



# CHEETOS EASTER

DOLLAR GENERAL



WHAT WE'LL COVER

**ASSIGNMENT** & CONSIDERATIONS  
**STRATEGY** & APPROACH  
**INSPIRATION** & IDEAS  
**NEXT STEPS**

# ASSIGNMENT

## & CONSIDERATIONS

# DEVELOP CUSTOM CONCEPTS THAT BRING CHEETOS MISCHIEF AND FAMILY FUN TO LIFE DURING THE EASTER OCCASION AT DOLLAR GENERAL.

## CONSIDERATIONS:

1. Concept territories:
  - One concept should be in the spirit of Spin 2 Win (via DG program portal)
  - Leverage any Buy/Get opportunities as these work well at DG
2. Explore opportunities to add a digital angle to the program (avoiding Blippar and other engagements that could alienate older shoppers)
3. Clearly highlight the value to the DG shopper (price + added value)
4. Leverage DG media partners and assets (Triad, InStream and Quotient)
5. Primary focus is Cheetos Sweetos XL bags with a secondary opportunity with SVLR bags
6. Budget is approx. \$200 - \$250k

# OBJECTIVES

**GET:** Tiffany (technophile, multi-cultural millennial)

**TO:** choose Cheetos as the family fun snack for her Easter planning

**BY:** communicating the family fun mischief Cheetos brings to the occasion

**BECAUSE:** Cheetos and Cheetos Sweetos offers value by bringing the family together through playful mischief and adds inspiration to the Easter occasion





# STRATEGY & APPROACH



# STRATEGY & INSIGHTS

## TIFFANY

- Millennial Mom with young kids at home
- Makes lists & sticks to them
- Skips meals & does without (family first)
- Good Time = Family Fun
- Into Gaming
- Uses websites & apps that help her save \$
- Too much month at the end of my money

## CHEETOS SWEETOS

- Connect with mischievous play
- Playful, lighthearted, engaging
- Bring Cheetos humor to timely pop culture moments
- Families use eggs for a fun and mischievous prank for their neighbors and friends
- Win with family during Easter
- Unique, sweet spin on Cheetos snack
- Flavor, shape, color – Caramel Puffs

**KEY TAKEAWAY:** Tiffany is looking to make Easter “sweeter” for her kids while remaining on budget with the help of Cheetos.

# APPROACH

**KEY TAKEAWAY:** Tiffany is looking to make Easter “sweeter” for her kids while remaining on budget with the help of Cheetos.



## DOLLAR GENERAL:

- Trusted friend
- Save time. Save money. Everyday.
- Offers shopper value beyond price
- DG Digital Coupons
- Smaller markets/ communities



