



TWO GOOD TO BE TRUE?

CAN A "VOTE, WITH YOUR DOLLAR" BRAND REALLY
SUCCEED IN THE WORLD OF FMCG?

MANOS SPANOS
ANA CONFERENCE | OCT 2020



Purpose is the new norm.. And consumers are looking for it.

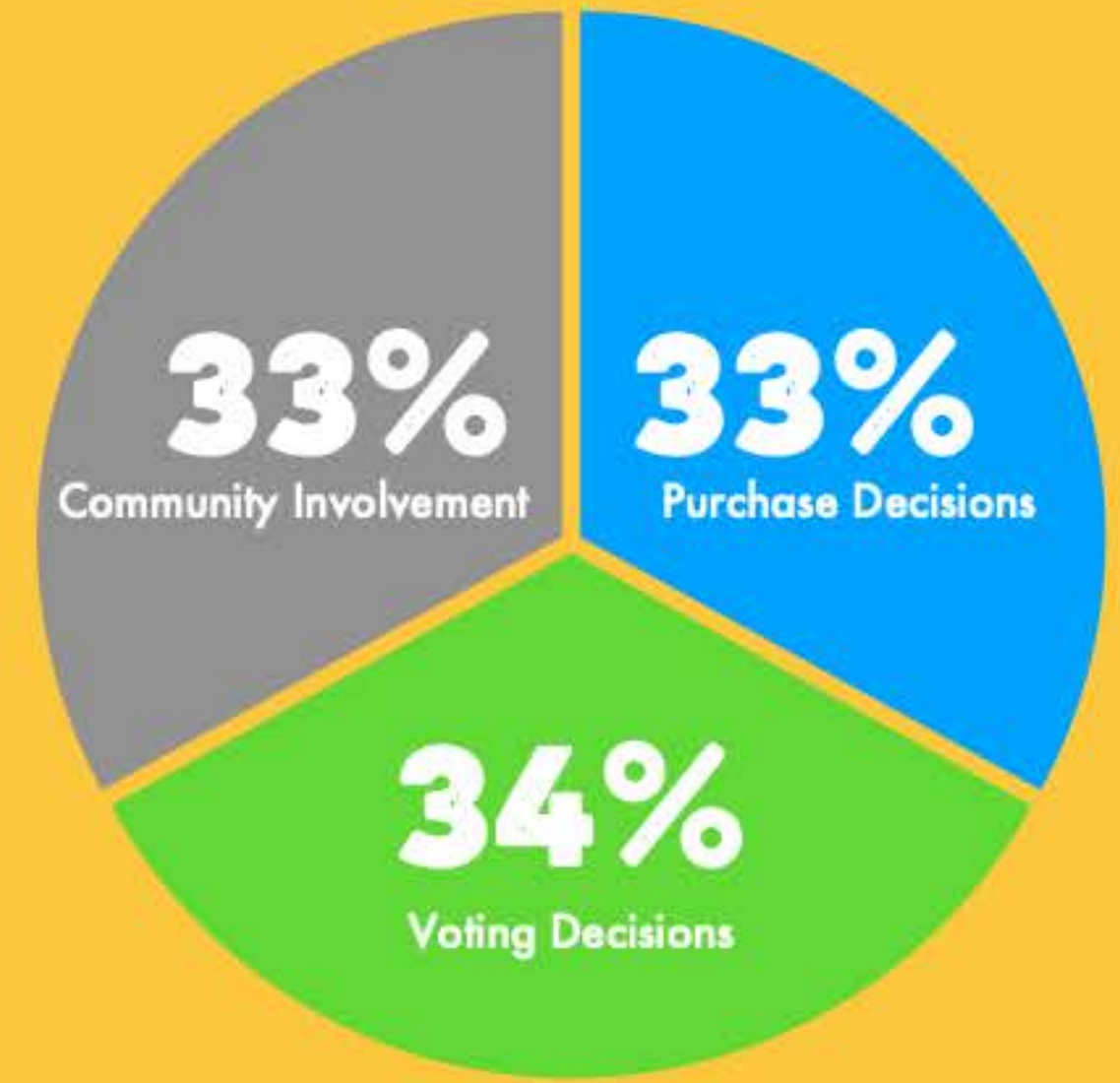
53% of consumers believe that every brand has a responsibility to get involved in at least one social issue that does not directly impact its business

-2019 Edelman Trust Barometer

“ The most important thing that the average person can do is to use their money to be their voice. - Millennial Female ”

It's become just as important as their actual vote.

What has the greatest impact on society?
Among Millennials



“

Every time you spend money, you're casting a vote for the kind of world you want. - Anna Lappe

”

**Now more
than ever.**

Nearly
**1.6 million
New Yorkers**
have lost work and
income in 2020

1 in 6 Americans
facing food
insecurity in 2020
(increase from 1 in
7)

Nearly **1 in 5**
mothers with
young kids say their
children are not
getting enough to
eat



The COVID-19 pandemic is exacerbating pre-existing inequalities, putting immense strain on tenuous systems; and plunging those in the most precarious contexts deeper into poverty and hunger.

- Tijjani Muhammad-Bande, President of the United Nations General Assembly

And purpose is driving huge brand success.



**But have marketers really committed to
purpose driven marketing?**

**Why brand purpose marketing isn't
working with young people**

FAST COMPANY

**A true brand purpose
doesn't boost profit, it
sacrifices it**

MarketingWeek



You can't reverse into a mission and values through marketing. The organizations that are struggling with this are probably the ones that are thinking about marketing first.

