



## “Do Us A Flavor” Campaign

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# Campaign Video



- <http://www.youtube.com/watch?v=sYJGfoYB63>  
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# Background info.



- In July 2012, Lay's created a customer/fan interaction contest called "Do Us A Flavor."
- Contest allowed fans to create any crazy flavor that they'd like to see on the shelves of their grocery stores for a chance at the \$1,000,000 Grand Prize.
- Finalists are selected from submissions and voted on later to determine a winner.
- 2012's winning flavor was BLT.
- 2013's winner was Cheesy Garlic Bread.
- The contest generated a lot of hype and customer interaction which caused Lay's to repeat the contest in 2013, and again this year.

# Strategy



- The campaign has used celebrity endorsements to boost popularity. (2012: 2013: Eva Longoria and chef Michael Simon, 2014: Wayne Brady)

- [Wayne Brady Endorsement Video](#)

- For the 2014 contest, participants now get to choose a style of chip they want (wavy, original or kettle cooked).

- To enter the contest, participants will be required to submit the following:

- Their flavor name;
- Up to 3 ingredients;
- The inspiration for the flavor (limited to 140 characters);
- Chip style (Original, Wavy, and/or Kettle Cooked)

- Participants can enter a submission by text or online via social media sites... Twitter, Retailer sites, Facebook, Instagram, Youtube, etc, or submit a flavor on the Lay's website.

- [2014 campaign ad](#)



# Strategy cont'd



■ Facebook page

Twitter page

Campaign Website

# Timetable



- The window for flavor submissions is between January 13 – April 5, 2014
- Finalists can be voted on from July 28 - October 18, 2014

# Audience



- Only those 18 and up can actually enter the contest because of the monetary value of the grand prize.
- However, campaign is aimed at anyone between the ages of 10-40, or basically anyone who eats chips.
- The Lay's website allows people to participate in the "Flavor Showdown" which offers a range of submitted flavor options to be voted on.
  - Anyone can vote for their favorite flavor amongst the candidates, as there is no age restriction on this.

# Objectives



- The main objective of this contest/campaign is to promote the Lay's brand.
- Another goal is to generate customer/fan interaction by allowing the participants to take part in creating their own flavor or helping choose the winner.
- The company also wants feedback on what kind of flavors and ingredients fans like.

[Here's a video example of customer interaction.](#)



# Measurements and Success of the Campaign



- The overall campaign was extremely successful as it is back again by popular demand this year.
- The breakdown of its success:
- In 2012, the flavor “BLT” was reviewed as tasting extremely close to a BLT.
  - Increased Lay’s sales by 11%.
- In 2013, the campaign had 3.8 million entries with 12% increase in sales.
  - However, tasters suggested that the chips didn’t taste as much as their title suggested unlike the BLT flavor from 2012.
- In 2014, their Facebook page has 6.4 million likes, 204k followers on Twitter and 10.6 Million views on the YouTube commercial so far.

# Text to vote Poll!



- [http://www.polleverywhere.com/multiple\\_choice\\_polls/QLRvO4Sp0f0pQQn](http://www.polleverywhere.com/multiple_choice_polls/QLRvO4Sp0f0pQQn)