

# ONLY LAY'S BEATS LAY'S

## Challenge

Lay's Chili had long been the leading hot flavor in the UAE. But in 2024, two crises hit: geopolitical boycotts and a formula change that compromised taste. What was once an iconic, beloved product quickly lost trust, leading to declines in share, volume, and revenue while local competitors gained momentum. The issue wasn't only commercial decline — it was cultural. Consumers no longer associated Chili with joy, but with disappointment. The challenge was to restore credibility, rebuild emotional connection, and re-establish Lay's Chili as the undisputed leader in the hot flavor segment.

## Strategy/Execution

The strategy began with a decisive move: bring back the original Chili flavor and packaging to restore trust. From there, Lay's turned the comeback into a cultural moment by tapping Gen Z's love of 90s ballads and social platforms. The brand launched the first-ever Love Ballad for Lay's, playful music-video content celebrating each Chili chip, and amplified it with the first-ever One Chip Bag, dramatizing that a single taste was enough to reignite love. Personalized ballads deepened engagement by responding to fans directly, while five Gen Z creators recreated their own versions to spread credibility and reach. TikTok, Meta, YouTube, Spotify, and Shahid were chosen as lead channels, complemented by in-store and e-commerce dominance. The strategy fused product authenticity with cultural storytelling, positioning Chili not just as a flavor comeback but as the category's true king.



## RESULTS

**+1.3**

Penetration

**+1**

Market Share

**+10%**

VOL

**+6%**

NR

**129M**

Impressions vs 96M planned

**26M**

Views vs 20M

**+2.5PP**

Demand Power

**216 IDX**

Salience

