served in 150g and 600g tubs

¹¹ Tamar Valley Dairy, 'Tamar Valley Dairy,' *Tamar Valley dairy* [website], n.d., <<http://tamarvalleydairy.com.au/>>, accessed 24 Jul

¹² Gippsland Dairy, 'Products', *Gippsland Dairy*[Website], 2019, <http://www.gippslanddairy.com.au/our-story/> accessed 27 July 2019

¹³ ibid

¹⁴ Dairy Farmers, OUR FARMER SUSTAINABILITY INITIATIVE n.d, p.8, <<http://www.dairyfarmers.com.au/sustainability>> accessed 11 august

¹⁵ ibid

	alone or in cooking ¹⁶ .	their eating choices but still.			
Brand strength	-Australian made -Yoghurt flavour variety	-Healthy choice of yoghurt -Variety of flavours -Offer multiple sizes to best suit your lifestyle -optional yoghurt drink	- Variety of Flavours -Variety of Sizes -Australian Source Milk - All-Natural Ingredients	- Comes in variety of flavours - Recyclable packaging - Gluten & gelatine free - Handy sizes	-Recognisable packaging -Known brand with lots of dairy products
Brand weaknesses	-Owned by European company -Only Greek style yoghurt	-Expensive in comparison to other yoghurt on the shelf -No non-dairy options	Overseas Sources Fruit	- Creamy yoghurt - High price point	-Minimal variety -Only varied flavours -Little variance in sizes and styles
Brand Opportunities	-Australian made	YoPro can be enjoyed by a variety of target publics and encourage a healthier way of life	Chobani has a wide range of flavours and variety of product types	-To create awareness of recyclable packaging -No other companies have these many varieties of flavours	-Not many other companies have full cream yoghurts. -big following and top at many online reviews sides. ¹⁸
Brand Threats	-Brands with other style yoghurts -Consumer brand loyalty -Competitor products -Industry decline in Australian manufacturing ¹⁹	-YoPro having limited variety of sizes available -Competitors claiming healthy yoghurt	Loyalty to Other Brands	-Competitors sell healthier yogurts -Dairy options are less popular among health-conscious people	-Competitors selling healthier yoghurts and people eating healthier ²⁰ -Greek yoghurt having a growing popularity ²¹ -Dairy industry problems, such as fewer dairy farms. ²²

¹⁷ H. Alexandra, 'The best and most popular yogurts in Australia 2019', *Finder*[Website], 2019, Shopping, <https://www.finder.com.au/best-yoghurt>, accessed 27 July 2019

¹⁶ Tamar Valley Dairy, 'Tamar Valley Dairy,' *Tamar Valley dairy* [website], n.d., <<http://tamarvalleydairy.com.au/>>, accessed 24 July 2019

¹⁸ A, Hourigan, The best and most popular yoghurts in Australia 2019, Finder, n.d, p. 12, <<https://www.finder.com.au/best-yoghurt>> accessed 11 August, 2019

¹⁹ Ibis

²⁰ R, Morgan, Natural/plain yoghurt more popular than flavoured or fruit yoghurt, RoyMorgan, 07 June 2019, p. 19, <<http://www.roymorgan.com/findings/8011-australian-yoghurt-market-march-2019-201906070624>>, accessed 11 August 2019

²¹ ibid, p. 20

²² L, Day, Australia's dairy farmers issue warning as mass exodus continues, *ABC NEWS*, 26 June 2019, <https://www.abc.net.au/news/2019-06-26/dairy-farmers-mass-exodus-from-the-industry/11215730>, accessed 07 August 2019.

