Lay's Do Us A Flavor Case Study

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Campaign Video

Background

- Lay's 75th anniversary
- Goal was to "age down"
- Originated in U.K.

Strategy

- 18-24
- Social media
  - Facebook app
- Flavorizer
- Celebrity endorsements
- $1 million prize

Results

- 3.8 million submissions
- Cheesy Garlic Bread
- 12% sales increase
- 1.3 billion PR responses

Work Cited

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