

Pringles

By: Alyssa Frey & Anna Amason



Background

Originally created in the 1950's to be less greasy and stale than other chips

Creators:
Fredric Baur,
Alexander Liepa,
and Gene Wolfe.

318,000 unique flavors now

Generally successful social media use and keeps up on trends

Marketplace Overview

Current Target Audience

Everyone who snacks
but more specifically
teens and young
adults

Competitors

Frito-Lay, Utz,
Doritos, and
Cheetos

New Target Audience

Parents and
elementary aged
kids



04 Current Social Media Use

Instagram	Facebook	Tik-Tok	Twitter
<ul style="list-style-type: none">• Average of 2-4 posts a week• Instagram and Facebook are linked but not everything is posted on both	<ul style="list-style-type: none">• Average of 1-2 posts a week• Some chunks of time where they do not post much	<ul style="list-style-type: none">• Average of 2-3 posts a week• Some weeks they do not post at all	<ul style="list-style-type: none">• Inactive since October 31st• When they were active they played into humor

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Content Overview

819K
Instagram
followers



352k
Tiktok
followers

Pringles
Oct 27 · 🌐
In: Pringles Roses
Out: Salami Roses



481.9k
Twitter
followers

22k
Facebook
followers

Pringles

HARVEST BLEND CAMPAIGN



07 Content Strategy Overview

#Remember When

Nostalgic approach
to advertising on all
platforms.

Back to School Giveaway

Giveaway with
Pringles for school
lunches, other school
supplies, and more

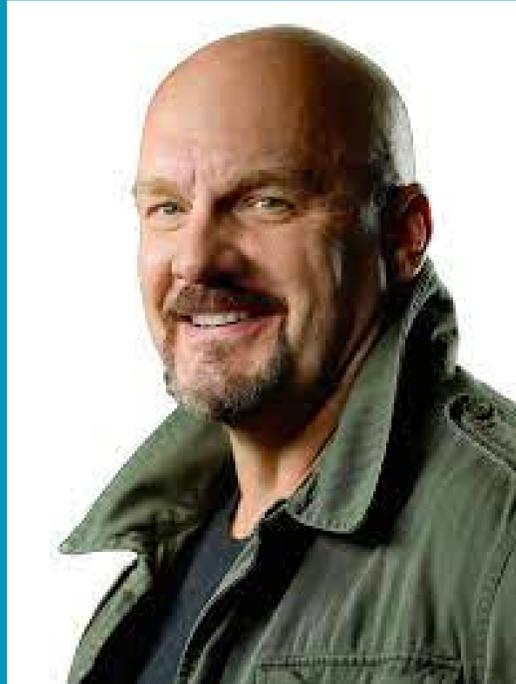
08

Brand Partnerships

PARTNERS TO APPEAL TO PARENTS



Kevin
Jonas



Eric Allan
Kramer



Leigh-Allyn
Baker

PARTNERS TO APPEAL TO KIDS



Dude Perfect



Everleigh
Rose

Social Media Schedule



July - August

	1 GIVEAWAY ANNOUNCED	2 Tweet about the new flavors making a good snack	3 Instagram Reel and Tiktok of a parent making lunch	4 Facebook post of a parent giving their kid lunch with Pringles	5	6 Instagram post with a celebrity partnership
7	8 Instagram reel of a brand partner kid opening their lunch with Pringles	9 Post a graphic about the giveaway on Twitter	10 Instagram post of a parent giving their kid a lunch with Pringles	11 Post a giveaway reminder graphic on Facebook	12 Tiktok with a brand partner	13 Post a giveaway reminder on Instagram
14	15	16 Tweet about making memories by packing lunches	17 Instagram and Facebook reel of brand partner talking about how they loved when their mom packed their lunch	18 Giveaway reminder post on Tiktok	19	20 Post partnership content on Instagram
21	22 Giveaway entry deadline reminder post on all platforms	23 Post partnership content on Facebook	24 Instagram reel and Tik-tok of what is included in the giveaway	25 Official last day to enter the giveaway post on all platforms	26	27
28	29	30 Post graphic of parent and child eating Pringles on Twitter	31 Instagram and Facebook post of a kid sharing Pringles with their friends	1 GIVEAWAY WINNER ANNOUNCED		

Instagram
4-6 posts

Facebook
1-3 posts

Twitter
1-3 posts

Tik-Tok
1-2 posts

Content Ideas

pringles verified

Pringles
BACK TO SCHOOL GIVEAWAY

6,725 likes, 100 comments, 389 shares

pringles Step 1: Like & Follow, Step 2: Comment your favorite pringles flavor, Step 3: Repost to your story and tag us!

pringles verified

6,725 likes, 100 comments, 389 shares

pringles Share the Joy with the best lunch snack Pringles Harvest Blends! Try them today!

Pringles verified
Nov 29 · 🌐

Today is the last day to enter our back to school giveaway!

Pringles
BACK TO SCHOOL GIVEAWAY

LAST DAY TO ENTER!

STEP 1: LIKE & FOLLOW

STEP 2: COMMENT YOUR FAVORITE PRINGLES FLAVOR

STEP 3: REPOST TO YOUR STORY AND TAG US

67 likes, 8 comments, 12 shares

Like Comment Send Share

11 Listening and Monitoring Plan

- A team member will be responsible for monitoring and responding to comments
- We believe that engagement in the comment section is what will make a difference with our audience
- We will use affiliate links to measure how successful our brand partnerships are



Next Steps

Target the new audience of parents and young kids

Start utilizing brand partnerships

Play into trends popular among the target audience



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