-Alex Weller, Patagonia



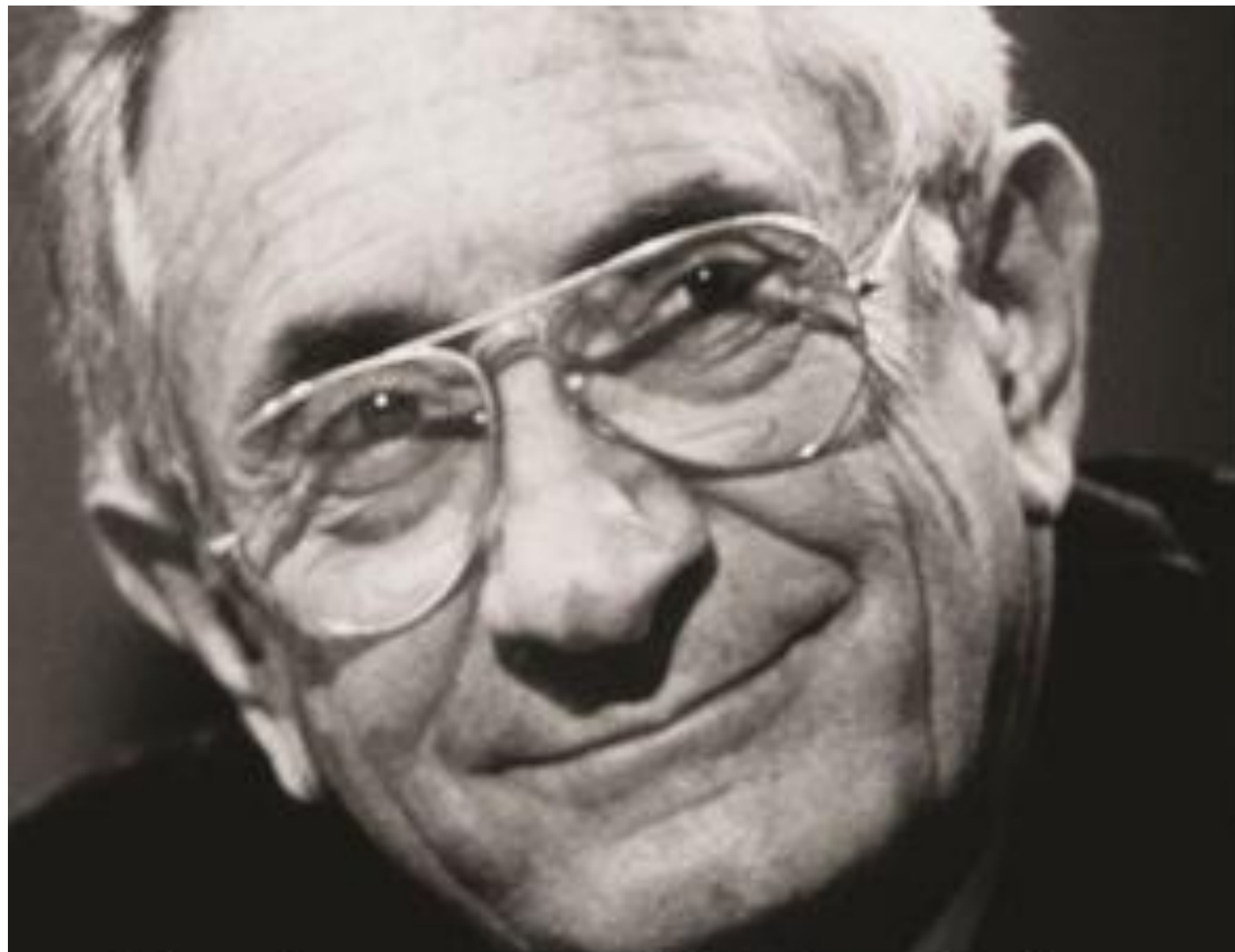
Or is it just lip service?

Only 22% of consumers can identify a sustainable product
(-3pts since 2008)

58% of consumers believe brands could do more

At Danone performance and purpose have always gone hand in hand.

THEN



"Le changement technologique est une occasion d'améliorer la qualité de vie au travail."

NOW

This Food Giant Is Now The Largest B Corp In The World

Yogurt giant Danone North America has passed B Labs rigorous assessment that measures a company's sustainability and how it treats its employees.



**And we're willing
to commit.**

CARBON POSITIVE BY 2025



Big news! We're going carbon positive across our entire supply chain by 2025, from farm to fridge. For us, carbon positive means achieving carbon neutrality, and then going even further, to remove and prevent additional carbon from entering the atmosphere. We're reducing our emissions through soil health practices and management of our cows' diets and manure. And we're helping our family farmer partners boost the energy efficiency of their farms. Our carbon positive commitment extends to our manufacturing facilities, the transport of our products, and our packaging. Read more about our [sustainability](#) initiatives.





**Enter the fastest
growing brand in the
yogurt category.**

\$100M

in 16 months

+134%

Yr 2 growth

3rd biggest

new food brand
in US in 2019

It started with a solid insight: Everyone tries to quit sugar, but it comes with a big sacrifice.



