

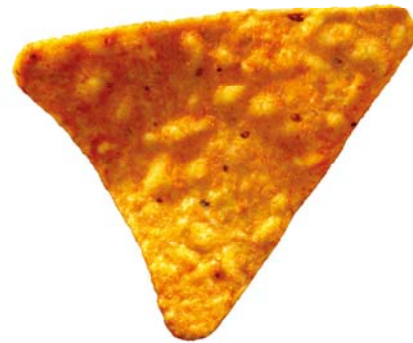
Fallstudie Doritos (Quelle: <https://en.wikipedia.org/wiki/Doritos>)

The original product was made at the Casa de Fritos (now Rancho Del Zocalo) at [Disneyland](#) in [Anaheim, California](#), during the early 1960s. Using surplus tortillas and taking the original idea from the traditional Mexican snack known as [Totopo](#), the company-owned restaurant cut them up and fried them and added basic seasoning, resembling the Mexican [chilaquiles](#), but in this case being dry. [Arch West](#) was the vice president of marketing of Frito-Lay at the time, and noticed their popularity. He made a deal in 1964 with Alex Foods, the provider of many items for Casa de Fritos at Disneyland, and produced the chips for a short time regionally, before it was overwhelmed by the volume, and Frito-Lay moved the production in-house to its [Tulsa](#) plant.

"Doritos" were released nationwide in 1966, the first tortilla chip to be launched nationally in the United States. The name derives from the [Mexican Spanish](#) *doradito*, meaning "golden brown." According to Information Resources International, in 1993, Doritos earned \$1.2 billion in retail sales, one-third of the total Frito-Lay sales for the year. Nevertheless, in the costliest redesign in Frito-Lay history, in 1994 the company spent \$50 million to redesign Doritos to make the chips 20% larger, 15% thinner, and rounded the edges of the chip. Roger J. Berdusco, the vice president of tortilla chip marketing, said a primary reason for the change was "greater competition from restaurant-style tortilla chips that are larger and more strongly seasoned". The design change was the result of a two-year market research study that involved 5,000 chip eaters. The new design gave each chip rounded corners, making it easier to eat and reducing the scrap resulting from broken corners. Each chip was also given more seasoning, resulting in a stronger flavor. The redesigned chips were released in four flavors beginning in January 1995.



"Nacho Cheese" flavored Doritos



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In 2005, Doritos sales in the United States fell by 1.7% to \$595 million. To increase sales in 2006, the company launched several new flavors, a new label, and more bilingual advertising. Frito-Lay vice president Joe Ennen described this as "the most significant rebranding and relaunch in Doritos' 38-year history."

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“SumOfUs is a community of people from around the world committed to curbing the growing power of corporations. We want to buy from, work for and invest in companies that respect the environment, treat their workers well and respect democracy. And we’re not afraid to stand up to them when they don’t.” cf. <https://www.sumofus.org/about/>



Flavors:

Doritos are sold in many countries worldwide in assorted flavors. They launched nationally in the United States in 1966, with only one flavor: toasted corn. The product proved successful, but additional market research revealed that many consumers outside the Southwest and West considered the chip to be too bland and not spicy enough for what was perceived as a Mexican snack. Frito-Lay therefore developed taco-flavored Doritos, which also became successful after they were introduced nationally in 1967. National distribution of nacho cheese-flavored Doritos began in 1972, and were also a hit. For a short run in the late 1970s, Sour Cream and Onion flavored Doritos were available, but were discontinued in the early 1980s. A Sesame seed flavored chip was also available for a short time in the late 1970s. In 1986, Cool Ranch Doritos made their debut and also became popular.

