



Marissa Solis

Activating Brand Purpose Through Meaningful Marketing

December 9 11:05 EST





A woman with long dark hair, wearing a light-colored t-shirt, is shown in profile from the back, sitting in a meditative pose on a grassy hill. She is looking out over a city skyline at sunset. The sun is low on the horizon, creating a warm, golden glow. The city buildings are silhouetted against the bright sky. The overall mood is peaceful and contemplative.

We are humble snacks, but we have

**BIG
PURPOSE
IN THE EVERYDAY**

A woman with long brown hair is blowing bubbles in a park. The sun is low in the sky, creating a warm, golden glow and lens flare effects. The background is filled with green trees and a grassy field. The overall mood is joyful and serene.

We transform moments with
joy



Coronavirus: COVID-19 Is Now Officially A
Pandemic, WHO Says



WHO chief warns 'we are in uncharted territory' as
number of coronavirus cases worldwide passes 90.000

The New York Times

*Coronavirus Could Overwhelm U.S.
Without Urgent Action, Estimates Say*

WSJ

Is the Coronavirus as Deadly as They Say?

AP

Authorities announce 2nd coronavirus death in US

**98% POSITIVE
SENTIMENT ON
SOCIAL MEDIA**

Forbes

Frito Lay is doing a great job of *not* talking of about Flamin' Hot Cheetos, for now, and shifting their narrative to articulating all they are doing as an enterprise to meet the moment. This includes creating 3,000 new full-time jobs with benefits, donating over \$15 million to relief efforts, providing 20 million meals to at-risk students and families, and funding mobile health clinics across the United States to provide COVID-19 screenings to the public. I expect their brand teams to go right back to their fun, irreverent brand building for Cool Ranch Doritos and Funyuns soon but, for now, I appreciate their voice meeting the moment.

85.4 million earned media impressions

**Ranked #1 Most
Empowering Ad of Q2
2020 by Ace Metrix**

ACE
metrix.

How Frito-Lay's "It's About People" Exemplifies the Best of
COVID-19 Advertising

With its focus strictly on *taking initiative*, "It's About People" scored as the most
Empowering ad of 2020 and 15th highest going back to January 2019.

**Best consumer
response EVER to
a national ad**

A group of people are gathered around a table outdoors, enjoying a meal. In the foreground, there is a large bowl of potato chips, a bag of Lay's Classic potato chips, a blue can of Pepsi, and a glass of lemonade. A man in a white long-sleeved shirt is laughing heartily, while a woman in a red top and an older man in a white polo shirt are smiling. The background shows a house and trees, suggesting a backyard setting.

HOW OUR BRANDS RESPONDED TO 2020




Tostitos

SALSA FOR CINCO

WITH MARIO &
COURTNEY LOPEZ!



 LIVE

JOIN US @MARIOLOPEZ
FOR A FREE SALSA LESSON!
MAY 5TH AT 7PM EDT

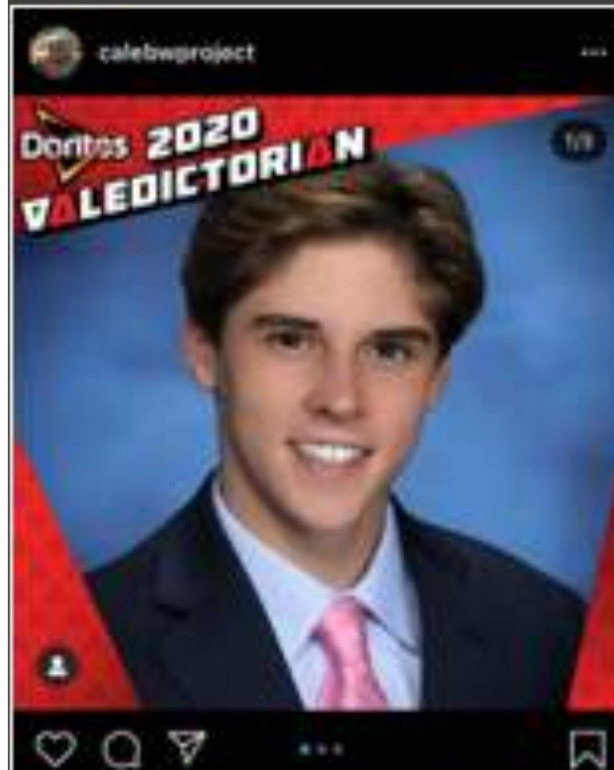
An event to benefit
UNIDOSUS
and the Hispanic community
for COVID-19 relief.

iHeartMEDIA

COMMENCEMENT:
Speeches for the Class of 2020



Doritos



SHARE YOUR
**GRADUATION
SPEECH**
AND YOU COULD
WIN \$50k!



Doritos 2020
VALEDICTORIAN







A football stadium at night, illuminated by bright lights. The field is green with white yard lines and numbers. In the foreground, a brown football with white laces is visible. The text "FOOTBALL IS BACK!" is overlaid in large, bold, white letters with a black outline.

**FOOTBALL
IS BACK!**



THE NIGHT
BEFORE
KICKOFF

Lay's
Classic

Mission
SCOOPS

Doritos
NACHO
CHEESE



Tostitos

Tostitos

Tostitos

Tostitos

Tostitos



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SNACKS.COM



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