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Frito Lay: Lay's Do Us A Flavor Contest Campaign

Advertising Campaign Book

Introduction

The following project report contains advertising campaign data promoting the salty snack company Frito-Lay's "Do Us A Flavor" Contest. The statistical data, company analysis, and media projections for this project are purposely crafted to raise awareness of the competition's existence and increase participation.

In hopes of securing continued interest in Frito-Lay salty snack products, the company launched the "Do Us A Flavor" contest in the United States in 2012. A participant in the competition will submit a flavor idea for a potato chip to Frito-Lay, and the company will decide which flavors will move on to further rounds until there is finalists, runners-ups, and an eventual winner of the competition. This competition gives Americans the power to get creative in submitting creative potato chip flavors to Frito-Lay. This competition also helps with keeping their chip products fresh because of the many ideas that are submitted by people that enter the contest.

This campaign has a three-month timeline. Frito-Lay has given us a budget of \$900,000, to develop an elaborate and effective advertisement plan to advertise on social media platforms such as snapchat and Instagram, TV, Hulu, and a community event held in New York City to raise awareness of the competition.

Analysis of Frito Lay's Operating Environment

Frito Lay is the most successful snack food producer in North America and has a strong global presence. Frito Lay is owned by its' parent company PepsiCo and thus has access to its distribution system which helps spread brand presence and physically transport products. Frito Lay has positioned themselves as the go-to brand for snack foods for parties, games, and other various social events. Frito Lay has also created many opportunities to expand their brand by holding contests like Do Us a Flavor where they get millions of people involved with creating new flavors which creates a stronger connection with people while at the same time helping to strengthen brand image and increase customer base. A weakness this marketing campaign aims to fix is increased involvement with millennials.

In the past "Do Us a Flavor" contests, spokespeople that millennials are unfamiliar with have been used. We believe that if we celebrities that millennials find popular and identify with, we would be able to garner more attention from our target market and help increase interaction in the competition. We also plan to implement interactive ads and have a pop-up shop in NYC during a busy summer month to increase involvement. Even such a strong company like Frito Lay has outside threats and weaknesses. These threats include an increase in healthy snack alternatives, health awareness, Kellogg's, and cheaper substitutes. There are only a few weaknesses such as most of their products are seen as unhealthy, and brand cannibalization due to the large amounts of brands they own. Overall, Frito-Lay is the strongest snack producer and the success of Do Us A Flavor only helps strengthen their position.

SWOT Analysis

Lay's is just one of the salty snack brands that is in Frito-Lay North America. The company unit is worth over \$14 billion dollars, and since the merger in 1965, has had a successful partnership with Pepsi-Cola in the formation of PepsiCo. Frito-Lay's has had a major influence because it has established their brand and products in a countless number of national and international markets. Creating advertisement under this name will draw much attention simply because of the popularity of the company. In addition, reaching consumers on a larger scale is another beneficiary factor to this campaign. The following information is a SWOT analysis of Frito-Lay.

Strengths

- Frito-Lay is the most popular chip/snack manufacturer in North America, and we plan on using their brand name to help spread the word about our contest.
- Frito-Lay is owned by PepsiCo and receives all the benefits it gets from having - them as its parent company.
- Frito-Lay has many different platforms to help spread their products and marketing messages.

Weaknesses

- Chips are not considered to be a healthy snack which can deter people from buying them.
- Could be considered a luxury item, especially for people on a budget like college students.

Opportunities

- Frito Lay is always coming up with new flavors in events like the “Do Us a Flavor” contest.
- Opportunity for brand extensions are available for different products.

Threats

- Off-brand cheaper substitutes are taking some market share away, but not enough to be considered a threat.
- Health awareness is causing a dip in the consumption “junk food” and a rise in healthy alternatives.
- Kellogg’s is Frito-Lays’ biggest competitor. They sell other popular salty-snack food products such as Pringles and Cheez- Its.

Identification and Analysis of Target Market

Frito-Lay has a well-established target market of 18-35-year-old people, so we will continue to use their age target market for our campaign. In order to determine how to target the demographic, we conducted interviews with 25 individuals falling in the 18-35 age range. The questions asked during the interviews regarded social media usage of the interviewee and their personal association to potato chip consumption. We did not mention we were working with Frito Lay to eliminate bias about Frito Lay or their products.

Target Market:

For the Do Us A Flavor Contest campaign we established a target market of adults between the age of 18 – 35 who enjoy socializing in group settings and spend several hours online during any given week.

