

# [Fritolays college essay](https://assignbuster.com/fritolays-college-essay/)

FRITOLAYS Name of the product- Frito-Lay’s Name of the company- PepsiCo Name of the ad agency- JWT Type of advertising-Advertising intended to target audience, direct advertising Position in the market – Frito Lay is positioned no. 1 in the snack food industry Market share – Frito Lay commands a share of 45% PRODUCT Product line Lay’s potato chips style sub range ·Classic Salted ·Magic Masala ·American Style cream and Onion ·Spanish Tomato Tango ·Caribbean Hot and Sweet Chilli Theme based flavours CHAAT STREET ·Golgappa Flavour ·Bhelpuri Flavour ·Papdi chaat Flavour FIGHT FOR MY FLAVOUR CAMPAIGN ·Saif Ali Khan’s Spunky Pimento Mahendra Singh Dhoni’s Balsamic Blast UNCLE CHIPS ·The Salty ·Pudina Pataka ·Papri Chaat ·Spicy Treat CHEETOS ·Tomato wheelz ·Masala balls ·Masala cheese puffs Lay’s wafer style sub-range ·Hint of Fresh Butter with Toasted Garlic ·Hint of Roasted Red Chilly with Coriander, Lay’s test marketing flavours ·Chicken Barbeque, an innovative chicken Flavour ·Mint mischief UNCLE CHIPPS Six months after it acquired Uncle Chipps — the potato chips brand from cash-strapped Amrit Agro Ltd — PepsiCo subsidiary Frito-Lay India relaunched the brand with a sharper complimentary positioning by pricing it downwards than its flagship potato chips brand Lays. Lays has used complimentary price points rather than competing price points.

·The company has also pruned the number of flavours available in Uncle Chipps from five to four. The Salty, Pudina Pataka, Papri Chaat and Spicy Treat have been retained, the tomato flavour has been dropped as it was found to be in conflict with its saucy ketchup, a newly introduced flavour launched under the Lays brand and targeted at the western market. Future Plans ENTHUSED by the profits that Frito-Lay has generated, parent Pepsi, and is adding more to its snack food subsidiary. The company is set to roll out a new nut-based snack, Nutyumz, nationally. That Nutyumz will be launched in different flavours. The brand has been innovated for the Indian market alone.

Nutyumz will be manufactured in the company-owned plant in Pune. Product failures ·The company has relaunched its chicken flavour Lays as Barbeque Chicken following a not-so-favourable market response to its chicken flavour. ‘‘ Consumers were probably expecting a strong Tandoori chicken flavour which obviously did not match with the product. The company has now relaunched the same and branded it Barbeque Chicken thus implying a milder chicken flavour. Competition FRITO LAY’S VS BINGO NAME OF THE PRODUCTS ·Frito lay’s potato chips ·ITC Foods’ Bingo MARKET SHARE ·Lays- 45% ·Bingo- 16% PRODUCT FEATURES IN COMPARISON FLAVOURS ·Frito lay’s has a line of westernized flavours like ‘ the American style cream n onion’, ‘ Spanish Tomato Tango’ and ‘ Caribbean Hot and Sweet Chilli’. The company has successfully flavoured its product according to specialities of different regions, giving the Indian population, a taste of delicacies prepared across the globe.

While ITC’s Bingo has Indianized flavours catering to Indian tastes and preferences like the Tandoori Paneer flavour. Together with the relaunch, Lays has introduced new flavours: Lay’s Chaat Street, Mint Mischief and Wafer Style; the Indian flavours. THE HEALTHY COMPETITION ·Now Lays is with 40% less saturated fat. That means same taste and more healthy. The latest launch is in line with the announcement made by PepsiCo’s Global Chief Ms Indra Nooyi that the Company is moving towards a healthy platform.

This initiative is intended to silence the critics that Potato Wafers are junk food. But Bingo is not sleeping either, if you have noticed the pack of Bingo, it says ” Baked, Not Fried ” to remind the consumer that no oil is used. PACKAGING ·Another area Frito-Lay is bullish on is the 35-gm Rs 5 packs. “ This segment is growing at least three times more than the regular category. Small packs work very well to drive distribution and penetration.

A substantial part of our volumes are contributed by small packs. ” The brand is also available in 200-g packs. DISTRIBUTION ·On the distribution front, Frito-Lays covers close to a million outlets. The availability stretches to even Ladakh and Leh. Other players allege that with the competition kicking in, Frito-Lay’s sales force have been more persuasive than ever before with retailers. Bingo is leveraging ITC’s vast distribution expertise and finds itself in many outlets that traditionally did not stock snack food.

