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PRESS RELEASE

**New television campaign for DODONI strained yoghurt**  
*The Taste that Drives you... crazy!*



DODONI dairy company has aired its new television campaign for DODONI strained yoghurt, the favorite product that has already won the trust and preference of Greek consumers, as it already ranks as the market's 2<sup>nd</sup> best-selling branded product<sup>1</sup> for 2017.

Working on the idea of a yoghurt that drives crazy those who taste it [even more than their favorite food does], the new campaign of DODONI dairy company takes a completely new, original and humorous approach to the stereotypical depiction of pleasure in advertisements, introducing us to a family that not only loves DODONI yoghurt but goes literally crazy for it.

This is because DODONI yoghurt is more than just good, as it is made from 100% Greek fresh milk and comes with high nutritional value, pure taste and excellent quality that make it ideal for consumption anytime during the day.

Cooperating with a network of more than 5,500 small and big farmers in 514 villages, DODONI collects 100% Greek fresh milk and, with its wide range of pure dairy products, has been bringing the Taste of Good every day to the hearts and tables of Greek consumers for the last 54 years.

The film has been directed by Belgian director Manu Coeman and produced by Stefi Productions, with McCann Athens being responsible for the campaign's creative design.

Enjoy the new DODONI yoghurt campaign [here](#)

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**About DODONI**

DODONI SA was founded in 1963. With 54 years of authentic tradition and history, the company, based in Ioannina, produces authentic, purely Greek dairy and cheese products, using 100% Greek cow, sheep and goat milk collected daily from a wide network of 5,000 Greek farmers, active primarily in the Epirus region. With more than 10,000 selling points in the domestic market and exports to 45 countries around the world, DODONI produces 9 categories of dairy and cheese products in 80 different SKUs, distinguished by their unique taste, quality and 100% Greek identity.

For more information, please visit [www.dodoni.eu](http://www.dodoni.eu), <https://www.facebook.com/Dodoni.SA>, <https://www.instagram.com/dodoni.eu/>

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<sup>1</sup> IRI YTD data of May 2017, for the Super / Hyper Markets retail segment in Mainland Greece and Crete