After conducting our interviews, we gathered the following information giving us insight into our target market (All percentages can be found in the Survey Results):

- The two most common social media platform people use is Snapchat and Instagram
- 72% of our audience look at ads that appear on their social media
- 64% of our target market would prefer fewer but larger prizes for winner of the competition
- 92% of our target market like to try new or unusual flavors of potato chips

From our research, we concluded that our audience, who are big-time social media users, like to view ads that appear on their platform, many interacts with them, and are up for trying things that are new.

Survey Results

Note: Percentages for questions 2,3,4,6,8,9 and 10 are based on the recording of one answer per person. The survey data was collected from 25 people. Questions 1,5 and 7 give data based if the participant gave multiple answers to the question.

1. What Platforms of social media do you use?

Platforms	Answers	Percentage
Facebook	15	60%
Instagram	19	76%
Snapchat	20	80%
Twitter	12	48%
Other	7	28%

- The “Other” option included platforms such as LinkedIn, the Visual Supply Company (VSCO), and Reddit.
- The most common three platforms of social media used by our millennials are Snapchat, Instagram, and Facebook.

2. Do you read or look at ads that have appeared on your social media?

Choices	Answers	Percentage
Yes	18	72%
No	7	28%

3. Have you ever clicked on an ad you saw on social media? Why or why not?

Choices	Answers	Percentage
Yes	16	64%

No	9	36%
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- Common reasons why people clicked on ads included: the ad looked interesting, the ad promoted an item or event they use or follow, or simply by clicking on it by accident but viewed the ad anyways.

4. Have you ever entered a contest from an ad you saw on social media?

Choices	Answers	Percentage
Yes	11	44%
No	14	56%

- Most people believed that ads on social media about contest were scams or because they felt that if they entered the contest, they would not have a good chance of winning anything.

5. What incentives would persuade you to enter a contest?

Incentives	Answers	Percentage
Cash (Gift Cards)	15	60%
Coupons	1	4%
Free Merchandise	10	40%
Other	11	44%

- The “Other” Option included prizes such as trips, football game tickets, food/drinks, or opportunities to meet famous people.

6. Would you prefer a contest to have fewer grand prizes or many small prizes?

Prize Selections	Answers	Percentage
Fewer, Grand Prizes	16	64%
Many, Smaller Prizes	9	36%

7. What information would you reserve from giving when entering a contest?

Reserves	Answers	Percentage
Name	20	80%
Email	10	40%
Mailing Address	5	20%
Phone Number	5	20%
Other	1	4%

- The “Other” option included driver’s license, social security, or bank account numbers/statements.
- The “Name” option included real, nickname, or fake names given.

8. Do you like to try new flavors of products you already consume?

Choices	Answers	Percentage
Yes	23	92%
No	2	8%

9. Do you like to consume chips?

Choices	Answers	Percentage
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Yes	24	96%
No	1	4%

-A common reason as to why people consume chips is because it serves as a functional snack, and many people choose chips to snack on because they enjoy having a delicious, cheap snack.

10. Have you ever tried a new or unusual flavor of chips?

Choices	Answers	Percentage
Yes	20	80%
No	5	20%

-Most people have tried a new flavor of chips because they were either feeling adventurous, the advertising and name of the chip looked appealing, or because a certain chip they were looking for was not in stock at the time.

Customer Profile



Meet athletic Aaron! Aaron is 22 and a senior in college. He is outgoing and likes to host parties with his friends. Aaron plays intramural soccer and football in college. He enjoys spending time with his teammates and getting together with them off the field. Aaron and his friends have weekly team dinners where they pitch in for delivery pizza and chips; the typical college guy diet. Aaron and his bros are super into tailgating and watching Sunday Night Football. Aaron makes frequent trips to H-E-B to stock up on chips and other needs for the weekend activities.

Campaign Objectives

Based on our research, the following objectives for the Lays Do Us A Flavor contest will be our intended goals for this campaign:

- ❖ Increase overall awareness for the “Do Us A Flavor” contest
- ❖ Formulate an effective media plan Frito-Lay’s can use for the contest
- ❖ Elevate online interaction with ads to increase participation
- ❖ Increase contest submissions by 5%
- ❖ Implement ads on new platforms such as Snapchat, Hulu, and YouTube

Media Plan

Our target audience frequently utilizes social media platforms in their day to day lifestyle. 60% of our respondents answered they use Facebook, 76% use Instagram, 80% use Snapchat, and 48% use Twitter. The interview results showed that Snapchat and Instagram are the two most popular social media platforms used. We chose to utilize Instagram and Snapchat as our main social media outlet with which we plan to place advertisement videos and work with a celebrity sponsor. We will place ads on all four social media platforms, Facebook, Instagram, Snapchat, and Twitter, in addition to our accounts continuously posting new content concerning the contest.

