

## Doritos Loud

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

Doritos Loud amplifica la presencia de Doritos en la música con una identidad visual y sensorial que conecta con una generación que vive al ritmo de lo bold.

### PARAGRAPH

Doritos Loud es la plataforma musical de Doritos, una marca que siempre ha encontrado su espacio natural en la cultura joven y en la música. Doritos Loud se presentó en el festival Corona Capital, con instalaciones, hospitalities y un escenario propio que reflejaban la energía y actitud de Doritos. Con un enfoque sensorial, la experiencia combinó luz, sonido y tipografía dinámica para expresar la esencia de la marca: ser atrevida, irreverente y ruidosa. Doritos Loud no es solo una activación, sino una estrategia a largo plazo para posicionar a la marca en el territorio musical, abriendo oportunidades para proyectos como podcasts, conciertos y colaboraciones con artistas.

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

El reto era consolidar el vínculo histórico entre Doritos y la música en una plataforma sólida y reconocible. Más allá de una presencia esporádica en festivales, la marca necesitaba una identidad unificada que pudiera vivir en distintos formatos, desde escenarios y experiencias inmersivas hasta medios digitales, sin perder coherencia ni fuerza visual.

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

El equipo desarrolló Doritos Loud como una plataforma modular capaz de adaptarse a cualquier entorno musical. En el Corona Capital, esto se tradujo en un espacio con alto impacto visual, un escenario Doritos y hospitalities inmersivos que celebraban la audacia de la marca. Se integraron recursos gráficos inspirados en el sonido: líneas de frecuencia, ondas, tipografía en movimiento y animaciones que transmiten energía y ritmo. La experiencia logró materializar el concepto "For the Loud" como una extensión natural del icónico "For the Bold".

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

La Generación Z vive la música como una extensión de su identidad. Más que un fondo sonoro, la música es lenguaje, estilo y comunidad. Doritos entiende este territorio como uno donde puede expresarse de forma auténtica: a través de experiencias que no solo se escuchan, sino que se sienten. Doritos Loud traduce la intensidad y el carácter de la marca en un código cultural que la conecta directamente con su audiencia.

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

El diseño de Doritos Loud se basó en una composición visual vibrante y multisensorial. Se utilizaron tipografías grandes y expresivas, animaciones de ondas sonoras y patrones inspirados en el movimiento del audio. Los colores icónicos de la marca, rojo, negro y naranja, se reinterpretaron con efectos de luz y movimiento que evocan el dinamismo de los conciertos. Cada elemento, desde la señalización hasta las pantallas, buscó hacer tangible el sonido a través de la vista, logrando una identidad gráfica que literalmente se "escucha".

**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

Doritos Loud amplifies the brand's presence in music with a bold, sensory identity that speaks to a generation that lives at full volume.

#### **PARAGRAPH**

Doritos Loud is Doritos' music platform, an evolution of a brand that has always lived comfortably in the worlds of youth culture and music. Doritos Loud was present at the Corona Capital festival, featuring installations, hospitality spaces, and a dedicated Doritos stage that reflected the brand's signature energy and boldness. Designed as a multisensory experience, it combined light, sound, and dynamic typography to embody Doritos' spirit: daring, irreverent, and loud. Doritos Loud is not just an activation but a long-term strategy to anchor Doritos in the music territory, opening opportunities for future projects such as podcasts, concerts, and artist collaborations.

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

The challenge was to strengthen Doritos' historical bond with music by creating a unified and recognizable platform. Beyond occasional sponsorships or festival presence, the brand needed a coherent identity that could live across multiple touchpoints, from live stages and immersive experiences to digital content, while maintaining its bold and disruptive essence.

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

The creative team developed Doritos Loud as a modular platform designed to adapt to any musical setting. At Corona Capital, this took shape through a high-impact visual space featuring a Doritos stage and immersive hospitality areas that celebrated the brand's fearless attitude. The graphic system drew inspiration from sound itself: frequency lines, waves, expressive typography, and kinetic animations that conveyed rhythm and intensity. The concept "For the Loud" became a natural evolution of the iconic "For the Bold," turning sound into a new expression of Doritos' identity.

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

For Gen Z, music is more than sound, it's identity, language, and community. Doritos recognizes this cultural code as a space where the brand can express itself authentically, through experiences that aren't just heard but felt. Doritos Loud translates the brand's intensity and attitude into a cultural platform that connects with its audience through shared energy and emotion.

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

The design of Doritos Loud was built around a vibrant, multisensory visual composition. Large-scale expressive typography, soundwave animations, and audio-inspired patterns brought the concept of “visual sound” to life. The brand’s iconic colors, red, black, and Orange, were reimagined with light effects and dynamic motion that evoke the pulse of live music. From signage to screens, every element was designed to make sound visible — creating a graphic identity that could literally be heard.

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

Results pending.

