



# ABBY CONSULTING

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## GOAL

***Lay's MAX wants to shift its current strategy from product-centric to consumer-centric, create strong emotional connection, and increase customer loyalty.***

## ISSUE

Lay's MAX has low awareness about the differentiation between Lay's MAX and Lay's Core.

Lay's MAX current strategy is product-centric and lack of engagement to customers.

Lay's MAX is unable to retain old customers due to the lack of incentives for being a loyal customer.

## STRAT

ca  dar

### Commercial

Provide differentiation between Lay's MAX and Lay's Core.

### Show your MAX

Create engagement with customers and position our brand as customer-centric.

### Event

Allow personal interaction between the brand and the customers through events.

### Do Us A Flavor

Rewards are given to loyal customers to retain old customer and encourage repeat purchases through loyalty program.

## IMPACT

Conversion Rate  
increase from 51 to  
**83 Percent**

Market share  
increase  
by **8 Percent**

Awareness  
increase  
**Significantly**

Brand's image  
changes to  
**Consumer-Centric**

# Situational Analysis

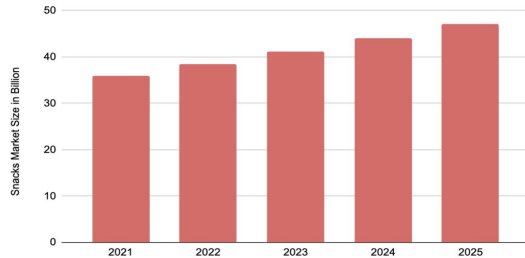
Snacks Market and Trend Analysis that would be beneficial for Lay's MAX marketing campaigns



## Snacks Market in Thailand's Landscape

### Thailand's Snack Market Share Value (THB)

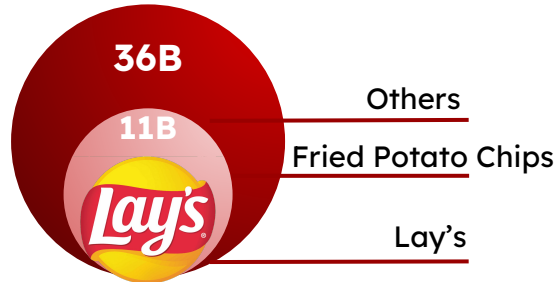
Snacks Market Size



36 Billion in 2021 to 47 Billion in 2025

**CAGR = 7.1 Percent**

### Fried Potato Chips Market Share in Thailand (THB)



**Lay's** has a market share of over 75 percent in Fried Potato Chips market, totalling about 8 Billion Baht

Lay's market share in the fried potato chips market has been growing approximately five percent annually.

## Opportunities and pain points in the market



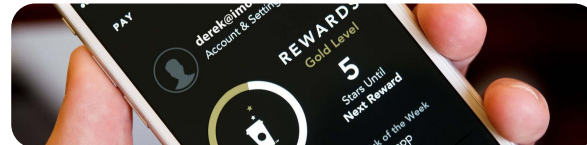
Shifts in younger audience wanting to try new and innovative products



Potato chips brand are unable to capture younger generation's heart



Lack of engagement between potato chips brand and young audience



Lack of loyalty program in the snack market



Customer wants to see brands collaborate with other brands

# Product Analysis

## Analysis of the Difference between Lay's and its competitors



### Lay's Core

#### Cash Cow Product



#### Description

Most well-known original flat potato chips in the industry, offering over 200 flavors

#### Target Audience

Target 15-35 years old

#### Unique Value Proposition

1. Wide Range of Flavors (over 200)
2. Top-of-Mind Awareness for potato chips snack
3. Global Availability
4. Hyper localization
5. Customer-driven

### Lay's MAX

#### Star Product



Create to capture the heart of young generation with its new and unique flavoring and design

Target 15-29 years old

Specifically targeting Thai Youth and those who's young at heart

1. Extra flavoring to meet customer trend
2. **Max Design:** Integrate Lay's MAX with the youth
3. **Max Flavor:** Create curiosity for limited-time flavor for youth audience
4. **Max Crunch:** Create new snacking experiences through the crunch and the waves



# Competitor Analysis

## Analysis of the Difference between Lay's and its competitors



	Lay's	Tasto	Taro	Taokaenoi
Product	Lay's MAX	Tasto Wave	Taro fish snack	Taokaenoi fried seaweed
Price	32 Baht (71 grams)	31 Baht (69 grams)	20 Baht (25 grams)	39 Baht (30 grams)
Product Target Customer	15-29 years old	13-35 years old	15-24 years old	15-32 years old, Chinese tourists
Company Market share	25.275%	8.762%	6.08%	5.106%
Brand Uniqueness	Global brand Hyper localization Customer-driven	Affordable Innovative Strong loyalty	Healthy alternative Satisfy various lifestyle	Diversify Top-of-mind awareness

# Customers Analysis

A glance at Lay's MAX customers, their demographics, choices, and purchasing habits



## Target Customers

Thai youth, specifically those aged 15-29 years old.

## Characteristics

1. Thai youth **demands an immediate gratification** due to the fact that they are in a digitalised era where responses are instant.
2. The availability of the digital landscape has given Thai youngsters the ability to embrace **spontaneity** and actively pursue unplanned adventures.
3. Using the influence of social media, Thai young people fearlessly exhibit and **demonstrate their distinctive identities** to a global audience.

## Demographics

Over 22.5 million people in Thailand are aged under 25 years old, while 10.7 Million are under 15 years old. This leaves a room of more than 10 million target customers.

## Accessible Customers



High School

2.8M



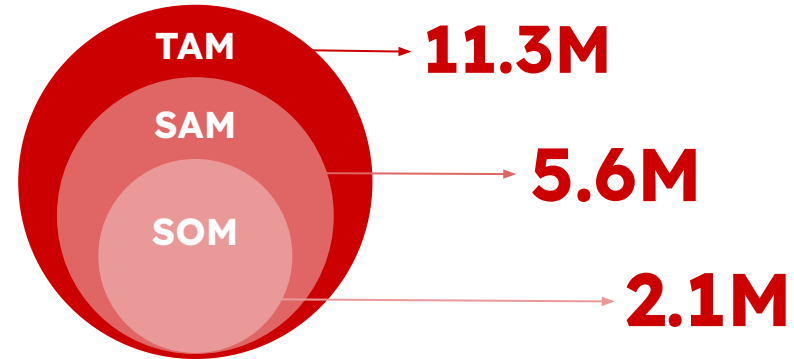
University

1.5M



Workplace

7M



# Competitor Communication

Insights of Lay's competitor's brand image, brand communication, and their campaign communication



## Tasto

### Brand image

Positioning their brand as a snack for Gen I (Idea-Innovation-Inspiration) who seek for excitement to fulfilled their need of enjoyment

### Brand communication

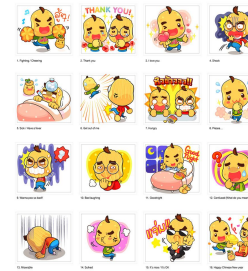
Tasto refers Tasto Wave as “New wave potato chips”

- Target younger customers
- Emphasizing the company's strength (product innovation and unique flavors)

### 3 Strategies

1. **Exciting packaging**
2. **Delicious flavor**  
implements new flavors, develops the top-selling flavors (Salt & Sour, Tasto's exclusive flavor)
3. **New generation Presenters** to influence

## Campaign communication



Free tasting, Online event, Free download Line sticker, Partnership: “Double Fizzy mission: Tasto and Fanta”

# Marketing Funnel

## Lay's MAX Marketing Funnel Analysis from a conducted survey



### Awareness

**90% of respondents are aware of Lay's MAX**

Interactive events, Virtual events, Social media, Viral campaigns, Music marketing, Teenage influencer, Media mentions, and more

High awareness



### Consideration

**49% of aware respondents consider buying Lay's MAX**

Customers are unaware of Lay's MAX value. This leads to an average rate of consideration compared with other product lines of Lay's.

