

# Sample essay on activia

[Business](#), [Marketing](#)



Activia yogurt is one of the major brands of Danone, and is a delectable and nourishing probiotic yogurt that in essence helps in improving the digestive comfort.

As stated on the Danone website in Products section of Activia (2014), with its exclusive BL (Bifidus Regularis) which is a friendly bacteria that helps in the balance of a strong digestive system.

As one of the leading brands in the probiotic category, Activia is constantly in search of innovation in order to satisfy and needs and demand of the Activia products consumers.

Activia Yogurts primary target market is women and girls in view of the product features and also in view of the communication ' Dare to Feel Good' featuring Shakira endorsing Activia, as featured on the Activia website (2014).

The campaign communication core message was the factor of, feeling good starts from the inside and therefore, gives credence to the target market in terms of affiliation and an emotive connect.

However, in view of the fact that the health fad that has been on the up and also doubts with regards to processed food in the minds of the customer, a secondary market of men are also using Activia with a major influence from the primary target market.

It has to be said that Activia is a product which is suitable for all and sundry primarily, with regards to people who are more concerned with their health.

**The biggest factors which are major opportunities for Activia in terms of environment are as follows:**

- The increase of health consciousness amongst people is one aspect which can be tapped by the brand in order to increase its footprint globally and also create new consumers which will affect the bottom line in terms of both revenues and equity.
- Being the leader in the probiotics rage that has engulfed the world, the marketing communication can be geared towards men in terms of tapping in a new market by getting it endorsed with a major male celebrity.
- New product innovation is an opportunity.
- Create an image around youth by utilizing the social media in order to create twitter moments positively enhancing the image of the brand.

**The biggest factors which are major threats for Activia in terms of environment are as follows:**

- Probiotics being the rage the competition is intense in the category and many competitive brands are in the market to enjoy the slice of the health fad.
- With new entrants the biggest threat is one the hit on the revenues.
- The hyper retail stores such as Sainsbury also have their own brands in the market.
- Another threat from the environment is in terms of the inflation which has affected the prices of milk, which is a threat in terms of affecting the revenues and also increasing the operational cost.
- With Danone agreeing to pay \$1. 7 M in yogurt health claims the company is prone to more claims (CBC NEWS, 2012).

The value of Activia as brand is assessed by the consumers in terms of the product promise and the positive value of the brand in the minds of the consumers can be gauged from the fact that Activia is a global brand billion dollar brand.

The main value assessed in terms of Activia as a brand is the claim of weight loss and also providing a healthy diet and a healthy tummy with a positive effect on a daily basis in terms of healthy living.

## **Works Cited**

Activia. (2014). About Activia. Web. Date of access. 13 June 2014

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Danone (2014). Products. Activia. Web. Date of access. 13 June 2014