**Dollar General sweetens Easter through value beyond product and price that serves Tiffany and her family needs.**

# CONCEPT 1



## CONCEPT 1

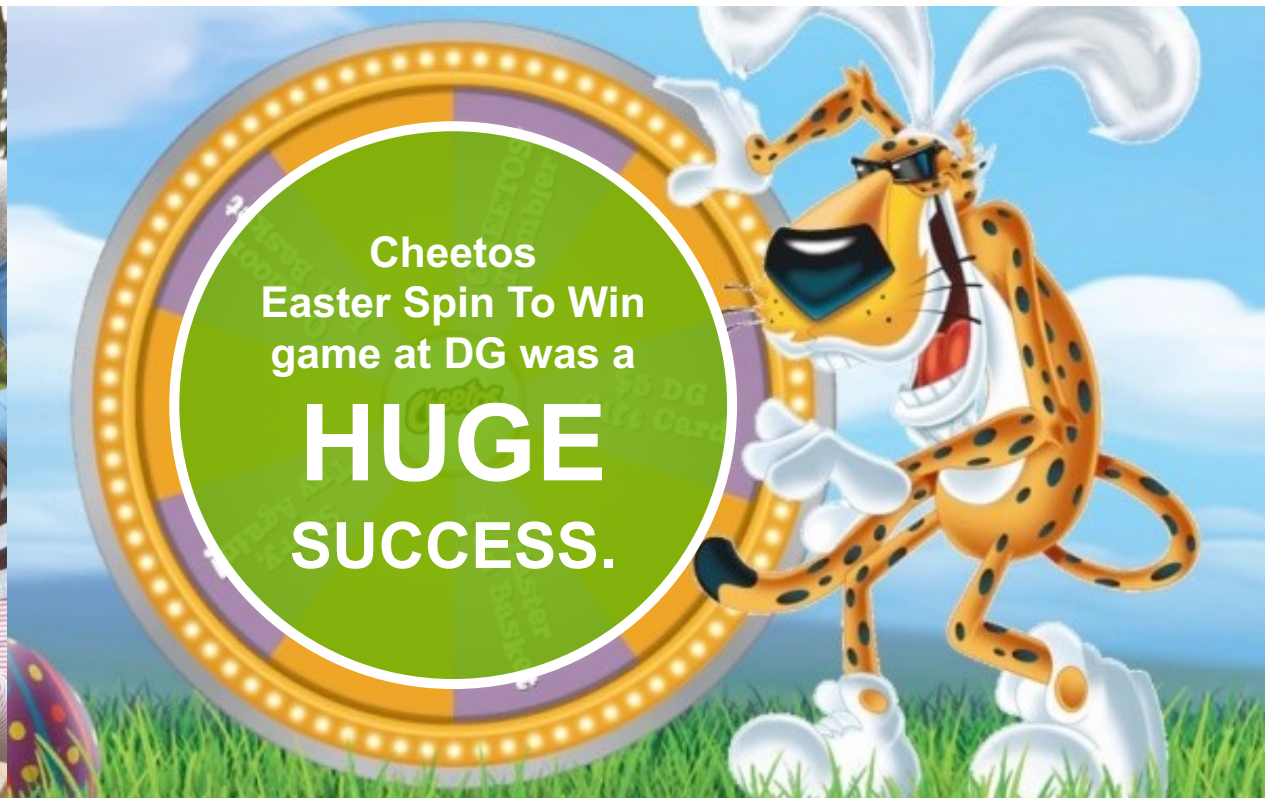


Cheetos Sweetos is **putting a spin on everyday value**

# CONCEPT 1 | INSPIRATION



47% of Millennial Parents say  
**PRANKS**  
bring the family together.





A young girl with long dark hair, wearing a white t-shirt and light-colored pants, is sitting cross-legged on a green lawn. She is smiling at the camera. In front of her is a wicker basket filled with colorful Easter eggs. She is holding a blue egg in her right hand and a pink egg in her left hand. The background is a blurred green lawn with trees and a white fence in the distance.

**PUT A NEW SPIN  
ON EASTER**



## PUT A NEW SPIN ON EASTER IDEA

Round and round it goes, where the egg will land no bunny knows. We all love the joy of winning big, but we're turning the tables and upping the ante by adding a little mischief to the mix.

**Chester is getting in on the action by giving you a chance to win great Easter & Spring-related prizes, but, watch out, you could land on one of his pranks.** Have no fear, everyone comes out a winner.





## PUT A NEW SPIN ON EASTER

### HOW IT WORKS

- **DG Digital Coupon** drives purchase with a bundle offer to buy 2 bags of Cheetos Sweetos and get a dozen eggs or Sweetos SVLR bag for FREE
- **Receipt code entered on DG portal** unlocks your white egg to spin.
- **Chester helps spin the egg** to color it and reveal your surprise:
  - **Chester Prank** (ex. Easter riddles from Chester)
  - **Tier 1 Prize** (ex. plastic eggs, Easter egg dye kit, DG gift cards)
  - **Easter Tip** (ex. “Adding vinegar to the egg dye brightens the color”)



