

How Dannon optimized its Light & Fit yogurt

We helped Dannon optimize their Light & Fit product line to portray a modern, natural yogurt and identify opportunities for new formulations.

Objective

Dannon wanted to explore if going more natural with their Dannon Light & Fit yogurt line would help modernize the brand, remove barriers, and improve the product proposition for existing and new buyers.

Methodology

To help refine the proposition, we:

1. Surveyed 18-64-year-old Greek yogurt consumers
2. Used a discrete choice model (choice-based conjoint exercise) to assess potential new formulation claims. Each respondent was presented with a series of tasks. For each task, the respondent chose one option from a set of choices

Outcome

Using the results of the choice-based conjoint, we identified a hierarchy of attributes and the optimal combination of claims for Dannon Light & Fit.

We also provided a simulator that Dannon could use to view and compare various configurations.

Dannon's R&D teams finalized the top claims presented internally, which led to new formulations for the team to explore.

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