



Tostitos Reunite Canada Campaign

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Agency: Ashton Ltd.

Agenda

- Situation Analysis
- Brand Analysis
- Target Market Analysis
- Key Issues & Opportunities
- Marketing Objectives
- Marketing Strategies



Situation Analysis

- Strong snacking habits amongst Canadians
- Product development a primary concern
- Canadians seek more ethnic flavours
- Preference toward healthier options
- Increasing competition and market saturation



Situation Analysis

- Market Share
 - Frito-Lay Canada
 - Market leader
 - 45% value share
 - strength in chips and tortilla chips
- Tortilla chips 65% value share in category
- Tostitos brand share of 5%



Brand Analysis

- Share of Voice
 - 54.8% of the snack foods TV market is owned by **Tostitos**
 - 38.6% of the snack foods TV market is owned by Lays
 - 6.6% of the snack foods TV market is owned by Ruffles



Brand Analysis

- Spend by Medium
 - In Television, **Tostitos** spend by medium is 100%
 - In Television, Lays spend by medium is 100%
 - In Television, Ruffles spend by medium is 52.9%



Brand Analysis

- Marketing Mix
 - **Product:** Tostitos Tortilla Chips and Salsa
 - **Price:** \$4.99 for Tostitos Tortilla Chips/ \$3.99 for Salsa
 - **Place:** Grocery Retailers; Convenience; General
 - **Promotion:** snack food; sports or social events



Brand Analysis

- Positioning
 - The perfect snack for any occasion.
- Logo
 - 2 figures sharing tortilla chips and salsa
 - Warm, inviting, hungry
 - Traditional Mexican textile pattern
- Slogan: “All the Right Ingredients”



Brand Analysis

- Current Advertising: “Grandma”, January 2014
 - “Bring the Party” Campaign



Competition



Competition – Lay's

- Variety of Chip Styles and Flavours:
 - Original, Air Pops, Kettle Cooked, Lattice Cut, Stax, Wavy
- Slogan: “One Taste and You’re in Love”
- Positioning: Fun, Flavourful, Irresistible.
- Price: \$2.49 - \$2.99



Competition – Lay's

- Lay's 2014 Advertising



Competition



Competition – Ruffles

- Variety of Chip Styles and Flavours:
 - Original, Deep Ridged, Crispy Fries
- Slogan: “RRRRuffles have Ridges”
- Positioning: Fun, Flavourful; The Perfect Dipping Chip.
- Price: \$3.17 - \$3.49



Competition – Ruffles

- Ruffles 2014 Advertising: Eric Decker



Competition – Placement

- Grocery Stores:
 - Walmart, Costco, Metro, Sobeys, No Frills
- Convenience Stores:
 - Shopper's Drug Mart, Mac's, Gateway, Dollarama
- Gas Stations:
 - Shell, Petro Canada, Canadian Pioneer, Huskey



Target Market – Consumer

- Consumer Target
 - Females/Ages 25-64/Household Income \$50,000+
- Media Habits
 - Medium to Heavy Internet Users
 - Medium to Heavy Magazine Users
- Customer Type
 - Competitive Loyals
 - Switchers



Target Market – Consumer

- Day in the Life



Target Market – Trade

- Trade Target
- Canadian Grocery/Department Stores
 - Costco & Walmart
- Decision Makers
 - Store Owners of Grocery/Department Stores
- Influencers
 - Marketers of Grocery/Department Stores



Key Issues

- Price
- Variety
- Consumer engagement
- Brand equity



Opportunity

- Growing ethnic trend
 - ex: hot and spicy snacks, popular with Asian consumers
- Preference for fresh, natural ingredients
- Consumer Engagement
- Diversification
 - Ex: snacks used part of meal



Marketing Objectives

- Consumer Objectives
 - To increase brand preference and build brand equity of *Tostitos Tortilla Chips and Salsa* by 25% amongst females age 25-64 years old who promote home cooking and entertaining guests within 3 months.
- Trade Objectives
 - To increase product placement and shelf space of *Tostitos Tortilla Chips and Salsa* by 25% within grocery stores and department stores within 6 months.