					-Dairy alternatives becoming more popular. ²³
Promotional strength	<ul style="list-style-type: none"> -Bright fun packaging for 'kids' products²⁴ -Colour coded packaging with clear product benefits²⁵ -Clear containers for flavoured yoghurts to demonstrate the smooth texture -Sale based promotion instore 	<ul style="list-style-type: none"> -The use of social media and influences to promote the health benefits of yoghurt -Use of competitions, getting consumers to visit their website 	<ul style="list-style-type: none"> -Social Media Influencers "Less than 2% Fat, 15g Protein, No Added Sugar" - activations that encourage consumers to participate and communicate with the brand 	<ul style="list-style-type: none"> - Variety of flavours -Tasty & creamy 	<ul style="list-style-type: none"> -Updated sophisticated flavours and design. -One of the few full cream yoghurts on the market -Many video ads promoting the brand²⁶ -Well received reviews online -Has received gold medal from Dairy Industry Association of Australia, Australian Dairy Product Competition – 2015.²⁷ -Available in both Coles And Woolworths
Promotional weaknesses	<ul style="list-style-type: none"> -Plain packaging for larger products and adult range -Rely on word of mouth recommendations -Minimal advertising 	<ul style="list-style-type: none"> -Often sales-based promotions -Don't reach as larger audience as TV and print ads might 	<ul style="list-style-type: none"> -Social media based only reaches social media users 	<ul style="list-style-type: none"> -High level of sugar content 	<ul style="list-style-type: none"> Discontinuing popular flavours.²⁸ -High sugar level -No Longer a fat free version -No small on the go versions

²³ Animals Australia, 1 in 6 Australians are choosing dairy-free!, Animals Australia, 31 July 2019, n.d, p. 7, <<https://www.animalsaustralia.org/features/1-in-6-Aussies-choosing-dairy-free.php>> accessed 11 August 2019

²⁴ YoPRO (2019). YoPRO - High Protein Yoghurt. [online] Yopro.com.au. Available at: <https://yopro.com.au> [Accessed 11 Aug. 2019].






²⁵ AFN staff writers, 'How consumer trends have influenced dairy packaging', *Australian Food News*, 22 June 2015, <<http://www.ausfoodnews.com.au/2015/06/22/look-behind-whats-on-todays-retail-shelves-and-the-strength-of-consumer-trends-shaping-dairy-packaging-is-obvious.html>>, accessed 26 July 2019

²⁶ Talati, Z., Pettigrew, S, Ball, K, Hughes, C, Kelly, B, Neal, B, Dixon, H, 'The relative ability of different front-of-pack labels to assist consumers discriminate between healthy, moderately healthy, and unhealthy foods', *Food Quality and Preference*, no. 59, February 2017 pp. 109–113, Global Health [online database], viewed 26 July 2019

²⁷ Dairy Farmers Thick & Creamy Field Strawberries Yogurt 2010 Ad, [video], YouTube 'australiaads', 2 October 2010, <<https://www.youtube.com/watch?v=swuCmShU3Bw>>, accessed 11 August 2019

²⁸ Dairy Farmers, THICK & CREAMY CARAMELISED FIG, Dairy Farmers, n.d, p. 10, <<http://www.dairyfarmers.com.au/product/thick-creamy-caramelised-fig>>, accessed 11 August 2019

²⁹ Product Review, Dairy Farmers Thick & Creamy, Product Review, n.d, para. 16, <<https://www.productreview.com.au/listings/dairy-farmers-thick-creamy#reviews>>, accessed 11 August 2019

Key message strategies	Australian made yoghurts designed to suit any yoghurt eaters.	Unlike most regular yoghurts YoPRO contains no added sugar and no artificial sweeteners. Making YoPRO the perfect healthy breakfast, snack or afternoon treat.	GRIMMIES - “Crazy good low-fat Greek yoghurt with exciting mix ins” FIT - “HIGH Protein, NO added Sugar, Low Fat” FLIP - “Creamy Greek yoghurt with a side of crave worthy crunch” POTS - “Delicious creamy Greek yoghurt, built on a foundation of real fruit” TUBS - “Just milk + live cultures. Chobani Greek yoghurt, delicious alone or as your canvas”	The key message is that their yoghurts are very fruity and sweet. They are targeting all age groups with people who have a sweet tooth and like flavoured yoghurt	Made with the generosity of the country.
Segment/Target market	Young adults and parents looking to support the Australian dairy industry.	Young adults to retirees, due to the health benefits as society is becoming more health conscious	Chobani target market are young adults who are health conscious and looking for a healthy yoghurt alternative.	Gippsland Dairy's target market consists of adults looking for a tasty snack or breakfast	For people who want full milk yoghurt with many sophisticated flavours, angled more towards an adult customer base, and the simple “clean, adult” design.
Logo	 <p>Plain text-based logo, displaying the brand name that also conveys the Australian grown brand.</p>	<p>Bold, contrast heading, white text against black background</p> 	 <p>Clean, Minimal and Monochrome logo.</p>	 <p>Logo is easy to understand. It consists of the name of the brand and a picture of a man and cow, where the man is milking the cow.</p>	 <p>Clean logo displaying brand name with imagery of a field and sun with the use of yellow and green,</p>

