

Chobani

**Driving 7.1B Views on TikTok with a
Branded Hashtag Challenge**

Food & Beverage



On Jan 25, 2020, in celebration of Opposites day, Chobani launched its first TikTok challenge.

The brand leveraged both its owned and paid channels to announce the competition.

First, Chobani outlined the contest rules on its [Instagram account](#).



The brand also sent an email blast to its 199K email list promoting the challenge.

Chobani engaged TikTok influencers to spread awareness about the video contest and invite their followers to participate.



Views: 7.9M | [Click to view](#)



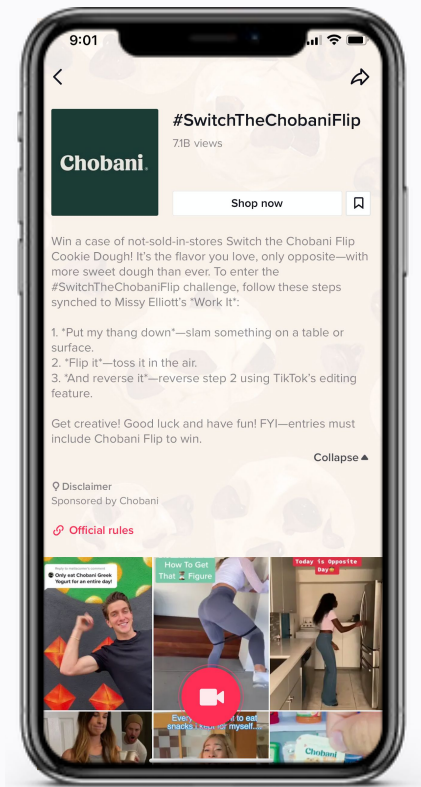
Views: 3.1M | [Click to view](#)



Views: 0.1M | [Click to view](#)

Chobani created a branded hashtag challenge page where they outlined the contest rules.

*Chobani's
branded hashtag
[challenge profile](#)*



Contest rules:

1

Create a TikTok video synched to Missy Elliott's song "Work it"