# PUT A NEW SPIN ON EASTER | POINTS OF ENGAGEMENT



DG Digital Coupon



Facebook Post



Purchase 2X Cheetos Sweetos + get FREE item



Enter code to spin the egg & reveal surprise



Redeem prize and return to store

eCircular Hot Spot featuring Promotion



Email Integration



Visit Store



Get receipt code to enter on portal



Share color-spun egg on social media platforms



# CONCEPT 2



## CONCEPT 2



**Cheetos Sweetos is the key ingredient  
for sweeter family time**



# CONCEPT 2 | INSPIRATION

57%

of people plan to  
cook an  
Easter meal

57%

of kids get up super  
early on Easter to see  
what the Easter bunny has  
brought them





A photograph of two young children in a kitchen. A boy in a green shirt is standing and stirring a large metal bowl with a spoon. A girl in a floral shirt is sitting at the counter, holding the bowl. In the background, there is a window and a bowl of bananas on the counter. The text "DELICIOUSLY EASTER" is overlaid in the center.

# DELICIOUSLY EASTER



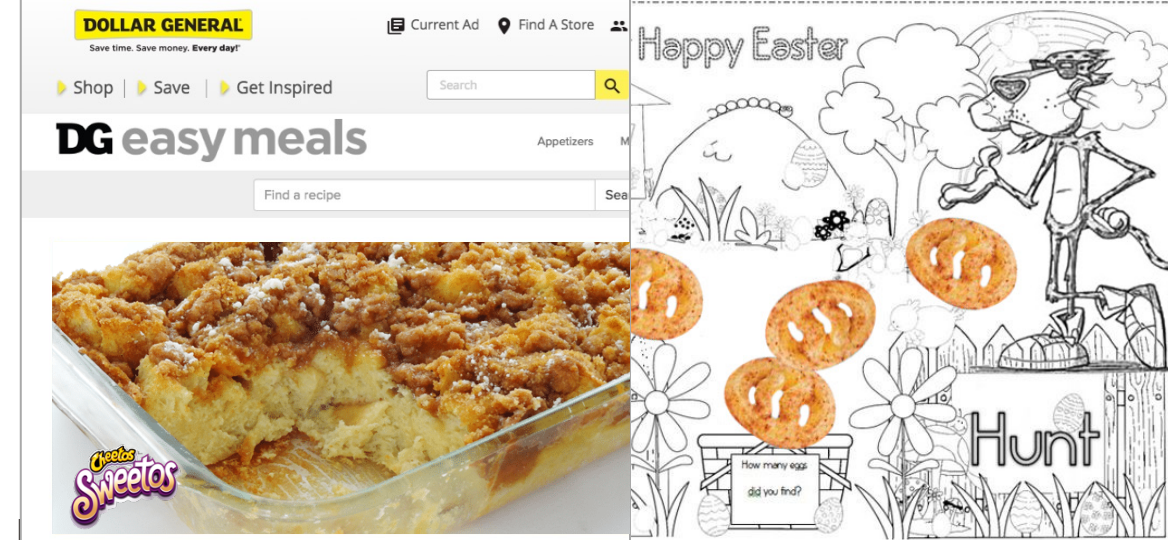
## DELICIOUSLY EASTER IDEA

Who doesn't love a little mischief first thing in the morning? Rise and shine with Cheetos for breakfast! This year, we're celebrating Sweetos' return and **kicking off Easter with a 5-ingredient recipe that combines family fun and a belly-filling pre-Easter basket breakfast** – Cheetos Sweetos French Toast Casserole.



## DELICIOUSLY EASTER HOW IT WORKS

- **DG Digital Coupon** drives purchase with a bundle offer to get recipe ingredients for around \$10 — staples (bread, eggs, milk, sugar) + two bags of Cheetos Sweetos (one to enjoy, one for the kids to smash up for the recipe)
- Featured Cheetos Sweetos French Toast Recipe will be available on **DG Easy Meals**
- **Receipt code entered on DG portal** offers access to downloadable coloring placemats (featuring Chester, of course), a perfect Easter breakfast activity.
- Portal also invites shoppers to **share videos** of their family's Sweetos Easter Breakfast fun





# DELICIOUSLY EASTER | POINTS OF ENGAGEMENT



DG Digital Coupon



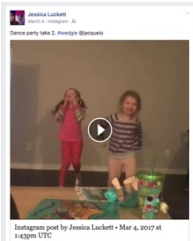
Pixie Influencer Facebook Post



Purchase Cheetos Sweetos Recipe Bundle



Download Easter coloring placemats



Share videos of recipe making on social



eCircular Hot Spot featuring Promotion. Also, Custom videos on banners and brand showcase on DG.com.



