

# The Dannon Company Marketing and Corporate Social Responsibility

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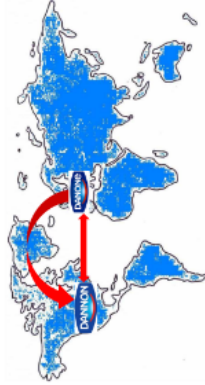


**Dannon Products**  
 19 to 20 years ago, Danone and Dannon were the same company. In 1995, Danone sold its U.S. yogurt business to a private equity group, and the company was renamed Dannon. Danone is now a French multinational food and beverage company.



HEAD DANNON COMPANY  
 CONTACTED TO RECONTACT THE  
 LEADER IN THE DAIRY YOGURT  
 SECTOR  
 WHAT RESULTS & REAS WOULD  
 DANNON EXPECT?

Dannon's relationship with Danone



Founded by ISAC CARASSO  
 Headquarter in PARIS  
 Mission "To bring health through food to as many people as possible"



The US Yogurt Market



Company Values



Marketing Strategy



Corporate Social Responsibility!

**Name**  
 Dannon Company  
 1995: Dannon Company was founded in Paris, France. The company is a French multinational food and beverage company.

**Nutrition & Health**  
 Dannon is committed to providing nutritious and healthy products. The company has a long history of innovation in the yogurt market, and its products are known for their high quality and nutritional value.

**People**  
 Dannon is committed to providing a safe and healthy environment for its employees. The company has a strong focus on employee safety and health, and it has implemented a variety of programs to support its employees.

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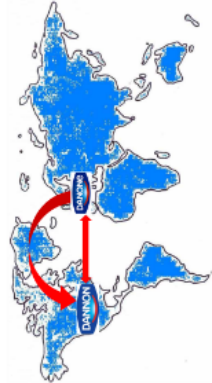
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**Michael Newirth, Senior Director of Public Relations:**

SEND DANNON COMPANY TO THE FRONT LINES OF THE DAIRY SECTOR. LEADERS IN THE DAIRY SECTOR CAN ACT UPON THEIR CONSUMER WHAT BUSINESSES & MARKETS WOULD DANNON FACE?



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**Marketing Strategy**

From make consumers understand what yogurt can do for them & increase yogurt consumption in an advertisement of the company. Dannon based for the different brands: Activia, Danone, Phil on the bottom...



**Corporate Social Responsibility!**

**Nature**

...to protect the environment and to ensure the quality of the products.

**Nutrition & Health**

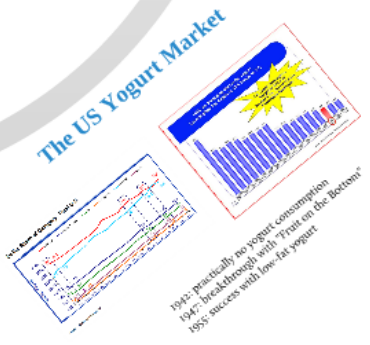
...to improve the health of consumers and to provide them with the best products.

**People**

...to support the local economy and to create jobs for the people.

**Company Values**

- Humanism (being people-oriented)
- Openness (open global culture)
- Pragmatism (never financial consequences)
- Enthusiasm (as a result of the 1st job)



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Marketing Strategy

Corporate Social Responsibility!

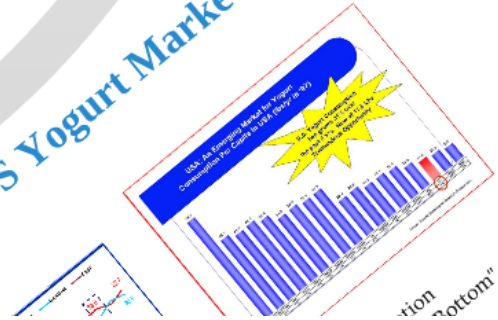
Nutrition & Health

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Senior Director of Public

Dannon Pro



Dannon Institutes  
Worldwide

tion  
Bottom"

# Dannon Products

#1 in fresh dairy & medical nutrition  
#2 in bottled water & baby nutrition