2

Post it to TikTok with [#SwitchTheChobaniFlip](#) hashtag

3

25 winners will receive a case of Chobani Flip limited edition

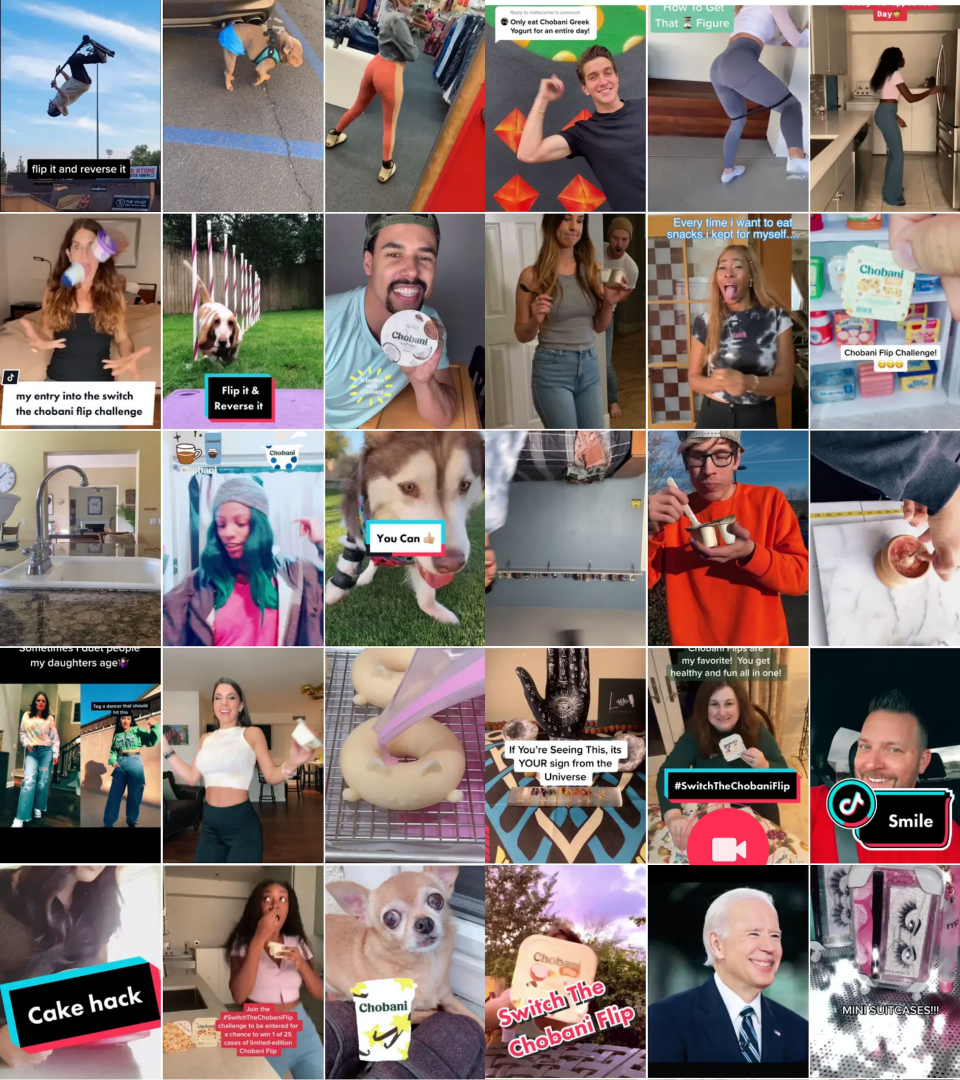


Participating in the challenge was the only way to get a limited-edition product, which wasn't sold online or in stores.

Chobani outlined some very specific requirements to the video:

- Slam something on a table or surface
- Toss it in the air
- Reverse step 2 using TikTok's editing feature

However, the majority of contest participants didn't follow these steps in the [#SwitchTheChobaniFlip](#) tagged videos

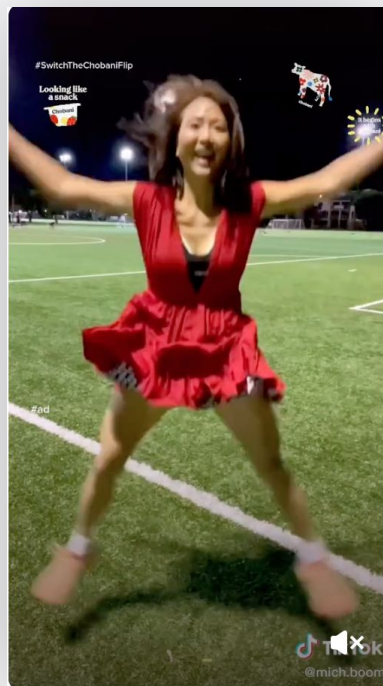


Videos with the
#SwitchTheChobaniFlip hashtag
generated **7.1B views**.

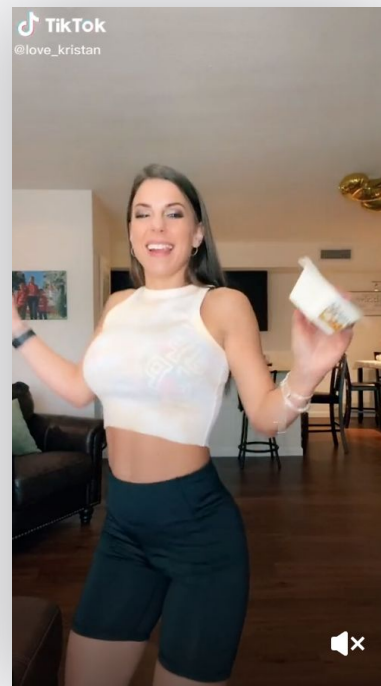
While creators didn't necessarily follow the video guidelines outlined by Chobani, they showcased the product and used Chobani branded stickers in their videos.



