**Doritos Crash the Super Bowl**

**Creative Brief**



**Background**

Doritos is a brand of tortilla chip that is produced by the Frito-Lay company since 1964. Doritos chips are sold worldwide in assorted flavors and are one of the most popular snack items in the United States. The flavors include that Doritos produces are: Nacho Cheese, Cool Ranch, Salsa Verde, Rappin’ Jalepeño and more. Doritos is well known for its Super Bowl commercials, where it holds a competition for fans to create a commercial to air in front of the Super Bowl. This competition is called “Crash the Super Bowl.”

**Key Problem**

With the Super Bowl being flooded with commercials, Doritos needs a commercial that will stand out amongst the other commercials.

**Objectives**

* Produce a humorous commercial
* The commercial must be one of the finalist
* The commercial must win the Crash the Super Bowl contest
* The commercial must stand out amongst all the Super Bowl ad clutter

**Marketing Strategies for Accomplishing the Objectives**

To accomplish the objectives will have to make sure the punch lines are funny, and that men will find it hilarious. Focusing on men is important, because more men watch the Super Bowl than women, and these men are between the ages of 18-45. The medium to use is television. The focus of the commercial needs to be Doritos, and that this commercial is unique and doesn’t blend in with other TV commercials.

**Target Audience**

Our target audience are men between the ages of 18-45 that make $25,000-$75,000 a year. These men have graduated from high school and have at least some college education. Most of these men are married and have kids living with them. These people are eccentric and love inviting people over to their houses.

**Key Message**

The main message we need to send is that Doritos is the supreme snack food of choice. That bringing Doritos to a party will bring life to the party.

**Executional Mandatories and Considerations**

Television Commercial must:

* Be comical
* Be exactly 30 seconds long
* Not contain anything deemed inappropriate to Harding University
* Have Doritos in the commercial

**Key Deliverables**

There is only one key deliverable in this campaign. Television is the only medium that can meet the objectives.

**Tone and Colors the Communications should have**

* Red
* Orange
* Yellow
* Upbeat
* Fun

**Schedule**

7 weeks

* October 5th: Look over Creative Brief
* Oct 7th: In class, we will view the storyboard and final Copy. That evening we will meet in the Reynolds by 7:10 to rehearse.
* October 10th: Begin shooting. Place is TBD
* October 14th: Finish shooting
* 3 weeks of editing
* Submit commercial before the November 15th deadline.