

# Moving Beyond Flavor and Protein Content

A case study on ready-to-drink protein nutritional beverages, powered by Yogi

# Yogi analyzed 10,347 reviews of the leading ready-to-drink protein beverages across four major online retailers.

| | MUSCLE MILK BRAND | Premier Protein | CORE POWER (Fueled by fairlife) | GRASS FED ICONIC PROTEIN | ONLY WHAT YOU NEED OWYN |
|---|---|---|---|---|---|
| Brand Launched | 1998 | 1997 | 2012 | 2011 | 2013 |
| Corporate Parent | CytoSport, owned by PepsiCo | BellRing Brands, majority owned by Post Holdings | Fairlife, owned by Coca-Cola | Be Well Nutrition, Inc | Halen Brands |
| Description | One of the earliest and most recognizable brands of protein drinks. Longtime distributor, PepsiCo, purchased Cytosport in 2019 to realize distribution and marketing synergies. | A highly established brand in the RTD protein space with ubiquitous distribution from the grocery aisle to online shops. Generally priced for value. | Created by Fairlife, a large dairy cooperative. In early 2020 Coca-Cola obtained full ownership of Fairlife, taking over Core Power along with it. | Venture-backed ICONIC protein is one of the fastest growing brands. Made using protein from grass-fed cows in NZ, ICONIC's RTD beverage line is hormone, antibiotic and preservative free. | Acquired by Halen Brands in 2017, OWYN produces allergen-free, plant-protein based RTD beverages and powders. OWYN announced an expansion into the healthy bar space. |
| # of reviews | 3,117 | 2,552 | 1,862 | 1,539 | 1,277 |
| Average Rating | ★★★★½ 4.2 | ★★★★½ 4.3 | ★★★★½ 4.3 | ★★★★½ 4.4 | ★★★★★ 4.9 |

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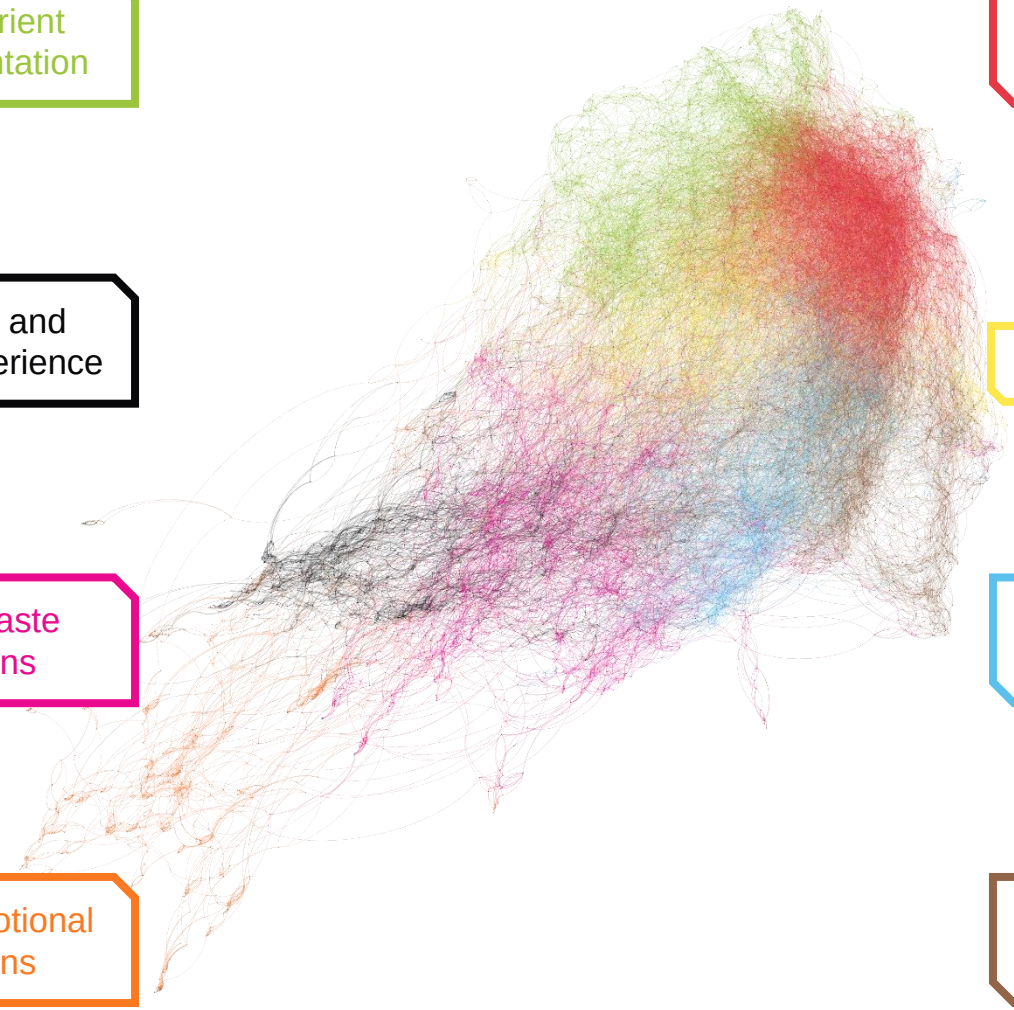
# Without any human intervention, Yogi's deep learning algorithms recognized 8 broad categories of conversation from 10.3k unique reviews