We have also decided to produce a television commercial, so we can better target our audience by placing it on channels we feel our market watch. Many adults now stream videos or shows online which is why we are also going to have interactive video ads placed on streaming websites.

We plan to reach our target audience with:

- A television commercial
- Social media posts and advertisements
- Celebrity sponsors and brand ambassadors
- Interactive streaming advertisements
- Community event

Television Commercial

We plan to have a 30-second spot on television. There would be a series of commercials we alternate with the previous winners of the “Do Us A Flavor” contest. We want to create the idea of how wonderful life is after winning the contest and acquiring the \$1 million prize. The first one is depicted in the following pages. One of the previous winners, Hailey Green is shown as she is awarded the prize money, then she is walking around her new luxurious home enjoying life and finally is seen relaxing and socializing with our new celebrity sponsor. We want to convey that after winning the prize money and being associated with the title of “Do Us A Flavor” winner, they will have an enjoyable lifestyle. Of course, it is seen as a fantasy, but that fantasy will instill a desirability within viewers. There are a reported 76 million adults between the age of 18 and 35. There is an estimated total of over 120 million households in the United States. We plan to air our commercial on national television on popular television channels.

Social Media

On our social media accounts, we will be posting content periodically to remind and encourage our followers to enter in the contest. We have developed a social media calendar to schedule our posts to not be overwhelming to our audience. For Facebook and Instagram, we will post graphics depicting the contest message and logo with a caption calling people to submit their chip flavor in the contest. They will also include relevant hashtags such as #dousaflavor so all the pictures can be found under one location when searched. Our Twitter account will also post similar content of pictures with captions, but we will also post more frequently tweets with just words and the link to submit a flavor.

For advertisements, we will work with a third-party agency to aid in the ad placements for Facebook, Instagram, Snapchat and Twitter. For Facebook, they will be ads on the side of the user's timeline, so it is in view constantly and moves with their scrolling. They will contain the Do Us A Flavor logo, images of blank chip bags and the new contest slogan, "Put It In A Chip", which is described in detail in the message strategy section. We will be willing to spend:

Facebook Ads: about \$22,000 for approximately 20,000 clicks

Twitter Ads: about \$72,000 for approximately 200,000 clicks.

Instagram Ads: about \$284,800 ads for approximately 80,000 clicks.

Snapchat Ads: about \$236,000 ads for approximately 80,000 impressions.

Our social media campaign will also partner with a celebrity sponsor that we will utilize on Instagram. The celebrity we have chosen is Antoni Porowski. He is rising in popularity among millennials as he is on a new and popular show on Netflix called "Queer Eye" and has over 2.6 million followers on Instagram. We also chose to partner with Antoni Porowski because he is involved in the culinary community. Porowski has several restaurants throughout the United States, is a food specialist on the Netflix series "Queer Eye" and has partnered with Whole Foods to promote their company. These characteristics make Antoni a prime partner for Lays to work with to promote the Do Us A Flavor Contest. We will have Antoni post on his account once promoting the contest and we will also have him record a video making food and turning that into his chip flavor.

Interactive Streaming Advertisements

Online streaming has become increasingly popular especially among younger adults. This is why we have decided to integrate ads on popular video streaming websites such as Hulu and YouTube. These streaming companies display commercials and ads during the video or show being showed similar to how a TV commercial would break up a show. Hulu and YouTube give the viewer the option to either view longer videos or shorter interactive ads. We would take advantage of this opportunity by placing interactive ads to promote the contest. There would be a short video, then the campaign slogan would appear, finally, a page will appear where the viewer can click on to go submit their flavor. The short video would illustrate our campaign slogan, “Put It In A Chip”, by showing videos of people eating the food and coming across an inconvenience, then having their food in a chip and enjoying their time by easily eating chips. This will convey the idea that consumers can still enjoy their favorite flavors, while on the go or not at the dinner table by putting their meal into a chip flavor. We feel this storyline clearly demonstrates our big idea “Put It In A Chip”.