Average consideration



### Conversion

**51% of considering respondents choose to buy Lay's MAX**

Among people who are considering Lay's MAX, an average proportion of them choose to buy the product, since there are fewer flavors compared with other Lay's product lines, and people are still unaware of Lay's MAX's unique value proposition.

Average conversion



### Loyalty

**58% of converted respondents decide to repurchase**

**Lay's MAX**

Among customers who have bought Lay's MAX, an average proportion of those decide to purchase the product again. 21% are highly satisfy and 26% are moderately satisfy with the product.

Average conversion



### Advocacy

**68% of loyal respondents choose to advocate Lay's MAX**

Due to Lay's MAX unique selling points, an average percentage of loyal customers who prefer Lay's MAX to Lay's core choose to advocate the product to others, as they are moderately satisfied with the product.

Average advocacy





# Marketing Analysis

A glance at how Lay's market their products and the concluded pain points



## Lay's MAX Marketing Strategy

### Lay's MAX partners with other company's products

- Potato Corner: "Overload Fries"
- 7-11 Product Combination and promotions
- Oriental Kitchen Noodles
- etc.

effectiveness

average 

**Music Marketing** : Milli's Song- To the Max  
Audiences are unable to know what Lay's MAX is and its youth vision through the music video and lyrics

low 

### Two-way communication

high 

### Hyper localization

average 

### Interactive events with artists

Does not show Lay's MAX's **unique value proposition** : Max Crunch + Max Flavor  
Promote only artists and rewards  
: **no awareness, no consideration, no loyalty, no advocacy**, only conversion

average 

## Social Media

### Instagram ( average engagement )

- 2-5 posts per month, rarely active
- No interactive activities in Instagram
- Does not hop on upcoming trends

### Facebook ( low engagement )

- Lowest likes, comments, shares
- Does not hop on upcoming trends

### Youtube ( average engagement, high potential )

- Current videos do not symbolize the concept of youth

### Tiktok ( high engagement, high potential )

- Viral easily→ high number of views but still low brand awareness
- Many reviews from influencers
  - Creating creative menus with Lay's MAX

## Pain Points

In conclusion, Lay's MAX still does not have a unique brand identity. It is unable to represent its true vision behind the product on Youth. People cannot see the difference between Lay's Core and Lay's MAX, and the target customers are unaware of Lay's MAX unique selling point.

# Strategic Overview Communication through a Big Picture

## A Year filled with joy and excitement from Lay's MAX called Ca Lay's Dar



### Key Problems & Pain Points

Lay's MAX is unable to show its **true vision of maximizing the concept "Youth"**. Consumers are unaware of the product Lay's MAX and its unique value proposition.

Lay's MAX requires strategies that **distinguish the product from other Lay's product and competitor's** by **communicating Lay's MAX distinct value through viral commercials and unique campaigns**.

### Big Communication Idea

"To show and represent the **difference and maximization of being young** with **innovative and new ideas that capture the heart and attention of youth**"

# ca dar

- "Lay Back with Lay's MAX" -

### What is Ca Lay's Dar?

**Ca Lay's Dar** is a **one-year plan** aimed at advertising **a year's worth of events with Lay's MAX**. The strategy involves skillfully **integrating Lay's MAX into various key commercials and campaigns**, such as festivals and events.

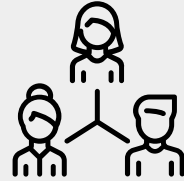
### Why Ca Lay's Dar?

The campaign aims to **drive customer engagement** and make our campaign **relatable to the audience**. By doing such campaign, the audience are **more understanding of how Lay's MAX listens to the customer** and **create a sense of connection**, ultimately **drive higher sales** and **better brand image**.



### Key Impacts

1. Strong **emotional connection**



2. Building **momentum**



3. Shift from product-centric to **customer-centric**



## Strategic Overview

To tackle our pain points, Ca Lay's Dar is created to present variety of campaigns that will engage with customer on a personal level and drive customer-centric mindset.



### Commercial

The current contents marketed through commercials and social media platforms are unable to capture the sense of youth.

Creating a sentimental commercial to communicate a strong emotion of youth, causing awareness and consideration

### "Show your MAX" campaign

Show your MAX Campaign will ignite momentum among our target customers by creating viral trends. This is an efficient way to increase brand awareness especially among youngsters

This campaign is distinct because it allows people to interact directly with the activity.

### Event

- ★ Festivals
- ★ MAXVENT
- ★ Grand Public Stunt

Event includes Festivals, MAXVENT, and Grand Public Stunt. Catching up with festivals is a way to shift to consumer-centric brand. MAXVENT is created to drive customers' interest. It is an effective way to integrate all of the marketing funnel elements. Grand Public Stunt creates excitement around Bangkok for youth.

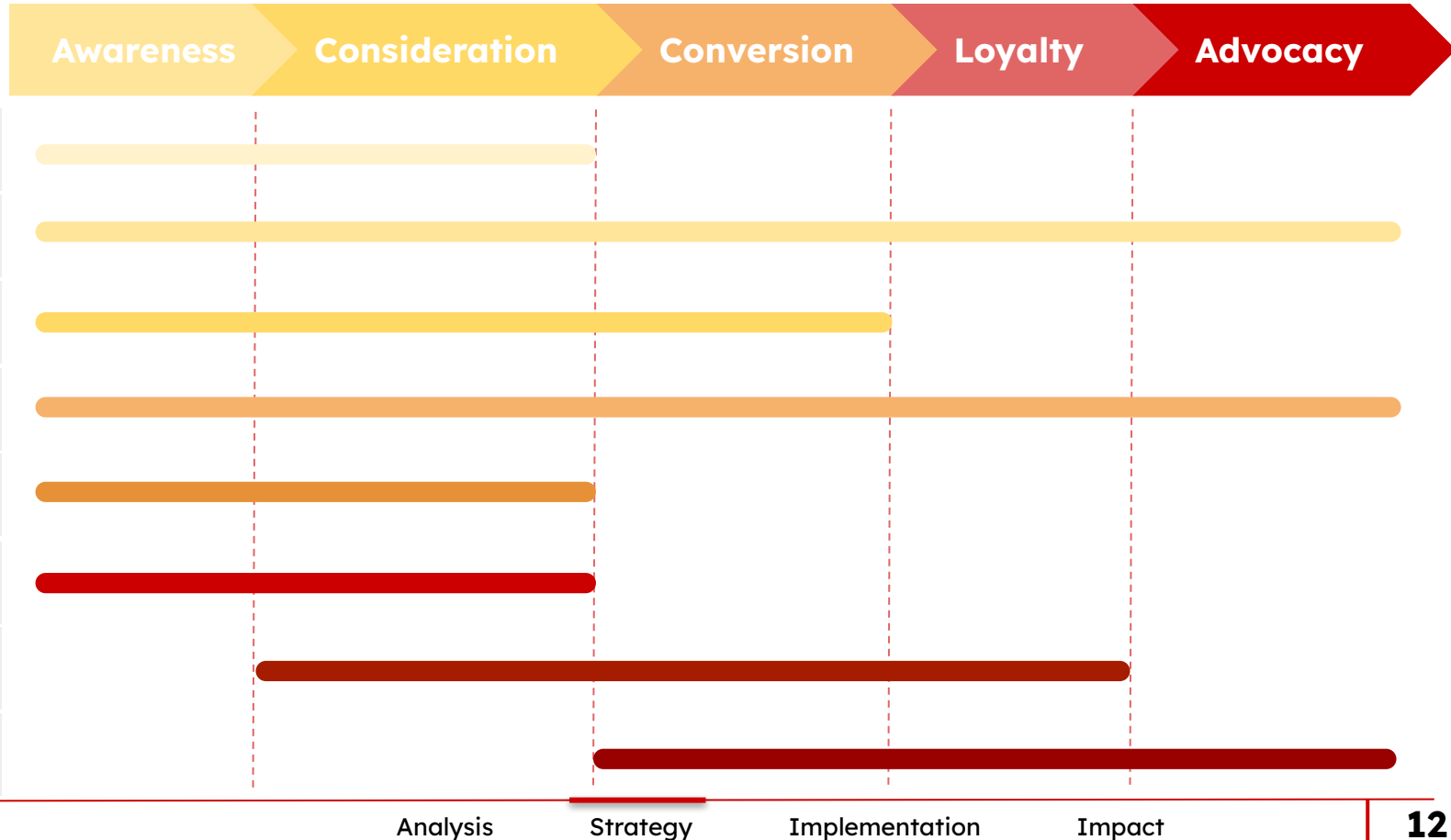
### Do Us A Flavor

- ★ A Lifetime with Lay's MAX
- ★ Masterchef Collaboration
- ★ Lay's with You

A Lifetime with Lay's MAX intends to create Loyalty and Advocacy following the campaign "Do Us A Flavor" by creating loyalty program, along with collaboration with viral brands to ensure the mentioned marketing touchpoints.