Macronutrient Supplementation

Shopping and Pricing Experience

Simple Taste Reactions

Simple Emotional Reactions



Satiation and Functional Benefits

Usage: How/ When

Ingredients and Digestion

Flavor, Taste and Texture

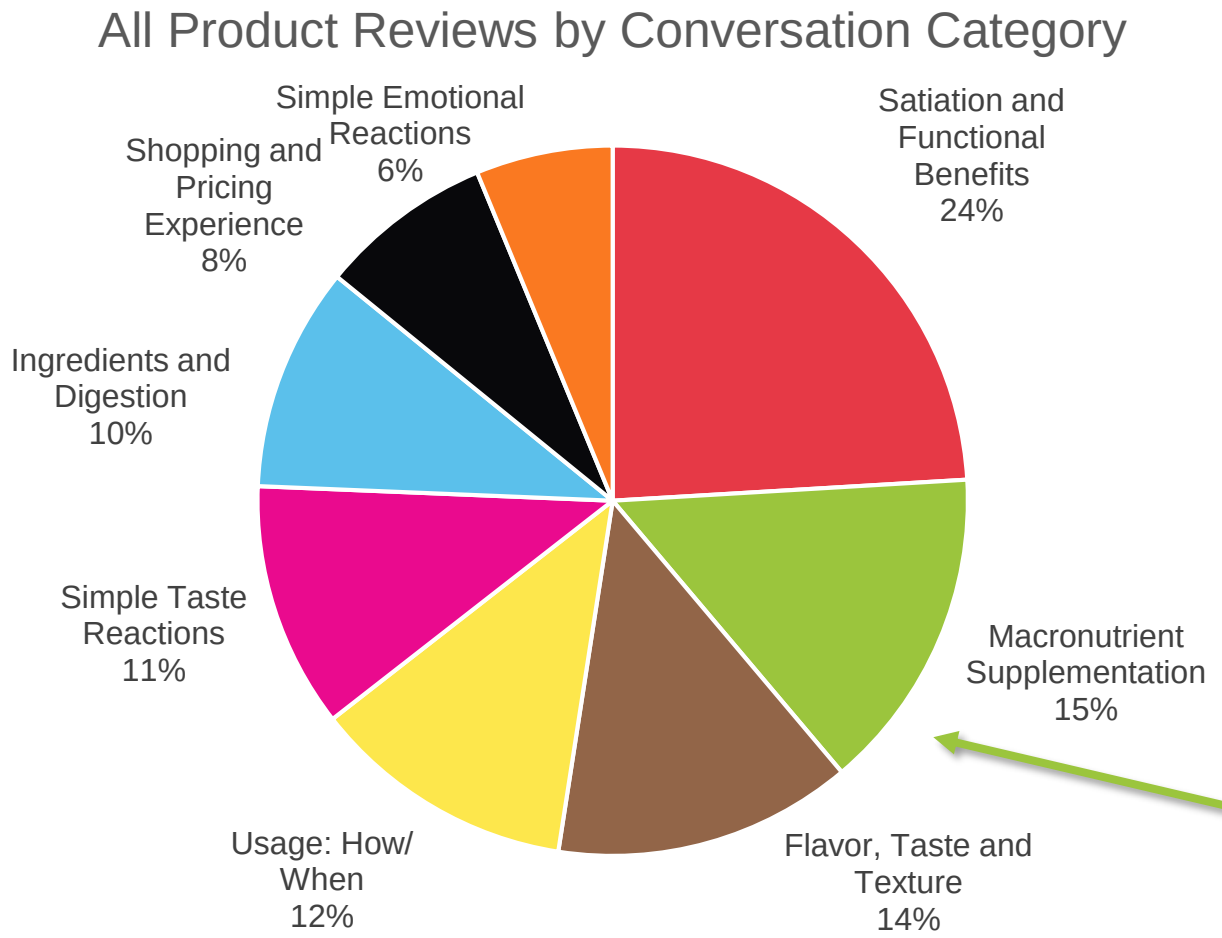
## Navigating Yogi Network Diagrams

- Each node represents an individual user review
- Each review is primarily identified as most relevant to one of **eight topics** of conversation represented by a **unique color**
- Contextual similarity between each review is also indicated by its **physical proximity** to other nodes
- Therefore, areas of overlapping colored nodes indicate a thematic confluence of user reviews
- The magenta nodes representing **Simple Taste Feedback** is significantly interspersed among the black, yellow and blue clusters. For example, one magenta node amidst the yellow **Usage: How/ When** cluster exclaims: *"Great flavors. Perfect for mid morning snack"*

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# Understanding the broad conversational categories gives us a sense of the relative weights of customer interests and concerns




Total Customer Reviews: 10,347

- As expected, **functional benefits** and **macronutrient profile** are foremost on the minds of protein beverage consumers – Yogi found that a combined 39% of reviews were focused on those topics
- 1,243 customer reviews delved into how their protein beverages **fit into their daily habits** – valuable insights to drill down into for a marketing team trying to build empathy with their end users
- Simple keyword analysis would indicate that a vast majority of reviews *mention* product taste – however, Yogi is able to discern context and classify reviews as primarily about a different topic, as in the example below:

jet ★ ★ ★ ★ ★

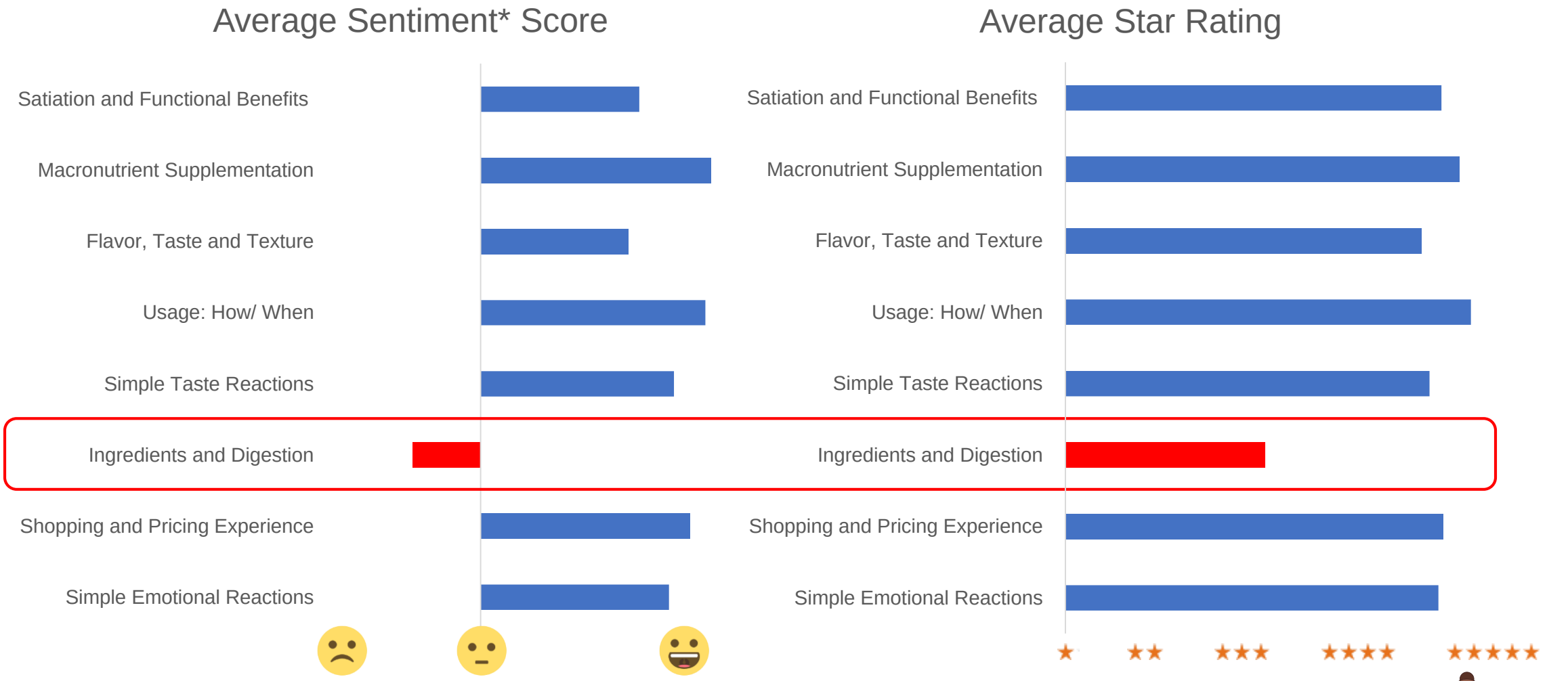
"This muscle milk is a great way for me to get enough protein in my diet without adding much carb. They taste good, too."




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# By leveraging sentiment analysis, we can identify that, broadly, customer complaints are centered around **Ingredients and Digestion**

