

# Flamin' Hot Drove Unprecedented Business & Equity Gains

## Across Key Markets

### Reigniting Growth To Flamin' Hot!

#### Challenge

The hot and spicy snacks segment was growing +3pts YOY, yet Flamin' Hot's share fell -4pts, leaving the category it created vulnerable. Competitors were captivating Gen Z with daring content and aggressive pricing. Once the king of spice, Flamin' Hot risked being left behind. Youth weren't tired of spice —they were tired of "just hot." They craved intensity, novelty, and spectacle, treating spice as drama, performance, and entertainment. The brand needed to reassert leadership while staying culturally relevant in a region where reactions to flavor could be bold but sensitive.

#### Strategy/Execution

The campaign aimed to re-energize Flamin' Hot as a standalone platform, turning side effects swearing, tears, exaggerated reactions into cultural currency. Safe Zones, Spice Theory pop-ups, Subway tie-ins, a televised rumor-to-reveal moment, and Flamin' Hot x Kleenex collaborations let fans embrace and share reactions freely. Television and digital content front-loaded bleeped reactions, while social seeding mirrored youth behavior, driving trial and engagement. By combining cultural insight, bold creative, and multi-channel activation, Flamin' Hot Screaming Sriracha reclaimed its place as the ultimate choice for intense, fun, shareable spice experiences.



#### RESULTS

