



ROLD GOLD

SALES KIT AND HQ LAUNCH EVENT



ASSIGNMENT

& CONSIDERATIONS



OVERVIEW

Rold Gold® will be re-launching Pretzel Thins in P10W2 with NEW flavors:

- Honey Dijon
- Buffalo Wing
- Garlic Parmesan
- Flamin' Hot

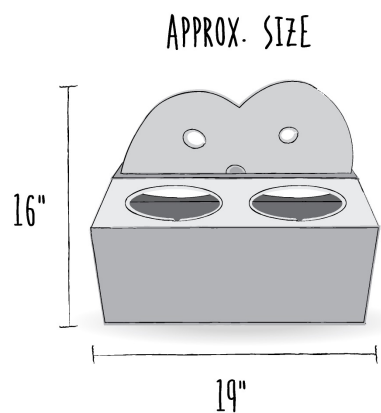
SALES KIT DESIGN CONCEPTS



DESIGN 1



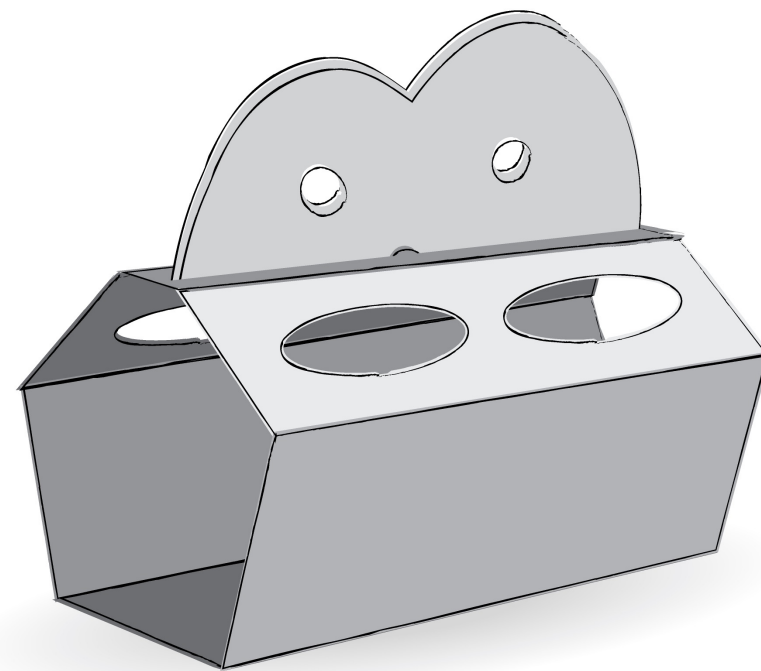
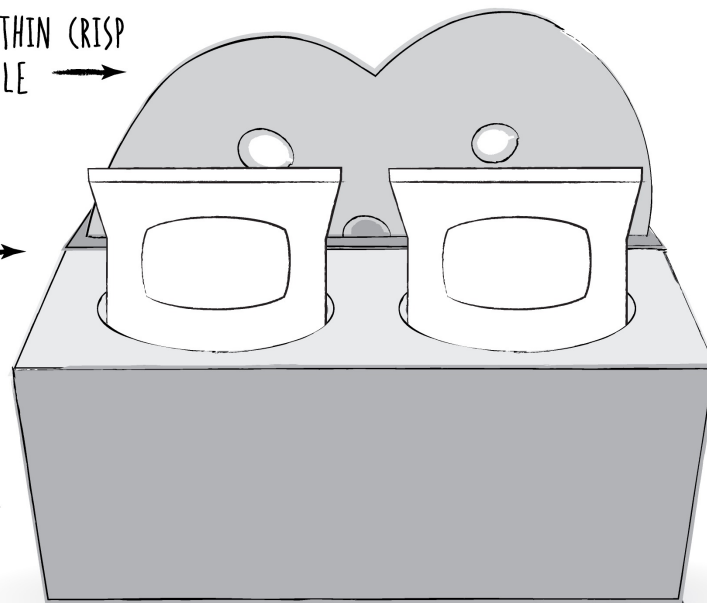
ROLD GOLD® THIN CRISP CARRIER



