

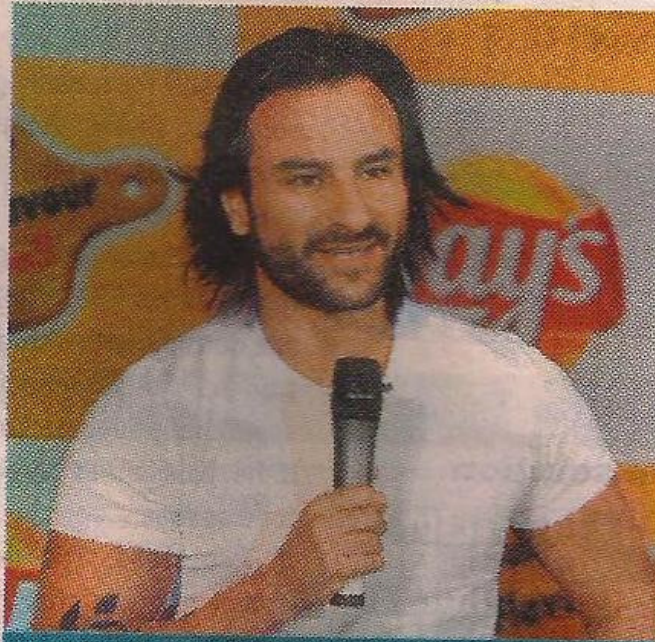
Lay out your favourite flavour

Urmimala Banerjee

IN a new mega consumer engagement programme, Lay's tells the Indian consumer to 'Give (them) your delicious flavour.'

The brand unveiled this campaign at a function held on October 28 at the Grand Hyatt, Mumbai. This campaign aims at getting the next flavour from the Indian audience. And that's not all. The winner will receive a mega prize of Rs 50 lakh plus one percent of the sales turnover from the new flavour, which will be launched by May end 2010. The winners will be selected by an elite panel of judges that includes celebrity chief Aditya Bal, Anuja Chauhan — executive creative director and VP, JWT and Dr TSR Murali, director, R&D, PepsiCo India.

Commenting on the campaign, Deepika Warriar, marketing director, PepsiCo India said, "This is a big initiative for us, along the lines of our 'Be a little Dillogical' campaign. Lay's has introduced varied flavours in the



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— Deepika Warriar, marketing director,
PepsiCo India

Indian market and wants to develop on it. The upcoming TVC features Saif meeting people who want Lay's in varied flavours like kari-patta, kaccha aam, butter corn, etc. In the end, there is the message for consumers to write in to Lay's with their preferred flavour."

Actor Saif Ali Khan who was also present at the event said, "This is an excellent opportunity for consumers to participate in the entire process of making a great flavour. The brand is special to me as it was my first major endorsement." Another aspect that connects Saif and Lay's is the capacity to reinvent at different times. "Saif's cool, sexy and very candid — qualities we associate with Lay's. Like the product, he believes in reinventing his looks," stated Warriar.

So what does Lay's stand for as a brand? "Well, it's irresistible and has an emotional connect to it. It tells people to follow their hearts," signs off Warriar.