#1 item

Americans check for on nutritional label

76%

consumers looking to limit /avoid sugar in diet

46%

low sugar seekers admit they know how to eat well, but don't do it

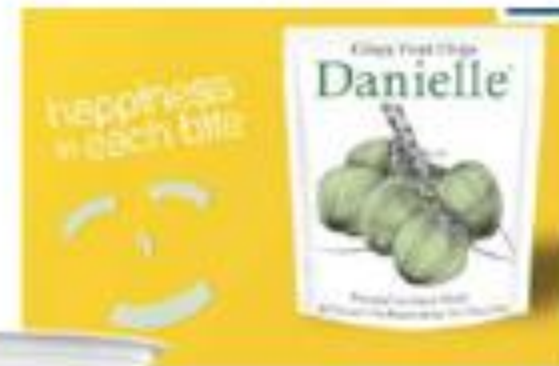
And so we approached it differently, crafting from the go a proposition uniquely positioned to win in low sugar.



Leveraging semiotics to develop a true object of desire.

Personalized Artistry

Watercolors connoting handmade art



Feel Good, Look Good

Language of positive emotion; Playful/exciting TOV

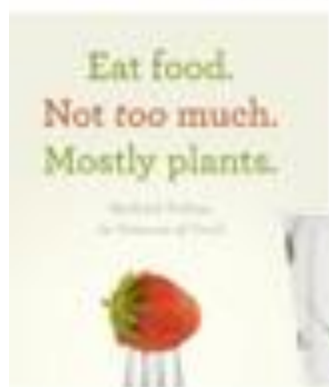
Gentle Balance

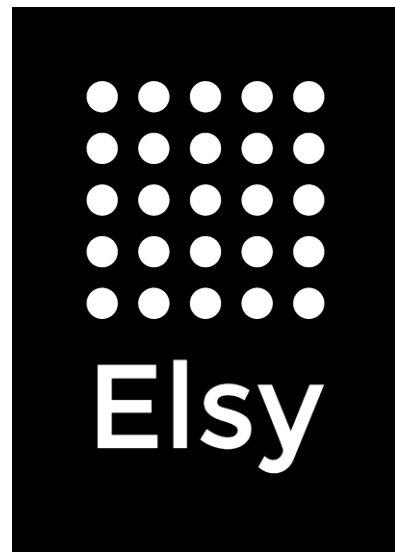
Wide bowls/pots
Whites/muted color schemes.



Confident Choices

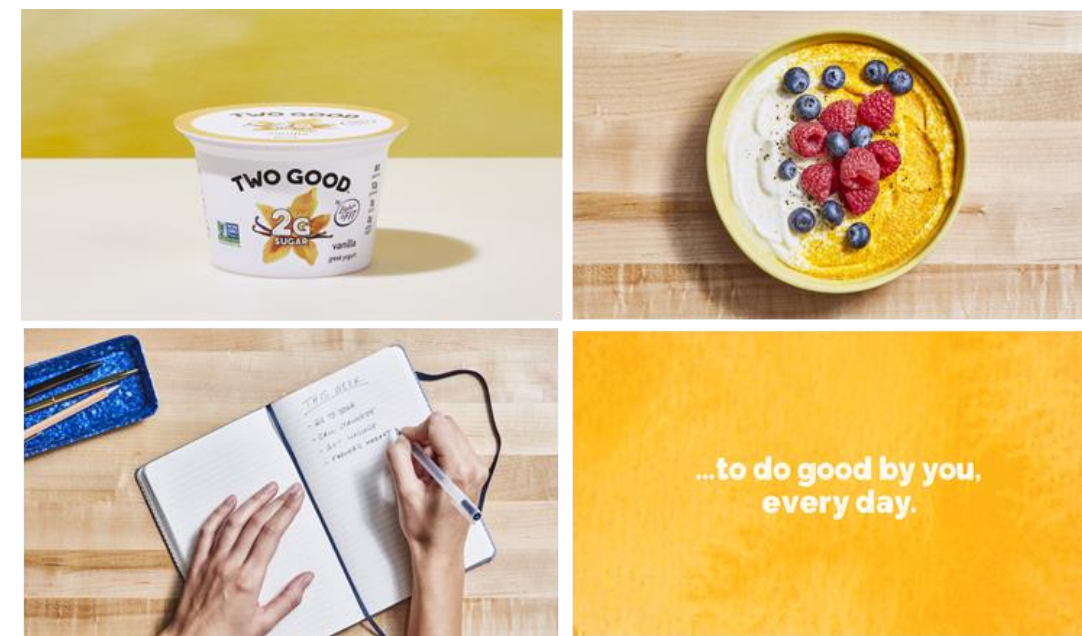
Emphasis on presence of desirable attributes





For launch we leveraged Elsy technology to decide on a nontraditional launch media route.

