

Cheetos Halloween / Calavera – Colombia

TWO SENTENCES: Describe the intent of your project in 100 characters

Un snack de Halloween que convierte a Cheetos en una experiencia oscura y divertida.

PARAGRAPH

Cheetos Calavera fue una edición especial de Halloween creada para el mercado colombiano, presentando un nuevo snack con forma de cráneo y una identidad visual completamente diseñada para la temporada. Con Chester Cheetah en versión vampiro y una estética spooky maximalista, el empaque convirtió el lanzamiento en una experiencia narrativa, donde producto, marca y cultura pop se unieron para atraer a una generación que celebra Halloween como una fiesta de creatividad, humor y transgresión.

THE CHALLENGE: Explain the problem/reason the project/product was developed.

Colombia no contaba con un producto de Halloween propio dentro de Cheetos, a diferencia de otros mercados como México. El reto fue lanzar un snack totalmente nuevo —con forma, nombre y personalidad propios— sin depender de referencias externas ni deportivas, y al mismo tiempo lograr que destacara en anaquel dentro de un mercado altamente competitivo y visualmente saturado, manteniendo el espíritu divertido y rebelde de la marca.

THE SOLVE: How did the final design concept meet these goals? Outline the solutions/benefits for customers and/or consumers.

La solución fue crear **Cheetos Calavera**, un producto con una forma única (cráneo) y una identidad visual inmersiva que convirtió el empaque en un universo narrativo. Chester, sin restricciones de uso en Colombia, se colocó al centro como un vampiro que sostiene el snack, rodeado de un mundo oscuro y juguetón que invita a descubrir. El diseño equilibró múltiples mensajes clave —“nuevo”, juego promocional, producto y marca— dentro de una composición rica y llamativa, asegurando visibilidad y deseo en punto de venta.

THE INSIGHT: Explain why this is innovative/differentiating/award-worthy.

Halloween es una de las pocas temporadas donde lo oscuro, lo extraño y lo divertido se convierten en una forma de autoexpresión cultural. Cheetos entendió que este momento no debía abordarse solo como una promoción, sino como una oportunidad para crear un producto que se sintiera como parte del ritual de la fecha. Al diseñar una pieza que parece salida de un cuento spooky, la marca se integró de manera auténtica a la celebración, conectando con consumidores que buscan experiencias, no solo snacks.

THE DESIGN: What specific aesthetic choices were made and why? (inspiration, typefaces, color, shapes, etc.)

El empaque se diseñó bajo una estética **spooky-maximalista**, combinando una base naranja intensa con negros profundos y un acento morado para el sello de “Nuevo”. Chester aparece como un vampiro, sosteniendo la calavera de Cheetos, rodeado de ilustraciones vectoriales de luna llena, murciélagos y árboles retorcidos que crean una atmósfera nocturna y misteriosa. La composición responde a los códigos visuales del mercado colombiano —rico en elementos, contrastes y estímulos— mientras mantiene una jerarquía clara entre producto, marca y mensaje promocional. La forma del snack, visible en el empaque, refuerza la promesa de novedad y experiencia.

THE IMPACT: What were the measurable results? (Media coverage, social reach, etc)

Resultados pendientes

TWO SENTENCES: Describe the intent of your project in 100 characters

A Halloween snack that turns Cheetos into a dark and playful.

PARAGRAPH

Cheetos Calavera was a special Halloween edition created for the Colombian market, introducing a brand-new skull-shaped snack and a visual identity designed entirely around the season. Featuring Chester Cheetah as a vampire and a bold, spooky-maximalist aesthetic, the pack transformed the product into a narrative experience where brand, product, and pop culture come together to attract a generation that embraces Halloween as a moment of creativity, humor, and playful transgression.

THE CHALLENGE: Explain the problem/reason the project/product was developed.

Unlike markets such as Mexico, Colombia did not have its own Halloween Cheetos product. The challenge was to launch a completely new snack — with its own shape, name, and personality — without relying on sports or external franchises, while also standing out on shelf in a highly competitive and visually crowded market, all while preserving Cheetos’ irreverent, fun-loving spirit.

THE SOLVE: How did the final design concept meet these goals? Outline the solutions/benefits for customers and/or consumers.

The solution was Cheetos Calavera: a product defined by its unique skull shape and an immersive visual universe that turns the pack into a story. With Chester placed front and center as a vampire holding the snack, the design invites consumers into a playful, eerie world. The layout balances multiple communication needs — “new” badge, promotional game, brand, and product —

within a bold, high-impact composition that drives attention and desirability at point of sale.

THE INSIGHT: Explain why this is innovative/differentiating/award-worthy.

Halloween is one of the few moments when darkness, weirdness, and fun become a form of cultural expression. Cheetos recognized that this season should be approached not as a simple promotion, but as an opportunity to create a product that feels like part of the ritual. By designing a pack that looks like it came from a spooky storybook, the brand became an authentic participant in the celebration, connecting with consumers who look for experiences, not just snacks.

THE DESIGN: What specific aesthetic choices were made and why? (inspiration, typefaces, color, shapes, etc.)

The pack was built around a **spooky-maximalist** aesthetic, combining bold orange with deep blacks and a purple “New” badge for contrast and energy. Chester appears as a vampire holding the skull-shaped snack, surrounded by vector illustrations of a full moon, bats, and twisted trees that create a mysterious night-time atmosphere. The composition reflects the Colombian market’s taste for rich, layered visuals while maintaining clear hierarchy between brand, product, and message. The visible skull-shaped snack reinforces the promise of novelty and experience.

THE IMPACT: What were the measurable results? (Media coverage, social reach, etc)

Results pending.