In the 1990s, in partnership with parent company PepsiCo's fast food brands, two new flavors of Doritos were introduced, [Taco Bell's](#) Taco Supreme (incorporating a "beef" flavoring that was quite different from the original 1960s "Taco" incarnation) and [Pizza Hut's](#) Pizza Cravers. After PepsiCo [spun off its restaurant division in 1997](#), the flavors were simply renamed taco and pizza, respectively, with the pizza flavor discontinued in some markets. At around the same time, due to the popularity of Frito-Lay's [Tostitos](#) brand the unflavored Toasted Corn was briefly discontinued then brought back. In 2007 in several markets, there was briefly a Nacho Chipotle Ranch Ripple flavor. In 2009, the experimental Bangin' Beef Bonanza flavor, co-launched by Arby's, gained critical acclaim but fell flat in a very competitive market for extreme [snack foods](#). In 2008, the Taco Bell flavor was temporarily re-released under the "Back by Popular Demand" label along with Four Cheese.

In 1990, Jumpin' Jack Monterey Cheese flavored Doritos were introduced. This flavor was later discontinued. In 1995, Chester's Cheese Doritos were available for a limited time. This flavor introduced the familiar Cheetos flavor cheese on the typical Doritos tortilla chip. In 1997, Spicy Nacho was introduced.

For a brief period in 2004, Doritos introduced new shape and form called "Rollitos", which were [corn chips](#), shaped into small tubes, like a regular triangular Dorito was "rolled" up. Rollitos flavors included Nacho Cheesier, Zesty Taco, Cooler Ranch and Queso Picante. In 2013 this idea was reintroduced rebranded as "Dinamitas", or little sticks of dynamite. There are two varieties, a chili lime combo, and the Mojo Criollo (Creole magic), a lemon-lime and garlic flavored rolled Doritos. Dinamitas differs slightly in style than Rollitos. Rollitos had the chips baked, the tube formed with an oil-submersible box press to fry. Currently it is rolled into a tube before the baking and frying, a much simpler process.

Five versions of "Doritos Collisions", which include two different flavors in the same bag, have been produced. Those varieties of Doritos Collisions are Hot Wings/Blue Cheese, Zesty Taco/Chipotle Ranch, Habanero/Guacamole, Cheesy Enchilada/Sour Cream, and Pizza Cravers/Ranch.

In 2007, Doritos ran a campaign called "Doritos X-13D Flavor Experiment" where black, unidentified bags of Doritos were on the market for consumers to identify and name the flavor. The only flavor identification on these chips was "All American Classic".

Reincarnations and relaunches of taco-flavored Doritos, including the 2008 "Back By Popular Demand" campaign, were different from the original taco flavor (A sour cream flavor had been added to the recipe around 1985). The taco chips included in the Zesty Taco and Chipotle Ranch "Collisions" bags were thought by customers to be closer to the original, but were later discontinued in most of the United States. In late 2010 the taco flavor recipe that was used in the 1980s returned in a limited edition "retro" styled bag incorporating the original Doritos logo, and in early 2011 the company announced that this incarnation would remain in the permanent product line-up.

In 2008, Doritos debuted a "mystery flavor" Quests with prizes being given as puzzles were solved. The mystery flavor was [Mountain Dew](#). In 2009, Doritos released some new flavors under the banner "Doritos Late Night": "[Tacos](#) at Midnight" and "Last Call [Jalapeño](#) Popper". They also modified the X-13D Flavor as All Nighter [Cheeseburger](#).

2010 saw the release of three successively spicy "Degree Burn" flavors (Blazin' Jalapeño/Jalapeño Fire, Fiery Buffalo and Scorchin' Habanero), cross promoted to "cool down" with [Pepsi](#)'s lime "Cease Fire/Max Citrus Freeze", and the [wasabi](#) flavored Mr. Dragon's Fire Chips. 2010 saw the introduction of Doritos to New Zealand and with it flavors including Nacho Cheese, Cheese Supreme, Salted, and Salsa. This year also saw the original Taco flavor of Doritos revived in the original packaging design.