60%
of launch media on digital



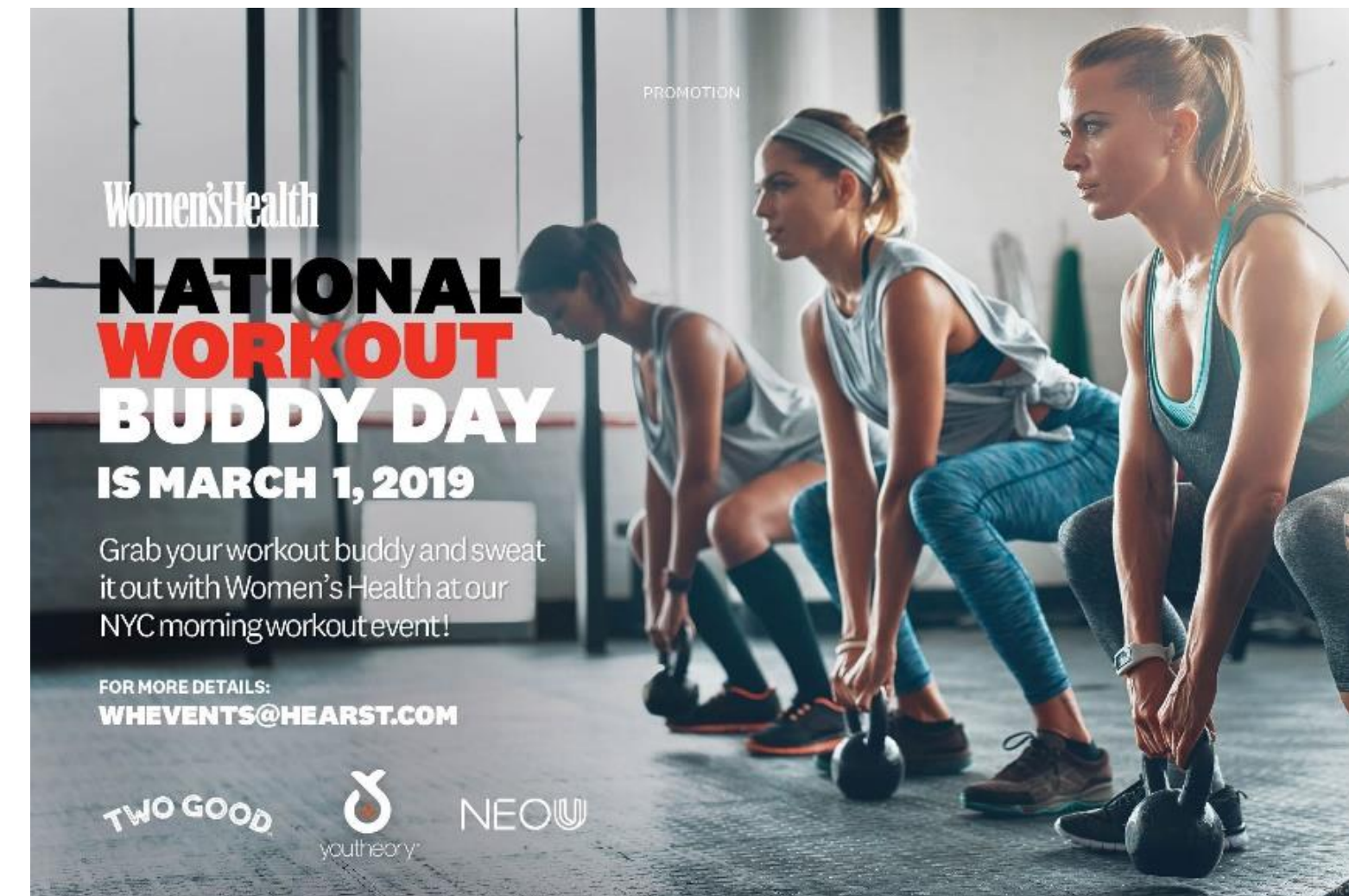
Women'sHealth
healthyish
Ahalogy
Influential



Married with our gut instinct that this brand had to have a 'grassroots' first approach to earn a name in the wellness community.



Beth Cooke
@bethcooke_flow



PureWow



Eat This, Not That!

BUSTLE



COSMOPOLITAN

21 Last-Minute Party Snacks That'll Totally Impress Your Friends

YOGURTY GUAC



Star, *Queer Eye's Antoni* caused a sensation when he suggested we "put yogurt in guac" (yup!), but it's actually a low-key food hack idea. Just add 2 tablespoons Two Good Vanilla Greek Lowfat Yogurt to your usual recipe. Want it extra bold? Top it with everything bagel seasoning.

TWO-INGREDIENT CREAM-CHEESE FROSTING



AKA: 100 percent the easiest sweet dip situation you'll ever make. Just combine one container Two Good Vanilla Greek Lowfat Yogurt with 1/2 cup of cream cheese. Serve with fruit, pastas, or anything else you tosses above straight into your face.

VISIT PROFOODTECH.COM TO LEARN MORE

Dairy FOOD

January 2015 Executive Ideas in Dairy Processing

ATTEND THE SHOW: DEFINING A NEW ERA IN DAIRY PROCESSING

EAT DIGEST: DAIRY'S NEW YOGURT PRODUCTS

REINVENTING GREEK YOGURT
The rise of Greek yogurt has led to a new wave of products. From low-fat to high-protein, these yogurts are designed to appeal to a wide range of consumers. The market is expected to reach \$1.5 billion by 2015.

NEW SWIFT AND BERRY GREEK YOGURT
Danone's new Swift and Berry Greek Yogurt is a low-sugar, high-protein product that is perfect for on-the-go consumers. It features a convenient, single-serve packaging that is easy to carry and consume.

SHOULD CREAM YOGURT
The introduction of cream yogurt is a response to consumer demand for a product that is both indulgent and healthy. Danone's new Cream Yogurt is a low-sugar, high-protein product that is perfect for on-the-go consumers.

NEW LOOK FOR DRINKING YOGURT
Danone is introducing a new line of drinking yogurt that is designed to be a convenient and healthy beverage. The new line includes a variety of flavors and is available in a range of packaging options.

Women's Health

27 Foods That Will Give You Energy When You're Totally Wiped



LOW-SUGAR GREEK YOGURT + BERRIES
Greek yogurt is an ideal snack because it's rich in protein, but it can be high in sugar. Low-sugar Greek yogurt is a healthier alternative. Pair it with berries, which pack healthy fiber alongside their natural sugars.

Eat This, Not That!

