

canvs

Chobani

Analyzing Open-Ended Responses for Better Retail Partnerships

A Chobani Case Study



Meet Your Speakers



Jared Feldman

Founder & CEO

canvs

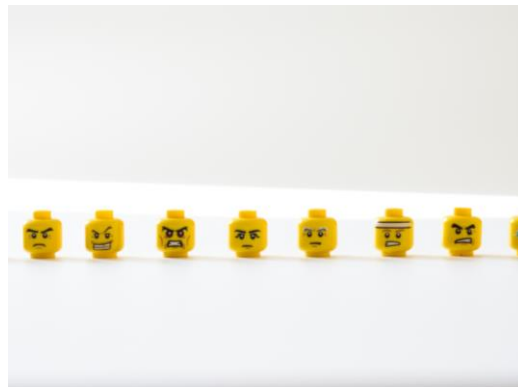


Maddie Fitzpatrick

Consumer Insights Manager

Chobani

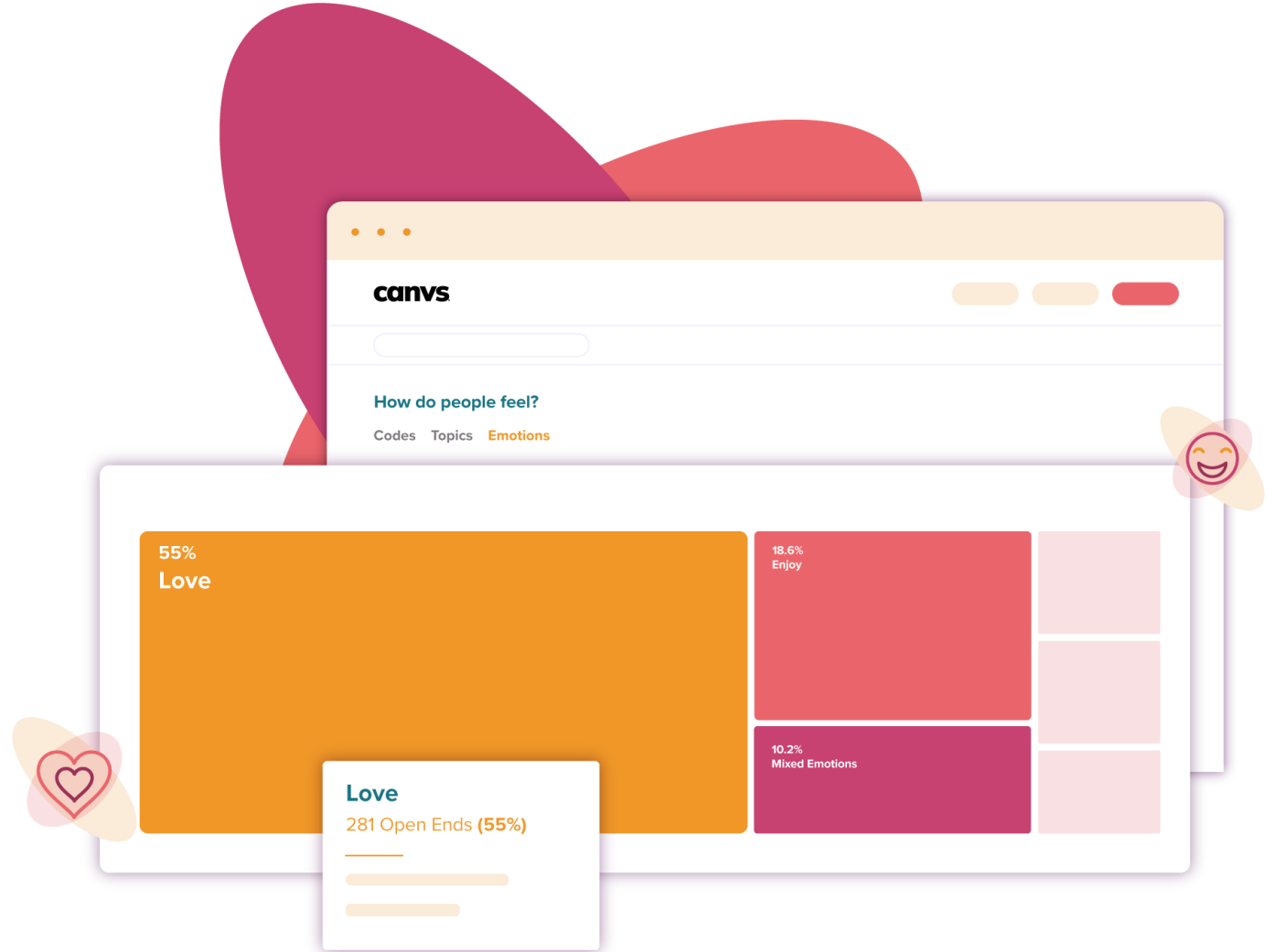
The Role of Open Ends





The easiest and most accurate way to transform open-ended text into insights

- ✓ Automate Text Analysis
- ✓ Understand nuanced emotional reactions
- ✓ Powerful, yet intuitive insights dashboard and reporting



