



**MARKET**

Not so long ago biscuits, corn-based and non-potato snacks represented the Pakistani snacks market. The business of high quality, pure and internationally recognised potato chips was yet to appear on the snacks scene. Although there were a few small local players in different pockets and Pakistani consumers were aware of a few local potato chips brands, a strong chips brand was yet missing.

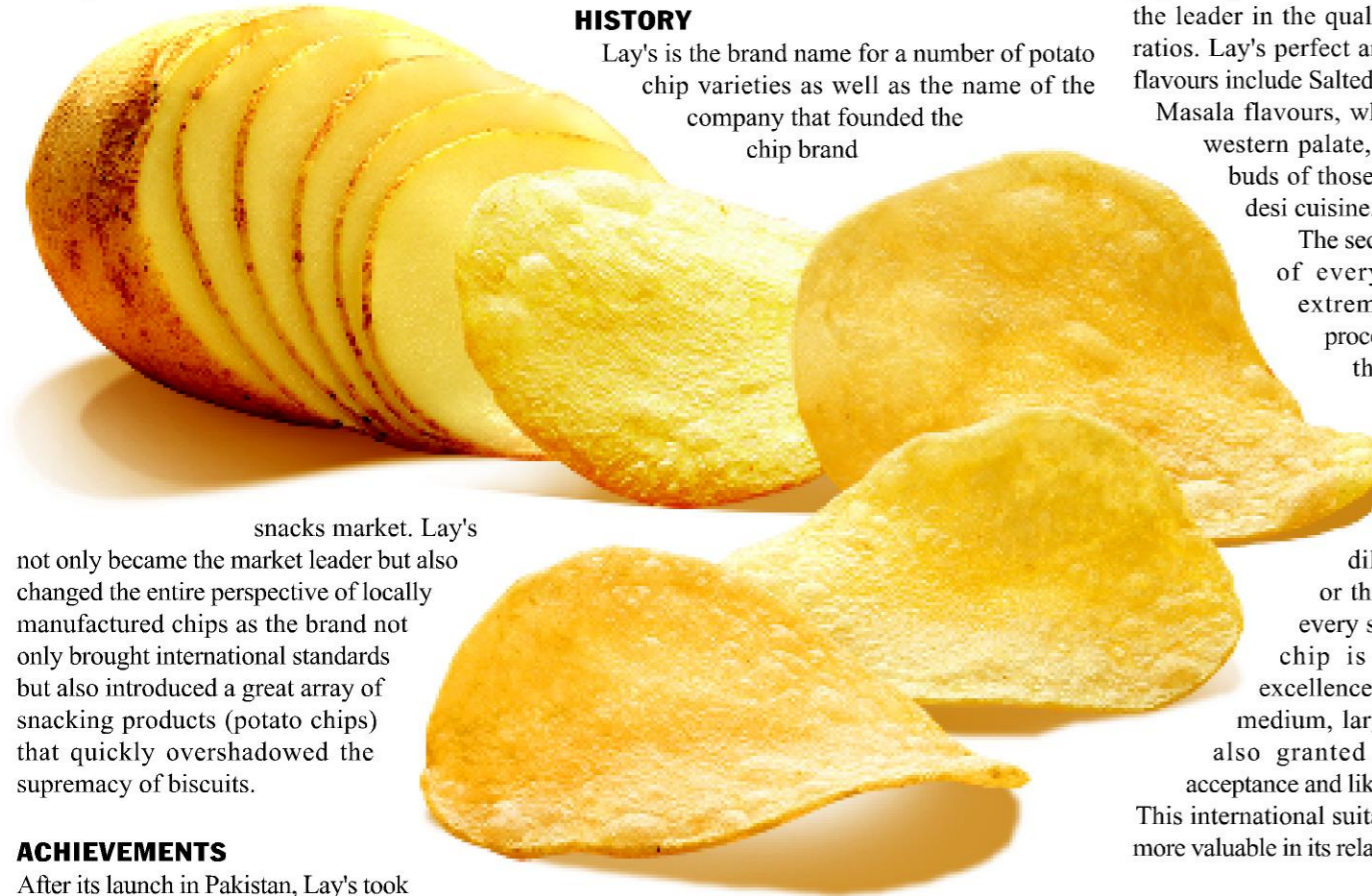
On January 22, 2007, an international potato chips brand appeared on the horizon of the Pakistani snacks market. This international star-brand was Lay's, which within no time conquered and captured the entire

of consumers became the major reason of Lay's immense success.

By introducing innovative and trendsetting potato chips flavours backed with international quality, Lay's became the growth catalyst for the natural potato chips category and today it is proudly leading the Potato Chips segment within the snacks category. Lay's has also played a pivotal role in doubling the share of Potato Chips segment within the salted snacks category and has outgrown all other segments. Today Lay's is the most popular and foremost snack brand in its category, posing a threat to all other major snacks i.e. biscuits and locally produced potato chips.

**HISTORY**

Lay's is the brand name for a number of potato chip varieties as well as the name of the company that founded the chip brand



snacks market. Lay's not only became the market leader but also changed the entire perspective of locally manufactured chips as the brand not only brought international standards but also introduced a great array of snacking products (potato chips) that quickly overshadowed the supremacy of biscuits.