# Brand Funnel

Ca Lay's Dar strategies to solve each elements of the marketing funnel of the brand





## Color your own MAX

### Commercial

Create a **heartfelt commercial** that revolves around the theme “**Unleash Your Inner MAX**”. The video commercial will emphasize on the **youngsters who start to think outside the box and start something different**.

### Storyline Summary

- In the beginning, everyone loses their identity and have monotone colors.
- One person starts doing things differently and stands out among others.
- People working in different industries start acting as their true self.
- The society gradually filled with colors.
- Finally, everyone is beautifully colored eating Lay's MAX to emphasize its goal #unleashyourinnermax.

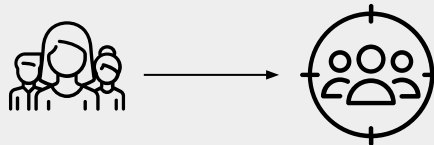
### Media Channels

Promote heavily especially in Youtube, Facebook, and Tiktok that have the potential to go viral and become impactful to our target group



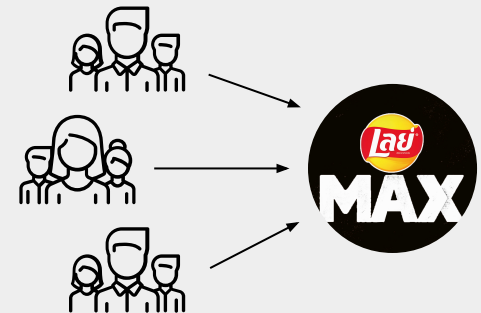
### Objective

To create a **understanding of how Lay's MAX is distinct from other potato chips brand**. The commercial is intended to **connect with the young generation through the support of one's unique identity**.



### Impact

Create **Awareness** of the **Unique Value Proposition** of Lay's MAX.



Heartfelt, eye-catching, and customer centric storyboard to build momentum among youth in different occasions

## Storyboard Concept



In the beginning, everyone loses their identity having the fear of being their true colorful self.



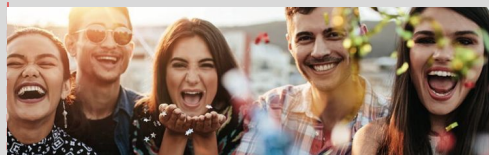
Suddenly, one person stands out among the monotone people. This is because that person is proud of himself and starts doing things differently.



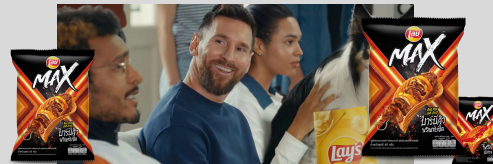
Then, another person saw this colorful person and got inspired by him. "Why should we be hiding and blending with these monotone people?"



People in different industries then start to act as their own selves and be honest with their identity.



By overcoming this fear, society is gradually filled with colors. Everyone stands out in his/her own unique self.



In the end, a colorful group of people gathered with Lay's MAX to emphasize its goal #unleashyourinnermax.



As a youth supporter, Lay's MAX would create another version of the commercial to show great support to Pride month.



To end the year of Calay'sdar, Lay's MAX would create another version of commercial to thank their customers and to continue loyalty.

A mass-solution to be implemented for fostering engagement among youth and building the concept of "unleash your inner max"

## Show your MAX by Lay's MAX

### What is it?

Lay's MAX will open a submission for Lay's challenge "**Show your MAX by Lay's MAX**". People will send a video of themselves **eating Lay's MAX at an exotic and unique location**, and Lay's will then **compile all the videos and promote them heavily on 100 billboards** at the same time around Bangkok such as Siam Square, Terminal 21, and BTS stations.

### Objective

Create brand awareness, consideration, loyalty, and advocacy **centralized around customer's engagement commercial**.

### Steps

**Step 1** Our customers submit a photo or video on Max Recap website to Lay's

**Step 2** Use automated AI system to screen out inappropriate contents

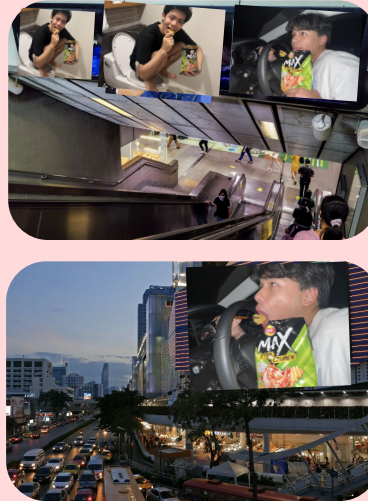
**Step 3** Stream the content on over 100 billboards around Bangkok

**Step 4** Notify participants via SMS about the location and time their picture is displayed

### Submission



### Example



### Impact

#### Awareness:

- Create Top-Of-Mind brand awareness for Lay's MAX as a potato chips brand for teenager.

#### Consideration:

- Create curiosity for customer to wanting to know what is special about Lay's MAX.

#### Loyalty & Advocate:

- Create brand advocates and influence others to participate and convert. The word-of-mouth marketing and community involvement contribute to the conversion of potential customers into loyal brand supporters.

5 Festivals, reflecting youth interests, Lay's MAX will be taking part in each festival to gain public attention and support.

## What is it?

Lay's MAX will follow major holidays and festival trends such as **Valentine's**, **Songkran**, **PRIDE**, **Halloween**, and **Christmas** by setting up booths and giving away free packs.

## Objective

To increase brand **awareness**, increase presence, and to build an **emotional connection** that our customers can connect Lay's MAX with joyful events.

## Specification

Out of 5 Festivals, Lay's will emphasize more on two which are **PRIDE Month and Songkran** since our target customers are especially interested in these two topics

Valentine's	Songkran	PRIDE	Halloween	Christmas
				
<ul style="list-style-type: none"> <li>- <b>Popup store</b> at malls,</li> <li>- Product <b>give away</b></li> </ul>	<ul style="list-style-type: none"> <li>- <b>Water stations</b> at Siam, Silom, and Khaosan.</li> <li>- Product <b>give away</b></li> </ul>	<ul style="list-style-type: none"> <li>- Costume and mascot <b>parade</b></li> <li>- Product <b>give away</b></li> <li>- Online <b>promotion</b></li> </ul>	<ul style="list-style-type: none"> <li>- <b>Popup store</b> at malls,</li> <li>- Product <b>give away</b></li> </ul>	<ul style="list-style-type: none"> <li>- Christmas <b>Stand at Central World</b></li> <li>- Product <b>give away</b></li> <li>- Online <b>promotion</b></li> </ul>



Lay's MAX will hold public events that includes several activities to gather consumers in Bangkok.

## MAXVENT by Lay's MAX

### Central figure

The area is centralized around a **big model/figure** that represents Lay's MAX and its **unique value proposition**.

### Pop-up store

Lay's MAX will create a pop-up store for customers **offering freshly baked Lay's MAX potato chips** for customers to **personally customize the flavoring with different flavor powder of their choice**. There will also be influencers and celebrities to capture attention.

