

Press Release

**DODONI makes the most from life and keeps only the best of it through its new TV commercial**

*DODONI Strained Yoghurt and Christina Flampouri, the only Greek woman who has conquered the 7 summits of the world, star in the company's new TV commercial*

The new advertising campaign of DODONI dairy industry is already on air, aiming to highlight its top strained yoghurt and the essence of life, encouraging us to make the most from life and live it to the fullest, savouring every moment.

Starring Christina Flampouri, the only Greek woman who has conquered the 7 summits of the world, and DODONI's Strained Yoghurt, this new TV commercial focuses on the true meaning of life, which can only be discovered through experiences that make us happy. Thus, with its new commercial, DODONI invites us to try out new things but taste only those that awaken the nature inside us, to make new friends but only hold the best ones by our side, to discover new things but keep what speaks in our heart, to travel the world but return to where it feels like home, "draining" life, keeping only the best of it.

The new TV commercial is inspired by DODONI strained yoghurt's top spot in the Greek market as one of the top-selling yoghurts. Thus, having in common success and love for everything that makes us happy, the film's plot revolves around the common characteristics of this special yoghurt and Christina Flampouri, who achieves her goals and makes the most from her life while retaining only that what truly matters.

DODONI Strained Yoghurt is made exclusively in Epirus from 100% Greek fresh milk and has gained the trust and preference of Greek consumers in recent years as an ideal, nutritious, and delicious option for every moment of the day, thanks to its unique texture, high quality, and rich flavour.

The flavour of DODONI strained yoghurt can accompany us in all those moments when we want to enjoy the simplest things in life, making them even better.

DODONI's new TV commercial was created by BBDO, and produced by STEFI.

Discover the true value of "draining" life by clicking [here](#).