

# Snack, Snap & Share.

REVOLUTIONIZING DORITOS UK'S  
ENGAGEMENT WITH SNAPCHAT



# INTRODUCTION



- Doritos is a brand of flavored corn chips from the United States, produced by PepsiCo.
- a deep brand image - young, bold and adventurous.
- successful marketing strategy
- various digital platforms and increases user loyalty by connecting with them.

*INTRODUCTION*

*TARGET AUDIENCE*

*WHY SNAPCHAT*

*EXPECTED OUTCOMES*

*COMPETITOR*

*DORITOS'S MARKETING ANALYSIS*

*ALIGNING SNAPCHAT AND DORITOS*



# DORITOS'S UNIQUE BRAND POSITIONING

- Bold flavour Innovation
- Engaging Marketing Campaigns
- Social Media Mastery
- Diverse Target Demographic
- Brand Perception and Consumer Values
- Effective Utilisation of Digital and Social Media



# DORITO'S COLLABORATION WITH GAMING

- "DORITOS SILENT" AI SOFTWARE TARGETS GAMING COMMUNITY.
- Reduces snack noise for streamers and players.
- Collaboration with Smooth Technology.
- Focus on PC gaming; available globally.
- Enhances experience for Twitch streamers and viewers.



# CURRENT DIGITAL ACTIVITY



Instagram



facebook.

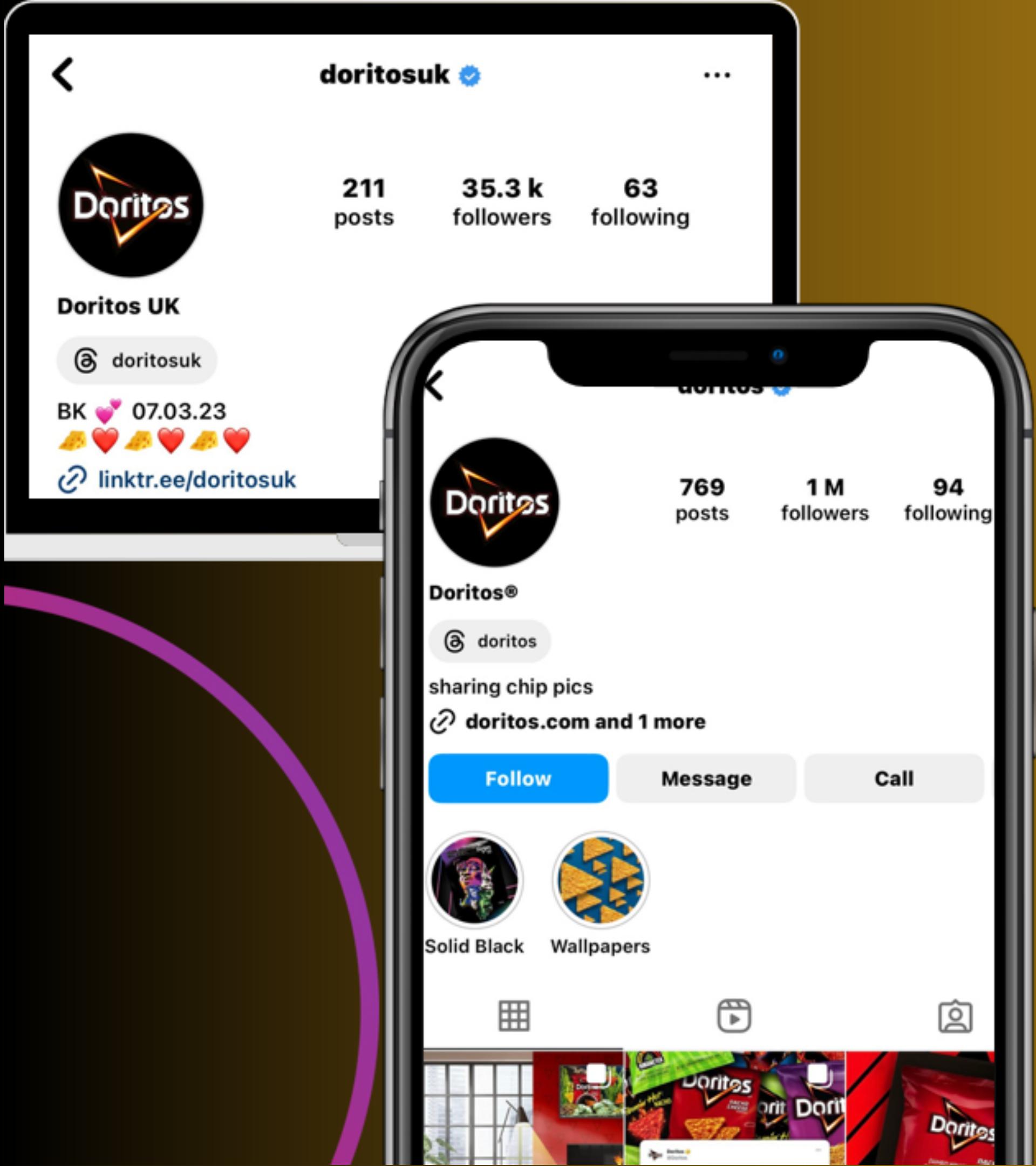


TikTok





# Instagram



- INTEGRATES MEMES AND PRODUCT CONTENT.
- Leverages video formats, especially Reels.
- Posts engaging, relatable content.
- Uses memes to boost engagement and brand sentiment.