ROLD GOLD® THIN CRISP
SHAPED HANDLE →

"POP-OUT" BAGS TO
SHOWCASE BRAND →

LARGE SURFACE FOR FLAVOR
HIGHLIGHTS & INFORMATION →

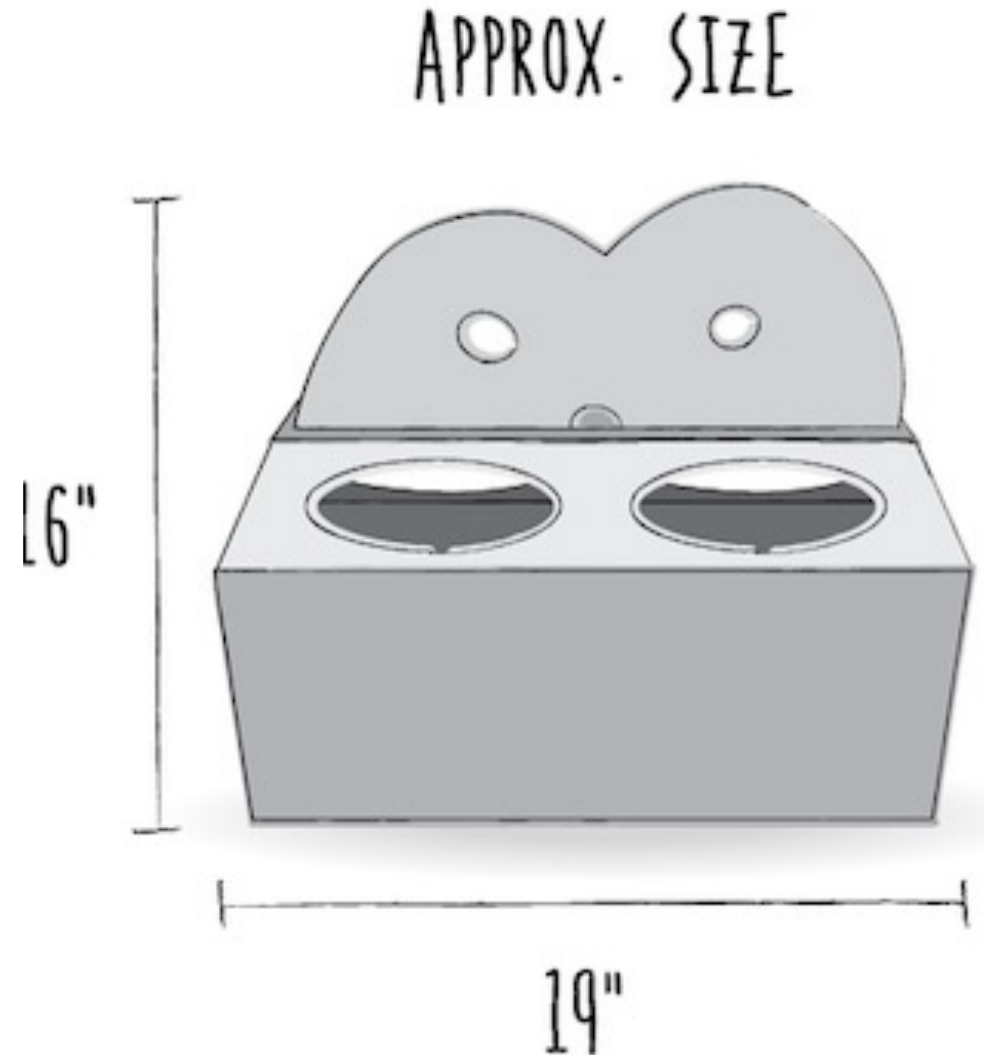


DESIGN 1: THIN CRISP CARRIER

RATIONALE

Rold Gold® Thin Crisp carrier provides a fun, convenient and **brand-driven solution** to bring excitement to the reveal of the Thins.

