



RUFFLES CRUNCH TIME

7-ELEVEN



ASSIGNMENT

Leveraging the National Ruffles Crunch Time program, develop concepts for 7-Eleven that deliver a unique value to Ruffles consumers.

CONSIDERATIONS:

1. Ideas should overtly and authentically connect to Ruffles, linking to the creative expression, “Own Your Ridges”, which unlocks satisfaction and helps the consumer “Go All In” on their passions
2. Program goal is to increase traffic and drive incremental sales per trip
3. Leverage existing 7-Eleven social platforms and App
4. Budget is TBD

OBJECTIVES

GET: Core Jack (blue collar males)

TO: purchase multiple flavors of Ruffles

BY: providing a unique and engaging value through the NBA post season experience

BECAUSE: Ruffles delivers flavors and experiences he wants and 7-Eleven helps him "Go All In".



STRATEGY & APPROACH



STRATEGY & INSIGHTS

JACK (BLUE COLLAR MALES)

- Millennial
- Visits daily, impromptu shopping trips, on his way to/from work
- Finds the c-store convenient, easy and relaxing
- Open to discovery of new items; sees snack as "pick me up"
- Shops across categories; open to bundles

RUFFLES

- Basketball
- Ridges
- Flavor and crunch
- All in on his passions
- Authentic, Snarky, Funny
- Help guys be guys

KEY TAKEAWAY:

Jack is searching for an experience that is engaging and allows him go all in.

APPROACH

KEY TAKEAWAY:

Jack is searching for an experience that is engaging and allows him go all in.



7-ELEVEN:

- Focused on growing food and beverage
- Bundle Solutions
- Need it now and fill in trip
- Limited space in store
- Simplicity
- Emphasis on mobile rewards/loyalty



7-Eleven delivers on Jack's desire for something new, allowing him to be **all in** on his experiences.

CONCEPT 1



A high-angle, wide shot of an NBA Finals game in progress. The court is filled with players from both teams, with one player in a white jersey (number 15) jumping for a shot or layup. The crowd in the stands is dense and enthusiastic, with many fans wearing white jerseys. The court floor features the "The Finals" logo and the "NBA TV" logo. The text "SO CLUTCH" is overlaid in large, bold, black letters across the center of the image.

SO CLUTCH

CONCEPT 1 | INSPIRATION



Source:
washingtonpost.com,
10/25/16



Source: usatoday, 2/4/15

SO CLUTCH IDEA

The NBA playoffs are defined by moments. When a player steps up in crunch time, he's clutch.

Just like the big time, 7-Eleven has made a career out of coming through when shoppers are in need of an assist, so, when he's ready for it, 7-Eleven delivers convenience, flavor, and ease.

Literally.

Ruffles is teaming up with 7-Eleven to be the clutch basketball snacking destination both in AND out of the store. 7-Eleven is still the favorite destination for grab and go, but we're also **becoming the official delivery provider of game-time favorites.**

7-Eleven and Ruffles: Always there. Always clutch.



SO CLUTCH

HOW IT WORKS

IN-STORE COMPONENT

- In-store, Basketball-themed POS promotes the available discount on delivery service with Ruffles purchase
 - Shoppers will receive a discount for a future delivery service
 - Opportunity to earn bonus points via the 7-Eleven App for participation purchases
 - Additional bonus delivery discounts offered on featured Innovation items and flavors

