

DORITOS

BE FEARLESS.

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OVERVIEW



- Doritos is a global tortilla chip brand owned by Frito-Lay (a PepsiCo subsidiary).
- Launched in 1966, with the original Toasted Corn flavor.
- Expanded internationally with region-specific flavors like "Dinamita" and "Korean BBQ."
- Known for pop culture collaborations, embracing youth and innovation.

A photograph of two young women with long hair, wearing denim jackets, standing on a city street. One woman is holding a skateboard. The background shows a blurred cityscape with buildings and cars.

Tempt consumers to try
Doritos' new flavors because
they are the "boldest" chips
for Gen Z.

PROJECT OBJECTIVE





- Owned by Grupo Bimbo.
- Spicy tortilla chips with bold Mexican flavors.
- Known for intense heat and strong seasoning.
- Popular among young snack lovers.



- Owned by Kellanova.
- Classic snack chips with a wide variety of flavors.
- Recognized for its unique stackable shape.
- A favorite in the global snack market.

COMPETITORS

TARGET AUDIENCE



• "Fearless Seekers", Gen Z, 16-28, who are bold and expressive. They are always looking out for trends and value authenticity. They are gamers, go to music festivals, and follow trends on social media. The snacks they consume must follow their lifestyle and values.



INSIGHT



Gen Z tends to connect with brands that align with their values and identity. A new bold flavor shows them that Doritos is a product that allows them to express their rebellious origin.

KEY MESSAGE

Dare young adults to snack differently with Doritos' new
rebellious and bold flavor "Buffalo Riot Ranch".



KEY CONSUMER BENEFIT



View Doritos as a first-option when purchasing snacks. Not only because of the flavor, but for the authentic message.

TONE OF VOICE

- Rebellious.
- Down-to-earth tone.

"BE FEARLESS."
"BE BOLD."

A dynamic, high-angle shot of a skateboarder performing a trick. The skateboarder is in mid-air, leaning into a turn. A bag of Doritos 'Buffalo Riot Ranch' flavor chips is suspended in the air above the skateboarder, with a trail of smoke or dust following its path. The background is a dark, textured surface, possibly asphalt or concrete, with some orange and blue spray-painted markings. The overall aesthetic is energetic and urban.

CALL TO ACTION

Gen Z leans into challenging flavors that are spicy, surprising, and strong. The new "Buffalo Riot Ranch" Doritos flavor will make this campaign an experience for the audience.

DISTRIBUTION

There will be a total of 6 distribution pieces. 3 will be print content, and the other 3 will be digital content.