In the spring of 2011, a [Tapatio](#) hot sauce flavor was released. In February 2011, Doritos Canada ran a competition to write the end of a commercial for two new flavors ("Onion Rings n' Ketchup" and "Blazin' Buffalo and Ranch"), and to vote for which of the two flavors would be taken off shelves when the contest ended. Onion Rings n' Ketchup received the most votes and remained on sale.

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For many years, Doritos [advertised heavily during the Super Bowl](#).

cf. <http://www.pepsico.com/live/video/doritos-crash-the-super-bowl-finalist---doritos-dogs>

(Dieser Spot schaffte es im März 2017 an die Spitze der 50 weltweit emotionalsten Werbefilme, siehe Horizont, 10.3.2017)

- 1) Warum spielen Emotionen in der Werbung eine Rolle, welche theoretischen Konzepte stehen dahinter (erklären Sie diese ausführlich!)? Durch welche Mittel „emotionalisiert“ der Werbespot (von der Super Bowl). 10 Punkte
- 2) Auffällig ist, dass in vielen gekürzten Werbefilmen Tiere oder Kinder die Hauptrolle spielen. Welche theoretischen Gründe können Sie dafür anführen? 4 Punkte
- 3) Doritos setzen auf ihre mexikanische Herkunft. Welche Bedeutung besitzen ethnische Lebensmitteln für das Konsumentenverhalten, erfüllt Doritos die entsprechenden Anforderungen, welche? Begründen Sie Ihre Antwort! 4 Punkte
- 4) Welche Besonderheiten zeichnen den Geschmacksinn aus, wie berücksichtigt Doritos diese Besonderheiten? 6 Punkte
- 5) Doritos verwendet für die Verpackungen unterschiedlicher Geschmacksrichtungen auch verschiedene Farbkodierungen. Wie beurteilen Sie diese, insbesondere aus theoretischer Sicht? Begründen Sie Ihre Antwort! 4 Punkte
- 6) SumOfUs setzt offensichtlich auf Mund-zu-Mund Kommunikation (insbesondere in sozialen Medien). Welche Besonderheiten (im Hinblick auf ihre Kommunikationswirkung) besitzt Mund-zu-Mund Kommunikation aus theoretischer Sicht? Was versteht man unter „urban legends“? Welche Gefahren von negativer Mund-zu-Mund Kommunikation bestehen für Unternehmen, was können Unternehmen dagegen tun, wie beurteilen Sie die Maßnahme von Doritos gegenüber SumOfUs? Begründen Sie Ihre Antworten! 10 Punkte

- 7) „Brand Communities“ und Markenliebhaber sind weitgehend immun gegen negative Botschaften diese Marke betreffend. Welche theoretische Begründung können Sie dafür anführen, welche Strategien wenden Markenliebhaber in der Regel an, wenn sie mit solchen negativen Nachrichten konfrontiert werden. Argumentieren Sie zunächst allgemein und sodann bezogen auf den YouTube Spot von SumOfUs über Doritos. 8 Punkte
- 8) Erläutern Sie die „propositionale Theorie“ sowie die „Percept-Analogy-Theorie“ und deren Unterschiede. Was versteht man unter „pro-aktiver Interferenz“, was unter „retro-aktiver Interferenz“? Wie die Fallstudie zeigt, führte Doritos zahlreiche Relaunches durch. Wie beurteilen Sie diese Aktivitäten (aus konzeptioneller und theoretischer Sicht)? 10 Punkte
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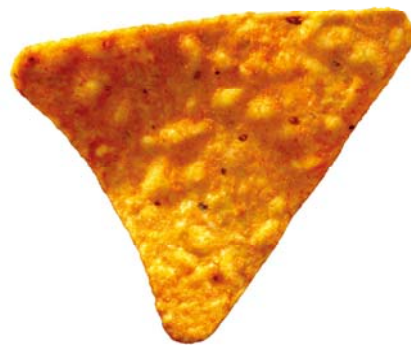
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