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Marketing & Advertising

Lay's latest TVC series with Ranbir Kapoor; and Mark Henning on why marketers should integrate digital into their marketing mix

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MARKETING AND ADVERTISING

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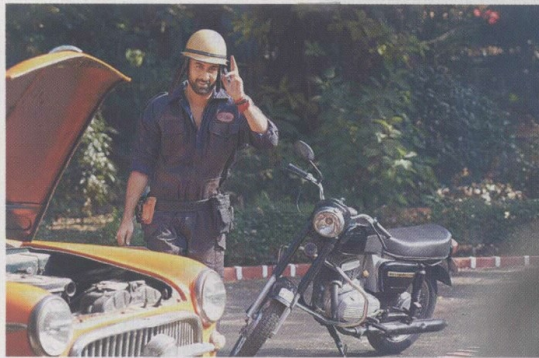
WHO DOESN'T LOVE TO LOVE IT!

LAY'S RECENTLY launched a new campaign with a quirky punch line — Love to Love it — to celebrate the love for its taste. The advertisement features a series of films with Ranbir Kapoor in playful scenarios where people do crazy things to get their hands on a pack of Lay's.

The brand claims that the campaign is the natural progression in the evolution of the brand which has always focused on the products' delicious taste. In the food and beverages category, taste is the most important driver when it comes to consumer preference, and this campaign focuses on the product and the great taste of Lay's.

Talking about the rationale behind the new tagline, Partho Chakrabarti, vice-president, Snacks Category, PepsiCo India, says, "Our new campaign has been built on the insight of the basic human truth of how on seeing something tempting, one can do whatever necessary to get it; even if it means acting out of character. The campaign has been woven around the great taste of Lay's, which triggers an intense urge in people to get the pack. The ads highlight the fact that you just can't help loving the great taste of Lay's and hence the tagline, Love to Love It."

This is not an occasion specific campaign and the tagline, 'Love to Love it' is not a one-year campaign line. The brand has always focused on taste in all its previous campaigns, for instance, *No one can eat just one* or the campaign launched during the ICC Cricket World Cup 2015, *Yeh Game Hi Hai Taste Ka*, which also highlighted the taste of Lay's. It showed how cricket crazy Indians used Lay's to get a taste of the World Cup, using it as a distraction to get out of sticky situations at college



FUN PACKED

Lay's latest ad campaign is a series of whacky films featuring Ranbir Kapoor and fans of Lay's who can do anything for a pack

or work in order to watch the match.

Interestingly, Lay's claims that this campaign is the biggest one for Lay's for the year 2016 and in this category, saliency is very important and hence it plans to release exciting

campaigns throughout the year at regular intervals.

The 'Love to Love it' campaign has taken a robust 360 degree route, cutting across multiple media vehicles to bring people closer to the brand. Lay's has scaled up its presence across digital, retail, radio, print and TV. With digital claimed to be one of its most important communication and engagement channels garnering strong traction, the brand claims to continue investing ahead of the curve in channels where its consumers are. **BW**

— Abhinav Mohapatra