PRINT - TRANSPORTATION OUTDOOR AD



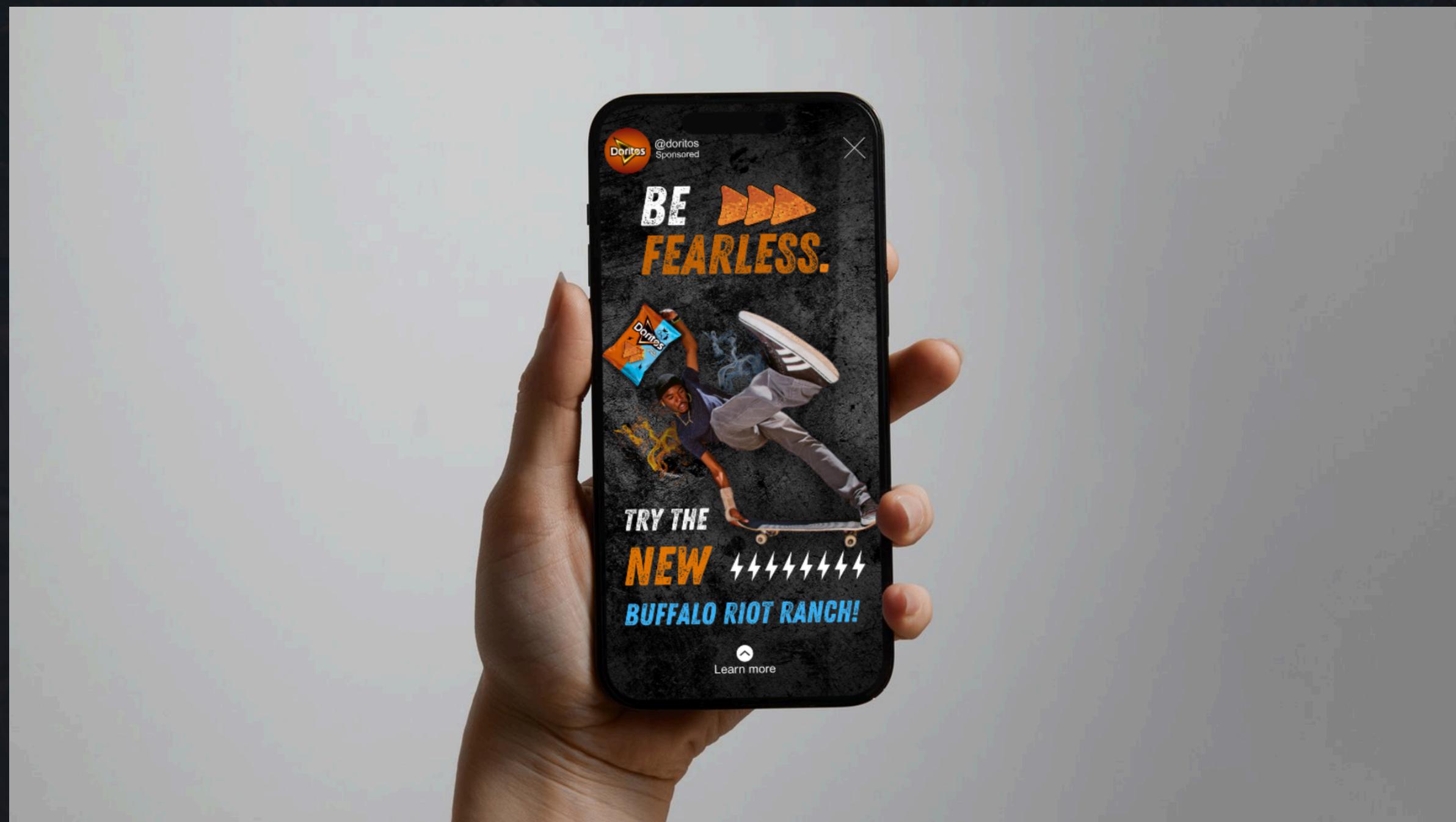
PRINT - BILLBOARD AD



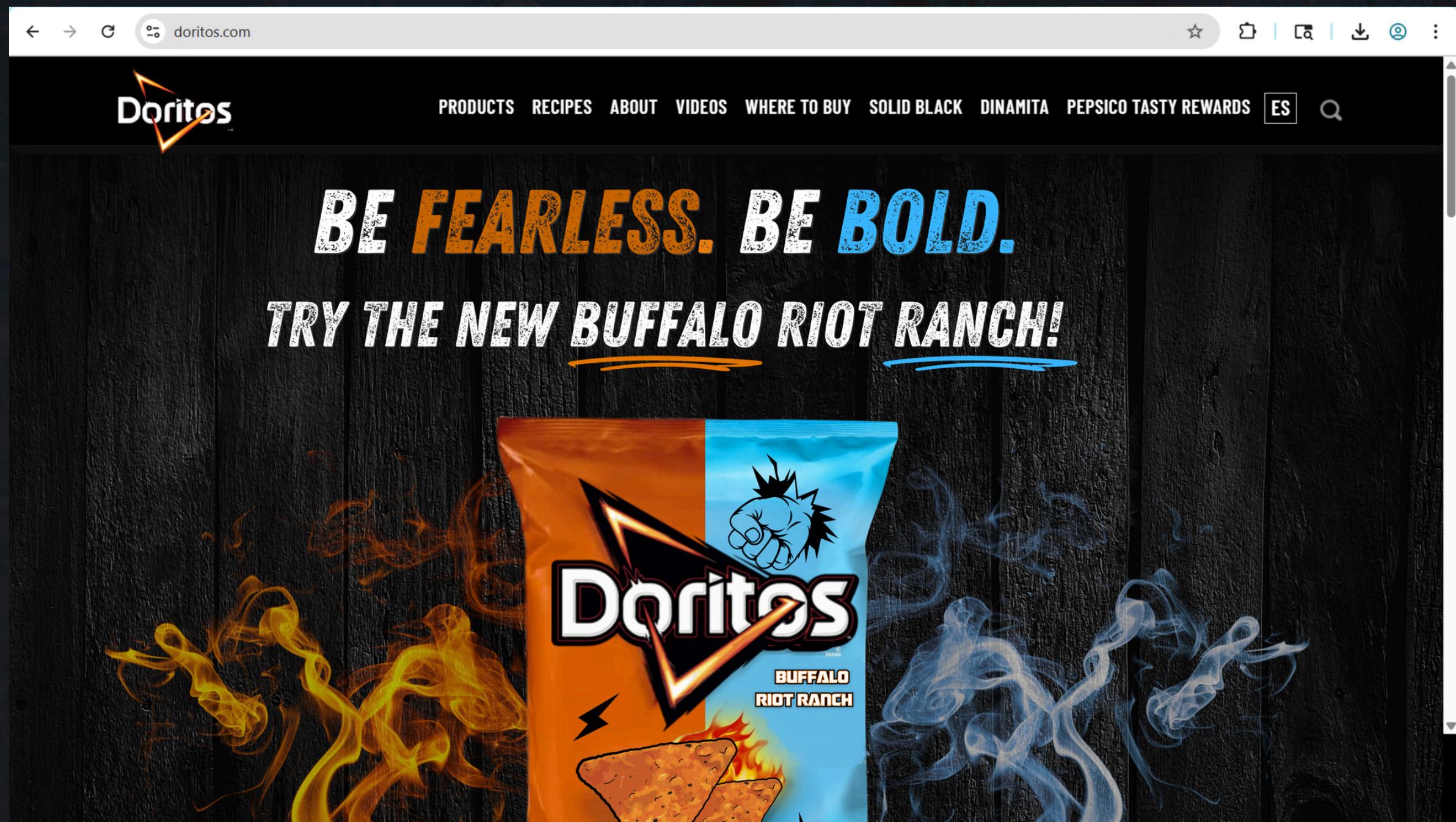
PRINT - MAGAZINE AD



DIGITAL - INSTAGRAM STORY AD



DIGITAL - WEBSITE BANNER



The image shows a screenshot of the Doritos website banner for the Buffalo Riot Ranch flavor. The banner features a dark, textured background with orange and blue flames and smoke. In the center, a bag of Doritos Buffalo Riot Ranch chips is displayed, showing the product packaging with the flavor name. The text "BE FEARLESS. BE BOLD." is prominently displayed in large, bold, orange and blue letters above the product. Below the product, the text "TRY THE NEW BUFFALO RIOT RANCH." is written in a white, distressed font. The Doritos logo is in the top left corner, and the navigation menu (PRODUCTS, RECIPES, ABOUT, VIDEOS, WHERE TO BUY, SOLID BLACK, DINAMITA, PEPSICO TASTY REWARDS) is in the top right corner. The website address "doritos.com" is in the top left of the browser window, and the browser interface is visible at the top.

