



TOSTITOS CINCO DE MAYO

KROGER



WHAT WE'LL COVER

ASSIGNMENT & CONSIDERATIONS

LANDSCAPE & KEY TAKEAWAY

INSPIRATION & IDEAS

NEXT STEPS

ASSIGNMENT & CONSIDERATIONS

Develop exclusive ideas for a Tostitos led 2018 Cinco de Mayo program in Kroger stores.

CONSIDERATIONS:

1. Opportunity to gain incremental space within the produce department
2. All concepts should partner with Avocados from Mexico, building upon their connection to Cinco de Mayo
3. Offer valuable bundle deals; Tabasco could be included as bundle item
4. Deliver value beyond price; personalized, convenient and affordable
5. Program will be supported with with POS and digital components
6. Leverage Kroger's media partners and assets (MyMag, BCC, etc.)
7. Budget is approx. \$200k

OBJECTIVES

GET: Millennial Men & Women (24-35)

TO: purchase more Tostitos from Kroger stores

BY: promoting the value and quality behind our products in the produce section

BECAUSE: the Kroger shopper is mindful of what they're providing to their families, and are seeking a personalized, convenient and affordable way to do their shopping



LANDSCAPE

& KEY TAKEAWAY



LANDSCAPE & KEY TAKEAWAY

TARGET (MILLENNIALS)

Looking for value

Real world life stage

Involved in their careers

Friends are an extension of family
(Ex: Friendsgiving)

Social



RETAILER

Deliver value beyond item
and price

Personalization, convenience
and affordable shopping

Customer 1st

“Save Me Time. Save Me Money.
Inspire Me.”



BRAND

Fun Times Together

Party & Breaks

Fiesta Fun

Avocados from Mexico

Cinco de Mayo



Millennials are looking for personalized and convenient solutions to make their parties festive and fun.

INSPIRATION & IDEAS



CONCEPT 1



CONCEPT 1 | INSPIRATION



Millennials
are very passionate
about food, they
gravitate towards
food as an affordable,
fun way to develop
community



46%

of meal kit purchasers
state the top reasons for
buying include **saving**
time on meal planning

A close-up photograph of a white bowl filled with chunky guacamole. The guacamole is a vibrant green color and is mixed with small pieces of red tomatoes and white onions. Several golden-brown, triangular tortilla chips are scattered on top of the guacamole. The background is a soft, out-of-focus light brown color.

GUAC IN A BOX

GUAC IN A BOX IDEA

When it's time to fiesta, you want to celebrate with the least amount of fuss. Kroger, Tostitos and Avocados From Mexico are **taking care of the prep** so you can get to partying pronto.

With one simple grab and go box, we're offering freshly sliced and diced guacamole recipe ingredients. **Just grab the Tostitos and you'll be mixing it up in no time.** The box even folds out into a disposable Tostitos branded chip and dip tray!