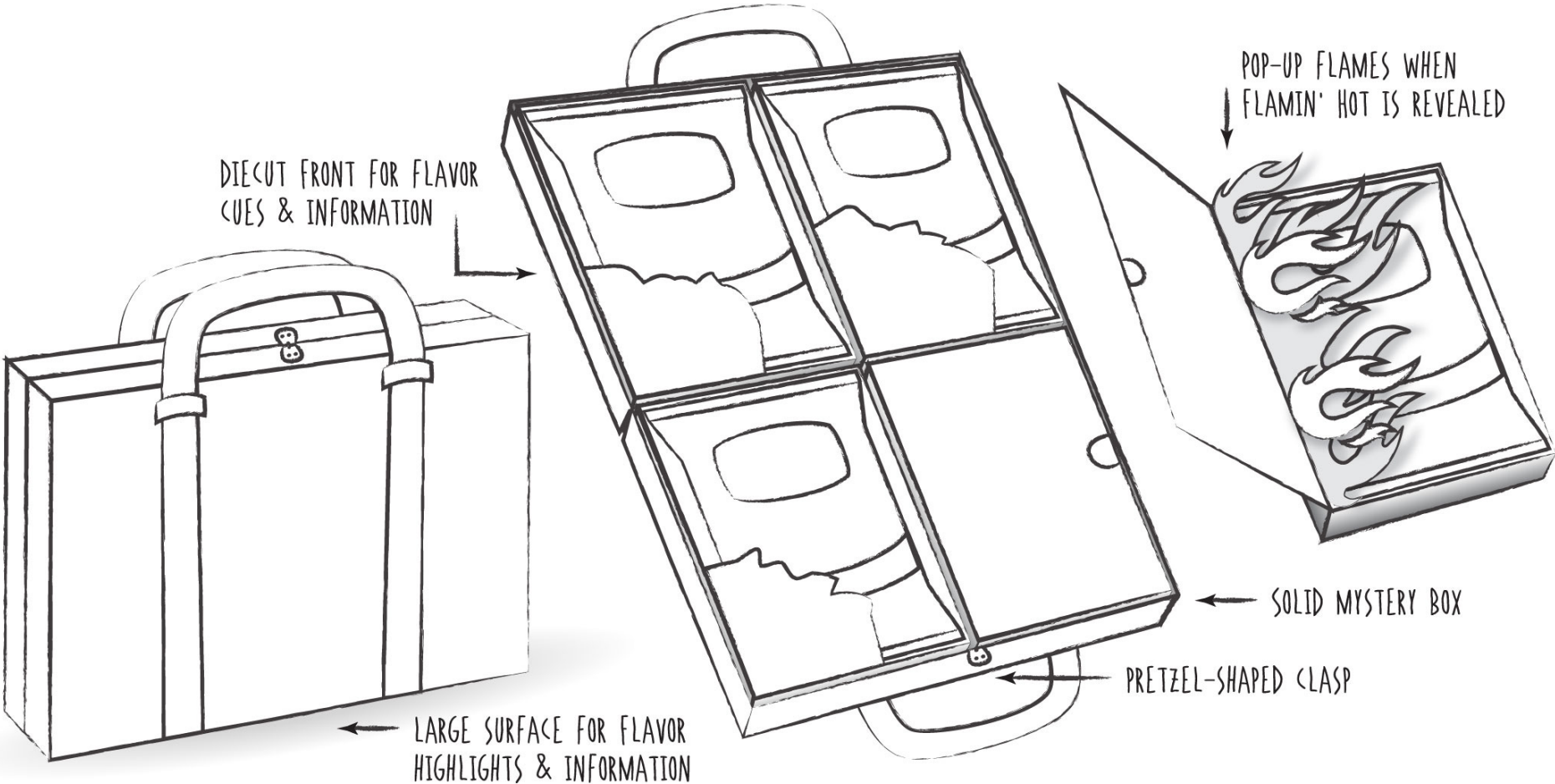
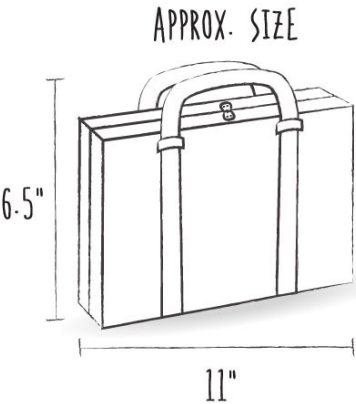
- The carrier holds 4 bags with the **tops of the bags popping out** to showcase the Rold Gold® brand (logo specifically)
- Large flat surfaces (inside and outside of the carrier) were incorporated to allow for **branding, flavor cues, color blocking, information**, etc.
- The **handle is in the shape of the actual Thin Crisps** to bring the fun and excitement of introducing the new product
- Inspiration came from various corrugated carriers for glass bottle beverages/ products that **showed the actual product** and allowed space for the carrier to be branded accordingly



