



A Smart Dairy Choice

OVERVIEW

Headed up by a dynamic, and intelligent husband-wife team, Elli is a dairy startup that has brought quark, a German style soft cheese, to American shelves. The product is similar to a smooth, blended cottage cheese, yet much healthier, containing more protein than Greek yogurt, low sodium, zero fat, and zero sugars. All in all a better, healthier dairy product. The company came to McLean in mid 2012 to help position, name, brand, and design their innovative new offering.

CHALLENGE

Foreign, “never heard of it” products can often be seen as just weird, and are likely to be misunderstood at shelf. The question was how to position such a seemingly bizarre, unknown product without becoming either too niche, irrelevant, or confusing. How can we truly compete and be considered as part of the huge yogurt category, and not disappear into the sea of SKUs? How can such a little cup stand out and announce its healthy superiority to the yogurt-weary consumer?

INSIGHTS

Use our European origins as an advantage while mitigating the potential negatives. Feel like a comfortable fit within the shelf set, while creating clarity & impact. Be foreign enough to add credence to our claims as different, yet approachable and welcoming. Position ourselves as a modern European health product, with a friendly familiar face. Wear our healthy attributes on our sleeve. Simply a new, smarter dairy option.



Quark is a creamy, cheese-like fare with yogurt-like features, a classic staple in Europe, but almost entirely alien to the U.S. shopper.



SOLUTION

McLean conjured the Elli brand name to project a friendly, European dairy girl image. Wholesome and healthy, modern and approachable. The clean, uncluttered format allows each critical component to do its job in a carefully crafted hierarchy, with the all important flavor cues never overpowering but definitely over delivering. The aqua blue brand trade dress places us very close to the typical light blue dairy vernacular, only different. The overall presentation has impact and familiarity, exudes healthy cues from head to toe, and never comes off as even slightly weird.

RESULTS

Since launching in 2013, Elli has received glowing reviews from both retailers and customers. Starting with 6 flavors, they have now increased to 13 after a request by Target, one of their key national accounts.

Currently in 2,400 stores, and carefully throttling their growth, this closely-held company has realized triple digit grow every year.

Despite the vicious turf wars in dairy, Elli quark continues to grow.