### Engraving Booth

Lay's MAX will create a booth for **engraving customers' name to customize each pack** and create engagement for teenagers.

### Photobooth

Photobooth is intended to **capture memories of those who attend our MAXVENT**, since it is an exclusive event, which is hold for a limited period of time

## Visualization



Lay's MAX will hold events that are not only eye-catching to the consumers but also answer the five marketing funnels.

## MAXVENT by Lay's MAX

### Objective

Give customer a **new** and **innovative** way to perceive and consume Lay's MAX. **Creating awareness** and **conversion** for Lay's MAX under the concept "Be your own MAX".

### What is it?

To create a **viral public stunt, along with pop-up store and other booths**, inviting **artists** and **food influencers** to draw young people's attention.

### Impact

The public stunt will capture attention with **engaging content**, create **lasting impressions**, and boost brand recall through **word-of-mouth** promotion. Social media amplifies **visibility**, leading to viral sharing and increased online exposure. Aligning publicity with values fosters **brand loyalty** and authenticity, strengthening **brand recognition** and building **genuine connections** with our target audience.

### Where and When will this be held?

Two MAXVENTs will be held at the same time to draw as many consumers as Lay's MAX can



#### First Event:

Siam Square  
Walking Street &  
Icon Siam

Invite food  
bloggers and  
influencers such as  
"Pete อีทแหลก"



#### Second Event:

In front of Mbk &  
Emquartier

Invite food  
bloggers and  
influencers such as  
"Pete อีทแหลก"



#### Third Event:

In front of  
Samyan Mitrtown  
& Terminal 21

Invite food  
bloggers and  
influencers such  
as "Pete อีทแหลก"



#### Last Event:

Big event: Siam  
Paragon

Invite top  
Thailand artists  
and stars such as  
Milli Danupha  
and Bright  
Vachirawit

Catching attention by a grand public stunt around Bangkok with the use of sensory marketing involved

## Grand Public Stunt

### What is it?

Build an enormous, grand public stunt to create a comprehensive understanding of the brand's **unique value proposition: Max Crunch** and to differentiate Lay's MAX from Lay's Cores. To create a strategy with great impact, we will **renovate popular places such as the Samyan Mitrtown's tunnel**, leading to the MRT train station. Moving from one place to another for 6 months.

### How does it work?

Drawing people's engagement, we would play with the **lights, the sound, and the colors**. The tunnel will be flashed with black lights with 3-dimensional visual of **deep-ridged Lay's MAX chips** poured along the way. The floor will be full of chips, and as the people walk by, stepping on them, a sensor will generate Lay's MAX **cracking sounds**.



### Sensory Marketing

"Crack" sound sensors




### Impact

This public stunt creates **customers engagement** with Max Crunch, seeing how curve Lay's MAX chips are and their crunchiness. At the same time, this strategy in turns create a **grand gesture** which builds momentum of youth.

Analysing the key points and their potential improvements and create customer retention, long-term customer, and advocator.

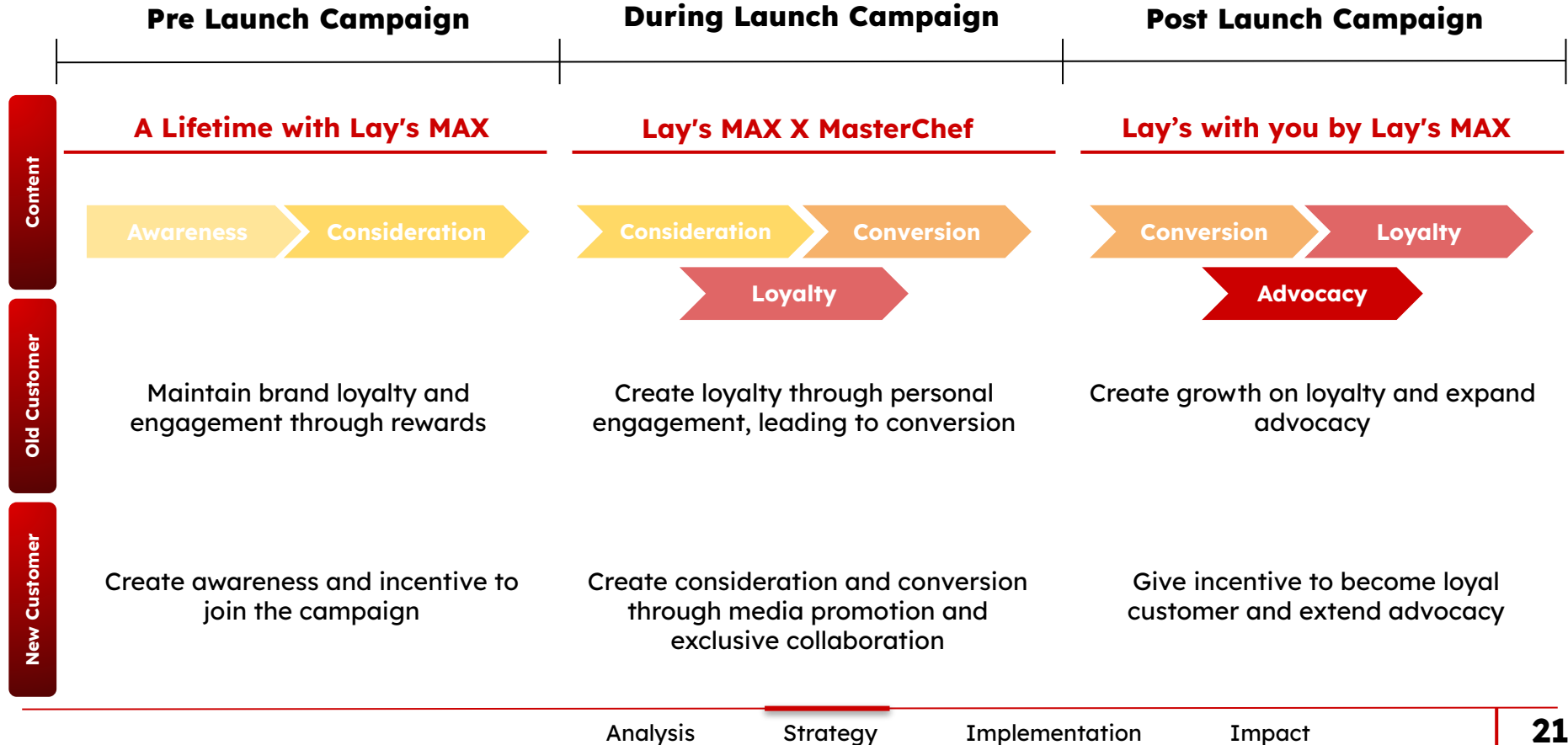
# Objective

How can we leverage the campaign “**Do Us A Flavor**” into creating **customer retention**, **long-term lifetime customer**, and **advocator**.

Key Barriers	Key Improvements	Key Impact
 <p>No incentives for customer to participate and submit their flavor.</p>	<b>Step 1</b> Give <b>incentive as rewards</b> to <b>create engagement</b> with the customer.	Creating <b>Awareness</b> and <b>Consideration</b> of “Do Us A Flavor” for customer.
 <p>Insufficient reason for customer to convert to consumption of Lay's MAX.</p>	<b>Step 2</b> <b>Collaboration with viral trends</b> to <b>create a buzz</b> , which pique their interest.	Creating <b>Conversion</b> from the campaign from customer hopping on viral trends.
 <p>Lack of reason for customer to become a long-term consumer.</p>	<b>Step 3</b> Install a <b>loyalty program</b> that rewards long-term customer for their <b>repeat purchase</b> .	Create <b>Loyalty</b> and <b>Advocacy</b> for both old and new customer through personal engagement.
Analysis	Strategy	Implementation
		Impact



Pre-launch and post-launch campaign plan for Do Us A Flavor to market and make use of the campaign at its best



## A Lifetime with Lay's MAX (Pre)

### Objective

To **create an incentive** for customer to use their creativity and **submit their flavors**.

