

Doritos

Marketing 340-002

Annaleise Cooke, Madison Zablan, Sophia
Hough, Abbie Hunt & Bre Ryerson



Doritos

Mission: Our flavors ignite adventure and inspire action. With every crunch, we aim to redefine culture and support those who are boldly themselves.



Business Portfolio

Parent brand:



Strategic Business Units:



Brand Portfolio

Classic Chips in Different Flavors



Doritos U.S. Core Line of Packaging

Cool Ranch & Nacho Cheese Mini Chips



NKD: No Artificial Flavors or Ingredients



Simply Doritos: Cleaner Ingredients



Dinamita: Bold Flavored Rolled Tortilla Chips



SWOT Analysis

Brand-specific:

Strengths:

1. Wide variety of flavors
2. Healthier options in addition to original products
3. Well-established brand
4. Strategic marketing advertisements
5. Supplied in big and small stores

Weaknesses:

1. Perception of being unhealthy
2. Plastic packaging
3. Health-conscious products are currently limited
4. Use of artificial ingredients is prominent in cultural flavors
5. Expansive portfolio

SWOT Analysis

For the CPG food category:

Opportunities:

- 1. Limited health-focused items for sale**
- 2. Market towards healthier options**
- 3. Variety of flavors**
- 4. Tailor flavors towards different cultures**
- 5. Increased consumer spending in Gen Z**
- 6. Technological advancements for quicker packaging**
- 7. Variety of packaging sizes**
- 8. Mass produce for storm preparation**

Threats:

- 1. Consumers are more aware of their environmental impact**
- 2. Inflation has led to a price increase**
- 3. Private labels are cheaper**
- 4. Society is becoming more health-conscious**
- 5. New health-focused brands have entered the market**
- 6. Legal legislation to eliminate artificial flavors & colors**
- 7. Expansive supply chain causes difficulties**
- 8. High cost to implement automation**

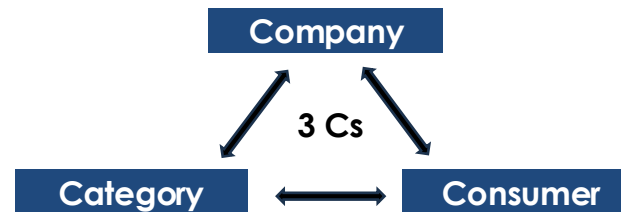
Growth idea #1: Health-Conscious

- Competitors may shift their marketing strategies to highlight the health benefits of their products.
 - Ex: Cheetos baked having 50% less fat.
 - Ex: Cheetos Simply NKD having no dyes
- Doritos can introduce a protein-enhanced product to give consumers a healthier option beyond Simply NKD Doritos.



Growth Idea #1- Health-Conscious Rationale

- Doritos' mission mentions "igniting adventure" and "inspiring action". A product with more protein highlights how consumers can be inspired to pursue their own adventures.
 - This allows Doritos to keep its bold image and potentially collaborate with health influencers for advertising.



- This takes advantage of a protein-packed functional snack; therefore, targeting health-conscious consumers.
 - This, in turn, increases Gen Z consumer interaction.

- The market is leaning towards a better-for-you option in every snack they consume.
 - A protein-infused chip offers a "guilt-free" indulgence.

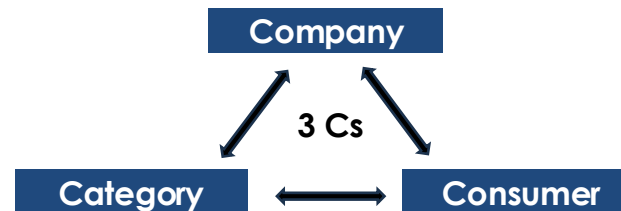
Growth idea #2: Cultural Preferences

- Companies can openly experiment with flavors that align with cultural preferences.
- Creating a wide variety of flavors like tajin, kettle corn, or teriyaki.
- Segmenting the target market and asking what flavors that would like to see next.



Growth Idea #2 – Cultural Preferences Rationale

- Doritos' new production cost is relatively low.
- Mission is "to redefine culture". Combining new cultural flavors with healthy alternatives creates a health-conscious chip that transforms culture.



- Opportunity is tailoring new flavors that satisfy cultural preferences meets new target markets.
- Threat is increasing prices in CPG food, but Doritos new flavors that connect with consumers could justify price markups.

- Consumers want to eat foods that makes them feel good. For some people that means connecting food to their hometowns/cultures. Doritos can do by adding new unique flavors.