Community Event

The community event that we decided to focus on is a pop-up shop. The pop up shop idea consists of renting a temporary space in New York to promote the involvement in the 2019 Frito-Lay Do Us A Flavor Contest and other merchandise and products of Frito-Lay. The purpose of the shop is to attract consumers by displaying services that allows them participate in the contest creating and submitting their flavor, have the ability to purchase brand products of Frito-Lay, take pictures with a promotional photo booth and view and taste the chips of previous contest winners.

The location we have chosen for our shop will be on the corner of Madison Avenue and 40th street. The shop will be rented at \$30,000 a month and is 2,786 square feet in size. This is a prime location as it is across the street from Grand Central Terminal which is a popular subway station and tourist location. This will allow easy transportation access for visitors to our store and allow our store to be in sight of thousands of tourists a day who may have previously not known of our store. In addition, our pop-up shop is a block over from Bryant Park and 3 blocks from Time Square. These are two very popular tourist destinations and attract visitors every day and allowing our store to be an easy walk over from places visitors already would be at. Our pop-up shop is surrounded by retail stores and restaurants providing an environment for visitors where they can stay in the same location for a period of time, not feeling they have to go out of their way to visit our store.

To advertise for the pop-up shop and ultimately the contest itself, our advertisement would take form as a billboard in New York Times Square. The pricing for this advertisement includes \$50,000-\$75,000 for one month of advertising. Advertising in NYC Times Square would be the best spot for Frito-Lays to advertise for this exclusive pop-up store because NYC is known for hosting advertising for big brand name companies, and Frito-Lay fits that category as being one of the biggest producers of salty-snack products. In addition to the physical location of this store, advertisement will also take place on different social media platforms such as Facebook and Instagram, and online ads will appear on New York tourism websites so people that are planning on visiting NYC for the holidays will know about the pop-up store's existence and possibly plan to visit the store as part of their trip. Advertising this store to tourists will benefit the interest in the contest as they will look to do something that is exciting and exclusive.

In the pop-up store, it will include:

- Machines for creating and submitting flavors for the contest (age and email would be asked for submission and the age bar to enter is 18 and older, but the creation of flavors will be open to everyone)
- Frito-Lay merchandise sold exclusively at this store location in NYC (pricing for merch is TBD, but will be sold for a profit so that would turn a profit)
- Past contest winner flavor chips for purchase (chips would be dispensed in plastic bags so customers can mix and match flavors to get a taste of every chip)
- Promotional Photo Booth with Frito-Lay logos on it for customers and us to post to social media (it would also have the hashtag #dousaflavornyc, and for people that post the picture, one person will be selected each week to win free merchandise/chips)
- Prize wheel that people can spin to earn coupons or free merchandise such as sunglasses, water bottles, and cups

Over 62.8 million people visited NYC in 2017 and the numbers are growing every year. New York is the prime place to be able to appeal participation in the Do Us A Flavor contest in one community event. The location of the store and advertisement is perfect as many tourists can come to New York to experience the great investment the contest is and spread the word about the contest when they travel back to their communities and post their experience on social media.

Budget

Table of Budget

Category	Description	Expense
Traditional Media		
	TV Commercial	\$30,000
Interactive/Digital Media		
	Facebook	\$22,000
	Twitter	\$72,000
	Instagram	\$284,800
	Snapchat	\$236,000
	Hulu	\$35,000
	YouTube	\$6,000
	Celebrity Sponsorship	\$100,000
Community Event		
	Rent for Pop Up Shop	\$30,000
	Geofilter	\$1,000
	Photo booth costs	\$200
	Billboard	\$62,500
	Bags of Chips - prize	\$2,000
	Shirt - prize	\$6,000
	Sunglasses - prize	\$2,000
	Cups - prize	\$1,000
	Prize Wheel	\$50
Total		\$890,550

**Please note that we received a budget of \$900,000*

Budget Plan

The budget was allocated as the following:

Traditional Media

TV Commercial

By using growads.com, we would have the \$5,000 per month airtime package. Our ad will show on average 175 times over six channels which would be: CBS Sports, ESPN, ESPN 2, FS1, NBC Sports, and TNT. The ad would air everyday anytime between 6am to 12am for 3 months for a total cost of \$15,000. We would purchase a second package to appeal to other members of our target audience at the same cost and place the commercial on The Food Network, TLC, MTV, FOX, FOX FX, and The E Network. Totaling in \$30,000 for TV commercials.