9 Best Yogurts for Losing Weight



cheddar

Danone Introduces New Low Sugar Yogurt

CNN BUSINESS

Danone's getting serious about low-sugar yogurt



By Jeff Labrecque — Danone is getting serious about low-sugar yogurt. The French food giant is launching a new line of low-sugar yogurt products that are designed to appeal to health-conscious consumers. The new line includes a variety of flavors and is available in a range of packaging options.



The introduction of low-sugar yogurt is a response to consumer demand for a product that is both indulgent and healthy. Danone's new low-sugar yogurt is a low-sugar, high-protein product that is perfect for on-the-go consumers.



Low-sugar yogurt is a healthier alternative to traditional yogurt. It is a low-sugar, high-protein product that is perfect for on-the-go consumers. Danone's new low-sugar yogurt is a low-sugar, high-protein product that is perfect for on-the-go consumers.

1 This: Two Good Peach Greek Lowfat Yogurt



5.3 OZ. 60 calories, 2g fat, 11g protein, 10g carbs, 0g sugar, 12g protein. Have you heard of Two Good? It's a relatively new product and it's pretty tasty. The best part about this company is that their flavored yogurts only contain two grams of sugar. The low-sugar taste is achievable without the use of cane and table sugar. Instead, the inclusion of Stevia. The absence of sugar also means better calories and carbs so what you're left with is a flavorful, protein-packed Greek yogurt.

FOOD navigator.com

Two Good to be true? Danone unveils new high protein yogurt with 'way less sugar'



Danone is introducing a new line of high-protein yogurt that is designed to be a convenient and healthy beverage. The new line includes a variety of flavors and is available in a range of packaging options.



'TWO GOOD' TO BE TRUE? DANONE NORTH AMERICA INTRODUCES LOW-SUGAR YOGURT

THE OPRAH MAGAZINE

Healthy Snacks to Pack For Your Next Long Flight

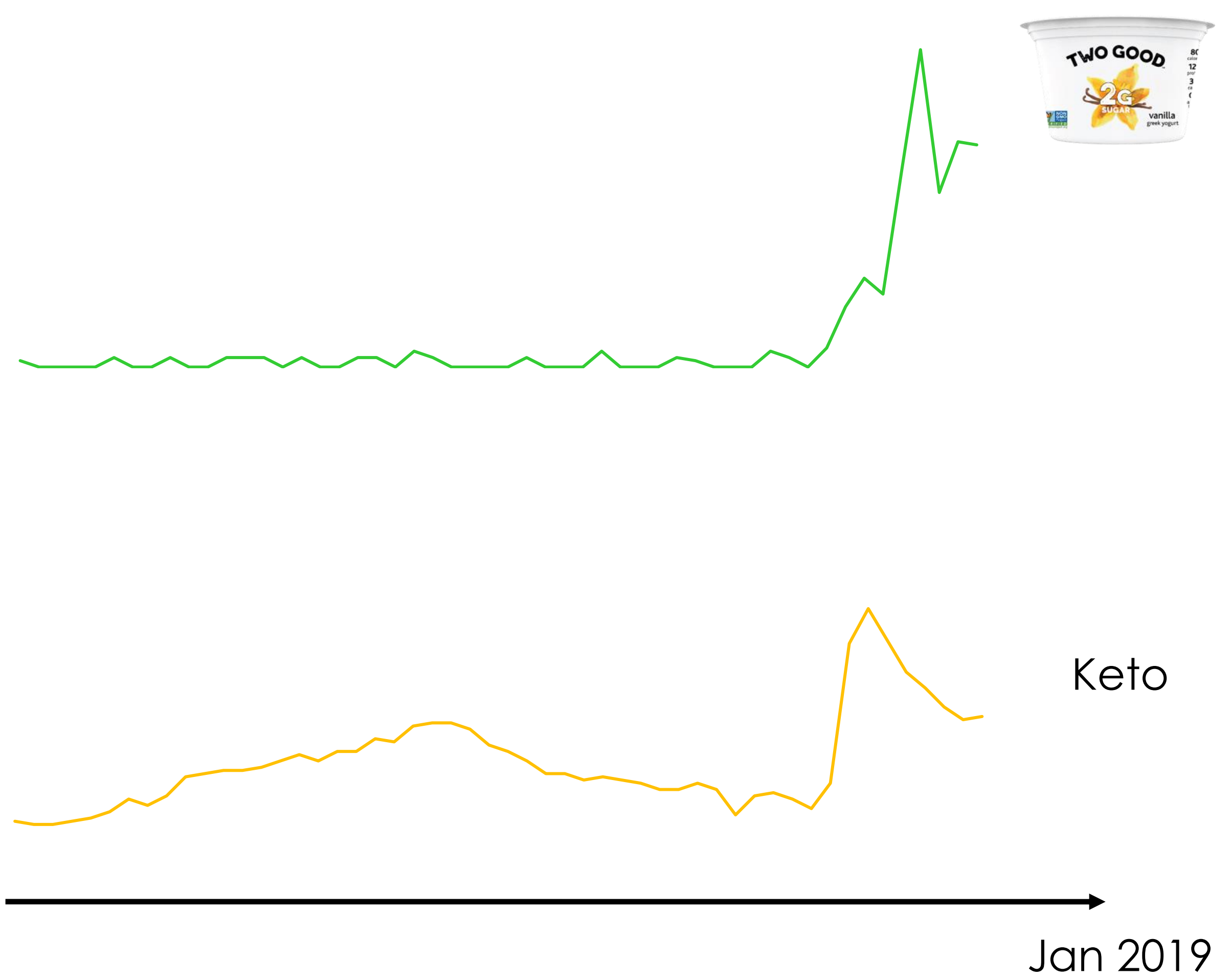


Light & Fit Two Good Mixed Berry Greek Yogurt
For a light snack that's still filling enough to hold you over until the next meal, look no further than Danone's new Light & Fit Two Good Mixed Berry Greek Yogurt. The low-sugar yogurt is a low-sugar, high-protein product that is perfect for on-the-go consumers.