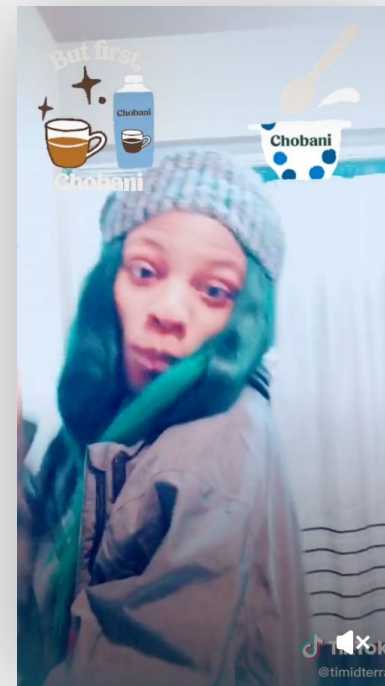
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The TikTok challenge generated wide PR coverage for Chobani.

Food & Beverages



Chobani's Clever TikTok Tap

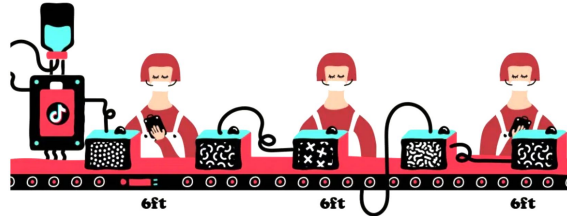
By: Alizah Asif Farooqi | Feb 02, 2021

Best known for popularizing Greek yogurt, Chobani is taking to TikTok to sweeten its story in a new and exclusive way that speaks volumes not only about the brand, but about the platform, too.

The company debuted its new product, [Chobani Flip Cookie Dough](#), on Opposite Day for TikTok only via the campaign hashtag [#SwitchTheChobaniFlip](#). The campaign, which is Chobani's first on the platform, asks users to create a video – any video – set to Missy Elliott's "Work It" and featuring the hashtag for a chance to win a case of the new cookie dough treat up until February 25. The product is actually an opposite iteration of an existing Chobani Cookie Dough cup that, rather cheekily, flips the sides so that there is more cookie dough and chocolate chips, and less greek yogurt. So far the campaign, which pulled influencers and made use of paid media dollars, has already garnered 2.6 billions views. Like many brands, Chobani is embracing TikTok as a way to target niche communities that include cooking, mental health, professional development, and more.



BRANDS TO CULTURE
'A regular drum beat of content': How brands like Chobani are using TikTok to reach new audiences

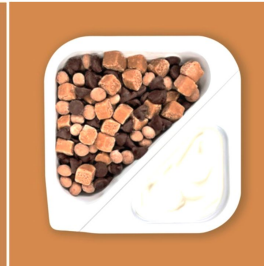


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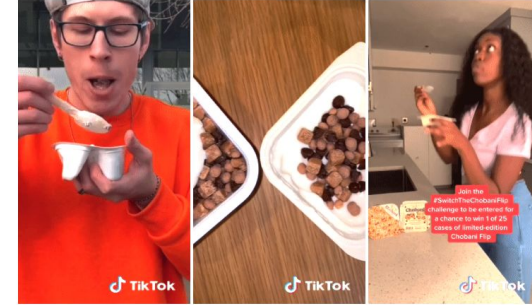
Chobani dips into TikTok with first hashtag challenge for Opposite Day



Courtesy of Chobani



Chobani Courts Young Consumers with TikTok-Exclusive Flavour



American yoghurt brand [Chobani](#) chose TikTok for its recent limited-edition flavour launch – a move intended to boost brand awareness among younger consumers. The campaign leveraged the smartphone creatives we profile in [Harnessing the Zeitgeist](#), and offers a blueprint for how food brands could engage on the video-centric platform in the future.

Chobani selected January 25 (the unofficial holiday [Opposite Day](#)) to release a new cookie-dough variety of its Flip yoghurt line, which contains yoghurt in one container, and toppings in a smaller adjacent one. The limited-edition variety reversed the proportions, offering a small portion of yoghurt and a mass of cookie-dough bites.