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					contrasting with the traditional blue of the brand
Slogan	'A Difference You Can Taste'	"Packed with seriously high protein and no added sugar"	"Nothing but Good"	"Made slower to taste better" (used on the packaging) - "The taste makes me do it" (used in the TV commercials)	"Milk matters to us"
Distribution	Major Supermarket Retailers Coles, Woolworths, IGA	Major Supermarket Retailers Woolworths, Coles, Aldi and IGA	Major Supermarket Retailers Woolworths & Coles	Major Supermarket Retailers Coles, Woolworths, IGA	Major Supermarket Retailers Coles, Woolworths
Price point	110g: \$1.70 1kg: \$5.80	160g: \$2.25-\$3 700g: \$6 - \$7	140g ,170g: \$2.25 140g Children Range & Chobani Flip: \$3 907g: \$6.30	720g - \$7.00-8.00 160g - \$2.50-3.30	150g: \$2.20 600g: \$4.50

Summary Statement:

Our product is a healthy yoghurt that has environmentally friendly packaging that appeals to families and young adults who want healthier options for themselves and their families, either at home or on the go.

Our biggest competitors are YoPro and Chobani as they are both brands that market themselves as being the healthier option when it comes to choosing your yoghurt. Our point of difference would be that we are striving for environmentally friendly packaging whilst also trying to keep our prices as competitive as possible.

2.3 Environmental Analysis

Environmental Analysis of the Economic, Sociocultural, Technology and Natural Environments.

Economic Environment

Problems:

- Economic trouble in the dairy industry causes a big decrease in dairy farmers in Australia.²⁹
- Many yoghurts directed towards kids and families have a dangerous level of sugar content, that is often very hidden to the buyers.³⁰

Opportunities:

- The yoghurt market towards children is untapped and worth billion and a half dollar, companies like Chobani have already started to take this target public seriously³¹
- Australia is amongst the highest dairy-consuming nation in the world.³²
- Australia is the third largest dairy exporter to the world.³³
- Australia dairy was deregulated in 2001, and Australian dairy brands can easily compete with international competitors.³⁴
- The global demand for dairy products is growing in developing countries in Asia, with Australia being a major dairy exporter (40% is exported).³⁵

²⁹ L, Day, Australia's dairy farmers issue warning as mass exodus continues, *ABC NEWS*, 26 June 2019, <https://www.abc.net.au/news/2019-06-26/dairy-farmers-mass-exodus-from-the-industry/11215730>, accessed 07 August 2019.

³⁰ News, Yoghurt a disguised dessert, warn experts, *News*, 27 April 2017, para. 3 < <https://www.news.com.au/lifestyle/food/eat/yoghurt-a-disguised-dessert-warn-experts/news-story/bebc96867579e52f2588780045727dc3>>, accessed 7 August 2019.

³¹ D, Wiener-Bronner, Chobani unveils its next big thing: Yogurt for kids, *CNN*, 29 November 2018, para. 4, <https://edition.cnn.com/2018/11/29/business/chobani-kids-gimmies/index.html>, accessed 07 August 2019.

³² sustainableable, Dairy Diaries, All things ethical eating, *sustainableable*, N.D, para. 5, <<https://sustainableable.org.au/all-things-ethical-eating/dairy-diaries/>>, accessed 07 August 2019

³³ The Australian

PricewaterhouseCoopers, The Australian dairy industry: the basics, *PWC*, 2011, para. 1 <<https://www.pwc.com.au/industry/agribusiness/assets/australian-dairy-industry-nov11.pdf>>, accessed 29 July 2019.

