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### Doritos “No Choice” Campaign

A Dorito and the presidential election may seem like an unlikely pairing, but this September, Frito-Lay launched a creative campaign that incorporates the two. In an effort to encourage millennials to vote, Frito-Lay has partnered with Rock the Vote for a unique approach to encourage voter registration among the 18 to 24-year-old demographic.

Youth in America have the lowest voter turnout among any age group eligible to vote.

Because Dorito’s tagline is “For the Bold,” Doritos has created this campaign as a bold approach to encourage voter turnout. Doritos has created special packaging and chips that taste like cardboard. The limited edition bags are entitled “No Choice” and do not contain real Doritos. These special packages were created for young Americans who have not yet registered to vote. Frito-Lay and Dorito want to demonstrate that “if you don’t vote, you don’t get a choice.”

Dorito notably uses unique advertising and public relations efforts to coincide with its “For the Bold” tagline. Jennifer Saenz, chief marketing officer at Frito-Lay, says the company tries to “engage in popular culture” and that the election is a perfect opportunity to engage since it “lends itself to consumer conversation.” The opportunity was for Frito-Lay to engage in social responsibility and take advantage of what is current in news and pop culture. In partnering with Rock the Vote, a well-known advocacy group, Frito-Lay was able to develop a campaign that helps motivate new behavior

(registering to vote) and modify negative behavior (voter apathy). The campaign takes a tangible and bold approach to the Doritos consumer that aligns with the product's goal of being bold.

Frito-Lay is a snack-producing company owned by PepsiCo. According to Frito-Lay's website, their promise is "the belief that we can all benefit from doing good. From supporting local farmers, to investing in sustainability efforts, to going the extra mile to use the highest quality ingredients, we think the small steps we take today can make a big difference tomorrow." Their mission is "Performance with Purpose." Their website states "At Frito-Lay, we're all about good fun — from making tasty snacks to get your party started to taking care of our 50,000 employees who know how to find the fun in everyday challenges. As a proud member of the PepsiCo family, Performance with Purpose is what we work to achieve every day. And to us, that means creating the high-quality snacks our fans deserve, while caring for our people, communities and the environment we share."

Forbes named Frito-Lay one of its most valuable brands for 2016, and Frito-Lay is valued at \$13.6 billion with \$11.5 billion in sales. Frito-Lay is a snack company that produces not only Dorito chips, but also Fritos, Lays, SunChips, Cracker Jacks, Ruffles, and many more products. The original Dorito was created at the Casa de Fritos at Disneyland in California in the early 1960s. Arch West, the Vice President of Marketing for Frito-Lay during that time, noticed their popularity at the theme park. He made a deal with Alex Foods in 1964, the provider of many items for Casa de Fritos at Disneyland, and produced the chips for a short time regionally, until moving to a larger Tulsa, Oklahoma plant. Doritos were released nationally in 1966 and were the first tortilla chip to be launched nationally in the United States. In early 2013, Doritos adopted the "For the

Bold” slogan. In 2015, Doritos participated in another social campaign by introducing a limited edition Rainbow Doritos snack to support the It Gets Better Project, a non-profit organization that supports LGBT youth. The promotion raised \$100,000 for the organization, and was met with controversy.

According to a press release by Frito-Lay, Rock the Vote is the largest nonpartisan, nonprofit organization in the country driving the youth vote to the polls. Since 1990, Rock the Vote has fused pop culture, music, art and technology to fulfill its mission of building long-term youth political power. During the past six Presidential elections, Rock the Vote ran the largest voter registration drives for young people and has partnered with more than 25,000 partners through its online, multi-lingual voter registration tool. Rock the Vote is dedicated to mobilizing the vote, protecting voting rights and advocating for an electoral process and voting system that works for the Millennial generation, America's largest and most diverse population in history.

In researching for the No Choice campaign, Frito-Lay must have done research on voting statistics for millennials. According to statistics, the youth vote in America has significantly decreased since 1964. According to the U.S. Census Bureau, one in two Americans aged 18 to 24 did not vote in 1964; by 2012, 62% did not vote. Millennials are a key customer of Doritos, and Frito-Lay wanted to engage them in a popular culture discussion while also selling their product. Dorito must have done research on which groups could help them encourage millennials to vote.

In the analysis and planning stage, Dorito picked a distinguished non-profit to partner with during the campaign. Rock the Vote is a key organization in mobilizing the millennial vote, and Frito-Lay wanted to partner with a credible organization that would

help them reach their goals. A voting initiative is a bi-partisan issue, and in this year's political climate, Frito-Lay knew not to alienate a specific group with its social responsibility campaign. By aligning themselves with the idea of choice and being bold, Doritos incorporated its slogan into an advocacy initiative. "We wanted to make sure as a brand, we are encouraging bold action," said Saenz. This campaign was balancing between motivating new behavior (registering to vote) and modifying negative behavior (voter apathy).

In the communication stage, Frito-Lay used a tangible marketing tactic directly on the packaging. This campaign did not just use traditional or social media, it also used the customers in somewhat of a social experiment. Frito-Lay placed a vending machine on college campuses that asked customers to indicate if they had registered to vote. If they indicate "NO," they were dispensed a silver package with cardboard chips that said "No. No Taste. No Crunch. No Choice." They give these customers the opportunity to input their email for instructions on how to register to vote. The customer is even encouraged to send a friend a package of the fake Doritos to encourage others to vote. This unique, in-your-face tactic is supposed to convey, "Because you don't vote, someone else chooses for you." There is also a viral video showing several customers using the vending machine and receiving the special packages. The fake Doritos are supposed to convey that there is nothing but disappointment when one does not vote.

In the evaluation stage, Frito-Lay can see that they have helped facilitate a conversation among millennials about voter registration. Although not all feedback has been positive, Frito-Lay knew the campaign was taking a risk. Being bold and taking risks is what the Doritos product is all about, so this campaign aligned well with their

goals. Frito-Lay succeeded in creating a participatory marketing campaign that tangibly reached out to the customer. Although it may have been successful in getting the idea of registering to vote in a person's mind, some customers and viewers of the viral video took offense to the campaign. Some are calling the campaign condescending propaganda. Others want to abstain from voting just to spite Dorito. Critics say the campaign is too intrusive on their personal life and should not force them to do something just for a chip.

Frito-Lay's partnership with Rock the Vote was a smart choice, because they are a non-partisan group. Frito-Lay was smart in not aligning with any particular political party. However, I would suggest giving people their Doritos before encouraging them to vote. While the majority of customers responded positively to the tactic, some seemed to have been most upset when they had been dispensed the fake Doritos because they had not yet been given the actual product. Customers are not approaching a vending machine to be told what to do; they want their snack. Once they are happy with their snack, I think Dorito could have asked the customer if they had registered to vote and begun the unique campaign as it had been.

Dorito could continue to use the tangible, in-your-face marketing tactic with other social issues as well. They could keep using college campuses and issues millennials are concerned with to promote and advocate for these issues. They could continue to use their slogan of "For the Bold" to encourage customers to be bold and support another cause once the election is over. This could, however, lead to tension if Frito-Lay were to choose a controversial topic to with which to align themselves.

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