

FritoLay plans new campaigns, variants

Cheetos, Quaker Oats to be focus brands; Kurkure may go global

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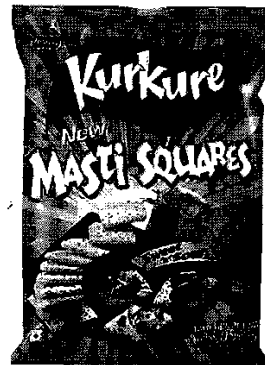
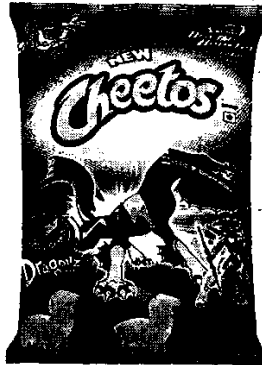
New Delhi, Sept. 17

With the approaching winter, and colas taking a backseat, PepsiCo India's FritoLay is stepping on the gas on snack brands through an array of marketing campaigns and variant launches.

"Our recent campaign for Lay's has been very well received by consumers," said Ms Deepika Warriar, Marketing Director, FritoLay Division.

"While we will continue to invest in Lay's and Kurkure, our focus brands for the current year will be Cheetos and Quaker Oats, for which we will do a slew of new campaigns," she added.

The company is relaunching its 'Kurkure chai time achiever's' campaign and has also set up 'Kurkure Carts' that provide consumers with 6-7 winning



A display of FritoLay products

recipes to consumers across eight locations in Delhi, with an intention to spread the initiative wider.

While Cheetos, its snacks brand for children, and Quaker Oats, its breakfast cereal brand,

will have new campaigns for greater brand recall, Cheetos get a new 3-D packaging as well as use of brand icon 'Chester Cheetah' to lure kids.

"We will also introduce new variants for both by the end of

the year," said Ms Warriar.

Besides, the company is planning to introduce new brands and some from its global portfolio.

"We plan to launch global brands such as Doritos, our tortilla chips brand. We are currently testing it for a possible launch in India."

HEALTH FOCUS

FritoLay, as part of the overall company's strategy to focus on health, will also be making changes in the method of manufacturing current products, such as using rice bran oil to reduce saturated fat levels by 40 per cent. It is also doing nutritional labelling on product packages.

Besides, it plans to launch new products that will be "health and wellness oriented." Meanwhile, the company will

start manufacturing Kurkure with minor region-specific changes in Pakistan and the UK. FritoLay India is also in talks with the US arm to start manufacturing the 'tea time' snack in that country. "Our aim is to mainly target the Indian diaspora in those countries," said Ms Warriar.

On the company's strategy for the modern retail trade, she said: "Though a very small part of our overall sales come from modern retail currently, we plan to put major focus on organised retail since branding opportunities are very good in this format."

She added that the company was in talks with the Future Group to sort issues that had resulted in the retail chain stopping sales of FritoLay products at its Food Bazaar and Big Bazaar outlets.