³⁴ Ibid, para, 7

³⁵ Dairy Australia, Climate Change and Dairy What do greenhouse gases do and what is dairy doing?, *Dairy Australia*, 2015, Para. 17, <<http://www.dairyclimatetoolkit.com.au/~media/climatetoolkit/fact%20sheets/01%20climate%20change%20and%20dairy.pdf?la=en>> accessed 08 August 2019.

Sociocultural Environment

Problems:

- There is a growing number of vegans in Australia. 1 in 6 Australian's choosing to not consume dairy³⁶ which could be a problem for a dairy yoghurt in the future.

Opportunities:

- Australians environmental consciousness is growing, where 71% of Australians state they would pay for environmentally sustainable products.³⁷
- Australians now care about their health more than ever, with 86% of Australians are trying to be health conscious regarding their diet.³⁸

Technology Environment

Problems:

- Digital marketing is becoming the norm, and businesses face the challenges of combining the creative discipline of online marketing with technical aspects such as data, engenering and web coding, which can be difficult.³⁹
- Creating online marketing and having online channels will require a lot of resources and constant supervision.⁴⁰
- Having a big presence online can also increase the chances of receiving negative feedback, information leaks and hacking.⁴¹

³⁶ AnimalsAustralia, 1 in 6 Australians are choosing dairy-free!, *AnimalsAustralia*, 31 July 2019, para. 3, <
<https://www.animalsaustralia.org/features/1-in-6-Aussies-choosing-dairy-free.php>>, accessed 07 August 2019

³⁷ Sustainability Matters, Nine in 10 Australians concerned about sustainability: survey, *Sustainability Matters*, 14 September 2018, para. 3, <
<https://www.sustainabilitymatters.net.au/content/sustainability/news/nine-in-10-australians-concerned-about-sustainability-survey-698649130>>, accessed 07 August 2019

³⁸ SpiceNews, Australians are spending \$13.6 billion on healthy eating, report suggests, *SpiceNews*, 25 October 2018, para. 4, <
<https://www.spicenews.com.au/uncategorized/australians-are-spending-13-6-billion-on-healthy-eating-report-suggests/>>, accessed 08 august 2019

³⁹ D, Beandy, How technology is changing marketing, Media network blog
Media & Tech Network, *The Guardian*, 24 september 2014, p. 5,
<<https://www.theguardian.com/media-network/media-network-blog/2014/sep/29/technology-changing-marketing-digital-media>>
accecced 09 august

⁴⁰ Australian government, Pros and cons of using social media for business, *Business gov au*, 9 July 2018, para. 21,
<<https://www.business.gov.au/marketing/social-media/pros-and-cons-of-social-media>>, accessed 09 august 2019

⁴¹ *ibid*, para 24.

Opportunities:

- Businesses can now easily reach customers directly and more personally through social media.⁴²
- Social media is a very useful digital marketing tool, with over 70% of Australians using social media to research things they want to buy, and 40% of Australians are more likely to purchase from a brand that an online influencer is promoting.⁴³
- Online video advertisement is the future, with 64% of internet users are more likely to become a customer after they view a video about it.⁴⁴
- Integrating marketing with mobile applications, as 25% of internet users are online on mobile only.⁴⁵

Natural Environment

Problems:

- Global warming is the cause of big disruptive problems in the farming industry. Increased heat will badly affect dairy productions.⁴⁶
- The dairy industry in Australia is accountable for 10% of agricultural greenhouse gas emissions, that aggravates global warming.⁴⁷
- The production of Greek yoghurt creates toxic acid whey, that is toxic to the environment.⁴⁸

⁴² Redmako, The Power of Social Media Marketing in Numbers and Trends, *Redmako*, n.d, Para. 34, < <https://www.redmako.com.au/the-power-of-social-media-marketing-in-numbers-and-trends/>>, accessed 08 August 2019

⁴³ Team Exco, 10 Awesome Statistics About Social Media & Influencer Marketing in Australia [Infographic], Brands, Business, Influencers, *The exposure*, 19 February, Para. 6 and 7, < <https://theexposure.co/10-awesome-statistics-social-media-influencer-marketing-australia-infographic/>> accessed 08 august 2019.