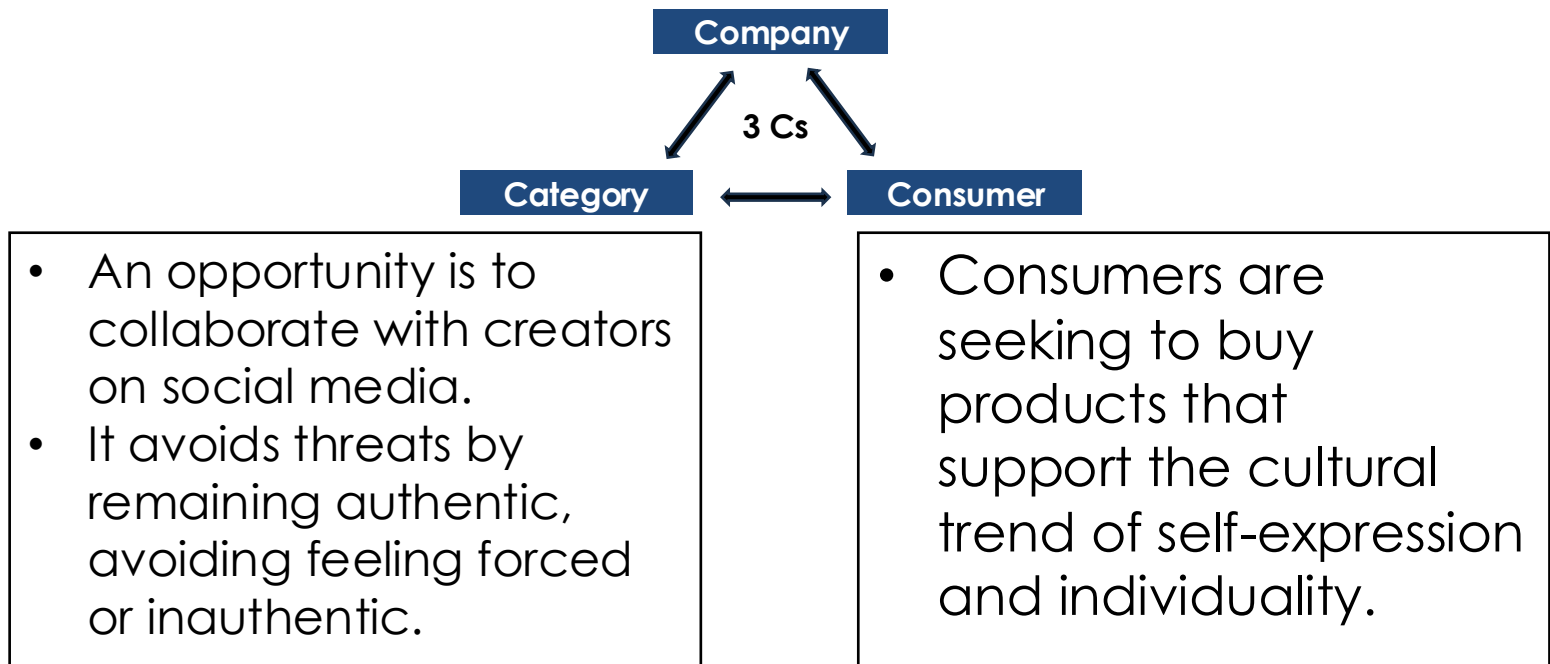
Growth idea #3: Targeting Younger Markets

- Competing brands may begin to focus their advertising on younger generations who tend to spend the most.
- Since Gen Z has shown patterns of higher spending, tailoring advertisements towards Gen Z specifically will help Doritos grow.
- Include Gen Z influencers and advertise on platforms the younger generations use often.



Growth Idea #3 – Targeting Younger Markets Rationale

- Doritos already excels in using celebrities in its advertisements. They could use specific influencers more well-known by Gen Z to capitalize on this strength and target younger audiences.
- Part of Doritos' mission statement reads: "For the Bold," which aligns with Gen Z's desire for individuality and being "boldly themselves."



Appendix

Macroenvironmental Forces affecting the CPG food category

Demographic	Economic	Natural	Technological	Political	Cultural
• Wide range of packaging sizes to satisfy a large family or a single person • Affordable for all income groups • Branched out with flavors to satisfy more ethnicities • Threat: Gen-Z are more health aware than previous generations	• Economic hardship (high input prices and inflation) • Consumer sentiment is low • Increased spending on food delivery • Opportunity: Gen Z likes spending • Threat: Private labels are becoming cheaper	• Extreme weather conditions affect the stability of food supplies • Increased cost for environmentally friendly packaging and production • Threat: Push for less plastic packaging could reduce sales	• The use of robotics for food processing and packaging to reduce labor costs • Digital tools used for labeling accuracy, allergen management, and regulatory reporting across markets. • Threat: High cost of automation	• Food safety and regulatory oversight (recalls, inspections, standards) • Labeling and transparency regulations • Environmental and sustainability legislation • Public health initiatives • Trade policies and tariffs	• Changing type of chip and altering flavor names to satisfy British preferences • Apart of Black Nonprofit Changemakers program • Threat: Society is becoming health conscious regarding foods

Forces in the Microenvironment

Marketing Intermediaries

- The brand's products are sold at:



Competitors

- Some major ones are:

