

# Lecture 7: Customer Solutions

## Episode 3: Case Study Sun Chips

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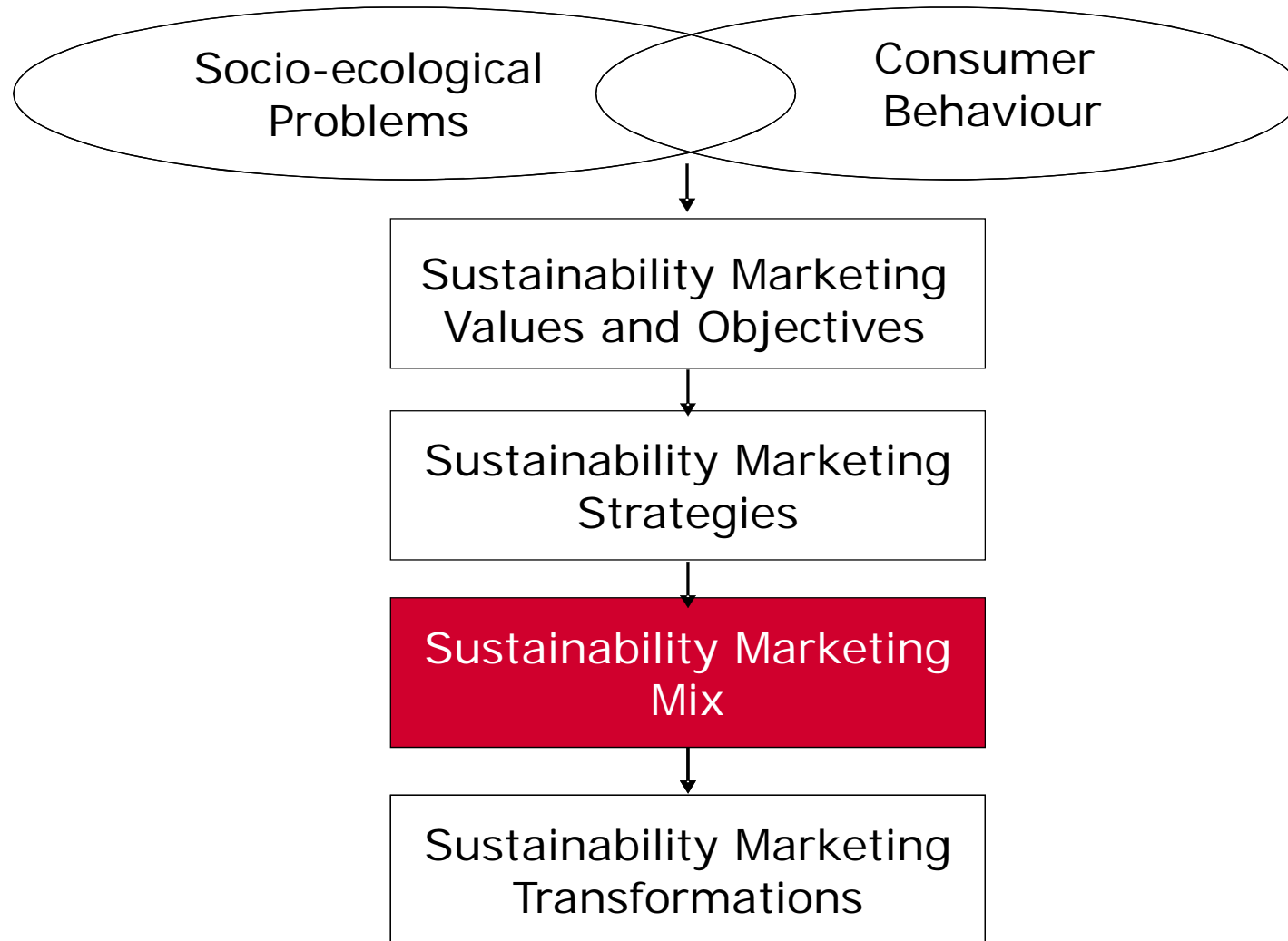
  
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Deutsche Bundesstiftung Umwelt

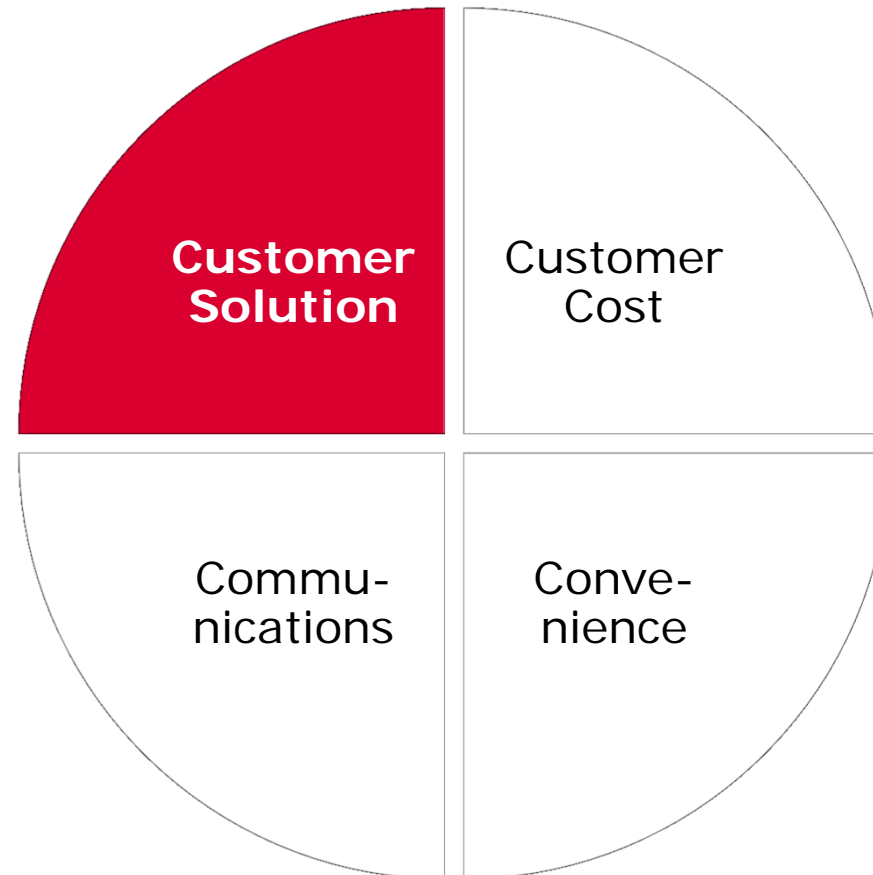


## Lecture 7: Overview





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## Lecture 7: Overview

Episode 1: (Pre-) Purchase, Use, Post-Use

Episode 2: Sustainability Branding

**Episode 3: Case Study Sun Chips**



## Learning Objectives

### **Learning Objective 1:**

Appreciate the traps of marketing sustainable product innovations.

### **Learning Objective 2:**

Discuss the pros and cons of bioplastic packaging versus conventional packaging from an ecological perspective.



## Structure of the Episode

- Company
- Chips
- Compostable Bag
- Consumer Responses



## Company



Source: FritoLay



# Company

The screenshot shows the Frito-Lay website homepage. At the top left is the Frito-Lay logo with the tagline "Good fun!". To the right are social media icons for Google+, Facebook, Twitter, and YouTube, along with a search bar. Below these are navigation links: HOME, WHERE TO BUY, CAREERS, FOR SPECIAL DIETS, FAQ, and NEWS. A horizontal menu contains five buttons: OUR SNACKS (yellow), RECIPES (purple), YOUR HEALTH (green), OUR PLANET (blue), and ABOUT US (red). The main content area features a large banner titled "Naturally Delicious" with the text "Learn about your favorite Frito-Lay snacks made with all natural ingredients." The banner includes a video player with four numbered thumbnails (1, 2, 3, 4) and a close button. To the right of the banner is a green box with speech bubbles containing the words "Lactose", "Fiber", "Gluten", "Nuts", and "Kosher", with the text "Have questions about what's in your snacks? Click here!". Below the banner is a section titled "Our Brands" with the text "view the full list of brands" and images of SunChips, Baked!, Frito-Lay DIPS, and BAKEN! products. To the right of this section is a "Do us a Flavor" contest graphic with the text "Click here to visit Lay's\* on Facebook for contest rules and to submit your great flavor idea. Good luck!". Below the "Our Brands" section is a "In the News" section with the headline "Lay's Potato Chips Teams Up With Eva Longoria And Iron Chef Michael Symon To Invite Consumers To Create The Next Great Potato Chip Flavor". At the bottom, there are two more sections: "To find your favorite, click here." with images of Doritos, Tostitos, Lay's Classic, SunChips Original, and Cheetos; and "snack chat" with the text "Check out what's happening at Frito-Lay on our Snack Chat blog!" and a background image of green grass.

Source: [www.fritolay.com](http://www.fritolay.com)







# Chips

FritoLay  
Good fun!