### What is it?

We will communicate to the public that those **whose flavor submission won the competition** will receive a **lifetime supply of Lay's MAX**.

### What will we do?

- 1 | Create media content for promoting the campaigns and prepare to post on social media and influencers.
- 2 | Announce the campaign through variety of media platforms and influencer promotion.
- 3 | Maintain engagement with the audience using the following campaigns to drive higher customer loyalty.
- 4 | Announce the winners of the campaigns and send them a lifetime supply of Lay's MAX (in a form of coupons).

## How will we create awareness for this campaign?

### Social Media Ads



### Sample Posts



### Impact

Announcing a flavor submission competition with a lifetime supply of Lay's MAX as the prize will **drive increased participation and engagement** due to the enticing reward. The promise of a lifelong supply **fosters brand loyalty, encourages repeat purchases, and generates positive word-of-mouth marketing**.

### Transition into "Do Us A Flavor"

This campaign intends to **increase the awareness** for "Do Us A Flavor" and create **more engagement**, allowing for a **smoother transition into the campaign launch**.

During Do Us A Flavor, Ca Lay's Dar will collaborate with Masterchef with a purpose of succeeding in conversion, leading to loyalty.

## Lay's MAX X MasterChef (During)

### Objective

To create **follow-up campaign** to keep the **engagement of customer through the campaign** "Do Us A Flavor".

### What is it?

Lay's MAX will hold a Lay's MAX **qualifier** where the **public can pitch in their votes of which flavors they prefer**, and of all the submitted flavor, **5 top flavors will get chosen** and manufactured.

### Lay's MAX X MasterChef

The 5 remaining flavors will get a **special appearance on MasterChef**, introduced as a surprise, special ingredient to drive **awareness** and **engagement**.



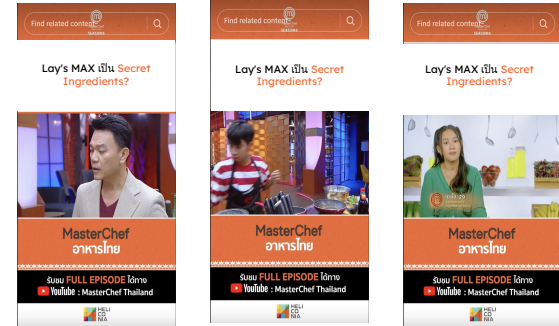
Afterwards, these 5 dishes will be collaborated with well-known restaurants in Bangkok.

## How will we create awareness for this campaign?

### Social Media Ads



### Live-Tiktok



### Impact

Announcing a flavor submission competition with a lifetime supply of Lay's MAX as the prize will **drive increased participation and engagement** due to the enticing reward. The promise of a lifelong supply fosters **brand loyalty, encourages repeat purchases, and generates positive word-of-mouth marketing**.

MasterChef collaboration will boost the **conversion** from customers as Lay's MAX became associated with other popular brand, in turn, create a **switching point of purchase** for customers.

A loyalty program for Lay's MAX customers after the Do Us A Flavor campaign to enhance customer satisfaction and improve customer loyalty.

## Lay's with You by Lay's MAX (Post)

### How it works

The user collects points by **scanning a QR code** inside a purchased Lay's MAX pack. Each QR code equals one point, and as a user reaches a certain number of points, he or she will earn 3 different tiers: **SILVER**, **GOLD**, and **MAX**. **Each tier will be rewarded differently and will retry at the start of every month.**



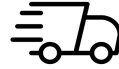
Scan  
QR code linked  
to website



Collect points



Earn  
tiers



Receive Lay's  
MAX  
unreleased  
flavors

### Objective

To create a loyalty platform that is accessible and convenient for users to **collect points**. The loyalty program serves as a purpose to reward customer for their **loyalty** and **collect customer data** on customer behavior per demographic.

### Impact

Lay's with You will improved **customer retention**, **increased purchase frequency**, **heightened brand loyalty**, **enhanced customer satisfaction**, and **potential word-of-mouth marketing**. On top of **collecting user's data** for future analysis purposes.

### Tier SILVER (bought 20 packs in 1 Month) Rewards :

Five sample packs of Lay's MAX unreleased flavors for free for that month.

### Tier GOLD (bought 50 packs in 1 Month) Rewards :

Five sample packs of Lay's MAX unreleased flavors for free for that month.  
Coupon discount 25% for 100 Lay's MAX bags for the next month.

### Tier MAX (5 Top Spenders & 5 Lucky Draw Winners) Rewards :

Five sample packs of Lay's MAX unreleased flavors for free for that month.  
Exclusive Invitation to the next Lay's fanmeet with celebrities/influencers.

A personalized summary of customers' purchases throughout the year to create conversion and achieve customer loyalty.

## Max Recap - Your Flavorite (Post)

Lay's MAX will send a personalized post, containing the records of customer's Lay's MAX purchases from the past 6 months, compiled into graphic post for posting on their social media.

## Objective

To create an incentive for customer to repeat purchase by giving leverage of personalized message from Lay's for customers to repost on their social media. It is intended to show appreciation for those who have been with Lay's MAX for the entirety of year, recollecting the whole 6-month journey.

