



Design Brief

Local Iconic Thematic Display

2022

The Mission and Goals – For ALL Frito Lay Brands Collectively

Frito Lay Mission:

- For our Consumers at Home – Create joyful moments through our delicious and nourishing products and unique brand experiences.
- For our Retailers – Be the best possible partner, driving game changing displays and innovative products delivering a level of growth unmatched in our industry.
- For our Shoppers in Store – We want to magnetically attract shoppers to our products creating a competitive advantage and generating sales.

Goals:

- Increase loyalty by linking our brands to superior local experiences and engaging marketing
- Create a point of difference at the point of purchase vs competition
- Win as a house of brands across all subcategories
- Increase share and household penetration



“Frito Lay provides a selection of high-quality products, characterized by delight, surprise, and discovery. Consider how to infuse your display creative with excitement, urgency, and exclusivity. Design the spark that reminds them of the joy our brands collectively bring. Leverage the excitement of what is happening locally to really speak to the shopper in their hometown!”

~ Frito Lay Merchandising Center of Excellence



Our Company

The Audience – For all Frito Lay Brands Collectively

Total Activation Audience

PROFILE

All Adults. People who are constantly on the move. Their connection to friends and family provide the release they need.

**CONSUMPTION/
CATEGORY
BEHAVIORS**

Majority are medium and heavy buyers who purchase salty snacks.

KEY MOTIVATIONS

To find something friends and family will enjoy at any occasion or gathering. Also, a way to satisfy personal cravings.

**ADDITIONAL
SUCCESS FACTORS**

To engage and be entertained at the point of purchase.



Our Consumers

The Details

Summer Iconic Theme Examples – Temporary Cardboard



Iconic Theme Examples – Permanent Displays



Deliverable: Fully rendered concepts, complete with working description, suggested materials and detailed features and benefits.

Timing: Any time of year

Context: Frito Lay is looking for a local thematic (iconic) destination for our portfolio of many brands and flavors. These merchandising solutions will be positioned in the Supermarket Channel. Displays would primarily be in the lobby or around the outer perimeter of the store.

Solution: The display design should be a standalone display that transforms the merchandising solution into an iconic local theme, the display should not feel like a display and should take on the look and feel of the theme completely. The goal is to transport the shopper and capture their attention by surprising and delighting them at the point of purchase. Leverage the excitement of what is happening locally to speak to the shopper in their hometown.

Visibility: Display should be easily experienced at 200ft - 20ft - 2ft

Requirements: Must maximize holding power, there is a fine balance between space for artistic graphics and merchandising space. Must be easy to assemble and can be temporary (1week – 8 weeks lifespan) or permanent (over 1 year).

Dimensions: 2'D x 4'W x 56"H Shoparound or 22"W x 12"D x 67"H Wing display (could be a little bigger or a little smaller). See display examples to the right.

Materials: Temporary – Cardboard or Permanent – Wire & Metal

Colors and Finishes: Open to those that best communicate the Iconic Theme and allow the packaging to be the hero.



Deliverable



More Iconic Display Examples

The Focus

Without focusing on local marketing efforts and strategies, our business would miss out on growth and increased consumer loyalty. Local marketing is ideal for Frito Lay because it focuses on specific areas throughout the country, it goes beyond the national appeal. When we create Iconic Local Display, we create exciting relevant snacking destinations and create that point of difference at retail vs our competition.

You **gain trust** because you meet the shoppers where they are and surprise and delight them with their hometown favorites.

The message is **more entertaining and engaging** because it speaks to the locally relevant themes that matter to them.



The iconic theme will establish FL as a company that is a **local authority on snacking**, creating loyalty and increasing excitement for our shoppers at retail.

Connect your shoppers to the **destination you have created** in store by appealing to their senses to provide an immersive experience.



Local Marketing

The Themes - Please choose one of the three local themes as well as local market you would like to apply the theme to.

Local Highschool Sports

There's nothing like the excitement surrounding a high school sporting event. Connect with shoppers by leveraging the popularity & excitement of High School sports in their hometown.