**ACHIEVEMENTS**

After its launch in Pakistan, Lay's took the snacks market by storm and in just 4 months became the leading potato chips player. Lay's captured more than three times the share versus its closest competitor in the segment. This sudden success surprised the existing and experienced potato chips makers who had been in the business for decades. Lay's phenomenal success was in fact because of the failure of the existing and so-called experienced potato chips makers who failed miserably in bringing international quality and new varieties in their potato chips. Their lack of innovation and research and unwillingness to respond to the needs and wishes

in 1938. Lay's chips are marketed as a division of Frito-Lay, a company owned by PepsiCo Inc. since 1965.

In 1932 salesman Herman W. Lay opened a snacks food operation in Nashville, Tennessee, and in 1938 he purchased the Atlanta, Georgia potato chip manufacturer "Barrett Food Company," renaming it "H.W. Lay & Company." In 1942, Lay introduced the first continuous potato processor, resulting in the first large-scale production of the product. The business shortened

its name to "The Lay's Company". In 1965, Frito-Lay merged with the Pepsi Cola Company to form PepsiCo Inc. and a barbeque version of the chips appeared on grocery shelves.

**THE PRODUCT**

Lay's success was driven by a huge, untapped opportunity in natural quality potato chips. Lay's was taken as a breath of fresh air by consumers as it gave consumers a unique offering in terms of quality, flavour range and consistent freshness. The consumers were happily surprised, as they never expected such delicious, enticing and tempting flavours of potato chips. The huge popularity was evidenced by Lay's emergence as the leader in the quality race by at least 65:35 ratios. Lay's perfect and delightful potato chips flavours include Salted, French Cheese, BBQ and Masala flavours, which not only cater to the western palate, but also satisfy the taste buds of those who have an appetite for desi cuisine.

The secret behind the perfect taste of every Lay's chip is in the extremely careful and precise process that goes into producing the perfect natural potato chips for consumers.

Whether it is the selection of the freshest and the finest of potatoes or the diligent production process or the dedicated supply chain, every stage of producing a Lay's chip is a promise of product excellence. Its diverse SKUs (small, medium, large and upsize bags) have also granted the brand a universal acceptance and liking amongst its consumers. This international suitability has made the brand more valuable in its relation with other competitors.

**RECENT DEVELOPMENTS**

The huge acceptability of the brand has led to astonishing distribution expansion way beyond the leading metropolitan cities, with growth being driven through exceptional in-store merchandising.

Lay's introduced 'French Cheese', a typical western flavour. The great new flavour gave an informal zing to the local customers and became an instant hit. This popularity finally led to the addition of "Large Bag", an innovation in the Lay's SKU offering that resulted in driving the brand's growth with absolute incrementality.

Furthermore, Lay's has recently introduced an

upsized bag to cater to collective consumption occasions. The new launch comes in light of the fact that Pakistan is dominated by joint-family system whereby meal occasions are shared by the entire family, hence demanding a relevant size offering to cater to such occasions.

**PROMOTION**

Lay's was launched in style and the Pakistani pop music icon Ali Zafar was selected for the celebrity-based campaign as he was the only Pakistani pop star who could have come close to the immense market value of the brand. Ali Zafar and Lay's created magic together and the idea of a celebrity-based launch campaign was widely accepted and proved to be a milestone.

The popular celebrity-based campaign - Ali Zafar and Lay's - was then followed by an educative campaign - 'Lay's Naturalness and Quality Campaign'. This campaign was based upon a novel idea in which consumers were communicated with the excellent quality standards practiced at Lay's. The aim was to educate and inform the consumer about the advantages of having the best quality natural potato chips being offered by Lay's. The campaign was supported by significant investments in media (both electronic and print), leaving no touch points behind. The campaign led to exceptional trials and eventually enabled the business to operate at optimum capacity, hence exceeding expected plan and vision.

**BRAND VALUES**

Lay's represents the youth bandwagon for 16 - 25 year olds comprising both trendy and fun loving urban youth. Lay's target consumers are those who believe in human connections and collective activities that are young, fun and trendy in everyway. The Brand DNA of Lay's has journeyed from a creative platform of irresistibility to the simple joys of life.

The fresh perspective on Lay's 'simple joys of life' hinges on connections with the target consumers that are youthful, inventive and humanely honest. In a nutshell, the Lay's brand today has evolved into an interesting and a cool brand that has become a symbol of fun that is real, simple, easy going and locally relevant. Its core role is of an enhancer that peppers up the mundane and the routine.



[www.lays.com](http://www.lays.com)

**THINGS YOU DIDN'T KNOW ABOUT LAY'S**

- Lay's is the largest international chips brand across the world.
- Utmost care is taken while selecting potatoes. Only the best quality natural real potatoes nurtured in rich soil and carefully handled are used. Every crunchy bite taken certifies the meticulous effort.
- The selected potatoes are delicately sliced, quick fried in the finest vegetable oil and seasoned with delicious flavours, transforming them into Lay's.
- Lay's has more than 50 absolutely irresistible and mouthwatering flavours that are extremely popular across the globe with different varieties satisfying the taste bud of every consumer around the world.