Interactive/Digital Media

Facebook Ads

We would be willing to spend about \$22,000 on Facebook ads for approximately 20,000 clicks

Twitter Ads

We would be willing to spend about \$72,000 on Twitter ads for approximately 200,000 clicks.

Instagram Ads

We would be willing to spend about \$284,800 on Instagram ads for approximately 80,000 clicks.

Snapchat Ads

We would be willing to spend about \$236,000 on Snapchat ads for approximately 80,000 impressions.

Celebrity Sponsorship

We will be partnering with Antoni Porowski and we will be offering him \$100,000 for two Instagram ads. One he will post on his account that has over 2.6 million followers and the other

ad we will run as an ad on Instagram. The pricing was based on the number of followers he has and was obtained through Our Social Times.

Community Event

Rent for Pop Up Shop

The community event would only be a month long which means one rent payment of \$30,000.

Billboard

We would use a billboard to advertise the event for one month which would cost anywhere from \$50,000 to \$75,000.

Photo booth

We have estimated a total cost of \$200 for this including a custom backdrop, an Instagram frame, and small other props for taking pictures.

Bags of Chips

A bag of chips costs approximately \$2 to make and we would have 1,000 bags for our event.

Shirts

A shirt costs approximately \$6 to make and we would have 1,000 shirts for our event.

Sunglasses

Promotional sunglasses costs about \$2 and we would have 1,000 of them.

Cups

Promotional cups cost about \$1 and we would have 1,000 of them.

Prize Wheel

A prize wheel costs about \$50 from amazon.com which we would for our event.

Media Calendar

For the media calendar we have chosen to do our campaign during the 3-month period between June and August. We believe this timeline will help us increase awareness of the Do Us A Flavor Contest and therefore, increase participation rates.

JUNE 2019

SUN	MON	TUE	WED	THU	FRI	SAT
						1 Tweet that the contest is back
2 Commercials begin to run	3 Interactive Ads begin to run	4	5	6	7	8 Snapchat Ads begin to run
9	10 Facebook Ads begin to run	11	12 Tweet about the contest	13	14	15
16 Antoni endorses the contest on his Instagram	17	18 Tweet about contest	19	20	21	22
23	24	25	26 Tweet about contest	27	28	29
30						

JULY 2019

SUN	MON	TUE	WED	THU	FRI	SAT
	01	02	03	04	05	6
	Interactive ads continue to run				Open Pop Up Shop!	
					Tweet about pop up shop	
7	08	09	10	11	12	13
Both commercials continue to run	Snapchat ads continue to run	Post pictures from Pop Up Shop on Instagram		Facebook ads continue		
14	15	16	17	18	19	20
Post pictures from Pop Up Shop on Instagram		Tweet about contest				Tweet about Pop Up Shop
21	22	23	24	25	26	27
			Tweet about contest			Post pictures from Pop Up Shop on Instagram
28	29	30	31			
		Close Pop Up Shop				

AUGUST 2019

SUN	MON	TUE	WED	THU	FRI	SAT
						1 Interactive ads continue to run
2 Commercials continue to run	3 Snapchat ads continue to run		4 Tweet about contest	5	6 Post video of Antoni endorsing the contest on Instagram	7 8
9	10 Facebook ads continue to run	11	12	13	14	15 Tweet about contest
16 Tweet about contest	17	18	19	20 Tweet about contest	21	22
23	24 Tweet about contest	25	26	27	28 Tweet about contest	29
30 Last Day to submit flavors!						

Message Strategy

-Positioning Strategy-

WHO: Frito Lay - Lays

WHAT: Do Us A Flavor Contest

FOR WHOM: 18+ Adults in the United States

WHAT NEED: New and unique chip flavors

AGAINST WHOM: Other chip producers

WHAT'S DIFFERENT: Flavors are made by the consumers, and new flavors are chosen by people who will then purchase them.

SO: Creates involvement for the consumer allowing them to create something they will want to purchase and consume.

Big Idea

Put It in A Chip!



Message Rationale

We chose the slogan, “*Put It In A Chip*” as our big idea because it is simple and conveys our main objective to promote the Do Us A Flavor contest. It is a short, catchy slogan people can remember that clearly states what the contest entails. It is also a call to action to go submit your food idea into a chip flavor in Lay’s contest.

