

Doritos

Marketing 340-002

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Marketing Strategy

Current Positioning statement

“For busy families with children
who want to satisfy their kids’ needs quickly,
our product is a convenient, bold in flavor, savory chip,
that provides an on-the-go snack option
Unlike Takis and Mission Foods,
Our product has a wide variety of flavors that match every taste palate.

Persona: Primary Target

The Smith Family

The Smith family consists of Jim (38), Amy (35), Mark (12), Annie (6), and Martha (5). Jim works at a tech start-up, and Amy works as a part-time receptionist. Mark is in seventh grade, and the girls have started elementary school. Jim and Amy enjoy hosting frequent events centered around the kids, such as birthday parties. The kids ask for chips to be served at each gathering. They live in a middle-class, suburban household and go grocery shopping once a week. Their household income is \$125,000.



Growth Strategy: Product Development

Introducing: Doritos Boxed Mac & Cheese!



Promotion for the Product Development Growth Strategy

Doritos Mac & Cheese Launch Campaign



Doritos IMC Campaign

Big Idea:

**Have an end-of-summer
block party to kick off the
upcoming busy school
lifestyle!**



Execution style:

- Lifestyle

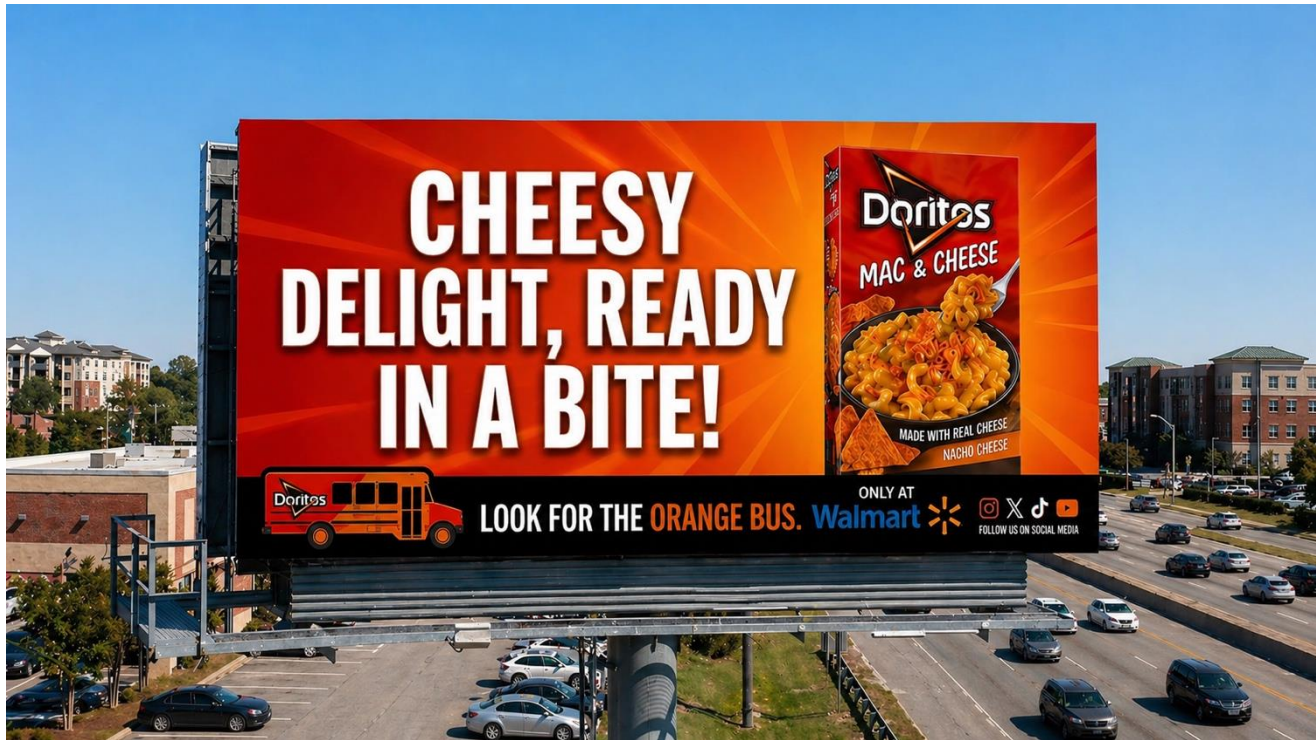
How this will work:

Go to suburban neighborhoods with food bus and host an end-of-summer party in August. Including music and kids outside activities.