Which paid off with HUGE earned media.

**We adapted with speed
when we saw a trend
appearing through
social listening.**

Google Trends



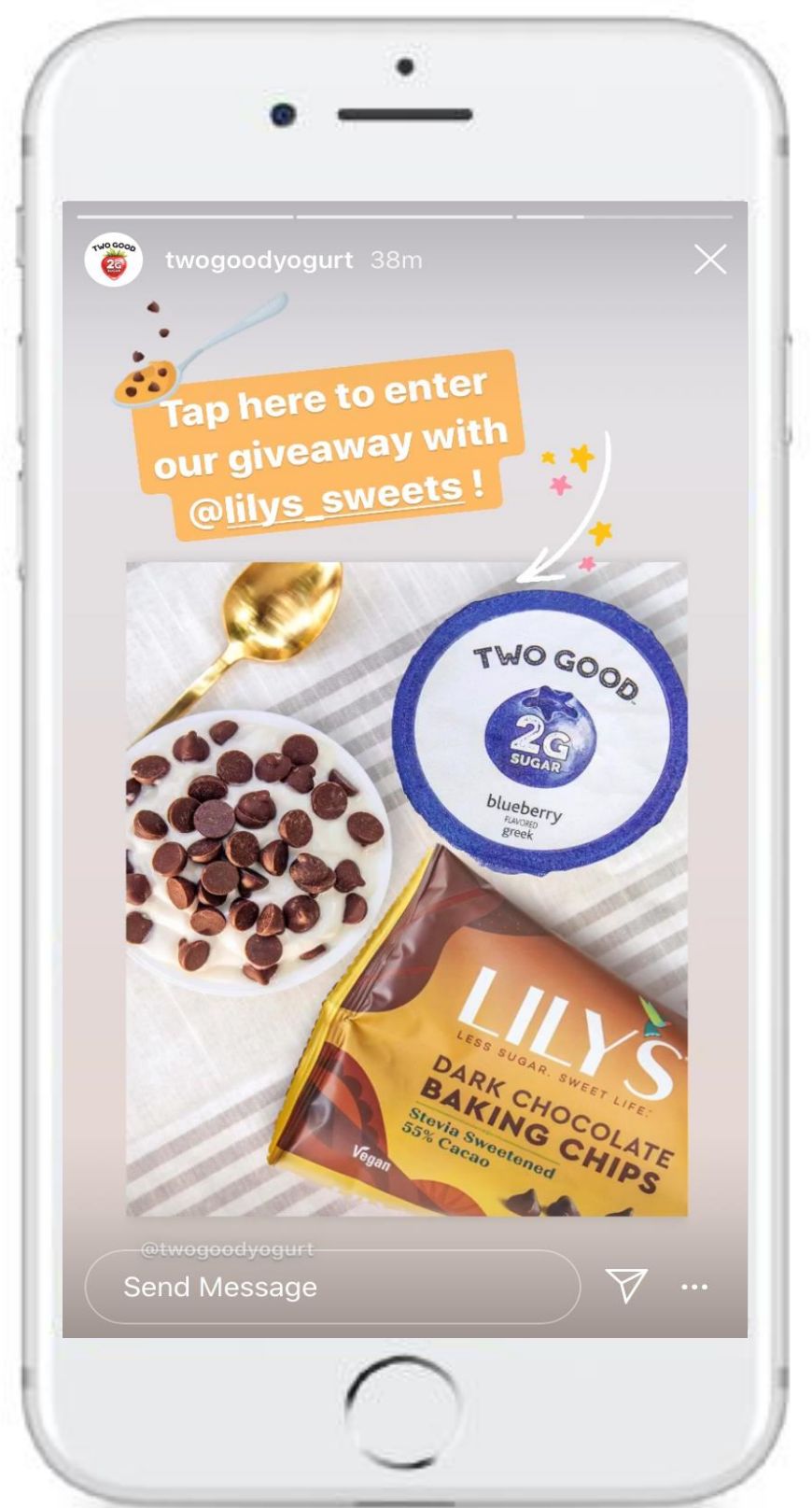
- #ad
- #coupon
- #couponcommunity
- #extremecouponing
- #fatfueled
- #htsff
- #keto
- #ketoaf
- #ketobreakfast
- #ketocommunity
- #ketodiet
- #ketofam
- #ketofood
- #ketogenic
- #ketogenicdiet
- #ketolife
- #ketolifestyle
- #ketorecipes
- #ketosis
- #ketotransformation
- #ketoweightloss
- #lchf
- #lowcarb
- #lowcarbdiet
- #recipeoftheday
- #twogood
- #twogoodyogurt
- #weightloss
- #weightlossjourney
- #yogurt

Creating a new activation community and relevant content.

the **KETO** RD



ketointhecity_



And at the start of Covid we started to reveal the purpose driven side of Two Good.



Rapid response to 2 crises facing the US food system : food waste and food insecurity.



Partnership with Tom Colicchio to help consumers reduce food waste with smart cooking at home.



Massive news pick up despite 'Covid only' news context.

As a result we generated huge consumer love from Day 1.

“I love this yogurt more than I love some humans.”

