



Cheetos



Company Background:

Cheetos is a brand of cheese-flavored, puffed cornmeal snacks made by Frito-Lay, a subsidiary of PepsiCo.



The Challenge:

Complement Cheetos' Flames of the World campaign, that featured the launch of three new flavors (Indian, Thai and Mexican) with a mobile game that was linked with the pack



WSI's Solution:

An iOS and Android augmented reality app that featured three games. Pointing at one of the new flavored packs activated each game. People could log-in with their Facebook account to be able to compete for the top position in the leaderboard.



The Results:

- iOS: 650 Downloads (Launched April 22nd, 2015)
- Android: 14,900 Downloads (Launched Feb 9th, 2015)