

## The Doritos Difference

**Insight:** Young men feel the pressure to conceal their negative emotions; struggling to be true to themselves and admit when they need help.

**Our Idea:** Doritos will take a bold stance and challenge young men to make the first move in opening up about their struggles to inspire action.

### DISRUPT



Doritos will relaunch its #1 SKU with the corners broken off its iconic triangle shape to symbolize that perfection is not a fair standard for young men to hold themselves to

### REACH



Consumers will be prompted to text a photo of an 'imperfect' chip to the Student Help Phone, initiating a conversation around their mental health and well-being while using Doritos to overcome barriers

### ENGAGE



Through paid social posts, young male influencers will share their personal struggles using the 'imperfect' chip as the symbolic bridge that connects their challenges with seeking out support

**IDEA NAME:** The Doritos Difference; Making A Difference Through A **BOLD** First Move

### OBJECTIVES:

- **Kids Help Phone:**
  - Be a relevant champion for youth; driving positive mental health and well-being outcomes
  - Increase volume of text messages received; +2,000
  - Brand Awareness +10% amongst young males leveraging halo of Doritos brand
- **Doritos:**
  - Grow Volume: +2% on promotional SKU
  - Generate 50,000 social engagements with #TheDoritosDifference
  - Increase Brand Equity +5pts vYA on social responsibility as measured by Millward Brown Brand Equity Power Score

### ROLE OF COMMUNICATION:

- **Attitude:** Reassure young men that it's 'okay to not be okay' when it comes to their mental health and well-being and that they are not alone
- **Behaviour:** Get young men to text the rebranded 'Student Help Phone' and start a conversation; a deliberate choice to overcome polarizing nature of current charity name
- **Reason To Believe:** Doritos is a **BOLD** brand that young men trust and this campaign represents a **BOLD** ask to challenge them to make the first move in seeking support

### TARGET:

Liam is an 18-year old freshman at Guelph University who was born in Ottawa. His high school class was made up of 45 students whom he had grown up with since Kindergarten. Liam now lives away from home for the first time. He has taken out a student loan to pay for school, and has applied for a job to help pay rent. While Liam is not the smartest or the most athletic, he used to enjoy playing video games with his close group of friends from home. Unfortunately, Liam's friends now attend different schools across Canada, resulting in feelings of loneliness and insecurity with his new school environment.

Although he wouldn't admit it, Liam feels the intense social pressure at school and lacks the comfort from his friends back home. Additionally, the financial and academic pressures are causing increased stress levels in ways he has never had to cope with before.

### INSIGHT

- **Human Truth:** Starting University is a pivotal time in a young man's life full of stress and change
- **Cause Truth:** There is a stigma around young males reaching out for help when they are experiencing mental or emotional distress
- **Brand Truth:** Doritos strives to ignite consumers to help them release their inner **BOLD** and be true to themselves
- **Universal Insight:** Young men feel the pressure to conceal their negative emotions; struggling to be true to themselves and admit when they need help

### KEY MESSAGE:

- Doritos will take a **BOLD** stance to support young men by challenging them to acknowledge the state of their mental health and well-being through taking the difficult first move of texting a photo of their imperfect Doritos chip to the Student Help Phone

### REASONS WHY:

- **Brand Alignment:** Doritos believes that we all have boldness within, but need the confidence to express ourselves
- **Target Alignment:** The campaign aligns with Kids Help Phone's older consumer target; offering support and understanding that perfection is not a fair expectation
- **Clutter Breakthrough:** As the millennial leader in snacking, Doritos has the credibility to shock consumers through altering their most distinct brand asset, the triangle shape, and thus challenge them to think differently about mental health and well-being

### BRAND CHARACTER:

**BOLD** | Inclusive | Confident | Engaged | Youthful

### DELIVERABLES:

- Packaging (\$50M)
- R&D CAPEX (\$25M)
- Influencer posts (\$75M)
- In-store activation (\$100M)
- Paid social OLV on Instagram/Facebook (\$500M)

**TIMING:** 8 week campaign launching October 10th - World Mental Health Day

**BUDGET:** \$750,000