

yasso

THE SWEET TREAT THAT
DOESN'T LIE

Final PR Plan

Grace Keegan

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Overview

Yasso is a frozen Greek yogurt brand that bridges the gap between indulgence and nutrition. Known for its protein-packed bars and crave-worthy flavors, Yasso sits at the intersection of wellness and enjoyment.

This PR plan will reposition Yasso from a niche healthy snack to a mainstream sweet treat loved by Gen Z, Millennials, and beyond.

Situation Analysis

Founded: 2011

Products: Greek yogurt bars, sandwiches, bites, dairy-free options

Current Strengths: Health-focused branding, high-protein, retail availability, engaged audience

Challenges: Limited mainstream recognition, pricing perception, taste comparisons to traditional ice cream

Opportunities: Social trend alignment ("sweet treat" culture), influencer marketing, seasonal/limited launches

SWOT Snapshot:

Strengths

- Strong niche presence
- Nutritional profile (5g protein)
 - Retail accessibility

Weaknesses

- Limited mainstream appeal
- Seen as “diet food” by some
- Higher cost than competitors

Opportunities

- Align with TikTok trends
- Gen Z “sweet treat” content boom
- Freezer tour + campus outreach

Threats

- Viral backlash over taste
 - Competitor saturation
- Health backlash (sweeteners)

Objectives

1. **Reposition Yasso as a crave-worthy sweet treat that doesn't compromise health or taste.**
2. **Increase awareness and engagement with Gen Z and Millennial consumers via digital and traditional PR.**
3. **Expand visibility in mainstream media and convenience retail spaces.**

Buyer Personas



Savvy Sarah: 34, Austin, TX, marketing manager, fitness-focused, macro-tracker, seeks healthy indulgence.

Gym Bro Jake: 26, San Diego, CA, personal trainer, TikTok user, post-gym snacker, values convenience.



Working Mom Nicole: 42, Chicago, IL, health-aware, busy schedule, wants better snacks for her kids.

Buyer Personas



Gen Z Gabby: 21, NYC college student, part-time barista, TikTok native, trend-obsessed.

Teen Taylor: 16, NJ high school student, aesthetic-driven, follows trends, seeks approval from parents and peers.





Positioning Statement

Current: Yasso is a frozen Greek yogurt brand offering better-for-you indulgent snacks with great taste, high protein, and fewer calories

REVISED:

Yasso isn't a compromise—it's the crave-worthy sweet treat that actually fits your life.

Real flavor. Real protein. No guilt. No lies.

Sample Messages



“Sweet treat cravings? We got you.”



“Dessert goals: High protein. Full flavor. No compromises.”



“Sweet tooth. Protein goals. Bold flavor. No guilt.”

