

THE
SNACK
BUNCH

x





MAKE BUGLES COOL TO

GEN Z

SO WHO IS GEN Z?



- **STUDENT AT THE UNIVERSITY OF MINNESOTA**
- **SHOPS AT LOCAL GROCER**
- **ACTIVE IN NEIGHBORHOOD AND COMMUNITY**
- **USES SOCIAL MEDIA FREQUENTLY**



TANYA, 22



The Research

- **WE ARE MORE LIKELY THAN MILLENNIALS TO SNACK BETWEEN MEALS**
- **SNACKING IS OFTEN ASSOCIATED WITH FEELINGS OF GUILT AND SHAME**

A man with a beard and sunglasses, wearing a colorful floral shirt and shorts, is sitting on a wooden chair. He is holding a drink in his right hand. In front of him is a small table with several bottles and glasses. To his left is a beach bag. The background is a bright, sunny outdoor setting with a clear blue sky and some foliage. The overall scene is relaxed and tropical.

Love Letters to
Our Favorite
Snacks

I love Cheez its. They are so bomb. Even though they aren't a snack I always have on hand or one that I crave all the time. Growing up I always ate Cheez Its as a snack. In school, after school, at home, on the go etc. For a few years I didn't eat Cheez Its, if I'm being honest I forgot about them. One day I was at a friends and she had some, so I ate some. I was instantly taken back to my childhood. Not only do they taste amazing, but they are comforting. They are the type of snack that when I start eating, I can't stop. I will go through a box in a few days. They are savory and taste amazing. If I could I would eat them everyday. They are definitely on the top of my comfort food list. I know they taste good, but when I eat them they taste even better than I remember. I get that feeling EVERY time. The white cheddar Cheez its make me feel some type of way, they are mouth watering good. It takes everything in me to stop eating them. Whenever I see a box in my kitchen, even if I came in with the intent to not eat, I will grab a handful. They make me feel warm and at peace. I love eating them when I am having a relaxing day and watching TV, there is truly nothing better. Cheez its are my favorite snack.

Popcorn,

Darling I love you. Your versatility and ability to help any meal become better, or better yet become a meal is admirable. Without you one has to struggle through a movie, and even the most interesting film becomes dulled. Freshly popped you are amazing but once one adds butter and salt you become show stopping. No matter how you are prepared at a movie theater, at home on the stove or microwaved your presence announces the enjoyability of the following activity. On my darkest of days your golden kernels break through the darkness and dissipate the dreariness.

From a young age I knew we were destined for a lifelong companionship and I wouldn't have it any other way. I thank any higher power that will listen for our introduction and hope we never part. The number of stars in the sky cannot outnumber the amount of joy your presence brings me. Though like stars once you leave the scenery becomes flat and lifeless, but like clockwork your next arrival brings forth a supernova of happiness. Thank you for brightening my life.

Sincerely,
An Admirer

Overall, my favorite snack ever would have to be Lay's potato chips. Ever since I was little, they have been my favorite chips. Lay's reminds me of going to the art museum when I was four years old. I have fond memories of munching on Lay's Classic potato chips and Mountain Dew as my dad and I wait for my sister to get out of art class.

I prefer salty snacks and Lay's chips are one of the saltiest foods you can conveniently buy at a gas station as I am always on the go. Complementary goods I consume with Lay's potato chips are hot dogs, peanut butter sandwiches, and pizza. I eat Lay's chips at least twice a week and it never gets old to me.



THE PROBLEM: GEN Z IS A SNACKING GENERATION BUT BUGLES HAS BEEN LEFT OUT OF THE CONVERSATION

THE INSIGHT: SNACK-SHAMING IS SELF-SHAMING! SNACKS PROVIDE **COMFORT**, AND BEING COMFORTABLE WITH YOURSELF HELPS YOU BE **YOUR TRUE SELF**

THE MOJO: BUGLES ARE SHAPED LIKE A **MEGAPHONE** THAT CELEBRATES BEING **LOUDLY** AND **AUTHENTICALLY** YOURSELF

THE STRATEGY: SNACK **LOUD**, BE **PROUD**, **TOOT YOUR HORN!**



#TOOT YOUR HORN

BUGLES





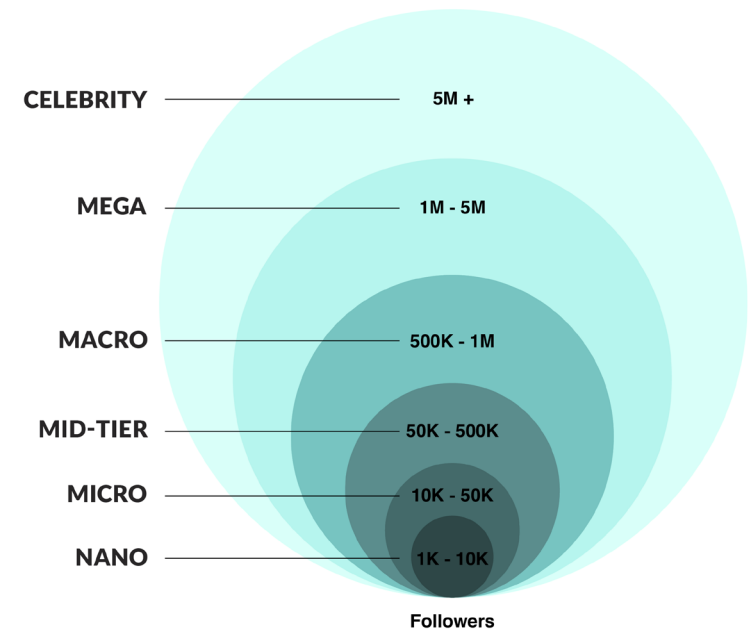


Implementations

Influencers

- 60% OF GEN Z PREFER INFLUENCERS TO CELEBRITIES
- INFLUENCERS ARE RELATABLE AND ENGAGING

Influencer Tiers





NEWTON NGUYEN/MILKTPAPI

- **DOES NOT CONSIDER HIMSELF A CHEF, JUST A REGULAR GUY**
- **ENTERTAINING TIK TOK RECIPE VIDEOS RESONATE WITH YOUNG, FIRST-TIME CHEFS**
- **PRODUCES GENUINE CONTENT WHICH INCLUDES COOKING MISTAKES**

DEMETRIUS HARMON

- **CREATED CLOTHING BRAND “YOU MATTER NOW & FOREVER” MEANT TO BOOST SELF-ESTEEM**
- **HIS PHILANTHROPIC WORK ACTIVELY CREATES POSITIVE SPACES FOR BLACK VOICES AND COMMUNITIES**
- **CANDID ABOUT HIS JOURNEY AND STRUGGLE WITH MENTAL HEALTH**





CODY KO AND KELSEY KREPPEL

- **THE MOM AND DAD OF GEN Z**
- **THEY CREATE VIDEOS TOGETHER DOING CRAFTS, COOKING, AND OTHER LIGHT-HEARTED ACTIVITIES**

ADDITIONAL SUGGESTIONS

TWAYDABAE

- **FOODIE WITH HIGH ENGAGEMENT ACROSS ALL SOCIAL CHANNELS**

HAILE THOMAS

- **WELLNESS AND SELF-GROWTH ACTIVIST WITH A LOVE FOR FOOD**



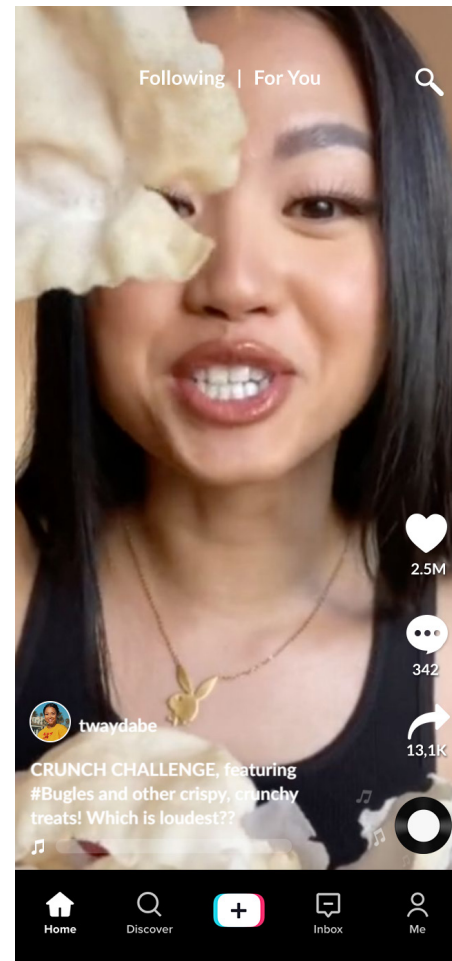
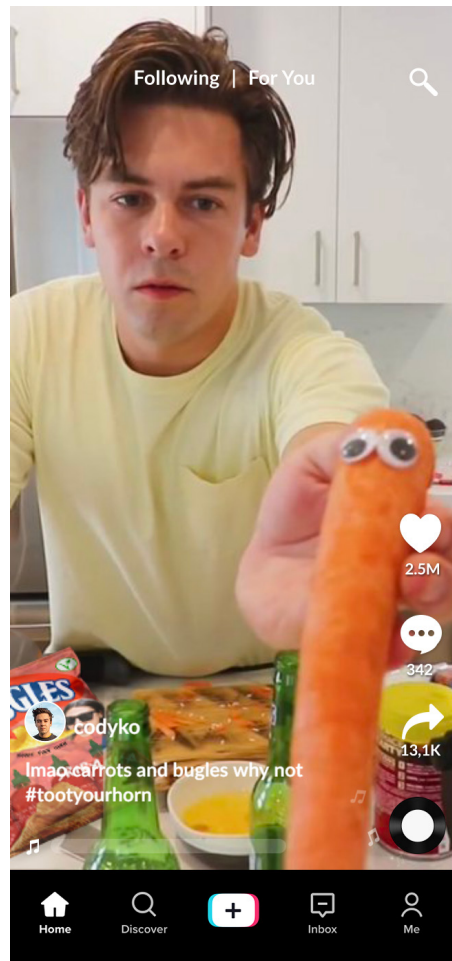


