Lay's Do Us a Favor website

aaaaaa

Overview

Online comeback of the Lay's Do Us A Flavor™ Tastes of America Contest - launched successfully on January 20th

Dynamic and interactive website application connected to Facebook

Extended functionality and optimized codebase

New flavor moderation workflow to avoid submission of profanities

3rd party iFrame integrations within the website application

Desktop/Tablet & Mobile versions handled by an in-house developed API

iFrame module implementation and integration into retailers websites

Hosting Architecture Setup

Challenges

Doubled expectations in terms of traffic and UGC

Cost-efficient, yet foolproof hosting setup

Automated communication with 3rd party vendors

Improved user experience and system responsiveness

Solutions

Thorough planning and research phase

Daily meetings with team and regular status checks with client

Full transparency and agency involvement in key decision making

High-End Technologies and Cloud Service Utilization

Technologies

Website – AngularJS, HTML5/CSS3, LESS, TweenMax (Greensock), CSS3 Animations, PHP5.5, MySQL, Redis, Zend Framework, Amazon Cloud

Third parties integration – Facebook API

Links

https://www.dousaflavor.com/