



doritos dodgeball challenge

challenge

- To provide an engaging and differentiating story for Doritos with which to engage a critical mass of core 18-24 target audience

solution

- Creation of the doritos dodgeball challenge – a live 31 day challenge which sees dodgeball amateurs enter the cage and face the cannons
- Computerised cannons provide 'the opposition' and are operated by the consumer at home
- Winning team awarded £10k prize and trip to Las Vegas to play US champs in the final showdown at Planet Hollywood

results

- 22,320 minutes of live play
- 119 official teams recruited and entered the cage
- 600,000 balls fired
- 833 dodgers faced the cannons
- 1.5million website page views
- 100,000 online games played

