

TOSTITOS DIP-ETIZERS FULL BRIEF

BACKGROUND

There are several essential ingredients to throwing an awesome party: Great guests with great energy, an awesome playlist, a variety of tasty beverages, and, of course, delicious snacks that ensure you're not staring at an empty room by 8pm because those great guests left early due to hunger pangs.

For over three decades Tostitos has been "bringing the party" with their great-tasting chips and dips. Never content to rest on their laurels, Tostitos is constantly looking for new ways to give your guests that post-soiree glow.

Enter Tostitos Dip-etizers -- a new to this world line of heatable dips that you heat in your microwave and can instantly share with your friends and family. These restaurant inspired dips are perfect for any get-together with flavors you know your friends and family will love. They are easy to serve because they go from pantry to microwave to table in a presentable bowl and come in two great cheese-based flavors: Mexican Four Cheese Queso and Spinach & Artichoke. And while dip is always awesome, warm, cheesy dips like new Tostitos Dip-etizers take things to a whole new level!

Once you quit salivating we need you to turn up the creative horsepower and make videos that drive awareness about Dip-etizers and highlight their key benefits. Please make sure to read the Objectives section for all the important details on this exciting new project.

OBJECTIVES

The goal of this project is to create a 15-30 second video that drives awareness about Dip-etizers heatable dips and highlight their key benefits --

- Tostitos Dip-etizer line dips **are *specifically* designed to be served warm/heated in the microwave.**
- Dip-etizers are an easy and hassle free way to serve something that will make hosts proud.

--*Key Marketing Messages:* New Tostitos Dip-etizers are deliciously warm dips that are perfect for any get-together.

--*Target Audience:* The target consumer is 25-34 years old and enjoys throwing fun get-togethers with their good friends. These consumers are looking for products that they know everyone will like, that are fun and that balance trusted quality with new and different.

--*Executional Mandatories:*

- Videos must prominently feature Tostitos Dip-etizers along with Tostitos chips, specifically Tostitos Scoops!
- Videos must highlight both varieties, Mexican Four Cheese Queso and Spinach & Artichoke. However, if there is focus on only one Dip-etizer, it should be the Mexican Four Cheese Queso variety.
- Both packages of Tostitos Dip-etizers must be present in the end card/bumper. Please see the End Card section below for more details.
- Dip-etizers dips must be shown being consumed from the bowl/tray the dip comes in to highlight the ability to easily go from package to microwave to the table where all of the party snacks will be served.
- Tostitos chip bags should be shown as part of the party spread, although chips being consumed should come from out of a bowl.
- Competitive brands should not be present. Tostitos will provide a full list of legally approved products for the party spread at a later date.
- Do not show anyone over-consuming the chips or dip.
- Do not show too much or too little dip on a chip. Tostitos has identified the optimal amount of dip on a chip and will share these guidelines to the Pitch winners.
- Only ingredients actually in the dips can be shown as ingredients. Please see below (not all must be included):
 - Tostitos Dip-etizers Mexican Four Cheese Queso: Monterey Jack Cheese (White), Sharp Cheddar (yellow), Asadero Cheese (white), Queso Quesadilla cheese (white), Tomatoes, Jalapenos, Red Bell Peppers, and Onion.
 - Tostitos Dip-etizers Spinach & Artichoke: Spinach, Artichoke, Monterey Jack Cheese, Parmesan Cheese, and Garlic.

Appetite Appeal Cues: The below appetite cues should be included.

- The chip being dipped and brought up/out of the dip.
- With Four Cheese Queso a slight drip of the queso off of the chip needs to be shown (Tostitos will provide guidelines on the right amount of dip on the chip and dripping from the chip).
- Make sure bell peppers and jalapeno peppers are clearly seen in the dip.
- With the Spinach & Artichoke show less dripping and highlight more of the spinach and artichoke ingredients in the chip (Tostitos will share guidelines).

--*Tone*: The tone of the brand is authentically fun and social. This needs to be balanced with the desire for this creative to be more informative, creating awareness of the warmth/heat, ease of use and great taste of the product. Humor is welcome, but not necessary.

--*Brand Persona*:

Tostitos is...

