



How to Tap Into a Trend

Client: Frito-Lay

Goal: Get a share of the growing health and wellness market

"People hire a personal fitness trainer when they need an experienced expert to help them execute a regular exercise program. Likewise, people engage me to help them execute their brand strategies. I work with my clients to assess their need and create a customized action agenda (the "training plan") -- and then I develop and apply tools, frameworks, and principles (the "exercises") that move us toward the goal. Like a personal trainer, I am focused on results -- significant, tangible, sustainable results. After all, your brand is like your body -- it's the greatest instrument you have -- but you've got to use it and keep it strong." -- *Denise*

Assessment

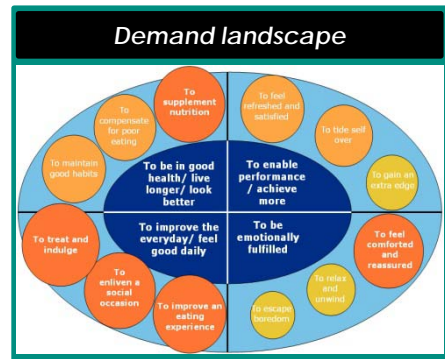
Assessment: We need to align existing brands and products with **new consumer demand**. We need to select the right new strategies and innovations to pursue.

Program & Plan

Training Program: Competitive Landscape Map; Consumer Research; Brand Marketing

Training Plan:

- **Conduct** cultural scanning and media audits to identify contextual drivers of growing health and wellness demand
- **Employ** ethnographic research to get at why people say one thing and do another
- **Define** opportunity spaces and assess business attractiveness of each
- **Audit** Frito-Lay resources (brands, products, distribution, etc.) that exist or are in the pipeline
- **Identify** the intersection of priority opportunities and resources
- **Recommend** new product, promotion, and communication trajectories to spark innovation



Opportunities vs. resources

A matrix mapping consumer needs (rows) against Frito-Lay brands (columns). The brands listed are Lay's, Doritos, Fritos, Chexes, On the Border, and Light. The needs listed are: Behavioral Cluster, To Maintain Good Habits, To Compensate for Poor Eating, To Supplement Nutrition, To Feel Refreshed and Satisfied, To Tilt an Extra Edge, To Feel Comforted/Reassured, To Relax and Unwind, To Escape Boredom, and To Improve an Eating Experience. The matrix uses a color scale from green (low) to red (high) to indicate the level of fit or opportunity.

Result

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Innovation plan and re-positioning recommendations for new Sensible products line up