·Frito-Lay was taken off the shelves of Big Bazaar and Food Bazaar outlets on account of commercial terms differences and trade margins. While the move enabled Big Bazaar to push their private label brand Tasty Treat, Bingo too grabbed the available shelf space in these outlets. Small retailers, almost all of whom also sell ITC cigarettes, claimed they had been promised a premium if Bingo display was better. With its sole objective of deep distribution, ITC introduced mega-size wafer trolleys outside most mom-and-pop outlets.

Lay’s, the top selling brand reacted with its own version of trolleys parked next to Bingo’s display. Of course there were some places where ITC Bingo blocked out its competition. Besides shelves and stands, ITC introduced counter-top models and has a couple of more innovations in the pipeline. PROMOTION ·ADVERTISING Brand: Frito Lays Campaign: Fight For Your Flavour Agency: JWTDirected by: Shaad Ali Storyboard: The two Lays brand ambassadors, Saif Ali Khan and MS Dhoni, are battling it out, political style, in a mock campaign that seeks the viewer to vote for their flavour.

The voting is the crux of this campaign, which is a first of its sort, asking the consumers to vote for a particular flavour which in turn will determine which flavour stays put in the market and, consequently, leading to the rival flavour being discontinued. In a very exaggeratedly slapstick comedy style, brand endorsers Saif Ali Khan and MS Dhoni are put on the campaign stage literally as netas canvassing votes for their respective flavours. Taking off on the election season, this campaign between Khan’s Spunky Pimento and Dhoni’s Balsamic Blast gets down and dirty with much tongue stuck out mockery and earsplitting canvassing. The tongue factor? Keel over laughing with the double entendre; the campaign exhorts the viewer/voter to use their tongues.

Viewers will need to SMS in their choice of flavour for the final judgment, with the duo reeling off their numbers a la the reality shows which have become the norm on every channel these days. The surprise of the day? MS Dhoni, the non-actor, manages to hold his own against Saif Ali Khan, the professional actor. Interactive? You bet. Silly? Of course! Bang on target? Yes. Behind the scenes: Fight for your flavour is an international concept that Frito Lays has brought to India.

The ‘ Fight for your Flavour’ campaign asks consumers to participate and vote through SMS of logging in to the website www. whatstheprogram. com. In addition, the brand will also set up ‘ polling booths’ would also be set up in malls, multiplexes and Cafe Coffee Day outlets to enable the target consumer vote for their preferred flavour.

The 360-degree activation planned includes merchandise in variants of two such as posters, key chains, mouse pads and T-shirts, which can be won by the consumers for voting in. The campaign, which commenced on May 22, will run for a six-week period with the winning flavour staying in the market for an additional two weeks. Gyaan: Says Harjot Singh Narang, Associate Vice President & Client Services Director, JWT, Delhi, “ The key thing about the youth today is that they are the most frequently targeted segment by a variety of brands and categories. Given this situation, it is imperative to capture their attention through really clutter-breaking stuff and put your brand message amongst the top few that occupy their mind space, and this was the key task that Fight For Your Flavour as a concept had to achieve. The whole communication for this works on the insight that youth want to express themselves and make their views count.

Through Fight For Your Flavour – Lays encouraged the youth to literally “ use their tongues” and overtly express their preference for a flavour of their choice. TEST MARKETINGThe test-marketing exercise comes shortly after Frito-Lay rolled out a revamped Lay’s chicken barbeque-flavoured potato chips variant. Another recent launch was that of Lehar Nutyumz — fried peanuts. Prior to that, the company had introduced Twistee Lay — an extruded cheese-flavoured snacking product. USE OF MASCOT The Cheetos mascot is an anthropomorphic cartoon cheetah named Chester Cheetah.

He appears on television in commercials for Cheetos with the catch phrase “ Dangerously Cheesy! ” He has also starred in several video games, including Chester Cheetah: Too Cool to Fool. SALES PROMOTION ·Frito lay’s hugely successful Taazo promo—launched first in 1999 and then again in 2000—for its chips brands, is believed to have taken the volumes up by about 50 per cent. ·The Chala Change ka Chakkar promotion has an assured prize printed inside the pack and consumers can win any prize out of over 2. 5 crore prizes which include 1.

5AT V Honda Civic Cars, Sangini Diamond Jewellery, Sony Vaio Laptops, Apple I-Pods, Moto Razr Mobile Phones, Levi’s Sykes Apparel, Cool Chester Gear, Free packs, Music CDs, and Mobile Ring tones.