Consumer Promotion

- Reunite Canada Campaign
- Social Media: Facebook
 - Tell us how you entertain your loved ones with Tostitos.
 - How do you reunite the chip and salsa mix?
 - Share the Tostitos love on your Facebook wall and tag @TostitosReuniteCanada
 - Challenge 5 of your Friends to Share their chips and salsa combination.
- Incentive
 - The Best Combination of Chips and Salsa Wins by Votes
 - WIN trip for you and 5 Friends to Mexico
 - Participants will receive a coupon for FREE Salsa



Promotional Strategy

- Tostitos Reunite Canada Campaign – Consumer Promotion
- Magazine: Canadian Living
 - Creates awareness of Tostitos Reunite Contest
 - Invites consumers to participate and become a Facebook Fan.
- Incentive
 - The Best Combination of Chips and Salsa Wins by Votes
 - A Free trip for you and 5 Friends to Mexico
 - Participates will receive a Coupon for a Free Salsa

Consumer Promotion

- Direct Marketing
 - Free sampling inside Grocery Stores
 - Encourage consumers to fill out survey
 - Insights



- Incentive
 - Receive coupon upon survey completion
 - “Buy 1 Bag of Tostitos Tortilla Chips and Get a Free Salsa”
 - Upselling/Cross Selling



Trade Promotion

- Benefits to Store Owners
 - Increase store traffic and product sales
- Incentives
 - Display Allowance
 - Receive 25% off your next orders when displaying Tostitos in a good product placement
 - Contests
 - Increase last year sales of Tostitos Chips & Salsa by 25% within 6 months and win a Family trip to Mexico.



Promotional Strategy

- Benefits to Marketers
 - Increase store awareness by advertising
- Incentives
 - Free Point of Purchase (POP) Displays
 - Attractive/Colourful Displays inside the store
 - Co-operative Advertising
 - Increase store budget allowance



Creative Strategy

Social Media Facebook



Reunite Flavour With Creativity

Tostitos Reunite Canada Contest

How do you entertain your loved ones with Tostitos? How you reunite the chip and salsa. Visit Tostitos' Facebook Page and Click Follow. Share the Tostitos love with your friends. Post your best combination of Tostitos Chips and Salsa on your facebook wall and tag @TostitosReuniteCanada. Think outside the box and be creative. Challenge 5 of your friends to share their Tostitos Tortilla Chip and Salsa combination.

Winners will be determined votes and will *Win A Trip with 5 Friends to Mexico*. All participants will receive a Free Salsa Coupon upon entry, limited to one coupon per Facebook Account. Coupons must be presented at participating stores during redemption.

Contest entries available until June 13, 2015. Tostitos will choose Top 20 Contestants to move onto the voting round. Visit <https://www.facebook.com/Tostitos> for contest Rules and Regulations. 

All The Right Ingredients.





Creative Strategy

Magazine Canadian
Living

Consumer Ad

Reunite Your Tastebuds

Tostitos Reunite Canada Contest

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 Walmart  All The Right Ingredients. 

Attention Store Owners



This is What Tostitos Has To Offer:

Increase Store
Sales



Increase Store Budget Allowance For
Co-operative Advertising!



Receive 25% Off Your Next
Order When You Display
Tostitos Tortilla Chips and Salsa
With Good Product Placement!

Increase Store
Traffic

Increase Store
Awareness



Free Point of Purchase Displays
For Your Store !



Increase Last Years Sales of
Tostitos Chips & Salsa by 25%
Within 6 Months & Win An All
Inclusive Family Trip to Mexico!

Tostitos Exclusive Promotion Offering Ends Soon! Call or Email If Interested!

Offer Valid Until December 31, 2014

Contact Information

Phone: +1 888 TOS-TITO | Fax: 416 TOS-TITO | Website: www.tostitos.com/businessdeals



Creative Strategy

Grocery Industry

Trade Ad

Conclusion

- Objectives
 - Consumer – Brand Preference + Equity
 - Trade – Product Placement + Increased Shelf Space
- Strategies
 - Consumer
 - Direct Marketing; in-store free sampling + coupon
 - Social Media; Facebook Contest
 - Trade
 - Display Allowances + Contests
 - Co-Operative Advertising + Complimentary (POP) Displays
- Success
 - Coupons + Redemption Rate
 - Online Behaviour + Engagement with brand





Thank You!