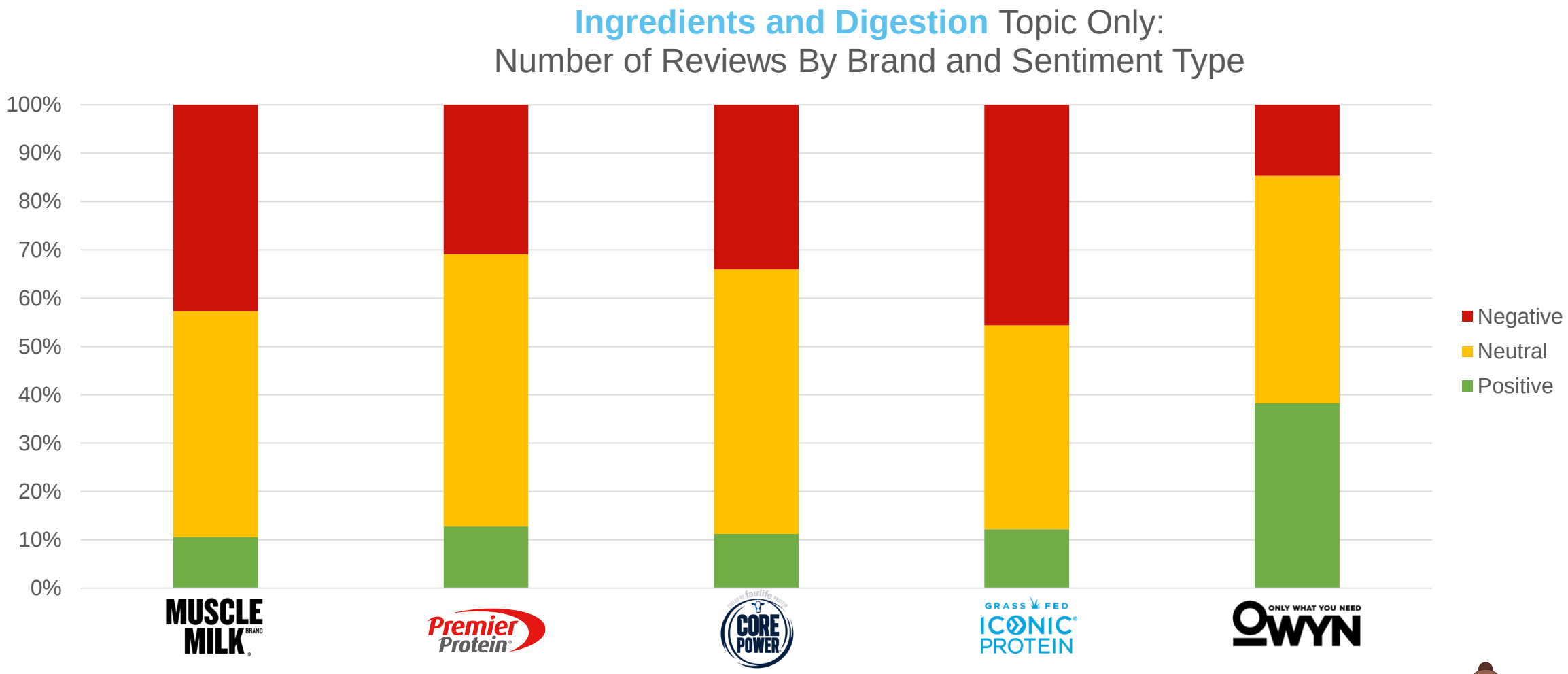



**Yogi's proprietary sentiment analysis algorithms scores overall tone of each review from a range of -1.0 to 1.0, with 0.0 representing neutral sentiment. Its accuracy is on display when looking at how closely it tracks directionally with star ratings.*

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# The data suggests that OWYN has been successful in formulating and designing a product with ingredients that are easier to digest