Campaign Theme

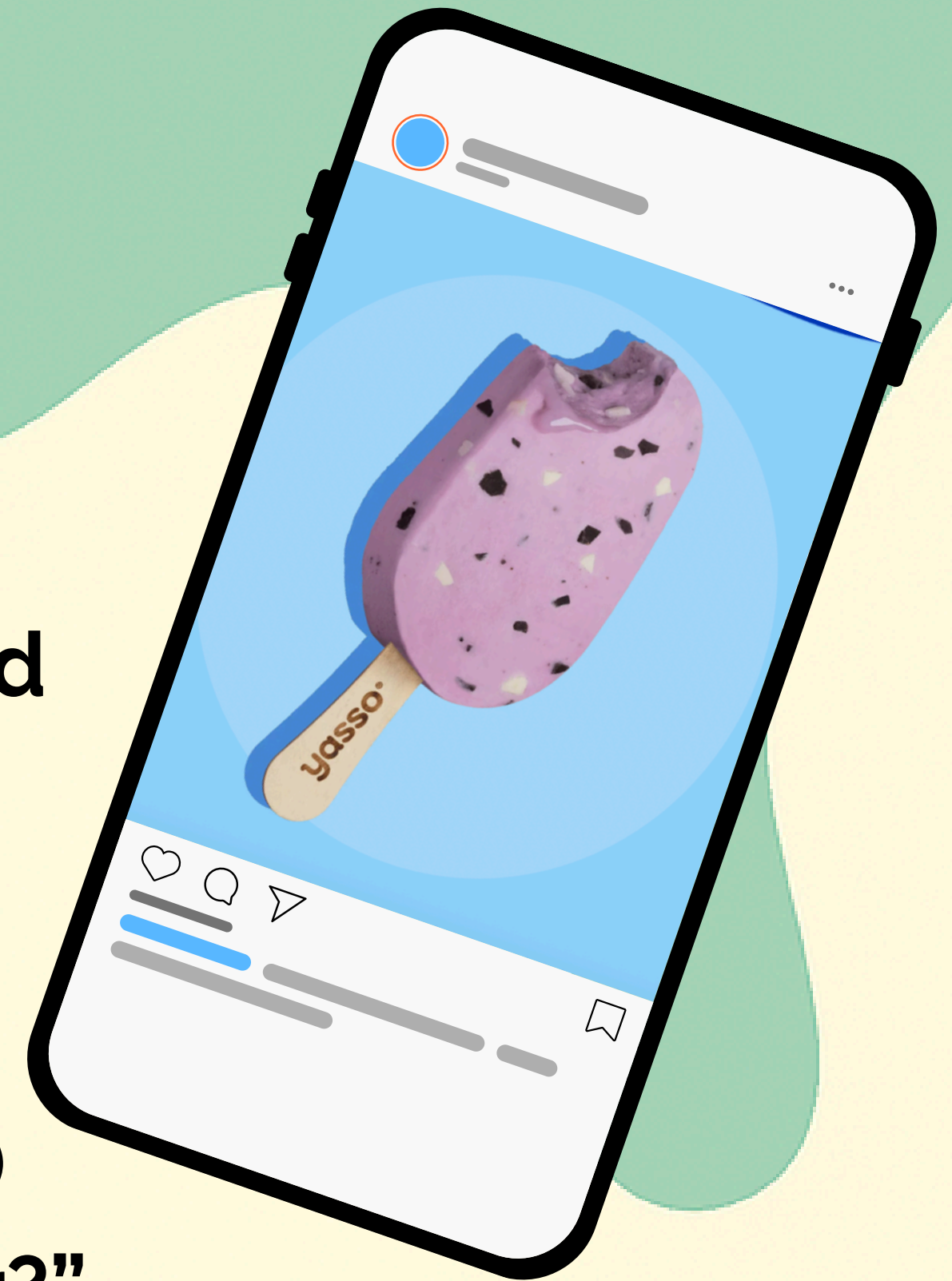
#SweetTreatEnergy

A digital-first, trend-driven PR campaign designed to position Yasso as the ultimate sweet treat—one that aligns with Gen Z lifestyle and wellness culture without sacrificing fun.

Campaign Strategy

Strategy 1: Creator-Led Launch

- Collaborate with food/lifestyle TikTokers and Instagram creators
- Launch #SweetTreatEnergy Starter Pack Challenge
- UGC + giveaways (limited edition variety box)
- Influencer fridge tours, “What’s in my freezer?” content



Campaign Strategy

Strategy 2: Fitness Crossover Campaign

- “Crave with Confidence” fitness series
- Sponsored posts after gym classes, spin studios
- Partner with Equinox, CorePower Yoga, Orangetheory
- Tactic 4: Free samples at wellness expos



Campaign Strategy

Strategy 3: Experiential Push

- Freezer Truck Tour: NYC, LA, Chicago (Been done, but continue & expand)
- On-site sampling at college campuses
- QR code display for Flavor Match Quiz
- Influencer-hosted pop-up snack parties



Traditional Tactics

- Digital press kit & branded newsroom
- Press release: “Gen Z’s New Favorite Sweet Treat”
- Feature pitch: “How TikTok Made Greek Yogurt Cool Again”
- Co-founder Q&As in Fast Company, Bon Appétit

