

TAKIS / HOT NUTS & FULLSCREEN 2020 INFLUENCER PROGRAM



NOVEMBER - DECEMBER 2020





#FACETHEINTENSITY

Need to add Faze Rug's content



#SHOWMEHOWYOU SNACK

UNDERSTANDING TAKIS AND HOT NUTS

CATEGORY

Position Takis and Hot Nuts to become the go-to salty snack for Gen Z & Millennials.

OPPORTUNITY: Elevate the perception of Takis + Hot Nuts as a fun snack using the hashtags #FaceTheIntensity and #ShowMeHowYouSnack

CONSUMER

The aim of this campaign is to reach a younger Takis target and older Hot Nuts target through relatable content created by influencers they already follow and trust.

OPPORTUNITY: Partner with 3 influencers who have a strong following amongst young and old Gen Z and young Millennials. These 3x talent will create a buzz-worthy social-first campaign that drives organic efficiency

CULTURE

With the rise of short-form video, your target is flexing their creative muscle more than ever. There's a new language of comedy and entertainment on social, where visually creative content and originality reign supreme.

OPPORTUNITY: Partner with digital-first talent across verticals to create highly visual, scroll-stopping content. In this concept, Influencers and audiences will put their creativity to the test to show off the boldest way to eat Takis & newly launched Takis Hot Nuts.

TALENT OVERVIEW

In partnership with Starcom and Takis, Fullscreen identified 2x **Talent** across different verticals to create #ShowMeHowYouSnack and serve as Takis’ partners throughout the campaign to reach **Gen Z and Millennial** audiences.

COREY FUNK



SOFIE DOSSI



INFLUENCER CONTENT RESULTS & PERFORMANCE



TAKIS AND HOT NUTS RECAP

53.28MM+

SOCIAL REACH IMPRESSIONS

15

CONTRACTED SOCIAL POSTS

10.67MM+

VIEWS ACROSS ALL PLATFORMS

3

ADDED VALUE POSTS

19.51%

AVERAGE CAMPAIGN ENGAGEMENT RATE

2.16MM+

TOTAL ORGANIC ENGAGEMENTS

*Engagements defined as organic and/or paid likes, comments, shares

CONTENT PERFORMANCE

SOFIE DOSSI



Sofie takes a quick snack break with Takis, stunning fans with her incredible flexibility as she grabs the bag with her foot and proceeds to grab a Takis to munch on!

TAKIS - TIK TOK #1	
REACH	8,700,000
TOTAL ENGAGEMENTS	399,930
TOTAL VIEWS	1,400,000
TOTAL LIKES	395,700
ENGAGEMENT RATE*:	28.57%



Sofie shows fans how she snacks in this repost of her Tik Tok.

TAKIS - IG IN FEED	
REACH	3,800,000
TOTAL ENGAGEMENTS	119,034
TOTAL VIEWS	406,258
TOTAL LIKES	118,040
ENGAGEMENT RATE*:	29.30%



Sofie shows off her on point Tik Tok transitions as she changes her outfit to match with the different flavors of Takis.

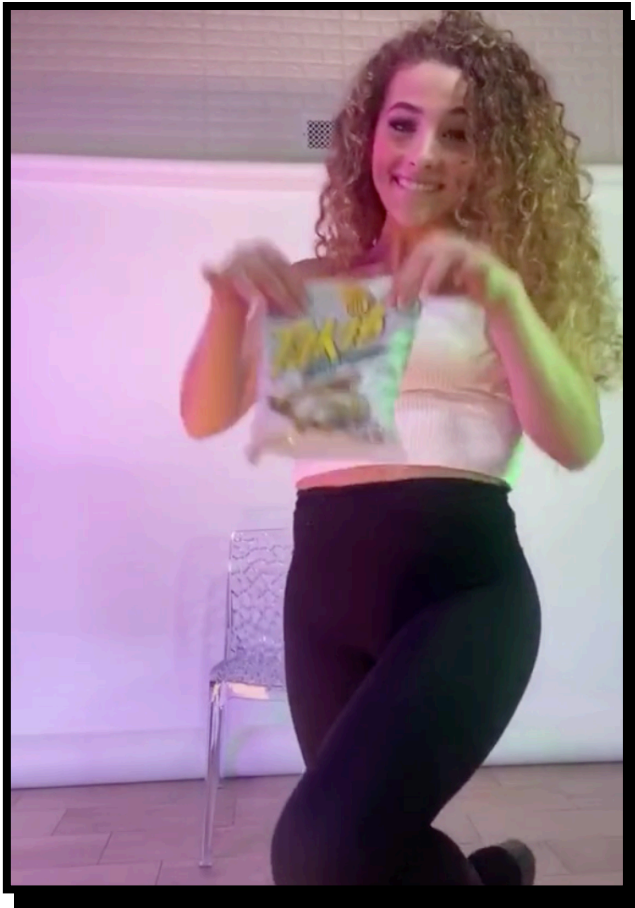
TAKIS - TIK TOK #2	
REACH	8,700,000
TOTAL ENGAGEMENTS	465,219
TOTAL VIEWS	1,900,000
TOTAL LIKES	462,200
ENGAGEMENT RATE*:	24.49%

