

The background is a vibrant blue with a sunburst pattern radiating from the center. In the four corners, there are illustrations of golden-brown, ridged potato chips. The text is centered and reads:

TRANSFORMING THE NATIONS
SNACKING HABITS
& UNLOCKING NEW OCCASIONS FOR
FROZEN WITH



VIBES

WELCOME TO THE WORLD OF **FROZEN FOOD**

**What's happening in
the frozen category?**



WELCOME TO THE WORLD OF **FROZEN FOOD**

What's happening in the frozen category?

**Very mature
category**

99% penetration

**Over indexes
with families
and C2DE**

**Convenient, zero
waste, budget
friendly**

WELCOME TO THE WORLD OF FROZEN FOOD

What's happening in the frozen category?

Over indexes with families and C2DE

Convenient, zero waste, budget friendly

Very mature category

99% penetration

What's the challenge?

15% penetration with pre-family

Attract new shopper to drive longevity

Widely bought but not exciting

Getting people to fixture

The background of the slide is a solid red color with a sunburst or starburst pattern. The pattern consists of numerous thin, light-red lines radiating outwards from a central point, creating a dynamic and energetic feel.

So how do we grow
consumption with
younger shoppers?

We started with **THE CONSUMER**

**FAMILY SHARED
MEALS**



**COUPLES
CONNECT**



**CONVENIENT
PICK-ME-UP**



SOCIALISING AT HOME





THE NIGHT BUILDS IN MEMORABLE MOMENTS

The background features a vibrant orange color with a sunburst pattern of rays emanating from the center. Several potato chips with a ridged texture are scattered around the edges of the frame. A white, wavy line separates the main text from the bottom section.

**WHAT'S THE
OPPORTUNITY?**





Breaking through CATEGORY NORMS

Comes with
a seasoning
sachet

New pack
format



VIBES: the mood of a place,
situation, person etc. And the way
that they make you feel

Semiotic cues
from ambient
snacks

Driving
impulse by
acting like
snacking

Doubling McCain
pre-family appeal

21% of
consumers
would switch
from crisps





**SAMPLING
ROADSHOW**



**IN STORE
SAMPLING**



PODCAST



**FROZEN
SCREEN**



BILLBOARD



OOH



**IN STORE
ACTIVATION**

SUPPORTED WITH
**HEAVY
INVESTMENT**



**OUT OF
STORE
DIGITAL
SCREEN**



**DIGITAL
SCREEN**



**TROLLEY
MEDIA**



Within 6 months

**are almost 20% INCREMENTAL
to the category**

TOP TIP!

- Start with the consumer
- Be bold in your approach
- Stick to the product and consumer truth