

DO US A FLAVOR

“Do Us A Flavor” was one of the most successful programs in Frito-Lay history. The synergies between celebrities, events and Frito Lay’s bet on social media as the main driver resulted in unprecedented consumer engagement in both flavor submissions and voting.

Frito Lay’s challenge: Build sales and create an emotional connection with snackers – Millennials 18-34.

Insight

We built the program around four core truths:

1. Desire for self-expression: One-size-fits-all approaches no longer work. Millennials have a strong sense of individuality and a need to express it.
2. Desire for authenticity: Brands no longer make brands. People make brands. The strongest endorsements don’t come from experts, but from one’s social circle.
3. Desire to be part of the bigger picture: Millennials want to feel that someone’s listening – that their vote actually counts.
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Inspiration

Millennials crave to play a role in the building and shaping of conversations – and being recognized for doing so.

CASE STUDIES OF DISTINCTION

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The Idea

“Do Us A Flavor” tapped into our snackers’ social world and asked them to come up with the next great Lay’s potato chip flavor. Dream it, name it, share it.

We chose three, made them, and asked America to vote. The winner got instant fame in the snack aisle, a whole lot of bragging rights, and one million bucks.

Ignition

Activation / Tactics

- **Celebrity:** We amplified our program by pairing celebrity restaurateur Eva Longoria and celebrity chef Michael Symon.
- **Launch event:** A Lay’s pop-up store in Times Square, where people could taste flavors from around the world for inspiration, enter the contest, meet our celebrity endorsers, and see the \$1 million prize inside a bulletproof-glass case.
- **Social media:** On Facebook, we made submitting a flavor idea quick, simple, and social with a three-step entry process that took less than a minute. After submitting, consumers received a prototype image of a bag of their own Lay’s flavor to share, complete with ingredient photography. Social media also drove the voting stage, when an updated app allowed consumers to vote for one of the three chosen finalists brought to store shelves.
- **Traditional media:** A national TV spot during the submission phase featuring Eva Longoria and Michael Symon launched the program and invited submissions. A second spot during the voting phase asked fans to try all three consumer-created finalist flavors and vote for their favorite.
- **PR:** The winning flavor – Cheesy Garlic Bread – was announced at a PR event at Eva Longoria’s restaurant in LA, and the flavor creator walked away with \$1 million.

Impact

- Received 3.8 million flavor submissions and 1.4 million votes – exceeding goals on both fronts.
- Created a social phenomenon with significant strides made in connecting with young adults.