

Doritos Dip Desperado

Campaign Summary

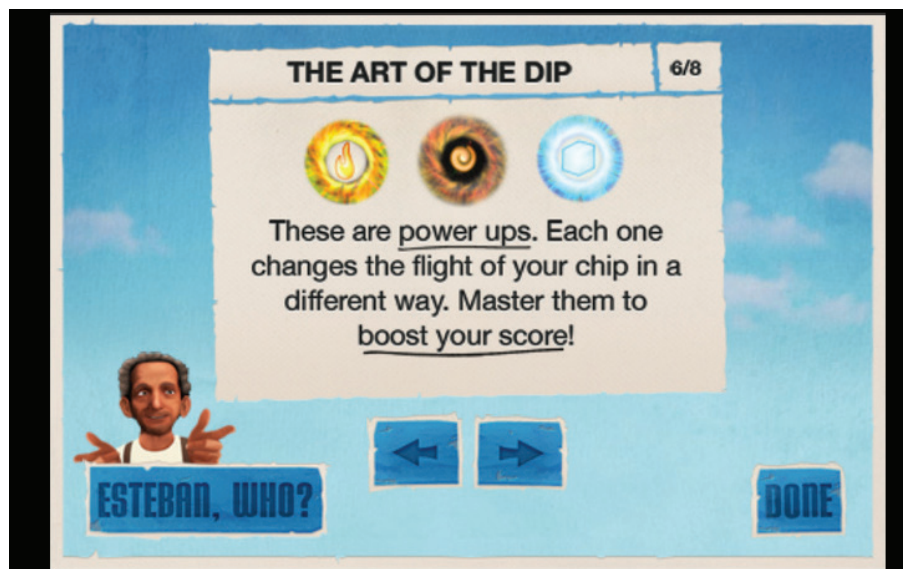
With a lower rate of dip consumption as compared to the U.S., the U.K. market represented an opportunity for Doritos to grow its new dip product line. Doritos launched an awareness campaign designed to increase dip sales and instill dipping behavior in consumers in a fun way. The Doritos dip mobile advergaming was supported with television, online, and on-pack promotions, and received more than a million play sessions.

Strategy and Execution

Looking to drive awareness for its dip in the U.K., Doritos created a campaign that featured a mobile gaming app designed to instill dipping behavior in a fun way. Doritos' target audience was between 16 and 44 years old, and the brand wanted the game to appeal to consumers who enjoyed chips at social occasions but didn't always consume dip.

The Doritos dip awareness campaign ran between July and September of 2011 with three core elements:

- **Television and online video content:** the television spot included a direct call to action to download the gaming app, which drove a significant number of downloads.
- **The Doritos Dip Desperado advergaming:** the game was available for download on Android and iPhone devices as well as through Facebook and the Doritos U.K. website. To set the game apart from the millions of apps out there and drive brand equity, the campaign was accompanied by a rags-to-riches story, which centered on the gaming experience of trying to land Doritos chips in salsa dips. Weekly high scorers received prizes.
- **On-pack promotion:** Doritos included on-pack promotion to drive trial and increase frequency of dual-purchase for both chips and dip. Promotions could be redeemed within the game.



Results

Results exceeded the key performance indicators defined for the campaign:

- Game plays: 1.6 million (over one million on mobile)
- iPhone app downloads: 266,925
- Android app downloads: 26,087
- The iPhone app charted in the Top 10 Games section of the app store, which was considered a valuable channel for engagement
- Visits to the Doritos mobile site rose from 939 a week to 38,648 in a week during the campaign

The campaign drove growth and increased in-store visibility for the Doritos Dips business in 2011. The number of repeat in-app plays on mobile proved to Doritos the value of the mobile app format. A campaign ad also received a Gold Cannes Lion.

Source

“Doritos Dip Desperado.” 2012 MMA Smarties Submission Mobile App. Brand: Doritos. Lead Agency: Velti.