# facebook.

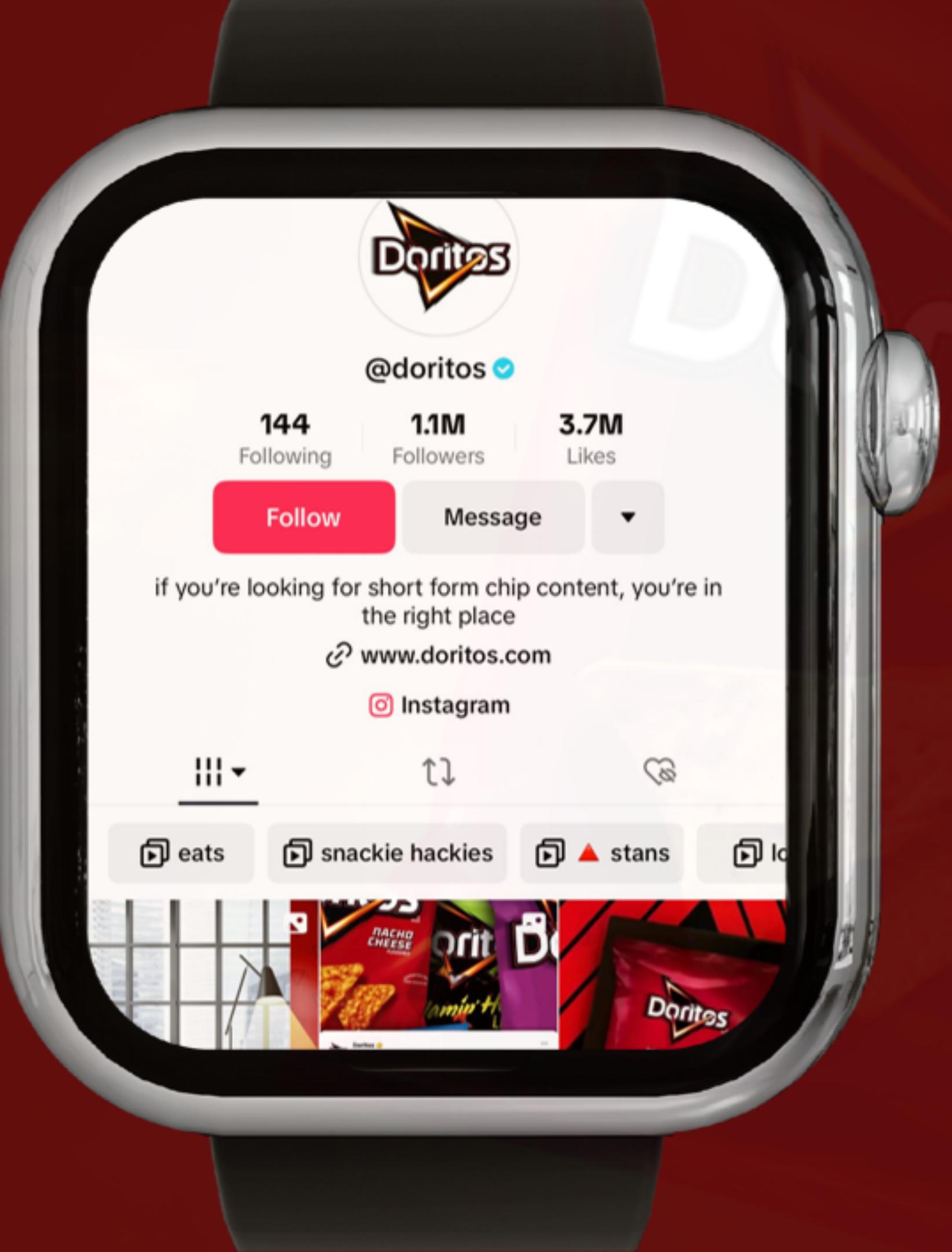
- OVER 15.8 MILLION FANS

- CHALLENGES STEREOTYPES

- FLUCTUATING ENGAGEMENT

- MINOR FOLLOWER DECLINE





- TIKTOK IS DORITOS UK'S MOST ENGAGING DIGITAL PLATFORM.
- Content focuses on product promotion and addressing social issues.
- Engages audiences with humor and challenges.
- High user interaction and engagement, especially among Gen Z.



# TARGET AUDIENCE

The brand's global marketing campaign, "For the Bold in Everyone" (Thomson, 2024) reflects its aim to connect with fans who live for the moment and desire to break out of the norm of everyday life to experience more and live more boldly.