The idea is simple: Buy Ruffles. Download Delivery App. Get Discount



SO CLUTCH

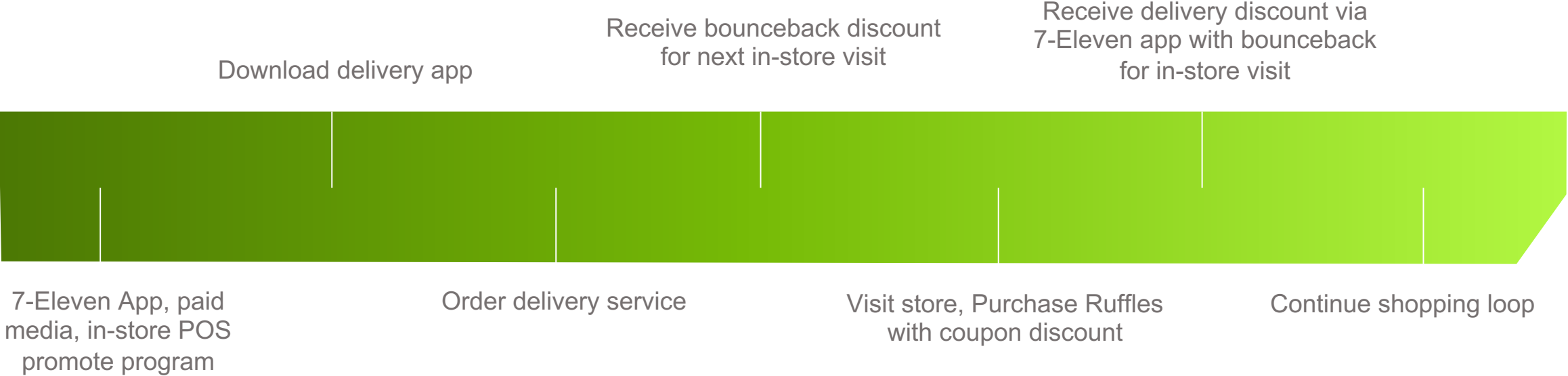
HOW IT WORKS

DELIVERY COMPONENT

- Implement **Ruffles Clutch Bundle product delivery on demand** through a delivery service to order snacks for the game
 - Receive 7-Eleven **bounceback coupons** in delivery order to drive in-store purchase
 - Everyone who participates receives X off first delivery order, and
 - Some lucky winners receive a surprise Playoff Party At Your Door
- **Reminder text pushes during halftime of games:**
“Snacks running low? We’ve got you covered with \$X off of Ruffles Clutch Bundles!”



SO CLUTCH | POINTS OF ENGAGEMENT



SO CLUTCH | WHY IT WORKS



ADDS SHOPPER
VALUE

Discount loop keeps shopper buying, they are always getting a good deal with chance to purchase multiple flavors



SCALABLE
BONUSES

Shopper is rewarded for going ALL IN and trying new things; Innovation flavors earn additional discounts on both delivery and in-store



7-ELEVEN
EXCLUSIVITY

Positions 7-Eleven as go-to delivery option for NBA game – watching
Playoff Party At Your Door plus-up

24 SECONDS TO SAVE

CONCEPT 2 | INSPIRATION



Source: wordstream.com,
3/27/17



Source:
thinkwithgoogle.com, 12/14

24 SECONDS TO SAVE IDEA

Consumers like to be **ALL IN** on the action. Whether it's playing games or grabbing food on the go, shoppers crave convenience and instant gratification.

7-Eleven and Ruffles are **bringing the popular basketball game, Pop-A-Shot to the mobile screen** so shoppers can have a hand at their own destiny.

Shoppers get 24 seconds to take their shots, receive a time-sensitive offer and then get to 7-Eleven to redeem it.



24 SECONDS TO SAVE

HOW IT WORKS

- In-store POS promotes Ruffles Pop-A-Shot game and 7-Eleven app download
- Download app and purchase Ruffles to receive a game link. Play the quick (24 second game) to earn **immediate discounts and additional bonus points for qualifying purchases**
 - The **time-sensitive offers** require the shopper redeem within [X] timeframe, driving urgency
 - 7-Eleven app push notifications remind shoppers to play the game to earn additional discounts and **reward multipliers**
 - **Waze Ad integrations** point shoppers to the Pop-A-Shot game / App, and they then use Waze to find the quickest way to the store to redeem offer
- *Plus-up opportunity:* Physical Ruffles **Pop-A-Shot machine** at **select stores** as parking lot events where shoppers can sample innovation flavors, get discounts on Ruffles, and win special exclusive prizes



24 SECONDS TO SAVE | HOW IT WORKS



24 SECONDS TO SAVE | WHY IT WORKS



GAMIFICATION

Concept is build around the popular basketball game playing experience, providing shoppers the chance to go ALL IN to win



REPEAT PURCHASE

Push notification and limited-time offers provide instant gratification and will help drive urgency and impulse purchases



7-ELEVEN EXCLUSIVITY

Allows 7-Eleven to own the program with a unique value proposition

LOOT THE LOCKER

CONCEPT 3 | INSPIRATION



Source: ypulse, Q1, 15



Source: ypulse, Q1, 15

LOOT THE LOCKER

THE IDEA

Basketball players are virtually untouchable, but what if you had the chance to get your hands on a game worn jersey?