GUAC IN A BOX

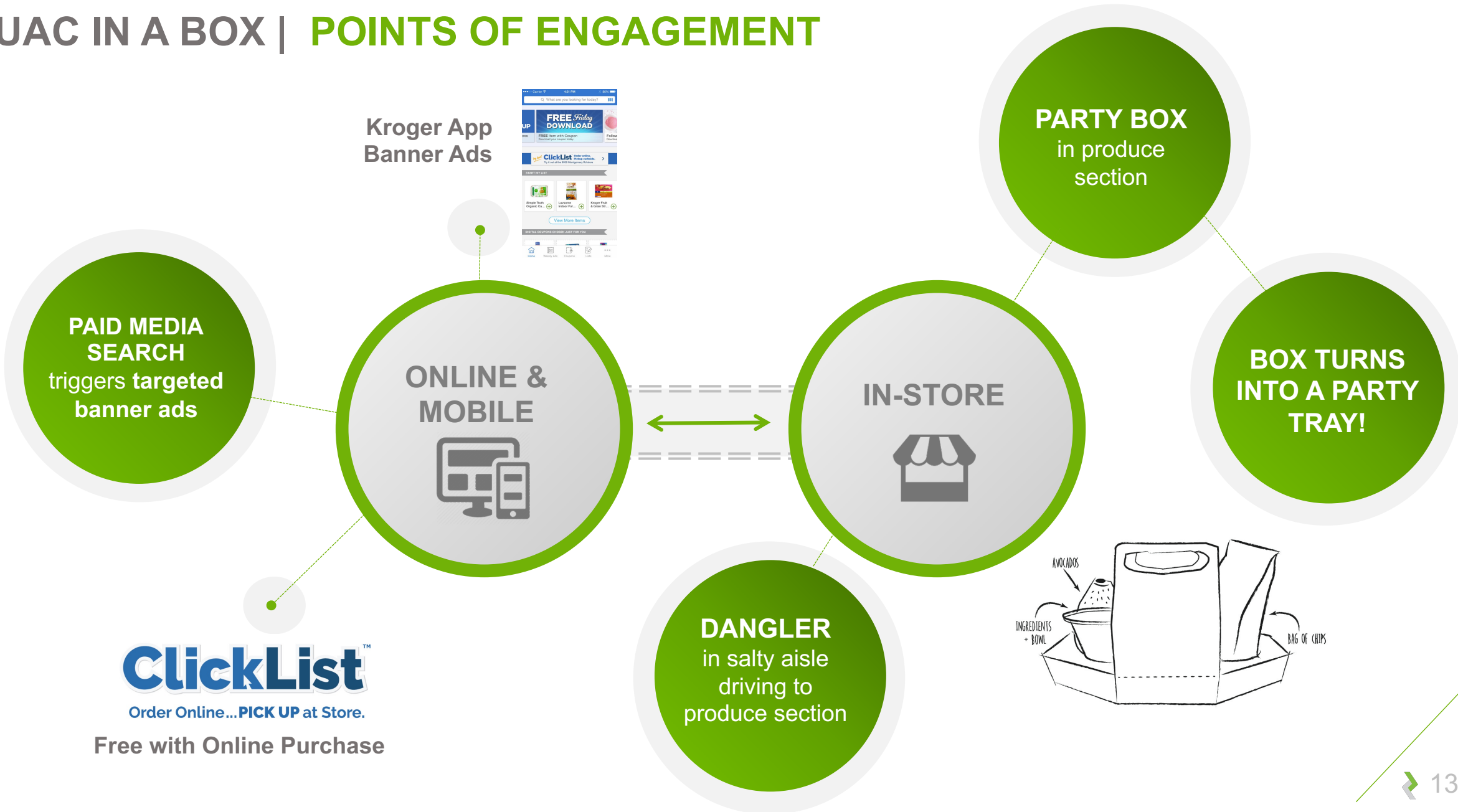
HOW IT WORKS

Tostitos is giving Kroger shoppers a simple \$5 Cinco Party Box

- Keyword searches trigger **paid media ads** (Ex. meal kits, guacamole, easy Cinco de Mayo recipes)
- Banner ad in **Kroger App** directs shoppers to load offer to Plus Card
- In-Store **\$5 Tostitos Cinco Party Box** includes (2) Avocados From Mexico and chopped guacamole ingredients (cilantro, tomatoes, onions, garlic)
- Then grab the Tostitos and turn the box into a fun and festive **disposable party tray**
- Plus Up: Get **FREE ClickList pickup** with the purchase of the \$5 Tostitos Cinco Party Box online



GUAC IN A BOX | POINTS OF ENGAGEMENT



GUAC IN A BOX | WHY IT WORKS



SAVES TIME

Food prep takes the effort out of planning



**OFFERS
CONVENIENCE**

Bundle is found in one destination for easy shopping



**SUPPORTS
PARTNERSHIP**

Focuses on Avocados From Mexico and Tostitos relationship

CONCEPT 2



CONCEPT 2 | INSPIRATION

92%

of consumers trust an influencer more than an advertisement or traditional celebrity endorsement



Matt Timms,
the czar of amateur cook-offs,
take-downs, and bake-offs in
NYC, inspired a movement of
**down-home cooking
competitions**

Click to Subscribe!



CINCO PARTY TAKEDOWN

HilakCooking.com



7:18 / 8:36



17

CINCO PARTY TAKEDOWN IDEA

We're spicing up Cinco de Mayo with a little friendly competition.

