

# Market Research: Lay's

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# HISTORY

In the year 1932, Herman W. Lay established a small business in Nashville, Tennessee and started selling potato chips, it then was bought by Herman and it became H. W. Lay & company, which later was owned by Frito-Lay and now is acquired by Pepsico and Lays is one of its most valuable brands. Lays was the first snack food to have been advertised on the television with Bert Lahr as a celebrity spokesman. Lays now is a renowned brand that has a global presence, creating flavors that according to different tastes and culture thus maintaining a good brand name.



Herman Lay



Bert Lahr

# LOGO

The first Lay's logo was created in 1932 and is still a base of today's visual identity design of the renowned brand.

**1932–1965**



In 1997 logo gets an additional color — yellow. It is used for a circle of the background, which is drawn uneven and looks dynamic. The lettering is refined in more traditional lines and got a blue shadow. The red background is now replaced by the red ribbon, drawn around the yellow sun. It is the first version of the logo we all know today.

**1997–2003**



In 2007 the logo gains a three-dimensional form, keeping the iconic color and shape composition. It looks bright, remarkable and solid. The lettering is bold and boasts a strong and sophisticated typeface, while the shape of the emblem is now perfectly balanced.

**2007–2020**





# SLOGAN

Initially Lay's positioning with the slogan "Betcha can't eat just one" focused more on the ingredient quality and the taste rather than what it offered the customer. Now the brand has repositioned itself around the statement "get your smile on" hoping to create a moment of enjoyment for the consumers. The brand is now focusing on customer's small moments of joy and has adapted various campaigns and activations to convey the message across stores around the world.



"Betcha can't eat just one."

eXamples.com



# TARGET

Lays initially targeted the high school students and now is targeting the adults as well. Its main customers are young audiences interested in sports, entertainment, cinema, etc. It uses mass marketing strategies to appeal to its consumers.



The advertisements of Lays are seen across various channels like newspapers, TV, magazines and other print media. The brand also has good visibility on Twitter, Facebook, and YouTube. To make Lays more popular among sports enthusiasts, it sponsors major sports events to make it popular among the youth. Lays has been innovating its packaging, flavors and also the communication. Lays with its new campaign looks forward to creating a smile on the faces of the millennial consumers.



# USP

Lay's products are made available to the general public through various, integrated marketing initiatives. Its value proposition of bold flavor and loud image, coupled with competitive prices, is the marketing drivers behind Lay's. Lay's offers consumers great tasting chips made from the freshest, best quality natural potatoes, made from best quality seasonings which contain zero MSG, and are cooked in rice bran oil.

Lay's boasts for its wide array of snack foods and dips that complement the needs and lifestyle of the target segments that demand for convenience and foods on the go. It is the chips brand which is on tip of consumers while purchasing snacks.