⁴⁴ Redmako, he Power of Social Media Marketing in Numbers and Trends, *Redmako*, n.d, Para. 27, < <https://www.redmako.com.au/the-power-of-social-media-marketing-in-numbers-and-trends/>>, accessed 08 August 2019

⁴⁵ Redmako, he Power of Social Media Marketing in Numbers and Trends, *Redmako*, n.d, Para. 54, < <https://www.redmako.com.au/the-power-of-social-media-marketing-in-numbers-and-trends/>>, accessed 08 August 2019

⁴⁶ Carbon cops, The future under global warming – impacts on Australia, *ABC television*, n.d, para. 5, < https://www.abc.net.au/tv/carboncops/factsheets/cc_future.pdf>, accessed 08 August 2019.

⁴⁷ Dairy Australia, Climate Change and Dairy, What do greenhouse gases do and what is dairy doing?, *Dairy Australia*, 2015, Para. 15, <<http://www.dairyclimate toolkit.com.au/~media/climate toolkit/fact%20sheets/01%20climate%20change%20and%20dairy.pdf?la=en>> accessed 08 august 2019

⁴⁸ R, o'hannon, IS YOUR GREEK YOGURT DESTROYING THE EARTH?, *Environment, PSMAG*, 22 May 2013, para. 5, <https://psmag.com/environment/is-your-greek-yogurt-destroying-the-earth-58342>>, accessed 08 August 2019

2.4 SWOT Analysis

STRENGTHS	WEAKNESS
<ul style="list-style-type: none">- Healthy- Environmentally Friendly Packaging- Variety of Flavours- All Australian Ingredients	<ul style="list-style-type: none">- High Price Point- Production Costs- Weak Social Media Presence
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">- Small Six Variety Packs (Healthy Options)- Health Conscious Trend- Gap in the Market for Environmentally Friendly Packaging	<ul style="list-style-type: none">- Customer Loyalty- Variety of Other Brands- Price War with Competitors

3. Objectives

3.1 Marketing Objective

- To maintain a 1.5% share of the domestic retail market for dairy products up to 30 June 2020.
(Sold via supermarkets and other retailers)

3.2 Communication Objectives

- To encourage 10% of non-yoghurt eaters to try Crafted Yoghurt by 1st July 2020.
- To raise awareness by 70% to young professionals and young adults that Crafted Yoghurts packaging is environmentally friendly by 1st July 2020.
- To build an understanding in 65% of young professionals and parents that Crafted Yoghurt has multiple health benefits by 1st July 2020.
- To build an understanding in 60% of Crafted Yoghurt's consumers that the packaging for all yoghurts are environmentally friendly by 1st July 2020.

4. Positioning Statement

“Craft Yoghurts are especially made for young adults and parents who want to feel the richness of tasty and healthy yoghurts with environmentally friendly packaging.”

We have tried two strategies, the combination of attributes and benefits; price and quality through Craft Yoghurts to reach towards our target audience. Our product will be placed in supermarkets like Bricks and Mortar to make it available and accessible.

5. Conclusion

People are on track of meeting their health targets, however, with their busy schedules it is hard to meet all the challenges. Therefore, Craft Yoghurt have introduced a whole new range of healthy and tasty yoghurts. This report has outlined the market conditions, competitive analysis and product-price strategy to evaluate the launch of this new range. Market conditions are dynamic; therefore, it should be kept in mind that customer's behaviour preferences, market conditions and all the factors which have been used to analyse the current market of craft yoghurts can change in the coming years. However, after drawing facts it is unlikely to happen.

In a nutshell, it can be said that if the objectives are implemented effectively there are high chances that we can reach our target audience efficiently. Using Craft Yoghurt's established brand image will be a great start for the new product range. Craft Yoghurt's superior quality, diverse variety of flavours and patent products can also lead to tremendous success.