Matt Timms will host a Cinco Party Takedown where he **challenges popular YouTube influencers, Kroger chefs and even amateur cooks to create THE best guacamole recipe.** But that's not all, each competitor is given a Tostitos flavor that their recipe **MUST** include.

The fun doesn't stop there; he'll be joining up with Kroger, Tostitos and Avocados From Mexico to give **Kroger shoppers the tools** to set up their own Cinco Takedown Party.



CINCO PARTY TAKEDOWN

HOW IT WORKS

Create a new way to celebrate Cinco de Mayo with a little friendly competition

- **Kroger Media** assets create awareness and direct shoppers to the series of Cinco Party Takedown videos on Kroger.com
- Each competitor will use Avocados From Mexico and a selected flavor of Tostitos to create their winning recipe
- Tostitos, Avocados from Mexico, and Kroger's social channels promote and showcase **Cinco Party Takedowns, post all the recipes** and give shoppers step-by-step instructions on **how to host their own Takedown party**
 - Dynamic banner ads feature winning recipes, which consumers can then add to their mobile phone wallet (CRISP)
- In-store POS promotes the Cinco Party Takedown & **co-merchandises** Tostitos and Avocados from Mexico



CINCO PARTY TAKEDOWN | POINTS OF ENGAGEMENT



CINCO PARTY TAKEDOWN | **WHY IT WORKS**



ADDS VALUE

Provides fun & unique inspiration for Cinco de Mayo parties



SUPPORTS PARTNERSHIP

Extends Tostitos and Avocados From Mexico partnership



BORROWED INTEREST

Captures momentum of popular influencers' fan base

CONCEPT 3



CONCEPT 3 | INSPIRATION



Millennials crave
the joys of
**adventure &
discovery,**
whether epic or
everyday

25%

of Millennials say the
most important part of
cooking is adding a
personal touch to make
a recipe unique





BUILD YOUR OWN BOWL

BUILD YOUR OWN BOWL IDEA

Kroger, Tostitos, Avocados from Mexico and Tabasco are spicing things up with **new twists on the tried and true guacamole recipe.**

It's simple.

Bring new life to your guacamole recipe by adding just one unexpected ingredient.



BUILD YOUR OWN BOWL

HOW IT WORKS

Encourage Kroger shoppers to personalize their Cinco celebration with simple and unique guacamole recipes

- Pre-Shop **Kroger Plus Card email** drives members to the **Kroger Inspired Gathering** page for new guacamole recipes
- Inspired Gathering page features **categories of ingredients labeled Spicy, Sweet, Savory, and Surprising:**
 - **Spicy:** Tabasco, Wasabi, Jalapeño
 - **Sweet:** Pineapple, Mango
 - **Savory:** Bacon, Soy Sauce
 - **Surprising:** Chocolate, Cranberries, Pumpkin Seeds
- Each category identifies the **perfect Tostitos chip pairing** and provides an Add to Card coupon
- Kroger social channels encourage shoppers to **share what unusual ingredient they've used in their own recipes**
- Cross-merchandized POS **leads with the SPICY recipe** to highlight Tabasco
- Plus Up: Scan Tostitos packaging though **Pinterest lens to find our complimentary recipes**



BUILD YOUR OWN BOWL | POINTS OF ENGAGEMENT



BUILD YOUR OWN BOWL | **WHY IT WORKS**



PERSONALIZATION

Gives shoppers a personalized touch to “spice” up their guacamole



INSPIRATION

Discover new & interesting guacamole recipes



SUPPORTS PARTNERSHIP

Focuses on Tostitos, Avocados From Mexico and Tabasco with a joint display

RECAP



CONCEPT 1 GUAC IN A BOX

Simple \$5 Cinco Party Box filled with all the ingredients shoppers need to party

SAVES TIME

OFFERS CONVENIENCE

SUPPORTS PARTNERSHIP



CONCEPT 2 CINCO PARTY TAKEDOWN

Influencers help create a new way to celebrate Cinco de Mayo with a little friendly competition

ADDS VALUE

SUPPORTS PARTNERSHIP

BORROWED INTEREST



CONCEPT 3 BUILD YOUR OWN BOWL

Kroger shoppers can personalize their Cinco celebration with simple and unique guacamole recipes

PERSONALIZATION

INSPIRATION

SUPPORTS PARTNERSHIP