

INTRODUCING, LAY'S WISH CHIPS



INSIGHT: Young Canadians truly wish for a better Canada, but don't feel like they have the power or platform to create meaningful change on their own.

IDEA: 'Wish Chips' encourages young Canadians to share their wish for a better Canada. Lay's will connect each participant with a local organization supporting their cause.

PLAN-ON-A-PAGE

ENGAGE

Lay's will launch a new product called **Lay's Wish Chips**, where every chip in the bag is folded (commonly referred to as 'wish chips').

The back panel is designed as a blank canvas for consumers to share their wishes for a better Canada.

The campaign will be launched through Canadian influencers sharing their wish for a better Canada with the hashtag **#MyWishChip**



EMPOWER

Every post that uses the hashtag **#MyWishChip** will receive a reply from Lay's directing the participant to a local government organization that aligns with their wish for Canada.

In honour of Canada 150, **Lay's will donate \$1.50** to '@mentioned' organizations **for each post** including a photo of the packaging and the hashtag **#MyWishChip**



INSPIRE

A content series of 5 digital shorts will be created, telling the stories of participants as they work with their organization towards their shared wish for Canada. Each story will also be given a 30-second national TV spot.

