

Lay's launches mega consumer engagement program

Chennai, Nov 7:

Lay's, the world's and India's number one potato chips brand announced the launch of "Give Us Your Delicious Flavour" campaign. Consumers can mail, SMS or snail mail their flavour suggestions to the company over a two-month period.

Give Us Your Delicious Flavour, an innovative engagement program, is aimed at getting Lay's its next potato chips flavour from the Indian consumer. The campaign will give the consumer an opportunity to co-create the flavour they like on Lay's and also become rich and famous. The winner will receive a mega prize of Rs 50 lakh plus 1% of the sales turnover from the new flavour, which will be launched by the end of May 2010.

The winners will be selected by an elite panel of judges headed by celebrity chef and anchor NDTV Good Times, Aditya Bal, Anuja Chauhan, author and Executive

Creative Director and VP of JWT, and Dr T S R Murali, Director, R&D, PepsiCo India. Each panel member brings its own expertise.

Unveiling the campaign, Ms Ruchira Jaitly, Vice President Marketing, PepsiCo India (Frito-Lay India division), said, "Considering the diversity of tastes in our country, the campaign surely will be exciting"- engaging millions of Indians to come and express their individuality, tastes and choices. Personally, I am keen to see what interesting and innovative flavour ideas India will give us."

The campaign is spread over three phases. In the first phase between now and January 2010, consumers can send in their entries and four winning flavours will be selected and be launched in the market. The flavour which gets the largest number of votes will be judged the winner and take home the bounty.