







I'm tired of
flavorless food



Here, this will help you.

DORITOS FLAMIN' HOT COOL RANCH



Finally!
Something
enjoyable

DORITOS FLAMIN' HOT COOL
RANCH



Feel Like Yourself Again

**DORITOS® FLAMIN' HOT® COOL
RANCH®**



Dorito's Storyboard

A guy/gal wakes up and sits on his/her bed yawning and stretching his/her hands. "I'm so tired," he says. The guy goes to the kitchen and grabs a burger to eat. "I'm tired of flavorless food," he says. The guy then goes to the bus and falls asleep as he says "I'm tired to go to work." When the person is in a cafeteria, another person approaches him saying "Here, this will help you." The guy grabs the bag of Doritos and tries one. A change happens in his face as he starts smiling again, and says "Finally! Something enjoyable."

The ad ends with a picture of the bag of Doritos saying "DORITOS. Feel Like Yourself Again! FLAMIN' HOT COOL RANCH"



Target audience: Male and female under 35 years old

Location: the United States

Behavioral: People that like spicy food, and get bored of flavors.

The goal of the ad: There are days that we don't feel like ourselves, a bag of spicy Doritos can bring back the joy in the day.

[NEW! DORITOS® FLAMIN' HOT® COOL RANCH® | Doritos](#)