

Dizzy by Yoplait

Dragon Rouge launches new breakthrough product innovation for Yoplait

Yoplait re-defined the European yogurt segment in the 90s by introducing the concept of yogurt-to-go, targeting teenagers under the Yop brand.

Recently Yoplait asked Dragon Rouge to help create a new generation of product that would engage the same target audience (teenagers) in the 21st century. Dragon Rouge worked with the Yoplait team from the identification of the product concept to its positioning, naming and visual identity (packaging, brand universe and graphic guidelines).



Applying its NOVA methodology (built on the back-end of proprietary macro societal trends) Dragon Rouge generated multiple product concepts. In particular, leveraging two of its seven macro societal trends - 'silicone' (which recognizes that as the pace of innovation is accelerating by the day, consumers engage with brands that connect with them on a level of humor and playfulness, and 'gattaca' (which recognizes that virtual technology has developed need for instant gratification and generated a new visual and verbal language) - Dragon Rouge identified the following core insights that informed the product innovation process:

- on a functional level: teenagers who grow up on soft carbonated drinks are increasingly compelled to balance sweet and bubbly beverage with natural and refreshing ingredients (mixing the fun and the natural)
- on an emotional level, teenagers are increasingly trying to express their rebellion vis a vis the parental model in a positive way, by creating a tribal world full of symbols that only they and their

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friends can understand (e.g. text messaging vocabulary, tongue in cheek symbols, irreverent imagery and bold colors). They also gravitate towards brands that offer them a sense of self-discovery and invite them to learn about themselves through experimentation.

Multiple product concepts were filtered through research and the winning idea was a yogurt-based sparkling drink positioned around the idea of “free your mind, stimulate your senses”.

The product was introduced in October 2008 under the name Dizzy by Yop, since the Yop brand had a lot of awareness but did not bring enough cachet. The packaging introduces breakthrough cues for the category (aluminum bottle, bold purple color) and a playful brand character (a moose), who impersonates the brand and engages with the target on a positive, dynamic and irreverent level.

For further information, please contact Judy Calvin at jkalvin@kalvinpr.com or 914.693.0123.

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Notes to editors:

About Dragon Rouge

Dragon Rouge is the largest independent brand and design consultancy with offices in New York, Bangkok, Dubai, Hamburg, London, Paris and Warsaw. The firm works with its clients to apply its philosophy of ‘entrepreneurial branding’, which recognizes that brands can only create sustainable value if they manage to shift the paradigm in their own industry by applying an entrepreneurial spirit. To find out more visit our website at www.dragonrouge.com