- BEATS PERSONAL BENCHMARK
- BEATS INDUSTRY BENCHMARK (SHAREABLEE)
- ★ ENGAGEMENT RATE BASED ON VIEWS



CONTENT PERFORMANCE

SOFIE DOSSI CONTINUED



Sofie reposts
Tik Tok #2 to
her IG Story!

TAKIS - IG STORY	
REACH	3,800,000
TOTAL ENGAGEMENTS	6,152
TOTAL VIEWS	380,358
STORY ACTIONS	3,276
ENGAGEMENT RATE*:	2.03%



Sofie loved creating this video that
she reposted her Tik Tok to her
Snapchat story as added value!

ADDED VALUE - SNAPCHAT	
REACH	8,496
TOTAL ENGAGEMENTS	6,501
TOTAL VIEWS	10,498
STORY ACTIONS	6,405
ENGAGEMENT RATE*:	61.93%



Sofie matches Takis flavors to
her family members'
personalities!

TAKIS - TIK TOK #3	
REACH	8,700,000
TOTAL ENGAGEMENTS	368,414
TOTAL VIEWS	1,600,000
TOTAL LIKES	366,300
ENGAGEMENT RATE*:	23.03%

- BEATS PERSONAL BENCHMARK
- BEATS INDUSTRY BENCHMARK (SHAREABLEE)
- ★ ENGAGEMENT RATE BASED ON VIEWS



CONTENT PERFORMANCE

COREY FUNK



- BEATS PERSONAL BENCHMARK
- BEATS INDUSTRY BENCHMARK (SHAREABLEE)
- ★ ENGAGEMENT RATE BASED ON VIEWS



Corey pranks his friends by filling his whole pantry with Takis and telling them that they’re going to have “lunch”!

TAKIS - TIK TOK #1	
REACH	5,200,00
TOTAL ENGAGEMENTS	242,635
TOTAL VIEWS	1,100,000
TOTAL LIKES	241,300
ENGAGEMENT RATE*:	22.06%



Corey reposts his Tik Tok to his IG story.

TAKIS - IG STORY	
REACH	992,000
TOTAL ENGAGEMENTS	662
TOTAL VIEWS	31,769
STORY ACTIONS	361
ENGAGEMENT RATE*:	2.08%



Corey uses Takis as bait, claiming it can catch the biggest fish and as he casts his line, his friend jumps in to grab the Takis for himself!

TAKIS - TIK TOK #2	
REACH	5,200,000
TOTAL ENGAGEMENTS	106,618
TOTAL VIEWS	566,000
TOTAL LIKES	106,100
ENGAGEMENT RATE*:	18.84%



Corey reposted Tik Tok #2 to his IG Story for added value!