Engaging...**not** Participant

A Party...**not** Drunken Rager

Fun...**not** Out of Control

Humorous...**not** Cheesy, not always the Center of Attention

Real/Authentic...**not** Old fashioned

Magnetic...**not** Clingy

Inclusive...**not** Superficial

Versatile by Design...**not** Random Variety

Must Have...**not** Routine

--*Exposure*: Digital.

End Card: The outer packaging of Dip-etizers need to be shown during the end card in addition to the Tostitos chip bags as part of the party spread. Tostitos and Dip-etizer logos (will be provided), with the tagline "Tostitos. Bring the Party."

Product: Tostitos will provide the Dip-etizers dip as well as Tostitos chips to the Pitch winners

DETAILS

This Project will be worth a total of \$50,000 and consists of 3 Phases: an Idea Phase, a Pitch Phase and a Video Phase. Be sure to read the following information carefully as well as the [Official Rules](#).

PHASE 1: IDEA – Tell us your Idea for a Tostitos Dip-etizers video in 140 characters or less. Remember, an Idea is not a detailed script; it is a spark of inspiration, or a distillation of what will happen in the Video. As always, Ideas should be clever and engaging. The winning Idea creators will receive \$500 each and a 5% one-time residual payment for any winning Videos based on their Idea. (That means if your winning Idea is the basis for the 1st place Video, you will

receive \$1100, the 2nd place Video \$550, and the 3rd place Video \$300) – see Video Phase Payout details for more information.

PHASE 2: PITCH - Submit your Pitch convincing the Sponsor why you should be selected to execute a Video based on one of the winning Ideas from the previous Phase using:

- Text (REQUIRED): 500 characters or less synthesizing how you plan to approach and execute this Video.
- Links (REQUIRED): To your previous video work. Please specify your role (producer, director, cinematography, etc.) and DO NOT INCLUDE LINKS TO YOUR SHOWREEL. Please link to individual videos.
- Script (Optional): This should include dialogue from the video you intend to create.
- Treatment (Optional): A detailed narrative description of what's going to happen in the video.
- Image (Optional): Additional concept art, storyboards, shot list, casting notes, anything that helps get your point across.
- Pitch Video (Optional): This is your opportunity to show us what you're capable of. Consider submitting a Pitch video in which you tell the Sponsor what they can expect should they choose your Pitch. Also, test videos, animatics, etc. are welcome.

The 3 most compelling Pitches will be selected and, upon submitting the Winner's Affidavit and the IP Assignment, will each receive \$3,000 to help create the Video. Additionally, upon submitting a Video that satisfies the criteria laid out in your winning Pitch, the Pitch winners will also be GUARANTEED a winning place in the subsequent Video Phase. So, if your Pitch is selected and you execute your Pitch effectively in your Video submission, you will win an additional \$6,000, at a minimum, and have a chance to compete for the \$22,000 First Place video prize (subject to deduction for one-time 5% residual payment to eligible Idea winners). For an example of an effective Pitch, check out [Erik Beck's winning "3 Artists & 5,000 LEGOs" Pitch](#) video. All Pitches will remain private until after the winner of the Video Phase is announced and the Project is complete.

NOTE: Pitch winners will be required to complete a mood board in a format specified by Frito Lay. They will have from July 10 - July 17 to complete this document. Frito-Lay will then evaluate and provide notes to each creator. Based on this feedback Pitch winners will submit scripts to Frito-Lay for feedback.

PHASE 3: VIDEO – The 3 winners from the Pitch Phase will each create a 15-30 second Video based upon their winning Pitch. The Judges will score the 3 winning Videos submitted by Pitch winners to determine the standings for the Video Phase. Remember, the 3 Pitch winners will receive prizes.

Please pay special attention to the duration of the Video phase, as this part of the competition is longer than the typical Tongal project. Following the announcement of the Video winners, Frito-Lay reserves the option to request additional edits for which the creators will be compensated.

--*Video Phase Payout:* Winners of the Video Phase will earn the following prizes: 1st place \$22,000, 2nd place \$11,000, 3rd Place \$6,000 (less any 5% one-time residual payments paid to the Idea winner(s), as applicable).

