The Clio Awards and PepsiCo Foods Emerging Creative Award
“Lay’s Goes with Lunch”

Context:
For decades, Lay's has held a beloved seat at the lunch table, most often next to a sandwich. But lunch itself is changing. Fewer people are sitting down to a traditional sandwich-and-sides midday meal. Instead, lunch has become fluid, personal, and snack-forward: grain bowls, rice-bowls, wraps, leftovers, street-food combos, protein packs, "girl dinner" style assemblies, and desk-side grazing. As the sandwich occasion shrinks, so does Lay's default place in the lunch routine.

Yet Lay's remains a brand with the cultural permission and product versatility to pair with far more than the sandwich it’s always sat beside. Lay’s brings crunch to joyful moments that make up modern life.

Wherever food happens, Lay's belongs.

Problem:
Lay's is culturally locked into the sandwich sidekick role, but modern lunch has moved on. As lunch fragments into a more flexible occasion, Lay's risks being left behind because consumers haven't been shown that it’s still relevant to wherever the occasion takes them.

Objective:
Grow Lay's share of the lunch occasion by proving Lay's goes with anything you're eating for lunch, not just sandwiches.

Ask:
Develop a program that reframes Lay's as the universal lunch pairing. The program should establish Lay’s as the chip that goes with whatever lunch looks like today. The idea should feel unmistakably Lay's: warm, iconic, straightforward and potato-forward, while modernizing the occasion.

Target:
People 25–44, who have stepped away from the structured lunch:

- Graze through snacks and small plates
- Eat lunch at their desk, in the car, on the go, or standing at the counter
- Think of lunch as personal and fluid: willing to choose street food one day and pack some charcuterie and snacks the next.
- Value convenience but still want lunch to feel satisfying and a little joyful

Insight:

Lunch has quietly become the most personal meal of the day.
Unlike breakfast (often rushed) or dinner (often shared), lunch is where many people exercise autonomy; it's the meal they build for themselves, around their preferences, and schedule. Today's lunch isn't a recipe; it's a combination. Lay's isn't losing lunch because people stopped loving chips; it's losing lunch because the occasion has moved on from sandwiches to become a mix-and-match moment of small joys.

Entry Requirements / Deliverables:
A Lunch campaign concept, rooted within the Lay's brand and utilizing its iconic assets, that reorients Lay's to the modern lunch occasion and 3–5 examples of how this campaign would come to life across: social, retail, OOH, and creator.

To illustrate and support the creative idea, entries must include the following:

- Entries must include at least **Three to five (3-5) Strategic Media Assets** (photo, video, audio, or other to illustrate and support the creative idea.)
- **Cover Image** - Cover Image of the Idea/Creative Work — This will be used as the thumbnail on the Winners' Gallery on the Clio website.
- **Optional Supporting PDF** - Providing additional background on the idea

Eligibility:
This Challenge is open to individuals or teams between eighteen (18) and twenty-nine (29) years of age who are either students, creators or creative professionals with five (5) years or less of professional experience.

Prize:

- **The Clio Emerging Creative Award Presented by PepsiCo Foods**: The Clio Emerging Creative Winner or Winning Team will be presented with a Specialty Clio Award on stage at the 2027 Clio Awards taking place May 2027, in New York City.

- **Hotel and Travel for Challenge Winner**: PepsiCo Foods will cover economy flight(s) and one (1) night hotel accommodations for up to two (2) people (Winner or Winning Team) if the Clio Emerging Creative Winner/Winning Team does not reside in the New York Tri-State Area.

- **In-Person or Virtual Pitch**: PepsiCo Foods will award winner or winning team a pitch session (in-person or virtual) with its PepsiCo Foods & D3 creative teams in TX or NYC (exact location and timing TBD).