

The flavour queen



RUCHIRA JAITLEY
VP MARKETING, FRITO LAYS INDIA



Ruchira Jaitly, VP Marketing, Frito Lays India, joined Pepsico in April 2004. She must have had big achievements in the company in past six years, however, as a marketer, the year 2010 was the best for her. As the Head for the Western Snack category, she has been responsible for one of the most innovative marketing campaigns – Give Us Your Delicious Flavour (GUYDF), inviting consumers to co-create a new product.

The campaign invited consumers to send in their recipe for a new flavour of Lay's chips. Four selected flavours were launched in the market and the flavour that got the largest number of votes was adjudged as the winner and took home Rs 50 lakh and one per cent of the sales turnover of the flavour.

The campaign received 13 lakh entries. The shortlisted four flavours - Cheesy Mexicana, Tangy Twist, Mastana Mango and Hip Hop Honey & Chilly, were finally tested in the market. The consumers who came up with these four fla-

vours won Rs 5 lakh each for their ideas.

Finally, it was Mastana Mango that won the battle and Sagar who had sent the entry took home the prize money of Rs 50 lakh. The flavour got 15,77,891 votes from the total 41,64,886 votes cast.

The campaign also won Jaitly the 'Pitch Marketer of the Year Award 2010'. Undoubtedly, the graduate from St Xavier's Mumbai and an MBA from IIM-Ahmedabad, is Pitch's choice as one of the Movers & Shakers of 2010 from the marketing fraternity.

In 2011, there are more flavours in store, which will be announced closer to the Cricket World Cup in February 2011. A teaser campaign featuring Bollywood star, Saif Ali Khan and cricketer Mahendra Singh Dhoni is already on air.

Jaitly started her career with Unilever, working in Sales for Personal Products and later on brand activation and innovation in the Hair Wash category in a stint spanning over seven years. ■

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