DESIGN 2



ROLD GOLD® THIN
CRISP REVEAL BOX



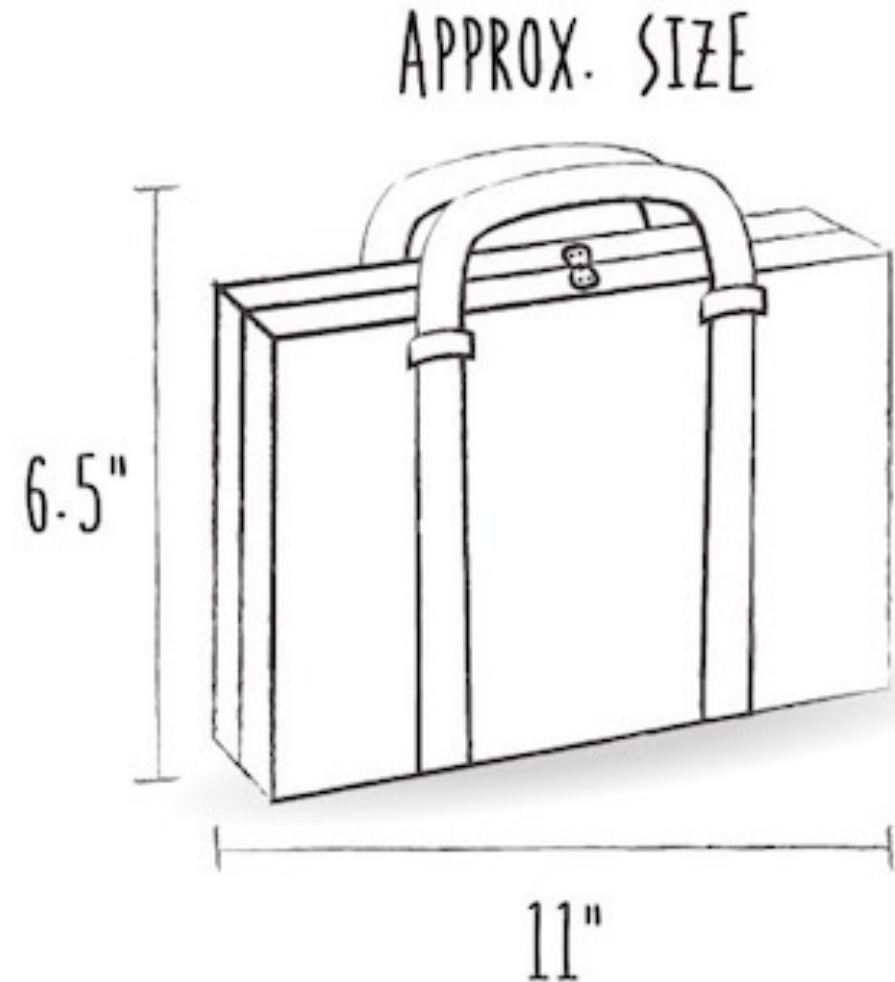
DESIGN 2: CRISP REVEAL BOX

RATIONALE

Rold Gold® Thin Crisp Reveal Box is a **convenient, easy-to-carry kit** with all information and product protected on the inside.

There are 4 boxes on the inside:

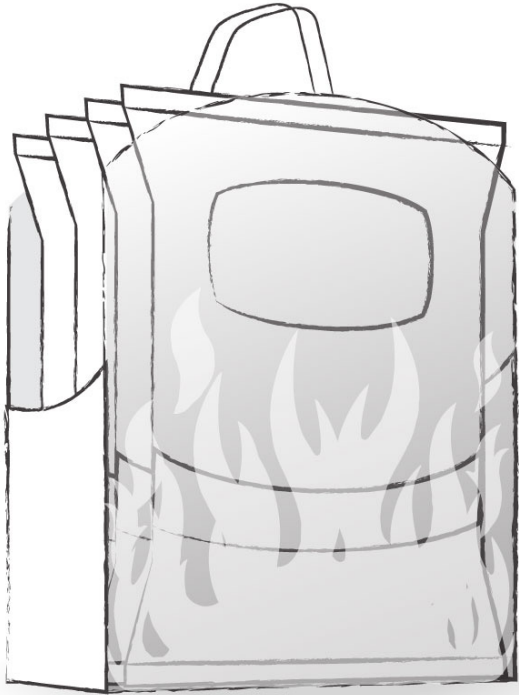
- (3) will showcase the portfolio of flavors with a **diecut front which will hold information and flavor cue designs**
- (1) will have a lid, **hiding the final flavor** underneath, and still designed with branding, flavor cues, and information
- To increase excitement for the launch of New Flamin' Hot Rold Gold®, the **bag will be hidden until the lid is opened**, in which flames will pop out like a pop-up card
- The outside of the box gives us **maximum space for branding** and flavor information
- The **clasp to hold the box together is in the shape of a pretzel**, so every time you begin and end engagement with the kit, you interact with Thin Crisps



DESIGN 3



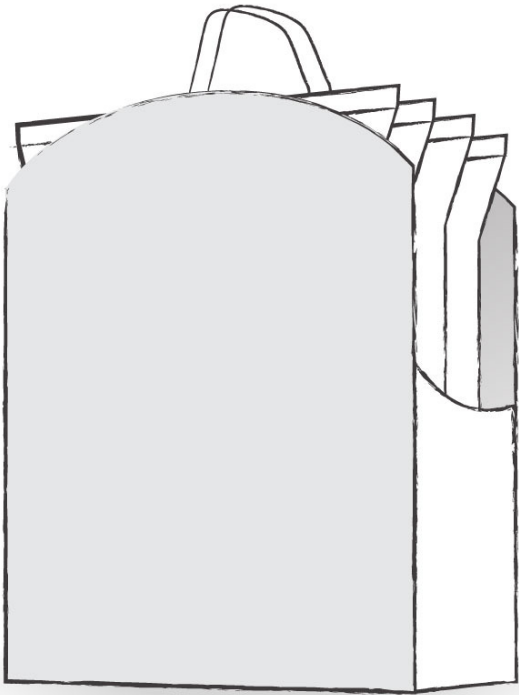
ROLD GOLD® THIN CRISP
FLAMIN' HOT WINDOW



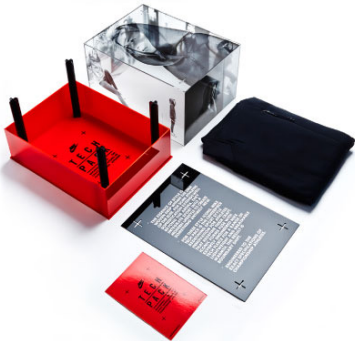
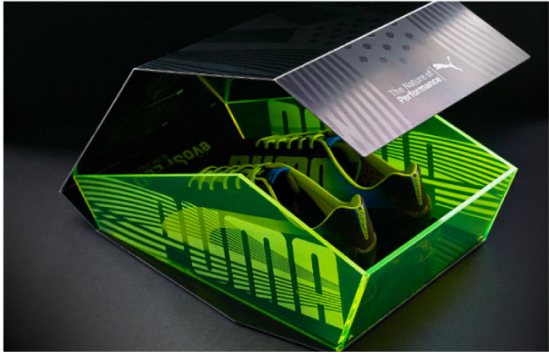
FRONT