Email Integration



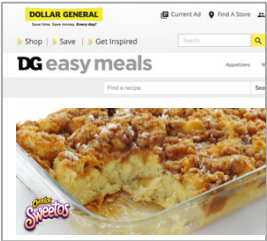
Visit Store



Get receipt code to enter on portal



Visit DG Easy Meals for Recipe



# CONCEPT 3

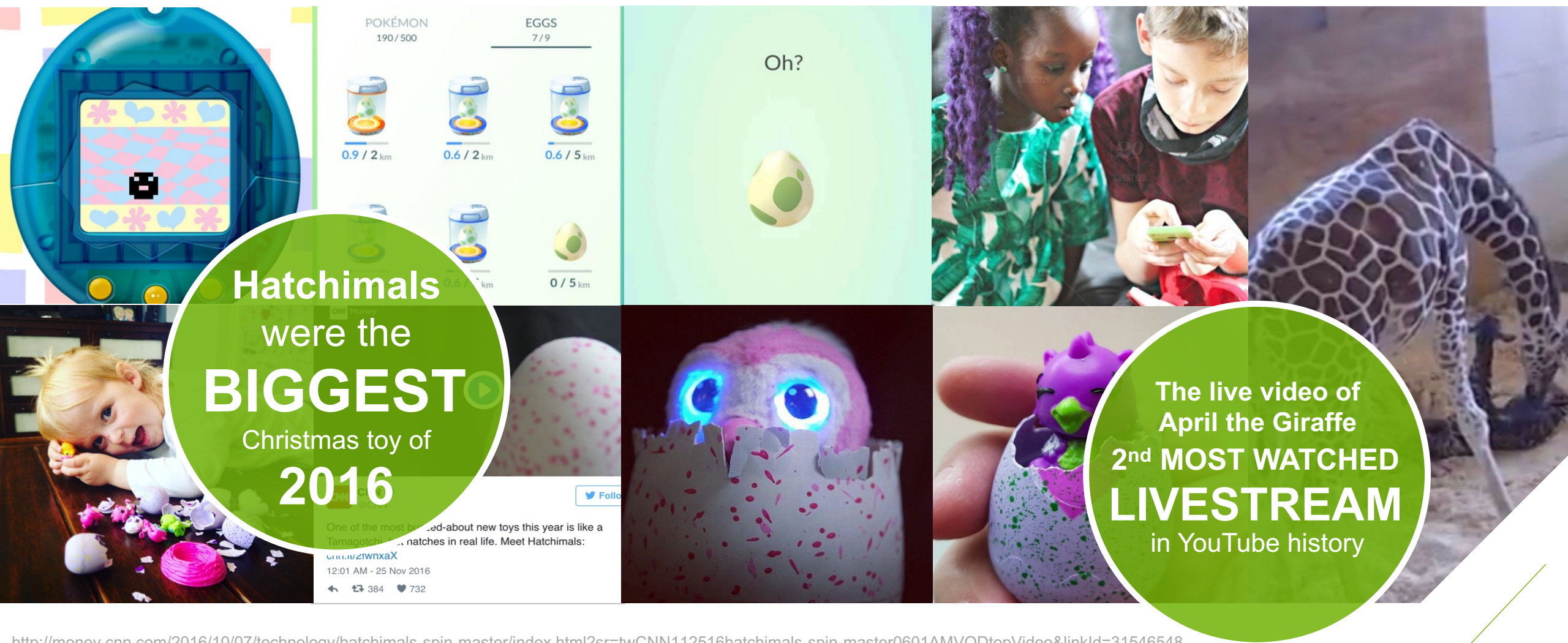


## CONCEPT 3



Cheetos Sweetos turns her egg hunt into a **mischievous game**

# CONCEPT 3 | INSPIRATION



<http://money.cnn.com/2016/10/07/technology/hatchimals-spin-master/index.html?sr=twCNN112516hatchimals-spin-master0601AMVODtopVideo&linkId=31546548>