“I swear I could eat TWO GOOD yogurt every day for the rest of my life.”





Have won amazing awards.

“A fine line separates risk, resilience, and reward, and all of these winners have navigated each of these flawlessly,”
- Ben Macedo, leader of BASES, North America.

And did we mention that people quite like our taste?

23%

of people who've bought Two Good
WOULD NOT BUY ANY OTHER YOGURT
if Two Good not available

(vs 4% main competitor)

“ The ONLY yogurt I buy because
it's that freaking good and good
for you - Two Good User ”



BRAND

**As a brand born to do good,
we realized we could do so
much more.. with less.**

**We believe that making
more with less can lead to
a world of good.**

Less Sugar . Less Waste . Less Exploitation

**That's why we commit
to creating more good
through food that's
made only with:**

Radically simple ingredients.



Mind-
blowingly
delicious taste.

And passionate kindness for
the people and planet.

More Taste

Less Sugar

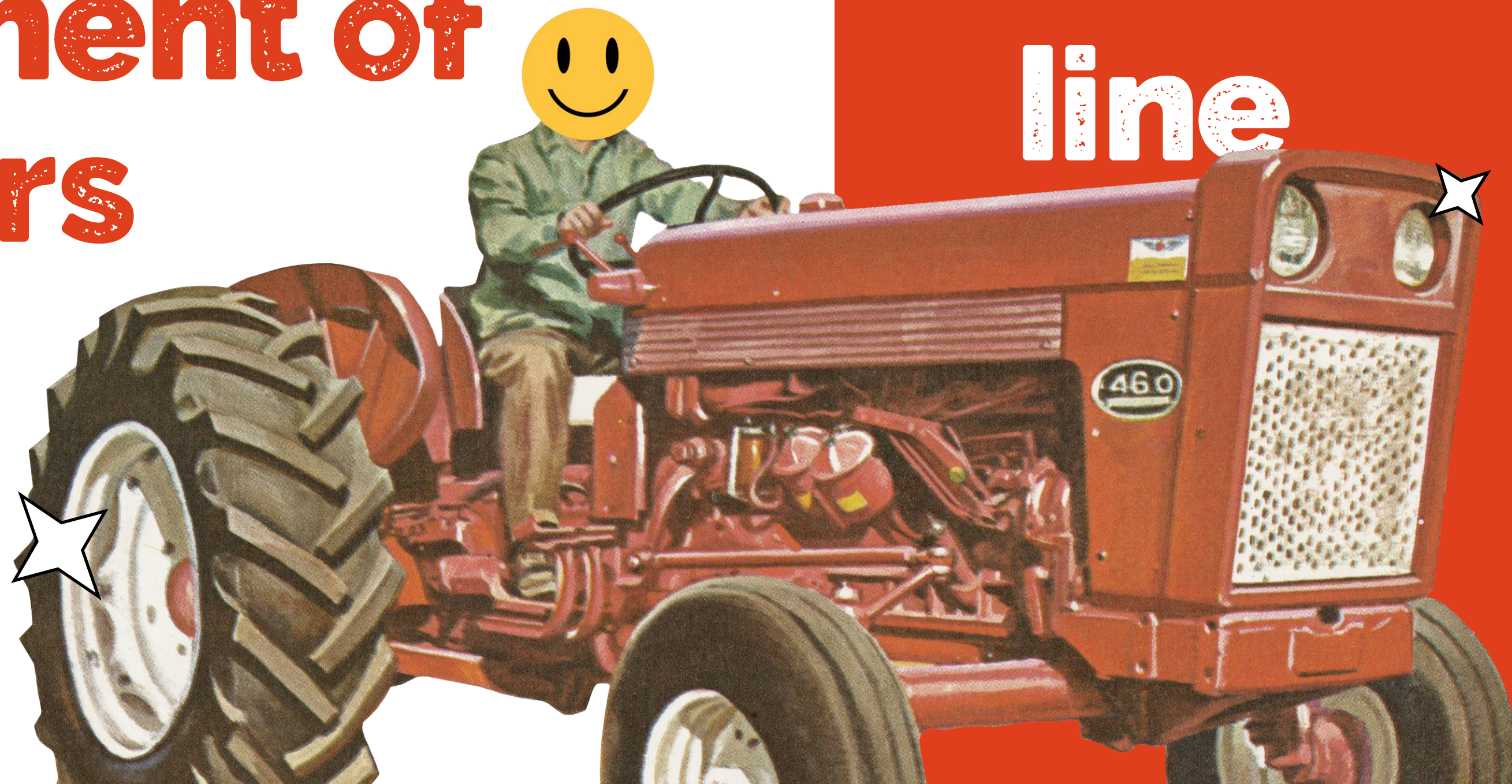


**More
traceable
ingredients**

Less questions



**More
equitable
treatment of
farmers**



**Less focus only
on the bottom
line**

**Feeding
Those in Need**

**From Less
Food Going to
Waste**



**Do More
With Less.**



GOOD SAVE



TWO GOOD



**The IDEA:
When life
gives you
lemons, don't
waste them.**

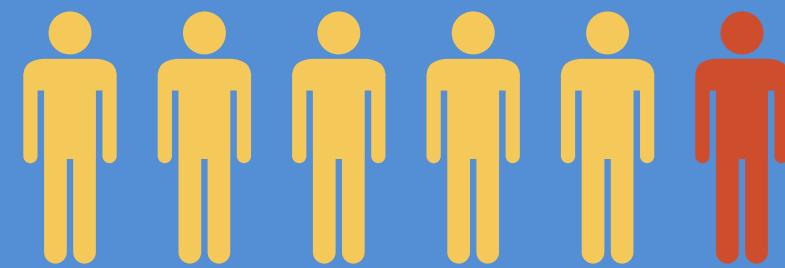
1 FOR 1

Food Waste : The world's "dumbest problem"



1/3

of food produced in the US is going to landfills.