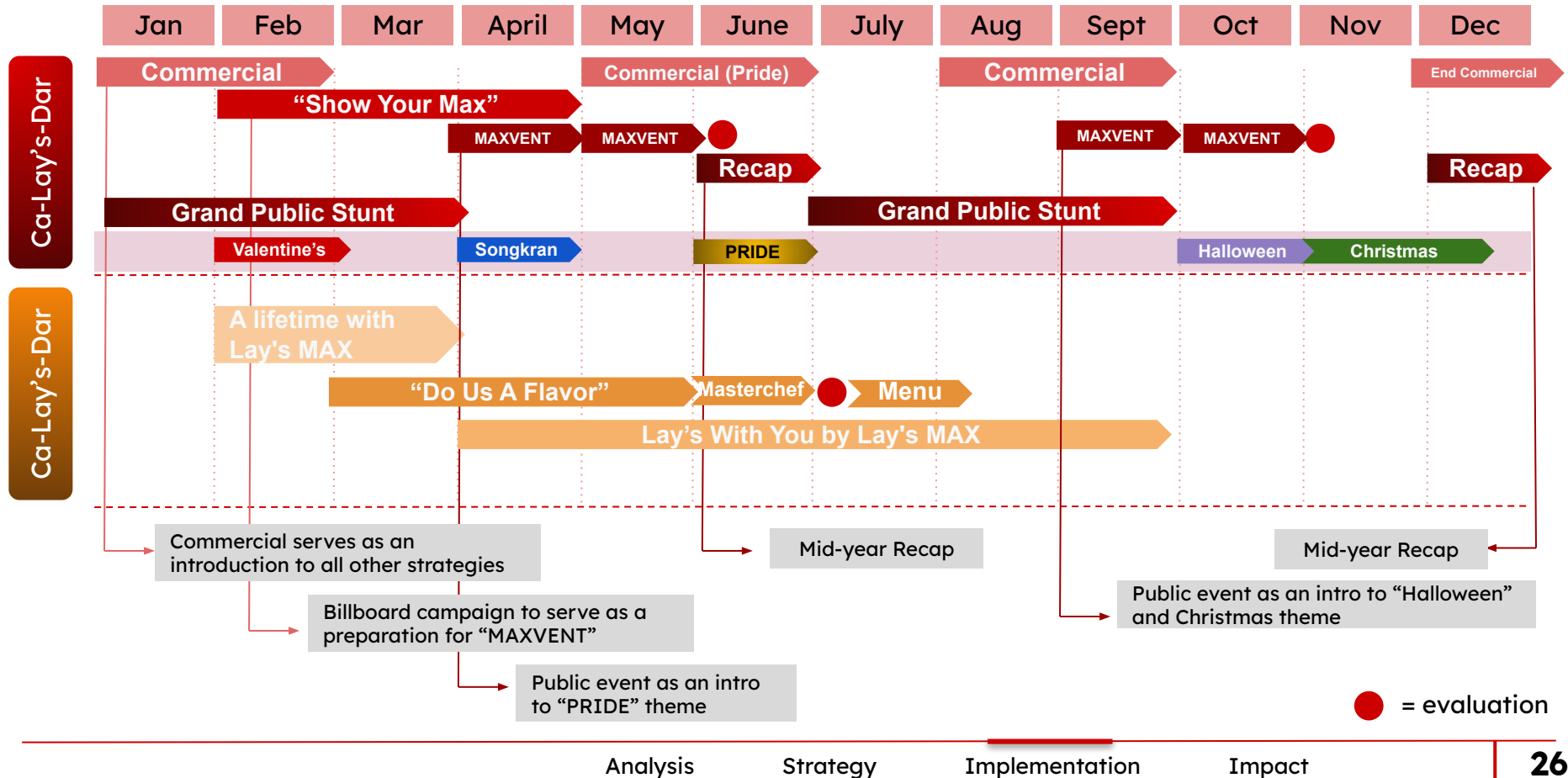


## Impact

This campaign will create long lasting impact on customer's impression and create retention and advocacy throughout the target audience.

# Implementation Plan

An elaborated 12-month implementation plan for Ca-Lay's-Dar

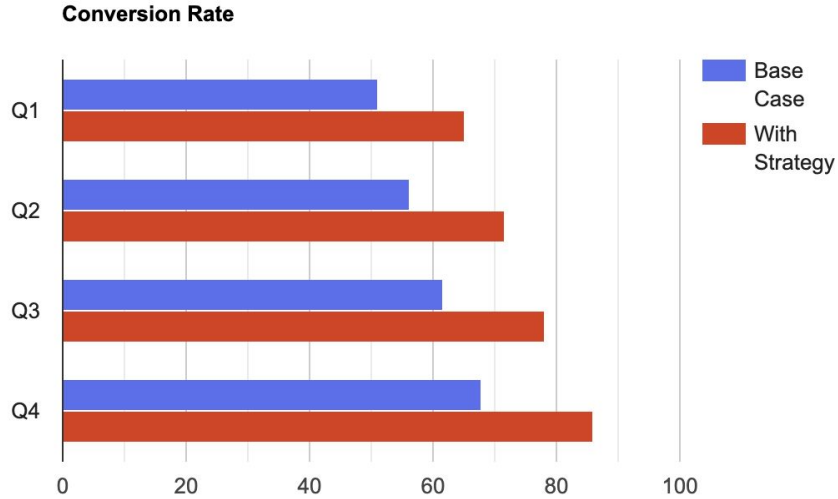


# Impact

The strategy increases conversion rate, market share, and revenue



## Incremental in Conversion Rate

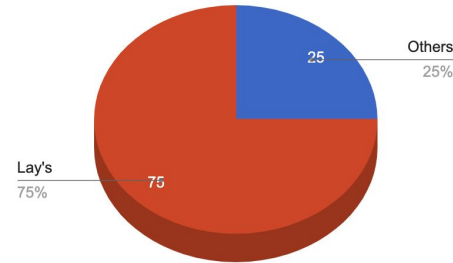


From the conducted survey, conversion rate is 51 percent, assume 5 percent incremental rate each quarter.

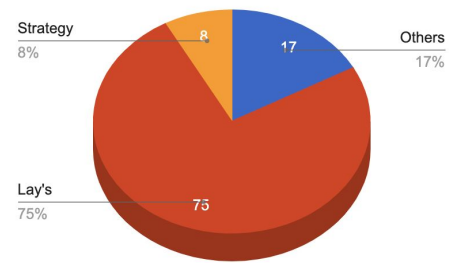
Our strategy is projected to increase the conversion rate of **up to 10 percent** every quarter, accordingly to our planned event.

## Market Share in fried potato chips

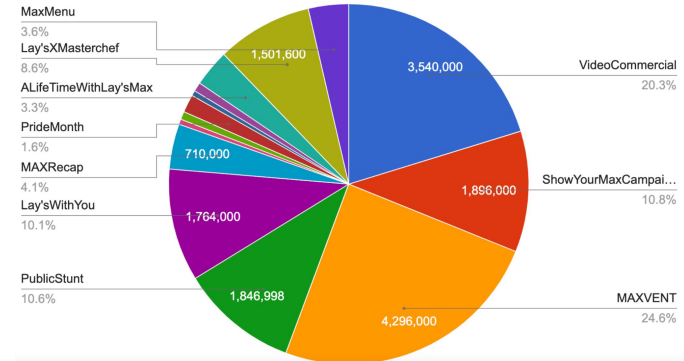
Before (75 Percent)



After (83 Percent)



## Project Budget Allocation (Percentage)



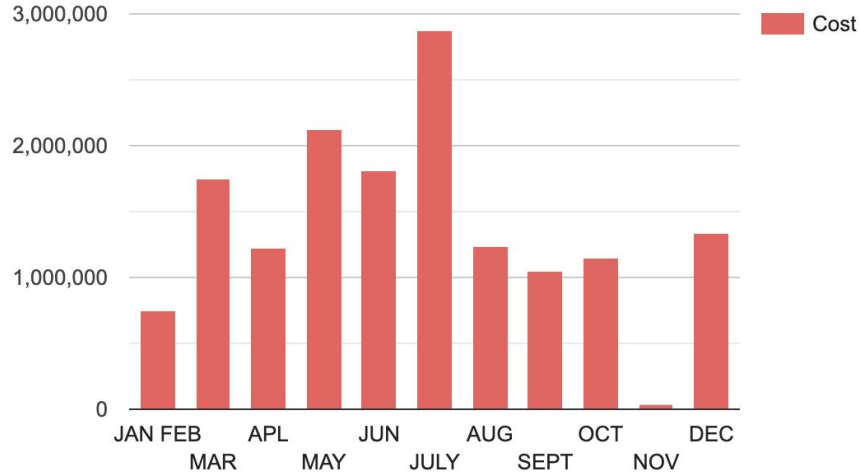


# Impact

Costs are illustrated based on monthly costs and by project cost.



## Incremental Cost By Month

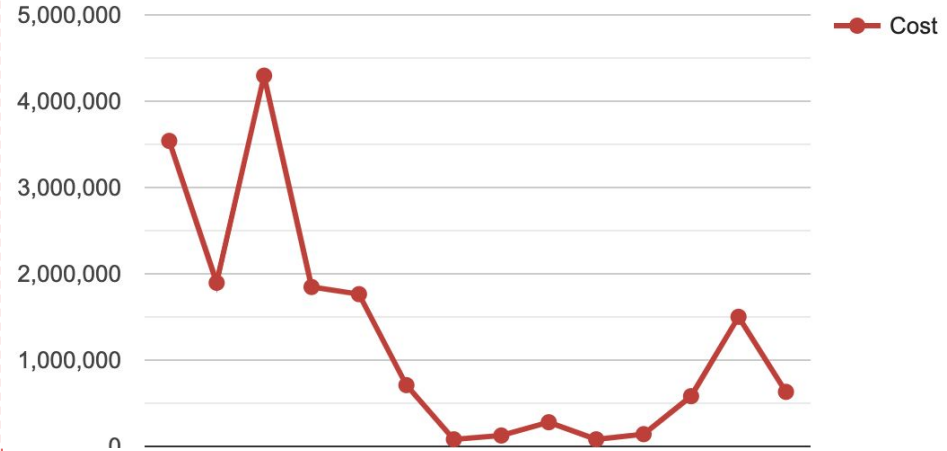


### Key Cost Driver

1 MAXVENT	4,296,000
2. Video Commercial	3,450,000
3. Lay's With You by Lay's MAX	2,058,000
4. Lay's MAX X Masterchef	1,501,600

## Project Budget (In Baht)

### Cost By Project



- |                                |                              |
|--------------------------------|------------------------------|
| 1. Video Commercial            | 7.2 Songkran                 |
| 2. Show Your Max Campaign      | 7.3 Pride Month              |
| 3. MAXVENT                     | 7.4 Halloween                |
| 4. Grand Public Stunt          | 7.5 Christmas                |
| 5. Lay's with You by Lay's MAX | 8. A LifeTime with Lay's MAX |
| 6. Max Recap                   | 9. Lay's MAX X Masterchef    |
| 7.1 Valentine's                | 10. Max Menu                 |

# Impact

Risks are spotted out and mitigation plans are thoroughly thought out.