7-Eleven and Ruffles are giving you a **turn at some serious swag**. Just open a locker to see if you've won **one-of-a-kind NBA merch** that will bring the unexpected and excitement to your everyday routine.



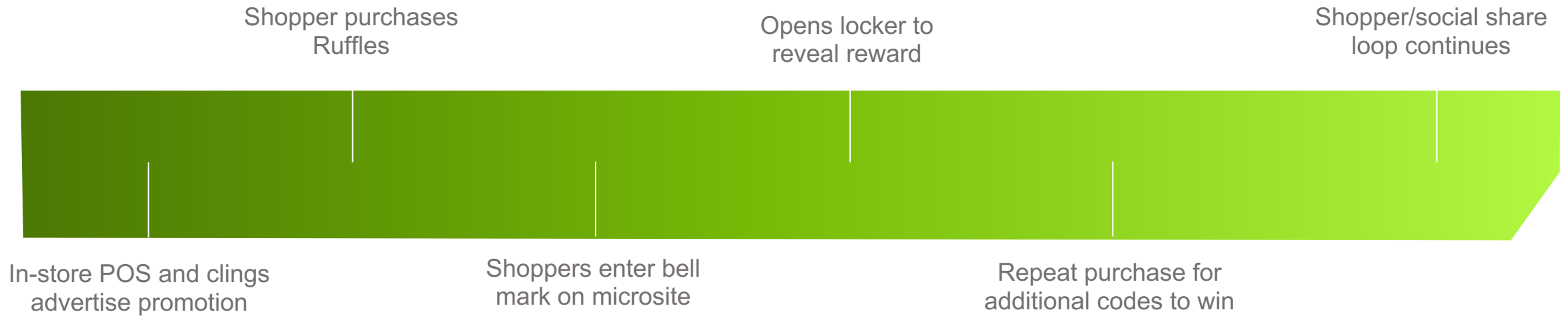
LOOT THE LOCKER

HOW IT WORKS

- In-store POS prompts shoppers to purchase participating Ruffles products for a chance to open a digital locker
- Enter **Ruffles bell mark** on a promotional microsite to open a locker for a **chance to win exclusive NBA prizes** like game-worn NBA jerseys and tickets **and Ruffles products**
- Everyone receives:
 - **Free Ruffles with bundled discounts** for future in-store purchases
 - **Free Slurpee with Ruffles purchase**



LOOT THE LOCKER **POINTS OF ENGAGEMENT**



LOOT THE LOCKER **WHY IT WORKS**



INCENTIVIZES
MULTIPLE VISITS

Every purchase offers rewards; encouraging repeat purchase



STAGED ROLLOUT
BUILDS EXCITEMENT

The locker rewards provide unexpected surprise and delight



7-ELEVEN
EXCLUSIVITY

Rewards frequency of grab & go behavior

RECAP



CONCEPT 1 SO CLUTCH

Positions 7-Eleven as the true clutch snack provider, leveraging both delivery and in-store to create a shopper loop.



ADDS SHOPER VALUE
REWARDS SYSTEM
7-ELEVEN EXCLUSIVITY



CONCEPT 2 24 SECONDS TO SAVE

Gamifies savings with a digital version of a beloved basketball arcade game that provides purchase incentives.



GAMIFICATION OF PURCHASE
REPEAT PURCHASE INCENTIVE
7-ELEVEN EXCLUSIVITY



CONCEPT 3 LOOT THE LOCKER

Drives to store and incents purchase frequency with intrigue of winning big, while creating incentive to purchase often.



MULTIPLE VISIT INCENTIVE
BUILDS EXCITEMENT
7-ELEVEN EXCLUSIVITY