

Founded at Harvard, we provide world-class research that drives some of the biggest brands today. **We specialize in accessing the authentic voice of the consumer** and delivering clarity to brands on their unique value proposition and positioning through our work with Deep Metaphors™.



[Check out our website](#)



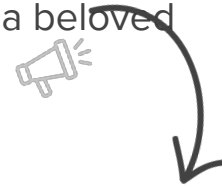
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*A look inside our research that led to Cheetos' award winning advertising campaign, nearly doubling their sales target.*

## OUR GOAL

How to **reposition Cheetos** to be **relevant to adults without losing the core equity** it built up over 60 years as a beloved kids' snack.



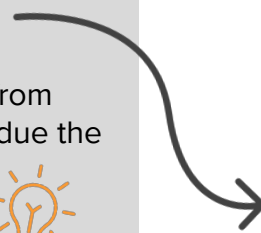
## OUR PROCESS

Olson Zaltman conducted one-on-one ZMET **foundational interviews** with adult and tween Cheetos lovers about the brand.



## What Frito-Lay Learned from Our Insights:

Cheetos snacks give adults a **moment of escape** from their hectic world -- specifically via the orange residue the product leaves on your fingers. This residue lets adults feel playful and a little bit mischievous, almost **like they are kids again**.



## What Frito-Lay Did with Our Insights:



The **"Orange Underground"** campaign was born.

[Click here to see the campaign](#)

## THE IMPACT

Cheetos sales **increased 11.3%**, nearly **double the target**.



The "Orange Underground" campaign won an Advertising Research Foundation **Grand Ogilvy Award** for **Excellence in Advertising Research**.



cheetos



Google searches for "Cheetos":

Year before campaign: **132,000 hits**



Year 1 of campaign: **1,121,000 hits**