Creative Execution

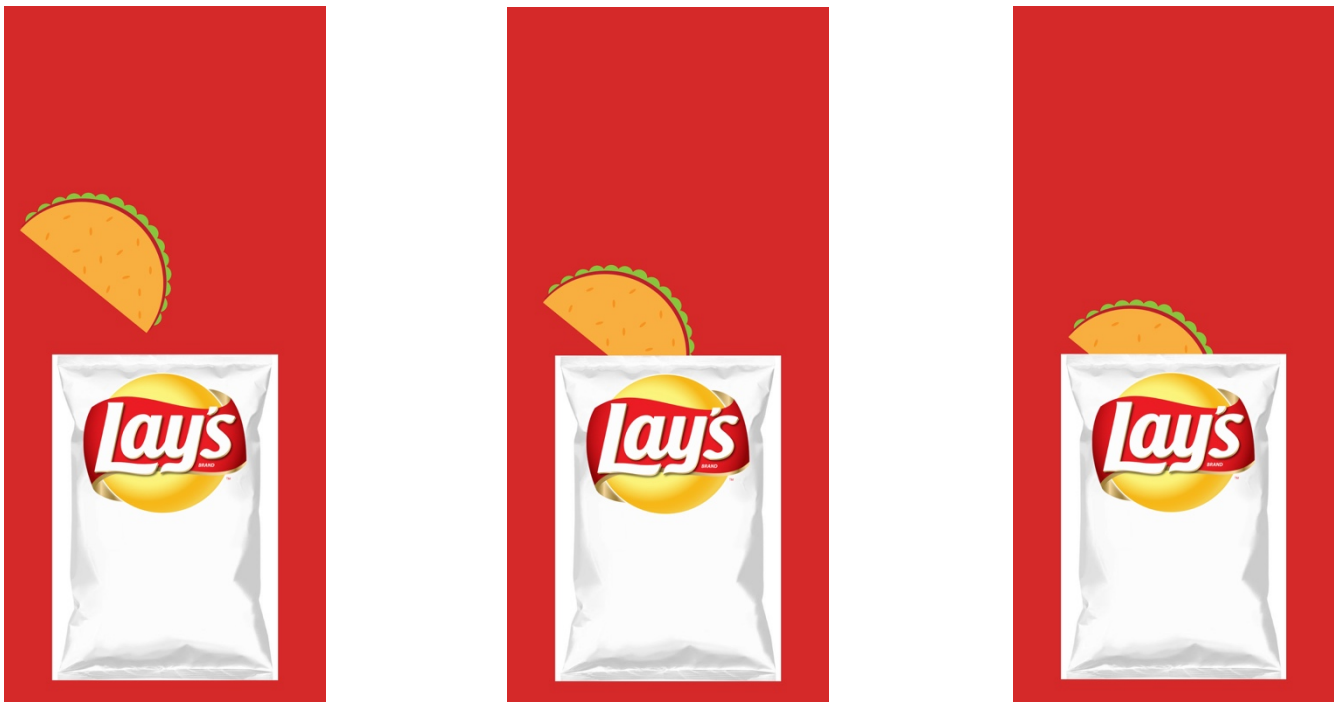
Television Commercial



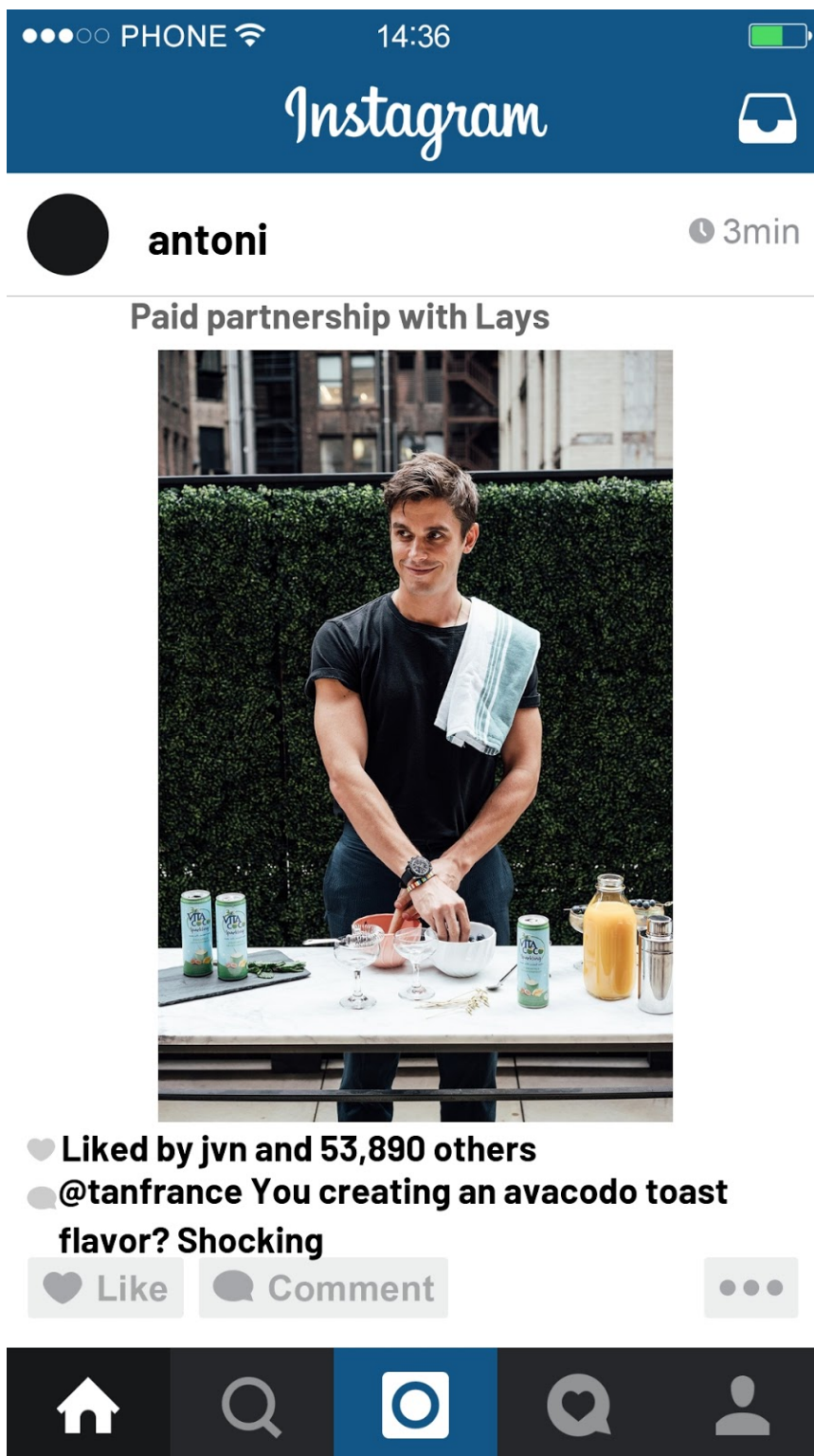
Snapchat Advertisement



Snapchat Advertisement



Instagram Advertisement



Instagram Advertisement



Twitter Advertisement



Facebook Advertisement



Interactive Advertisement



Continue To Show

Put It In A Chip

Submit Your
Flavor Now!

Type Flavor Here

Submit!

Interactive Advertisement



Continue To Show 

Put It In A Chip

Submit Your
Flavor Now!

Type Flavor Here

Submit!

Community Event: Pop Up Shop



Store front, located on Madison Avenue in New York



Machines for submitting chip flavors at the Pop-Up shop

Community Event: Pop Up Shop

Photo Booth Area:



Community Event: Pop Up Shop



Community Event: Pop Up Shop



Community Event: Pop Up Shop
Pop Up Shop advertising on all social medias and a Snapchat Geofilter



Campaign Evaluation

Concluding our campaign for the Frito-Lay “Do Us A Flavor” contest, we strongly believe that this plan will increase the awareness and participation of people in the competition. This layout is detailed with the most effective tools for understanding how to reach the target audience that Frito-Lay has catered to in past events and provides the critical insight on how to execute the advertisement on our different media platforms. Following the timeline of using these tactics, we will view the statistical data of the number of participants in the competition and the number of views of these ads on social media and TV companies to see if they raised awareness. We truly feel that this campaign strategy will become an important factor that Frito-Lay can use when advertising the “Do Us A Flavor” contest.

What We Learned

One aspect that we learned about social media advertising is that ads may seem inexpensive and easy, but to place the ads in affective places where it will influence the audience greatly becomes a very high expense. A very generous budget was given to us to use for paying celebrities and funding the already expensive community event, but the social media advertising takes up a big chunk of the funds. Learning how to most effectively allocate the money to best reach our objectives was a challenge, but ultimately gave us knowledge of the advertising world.

