

Title of campaign: Lay's 4 Seasons

Brand / advertiser: PepsiCo

Media Agency: OMD

Creative Agency: Titrifikir

Awards:

- Digital OOH Advertising - Bronze

Campaign video: <https://youtu.be/iAq1GzqWabw>

Campaign Summary

In our Lay's 4 Seasons Spring and Summer campaign, we wanted to own the occasions when our target audience was enjoying good weather outside with their friends and family and be the must-have snack.

Objectives and Strategy

Spring and summer are the seasons when our Lay's target audience enjoy socialising with friends and family in balconies, parks, picnics and beaches. In our campaign we used the slogan "Make spring and summer flavorful" in order to own these seasons and make Lay's the must-have snack for socialising.

Execution and Media

In line with an intensive communication on TV and digital starring our local celebrity Demet Evgar, we created a campaign communication focusing on "weather forecast" dominating all mediums with special solutions and ideas. We used data targeting via programmatic. We seeded our ads on weather websites when it's over 25 degrees; on Sahibinden.com (real estate site) for house searches with a pool, balcony or garden; on Gittigidiyor.com (e-Bay) for picnic, camp and holiday equipment searches. We gave directions to popular parks via mobile banners and Programmatic OOH and announced our picnic event. We gave away free picnic cloths for orders of 3 packs of Lay's on a mobile delivery app (Getir). We gave away Lay's umbrellas during the summer rains.

Creative

The creative idea was to reach our relevant target audience at the relevant time and place by using data and media effectively. We wanted to create an indulging environment to our target audience from scratch and wanted to be their company as they enjoy good weather and their time with loved ones. We created a whole net to enjoy spring and summer and make life flavourful with Lay's.



Innovation

A detailed plan for the use of data meant that we reached the relevant audience with relevant, real time dynamic creatives. Pulling real time data to programmatic outdoor units and mobile banners was managed successfully. Moreover, combining TV, event and guerrilla activities in a synchronised manner made the campaign a success.

Results

We increased all our brand scores with our Lay's Spring and Summer campaigns. Our ad recall and consideration score uplifts on YouTube and social media were above the FMCG average. We got 7x CTR over PepsiCo benchmarks with our data targeted placements. Consumers who enjoy spring and summer with Lay's got us +2.9 SOM.