

Introducing Doritos Decisions



Insight

Young Canadian men do not realize that by deciding to be silent, they have decided to be part of the gender equality problem.



Idea Articulation

Eliminate the notion of a neutral stance by forcing Canadians to make a decision: stand up for equal education for girls, or choose to stay silent.

EXCITE

Doritos will launch a new LTO product called, Doritos Decisions- a seemingly ambiguous new flavour, challenging Canadians to see if they are 'bold enough' to try it.

Decisions will be introduced through a series of OLV and social teaser content to excite consumers about what awaits inside the bag... because there is more than just chips.



INSPIRE

Amongst the tasty chips, a bold white bag will read, "Doritos Decisions. Every year, around the world, over 60 Million girls are deprived of their basic educational rights. Open this bag if you wish to CHANGE A LIFE".

Inside, consumers will find a hand-written card from 1 of the 750 girls affected by the MLL Project. This story will explain how education has personally changed their life, asking the audience to scan the snapchat code to "DO MORE".



EMPOWER

Once scanned, consumers will be prompted to "MAKE A DECISION" on the topic of equal education for girls. Either:

- 1) **Learn More-** student stories and MLL project information
- 2) **Share-** Doritos will donate \$1 to for every post with a photo of the letter using #DoritosDecision
- 3) **Do More-** text to a 60MG volunteer to help donate your talent
- 4) **Do Not Support-** stay silent in the fight for equal education for girls.





IDEA NAME: Doritos Decisions

TARGET DESCRIPTION:

Young Canadian Males, aged 14-25, with 1 or more close female relationships (mother, sister, friend).

Aaron is a 17 year-old high-school student at St. Matthew's in Sarnia. A popular student, Aaron is a multi-sport athlete who spends most of his time with his basketball teammates. For as long as he can remember, Aaron has looked up to his older sister, Jessica. Aaron doesn't have many female friends, everything he knows about girls he learned from his sister -- including the importance of gender equality.

Aaron has noticed that as he has gotten older, his friends have developed a sense of humour for discriminatory comments. He recognizes that speaking up against any kind of gender inequality is the right thing to do, but he is uncomfortable with the idea of confronting his peers and chooses to remain silent.

Aaron believes that his silent stance is a neutral position and that choosing silence is neither good nor bad. Aaron does not realize that by choosing to not be part of the solution, he is choosing to be part of the problem.

INSIGHT:

Category Truth: Each person plays an important role in the fight for gender equality & in this fight, there is no such thing as a "neutral stance".

Human Truth: Choosing to stay silent does not feel like a decision, it feels neutral.

Consumer Insight: Young Canadian men do not realize that by deciding to be silent, they have decided to be part of the gender equality problem.

Doritos Decisions will disrupt the current landscape of the gender equality conversation, by breaking down the notion of a silent 'neutral position' and forcing Canadians to make a choice.

BUSINESS OBJECTIVES:

- **Grow Volume:** Grow Doritos 2018 Gross Sales by +3% vs. PY
- **Brand Health:** Improve 'Brand I Love' +5pts vs. PY
- **Drive Charitable Engagement:**
 - Generate 200,000 social posts by the end of 2018 using the hashtag #DoritosDecisions
 - Facilitate 2000 'talent donations' through direct conversations between consumers and 60MG Coordinators

ROLE OF COMMUNICATION:

Doritos Decisions is focused on delivering a bold and disruptive message: "If you are not part of the solution, you are part of the problem. Make a decision."

This message will create a feeling of accountability and purpose within each consumer. Unlike other brand campaigns seeking action for social causes, Dorito's communication does not allow passive involvement. Consumers who engage with the campaign, will be immediately educated on the importance of education for women. After they understand the problem and the role they can play to fix it, the only way to progress down the campaign funnel is to make an



active choice: stand up for education for girls around the world or choose to be silent about an issue we can fix together.

This approach of bold & confrontational communication is necessary to achieve the objective of driving talent donations because it is far too easy for consumers to stay uninvolved and disengaged with traditional messaging.

BENEFIT:

This campaign allows young men to **boldly** join a conversation that they have previously been hesitant to participate in. By raising their voices, participants **do good** for the global community, **feel good** about their actions, and **look good** to their social network.

REASONS TO BELIEVE:

- As the undisputed leader in the tortilla chip category, Dorito's is the only brand with the scale to make a national impact that can mobilize young men across Canada
- Dorito's owns the call to action of: "Be Bold", a central part of the campaign calling for a change in behavior in the target
- As a digitally-relevant brand, Dorito's is able to drive the conversation by donating \$1 to 60Million Girls for every #DoritosDecisions hashtag

BRAND CHARACTER:

- Bold
- Confident
- Inclusive
- Genuine
- Unapologetic

DELIVERABLES:

- **Timing:**
 - **Product Launch: January 8 - March 7**
 - **Amplification launch: March 8 (International Women's Day)-March 15**
 - Media investment to amplify the story shared and impact of #DoritosDecisions
- **Campaign Elements:**
 - **Packaging (\$100M)**
 - **Social/Digital & TV/OLV Media (\$1.5MM):**
 - **Social Moderation (\$50M):**
- **Mandatories:**
 - #DoritosDecisions hashtag integrated on all communications