Young Ones Awards 2020
Lay’s

Marketing Objective
Make Lay’s Relevant & Iconic

Ask
Create a culturally relevant campaign that will be buzz-worthy and strengthen Lay’s brand distinction

- Does not have to be tied to anything in-store
- Any time of the year
- Can be a moment we create or a moment we lean in and own

Business Challenge
While Lay’s has very strong salience and category relevance, we are still under-developed on brand clarity (specifically distinction). Today our strengths are the table stakes for the category, so we must further differentiate ourselves from our competitors through driving brand clarity. Lay’s must refresh our brand identity for the generations to come to ensure we are relevant, top of mind, and provide better total value to consumers than salty snack competitors.

Considerations

- Scale of idea – idea should reach large audience or be compelling for social/earned impressions to get further reach and engagement
- Strategic partnerships, sponsorships and channels – how we leverage to show up in a disruptive way?
- Portfolio – can leverage any part of the Lay’s portfolio (core, Wavy, Lightly Salted, Poppables, Kettle Cooked)

Brand Mission
Magnetic Enjoyment

Benefits
*Emotional* (enjoyment & uplift) and *Functional* (so undeniably delicious they have magnetic power)
**Reasons to Believe**  
High Quality Product + Inclusive and Popular Brand that Consumers Love

**Tone**  
Warmhearted, playfully insightful, provoking smiles and laughter

**Consumer Problem to Solve**  
In a world where enjoyment never makes the to-do list, we all need something to pull us out of the day to day

**Marketing Challenge**  
Improve brand distinction

- Lay’s is the #1 snack brand, but losing relevancy and distinction in a world of high proliferation of snack choices
- We must get our consumers to love **WHO** we are as much as **WHAT** we sell

**Our Target**

- “Sparkitects” Our Sparkitect consumer target is a time master who has worked out how to seize the joy in the every day.
- Millennial Families, focusing on parents or family unit as a whole
- We want our consumer to experience moments of enjoyment throughout their day
- Think of Lay’s as a modern, cool brand that is “up with the times”

**More information on Lay’s current portfolio** - [https://www.lays.com/](https://www.lays.com/)