+1 f t YouTube Search

HOME WHERE TO BUY CAREERS FOR SPECIAL DIETS FAQ NEWS

OUR SNACKS RECIPES YOUR HEALTH OUR PLANET ABOUT US

Home » Our Snacks » Full List of Brands

OUR SNACKS Full List of Brands

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Current Features  
Full List of Brands  
Our Latest Snacks  
Where to Buy

Lay's Doritos Tostitos Cheetos Fritos SunChips  
Baked! Frito-Lay DIPS BAKEMETS CHESTERS PUFFCORN Cracker Jack ISLENO  
FUNJUNS Gamesa Grandma's MATADOR MAUI STYLE Mrs. Vectors  
MUNCHIES Munchos NUT HARVEST On the Border SUNCHIPS ROLD GOLD Ruffles Sabra  
Sabritas SANTITAS Simply NATURAL Spitz Stacy's

Source: [www.fritolay.com/our-snacks/full-list-of-brands.html](http://www.fritolay.com/our-snacks/full-list-of-brands.html)





# Chips

The screenshot shows the FritoLay website's product page for SunChips Original Flavored Multigrain Snacks. The page features a navigation bar with categories like 'OUR SNACKS', 'RECIPES', 'YOUR HEALTH', 'OUR PLANET', and 'ABOUT US'. A breadcrumb trail indicates the user's path: Home » Our Snacks » Full List of Brands » SUNCHIPS® » SUNCHIPS® Original Flavored Multigrain Snacks. The main content area includes a product image of a SunChips bag, a list of nutritional and dietary benefits, and a 'See Nutrition Label' button. A sidebar on the left lists 'Current Features' and 'Full List of Brands'. A right sidebar contains a 'Saving Trees' campaign with a 'Learn How' button and a 'Goodbye trans fats, hello healthier living.' message.

**FritoLay**  
Good fun!

HOME WHERE TO BUY CAREERS FOR SPECIAL DIETS FAQ NEWS

OUR SNACKS RECIPES YOUR HEALTH OUR PLANET ABOUT US


Home » Our Snacks » Full List of Brands » SUNCHIPS® » SUNCHIPS® Original Flavored Multigrain Snacks

## OUR SNACKS

### SUNCHIPS® Original Flavored Multigrain Snacks

Current Features  
Full List of Brands  
SUNCHIPS® Original Flavored Multigrain Snacks  
Our Latest Snacks  
Where to Buy

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- 0g Trans Fat
- Additive Free
- Kosher Triangle K
- No Milk Ingredients
- MSG Free
- Onion Free
- Soy Free
- 18g of Whole Grain

See Nutrition Label

Goodbye trans fats, hello healthier living. LEARN MORE

Saving Trees  
5 million every year  
Learn How

Source: [www.fritolay.com/our-snacks/sunchips-original.html](http://www.fritolay.com/our-snacks/sunchips-original.html)