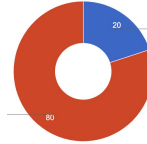
## Key Risk Identification

## Ability to Handle

## Mitigation Plan

Severity of Risk

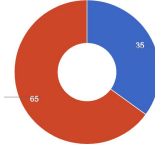
1 Lay's Recap doesn't go Viral as Planned



80%

In the beginning of the campaign, we can offer guaranteed rewards for those who participate in the campaign

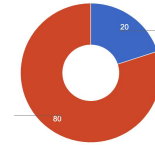
2 MAXVent does not go viral



65%

We can hire influencer to live stream from their platform and ask their fanbase to meet at our booth

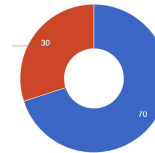
3 Not as many people participated in Show Your MAX



80%

We can connect the campaign with Lay's Recap to rewards them with points if they participate.

4 Masterchef Doesn't Want to Partner with us



30%

Find other TV reality show such as the Iron Chef to partner with, or hire Youtuber such as Boomtharis to create similar content

Probability

Analysis

Strategy

Implementation

Impact

# Appendix 1: Finance

## Detailed Budget Allocation Breakdown



Budget Allocation	Note	Cost	Total	Percentage
<b>Ca-Lay's-Dar Campaign</b>				
<b>1. Video Commercial</b>				
- Production	650,000 Per Ad	2,600,000		
- Online Promotion (Youtube)		300,000		
- Online Promotion (Facebook)		250,000		
- Online Promotion (Instagram)		100,000		
- Online Promotion (Tiktok)		100,000		
- Online Promotion (Twitter)		100,000	3,450,000	18.92007502
<b>2. Show Your Max Campaign</b>				
- Website Development		250,000		
- Website Maintenance	5,000 Per Month	60,000		
- SMS System	0.18 Per Message	36,000		
- Billboard Rental Fees	150,000 Per Month	450,000		
- Online Promotion (Youtube)		400,000		
- Online Promotion (Facebook)		100,000		
- Online Promotion (Instagram)		250,000		
- Online Promotion (Tiktok)		250,000		
- Online Promotion (Twitter)		100,000	1,896,000	10.39781514
<b>3. MAXVENT by Lay's Max</b>				
- Location rental fees		1,250,000		
- Standby and mascot	90,000 Per Unit	360,000		
- Engravement Booth	15,000 Per Day	240,000		
- Photobooth	8000 Per 4 Hours	256,000		
- Transportation of stands	4,000 Per route	40,000		
- Fried Lay's Max Stand		350,000		
- Online Promotion (Facebook)		100,000		
- Online Promotion (Instagram)		250,000		
- Online Promotion (Twitter)		100,000		
- Online Promotion (Tiktok)		250,000		
- Influencer fees (first 5 locations)	150,000 Per Location	750,000		
- Influencer fees (closing event)		350,000	4,296,000	8.147113594

# Appendix 1 : Finance

## Detailed Budget Allocation Breakdown



<b>4. Grand Public Stunt</b>				
- Rental (6 Months)	40,000 Per location	1,200,000		
- Electricity and Utilities	4000 Per month	12,000		
- Sticker production		25,000		
- Online Promotion (Instagram)		250,000		
- Online Promotion (Tiktok)		250,000		
- Online Promotion (Twitter)		100,000		
- Movement Detector Sensor	500 Per unit	10,000	1,847,000	10.12909524
<b>5. Lay's With You by Lay's Max</b>				
- Website Development	5,000 Per Month	60,000		
- Delivery (assume 2000 each month)	50 Per Delivery	700,000		
- Online Promotion		250,000		
- Online Promotion (Youtube)		100,000		
- Online Promotion (Facebook)		150,000		
- Online Promotion (Instagram)		250,000		
- Online Promotion (Tiktok)		100,000		
- Product give away	32 Per Pack	448,000	2,058,000	11.28623606
<b>6. Max Recap</b>				
- Website Maintenance	5,000 Per Month	10,000		
- Website Development		100,000		
- Online Promotion (Instagram)		250,000		
- Online Promotion (Tiktok)		250,000		
- Online Promotion (Twitter)		100,000	710,000	3.893696599
<b>7. Festival Collaborations</b>				
- Online Promotion (Facebook)		250,000		
- Online Promotion (Instagram)		100,000		
- Online Promotion (Tiktok)		100,000		
- Online Promotion (Twitter)		100,000	550,000	
<b>7.1 Valentine's</b>				
- Popup store at malls		50,000		
- Product give away	1000 Packs per day	32,000	82,000	
<b>7.2 Songkran</b>				

# Appendix 1 : Finance

## Detailed Budget Allocation Breakdown



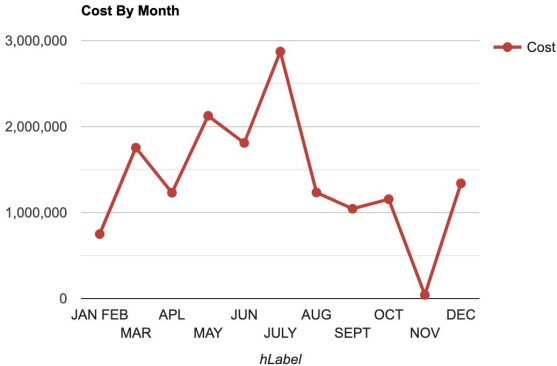
- Product give away	1000 Packs per day	96,000	126,000	
<b>7.3 Pride Month</b>				
- Costume and mascot parade		70,000		
- Product give away	1000 Packs per day	160,000		
- Online promotion		50,000	280,000	
<b>7.4 Halloween</b>				
- Popup store at malls		50,000		
- Product give away	1000 Packs per day	32,000	82,000	
<b>7.5 Christmas</b>				
- Christmas Stand at Central World		60,000		
- Product give away	1000 Packs per day	32,000		
- Online promotion		50,000	142,000	
Total for Festivals			1,262,000	6.920908602
<b>8. A life time with Lay's Max</b>				
- Online Promotion (Facebook)		250,000		
- Online Promotion (Instagram)		100,000		
- Online Promotion (Tiktok)		100,000		
- Online Promotion (Twitter)		100,000		
- Give away packs (5 People)	32 Per Packs	32,000	582,000	3.191734395
<b>9. Lay's Max X MasterChef</b>				
- Sponsorship fees		1,000,000		
- Packs used in the show	32 Per Packs	1,600		
- Online Promotion (Facebook)		200,000		
- Online Promotion (Instagram)		100,000		
- Online Promotion (Tiktok)		100,000		
- Online Promotion (Twitter)		100,000	1,501,600	8.234894102
<b>10. MAX Menu</b>				
- Partnership with restaurant	50,000 Per Unit	100,000		
- Lay's Packs Used	32 Per Packs	32,000		
- Online Promotion (Instagram)		100,000		
- Online Promotion (Tiktok)		100,000		
- Online Promotion (Twitter)		100,000	632,000	
<b>Total Cost</b>			18,234,600	100

