

How Chobani Enriched New Territory with Klear

The dilemma

World-renowned food brand Chobani values accessible nutrition that doesn't sacrifice taste or quality. Chobani is passionate about providing options to its customers, even in areas where consumers are already spoiled for choice. This was the case for the brand as it sought to build a stronger presence in the Australian market.

Scheduled to launch its largest influencer campaign to date, the brand was struggling under the weight of manual processes. One by one, a team would identify and connect with potential influencers on Instagram, then manually log metrics and details into a spreadsheet. With a goal of activating 500 influencers for an upcoming campaign, the company needed a different approach to source, vet, and manage influencers.

“ Our team saved significant time in the process of influencer discovery, outreach, management, and campaign reporting. Having a campaign brief built and managed by one person meant that almost every influencer post reflected the tone of voice that the campaign required. ”

Damian Young

General Manager of Marketing,
Chobani



Klear Enables Chobani to:



Scale influencer
discovery and
vetting processes



Deliver strong,
consistent message
throughout influencer
content



Reduce manual processing
and human error

Activate Highly Engaged Influencers At Scale

Connecting with 500 unpaid influencers takes time, patience, and attention to detail, all of which is more easily accomplished with Klear. Campaign managers can easily see past engagement rates, audience growth, and other quality metrics to determine which candidates had the most influence.

Improve Campaign Quality and Efficiency

User-generated content was a key part of the campaign, and Klear's end-to-end management simplified how this content was reviewed, tracked, and managed. By housing all campaign materials in one place, managers ensured quality and consistency across all messaging.

Demonstrate ROI

Previous reporting processes left too much room for error. By managing all aspects of the campaign with Klear, the brand demonstrated campaign ROI and impact via a single source of measurement.