Appendix A: Customer Personas



BILL SMITH

AGE

40 years old

GENDER

Male

LOCATION

Melbourne Suburbs

OCCUPATION

Tradesman and Small Business owner

QUOTE

"I love my family and want what is best for them in every way including their health, yet I still want them to be able to enjoy life and their food without the concern of ingredients"

MOTIVATIONS

Often struggle for time and want to be in and out of the supermarket as fast as possible, packaging is the number one driver on what I buy I like to know straight away what the benefit of the product is. I also want something I can take to work, and my children can take to school and work.

GOALS

- Find a quick and easy product for snacks and a breakfast on the go
- Healthy but tasted good
- Not overpaying for quality
- Easy environmentally friendly disposal

FRUSTRATIONS

- Expensive price point
- Poor taste in healthy option
- Too many options with little differentiation

BIO

"The grocery store is the one place I have always hated, there is so many items and you go with a short list but leave with a full trolley and have no idea what you even bought."

"I don't understand why there has to be a hundred different versions of the same thing."

"I don't always do the grocery shopping often my wife will go after work, but I often struggle to distinguish between products as they all display the same information but nothing that is really a game changer for me."

"Finally seeing a yoghurt that gives me all the information clearly, that I can see straight away has made the choosing process much easier and the kids seem to be impressed so far."

**AGE**

28 Years Old

GENDER

Female

LOCATION

Gold Coast Suburbs

OCCUPATION

Marketing Coordinator

QUOTE

"I can never find an on the go yoghurt that tastes great and has all the health benefits I'm after"

BAILEY JOHNSTON

MOTIVATIONS

Bailey is a Gold Coast local, so her desire to stay fit and healthy all year round is a priority for her. The trend of low sugar, low fat and high protein has influenced how she eats and she's noticed her body feels better whilst following those guidelines, so wishes to continue doing that.

As a full-time Marketing Coordinator, she's always on the go, which is why she tends to lean towards brands that have on the go, easy packaging.

GOALS

- Variety of flavours that can be enjoyed daily.
- Yoghurt that has multiple health benefits.
- A reasonable price point.
- Environmentally friendly packaging.

FRUSTRATIONS

- Most variety at the supermarket are high sugar and low in protein.
- Packing isn't environmentally friendly.
- Not a high range of healthy yoghurts with variety of flavours.

BIO

"I've always loved yoghurt growing up but since moving to the Gold Coast and taking better care of my body, I've had trouble finding yoghurt that has great health benefits and that has a great variety of delicious flavours."

"I LOVE the yoghurt that comes in the pouches. As I work full time, having it so easy to take around with me is great!"

"I've always been conscious of my recycling and how my purchases effect the environment. I'm so glad there will be a product on the market that makes it easier to achieve my goals of always recycling where I can."

**AGE**

21 years old

GENDER

Female

LOCATION

Sydney Suburbs

OCCUPATION

Student

QUOTE

"I live a fast paced lifestyle but still enjoy living a healthy life and don't want to enjoy food that is healthy yet still delicious. "

OLIVIA JOHNSON

MOTIVATIONS

Olivia is a very health conscious person, living such a fast-paced life between university and home Olivia wants food that is healthy, but doesn't want to spend too much money as she is a student and doesn't have a full-time job.

GOALS

- Easy environmentally friendly disposal
- Wants a healthy yoghurt alternative
- Needs the yoghurt to be at a relatively cheap cost
- Hoping to find yoghurt with a variety of flavours and sizes.

FRUSTRATIONS

- The expensive price point of yoghurt in the market
- The added sugar in current yoghurts in the industry
- Brands with little to none environmental care

BIO

"I'm frustrated with that there is little variety of yoghurts in the grocery stores, they're either delicious but full of sugar or healthy but with no flavour. I want a yoghurt that is healthy but doesn't have to forfeit the flavour."