Our Portfolio

The Chobani portfolio spans across multiple categories within refrigerated and center-store

Yogurt



Oat Milk



Creamers



Coffee



Functional on the Go



Center Store



We've Grown Beyond Greek Yogurt

2007 - 2018



2019



2020



2021



2022



We Continue to Expand Our Footprint

Restaurants & Bars

Limited Service



Full Service

Bars & Taverns

Travel Leisure

Caterers



Transportation



Recreation



Lodging



Retailers

Supermarket
Foodservice



C-Stores



Noncommercial

Business and
Industry



Education



Healthcare



Military



Corrections

The background is a dark teal color. In the center, there is a light green, irregularly shaped area that serves as a backdrop for the text. Surrounding this central area are several stylized flowers. At the top right, there is a light pink flower with a dark purple center. To its right is a dark purple flower with a bright orange center. On the left side, there are two dark purple flowers on green stems with long, narrow leaves. The text is centered within the light green area.

Chobani Insights & Canvs Partnership



Consumer Insights is the
internal champion for our
consumers.

Focus Areas of the Insights Team

Platform & Innovation

Discovery
Concept Testing
Packaging Testing
Flavor Prioritization
Claims Prioritization
Idea Screening
New Item Volume
Estimates
Trend Tracking

Shopper & Pricing


Custom Shopper Studies
Foundational Category
Research
Sales Thought Leadership
Decision Tree Development
Category Forecasting
~~Consumption & Pricing Analysis~~

Marketing & Media Measurement

~~Social Listening~~
Brand Tracking
Campaign Analysis
Shopper Analysis
Commercial Mix
Model

The background is a dark teal color. In the center, there is a light green, irregularly shaped oval. Inside this oval, the text "Retailer Partnership & Leveraging Canvs" is written in a dark teal, sans-serif font. Surrounding the oval are several stylized flowers. At the top right, there is a light pink flower with a dark purple center. To its right is a dark purple flower with an orange center. On the left side, there are two dark purple flowers on green stems with long, narrow leaves. One is larger and positioned higher than the other.

Retailer Partnership & Leveraging Canvs

The background is a dark teal color. In the center, there is a light green, irregularly shaped oval. Inside this oval, the text "Major National Retailer Shopper Study" is written in a dark teal, sans-serif font. Surrounding the oval are several stylized flowers. At the top right, there is a light pink flower with a dark purple center. To its right is a dark purple flower with a bright orange center. On the left side, there are two dark purple flowers on green stems with long, narrow leaves. One is larger and positioned higher than the other.

Major National Retailer Shopper Study

Major National Retail Shopper Study

Quantitative
Perspective

94%

Stated that it was **very easy/easy**
to shop for yogurt at [Major
National Retailer]



Qualitative Perspective –
Canvs Analysis

How could the yogurt aisle be improved?

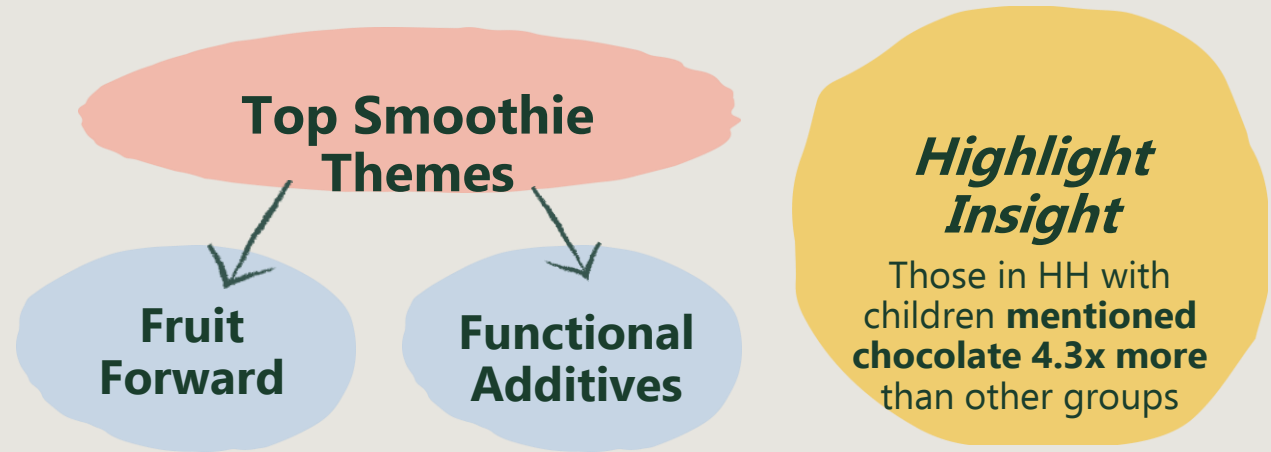
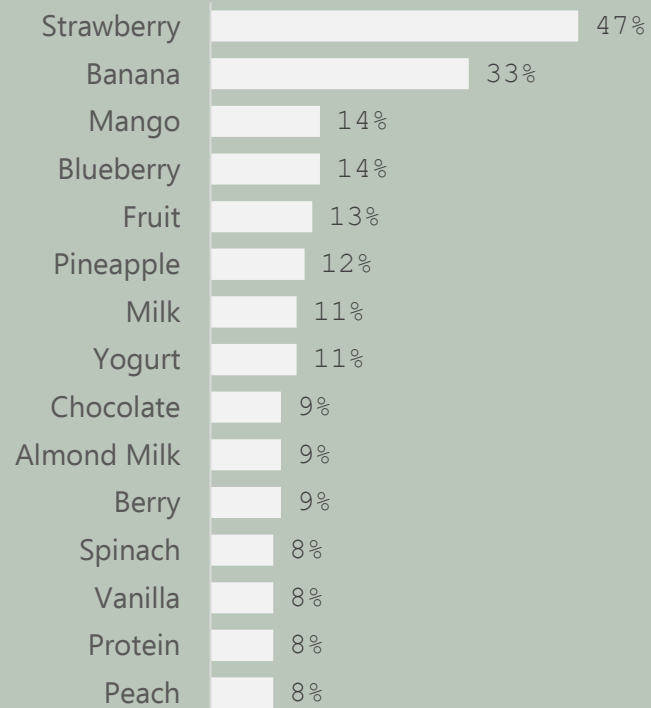
- Increase Flavor Variety
- Modify Signage
- Better Shelf Organization
- Increase Promotion
- Avoid OOS/Expiration Issues