ADDED VALUE - IG STORY	
REACH	992,000
TOTAL ENGAGEMENTS	774
TOTAL VIEWS	33,557
STORY ACTIONS	405
ENGAGEMENT RATE*:	2.31%

CONTENT PERFORMANCE

COREY FUNK CONTINUED



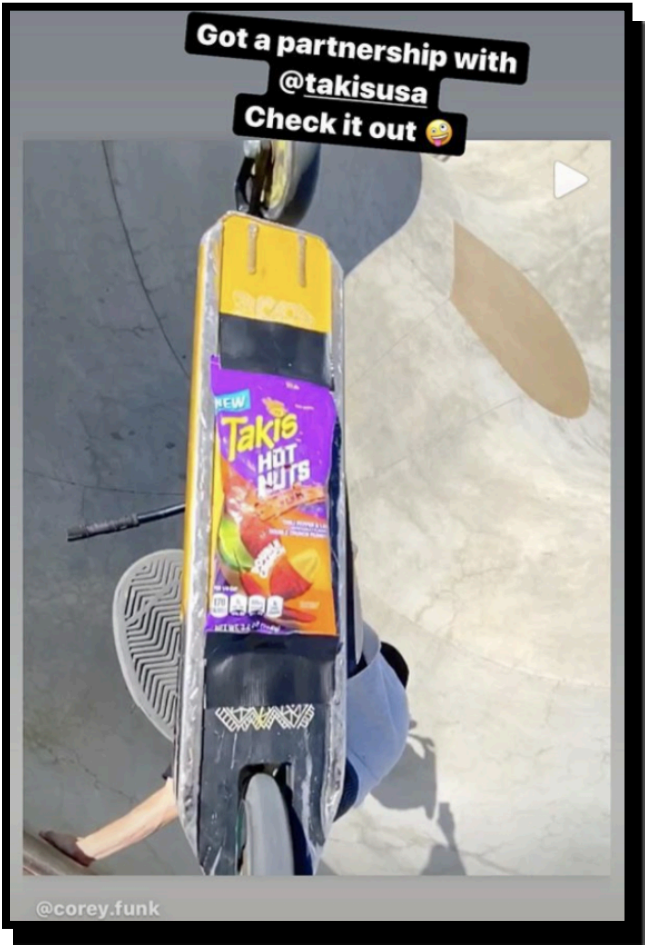
From jumping off of a cliff to landing a steep skate ramp, Corey faces the intensity with his go-to snack, Hot Nuts!

HOT NUTS - TIK TOK	
REACH	5,200,000
TOTAL ENGAGEMENTS	426,279
TOTAL VIEWS	3,200,000
TOTAL LIKES	422,200
ENGAGEMENT RATE*:	13.32%



Corey reposts his Hot Nuts Tik Tok to his IG Feed.

HOT NUTS - IG IN FEED	
REACH	992,000
TOTAL ENGAGEMENTS	20,054
TOTAL VIEWS	85,279
TOTAL LIKES	19,910
ENGAGEMENT RATE*:	23.52%





Corey tells fans to check out his latest post featuring Hot Nuts for added value!

ADDED VALUE - IG STORY	
REACH	992,000
TOTAL ENGAGEMENTS	721
TOTAL VIEWS	32,663
TOTAL LIKES	383
ENGAGEMENT RATE*:	2.21%



- BEATS PERSONAL BENCHMARK
- BEATS INDUSTRY BENCHMARK (SHAREABLEE
- ★ ENGAGEMENT RATE BASED ON VIEWS




TALENT SCORECARD


TALENT		# OF POSTS	AVERAGE ENGAGEMENT RATE	HIGHEST ER THUS FAR	CONTENT WITH HIGHEST ER	AVERAGE VIDEO VIEWS
	SOFIE DOSSI	6	15.9%	29.91%	Takis: IG In-Feed Video	901,028
	COREY FUNK	7	12.14%	23.8%	Hot Nuts: IG In-Feed video	690,781

The logo features the word "Takís" in a yellow, stylized font with a black outline and a small swirl above the 'i'. To its right is a black plus sign, followed by the words "HOT NUTS" in a red, blocky, distressed font with a white outline.

 **mt_claxxic** My new snack 

 **alanagoncalvesss** absolutely amazing 🥰

 **Jaideen** 🤖🔥
I think Corey got one of the biggest fish with one tak

 **official devan**
Me eating takis rn while watchin

PAID MEDIA STRATEGY

Utilize the platforms and placements that drive the highest user engagement to drive user generated content by placing Takis and Hot Nuts Teach Me How To Takis challenge in front of users most willing to participate to amplify the campaign's overall reach.



