

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 identify 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/>