BE FEARLESS. BE BOLD.

TRY THE NEW BUFFALO RIOT RANCH.

Doritos

PRODUCTS RECIPES ABOUT VIDEOS WHERE TO BUY SOLID BLACK DINAMITA PEPSICO TASTY REWARDS

doritos.com

DIGITAL - EMAIL MARKETING BANNER

Compose

Search mail

Reply | Reply All | Forward | Attach | Delete

Inbox (8)

- David Moore
- Hi Emily, Please be i...
- Doritos
- Hi, Emily! We have a...
- Sophia Lara
- Hello, last date for r...
- Stella Davidson
- Hey there, can you ...
- David Moore
- FYI
- Daniel Russel
- Hi, Please find this ...
- Sarah Graves
- Hey, can you send ...

Sent (0)

Draft (4)

Outbox (3)

Starred

Trash

Chats (1 Online)

- David
- Python Developer
- Stella Johnson
- SEO Expert
- Catherine
- IOS Developer
- John Doe
- Business Analyst
- Daniel Russell
- Tester

 Doritos
loyalcustomers@doritos.com

Doritos

GET A FREE FEARLESS BOX

TRY THE NEW BUFFALO RIOT RANCH!

SCAN THE QR AND WIN A GIFT BOX!



Hi, Emily!

We have a surprise for all our loyal customers!

Scan this QR code and complete the survey for a Free Fearless Gift Box!
Try our newest and boldest flavor #BuffaloRiotRanch!

THANK
YOU