# Appendix 1 : Finance

## Monthly Cost Break Down



Budget Allocation													Total
Ca-Lay's-Dar Campaign	JAN	FEB	MAR	APL	MAY	JUN	JULY	AUG	SEPT	OCT	NOV	DEC	
1. Video Commercial	431,250	431,250			431,250	431,250		431,250	431,250			862,500	3,450,000
2. Show Your Max Campaign		632,000	632,000	632,000									1896000
3. MAXVENT by Lay's Max				1,074,000	1,074,000				1,074,000	1,074,000			4296000
4. Grand Public Stunt	307,834	307,833	307,833				307,834	307,833	307,833				1,847,000
5. Lay's with you by Lay's Max				343,000	343,000	343,000	343,000	343,000	343,000				2058000
6. Max Recap						355,000						355,000	710000
7. Festivals Collaborations		91,666		91,667		91,667				91,666	91,667	91,667	550000
7.1 Valentine's		82,000											82000
7.2 Songkran				126,000									126000
7.3 Pride Month						280,000							280000
7.4 Halloween										82,000			82000
7.5 Christmas											42000	100,000	142000
8. A life time with Lay's Max		291,000	291,000										582000
9. Lay's Max X MasterChef						1,501,600							1501600
10. Max Menu							632,000						632000
Total	739,084	1,835,749	1230833	2266667	1,848,250	3,002,517	1282834	1,082,083	2,156,083	1247666	133667	1,409,167	18,234,600



## Appendix 2 : Conducted Survey

This survey is conducted specifically on the target group of over 100 people



103 responses

[Link to Sheets](#)

Accepting responses ☒

Summary

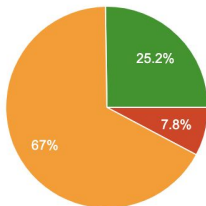
Question

Individual

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ช่วงอายุ

103 responses

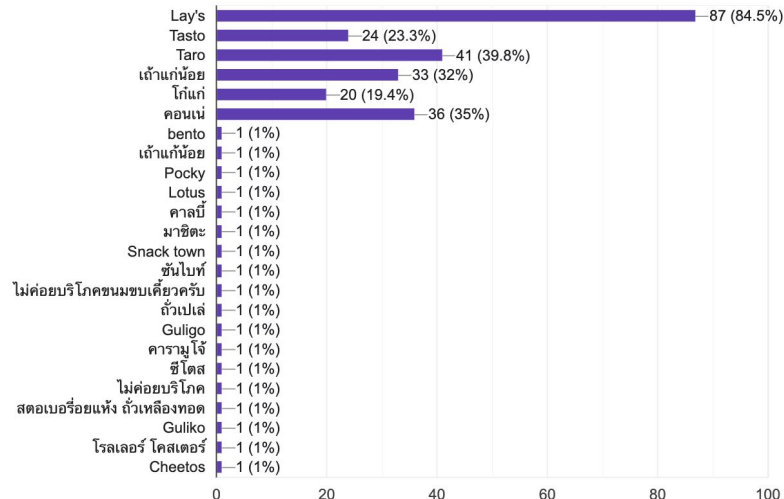


● ต่ำกว่า 13  
● 13-17  
● 18-22  
● 22 ขึ้นไป

3 แปรณค์ขนมคบเคี้ยวที่คุณมักบริโภค

103 responses

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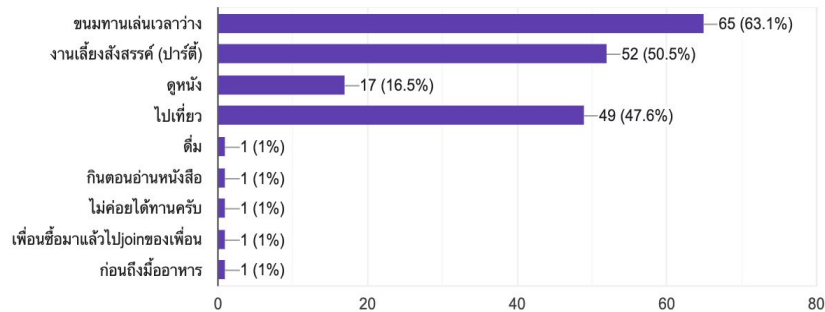
## Appendix 2 : Conducted Survey

This survey is conducted specifically on the target group of over 100 people



### ปกติรับประทาน Lay's ในโอกาสไหน

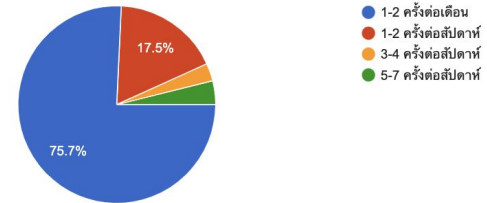
103 responses



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### ปกติรับประทาน Lay's บ่อยแค่ไหน

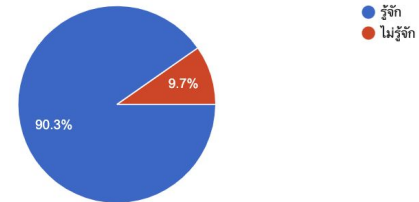
103 responses



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### รู้จัก Lay's Max ไหม

103 responses



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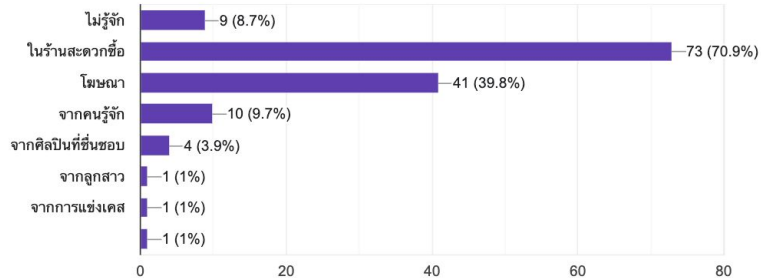
## Appendix 2 : Conducted Survey

This survey is conducted specifically on the target group of over 100 people



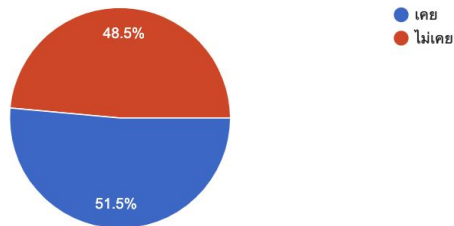
### ถ้ารู้จัก Lay's Max รู้จักจากช่องทางไหน

103 responses



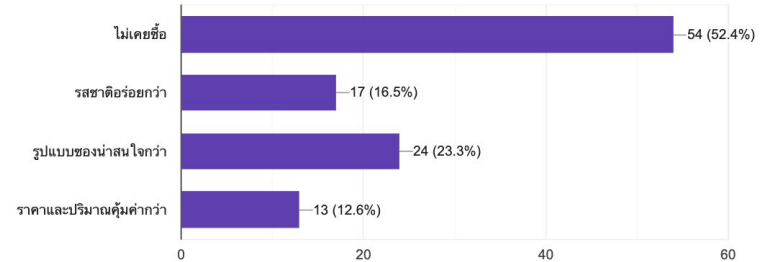
### เคยซื้อ Lay's Max ไหม

103 responses



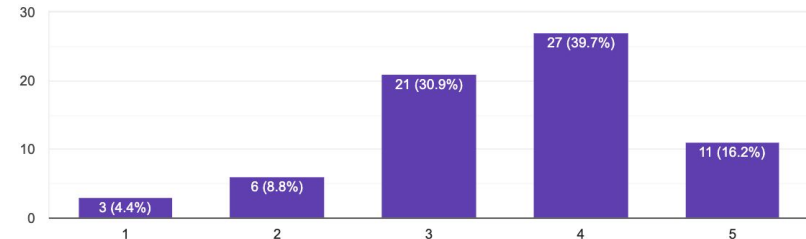
### หากเคยซื้อ เพราะเหตุผลอะไรถึงเลือกซื้อ Lay's Max มากกว่า Lay's ธรรมดา

103 responses



### ระดับความพึงพอใจต่อ Lay's Max (หากเคยรับประทาน)

68 responses



## Appendix 2 : Conducted Survey

This survey is conducted specifically on the target group of over 100 people



คิดว่าจะแนะนำ Lay's Max ให้กับคนรู้จักหรือไม่

103 responses