Public Relations



Advertising



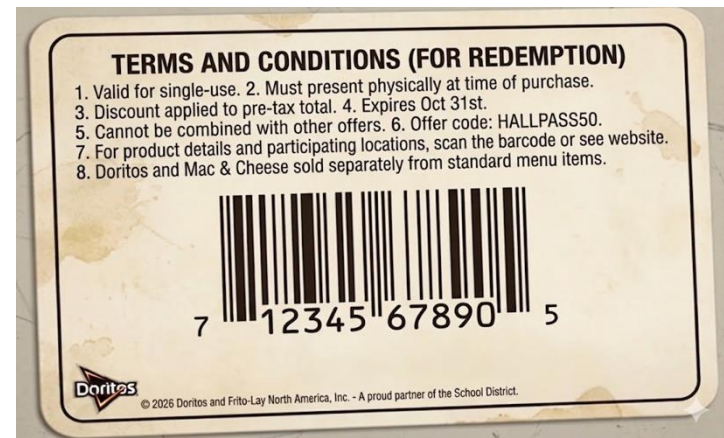
- **Place:** Local highways near suburban neighborhoods
- **When:** Late June through early September (Back to School Season!)

Sales Promotions as a piece of the IMC campaign

Sample



Coupon



Digital Marketing as a piece of the IMC campaign

Tactic 1: Display



CHEESY DELIGHT, READY IN A BITE ❤️

Turn dinner into fun with Doritos® Mac & Cheese

NACHO BITES!

- 🕒 **READY IN MINUTES**
- 😊 **KID-APPROVED & MOM-LOVED**
- ❤️ **FUN, CHEESY & TOTALLY SATISFYING**

📌 **MAKE DINNER EXCITING AGAIN!**

NACHO MAC BITES RECIPE

- ✓ Prepare Doritos® Mac & Cheese as directed
- ✓ Scoop into a muffin tin lined with crushed Doritos®
- ✓ Sprinkle extra cheese on top
- ✓ Bake at 375°F for 8-10 minutes until golden
- ✓ Let cool slightly & enjoy these crispy, cheesy bites!

Crunchy outside, creamy inside!