Appendix

Snapchat Ad costs:

<https://adage.com/article/digital/snapchat-prices-ungodly-cheap/313824/>

Facebook Ad costs:

<https://adespresso.com/blog/facebook-ads-cost/>

Twitter Ad costs:

<https://blog.adstage.io/2018/02/15/twitter-ads-cost-2017>

Instagram Ad costs:

<https://adespresso.com/blog/instagram-ads-cost/>

Chips bag cost for prizes:

<http://time.com/3030517/pepsico-lays-fewer-chips/>

T-Shirts – prizes:

<https://www.customink.com/quotes>

TV Commercial costs:

<https://growads.com/air-time/>

Sunglasses – prizes:

<https://www.totallypromotional.com/custom-sunglasses/promotional-sunglasses.html>

Cups – prizes:

<https://www.totallypromotional.com/drinkware/stadium-cups-steins.html>

Prize Wheel:

<https://www.amazon.com/prize-wheel-spin-wheel/b?ie=UTF8&node=7427949011>

Photobooth Backdrop:

https://www.amazon.com/s/ref=nb_sb_noss?url=node%3D7427949011&field-keywords=photo+backdrop+custom

Billboard costs:

<https://adage.com/article/news/chart-times-square-advertising-prices/45734/>

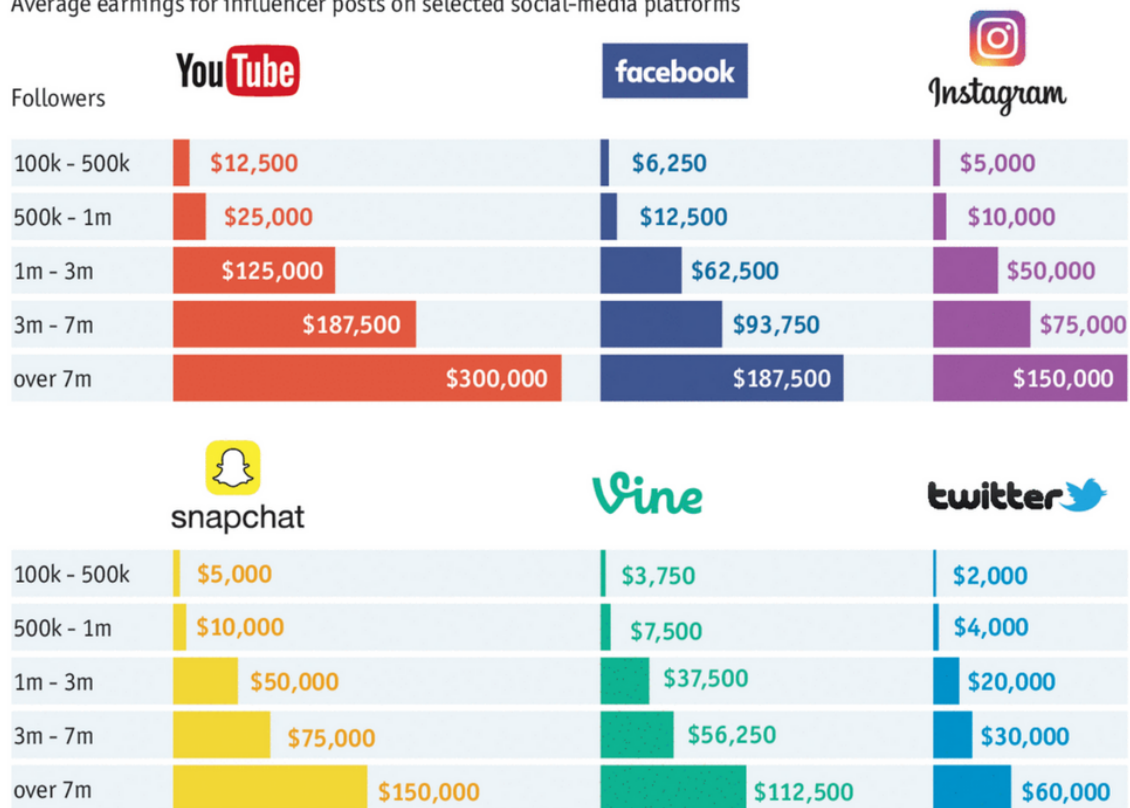
Pop-Up show rent:

<https://www.appearhere.us/spaces/madison-ave-large-corner-retail-space>

Celebrity Sponsorship

Follow the money

Average earnings for influencer posts on selected social-media platforms



Source: Captiv8

Economist.com

<https://oursocialtimes.com/wp-content/uploads/2017/01/Celebrities-and-influencers-get-paid-1.png>