

# 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.





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.



# VOICE OF TONE

- Rebellious.
- Down-to-earth tone.

"BE **FEARLESS.**"

"BE **BOLD.**"





# 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



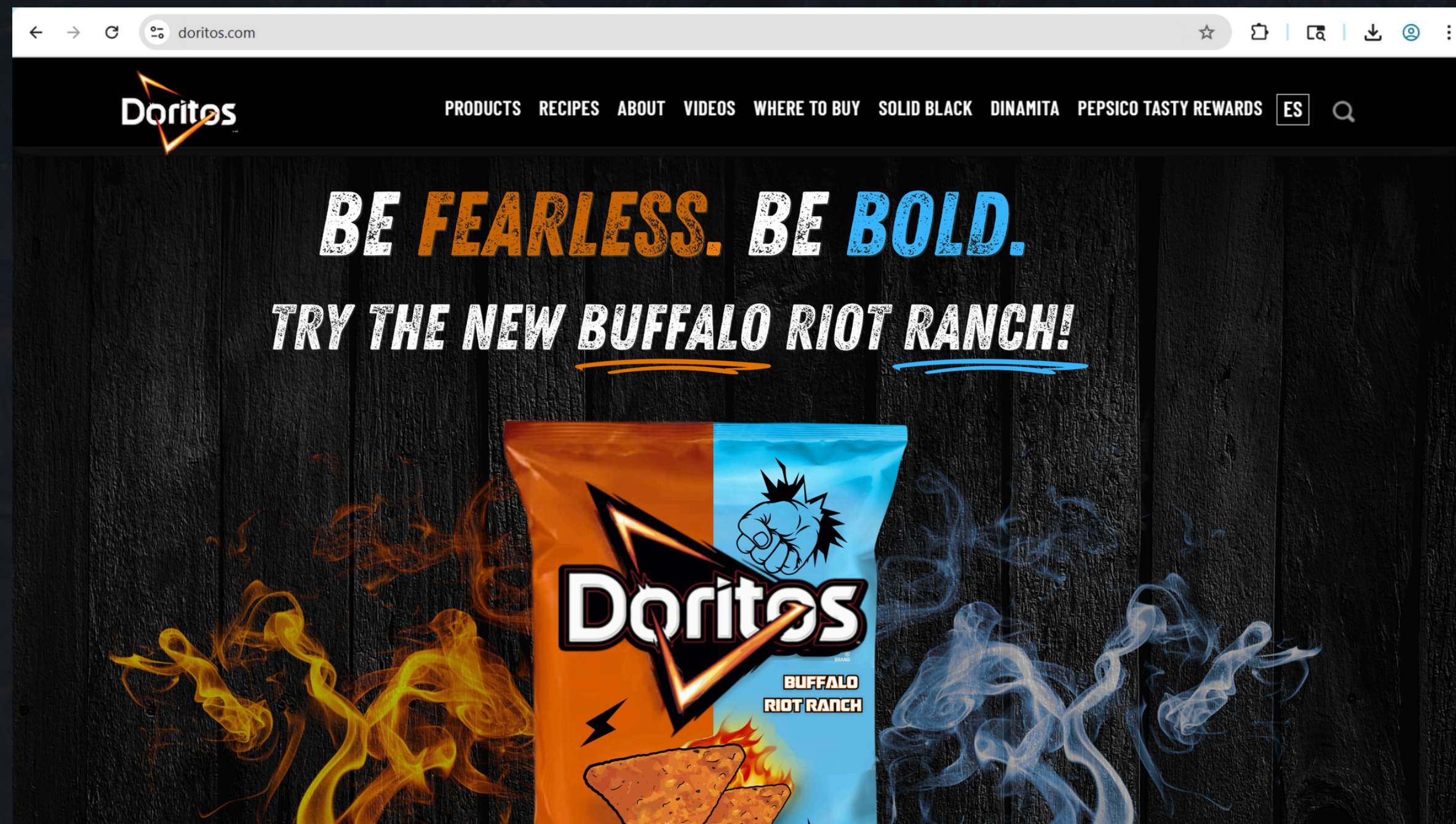


# ***DIGITAL - INSTAGRAM STORY AD***



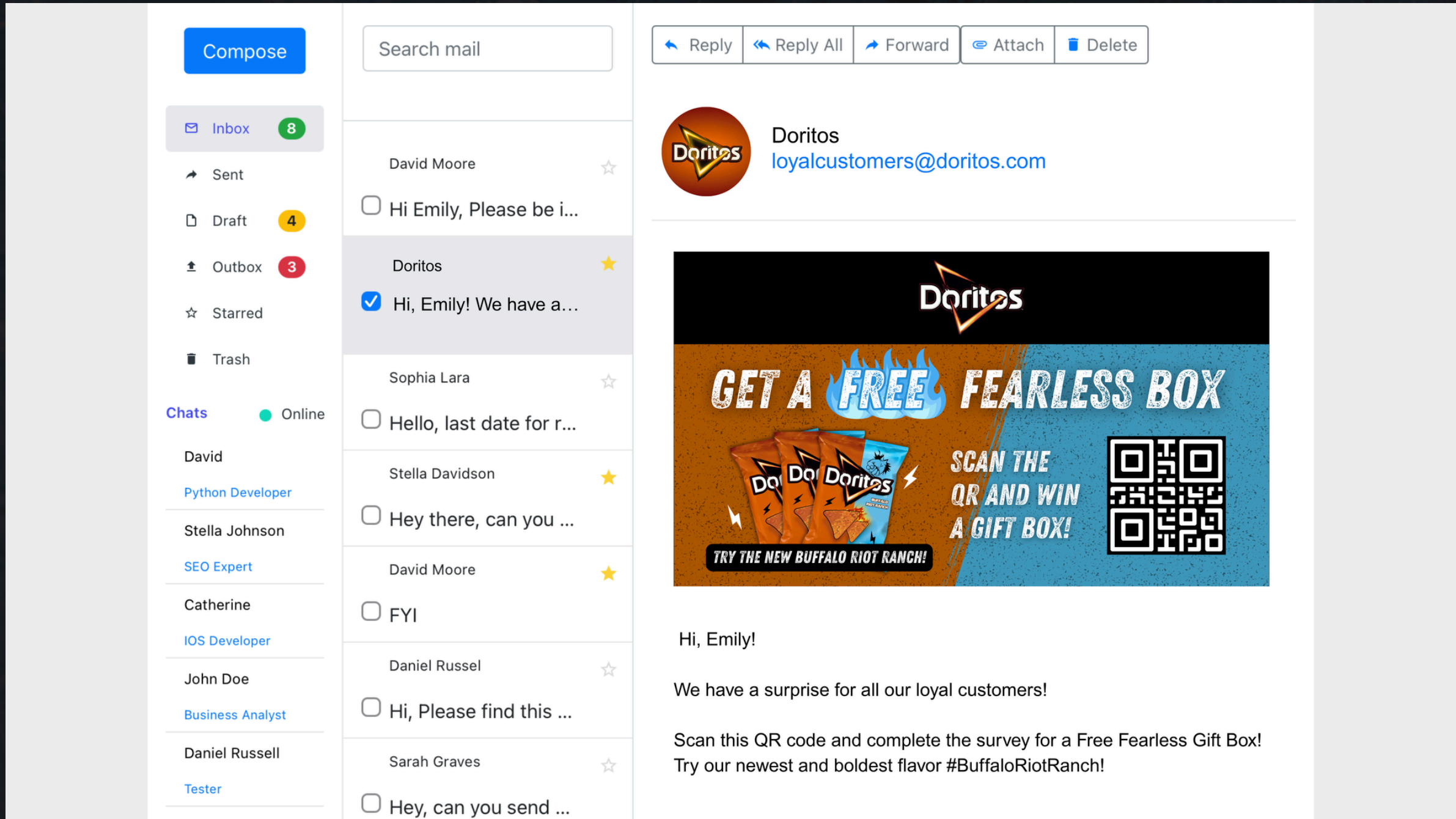


# DIGITAL - WEBSITE BANNER





# DIGITAL - EMAIL MARKETING BANNER





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