← CLEAR FLUORESCENT ACRYLIC
WITH ETCHED FLAMES

LARGE SURFACE FOR FLAVOR
HIGHLIGHTS & INFORMATION →



BACK



DESIGN 3: FLAMIN' HOT WINDOW

RATIONALE

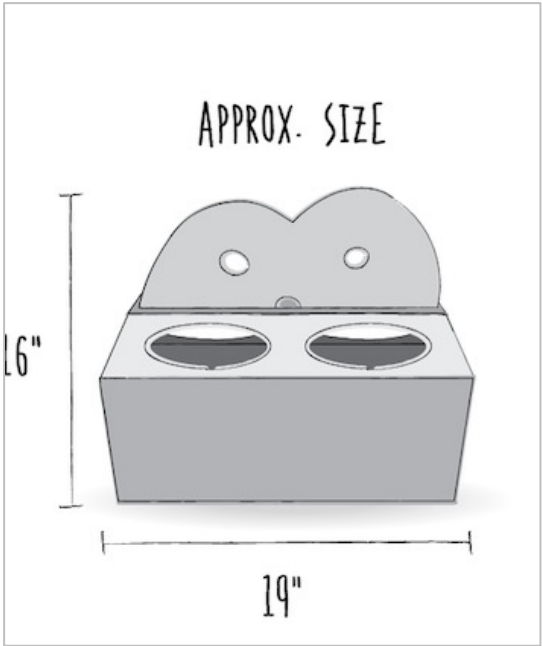
Rold Gold® Thin Crisp Flamin' Hot Window provides a **unique and cool visual feature** to a carrier kit.

- One side of the case will be made from **a see-through, colored “glow” acrylic with etched in flames** to really emphasize the new Flamin' Hot flavor. The Flamin' Hot bag will be positioned right behind it, making the packaging look as if on fire.
- The other side is a large flat area where all the **branding, flavor information, etc. will live**
- The **top will be open for convenient snacking** at any time
- A **simple handle** will be affixed on the top for easy carrying



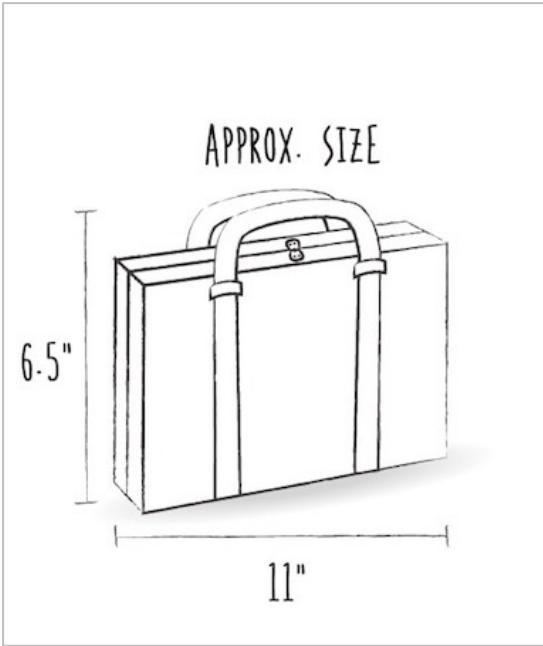
KIT DESIGN RECAP

TBD



DESIGN 1
**THIN CRISP
CARRIER**

Provides a fun, convenient and brand-driven solution to bring excitement to the reveal of the Thin Crisps.



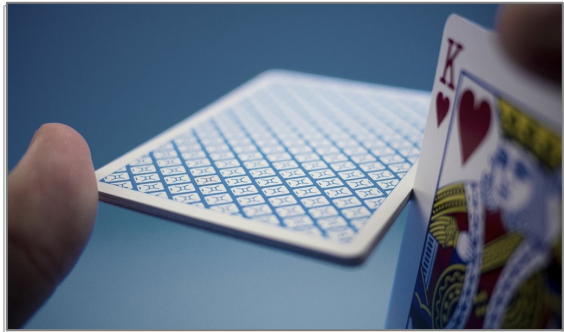
DESIGN 2
**CRISP REVEAL
BOX**

Convenient, easy-to-carry kit with information and product protected on the inside.



DESIGN 3
**FLAMIN' HOT
WINDOW**

Open window design provides a unique and cool visual feature to a carrier kit.



