

# Lay's launches World Cup Cricket campaign

Lay's launched its 'You've Gotta Love Cricket' campaign in January 2015 specifically to highlight that it is as an official partner of the 2015 International Cricket Council (ICC) Cricket World Cup, being hosted in Australia/ New Zealand over February and March 2015. South African cricket master AB de Villiers is the face of the campaign and cricket fans can look out for the limited edition large bags featuring de Villiers.



In addition, AB de Villiers will feature on in-store point-of-sale material that has been designed to portray the energy and movement of the cricketer in action. He will also appear in a television commercial, which flights from 13 February 2015. The commercial portrays the extent to which the brand's fans will go to sample chips, whenever there is a bag nearby.

To amplify the campaign, the brand launched a competition for one lucky winner and a partner to win VIP tickets to the 2015 ICC Cricket World Cup final. In addition, it has also embarked on a 'You've Gotta Love Cricket' roadshow, which will travel to eight different locations across the country. Pop-up cricket nets will be erected at select venues, and participants will be encouraged to try to bowl out the Howzat Umpire. This offers the brand an opportunity to engage with fans as well as local cricket heroes who will participate in the roadshow at the different venues. The 'Cricket in the Nets' activation associates the brand with one of South Africa's most loved sports and promises some fun activities with games, prizes and loads of entertainment.

The You've Gotta Love Cricket campaign seeks to revive the spirit of unity in South Africans and is an opportunity for the brand to rally behind the South African national cricket team.

Carla De Quintal: Marketing Director at PepsiCo says, "We are excited to partner with one of the biggest sporting events on the 2015 sporting calendar, particularly as we are a brand with a great history of aligning with local sporting icons. We look forward to a great partnership with the ICC and to a fantastic season of cricketing action."

To celebrate this partnership, the company has also launched a new flavour - Lay's Prego Sauce for the South African market. The launch will include in-store point of sale, PR and an interactive digital campaign to engage fans further. The limited edition Prego Sauce flavoured potato chips is available nationally at a recommended selling price of R14.99 for the large bag and R5.50 for the small bag.

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