



FRITO LAY

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\$1.3MM
Digital value equivalency

of impressions:
120.7MM
174% over goal

Total engagements
8.4K



CAMPAIGN GOAL

Drive awareness and retail sales for the new, limited time only – holiday snacks from Frito-Lay – available at Walgreens.

STRATEGY

Team up with influencers in the lifestyle, event planning, and family categories to create long-form and visual content featuring the holiday snack flavors. They shared product reviews, conducted social shops at Walgreens, developed unique holiday dessert recipes, and even showed off their creativity with DIY holiday gifts to drive product demand.