[http://www.nola.com/pets/index.ssf/2017/04/april\\_the\\_giraffe\\_how\\_long\\_did.html](http://www.nola.com/pets/index.ssf/2017/04/april_the_giraffe_how_long_did.html)



# EGG-CUBATOR



## EGG-CUBATOR

### HOW IT WORKS

A watched pot never boils, but what happens to a watched egg? Will it be your golden goose or crack under pressure?

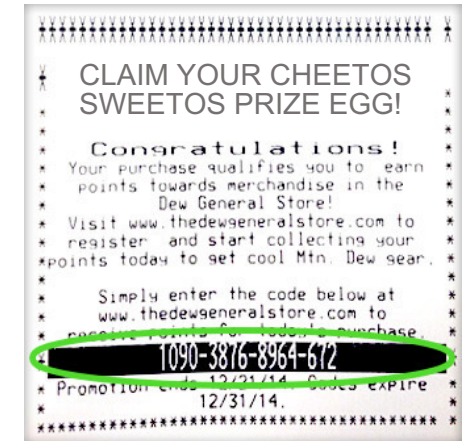
Anticipation is the name of this digital game as you have the choice to **feed your egg and watch it grow** or chicken out and take what's inside. It's up to you! But, beware, Chester is always ready to make things more egg-citing.



## EGG-CUBATOR

### HOW IT WORKS

- **DG Digital Coupon** offers shoppers a Buy 2 bags of Cheetos Sweetos, Get a \$1 OFF offer
- **Receipt code entered on DG portal** lets shoppers pick their prize egg, watch it grow, and hatch it.
  - First code = pick egg
  - Add'l codes = grow or hatch
- **You choose when your egg hatches!** The longer you wait, the better the prize might be (like Easter and Spring-related prizes)...but is it worth the risk? The chance of your egg cracking (a mischievous prank from Chester) increases the longer you wait to hatch.
- **Everyone gets a DG Digital Coupon** for a FREE bag of Sweetos SVLR whether their egg hatches a prize or cracks.





# EGG-CUBATOR | POINTS OF ENGAGEMENT



DG Digital Coupon



Facebook Post



Purchase 2X Cheetos Sweetos + get FREE item



Enter code to select/grow/hatch egg



Egg hatches prize or cracks

eCircular Hot Spot featuring Promotion



Email Integration



Visit Store



Get receipt code to enter on portal






Repeat purchase to get/enter code to grow egg and potential prize





# RECAP

CONCEPT SUMMARY			
	<div>CONCEPT 1</div> <div>PUT A NEW SPIN ON EASTER</div> <div>Builds on Spin To Win program with a colorful and shareable experience, centered around the iconic Easter egg</div>	<div>CONCEPT 2</div> <div>DELICIOUSLY EASTER</div> <div>Creates a new tradition for the whole family that kicks off Easter with a sweet start to the day</div>	<div>CONCEPT 3</div> <div>EGG-CUBATOR</div> <div>Puts the prizing power in Tiffany's hands where she can take grow her prize and hatch her egg...or crack it</div>
WHY IT WORKS	Provides Value Beyond Price	Provides Value Beyond Price	Provides Value Beyond Price
	Fosters Mischievous Family Fun	Fosters Mischievous Family Fun	Fosters Mischievous Family Fun
	Includes Digital Engagement	Includes Digital Engagement	Includes Digital Engagement
	Engages Tiffany With Chance To Win	Feeds The Family With Food & Fun	Delivers On Tiffany's Passion For Games