

Lay's Argentina Copa del Mundo

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

Lay's celebra los mundiales de Argentina con empaques que convierten fútbol en diseño coleccionable.

PARAGRAPH

Para el Mundial 2026, Lay's Argentina desarrolló una edición limitada de tres empaques que conmemoran los campeonatos de 1978, 1986 y 2022. Cada diseño integra los códigos visuales de la selección argentina —sus franjas celestes y blancas, las estrellas y los años históricos— con el lenguaje de marca de Lay's, generando una serie coleccionable que celebra la pasión del país por el fútbol. A través de variaciones de sabor, composición y elementos gráficos, cada empaque representa una victoria distinta, conectando emocionalmente con los consumidores en un momento clave para el fútbol global.

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

El reto consistía en diseñar una serie de empaques conmemorativos que celebraran tres momentos históricos del fútbol argentino, integrando múltiples elementos obligatorios dentro de un espacio limitado. Esto incluía la convivencia de logotipos oficiales (FIFA y selección argentina), sellos regulatorios de gran tamaño, el sello "sin gluten", así como los códigos visuales de cada mundial. Todo debía resolverse sin comprometer la legibilidad, la jerarquía de marca ni el impacto visual en anaquel.

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

La solución fue desarrollar un sistema gráfico que organiza los elementos en capas claras, permitiendo que cada componente tenga presencia sin competir visualmente. Se utilizaron las franjas de la selección como base estructural, mientras que los años de cada mundial se integran como elementos tipográficos protagónicos. Las estrellas refuerzan el número de campeonatos y se combinan con variaciones de sabor para diferenciar cada empaque. El uso de acabados metálicos y mate aporta profundidad, jerarquía y una lectura más rica del diseño.

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

En Argentina, el fútbol es identidad, memoria colectiva y orgullo nacional. Cada campeonato representa un momento histórico compartido por generaciones. Un empaque que logra capturar esa emoción puede trascender su función y convertirse en un objeto de celebración y pertenencia.

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

El sistema visual combina los códigos de Lay's con los de la selección argentina, utilizando las franjas celestes y blancas como elemento estructural. El logotipo de Lay's dialoga con el sol de la bandera argentina, reforzando la conexión simbólica. Cada empaque incorpora el año del campeonato como elemento gráfico dominante, acompañado por el número correspondiente de estrellas. Las variantes incluyen detalles únicos, como texturas inspiradas en la sede de Qatar 2022, mientras que la paleta, los acabados metálicos y mate, y la jerarquía tipográfica permiten integrar múltiples elementos obligatorios sin perder claridad ni impacto.

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

Lay's celebrates Argentina's World Cup titles through collectible packs inspired by football history.

PARAGRAPH

For the 2026 World Cup, Lay's Argentina developed a limited-edition series of three packs celebrating the national team's victories in 1978, 1986, and 2022. Each design integrates Argentina's iconic visual codes—light blue and white stripes, stars, and historic years—with Lay's brand language, creating a collectible system that captures the country's passion for football. Through variations in flavor, composition, and graphic elements, each pack represents a different championship moment, connecting emotionally with consumers during a key global football event.

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

The challenge was to design a commemorative packaging series that honored three historic football moments while integrating multiple mandatory elements within a limited space. This included balancing official logos (FIFA and the Argentine national team), large regulatory warning labels, a gluten-free certification seal, and key brand elements. All of this needed to coexist without compromising readability, brand hierarchy, or shelf impact.

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

The solution was to create a layered graphic system that organizes all elements clearly while maintaining visual impact. Argentina's iconic stripes serve as the structural base, while each World Cup year is integrated as a bold typographic element. Stars reinforce the number of championships and are paired with distinct flavors to differentiate each pack. The use of metallic and matte finishes adds

depth and enhances visual hierarchy, allowing the design to remain expressive despite regulatory constraints.

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

In Argentina, football is a shared identity and a source of national pride. Each World Cup victory represents a defining moment in collective memory. A design that captures this emotional connection can transform packaging into a symbol of celebration and belonging.

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

The visual system merges Lay's brand codes with Argentina's national identity, using the light blue and white stripes as a primary structural element. The Lay's logo visually connects with the sun symbol of the Argentine flag, reinforcing cultural relevance. Each pack prominently features the year of the championship along with the corresponding number of stars. Unique details, such as textures inspired by Qatar 2022, add contextual depth. Metallic and matte finishes enhance contrast and legibility, enabling the integration of multiple mandatory elements without sacrificing clarity or visual impact.

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

Results pending.

LinkedIn Caption –

Three stars. Three titles. One identity. 🌟🌟🌟

1978 — Argentina

1986 — Mexico

2022 — Qatar

Three moments that define Argentine football.

Three packs that bring them back to life.

For the 2026 World Cup, Lay's created a limited-edition series celebrating each victory—

translating history into a collectible design system.

From the iconic sky-blue and white stripes

to the stars worn with pride,

every detail is built to honor the legacy on and off the pitch.

As the brand of the sun, Lay's connects naturally with Argentina's most powerful symbol—

turning its identity into a shared language with the nation.

This is show Lay's carries the legacy of Argentinian football forward.

