





**The Dannon Company:  
Marketing and Corporate  
Social Responsibility (B)**

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# Introduction

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- Dannon is a U.S subsidiary of Danone, one of the largest health-focused food companies in the world.
- Danone's global business focused on fresh dairy, bottled water, medical nutrition, baby nutrition.
- Dannon manufactured and marketed fresh dairy products in the U.S. and was the No. 2 player in the domestic yogurt market in 2008.



## Strategic Crossroads

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- Yoplait, a portfolio brand of the U.S. food conglomerate General Mills and Dannon's top competitor, was well known for its annual "Save Lids to Save Lives" breast cancer awareness campaign.
- With the strong connection between Dannon's production of health and wellness foods and its commitment to health and nutrition based CSR activities, Michael Neuwirth saw an opportunity to communicate these synergies to consumers and potentially enhance the company's success.

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**1. Should Dannon start to proactively communicate to consumers about its CSR initiatives, and if so, what benefits and risks would Dannon face?**

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- As yogurt is not relevant to Americans diet like other geographic regions. When consumers have decided to pursue the Yogurt category, talking about CSR would help them decode among brands.
- Main marketing challenge for Dannon was not getting consumers to want Dannon- rather, it was getting consumers to want yogurt
- First, they need to educate Americans on the properties of yogurt and health benefits, and then increasing the consumption of Dannon's specific products

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**2. What type of  
communication strategy  
and media channels should  
be used?**

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- One way communication channels should be avoided.
- Two way, targeted communication channels such as PR programs and interactive media initiatives should be used.
- Run a corporate image campaign that would feature the CSR activities. It could create credibility for the Dannon brand and its key message around the health benefits of yogurt



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**3. Would speaking  
about Dannon's  
CSR efforts to  
consumers result in  
greater attention  
toward health and  
nutrition generally?**