DESIGN 4
TBD

TBD

LAUNCH EVENT CONCEPTS



SEASONAL CONSIDERATIONS (P9 - P11)

- Football
 - *Watch Out: Tostitos NFL*
- State Fair
- **Oktoberfest**
- Halloween
 - *Watch Out: Cheetos Bag of Bones*

OPERATIONAL CONSIDERATIONS

- Reinforces the Rold Gold brand and new Thin Crisps flavors launch
- Thematic offers broad appeal for FLNA employees
- Come and go structure encourages engagement and attendance
- **Generates excitement with a fun and memorable experience**

EVENT 1



CONCEPT 1 | INSPIRATION

The fair is in town. And, like Rold Gold, it's definitely NEVER boring!



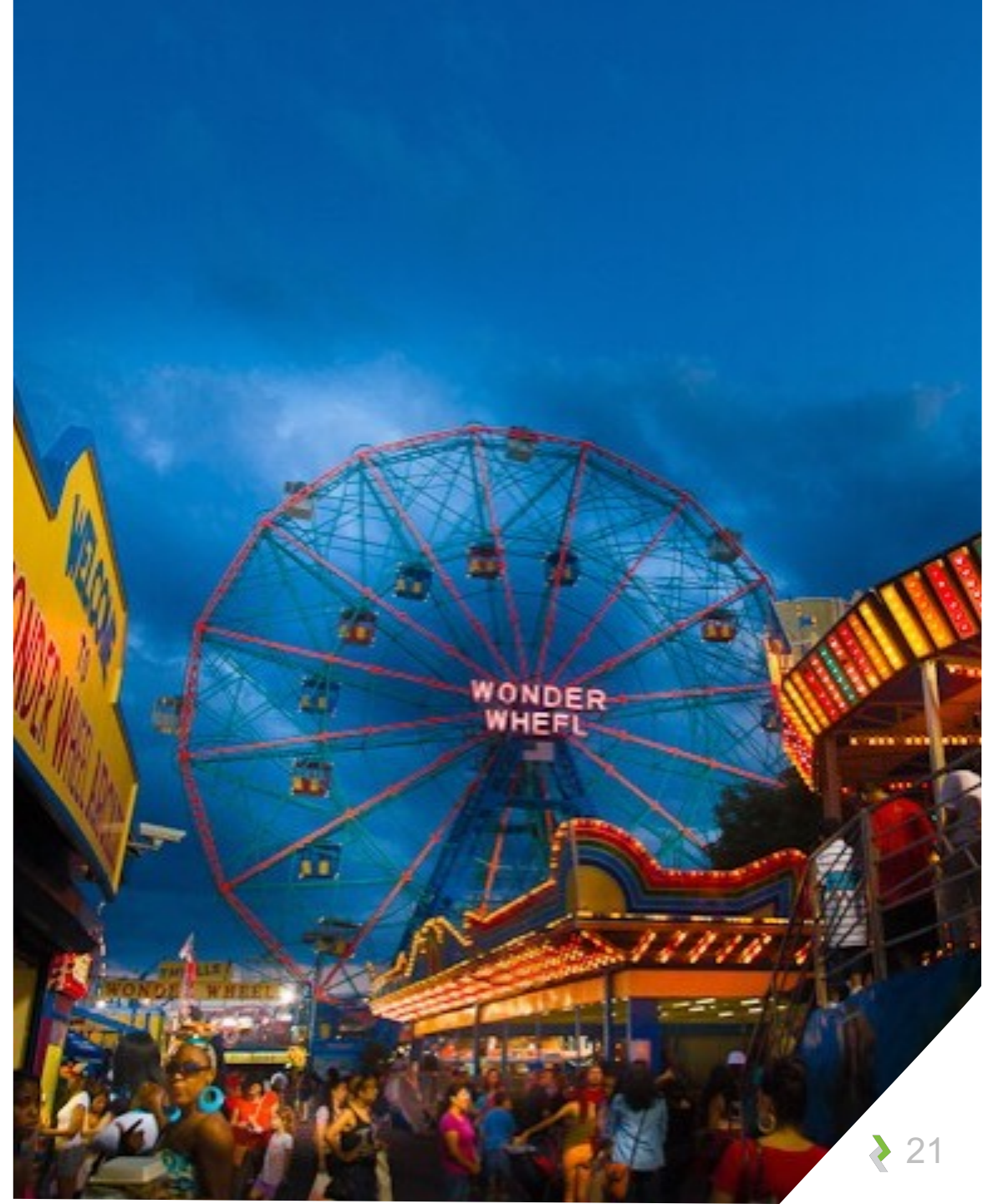


CARNIVAL OF FLAVOR

CARNIVAL OF FLAVOR IDEA

It's state fair season! The **focus on food and fun** is right up our Midway, but the State Fair of Texas has nothing on the **sideshow we're bringing to Frito-Lay**.

Forget auto shows and blue ribbon jam, **Rold Gold® is giving HQ a twisted carnival experience** to showcase the new flavors launch in an unexpected and memorable way.



CARNIVAL OF FLAVOR

HOW IT COMES TO LIFE

Rold Gold® is transforming FLNA HQ into a **Coney Island-style boardwalk and carnival experience** for the new Thin Crisp flavors launch.

