

New Indian Express - Espresso

Apun ka taste

“Give us your dillicious flavour”
and take home Rs 50 lakh



GIVE Us Your Dillicious Flavour, an innovative engagement programme, is aimed at getting Lays its next potato chips flavour from the Indian consumer. The campaign will give the consumer an opportunity to co-create the flavour they like on Lay's and also become rich and famous. The winner will receive a mega prize of Rs 50 lakh plus one per cent of the sales turnover from the new flavour, which will be launched by the end of May 2010.

The winners will be selected by an elite panel of judges headed by celebrity chef and anchor NDTV Good Times, Aditya Bal, Anuja Chauhan, author and Executive Creative Director and VP of JWT, and Dr T S R Murali, Director, R&D, PepsiCo India. Each panel member brings his or her expertise.

Lay's brand ambassador and Bollywood actor Saif Ali Khan said, “Just as I have my own take on what flavour I like on Lay's, every Indian has their favourite too. Personally I am excited how the campaign will go. It has all the ingredients of a great thriller. Give Us Your Dillicious Flavour is being supported by a 360° marketing mix with an idea of consumers expressing their flavour though body art.”

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