This update reflects the novel formats we feature in [Upstreaming Everyday Edibles](#), as well as the zany food trends that have originated on TikTok in the past year, such as bite-sized pancakes served as cereal (see [Revised Breakfast Rituals](#)).

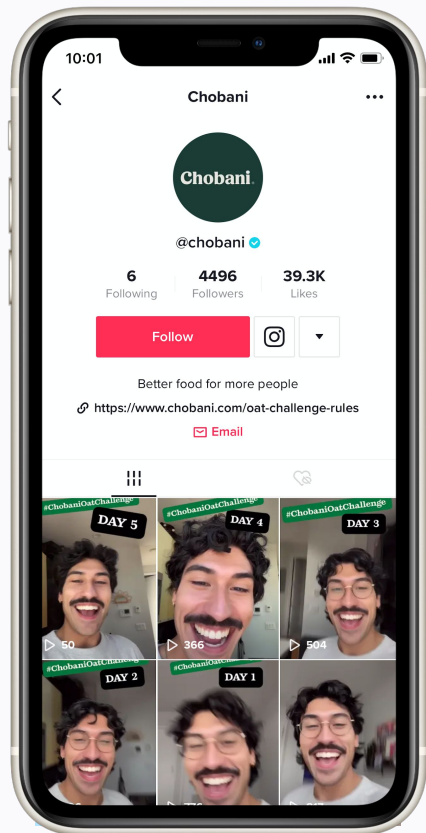
To sample Chobani's new flavour (which isn't sold in stores), TikTok users had to record a video set to the song Work It by American rapper [Missy Elliott](#). This effectively outsourced advertising investment to users, who acted as proto-influencers promoting Chobani to their followers. The campaign's [#SwitchTheFlip](#) hashtag now has 5.6 billion views.

This isn't the first time Chobani has used social media to promote new products; it created a 'tap to solve' puzzle for Instagram Stories to launch its lactose-free yoghurt line in September 2020.

While this type of engagement is effective for raising awareness, there's also potential to enlist fans in the product development stage – especially since Gen Z (TikTok's primary audience) enjoys experimenting with new flavours and formats (see [Gen Z Influences Future Flavour](#)). Brands should treat TikTok not just as a marketing forum, but also as a valuable source of consumer research for product development.

For more on food brands engaging on social media, see [Content for the Culinary Insuperience](#). For more on yoghurt trends, see [Dairy 2021: Sector Outlook](#).

Chobani ran this challenge to tap into the new Gen-Z audience on TikTok. However, as per the company's VP of marketing, the brand currently has no plans to invest in content creation for this channel.



Chobani has a TikTok account with 4.5K followers

- The brand collaborates with influencers for campaign-specific content.
- As per the company's VP of marketing, Chobani doesn't plan to produce content on a regular basis for this channel.

Key Takeaways

From the Driving 7.1B Views on TikTok with a Branded Hashtag Challenge Case Study:

Promo Channels — Support Organic Channels with Influencers and Paid Ads: Chobani launched a TikTok challenge while not having any sizable following on this platform. The brand announced the TikTok contest on its Instagram account and sent an email to its 199K subscribers. Despite having quite a significant audience reach (481K followers) between Instagram and Email, Chobani engaged TikTok influencers to spread awareness about this challenge to their audiences. Chobani also ran TikTok ads leveraging creators' videos.

Challenge Rules — Keep the Rules Simple and Easy to Follow: Despite the fact that Chobani clearly outlined the requirements for the contest video, most of the creators didn't follow them. TikTokers came up with videos in line with their own style. Chobani challenge got hundreds of video submissions that all together gained over 7 billion views. It's important to keep the rules rather relaxed and empower the TikTok audience to freely express themselves.

PR Coverage — Leverage One Precedent to Gain Wider Publicity: When Chobani launched the challenge on their social media channels, they also sent a memo to various media outlets to spread the news about the challenge. The brand leveraged this campaign as an opportunity to build wider brand awareness and amplify its image as a young and innovative company.