

Home

About

Project

Contact

Tasting the World Through Chobani Content

*How Food, Cameras, and Stories Are Shaping
Today's Digital Trends*

Read More



[Home](#)

[About](#)

[Project](#)

[Contact](#)

Turning Taste into Income

TikTok Ideas



[Home](#)[About](#)[Project](#)[Contact](#)

Making Food Content Explode Using Humour

Utilising a people focused approach, with a funny persona, targeting the younger audience on TikTok. Seen as a go to summer snack. Reminiscing on holidays, summer, sports and adventure. Also jumping on current funny viral trends

[TikTok Inspiration 1](#)

[TikTok Inspiration 2](#)

[TikTok Inspiration 3](#)

[TikTok Inspiration 4](#)

From Slurps to Stories

Why this TikTok works?

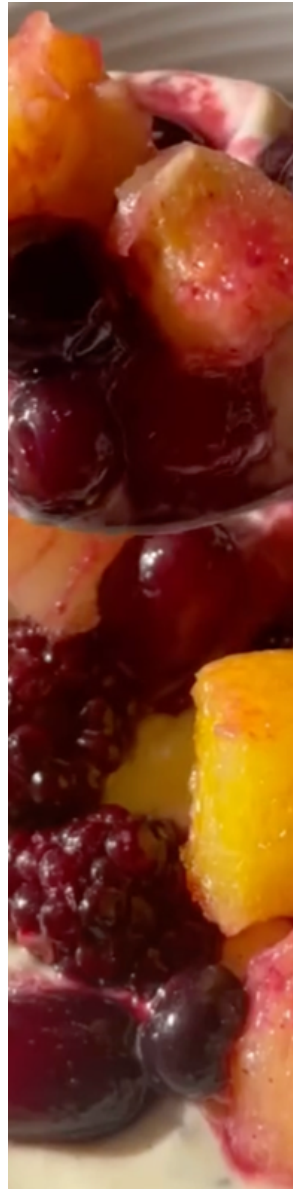
- Humour allows the viewers to build a parasocial connection to the brand
- It's relatable and makes the brand likeable with humour boosting dopamine
- Taps into nostalgia which has been trending on TikTok
- Summer triggers emotions of happiness and lifestyle fit

Food reviews

Cooking tutorials

Aesthetic plating



[Home](#)[About](#)[Project](#)[Contact](#)

Cooking Up Content with Simple Tools

Storytelling behind the scenes

Founders of brand to show their journey of how they have build the brand's success. Showing what is happening behind the scenes in producing Chobani. It creates authenticity and enhance brand trust.

[TikTok Inspiration 1](#)

[TikTok Inspiration 2](#)

[TikTok Inspiration 3](#)

From Slurps to Stories

Why this TikTok works?

- Allow brand to control their brand narrative
- Resonate with consumers more especially when there is a lot of AI curated content
- TikTok trends are short form, whereas docuseries of behind the scenes of the business journey acts like long-form reality entertainment
- Allows the consumer to follow the journey of the brand
- The brand can demonstrate their brand values in action

Food reviews

Cooking tutorials

Aesthetic plating



Home

About

Project

Contact

Turning Taste into Income

Elevating Chobani's TikTok



Recipe for Digital Cravings

The Secrets Behind Viral Food Content

01. Developing Greater Professionalism

Camera angles & lighting

02. Summer Life Style Hub

Storytelling techniques that make mouths water
Consistency and personal branding

[Home](#)[About](#)[Project](#)[Contact](#)

Emerging trends

Cohesive Brand Storytelling

Chobani's TikTok requires consistency in its storytelling. Ensuring they use same colour gradings, text styles and create a more visually appealing aesthetic.





Australian Summer Brand Image

Embodying fun into their brand. Allows the consumer to reminisce with the brand with their childhood or Australian summer. A reminder of a refreshing lift and energy when you think of the brand. This helps make it appear aspirational and longing for the summer feeling linked with the taste of Chobani.

Chobani personifying the Australian Summer

By blending humor, authentic storytelling, and immersive summer experiences, Chobani's TikTok will transform from a product page into a cultural destination, a brand that doesn't just refresh your snack time, but your summer lifestyle.



Thank You for your attention

How Food, Cameras, and Stories Are Shaping Today's Digital Trends