# Chips

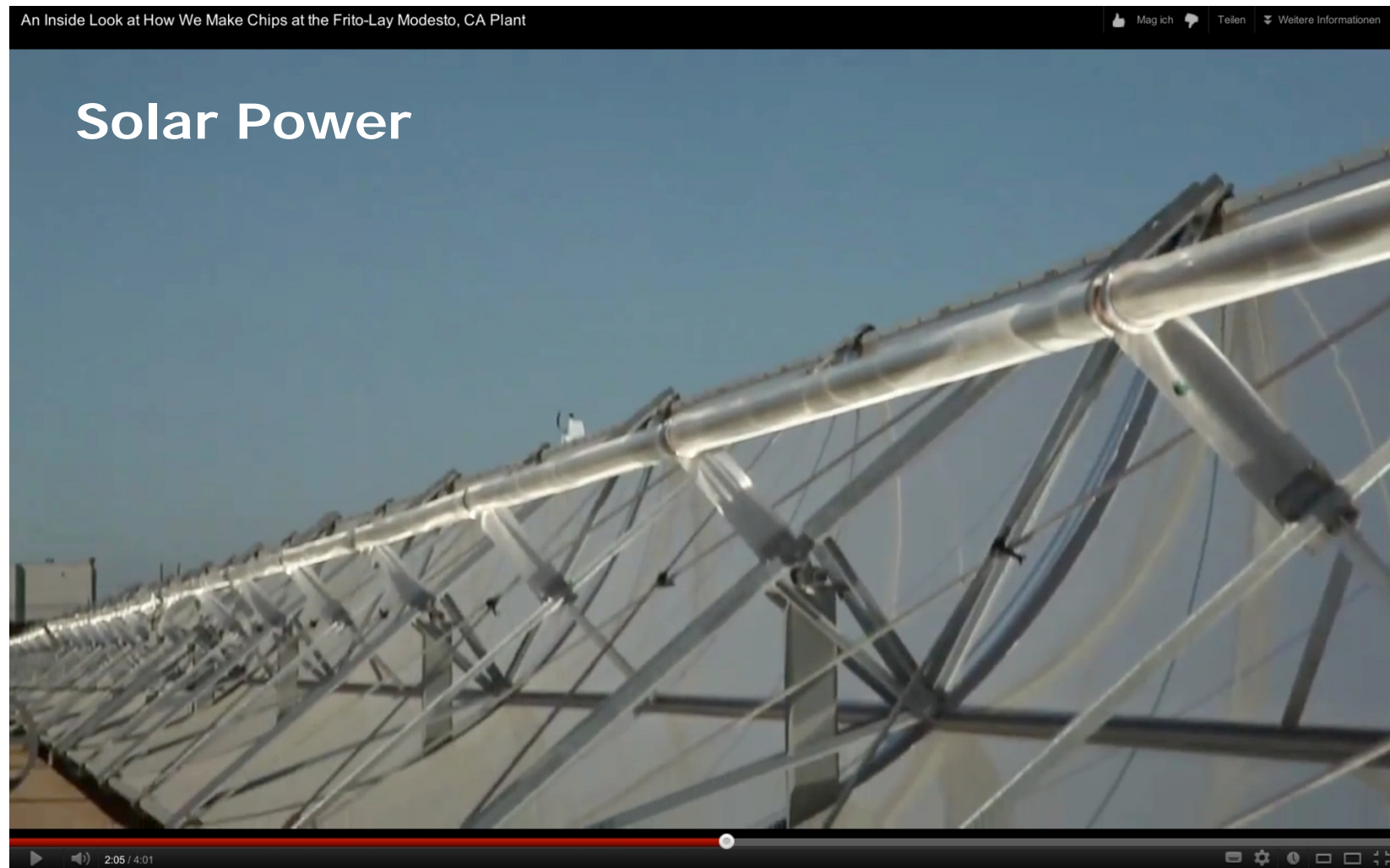


Source: [www.youtube.com/watch?v=l6BFxzPeQEg&feature=channel&list=UL](https://www.youtube.com/watch?v=l6BFxzPeQEg&feature=channel&list=UL)





# Chips



Source: [www.youtube.com/watch?v=lpqubz6FDYg](https://www.youtube.com/watch?v=lpqubz6FDYg)





# Chips

Sun Chips: Live Brightly

Mag ich Teilen Weitere Informationen

## SunChips goes Solar

Be made using solar power?

0:12 / 0:29

Settings Volume Full Screen

Source: [www.youtube.com/watch?v=3C4E9XkGVOU](https://www.youtube.com/watch?v=3C4E9XkGVOU)






# Chips

SunChips goes Solar?

Mag ich Teilen Weitere Informationen

## SunChips goes Solar



0:23

0:22 / 0:31

Source: [www.youtube.com/watch?v=WvKwJHWigqQ&feature=related](http://www.youtube.com/watch?v=WvKwJHWigqQ&feature=related)





# Chips



Source: [www.youtube.com/watch?v=OMD7YJ2UqsQ&feature=related](http://www.youtube.com/watch?v=OMD7YJ2UqsQ&feature=related)





# Compostable Bag



Source: [www.youtube.com/watch?v=CHD2NPsSovo&feature=related](http://www.youtube.com/watch?v=CHD2NPsSovo&feature=related)







## Compostable Bag



Source: <http://www.youtube.com/watch?v=2Iy3vETwMYY&feature=related>



## Compostable Bag



Source: [www.youtube.com/watch?v=FHZRJpeOe8w&feature=related](http://www.youtube.com/watch?v=FHZRJpeOe8w&feature=related)



## Consumer Responses



**Blogs**

Source: [www.youtube.com/watch?v=FQb7ULO\\_I7c&feature=related](http://www.youtube.com/watch?v=FQb7ULO_I7c&feature=related)





## Consumer Responses

The New 100% Compostable Sun Chips Bag Has a Super Loud Crinkle.

Teilen Info

# You Tube

The video shows a man in a dark jacket holding a large blue and green bag of Sun Chips. The bag is labeled 'CHOOSE ANY FICKELZ', '100% COMPOSTABLE BAG', and 'Sun Chips Original'. He is holding a handful of chips in front of the bag. The video player interface at the bottom shows a progress bar at 0:01 / 0:13 and various control icons.

Source: <http://www.youtube.com/watch?v=HRWeITDdHJM>



## Discussion Questions

1. What would you do as the brand manager of Sun Chips against the background of the negative publicity and consumer responses? Identify different options and evaluate the consequences.
2. Is the new compostable, plant-based Sun Chips packaging better than traditional, petroleum-based chip packaging from an ecological perspective? Look for life cycle analyses (LCAs) and discuss the pros and cons of the two different kinds of chip packaging.



## References

- Belz, F.-M., Peattie, K. (2012): Sustainability Marketing: A Global Perspective, 2. ed., Chichester, p. 193-194.
- [www.fritolay.com](http://www.fritolay.com)
- [www.sunchips.com](http://www.sunchips.com)



## In Cooperation



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