

Case 4-1 Doritos Crashes the Super Bowl

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Executive Summary

The Super Bowl is one of the most important times for advertisements to be played. Companies fight for the spotlight among the millions of Super Bowl viewers. Doritos decided to take a risk and made a bold move during the 2007 and 2008 Super Bowls. Rather than relying on the traditional advertising methods everyone knows and loves, Doritos challenged the consumers to create consumer-created advertising. The incentive to do so would have the advertisement played during the Super Bowl with a chance to win \$1 million. This groundbreaking approach was not achievable without the help of intense research, planning, and strategy building for this campaign. Doritos' gamble of approach paid off with successful consumer-created advertising for the Super Bowl, which ranked number 1 in USA TODAY's Super Bowl Ad Meter. Solidifying its place in advertising history and showcasing the power of creativity.

Introduction

Rather than going the traditional advertising route, the famous chip brand, Doritos is all about taking risks. Doritos challenged their consumers to craft an advertisement that would be good enough to be played in the Super Bowl, making the stakes very high. The Super Bowl each year plays such creative, out-of-the-box advertisements, creating a huge challenge for consumers interested in participating. The winner would receive \$1 million. Doritos used the power of public relations and helped spark lots of creativity that would help incentivize and draw in many consumers to create impressive high-quality submissions. Many participants were excited and eager to see their ad be a part of one of the most-watched sporting events of the year.

Body

Doritos embarked on intense research, delving deep into both primary and secondary sources, to craft and create a successful campaign for this advertisement challenge that would resonate with its audience. Their primary research efforts included both internal and external research data. The insights would ensure them to gather information about the consumer's preferences and behaviors of Dorito's core consumer base. The research also involved studying consumer feedback gathered from different channels, including their website. Doritos also conducted secondary research by analyzing their media coverage and surveys. Doing this gave them valuable insights into the habits of their target demographic. Additionally, Doritos also tracked the emerging trends in the media to see any patterns to include in their public relations plan for the campaign. Through the intense and exhaustive research process, Doritos set themselves up for success. With a better understanding of their audience and the media landscape, the campaign should not fail.

Target Market Identification

Doritos identified their demographic as individuals between the ages of 16 and 24. Additionally, they also targeted members of a more technology-savvy behavior who mastered multi-tasking with the media. Doritos specifically targeted individuals who viewed media not just as a form of consumption, but also as a form of self-expression, spending around three or more hours a day online with the media. By focusing on this audience, Doritos aimed to target these individuals in hopes they would participate in the challenge, making the target audience have a higher tolerance and respect for authentic messages.

Key Issues/Goals

Doritos created a set of objectives and media goals to guide their campaign strategy to success. Their primary goal was to increase their consumer engagement in the contest, and to increase viewership of contest-related videos on their website. Additionally, Doritos aimed to sustain a six-month news cycle, ensuring continuous coverage and buzz surrounding the Doritos contest in various media outlets. By having an approach of the six month long coverage, Doritos aimed to keep the brand and challenge on consumer's minds. Doritos set ambitious targets, aspiring 600 million media impressions across their diverse array of platforms. By having media presence in both traditional and youth-oriented media, Doritos aimed to reach their goal of promoting to a broad audience.

Data Analysis

After all three strategies were executed, Doritos evaluated their campaign. The publicity efforts that Doritos made benefited them hugely. From the total media impressions, they had valued at nearly 13 times the cost of an average Super Bowl advertisement. Doritos also achieved its objectives and goals and became the number one news story post-game. Doritos exceeded their objectives and had over 1,900 entries, about double the amount they were expecting. The campaign also allowed thousands of consumers to engage on social networking sites like Facebook or YouTube. Looking at their media goal of wanting 600 million impressions, Doritos nearly doubled that earned media impressions. Also great news coverage with 25 national print features, 108 national TV/radio segments, 360 online news stories, and more than 2,200 local TV/radio mentions.

News Release

Following the end of the campaign, a news release was published titled, “Doritos Fan Trump's Advertising Professionals and Wins \$1 Million Super Bowl Advertising Challenge” that was published by Chris Kuchenmeister. In the article Dorito’s vice president of marketing, Ann Mukherjee stated, “Doritos goes big or goes home” and for the campaign, that is nothing but true. Doritos also stated that the top five finalist videos would be aired. This was an opportunity for Doritos to further share the creativity their fan base has. Also in the news release were the descriptions of the runner up videos titled, “Power of the Crunch,” “The Chase,” “Too Delicious,” and “New Flavor Pitch.” They then went into further detail about what each runner up video’s idea was based on.

Preferred Alternatives

A preferred alternative for the Doritos campaign approach would involve influencer marketing. I know this campaign was done in the early 2000’s and social media or influencers were not as popular back then as they are today. But looking at today’s time and age, influencer marketing would be a great add on to this campaign. By including influencer marketing into the marketing strategy, this would help include an interactive digital experience for the target audience. Rather than relating on media outlets and the Doritos website, popular social media influencers would better resonate with the target demographic. These influencers could create engaging, creative content around the Doritos challenge, and encourage people to create their own video. Some influencers I would suggest are Emma Chamberlin, Zach King or Liza Koshy. All three of these influencers have a creative video content approach to social media, along with having a younger fan base following.

Another preferred alternative, would be more relevant in today's time with where social media is now versus in 2007 and 2008 would be to include an interactive digital experience as well. Since not many people have the time, money, or equipment to create a whole advertisement, Doritos could also include a more interactive digital experience for all fans of Doritos to participate in. This could cater more towards the Super Bowl theme of the challenge, and have an interactive filter on Snapchat for people to participate in and post, to further prompt the challenge. For example, the filter could have you wear a super bowl helmet with the two teams playing, and show you eating a bag of Doritos.

Conclusion

The winning advertisement, titled "Free Doritos," crafted by the duo of consumer-created advertising Joe and Dave Herbert, catapulted them into overnight millionaires. Also marking Super Bowl advertising history. However, the success of this campaign extended far beyond just financial gain. Notably, the objectives were not just achieved but surpassed with unprecedented engagement from thousands of genuine Doritos fans across various social media platforms. The brand gained a lot from this effort, making it even more respected in the industry and strengthening its bond with its loyal customers. With the suggestions of adding both influencer marketing, and interactive digital experiences for the Doritos fan base, this campaign could have been taken to the next level.

Work Cited

Hayes, Darrell C., Jerry A. Hendrix, and Pallavi D. Kumar. *Public Relations Cases*, 9th ed., pages 106-112.