



Campaign Proposal
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Background

The creation of Pringles is credited to three men: Fredric Baur, Alexander Liepa, and Gene Wolfe. Pringles were originally created in the 1950s because Fredric Baur wanted to find an alternative to regular potato chips that are usually very greasy and stale.

Currently, Pringles is somewhat successful with their social media, staying on top of trends and capitalizing on holiday seasons. However, these tactics seem to be targeting many millennials, and their content is typically the same across all social media outlets, limiting the audience reached and overall success.

Today there are over 318,000 unique flavor stacks in the United States and internationally, and we want to capitalize on this. Because Pringles was originally created to be an alternative to potato chips, but without the grease, we feel that the brand can be effectively marketed to young adults with young children.

Overview of the Marketplace

Currently, Pringles' target audience is anyone who snacks. An article written by Angela L. narrows this down to teens and young adults. While this may be a good start, the marketplace is oversaturated with chip companies such as Lays, Doritos, Fritos, and more.

To combat this we feel that it is imperative that Pringles focuses on how they market themselves. They don't want to be just another chip company.

While teens typically aren't as concerned with health or grease, many parents of young children are much more careful with what they are feeding them. This makes targeting young adults a great way for Pringles to stand out in the marketplace, if they can emphasize being a non-greasy alternative to other chips and marketing themselves as a great snack for children.

Current Social Media Use

Currently Pringles is posting on Facebook an average of one or two times a week, but there are some chunks of time where they don't post for much longer than that.

On Instagram Pringles averages two to four posts a week, posting more frequently around holiday seasons. Their Instagram and Facebook accounts seem to be linked, however they don't post everything that they post on Instagram to Facebook.

Pringles has not been active on Twitter since October 31st, 2022. However, when they were active on Twitter they were pretty active and played into the humorous side of Twitter.

On TikTok Pringles post about one to three times per week, however there are many weeks when they don't post at all.

Overall, if Pringles can increase their posting frequency and stay consistent, their social media will become much more successful. They have a good amount of followers and engagement across the board, we just want to capitalize on it.

Strategy Overview

Overall, our goal is to reach parents of young children and to foster a more positive view of Pringles chips as a snack. Many parents hesitate to give kids chips as a snack because they are so greasy, so we want to go back to why Pringles was created and emphasize that they are non-greasy potato chips.

We plan to focus primarily on Instagram and Facebook, because we feel that our primary audience is most present on those social media platforms. We will incorporate a promotion and a giveaway into our posts, so that we will gain some traction.

We also plan to work with some social media influencers and celebrities, specifically those who are famous parents. We have found that collaborating with influencers is very effective because it widens the audience that is reached.

Content Strategy

For the content that we will post on Instagram, we really want to play into nostalgia, using the tagline “Remember When . . .” The goal is to play into what it felt like when our parents would pack our lunches, ephasizing what it was like when they would write us notes or give us our favorite snacks. We will also include a Back to School Giveaway and promotion, to promote Pringles as a good snack to pack in children’s lunches. The giveaway will include a few variety packs of Pringles, as well as some of the toys and school supplies that parents would remember from their childhood, and some that are popular among kids today. We want to be sure to utilize not just picture posts, but also reels, as they have proven to be successful on Instagram. These reels will feature recognizble brand partners who are parents packing lunch for their kids and promoting Pringles.

On Facebook we will post similar content to Instagram, focusing primarily on nostalgia and promoting the Back to School Giveaway and promotion. We will also inccorporate a lot of partnership advertisements in the form of short videos or reels. Unlike the Instagram content however, the Facebook content will be tarkedted primarily to the adults, while the Instagram content will include some posts that will appeal to children.

On Twitter, we plan to return to the type of content that Pringles used to post, appealing to humor. The Back to School Giveaway and promotion will be emphasized on Twitter, however, in an effort to gain some traction and new followers, we will also post funny jokes or experiences that include Pringles, because we have seen on Twitter humorous content tends to be successful.

The content that we post on Tiktok will promote Pringles as a good snack for school lunches and will feature videos of kids opening up their lunch boxes to find Pringles and famous moms packing lunches with Pringles for their kids. There will also be a few videos promoting the giveaway and showcasing all the prizes that can be won.

Strategic Partnership Recommendations

In order to best capitalize off of partnerships with both celebrities and influencers, Pringles should partner with both people that children know and love, as well as people that would appeal to parents, whether because of a sense of nostalgia or because they are a famous parent.

Some good partnerships that would appeal to parents are Eric Allan Kramer, Leigh Allyn-Baker, and Kevin Jonas.

Brand partnerships that would target kids are Ryan's World, Penelope Dissick, Ms Rachel and Everleigh Rose.



Content Calendar

We plan to post new content on Instagram about four to six times per week, on Facebook one to three times per week, and Twitter one to three times per week, and on Tiktok one to two times per week. The majority of our target audience will be reached through Instagram, so we plan to utilize a large percentage of our resources for our Instagram content.

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	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 their 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 Post partnership content on Facebook	23 Post graphic of parent and child eating Pringles on Twitter	24 Instagram reel and Tiktok of what is included in the giveaway prize	25 Giveaway entry deadline reminder post on all platforms	26 Official last day to enter the giveaway post on all platforms	27
28	29	30 Post partnership content on Twitter	31 Instagram and Facebook post of a kid sharing Pringles with their friends	1 GIVEAWAY WINNER ANNOUNCED	2	3

Listening and Monitoring Plan

We plan to have a member of Pringles' social media and marketing team to monitor our social media accounts. Our goal is to actively reply to comments, questions, and concern and to make our audience feel like we genuinely care about them and what they have to say.

It is imperative that we respond to comments, especially negative ones in a timely manner and in a tone that relays to the audience that they matter to us. While to some companies it may seem like a waste to have an employee dedicated to listening and monitoring, we believe that it is imperative in making our audience feel heard and valued.

Sources

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