



**Client:** Cheetos

**Challenge:** This is a SPEC landing page for an imaginary contest aimed at college students. A contest web page was designed and created to entice students to make Cheetos their snack of choice while at school. Students are also encouraged to get friends to enter the contest. This strategy's goal is to collect email addresses to send out promotions and coupons to the demographic.

**Solution:** It was important to make sure Cheetos voice and brand was up front and center. Bringing in Chester Cheetah in a cap and gown promotes the brand's support for higher education and understanding that snacks are an important part of a college student's survival. The benefits of entering the contest needed to be clear and concise, as a student has a busy schedule, and just needs a quick reach for that ego (being the popular snack kid). Several attempts were made at wording that connected with a younger audience that is highly attuned to equity and human rights, but still a group of unique individuals.