"It's important for my diet to ensure that I'm getting enough protein and steering away from processed sugars, so choosing a yoghurt with these features is something that I look for when shopping for yoghurt"

"Having this yoghurt on the market with a variety of flavours and sizes allows me to enjoy this yoghurt either on the run or sitting down at home and it doesn't make me feel bad when recycling it because of it environmentally friendly packaging"

**GENDER:**

FEMALE

AGE:

6

LOCATION:

EASTERN SUBURB

OCCUPATION:

PRIMARY SCHOOLER

QUOTE

"I want to find a yoghurt that has different flavors to try and boxes that are really colorful that I can take with me to my after-school activities"

MADISON KELLY

MOTIVATIONS

Madison loves being active and go to many different after school sport activities and wants to bring with yoghurt to eat at break. Madison gets bored fast and want fun, new flavors every day. Thinks there are too many "lame" adult Yoghurts in the store and wants colorful and expressive on the go tasty yoghurts.

GOALS

- Want parents to buy her a yoghurt with different flavors, looks colorful, fun and gives her energy to keep playing.
- To find one that isn't that sugary or bad on the environment because then her parents say no.

FRUSTRATIONS

Parents don't want to buy her yoghurt filled with sugar, as her parents are very strict. Parents try to give her their "Adult" yoghurt, but she feels it does not have a lot of good appeal to her. Parents being very strict on their environmental footprint which makes it hard for Madison to get what she wants. Want to have something that both she and her family can enjoy together.

BIO

"My mommy is always is so strict when I try to pick out a Yoghurt that I want to eat! She says we have to pick out something for the whole family, something healthy and better for the environment, but I can't find any!"
"I wish I could get all the flavors and try them, but my dad says that will be to expensive"
"I found this Yoghurt that has so many different flavors and my mom says its healthy and the box is good for nature too!
"It comes in small boxes, so I can bring it with me and show my friend!"

**AGE**

32 years

GENDER

female

MARITAL STATUS

Married, 2 kids

OCCUPATION

Editor

LOCATION

Geelong suburbs

QUOTE

"This is a perfect match of health and taste for me and my family."

NATHALY TAYLOR

MOTIVATIONS

Healthy snacking for me and my family. I want something handy and easy to carry, something that I can chuck in my bag when I leave for work and can give my children a tasty and fruity to eat in between the meals. This is way better than sweets and candies.

GOALS

- A ready to eat and easy to carry snack
- A trust-worthy brand
- Can be share and eaten by whole family
- Achieving high environmental values

FRUSTRATIONS

- Inconvenient packaging
- Not a lot of variety in healthy options
- Expensive options
- Have to buy different snacks for all family members

BIO

"It is so hard to spend so much time doing groceries when you have to balance personal and professional life. I hate grocery shopping and now that I have two kids, it has become very important for me to get the perfect match of cheap and healthy available product."

"I have to satisfy all four members in my family which gets very expensive and hard to remember. Having a yoghurt which can satisfy most of this problem while be very cost-efficient and time saving."

"This is solution to all my grocery related problems. My kids are very happy as they get variety of flavors to eat. I have been carrying this to work as well. This is the perfect life saver when you feel like having a quick snack."

Appendix B: Persona Data

	Overall	Standard Yoghurt	Healthy Yoghurt
Children	11	9	2
University Students	16	7	9
Young Professionals	32	7	25
Adults	20	15	5
Parents	28	8	20

Findings were taken by Rhiannon Davies between 2pm -3pm at Stud Park Shopping Centre, Sunday 7th July 2019.

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Appendix D: Team Evaluation

Team Member Names:

- Hannah Keely
- Rhiannon Davies
- Kirsten Sinclair
- Kathrine Stangeland
- Suvani Salhotra

Team Number: 36

Location: Burwood

SECTION ONE: Reflection





What did you do well as a self-managed team? Briefly describe three strengths:

1. We communicated well in class and online.
2. We agreed on how to share the workload.
3. We helped each other and all contributed equally.

What aspects of your self-managed team work could be improved upon?

1. Should have finished the assignment earlier, as was intended.
2. Finding time to work in person outside of class due to everyone's commitments.

SECTION TWO: Contribution

Student name	Contribution % Indicate out of 100% for each team member	Progress tasks: submitted on time or as agreed to by the team (yes or no)	Signature
Hannah Keely	100%	Yes	
Rhiannon Davies	100%	Yes	
Kirsten Sinclair	100%	Yes	
Kathrine Stangeland	100%	Yes	
Suvani Salhotra	100%	Yes	