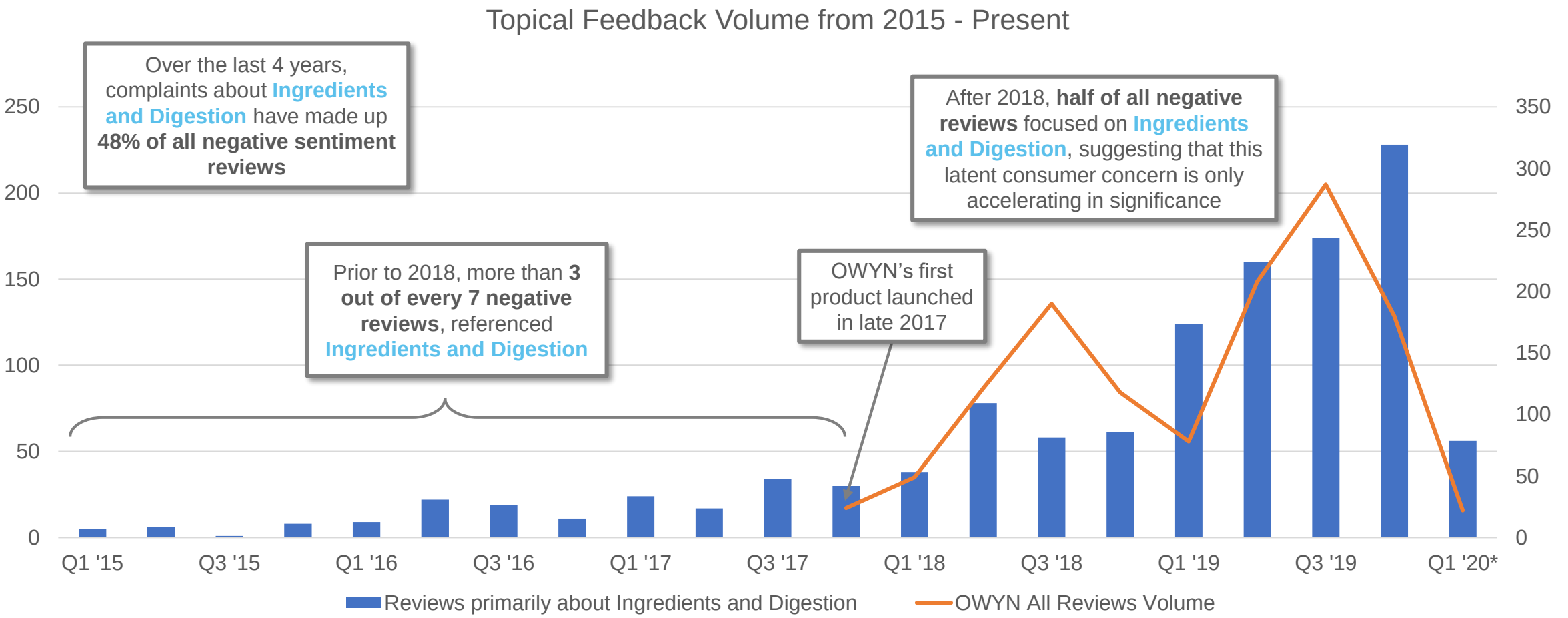



*Source: Reviews gathered from Amazon.com, Walmart.com, Jet.com and Costco.com*

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# Owyn's launch coincides with a ballooning of reviews mentioning Ingredients and Digestion, suggesting they were perfectly positioned to take advantage of this latent health concern




*Source: Reviews gathered from Amazon.com, Walmart.com, Jet.com and Costco.com*
**Note: Q1 2020 only includes partial Jan 2020 data*

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# Core Power suffered a 3-month spike in review volume and below historic average sentiment reviews as a result of a changed formulation




*Source: Amazon, Yogi Analysis*

**Yogi's proprietary sentiment analysis algorithms scores overall tone of each review from a range of -1.0 to 1.0, with 0.0 representing neutral sentiment.*

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# The findings in this case study are just the tip of the iceberg, leveraging Yogi can rapidly lead to profound product and competitive insights for your team



- In the span of a couple hours, using only public data, Yogi has gleaned useful insight about the RTD protein beverage space
  - Newer brands like OWYN have been delivering on a previously underserved customer desire for more easily digestible RTD protein beverages
  - A vocal subset of RTD protein customers are highly cognizant of what's listed on the ingredient label and will revolt if there is an unexpected change (e.g. the Core Power reformulation)
  - A good-tasting product is table stakes in this crowded product space where there are many other options for customers; that said, after meeting a basic satisfaction threshold, taste is no longer represents a major opportunity to stand out from the competition

- Yogi can seamlessly dive deeper into the data to answer more questions like:
  - How do traditional flavors like Vanilla hold up against novel ones like Tumeric Golden Mylk?
  - How does carton vs. bottle packaging affect the customer experience?
  - How do customer conversations evolve as new health trends hit the market?



# Yogi

## Understand your customers, **like never before**

Yogi is a cloud-based software company headquartered in New York. It provides feedback analytics solutions and business intelligence dashboards to customer-focused businesses.

## Our Mission

Yogi aims to usher in a new age of excellent **customer experience** by better integrating the downstream stakeholders of products to the upstream developers, marketers and executives through AI-assisted data-driven decision making.

*Want to see a Yogi dashboard with some of your data? Book a demo.*

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