The background is a dark teal color. In the center, there is a light green, irregularly shaped area. Inside this area, the text "Fast Casual Menu Innovation" is written in a dark teal, sans-serif font. Surrounding the central area are several stylized flowers. At the top right, there is a light pink flower with a dark purple center. To its right is a dark purple flower with an orange center. On the left side, there are two dark purple flowers on green stems with long, narrow leaves. One is larger and positioned higher than the other.

Fast Casual Menu Innovation

Fast Casual Menu Innovation

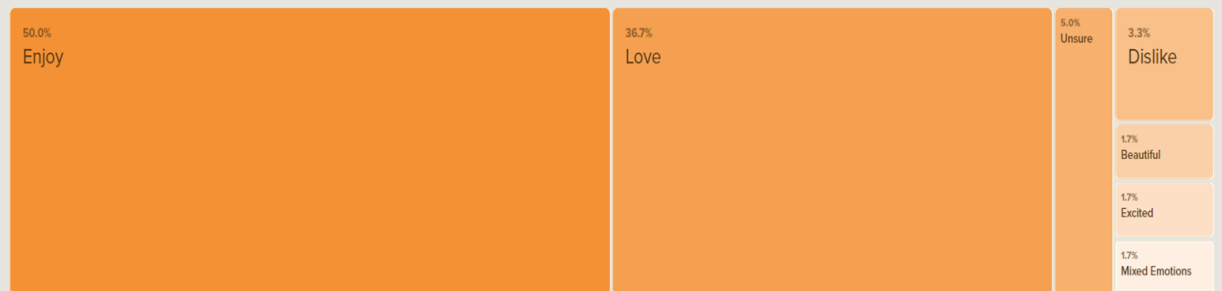
“Dream Smoothie” Open End Quantification



Highlight Insight

Those in HH with children **mentioned chocolate 4.3x more** than other groups

Emotional Themes



The background is a dark green color. In the center, there is a light green, irregularly shaped oval. Inside this oval, the text "Role of Pack Type in Inflationary Market" is written in a dark green, sans-serif font. Surrounding the oval are several stylized flowers. At the top right, there is a light pink flower with a dark purple center. To its right is a dark purple flower with an orange center. On the left side, there are two dark purple flowers on green stems with long, narrow leaves. One is larger and positioned higher than the other.

Role of Pack Type in Inflationary Market

Role of Pack Type in an Inflationary Market

What Would Make you Switch Across Yogurt Pack Types?

| | | | | | | | | | |
|---------------|----------------|------------|--------------|-----------------|----------------|-----------|------------------|---------------|---------------------|
| Flavor, 30.2% | Pricing, 20.9% | Pack, 8.3% | Yogurt, 5.8% | Different, 7.3% | Taste, 5.6% | | Value, 4.3% | | |
| | | | | | Nothing, 10.0% | New, 4.2% | Sale, 3.8% | | Brand, 3.3% |
| | | | | | | | Affordable, 5.8% | Variety, 4.0% | Availabl e, 3.2% |
| | | | | | | | | | |

The background features a dark teal color with stylized green foliage and purple flowers. A large, light-colored, rounded shape in the center contains the text.

Canvs Wins

Canvs Benefits to the Chobani Team



**2-10+
hours**

*Of Saved Analysis
Time per Project*



3-5

*"Highlight" insights
that wouldn't be
possible without
Canvs*



100%

*More emotional
quantification*

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Thank you

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during Quirk's NYC at

Booth #213

canvs.ai