--*Music:* Tongal has partnered with four premiere music providers: [Audiosocket](#), [Killer Tracks](#), [Epidemic Sound](#) and [Music Dealers](#). Any of which can be used to source music for your Video submission to this Project. You may use up to THREE total tracks per Video submission, and they can come from any of the four providers listed above. You may NOT include any 3rd party materials in your Entry other than music from one of the above designated music providers. **No original music will be accepted for this project.** Music from these providers is available to registered Tongal members at no charge solely for their incorporation into Submissions to this Project and will not require a separate Music Release Form. To learn more about using each of these music providers, click on any of the provider's names above.

--*Referral:* Any Tongal member who refers one of the winning Video creators in this Project using the Tongal "[Invite Friends](#)" functionality will receive a referral fee equal to 5% of the amount won. That's a potential \$1,300 just for telling all of your talented friends about this Project! Check out more about our Referral Program in [FAQ](#).

REQUIREMENTS

1. The Video MUST not exceed 30-seconds in length. Preferred format for upload to the Tongal website is HD 720p 16x9. Acceptable file formats are .mov, .avi, .mp4, .wmv. Acceptable codecs are H.264 (MP4), MPEG-4, H.263, MPG, WMV, DivX. Should you win, you will also be required to provide a 1080p .mov master file, using a ProRes, Animation, or Uncompressed Codec
2. Unless provided otherwise, all work must be your own original creation and free of any copyrighted material. You shall provide detailed information of your work regarding the source, the creator and background information as requested by Tongal.
3. You may not include any 3rd party materials in your Entry other than music from one of the four designated music providers: : [Audiosocket](#), [Killer Tracks](#), [Epidemic Sound](#) and [Music Dealers](#). No original music will be accepted for this project.
4. **BY SUBMITTING A VIDEO ENTRY, YOUR SUBMISSION IMMEDIATELY BECOMES THE SOLE PROPERTY OF TONGAL OR ITS ASSIGNEES – SEE OFFICIAL RULES FOR MORE DETAILS ABOUT OWNERSHIP OF ENTRIES. YOU MAY NOT PUBLICLY SHARE OR PUBLISH YOUR SUBMISSION IN ANY MANNER AND YOU MAY NOT POST OR UPLOAD YOUR SUBMISSION TO ANY WEBSITE OR VIDEO HOSTING SITE (INCLUDING, BUT NOT LIMITED TO, FACEBOOK, YOUTUBE OR VIMEO),**

WITHOUT THE PRIOR EXPRESS WRITTEN CONSENT OF TONGAL. FAILURE TO COMPLY WITH THIS REQUIREMENT MAY RESULT IN DISQUALIFICATION OF YOUR ENTRY IN THE PROJECT.

5. Submissions cannot contain any profanity, offensive language, nudity or otherwise objectionable material, the determination of which is solely at the discretion of Sponsor.
6. Submissions must not portray Sponsor in a negative way, the determination of which will solely reside with Sponsor.
7. Videos must be in the English language or subtitled.
8. Limit 5 submissions per member, per Phase.
9. You must be at least thirteen (13) years or older to enter.
10. In the event that fewer than 50 Pitches are received, the Sponsor reserves the right to repost the contest for up to fourteen (14) days at their discretion.
11. In addition to the judging criteria stated in the [OFFICIAL RULES](#), Pitches will also be evaluated on that member's ability to execute the final Video based on their prior work and experience as a filmmaker.
12. The Sponsor will be entitled to reasonable revisions on the finished Video without providing additional compensation. Remember it's easier to re-edit than re-shoot so try to get as much coverage as possible.
13. In addition to the standard Tongal W-9, Winner Affidavit, and IP Assignment, winning Video creators MUST also provide Talent, Location, Music (or other) Releases for all assets appearing in their winning Videos, as well as a copy of a photo ID for all On-camera Talent releases. You must also provide all project files, editing sequences and a 1080p .mov master file, using a ProRes, Animation, or Uncompressed Codec to claim your prize.
14. See [OFFICIAL RULES](#) for additional contest information, terms and conditions. If there is any conflict or inconsistency between these requirements and the Official Rules, the terms and conditions of these requirements shall prevail.