## DEMOGRAPHIC

young adults and teenagers drawn to the bold flavours

widespread availability

affordable price point

## BEHAVIOURAL

a savory indulgence during social gatherings, movie nights, and sporting events

portability and convenient packaging -ideal companion for easy travel

## PSYCHOGRAPHIC

thrill-seekers

bold and daring flavours align perfectly with the adventurous mindset.



# COMPETITORS



COMPETITOR 1 WALKERS



COMPETITOR 2 PRINGLES

Offering a wider range of potato chips-including various flavors and shapes (including ridged and wavy)

+ Traditional, reliable, and family-friendly

+ Dominant player in the UK and Ireland potato chip market

- Health concerns- high fat and salt content

Offers flavoured potato chips

+ unique stackable shape, targeting a wider audience seeking a familiar and convenient snack.

+ Positioned as fun and convenient.

- Higher price point, wasteful packaging.

| Top 25 Bagged snacks |      |                     |             |            |       |       |
|----------------------|------|---------------------|-------------|------------|-------|-------|
|                      |      | Total volume change |             |            |       |       |
|                      |      | £m                  | change (£m) | change (%) |       |       |
|                      |      | Total Category      | 4325.9      | 523.8      | 13.8% |       |
|                      |      |                     | 813.8       | 124.5      | 18.1% |       |
| 2023                 | 2022 |                     |             |            |       |       |
| 1                    | 1    | Walkers             | PepsiCo     | 579.8      | 64.3  | 12.5% |
| 2                    | 2    | Pringles            | Kellogg's   | 307.8      | 28.3  | 10.1% |
| 3                    | 3    | Doritos             | PepsiCo     | 273.7      | 44.6  | 19.5% |

SOURCE: <https://www.thegrocer.co.uk/top-products/bagged-snacks-2023-crisp-brands-prioritise-exciting-npd/686105.article>

# WHY SNAPCHAT?

- AS OF THE THIRD QUARTER OF 2023, SNAPCHAT BOASTS 406 MILLION GLOBAL DAILY ACTIVE USERS, WITH 23.15 MILLION USERS IN THE UK.
- USERS AGED 18-24 WITHIN THE UK CONSTITUTE 77% OF THE PLATFORM'S USER BASE.
- THIS DEMOGRAPHIC ALIGNS CLOSELY WITH DORITOS' TARGET AUDIENCE OF YOUNG ADULTS.
- UNIQUE FEATURES: EPHEMERAL CONTENT, AR FILTERS, SNAP MAP, DISCOVER STORIES



# DORITOS FLAVOR QUEST - AN AUGMENTED REALITY ADVENTURE

## UNLOCK THE QUEST WITH AR



## EXPLORE WITH SNAPMAPS



## AR CHALLENGES & REWARDS



Start your flavor quest by unlocking the exclusive Doritos AR filter on Snapchat

Gamification theory (Deterding et al., 2011)

Navigate Snap Maps to find hidden AR challenges and flavor treasures

Complete AR challenges to unlock virtual badges and win real-world Doritos rewards

## SHARE & COMPETE



Share your journey, compete on the leaderboard, and win grand prizes.

Social Proof Theory (Cialdini, 2007)

## CONTINUOUS ENGAGEMENT



Stay engaged with weekly challenges for more points and exclusive rewards.

# EXPECTED OUTCOMES

- **Increased Engagement and Brand Awareness**
- **Enhanced Customer Data Insights**
- **Cross-Platform Marketing Opportunities**
- **Location Intelligence for Future Campaigns**
- **Community Building and User-Generated Content**

Boost in engagement and brand awareness through interactive AR experiences

Valuable customer insights on preferences and behaviors for targeted marketing

Opportunities for cross-platform marketing strategies on Snapchat, TikTok, and Instagram.

Location intelligence identifies hotspots for engagement, informing future strategies

Strengthened community ties and abundant user-generated content fueling further engagement.

# CONCLUSION

- Doritos target users are TEENAGERS and YOUNG PEOPLE
- Snapchat as our core social media
- DORITOS FLAVOR QUEST, a virtual and real interactive marketing campaign.
- SHARE EXPERIENCE of activities with Doritos flavour quest
- Aim to achieve high BRAND AWARENESS and PRODUCT SALES.



**THANK YOU FOR YOUR LISENTING.**

**ANY QUESTIONS?**



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# **WORK SPLIT**

Mengxi Chen - Why Snapchat?-Snapchat User Base Statistic

Ziyan Chen - Introduction and Conclusion

Sajas Erathali - Doritos Flavour Quest - An Augmented Reality Adventure

Namrah Wasim - Dorito's Target Audience and Competitors

Nikhil Verma - Dorito's Unique Brand Positioning, Dorito's Collaboration with gaming, Dorito's current digital activity (Instagram, Facebook, TikTok).

Matthew O'Connor - Expected Outcomes and Final Edit / Audio.