

DORITOS ALL SHAPES



INSIGHT

Bystanders are the most powerful group in the school, because once they learn how to take a stand against bullying the bullies lose their power

BIG IDEA

Doritos will empower adolescent bystanders to take a bold stand and build an empathetic environment for gender expression at schools



1. SPARK A CONVERSATION

By doing the unthinkable, Doritos will take a bold step by changing its distinct triangular logo and product, and replace it with other shapes to start a conversation by challenging the notion of “normal” identity and gender expectations

2. IGNITE PASSION

Challenge adolescents with the #DoritosAllShapes challenge to share what they’re doing to support a trans, non-binary, or gender fluid peer

3. EMBOLDEN CHANGE

Embolden adolescents to stand up everyday by spotlighting the most impactful stories through the Doritos social media platforms



IDEA

Doritos All Shapes

BUSINESS OBJECTIVE

- **Cause Objective:** Raise awareness of discriminatory behavior towards trans, non-binary and gender fluids kids and advocate for a safer and more inclusive environment
- **Brand objective:** increase “Bold/Edgy” brand equity metric +5pts vYA and grow +3% Gross sales

Role of Communication

Doritos All Shapes will raise awareness and embolden adolescents to change the school climate as it relates to gender-expression bullying. By doing the unthinkable and what only this brand can do, Doritos will change its distinct logo and product shape into other shapes (i.e. square, circle, star, etc.) to start a conversation by challenging the conceptions of traditional identity and gender expectations by illustrating that Doritos can also come in any shape or size.

The key message is that “if you can be bold enough to take a stand, you have the power to create a safe and inclusive environment at school”. By empowering kids to express their personal support toward their trans, non-binary and gender fluid peers with the hashtag #DoritosAllShapes on social media, Doritos will create an empathetic wave of stories on its social platforms that will bolster those in need.

Target

Canadian adolescents aged 12-15, who witness injustices occurring in their schools but haven't yet built up the courage to stand up against them.

Riley is close to finishing middle school and is excited about what lies ahead. Over the past few years, Riley started noticing some of their friends explore new and different sides of their identities. Despite not fully understanding, Riley was always comfortable with the changing environment at school and was happy to see their friends growing into their own.

However, Riley's parents were not always supportive of what was going on at school and expressed their discomfort at teacher/parent meetings. Additionally, some of Riley's friends get teased and bullied for what they choose to wear and how they choose to appear.

Riley knows that their parents' perspective and what those bullies are doing isn't right. Riley wants the bullying to stop, but is afraid that the bullying will be redirected to them if they step in. Also, seeing as how even the adults in their life have failed to act, they question if they have the power to make a change.



Insight

Category Truth	Human Truth	Brand Truth
When bystanders intervene, they are able to stop bullying within 10-12 seconds 57% of the time ¹	The fear of retaliation and loss of social status is the biggest reason adolescents don't speak out against discriminatory behavior against trans, non-binary and gender-fluid kids	Doritos ignites the spark of consumers' inner boldness by doing things no other brand can do.
Insight		
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BENEFIT

When adolescents are bold enough to take a stand instead of standing by, they have the power to create a safe and inclusive environment that allows everyone to be their true selves.

REASONS WHY

- Doritos is the only salty snack brand with the equity to be bold enough to change their logo and product shape to deliver a breakthrough campaign
- Doritos has the scale to reach this audience as it's one of the most loved snack brands amongst adolescents who already know Doritos for its bold flavours
- Doritos All Shapes is the perfect intersection of Gender Creative Kids' purpose of promoting a safe and inclusive environment in schools and Doritos' brand purpose of igniting our consumers' inner boldness

BRAND CHARACTER

The brand tonality is: Bold, Confident, Authentic, Inspirational

DELIVERABLES

- Packaging artwork
- Targeted PR and influencer strategy
- OLV and social strategy
- Earned media strategy

Timing: September 2020 Back to School launch date

Branding: \$2,000,000

Mandatory: Include Gender Creative Kids Canada logo and website (gendercreativekids.ca) as well as #DoritosAllShapes hashtag in all assets

1. Hawkins, D. L., Pepler, D., and Craig, W. M. (2001). "Peer interventions in playground bullying." *Social Development*, 10, 512-527.