**Local City Lifestyle
(Urban & Hispanic)**

Local marketing that focuses on the City Lifestyle (Urban & Hispanic consumer) will humanize our brands and help Frito Lay become part of the fabric of the local communities we operate in.

Local Culinary

Shoppers are craving a more exceptional experience and marketing local flavors is one of the best ways to wow your shoppers. Flavors connect them with the instore destination you design by creating a place shoppers can relate to reflecting their cultural and regional flair.



Iconic Theme

The Example – Texas Mood Boards for each Theme

Local Highschool Sports - Texas



Local City Lifestyle (Urban and Hispanic) - Texas



Local Culinary - Texas



Frito-Lay Good fun! Thought Starters

The Background to Great Design

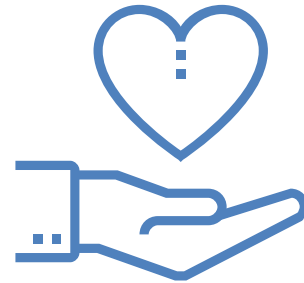
Form Quick Connections



Immediate reactions create a bond with the shopper

Use clear, direct messaging with emotional impact

Stay On-Brand



Shopper creative is not the time to shift deep brand associations

Leverage and reinforce existing equities

Build on affinity for the FL Collective Brands

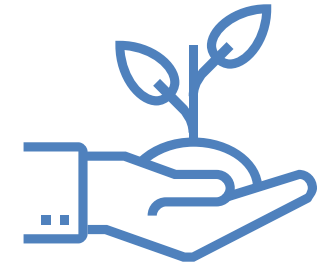
Be Bold



A lot of shopper comms wrongly focus on transaction – promotion, price, etc.

Separate from the pack by connecting to broader thematic campaign

Sustain Engagement



Demonstrate FLs collective brand's ability to weave into life moments

Do this by including imagery of people, events, activities, not just product



Design Principles

The Tone

- The tone for all brands is wholesome we're all about good fun. Whether that's moments with friends or making time for what's important. Snacks are a way to bring people together.
- We are all about being authentic, feeling joy and having fun time with family and friends.
- There is something about the moment you take that first bite, it sparks a memory and transports you to happiness.



"We've got flavors that bring you more smiles with every bite."
~ Frito-Lay



The Feeling



FILL THE
WORLD WITH JOY
FOR EVERYONE



IGNIGHT BOLD
SELF EXPRESSION



SHAKING UP
SERIOUSNESS
WITH
MISCHIEVIOUS FUN

REAL FOOD THAT
FULES
TOGETHERNESS



Tostitos

All Brands

We would like to feature Lay's, Doritos, Tostitos and Cheetos on the displays together.

4 shelf display

- Top shelf Lay's
- 2nd shelf Doritos Nacho
- 3rd shelf Tostitos
- Bottom shelf Cheetos Crunchy

3 shelf display

- Top shelf Lay's
- 2nd shelf Doritos Nacho
- Bottom shelf Tostitos

Logos

When talking about *all brands* we include the Frito lay logo typically on the bottom center of the display. The Frito Lay logo really should be secondary, the theme is really the focus, and the packaging on shelf is the hero.

- At times our packaging with the 4 main brands is fanned out on the display graphics with the thematic tagline to create the "brand" for the display. *This is optional.*
- Sometimes we feature the 4 individual brand logos on the display when it makes sense, *this is optional.*

Taglines

Any tagline would need to support the theme and cover all the brands at Frito Lay. See The Feeling slide for the tone of the message.



Branding

Packaging Specs

Assets: Please see the provided file with the packaging assets needed for renderings.

Bag Sizes: 7.175"W x 11.9"H x 3.4"D



Our Packaging

Display Contest Judging Criteria

- **Relevance to the Objectives**
 - Local Theme
 - Choice of Icon
- **Impact / Engagement**
 - Impact
 - Creative
- **Functionality**
 - Shopability - Access to product, Ergonomics
 - Maximize Inventory



THANK YOU