- *Timing:* September
- **Each Rold Gold flavor represents a carnival performer** with turn-of-the-century-style poster design:
 - Garlic Parmesan: Contortionist
 - Dijon Mustard: French burlesque
 - Buffalo Wings: Strong Man
 - **Flamin' Hot Reveal:** Fire breather!
- *Activities:*
 - **Augmented reality** rollercoaster station
 - Fun House **"thin" mirrors** and a maze
 - Tarot card reader
 - **Photo booth** with props like the strong man
 - Temporary tattoos



EVENT 2



CONCEPT 2 | INSPIRATION

Rold Gold® is an American classic, just like football.

Plus, our new flavors are reminiscent of food from football gatherings.



The background image shows the open trunk of a car, which is decorated for a 'Rold Gold Rally'. A string of yellow and blue triangular bunting is draped across the top of the trunk. Two large, yellow and blue striped pom-poms are attached to the ends of the bunting. Inside the trunk, there are several yellow and blue striped boxes of popcorn, a large bouquet of yellow flowers, several clear plastic water bottles with yellow labels, and a blue and yellow 'FAN CAVE' sign. The car is parked outdoors, with green trees visible in the background.

ROLD GOLD RALLY

ROLD GOLD RALLY

IDEA

Rold Gold® boasts a long history of hall of famers, so, we're shaping up our new sales season with a **lineup of flavorful new recruits**.

Bring your team spirit to the HQ tailgate followed by fun and games that rally around **the new Rold Gold team**.



ROLD GOLD RALLY

HOW IT COMES TO LIFE

Rold Gold® is introducing their new teammates through a **day of celebration and friendly competition.**

- *Timing:* September
- **Tailgate** spread features food that's representative of each flavor (i.e., real wings and fresh pretzels and Dijon mustard)
 - Create fun **College Game Day signs**
 - Play **cornhole** with bags that look like Rold Gold
- Employees can **wear their own college gear** to show spirit
- **Marching band and cheerleaders** wearing blue and gold!
- **Host The Gold “Bowl” Games:** The 4 new flavors go head to head for the ultimate bowl winner. As employees sample they vote with a coin. The **flavor with the most coins wins a Gold Bowl bowl trophy.** But there are no real losers!
 - *Plus Up:* While the votes are tallied employees participate in a larger-than-life custom **Rold Gold Twister game**



EVENT 3



CONCEPT 3 | INSPIRATION

Oktoberfest - where pretzels and beer go hand in hand!



PRETZEL FEST

A festive graphic for Pretzel Fest. In the center is a large glass mug of beer with a thick head of white foam. Behind the mug is a blue and white diamond-patterned circular backdrop. Flanking the mug are several stalks of golden wheat. In front of the mug are two large, golden-brown pretzels. At the bottom, a blue and white wavy banner is held up by two blue stands.

PRETZEL FEST IDEA

We love any excuse to get together for a good time, but there's **no greater purpose than pretzels and beer!**

Since it's that time of year, we're **raising a stein** to the new Rold Gold Thin Crisp flavors by **hosting Oktoberfest (with a twist, of course!)** Each Thin Crisp flavor will get their own **beer pairing!**



PRETZEL FEST

HOW IT COMES TO LIFE

We're bringing Bavaria to Plano for our very own Rold Gold **popup biergarten and pretzel hall**.

- *Timing:* October
- **Pair Rold Gold flavors with different beers at different stations** for an immersive sampling and educational experience
 - A-B or local Oktoberfest brews
- **Flamin' Hot reveal:** We could do a secret taste test to keep employees guessing
- Everyone gets a **Rold Gold branded stein** with product info one sheeter rolled inside
- Event includes **authentic German food, music and servers**



EVENT 4



CONCEPT 4 | INSPIRATION

The card-cutting expression “cut thin to win” was popularized by the 1965 book of that name. The saying means to cut only a few cards at the top of the deck to better your chances.

The new flavors of Rold Gold® Thin Crisps are a sure bet!