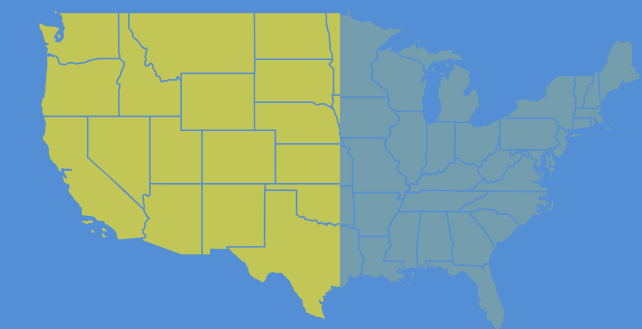
**1 in 6 people
are hungry**

If we recover all the food that is lost or wasted, we would have enough to feed all those hungry and 4x more

Food production uses



10%
energy



50%
land



80%
water

We've accelerated our work here due to the urgent need.





When you buy
Two Good, an
equal amount
of food goes
to someone in
need.



4
PACK

TWO GOOD.

ONE CUP OF
GOOD
FOR YOU



ONE CUP TO
HELP
ANOTHER

80
calories
12g
protein
3g
carbs
0g
added
sugar*

*NOT A LOW-CALORIE FOOD. PLEASE



GREEK LOWFAT YOGURT 1.5% MILKFAT VITAMIN D
4-5.3 OZ (150g) CUPS / 1.32 Lb (600g)

*LEARN MORE ON BACK

vanilla
WITH OTHER
NATURAL FLAVORS

ONE CUP OF
GOOD
FOR YOU

=

ONE CUP TO
HELP
ANOTHER

WE MAKE DELICIOUS YOGURT USING A UNIQUE SLOW-STRAINING PROCESS THAT CUTS DOWN SUGAR AND TURNS UP TASTE.

FOR EVERY 5.3 OZ CUP YOU BUY, WE HELP PROVIDE THIS SAME AMOUNT OF FOOD TO PEOPLE WHO NEED IT MOST.

LESS SUGAR, MORE GOODNESS

LESS HUNGER, MORE GOODNESS.

WE PARTNER
WITH SOME OF THE BEST:



1 cup per 2G

Nutrition Facts

4 servings per container
Serving size 1
Container (150g)
Calories per serving **180**

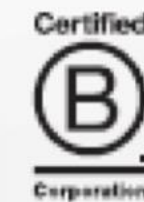
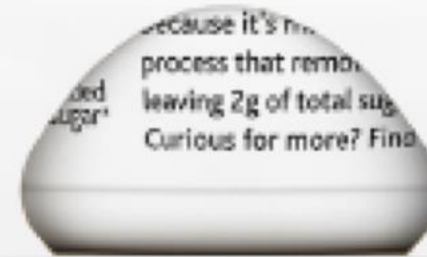
Amount/serving **% DV***
Total Fat 11g 14%
Saturated Fat 1g 5%
Trans Fat 0g
Cholesterol 0mg 0%
Sodium 55mg 2%

Amount/serving **% DV***
Total Carbohydrate 19g 7%
Dietary Fiber 3g 11%
Total Sugars 14g
Includes 13g Added Sugars 26%
Protein 5g 4%

Vitamin D 1.5mcg 6% • Calcium 130mg 10% • Iron 0.8mg 4% • Potassium 200mg 4%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: CULTURED REDUCED FAT MILK, WATER, LESS THAN 1% TAPIOCA STARCH, NATURAL FLAVORS, LEMON JUICE CONCENTRATE, GELATIN GUM, STEVIA LEAF EXTRACT, FRUIT AND VEGETABLE JUICE CONCENTRATE (FOR COLOR), SEA SALT, ACTIVE YOGURT CULTURES L. BULGARICUS & S. THERMOPHILUS. DISTRIBUTED BY DANONE US, L.L.C., WHITE PLAINS, NY 10605
TWO GOOD 2G SUGAR PER 5.3 OZ CUP. AMBAZE GREEK YOGURT 1% SUGAR PER 5.3 OZ CUP.
CRACKA, 100% MILK BUNYON POWDER, PINEAPPLE CONCENTRATE. CALL OR TEXT 1-877-388-8888
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We're proud to be part of the **BCORP** MOVEMENT which is all about using business as a force of good in the world. Read more on Bcorporation.net



**Estimated
annual impact**



**28 Million
Meals**

Already picking up heat.

Forbes

In the United States, selling yogurt has a decades-long relationship with the concept of being more than just a tangy food, but a positive social force. Today that relationship takes another big step forward with the launch of a long-term anti-hunger, anti-climate change program by the **Two Good** brand.



"Since the start of the COVID-19 crisis, the need for emergency food has skyrocketed across New York City. We couldn't do what we do -- especially during these uncertain times -- without the support of partners like Danone North America and its Two Good brand. Over the next 12 months, we will rescue and deliver 109 million pounds of food for New Yorkers in need, which is the most food our organization has ever rescued in a year," City Harvest told "Good Morning America."



**Committing 25% of our
annual marketing spend**

No asterisks *

No “up to x amount”

No limits...
Together making a change...

**And that will be TWO Good.. Good
for business and Good for all..**

THANK YOU.