



DESIGNING A BETTER WHEY

CLIENT PROFILE

As early leaders in the movement to promote all-natural foods that are rich in protein and fiber, and lower in sugar, Better Whey of Life yogurts launched in 2009 in Whole Foods and other specialty stores. Founder and President of Tula Foods, Daphne Mazarakis is concerned about keeping her body and her world healthy. After eight years of marketing at Kraft Foods, Daphne founded Tula Foods and the Better Whey of Life brand.

CHALLENGES

UNLO was tasked with relaunching the brand as a healthful lifestyle choice using Greek Yogurt as the first proof point in a series of products. Greek yogurt is a crowded category with established category players introducing nationally distributed brands with large mass media budgets. The business goal is to induce trial, and create demand in specific regional markets where the product launched in Q1 2012. Additional product introductions throughout the calendar year will create buzz and create brand demand.

SOLUTIONS

UNLO and Mike Zitt Inc. focused on creating a line of visually delicious packaging and web presence, communicating the important health facts associated with the product, in addition to the flavorful ingredient benefits. The packaging line creates a dynamic shelf presence that compels the consumer to pick up the product and purchase.

RESULTS

Better Whey of Life has placed product in major grocery chains in Chicago, Denver, and Northern California, including Jewel, King Sooper, Whole Foods, and Target. The King Sooper launch resulted in over 400 units sold in the first week prior to any launch promotions or consumer marketing programs. These programs are scheduled to launch Q2 2012.



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