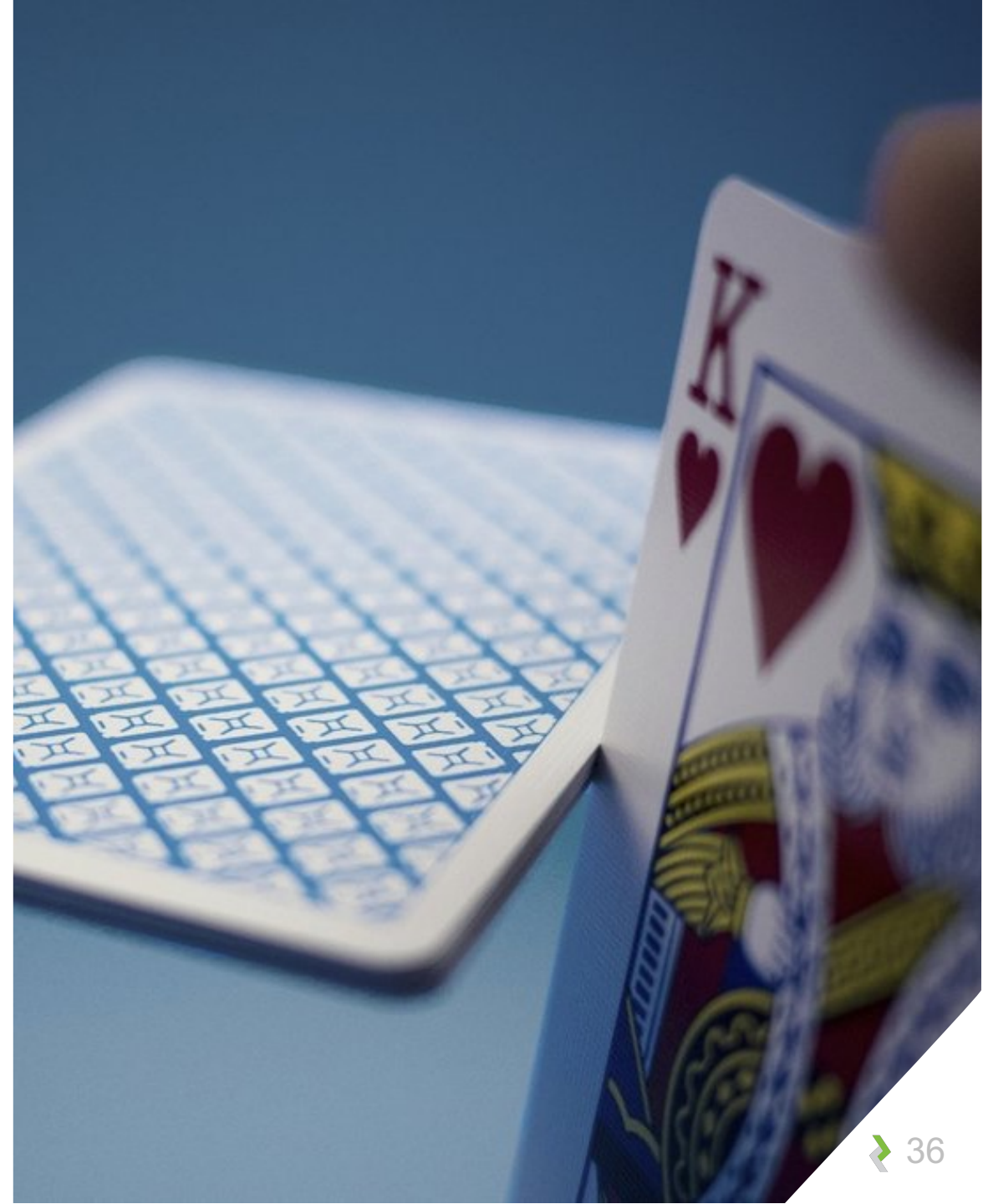


THINGS TO WIN

THINGS TO WIN IDEA

The house always wins, especially the **House of Rold Gold**. We've **stacked the deck** with four exciting new flavors that suit every taste.

Help us celebrate the launch of new Rold Gold with a **casino night full of fun, flavor and glamor**.



THINS TO WIN

HOW IT COMES TO LIFE

Transform FLNA HQ into a **Rold Gold® casino** reminiscent of a James Bond movie.

- *Timing:* Evergreen
- Each **casino game represents a new Rold Gold Thin Crisp flavor** experience (Roulette, Craps, Blackjack, Poker)
- **Dress code is blue and gold** (dealers wear colors that correspond with the new flavors)
- Create Rold Gold **branded deck of cards** (4 flavors = 4 suits) and chips
- Winners with the **hottest hand** get a full-size bag of Flamin' Hot or other Rold Gold swag
- *Plus up:* Goldfinger-style James Bond **(Rold) Gold-en woman** walks around for photo opps



CONCEPT RECAP



CONCEPT 1 CARNIVAL OF FLAVOR

HQ becomes a sideshow of wonder and discovery when Rold Gold® brings a flavorful twist on the fair



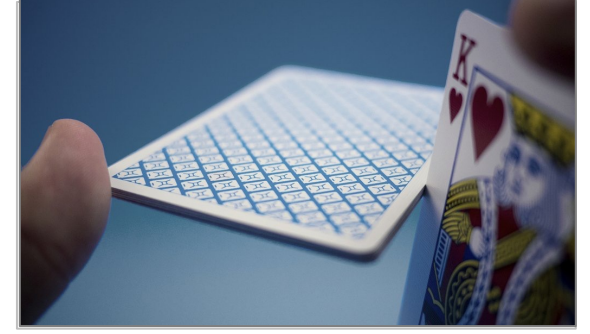
CONCEPT 2 ROLD GOLD RALLY

Captures the spirit of football season with a tasty tailgate and friendly competition



CONCEPT 3 PRETZEL FEST

Brings Oktoberfest to life as an inherent beer and pretzel celebration to highlight the new Rold Gold launch



CONCEPT 4 THINS TO WIN

Transforms FLNA HQ into the House of Rold Gold for an exciting casino night