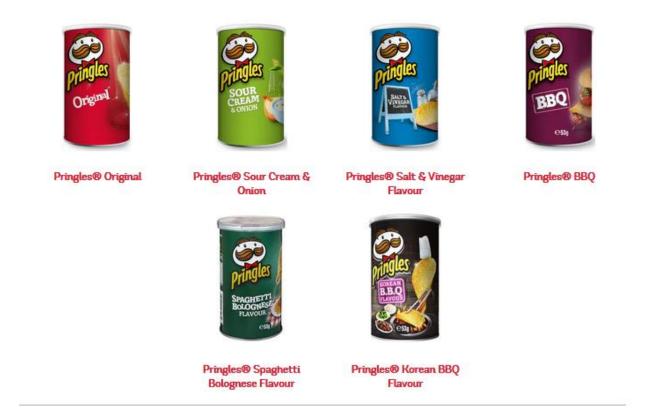
Pringles Chips WTF (Sales Promotion Campaign)

Introduction

In this exercise, you will explore a combined sales promotion and product line extension campaign for Pringles. As you may know, Pringles is a snack brand owned by Kellogg's, and is sold in over 140 countries.

You would probably know this snack brand as it comes in a can and the chips are stacked. As a reminder, here are some of their flavors:



The WTF Campaign

In the Australian market in 2020, Pringles ran a sales promotion for a mystery new flavor, built around the tagline WTF = what's the flavor? Here is their advertising (which also shows their new packaging) for this promotion...



As can be seen, the packaging is black-and-white, giving no clue to the flavor inside. Mr. Pringle on the logo looks puzzled. And the caption at the top of the packaging reads "What's the Flavor? Guess to win \$10,000!"

Therefore, this campaign was designed as a competition-based sales promotion, and potentially also introducing a new flavor (product line extension) to the Australian market.

The intention of the campaign is to encourage consumers to buy this new product (most likely as a one-off purchase), in order to see if they could work out the mystery flavor in the chance of winning up to \$10,000. While this campaign would appeal to loyal Pringle consumers, it would also likely attract trial sales from occasional and non-customers as well.

Student Discussion Questions

- 1. Do you think that this campaign be likely to increase short-term sales?
- 2. Why would a consumer buy a product where they did not know whether they liked the flavor?
- 3. Do you think that this campaign would simply cannibalize existing sales? (That is, existing customers purchase this mystery flavor instead of their regular purchase, resulting in no sales increase overall.)
- 4. Why would the brand associate with the letters WTF, given this can also have a negative connotation?
- 5. Why would the brand run this sales promotion, rather than just introducing the new flavor straight to the marketplace?
- 6. Could this campaign help increase any brand health metrics? (Examples: awareness, likeability, positioning, preference, loyalty.)
- 7. Other than short-term sales, what other marketing goals could this campaign have for the brand?