

Delhi Times

# Survival of the **tastiest**

Photos: Pradeep Paliwal



"We've got an overwhelming response to the unique Lay's 'Give Us Your Dillicious Flavour' campaign. It is a endorsement of the huge popularity of Lay's potato chips and its ability to constantly innovate ahead of the curve. I'd like to congratulate the four shortlisted candidates for their innovative ideas and urge all Indian consumers to taste all four and vote and make their favourite flavour win and stay," said **Deepika Warriar**, director marketing, PepsiCo India (Frito-Lay India division).

And guess who is most excited about who the winner will be? None other than actor **Saif Ali Khan** who says, "The flavour ideators represent a rare collage of young people. All four flavours are exceptionally delicious. I am excited to know which blockbuster flavour finally gets the maximum consumer attention."

The four winners were selected by an elite panel of judges headed by celebrity chef and anchor of 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, Food & Beverages, PepsiCo India. The selection of four best flavour was based on flavour practicality, best slogan entry and flavour that fits well with Lay's brand. **TNN**

**DILLOGICAL FLAVOUR IDOLS: Saif Ali Khan with the four flavour ideators from Lay's 'Give Us Your Dillicious Flavour' campaign, (inset) Saif asks consumers to vote for their favourite flavour**

**G**uess what do a doctor, a copywriter, a tech whizkid and a banker have in common? Their love for Lay's chips.

Little surprise then that the four won the much awaited 'Give Us Your Dillicious Flavour' campaign from the whooping 1.3 million entries that Lay's received. While copy writer,

**Mansi Jain** (freelancer with BBC) from Delhi thought of Cheesy Mexicana, **Dr Shipra Samanda's** Tangy Twist from Ujjain tickled the judge's taste buds. Mumbai tech whizkid **Sagar Devruhkar** came up with Mastana Mango flavour while banker **Shouvik Mukherjee** of Kolkata thought of the innovative Hip Hop Honey & Chilly. The four won

Rs 5 lakh each, for their dillogical ideas.

The four unique flavours will be available for consumers to taste and vote for. The flavours will be piloted in the market across India with 'bachega sirf tastiest', a two-month long campaign. The flavour

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that wins maximum consumer votes will not only continue stay in the market as the mega winner, but its ideator would also be awarded a grand prize of Rs 50 lakh and one per cent of the sales revenue.