

# Yoplait Baby

## A pack to kick up sales

### Situation

Yoplait Baby sales were stagnant and a new competitor entered the market.



### Approach

We researched mothers' motivations to buy baby yoghurt and specifically analysed pack design and messaging cues. Our analysis showed that the current pack did not tap into mothers' motivations and did not send the right signals (design and messages) to be relevant.

Based on our findings, the packaging was redesigned (Cowan Design) and we optimised the redesign with further research.



### Result

Without marketing or promotional support, sales for Yoplait Baby increased by 30%.

The competitor withdrew.