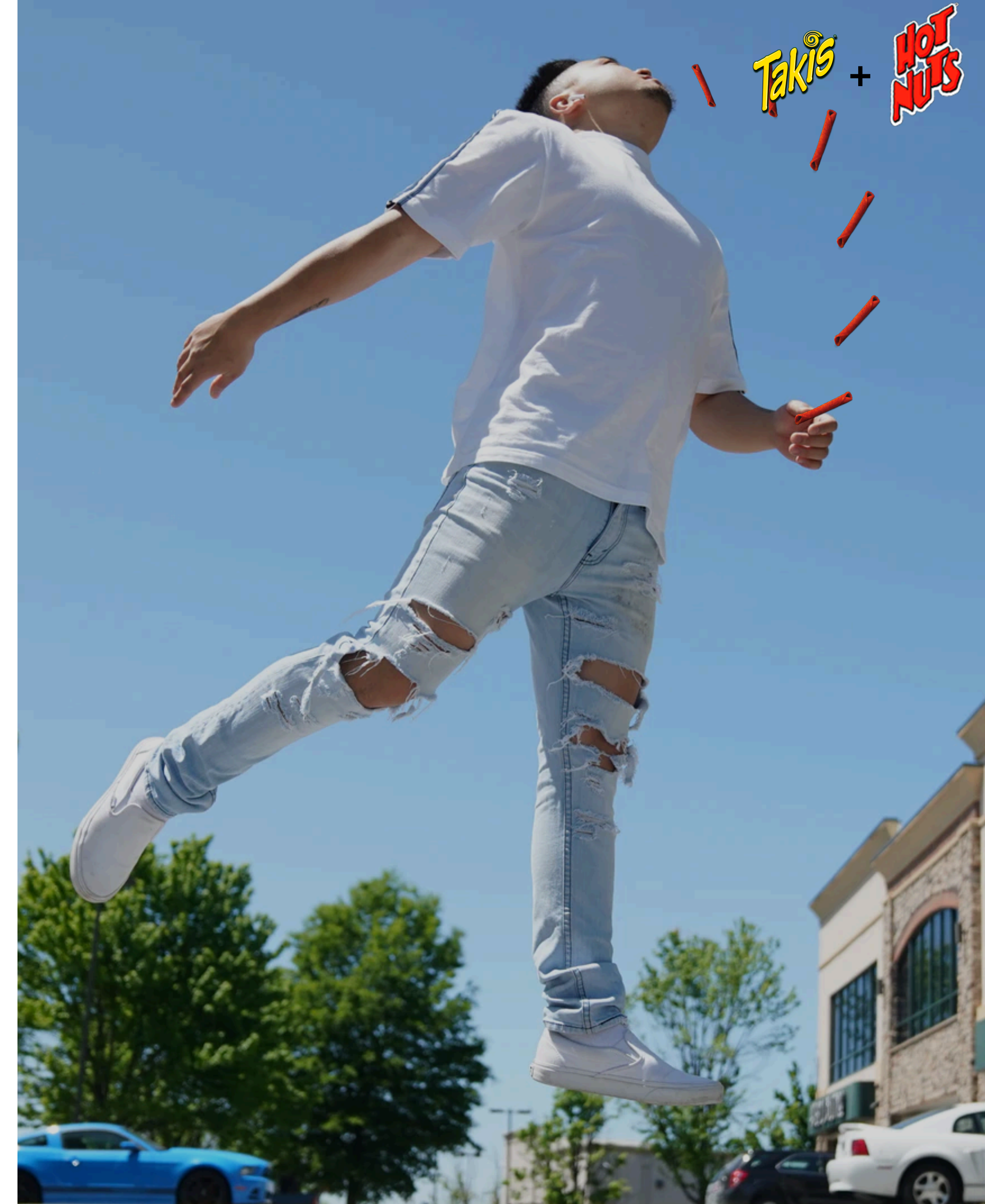
Instagram Stories Ads



Snapchat Mid-Roll Ads



Tik Tok In-Feed Video



THANK YOU