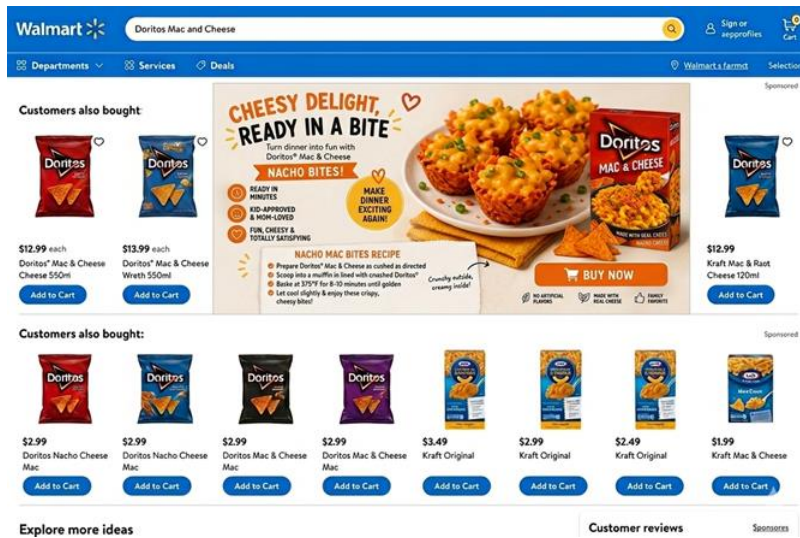
BUY NOW

NO ARTIFICIAL FLAVORS | MADE WITH REAL CHEESE | FAMILY FAVORITE

Ad Should Appear

1. Walmart website
2. Real Mom Kitchen
3. Life as Mom
4. allrecipes.com
5. guyfierirecipes.com

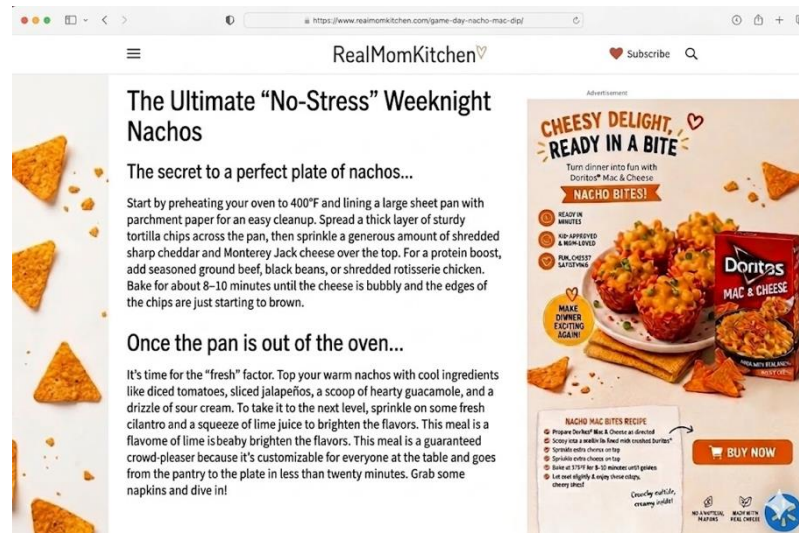
Digital Marketing Examples



This screenshot shows a Walmart product page for Doritos Mac and Cheese. The page features a main product image with a recipe overlay titled "CHEESY DELIGHT, READY IN A BITE". The recipe includes steps like "Prep Doritos® Mac & Cheese as directed" and "Scrap into a muffin tin lined with crushed Doritos®". Below the main image, there are sections for "Customers also bought" and "Explore more ideas". The "Customers also bought" section lists various Doritos products with their prices and "Add to Cart" buttons. The "Explore more ideas" section includes a "Customer reviews" link.



This screenshot shows a blog post from the website "Life as Mom". The title of the post is "Ditch the Stress: Simple Time Management Hacks for Busy Mamas." The post discusses the challenges of time management for mothers and offers practical advice. A featured image of the Doritos Mac and Cheese recipe is prominently displayed on the right side of the page. The page also includes a navigation menu at the top and a "Related Posts" section at the bottom.



This screenshot shows a blog post from the website "RealMomKitchen". The title of the post is "The Ultimate 'No-Stress' Weeknight Nachos". The post provides a detailed recipe for making perfect nachos, including preheating the oven, lining a sheet pan with parchment paper, and spreading a layer of tortilla chips. A featured image of the Doritos Mac and Cheese recipe is also included. The page has a clean layout with a navigation menu and a "Subscribe" button.

Digital Marketing Examples

allrecipes.com/recipe/creamy-tuscan-chicken/

Home Recipes Recipes Favorite Sign in Subscribe

Home > Recipes > Creamy Tuscan Chicken

Creamy Tuscan Chicken

★★★★★ 4.8 (1,202 reviews) Share



High Resolution Photo for Abby with Creamy Tuscan Chicken.

Comments

Amelara 1 year ago
★★★★★
I have Creamy Tuscan Chicken w/zoysieet in a chicken har refered to this recipe. It was comments just leaved th examine on thercion in cred, and thanks. 1 month ago

naarled T. A thery ago
1 month ago

Rabanam J. A thery ago
12 months ago

Related Recipes

Creamy Tuscan Chicken with Chickenease and broadcast 8 months ago ★★★★★

Creamy Tuscan Chicken 17 months ago

Povet chicken Base a Chicken

Ingredients

2 lbs. creamy tuscan chicken
Ingredients

- 1 teaz promalammi
- 4 teaz tuscan chicken
- 1 teap-malto tusneeks
- 1/2 eoz sonome cheese
- 1 1/4 tupnaminas adat
- 1 cup surgar

Method

- 1 Prepare Doritos® Mac & Cheese as directed. Scoop into a muffin lino lined with crushed Doritos.
- 2 Sprinkle extra chees on top. Brepson a mucined and op onton and altra a trocsred a perethicken with and aze stuffed when sprics on's wate noprntsl. Bake at 375°F for 8-10 minutes until golden. Let cool slightly & enjoy these crispy, arrrediatage cheesy bites!

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Crispy outside, creamy inside!

NO ARTIFICIAL FLAVORS MADE WITH REAL CHEESE FAMILY FAVORITE

BUY NOW

Guy Fieri's FLAVORTOWN KITCHEN RECIPES

HOME RECIPES DINERS, DRIVE-INS & DIVES FLAVORTOWN BLOG SHOP

Search

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BUY NOW

NO ARTIFICIAL FLAVORS MADE WITH REAL CHEESE FAMILY FAVORITE

FLAVORTOWN PARTNER

FLAVORTOWN CLASSICS: BBQ Brisket

Guy Fieri's frown classics: BBQ brisket, and loast aftersant in

GUY'S GO-TO BURGER

Guy's go-to burger is stired with and fried aniong with best burger.

BEHIND THE SCENES at a DD&D Spot

Behind the scenes at a 6am DD&D Spot in a con-identity

GUY'S FAVORITES

Guy Fieri's Mac & Che...

Guy's Fieri's Flavortown

Digital Marketing as a piece of the IMC campaign

Tactic 2: Social Media Ad



Reel Campaign



- Emphasizes Doritos is best flavor.
- Talks about quick preparation time.
- Shows community.