

# Doritos 'Battle of the Bold' winning new flavour revealed

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The Doritos 'Battle of the Bold' A vs B campaign came to an epic finale.

It all started mysteriously, grabbing consumers' attention as Doritos launched two new flavours, "Tomato Sizzler" and "Jalapeño Poppers", in a really engaging and creative way.

At first glance it didn't seem all that unusual. Brands launch new flavours all the time, right?

Wrong! Standing out on shelf with two competing new flavours, SA consumers were invited to choose either the silver pack marked "A" or the gold pack marked "B". In an unheard-of 'bold twist' only one of the flavours, A: "Tomato Sizzler" or B: "Jalapeño Poppers", would remain on shelf after the competition closed.

Doritos fans were invited to "Defend their Flavour" in a "Battle of the Bold" social media competition. Fans could complete a variety of challenges each with allocated points. The 'boldest fan' could win R20,000. Fans went all out to win points and defend their flavour. Some composed songs, some designed and made Doritos outfits, hosted house parties and some fans even got a Doritos tattoo.

The level of engagement from the Doritos audience on social media was unprecedented with Doritos fans even inventing their own Bold Challenges, bungee jumping in Soweto, creating nail art, keyrings, necklaces and snowmen in allegiance to their favourite flavour!



L-R: Lazola Gola; Doritos promoter - Motsomi Moja; Doritos promoter - Lungile Mtsweni and Loyiso Gola

The battle culminated with the two brothers dressed as boxers, showing their boxing moves on a giant Doritos pack "piñata". Only one side of the piñata opened to reveal the winning flavour. And it was "B" that won with a new Doritos flavour, "Poppin' Jalapeño" emerging resplendent in its bright packaging.

To top off a great event, surprised but delighted prize winner Tarryn Laken Petersen, who had been flown up from Cape Town for the event, left R20,000 richer thanks to her bold moves throughout this exciting campaign.



L-R: PepsiCo auditor - Elsa Kubeka; comedian - Lazola Gola; Doritos assistant brand manager - Kudzayi Kanyama; Doritos Battle of the Bold winner - Tarryn Petersen; comedian - Loyiso Gola and Doritos brand manager - Wesley Chetty

The venue for the big reveal in this trendsetting campaign was a dark and edgily glamorous boxing gym in Sandton, a suitably gladiatorial setting for the final showdown. Doritos Nachos, crumbed sushi and Jalapeño Popper-flavoured gourmet ice cream was served on arrival, further showing the versatility of Doritos as a tasty corn snack.

After a build-up that saw Doritos Brand Manager Wesley Chetty boldly MC'ing the event and a dance battle between members of World Cup 2010 finale dance crew "Soweto's Finest" it was up to the Gola Brothers who featured in the A vs B television commercial to step into the ring and battle it out for their 'team'.

Doritos Poppin' Jalapeño is available in a 150g bag from all major retailers.



*Doritos brand manager - Wesley Chetty*



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