CONTENTS

- BUGLES FLAVOR SAMPLER FEATURING SRIRACHA AND BIRTHDAY CAKE
- BUGLEPHONE AND THEMED GOODIES: T-SHIRT, STICKERS, KEYCHAIN



Social Content



- INFLUENCER VIDEOS
- COOKING FUN WITH BUGLES, RECIPES OR EXPERIMENTS
- CREATE SOCIAL MEDIA CHALLENGES TO ENAGE WITH VIEWERS



Instagram



Instagram

Q Search



buglesofficial



buglesofficial



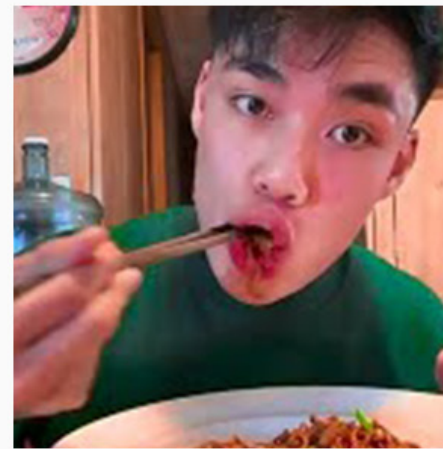
Follow

284 posts 14.1K followers 336 following

Bugles

Snack loud, be proud, toot your horn!

bugles.com



1.984 likes

buglesofficial Are you ready to celebrate yourself? Try our NEW birthday cake Bugles and get ready to snack loud and proud! #tootyourhorn

9 MINUTES AGO · SEE TRANSLATION





Media Approach

OWNED MEDIA

- **BUGLES.COM**
- **INSTAGRAM REVAMP**

EXPERIENTIAL

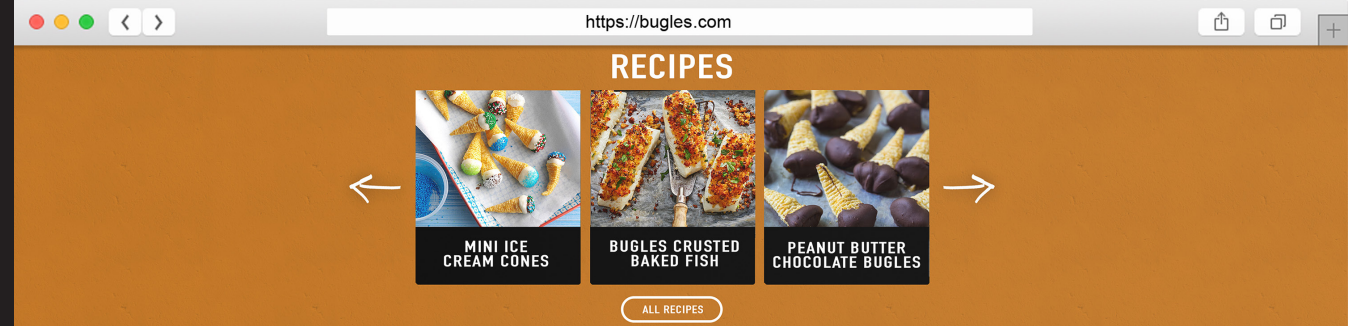
- **PARTNER WITH LIFESTYLE BRANDS TO EXPAND BRAND AWARENESS**
- **PARTICIPATE IN A VARIETY OF FESTIVALS AND EVENTS**

SOCIAL AMPLIFICATION

- **DEDICATED POSTS ON INFLUENCER PAGES**
- **INSTAGRAM, TIKTOK, YOUTUBE**



- RECIPES
- MEME GENERATOR
- #TOOTYOURHORN SPOTIFY PLAYLIST



Partnerships



- COLLABORATION WITH **TASTY** BY BUZZFEED
- PLATFORM SIMPLIFIES COOKING PROCESS THROUGH FUN, SHORT VIDEOS
- SERIES OF BUGLES-INFUSED RECIPES
- SIMPLE WAY TO PROMOTE NEW FLAVORS AND ENCOURAGE CREATIVITY
- OPPORTUNITY FOR VIEWERS TO CREATE THEIR OWN VERSIONS OF BUGLES RECIPES



POSTMATES

- PARTNER WITH **POSTMATES**
- CAPITALIZE ON POPULARITY OF DELIVERY SERVICES WITH PROMOTION
- OFFER FREE BAG OF BUGLES WITH QUALIFYING GROCERY ORDERS
- EFFECTIVE WAY TO GET BUGLES IN FRONT OF CONSUMERS



BUGLES HITS THE ROAD!

- POP UPS
- PARTNER WITH LOCAL FOOD TRUCK FESTIVALS
- FREE SAMPLES OF NEW FLAVORS
- INCORPORATE BUGLES INTO FUN NEW DISHES
- ENGAGE CONSUMERS THROUGH PHOTOBOOTH / SELFIE STATION AND EVENT EXCLUSIVE MERCH

LA *food* FEST



SMORGASBURG







Thank You