Press List

- **Tori Crowther (Popsugar) – Beauty & wellness writer**
- **Brenna Ehrlich (The Cut) – Internet culture editor**
- **Elizabeth Millard (Shape) – Fitness/nutrition journalist**
- **@GirlsWhoEat (IG) – Healthy snack influencer**
- **Eitan Bernath (TikTok) – Gen Z foodie + cookbook author**

Pitch Letter

Subject: TikTok's Favorite Sweet Treat Has Entered Its Wellness Era

Hi Tori,

What do you get when you mix 5g of protein, Greek yogurt, and 100 calories of pure nostalgia? Yasso bars.

They're quickly becoming the go-to "sweet treat" for Gen Z snackers. From fridge tours to #SweetTreatEnergy starter packs, Yasso is redefining indulgence. We're launching a nationwide Freezer Truck Tour this summer—and I'd love to send you a press kit or samples if this sounds like your vibe.

Best,

Grace Keegan

Timeline

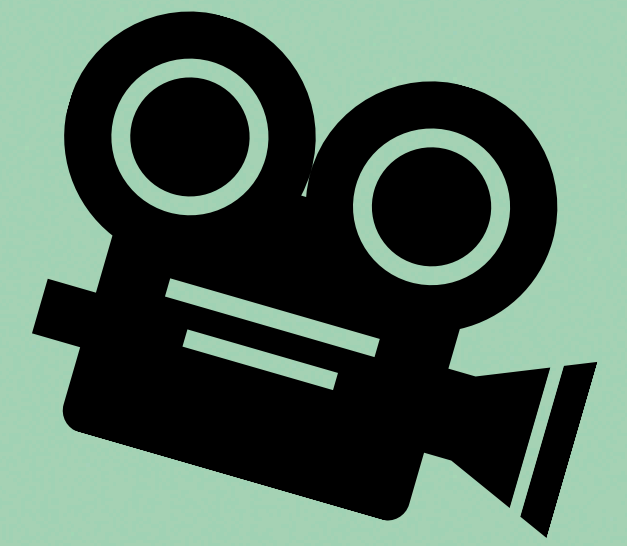
Phase	Month	Activities
Prep	May	Finalize creators, build press kit, tease campaign on social
Launch	June	UGC challenge live, truck tour begins, press coverage drops
Momentum	July	Partner giveaways, fitness reels go live, flavor quiz contest winner posts

Measurement

- **+25% TikTok followers**
- **+15% Instagram followers**
- **3+ influencer posts reach 50K+ views**
- **10% more earned media coverage**
- **30% increase in site visits to store locator**
- **100+ UGC entries to #SweetTreatEnergy**



Crisis Plan



Potential Issue #1: Viral Taste Complaint

(Doubtful because Yassos are so delicious but just in case)

Risk: Negative Brand Perception

Response: Rapid post R&D video response +
testimonials

Response Line: "Our R&D team responds in a video breaking down the flavor science +
invites taste testers to weigh in."



Crisis Plan



Potential Issue #2: Sweetener Backlash

Risk: Misinformation, loss of consumer trust

Response: Launch “Yasso Unwrapped” ingredient transparency page

Response Line: “We launch Yasso Unwrapped: a new site section with clear, visual ingredient breakdowns + sourcing transparency.”



Crisis Plan



Potential Issue #3: Influencer Controversy

Risk: Brand Association Risk

Response: Remove content, pivot campaign, replace creator

Response Line: "We immediately remove the content, pause ads, and shift focus to alternative creators with strong brand alignment."



Budget



• Influencer Campaign	→	\$50,000
• Press Kit & Distribution	→	\$5,000
• Paid Digital Boosts	→	\$10,000
• Freezer Truck Tour	→	\$25,000
• Campus Events	→	\$5,000
• PR Software (Cision, etc.)	→	\$1,500
• Total	→	\$96,000



Thank
You!